

# **A Review on How to Select Topic for Research: Strategies**

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**Abstract:** *Understand the difference between academic research and workplace research. What will be the procedure to select the topic of your research? What steps should be taken care of while selecting a topic for your research. For research you need data, so how many types of research and how to collect data.*

**Keywords:** Researching Your Subject, Data, Primary Research and Secondary Research

## **I. INTRODUCTION**

Research is done in every field, field of medical, field of education, field of science even now analysis is done in the field of sports for that research is done.

In the field of medicine new medicine is developed or created by researching. For development research is must without research development will be very hard and will be very difficult.

Research plays a very importance role in treatments and also it helps to growing business. Recent study show that doing research, helps in diagnosis diseases and health related issues.

While doing research you gain the knowledge, how to do things, how things exactly work and one more importance of research is whatever research has done you can study that research and explore things and if that research lacks something you may correct those errors.

## **II. LITERATURE REVIEW**

Author Mike Markel has done a lot of work in the research field. Mike Markel is author of Technical communication 11<sup>th</sup> edition and as well as 13<sup>th</sup> edition.

Author says that first understands the difference between academic research and workplace research. He also gave a research process for selecting the topic of research. Author also gave some methods while doing some research. If we applied those methods then accuracy of research definitely will be better [2].

Prof. A. Sahay published a paper on “Choosing a Research topic”. They say that there are two types of students who do research: one is full time student and other is part time student, but their end goal is the same.

Author mentioned some points that should keep in mind while choosing a research topic and points are Soul Searching, Reading, Thinking and Writing Spiral, Interdisciplinary Reading, Critical Reading, Communicating the Idea and Is the Topic worth Pursuing? [3].

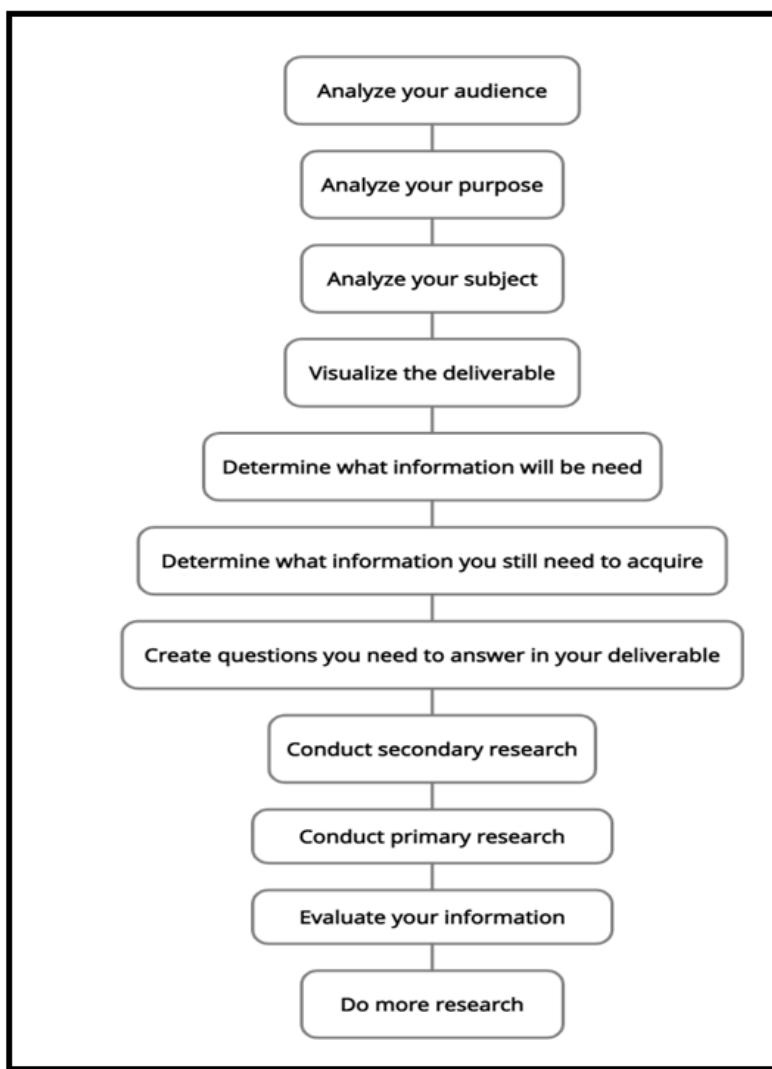
One study done on “The role of instagram as tool on marketing strategy to improve business revenue”. And objective of research are to determine the factors affecting instagram marketing. To examine effects of instagram and consumer behavior. To identify the challenges on instagram on marketing.

