# Identifying your research preferences

*Only work through the following questions if you have already compiled a list of potential research questions but find it difficult to choose.*

* Do you prefer to work with quantitative or qualitative data, or a mixture of both?
* Do you want to gain an overall overview or look into a particular aspect in great detail?
* Do you prefer to do empirical research or do you like to delve deep into the academic literature and analyse frameworks and models?
* Do you want to do exploratory work or examine specific hypotheses?
* Are you interested in testing an existing model or develop a new one?
* Do you have a particular audience for your research in mind (e.g., potential employers, supervisors, publishers)? Are any of your potential questions particularly useful for this audience?
* Do you see this as a means of gaining an additional qualification, pursuing a personal interest, or improving your career prospects?
* Do you want your study to be a stepping-stone or pilot study to a larger research project or do you see it as a single, self-contained project?