

Advanced Research Methodology

5. The Formulation of the Research Aim

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Function of the Purpose Statement

- central part of the introduction
- central and controlling idea of the study
- Bad Examples:
often it is mingled in the literature review or the state of research
- Good Examples:
There is 1 or 2 very clear sentences that set the objectives and intent
- Set it apart from other parts of the introduction

Style of Writing a Purpose Statement

- Use Keywords as “purpose” or “intent”
- concentrate on one idea
- use action verbs (describe, examine, discover ...)
- keep neutrality and openness of your study
- add useful working definitions to the purpose statement to make clear how you use central expressions
- sketch the research design
- explain the strategy of inquiry
- identify the breadth of your empirical investigation