

## 10 Things to Consider When Choosing a Thesis Topic and Related Methodology



1. What do you care about? You will be working intimately with this topic for some time, and a strong interest can fuel your work.
2. What is behind that interest? In other words, what do you DEEPLY care about?
3. Do you REALLY want to do research for your current employer? What if
  - You move to a new employer?
  - Executive members don't like what you're finding?
  - Participants feel pressured to take part or share certain perspectives?
  - You discover great opportunities for growth and improvement, but no one takes action?
  - What bridges are you prepared to burn or not prepared to burn?
4. Who are one or more of the researchers in this field whose work you admire?
5. Who are one or more of the people/organizations doing pioneering work in this field whose work you admire?
6. Do you enjoy focusing on specific concrete things? Big ideas? Specific concrete things, which could shed light on big quandaries or ideas?
7. Are you more interested in trying to predict something or understand something?
8. Are you more interested in being seriously and actively engaged with your research scenario or stepping back and seriously observing?
9. If you are hoping to help others learn or rethink or change behaviours, who are those persons? What might convince or force them to pay attention?
10. What do your peers, friends, family or network members have to say about your proposed research questions? What can you learn from their comments? What does this feedback and reflection tell you about YOU as a researcher?