

Quadrant 1: Audience and goals

Who is the audience for your research? E.g.,

- Scientific peers: **High**
- Funding agencies: **Low**
- Policy makers: **Low**
- The general public: **Low**
- "Users": **High** (other scientists who could use this method)
- You yourself: **High** (I want to care about my work)
- ...

Why are you doing this research?
What are you trying to accomplish? E.g.,

- Curiosity/finding out new things: **High**
- Peer recognition and career advancement: **High**
- Financial income: **High**
- Societal impact: **Medium**
- ...

Quadrant 2: Current approach

How do you usually come up with research question ideas?

- Based on puzzling results in my own research
- Gaps identified in literature reviews
- Discussions with my former PhD advisor

How do you currently select/decide which questions to pursue?

- Own decision inspired by discussions with my former PhD advisor

Quadrant 3: Pains

In light of your answers to Q1 and Q2:

What do you or your audience find "negative" about the research questions you usually identify and select?

- Miss disease areas I'm not familiar with
- Questions in disease areas different from current ones requires lots of investment (knowledge, but also cell cultures, equipment, etc.)
- High risk that method does not work in the particular disease area I pick

What do you or your audience find "negative" about the process you usually use for identifying and selecting research questions?

- Literature reviews take time and still feel incomplete
- Disagreements with former advisor over the best areas to focus on, due to different knowledge and "predictions" about what could work (endless discussions)

Quadrant 4: Gains

In light of your answers to Q1 and Q2:

What do you or your audience expect or are positively surprised by with respect to the research questions you usually generate?

- The disease area we focus on is "important" (scientifically, and in terms of affected patients)
- The specific issues we study in a certain disease area are relevant to other disease areas
- The research we do fits with my portfolio of ongoing research

What do you or your audience expect or are positively surprised by with respect to the process you usually use for identifying and selecting research questions?

- Potential users (in my case: scientists in different disease areas) would like to shape the research to make it more useful for them; and hear about new methods first
- I would love to get feedback from others before locking myself into a particular disease area