

23C99902 –Finding a Bachelor Thesis Topic

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How to choose a topic?

What interests you?

- E.g., from your perspective as a consumer/user
- E.g., from your perspective as a part of a company selling goods/services
- E.g., from your perspective as a member of a social group

What is a “good” topic?

= A topic that enables you to generate new knowledge

- **A “real-world problem”, i.e. one that practitioners/ users/consumers face,**
- **That is relevant to a large audience (e.g., not only to users of carsharing service car2go, but to users of carsharing services in general/ not only to carsharing users in Finland, but also elsewhere),**
- **That is an area, which has already been researched,**
- **AND that tackles a research gap**

Where to look for topic ideas?

- **Hot topics in media, e.g., blogs, magazines, newspapers, news**
- **Lectures, lecture materials**
- **Practitioners' problems**
 - At your own work
 - As reported in media etc.
- **Peers' problems in e.g., using a product**
 - Talk to friends, family
 - Look in online communities, blogs, etc.
- **VOIDS in research, e.g., look at the section avenues for future research of scientific articles**

Turning an idea into a research topic by narrowing it



If you can't decide on a thesis topic, you may want to look into these:

- **Product packaging materials as drivers of consumption behavior**
- **Barriers of sharing economy**
- **Sustainable consumption**
 - Food consumption (sustainable food styles and diets)
 - Eco-labeling
 - Anti-consumption movements (voluntary simplicity, minimalism)
- **The benefits of online gaming communities**
- **New frontiers in retail, e.g., social media as a retail tool**

Other useful sources

<http://www.mycollegeadvice.org/blog/2014/7/7/thesis-writing-basics-choosing-an-undergraduate-thesis-topic>

<https://classroom.synonym.com/thesis-topic-effectively-4554.html>

<https://www.umflint.edu/library/how-select-research-topic>

<https://thesiswhisperer.com/2010/10/13/5-ways-to-know-you-have-the-right-thesis-topic/>

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To discuss your thesis topic



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