

Project proposal

ABSTRACT

INTRODUCTION

BACKGROUND

PROBLEM STATEMENT

PROFESSIONAL SIGNIFICANCE

MAIN BODY

LITERATURE REVIEW

METHODOLOGY

RESULTS
ANTICIPATED/ACHIEVED

CONCLUSION

REFERENCES

ABSTRACT

- outlines the *overall structure* and objectives of the work
 - a *summary* of the research paper
 - one paragraph long
-

INTRODUCTION

500 words

- sets **the tone** for the readers
- enables the readers to form some **idea of**:
 - the content
 - the structure
 - the writer's position



gives an understanding of
what* you want to do and *why

INTRODUCTION

BACKGROUND

PROBLEM STATEMENT

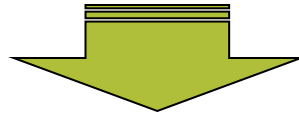
PROFESSIONAL SIGNIFICANCE

- presents the ***context*** for the study
- outlines the ***general state of knowledge*** about the research problem
 - makes a brief reference to the literature
 - identifies gaps in knowledge
- justifies the ***choice*** of the topic focus
- suggests the ***rationale*** for doing research
- outlines possible ***benefits*** of the research

BACKGROUND

broad information

(what is known about the topic)



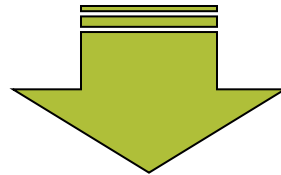
more specific information



(what is not known)
gap in knowledge



(what is important to know)



focal point

INTRODUCTION

N

PROBLEM STATEMENT

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PROFESSIONAL
SIGNIFICANCE

- a clear formulation of the *research problem*
 - indicates some likely *hypotheses*
 - defines *aims* and *objectives*
 - defines *the scope* of the project
- sets the boundaries of your proposed research

INTRODUCTION

N

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PROBLEM
STATEMENT

PROFESSIONAL
SIGNIFICANCE

why the proposed study is worth doing

what contribution it will make to professional knowledge



theoretical and practical *implications*

MAIN BODY

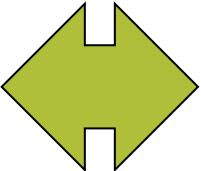
- an outline of the *theoretical literature and empirical research*
 - concise justification of the *methodological approach* you intend to use
 - a brief report on the *results*
-

MAIN BODY

LITERATURE REVIEW

METHODOLOG Y

RESULTS

- sets the project in the *context of existing knowledge*
- briefly outlines the *general state of knowledge* about the research problem
 - the history of the topic
 - key landmark studies
- what was known in the past  what you intend to discover

500-600 words

MAIN BODY

LITERATURE REVIEW

METHODOLOG Y

RESULTS

discussion of the *theoretical literature*



covers the main theories
related to the problem

review of the *empirical research*

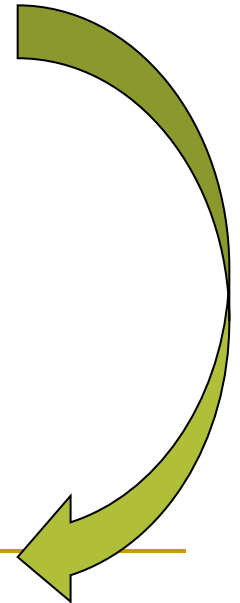
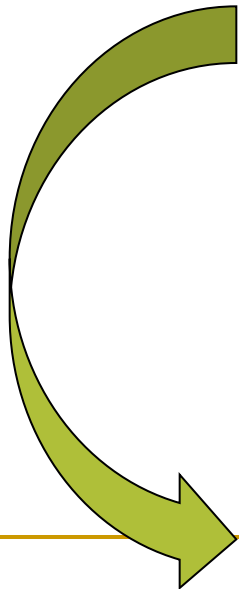
- chronological
- conceptual
- opposing camps

NOT a catalogue of references

review and synthesis



pick out *trends* and *patterns*



“Five C’s” of writing a literature review

1. **Cite**: keep the primary focus on the literature pertinent to your research problem.
 2. **Compare** the arguments, theories, methodologies, and findings expressed in the literature.
 3. **Contrast** the arguments, themes, methodologies, approaches and controversies expressed in the literature.
 4. **Critique** the literature.
 5. **Connect** the literature to your own area of research and investigation
-

MAIN BODY

*LITERATURE
REVIEW*

METHODOLOGY

RESULTS

gives concise justification for the
→ quantitative, qualitative or
some other approach

→ accounts for the use of the data



conclusions and recommendations are
valid and *credible*

200 words

MAIN BODY

LITERATURE
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METHODOLOGY

RESULTS
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tables and *figures* to summarise quantitative results ←

trends and *concepts* identified from qualitative analysis ←

data interpretation ←



How will your research
refine, revise, or extend existing knowledge?

100-150 words

CONCLUSION

- contains evidence of *evaluation* of the work
 - refers back to the *thesis statement*
 - draws upon the *comments* made about the results
 - provides reference to *further analysis* that might be carried out on the topic
-

The **conclusion** emphasises:

1. why the research
problem is *worth
investigating*

2. why your research
study is
unique

3. how it *advances
knowledge*

REFERENCES



a list of the sources used in the paper

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