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A. Title of your research

B. Rationale of the study

C. Purpose of research

Objectives

- How to select a good research title
- What are the characteristics of a good title
- Define rationale and the purpose of rationale
- What is the purpose of the study



TITLE I

How to write Title

- The **title** summarizes the main idea or ideas of your **study**.
- A good **title** contains the fewest possible words that adequately describe the contents and/or purpose of your **research** paper.
- The **title** is the part of a paper that is read the most, and it is usually read first.
- The title should not contain any abbreviations, coma etc.

Characteristics of a Good Research Title

According to scholars, making a good title involves ensuring that the research title accomplishes four goals.

- First, a good title predicts the content of the research paper.
- Second, a good title should be interesting to the reader.
- Third, it should reflect the tone of the writing.
- Fourth and finally, it should contain important keywords that will make it easier to be located during a keyword search

How to write a research title

Effective titles in academic research papers have several characteristics.

- Indicate accurately the subject and scope of the study.
- Avoid using abbreviations.
- Use words that create a positive impression and stimulate reader interest.
- Use current nomenclature from the field of study.

How to come up with a good title

- Write down every word that comes to mind about your story.
- Make the title exciting & easy to remember.
- Pay attention to the wording, Use strong, vivid language.
- brainstorm for ideas
- choose a topic that will enable you to read and understand the literature

How to come up with a good title

- Ensure that the topic is manageable and that material is available
- Make a list of key words
- Be flexible
- Define your topic as a focused research question
- Research and read more about your topic
- Formulate a thesis statement

- **The title is the part of a paper that is read the most, and it is usually read first** and is therefore, the most important element that defines the research study. With this in mind, avoid the following when creating a title:
 1. If the title is too long, this usually indicates there are too many unnecessary words. Avoid language, such as, "A Study to Investigate the...", " or "A Review of the...." These phrases are obvious and generally unnecessary.

2. On the other hand, a title which is too short often uses words which are too broad and it does not tell the reader what is being studied. For example, a paper with the title, "African Politics" is so non-specific it could be the title of a book and could literally examine anything associated with politics in Africa. A good title should provide information about the focus of your research study.

3. Avoid including words or phrases that do not help the reader understand the purpose of your paper.

Rationale

Definition :

A **rationale** for **research** is a set of reasons offered by a researcher for conducting more **research** into a particular subject

What is the rationale of a research study?

Explaining the purpose of a **research study** and providing a compelling **rationale** is an important part of any **research** project, enabling the work to be set in the context of both existing evidence (and theory) and its practical applications

The purpose of rationale

The statement of purpose is not simply a statement of why the **research** is being done. (That is what the rationale section is for.) Rather, "purpose" refers to the goal or objective of your **research**. The purpose statement should answer questions.

Rationale

A **rationale** typically consists of a line of reasoning that performs two principal functions:

- It describes a context within which to locate the intended project and suggests why doing such a study is worthwhile.
- A further function can be that of justifying the methods you plan to use for solving your research problem.

Rationale

- The rationale of your research is the reason for conducting the study.
- The rationale should answer the need for conducting the said research.
- It is a very important part of your publication as it justifies the significance and novelty of the study.
- That is why it is also referred to as the justification of the study.
- Ideally, your research should be structured as observation, rationale, hypothesis, objectives, methods, results and conclusions.

Rationale

- To write your rationale, you should first write a background on what all research has been done on your study topic.
- Follow this with 'what is missing' or 'what are the open questions of the study'.
- Identify the gaps in the literature and emphasize why it is important to address those gaps.
- This will form the rationale of your study.
- The rationale should be followed by a hypothesis and objectives.





WHICH

WAY

TO GO?

Purpose statement

It is the most important statement in an entire research study

- It conveys the overall intention of a proposed study
- It establishes the direction for the research

Qualitative Research

In this type of research we use the words like explore, understand, or discover and we have focus on single phenomena.

Quantitative research

In this type of research we use words like determine, identify, or compare and we have focus on comparing and relating two or more variables.


Mix Methods Research

In this method we focus on both qualitative and quantitative research and mention the design with rationale .

why

Purpose of the study

The research purpose is a statement of "why" the study is being conducted, or the goal of the study. The goal of a study might be to identify or **describe** a concept or to **explain** or predict a situation or solution to a situation that indicates the type of study to be conducted (Beckingham, 1974).



If you're not working
with purpose, you're
doing it wrong.

Difference between rationale and purpose

Objective is the **purpose**, goal or aim of doing something. For example, your objective is to complete a particular task within the stipulated time.

Rationale on the other hand is the logic behind something. Or you can say that it's the reason behind something or how you would explain something.



THANK YOU

References

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