

Research Question Guide

How to create a good research question in 7 easy steps

Library

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WHAT

What do you want to research?

A problem, issue or phenomenon

For example: The influence of social media on fast fashion

WHO

Who are the main stakeholders?

Which target audience or parties are involved?

For example: Young adults aged 19 to 25 years

WHERE

What region does the research focus on?

Is the research geographically limited?

For example: Young adults living in the Netherlands

WHEN

What time period are you researching?

Which era or historical context?

For example: Between 2015 and 2025

WHY?

Why is your research topic important?

Importance to a field of expertise, working practice or society

For example: I think it's important to look at overconsumption in the garment industry. In 2020 the textile sector was the third largest contributor to water pollution (European Environment Agency, 2022).

HOW?

Which research methods are you going to use?

Method and approach

For example: Desk research.

Enter your research question below,
based on your answers at the previous steps.

Example: "What influence did social media have on fast fashion purchasing behaviour of Dutch young adults aged 19 to 25, between 2015-2025."

CHECK

1. Is the research doable?
2. Is your research question an open question?

HINT: Start with 'What',
'Which', or 'To what extend'.

2 x YES

You've got
your research
question!

NO

Start again
at 'What'



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