



RESEARCH PROPOSAL

WHAT IS A RESEARCH PROPOSAL?

- Research proposals serve a number of purposes:
- They *convince* others that your research is worth undertaking.
- They enable you to *demonstrate expertise and competency* in your particular area of study.
- They serve as a *planning tool* for the researcher
- They may serve *as a contract* between the researcher and funders.



THIS IS YOUR FIRST STAGE BEFORE WRITING YOUR DISSERTATION!

ARE THEY IMPORTANT?

- One's research is only as good as one's proposal
- A research proposal is intended to convince others that you have a worthwhile research project and that you have the competence and the work-plan to complete it.
- A plan should show:
 - What you plan to accomplish?
 - Why you want to do it?
 - How you are going to do it?



HAVING PROPOSAL APPROVED

- Research proposals need to be approved
 - Are you clear on what you are researching?
 - Is your paper justified / worthwhile and unique – convince the reader
 - Achievable – any constraints?
 - BE CLEAR –
 - Clearly Defined?
 - Worth Doing?
 - Doable?

STRUCTURE

Title:

- should be concise and descriptive
- For example, the phrase, “Evaluating general consumer trust” is vague.

“Evaluating British consumers....” FOCAL TOPIC

Think of an effective title, catch the readers interest, prompt readers to the proposal



RESEARCH AIM & QUESTION

QUESTION -

- To identify the * key issues that influence young people within the UK in criminal activity and * how criminal statistics can vary between different geographical areas.

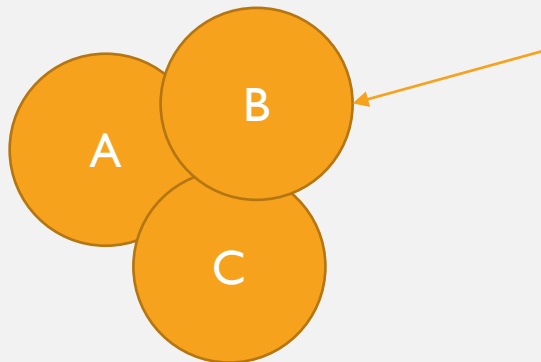
RESEARCH

1. What are the drivers that make young people offend?
2. How do these vary in different geographic areas?

STRUCTURE

Introduction: provides the necessary background / content for your research question.

- You are painting your research question in broad brushes and also bring out its significance.
- Typically begins with a general statement of the problem area – An over view
- Focus on a specific research problem
- Justification for the proposed study – new movement/research outdated?
- Scope –what you cover and what you are not covering *Research only covering topic B
- Do one thing and do it well



STRUCTURE

Literature Review:

- Connecting existing research to yours
- Understand the current state of existing research
- You can demonstrate the gap and the need for the research
 - This might influence your research method choice
- Gives credits to those who have laid the groundwork for your research
- Demonstrates your knowledge of the research problem
- Shows your ability to critically evaluate relevant literature
- Convinces your reader that your proposed research will make a contribution to the literature.

WARNING – next side

LITERATURE REVIEW

WARNING – Literature Review is not a history lesson! Watch you don't deliver a descriptive writing of your research!

You need to display/ exhibit areas such as gaps in the research; agreements/disagreements in any research

Synthesise everything, bring it back to your research, ask is it relevant to my research?

Descriptive Writing	Analytical writing
States what happened (the event).	Explain what the impact of the event was (especially in relation to the research question/s).
Explains what a theory says.	Explains how this is relevant to the key issue(s) and research question(s).
Notes the methods used.	Explains whether these methods were relevant or not.
States what time/date something happened.	Explains why the timing is important/relevant.
Explains how something works.	Explains whether and why this is positive or negative.
Provides various pieces of information.	Draws a conclusion in relation to the various pieces of information.

EXAMPLE

- **Description:** Recently, President Jacob Zuma made the decision to reshuffle the parliamentary cabinet, including the firing of finance minister, Pravin Gordhan. This decision was not well received by many South Africans.
- **Analysis:** President Zuma's firing of popular finance minister, Gordhan drastically impacted investor confidence. This led to a sharp decrease in the value of the Rand. Such devaluation means that all USD-based imports (including petrol) will rise in cost, thereby raising the cost of living for South Africans, and reducing disposable income. This puts both cost and price pressure on Organisation X as an importer of USD-based goods Y, requiring it to consider doing Z. Furthermore, political instability has the added impact of encouraging immigration, particularly amongst skilled workers whose expertise is valued abroad.

STRUCTURE

Methods:

- The Method section is very important it tells marker how you plan to tackle your research problem/question
- It will provide your work plan and describe the activities necessary for the completion of your project.
- It should contain sufficient information for the marker to determine whether the methodology is sound.
- Some even argue that a good proposal should contain sufficient details for another qualified researcher to implement the study.
- Make a case that your approach is the most appropriate and most valid way to address your research question

Results:

- No results at the proposal stage however, you need to have some idea about what kind of data you will be collecting, and what statistical procedures will be used in order to answer your research question or test your hypothesis

STRUCTURE

Evaluation/Practicalities:

- It is important to convince your reader of the potential impact of your proposed research. You need to communicate a sense of enthusiasm and confidence without exaggerating the merits of your proposal.
- Project Plan
- Risk Management - You may mention the limitations and weaknesses of the proposed research, which may be justified by certain issues (Covid-19, time, money, access to participants, any thing else?)

Reference:

- Throughout paper
- Harvard Referencing
- Keep on top of your referencing list
- Has to be 100% right

ASSESSMENT CONSIDERATIONS

Overall Quality of the Study:

- 1. Good research question
- 2. Appropriate research design
- 3. Rigorous and feasible methods

Quality of the Proposal:

- 1. Informative title
- 2. Self-sufficient and convincing abstract
- 3. Clear research questions
- 4. Scholarly background and rationale
- 5. Relevant previous work
- 6. Appropriate population and sample
- 7. Appropriate measurement and methods
- 8. Sound analysis plan
- 9. Ethical issues well addressed
- 10. Realistic timetable



(Adapted by C. House & Calgary from Hulley & Cummings, 2005)

REVIEW

- 2000-words 10% (+-)
- 21st August hand in date Tii
- Structure:
 - Title
 - Introduction
 - Literature Review
 - Research method
 - Evaluation
 - Reference
- What/Why/How Is it clear/Worth doing/Doable
- Arrange dates for face to face meeting with supervisors

