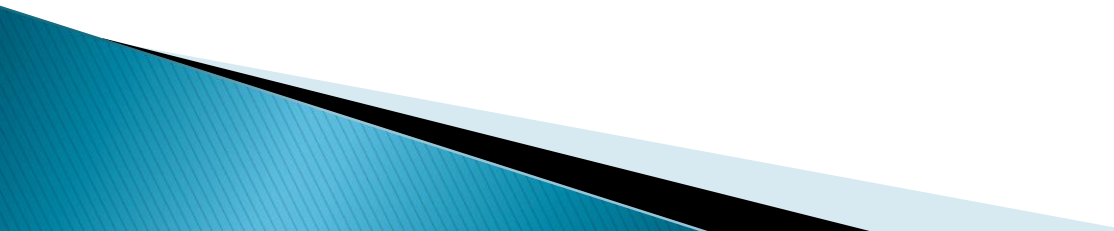
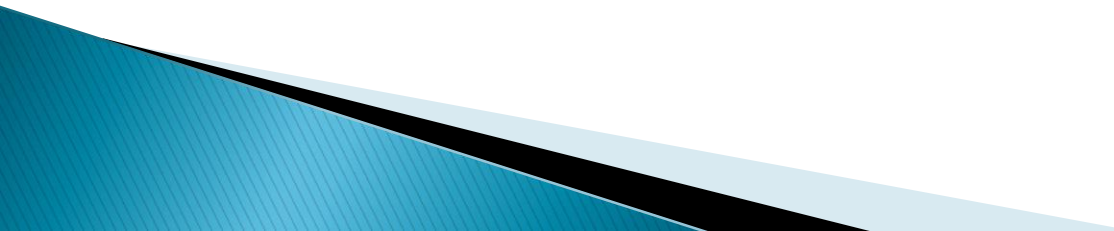


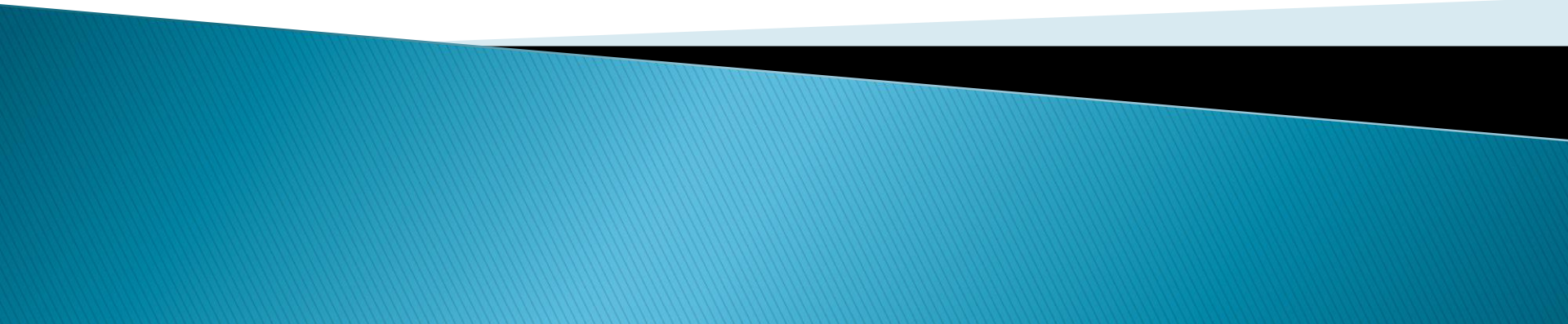
# Aim & objectives

- ▶ The **OBJECTIVES** of a research project summarizes what is to be achieved by the study.
  - ▶ Objectives should be closely related to the statement of the problem.
- 

**The objective of any study will be determined by the researcher. He/she might a hypothesis need to be proved or refused & the hypothesis should be clearly stated.**



# TYPES



1. *General objective:*

states what researchers expect to achieve by the study in general terms & why..

## ***2. Specific objectives:***

identify in greater detail the specific aim of the project . It is a smaller, logically connected parts of general objective. They are the specific aspects of the topic that we want to study within the framework of our study.

Specific objectives should systematically address the various aspects of the problem and the key factors that are assumed to influence or cause the problem. They should specify what we will do in our study, where and for what purpose.

## objectives

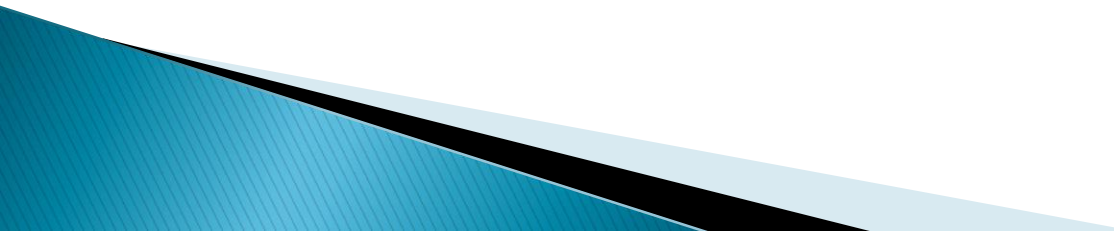
- ▶ are the steps you are going to take to answer your research questions or a specific list of tasks needed to accomplish the goals of the project
- ▶ emphasize how aims are to be accomplished.
- ▶ address the more immediate project outcomes
- ▶ make accurate use of concepts and be sensible and precisely described
- ▶ are usually numbered so that each objective reads as an 'individual' statement .
- ▶ For each specific objective you must have a method to attempt to achieve it.

