We will begin this unit by exploring different subjects, questions, and methods to gather information and develop inferential conclusions about our topics. Please fill in the following chart as you explore different topics and develop your purpose statement.

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| **Topic** | **Questions to Explore** | **Sub-questions** | **Method** |
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Use the template below to create a complete purpose statement once you’ve done some research and have determined what you would like to study.

The purpose of this \_\_\_\_\_\_\_\_\_\_\_\_\_\_ (narrative, phenomenological, grounded theory, ethnographic, case, etc.) study is (was? will be?) will be to \_\_\_\_\_\_\_\_\_\_\_\_ (understand, describe, develop, discover) the \_\_\_\_\_\_\_\_\_\_\_\_\_ (central phenomenon of the study) for \_\_\_\_\_\_\_\_\_\_\_\_\_\_ (the participants) at (the site).

**Purpose Statement**

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Examples:

* The purpose of this qualitative study is to describe the impact of customer service representatives on the satisfaction of corporate customers at a major retail center in central Florida.
* The purpose of this historical study is to discover the conditions that prompted the efforts of local political leaders to organize a new, public two-year college in Collin County, Texas.
* The purpose of this phenomenological study is to explore the reasons for the acceptance of a recycling program by the residents in Highland Park, Illinois.
* The purpose of this qualitative study is to understand how change in corporate leadership resulted in employee policy changes for hourly workers at a major retail center in Atlanta, Georgia.
* The purpose of this narrative study is to understand how institutional philosophy impacted educational programs and key policies at a public, state university in Virginia.
* The purpose of this biographical study is to describe the contributions of Oral Roberts and his impact on religious higher education in the United States.