And they asked questions, how do pictures on instagram affect the spreading of a brand? How do instagram activities affect the traffic to the web shop? How do instagram improve sales on marketing? [1].

## **III. RESEARCH METHOD**

When you are going to select a topic for research then you should follow the steps mentioned in below diagram. In the research method you need to ask questions to yourself and need to give answers to do better research.

While doing research if follows research method then accuracy of research will increase.



**Figure 1: Research Method**

### **3.1 Analyze Your Audience**

The first step is to analyze the audience. In this step you have to give answers to questions like, what will your audience expect from your research, and attitude of your audience regarding your audience.

### **3.2 Analyze Your Purpose**

The second step is to analyze your purpose. What is your message you want to give to your audience and how they will understand in that way you have to smartly need to understand purpose of research.

### **3.3 Analyze Your Subject**

Third step is to analyze your subject. You are going to research in a field, let's say medical so how in-depth you have knowledge of that field. In that field some other research had been done before so what you still need to find out?

### **3.4 Visualize the Deliverable**

Fourth step is to visualize the deliverable, you can show your research through reports and graphs and from that what application will require all this question's answer need to give.

**3.5 Determine What Information will be Need to be Part of that Deliverable**

When you are doing research it is very much needed to understand the problem and understand the data. When you understand the problem and when you understand the data properly then the outcome will be very effective and better.

**3.6 Determine what Information you Still Need to Acquire**

Go through data once again and make a list once again that you don't have now.

**3.7 Create Questions you Need to Answer in your Deliverable**

You need to ask or create questions that satisfy or full-fulfill your research purpose. If you do then you will get list of questions and when you solves or give the answers then result of research will be more accurate.

**3.8 Conduct Secondary Research**

Secondary research includes, can refer articles, journals and research papers. Research already done by someone we can use those data for our research.

**3.9 Conduct Primary Research**

Primary research includes the research we can do by ourselves. We can take interviews, collect data by ourselves.

**3.10 Evaluate Your Information**

Once you have collected your data for research you need to check the data once again. Check accuracy of data, how comprehensive is your data.

**3.11 Do More Research**

If you have followed all steps but it doesn't full-fulfill answer of your questions then you need to do more research.

**IV. RESEARCH TYPE**

When someone is doing research then he/she definitely needs the data. Without data it is nearly not possible to do research. So there are mainly two types. First is Primary research and second is Secondary research.

**4.1 Primary Research**

As mentioned in the research method, primary research means research that is done by ourselves. You can take interviews of people, you can distribute Google forms and distribute in groups and collect the answers and on that data we can do research.

In primary research we can make a dataset by clicking pictures and on that data we can do research. Examples would be signature identification and digit classification.

**4.2 Secondary Research**

In secondary research we have to refer to the data that is already created by someone else. For example, I am working on building detection on satellite images so in this case it is not possible to first launch a satellite and collect data so we have to refer to data that is launched by satellites. Another example would be Google map.

**V. CONCLUSION**

When you do some research then it is possible that your research helps in development or your research can help someone in their research so in this review paper, mentioned research method and have to give the answers of research method questions.

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