## Aim

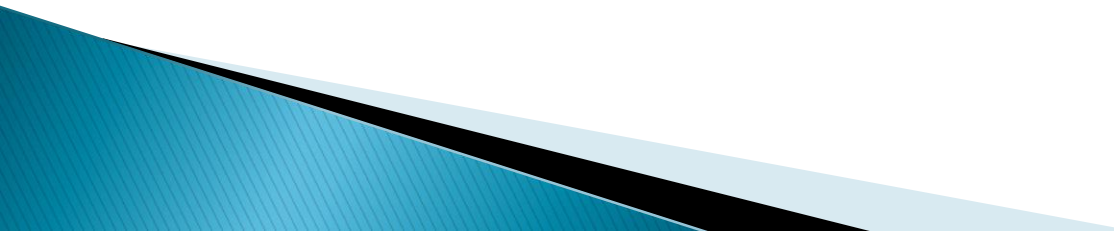
- ▶ are broad statements of desired outcomes.
- ▶ emphasize what is to be accomplished, **not** how it is to be accomplished
- ▶ address the long-term project outcomes.
- ▶ do not need to be numbered

**Why should research objectives be developed?**

**The formulation of objectives will help you to:**

- 1. Focus the study (narrowing it down to essentials);**
  - 2. Avoid the collection of data which are not strictly necessary for understanding and solving the problem you have identified;**
  - 3. Organize the study in clearly defined parts or phases.**
- 

**Properly formulated, specific objectives will facilitate the development of your research methodology and will help to orient the collection, analysis, interpretation and utilization of data**

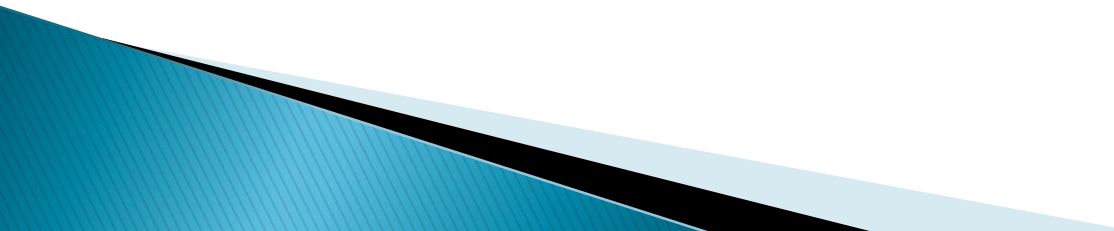


Take care that the  
objectives of your study:

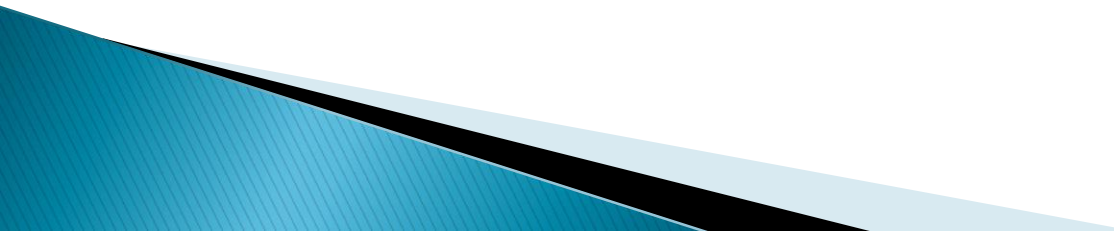
- Cover the different aspects of the problem and its contributing factors in a **coherent** way and in a **logical sequence**;
- Are **clearly phrased** in **operational terms**, specifying exactly what you are going to do, where, and for what purpose;
- Are **realistic** considering local conditions; and
- Use **action verbs** that are specific enough to be evaluated.

**Examples** of action verbs are: to determine, to compare, to verify, to calculate, to describe, and to establish. Avoid the use of vague non-action verbs such as: to appreciate, to understand, or to study.

