

Goal and Objectives of Your Research

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Goal Statement

A **goal** statement conveys the overall intent of your research in a **single sentence**. It indicates what you intend to accomplish and establishes the central direction for your research. The goal statement should flow logically from your Problem Statement.

In order to realize your goal you will need to:

- ✓ Achieve some set of objectives,
- ✓ Answer some set of questions, or
- ✓ Test some set of hypotheses.

A good goal statement is:

- ✓ Specific and precise,
- ✓ Clear,
- ✓ Concise,
- ✓ Able to lead to more than one objective or question, and
- ✓ Grounded in a well-established problem statement

Research Objectives

The goal statement is realized through a set of research objectives. Clearly formulated objectives will help focus your research, structure your literature review, and guide your research design/methodology. Research objectives are the specific things you will achieve in your research in order to accomplish your overall goal.

Good research objectives are explicit and clearly defined, and there is a high probability of meeting them. Good research objectives are:

- ✓ Concrete statements describing what the research is trying to achieve,
- ✓ Achieved by undertaking the research,
- ✓ Grounded in the Problem Statement – not a rabbit pulled from a hat,
- ✓ Presented clearly and concisely,
- ✓ Logically/ conceptually linked,
- ✓ Comprehensive of the different aspects of the research problem you identified,
- ✓ Clearly phrased in operational terms, and
- ✓ Attainable within the expected timeframe and available resources for the study.