**Where do I localize the objectives in my thesis?**

- ▶ They are always presented in the introductory chapter or section of your thesis.
  - ▶ Repeat them during the dissertation: you remind the readers of the purpose of your work.
  - ▶ Objectives should be in a way referred to in your conclusions.
- 

# Criteria of objectives

1. Once objective stated, the researcher should work within this stated objectives.
  2. Feasible in community & within the resources available to him.
  3. Should not be changed half the way through the study.
- 

# It should be

**SMART**

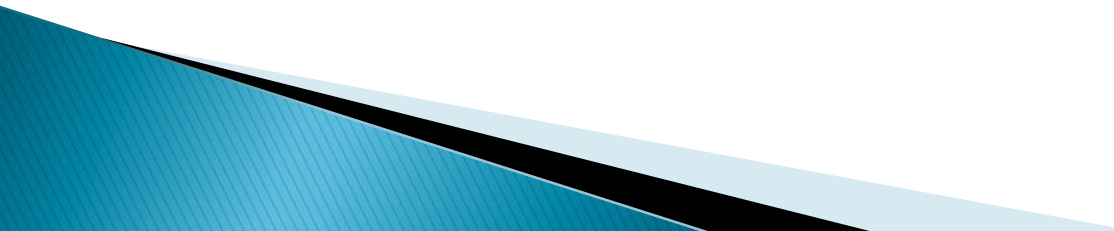
**S= SPECIFIC**

**M= MEASUREABLE**

**A= APPLICABLE**

**R = RELEVANT**

**T= TIME BUOND**

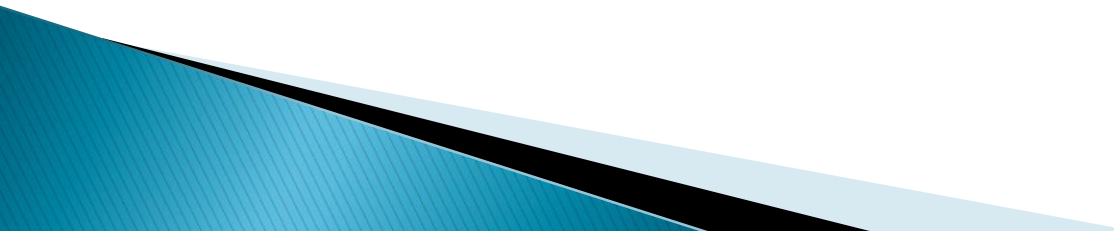
- ▶ **SPECIFIC OBJECTIVES may be one of 3 main types:**
  - ▶ **Estimation objective.**
  - ▶ **Association objectives.**
  - ▶ **Evaluation objectives**
- 

# Characteristics of good objectives

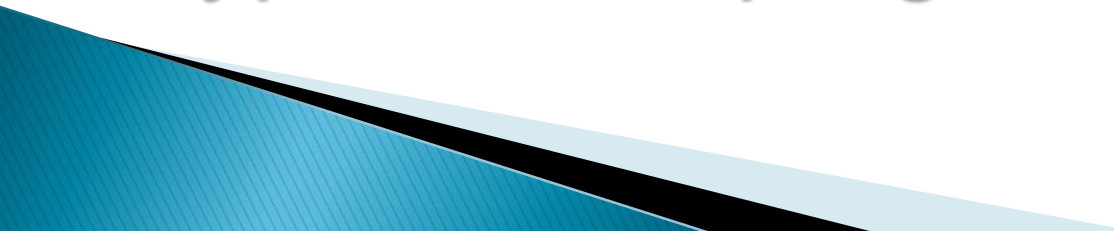
- ▶ Should be logical & consistent.
- ▶ Should be realistic within the time frame & finance.
- ▶ Should be defined in terms that can be measured. The objectives should be clearly stated right from the once within above point.

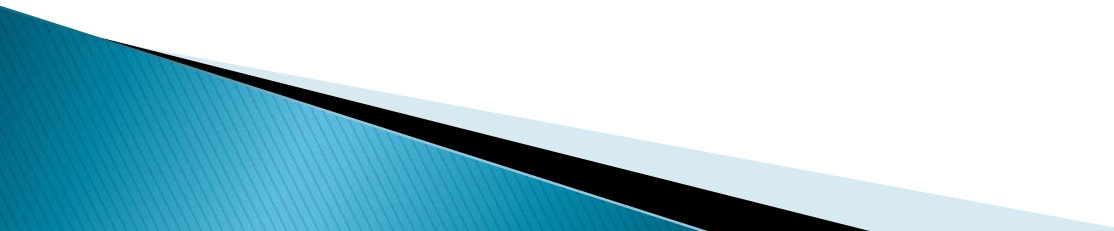
# Example

**General objective:** Effects of  
Television Viewing Reduction  
on Energy Intake and  
Expenditure in Overweight and  
Obese Adults.



## **Specific objectives:**

1. Clarify the relation between BMI & age
  2. Mention the duration of TV viewing per day in obese & overweight.
  3. Identify the association between types of TV program & BMI level.
- 

4. Determine the prevalence of eating while TV watch in overweight & obese adult.
  5. Explain the frequency & amount of food intake in obese & overweight adults during TV watch.
  6. Clarify the impact of TV watch reduction time on BMI.
  7. Identify the impact of TV watch reduction on physical activity.
- 

**Thank you**

