**Anglia Ruskin University**

Your Project Title Goes Here

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# Chapter 1 Introduction

## Introduction

Should provide the background to your study

Define your topic area

Introduce the Issue

Indicate of the theoretical perspective you intend to bring to your study i.e. Underlying Theory

Outline the main RATIONALE for the research. What could this research shed light on?

## Research Issue

Why is it an issue now, today?

Discuss the main issue or problem under research

Discuss symptoms of the issue

Give examples of empirical evidence to illustrate your issue (research data, from secondary sources)

Use academic literature as well to support your claim of the issue

## Rationale

Should give reason as to why this problem should be understood and solved

Must provide evidence of the rewards of solving this problem to the industry, sector or organization

Could say how the research outcome will be of value in solving the problem

Use theory to provide the strategic benefits and to support your research idea, that it can indeed solve the problem

What is your contribution to knowledge?

What implications will the research have for practice? How will it improve or change current practice?

## Research Question

State the RQ in BOLD

Make sure to discuss the research question

Justify the research question by saying that this would involve doing exploration, explanatory etc research

Discuss the focus of your research

Remember that your problem definition would have clearly lead you to the RQ

## Research Aim

One aim is all we need

The aim should be the end product of the entire research

i.e. the major outcome of the tedious research process

the aim is an expression of the answer to your RQ

## Research Objectives

3 to 4 objectives is sufficient

The objective should represent milestones in your research project

It should build up to the aim at the end

It should be documentable in your report

Remember that project tasks are not objectives

Think of the things that you would have to do in order to answer your RQ or achieve your Aim

Progressive, Action, Outcome, Evidence

# Chapter 2 Literature Review

## Introduction

Start strong by bring relevance to the topic area, outline the key aspect or concepts of the topic area that will be reviewed.

## Body

**Please rename the above heading to an area relevant to the topic under research**

**Add you sub headings accordingly 2.2.1 etc for the Body**

## Summary

This is where you sum up the debate of the review above. What are the key points and concepts?

**Present the Conceptual Framework** (diagram of key concepts and their relationships)

# Chapter 3 Research Design and Methodology

## 3.0 Introduction

Define Research Design. Use either the Honeycomb Model (Wilson 2016) to outline the typical contents of the chapter.



## 3.1 Research Paradigm **(see pg. 36-50 Wilson text)**

Define Research Paradigm- make sure to say that it is influenced by key philosophical assumptions.

### 3.1.1 Research Philosophy

Start with a discussion of **Epistemology**- Knowledge and Knowing

Decide on whether you are using a **Phenomenological OR Positivistic paradigm OR Pragmatism**

Move on to the idea of **Ontology**- Reality

Discuss whether your research will be based on an **Objective or Subjective stance.**

Justify your choices by using literature and apply to your research context.

It might be useful to say why the other cannot work or why it might not be applicable

### 3.1.2 Research Approach

Define both Inductive and Deductive Approaches

Must discuss whether you are using **Inductive or Deductive** role of theory

It is important that you justify your choice given the context of your research

It might be useful to say why the other cannot work or why it might not be applicable

### 3.1.3 Research Strategy

Define Quantitative, Qualitative and Mixed Methods

You must then relate that to whether you are following a **Quantitative or Qualitative approach or Mixed Methods**

Justify your choices by using literature and apply to your research context.

It might be useful to say why the other cannot work or why it might not be applicable

## 3.2 Research Design **(see pg. 172 Wilson Text)**

Must outline the strategy **chosen ONE**; action research, survey, ethnography, case study etc.

Should justify your choice, again use theory and apply to your research context.

Explain how the methodology would be rolled out i.e. your idea for action:

Full details needed here (What, HOW, Why)

Not good enough to only state choice

Must give the **time horizon** of your research, either Longitudinal or Cross Sectional

## 3.3 Data Collection **(see pg. 219 Wilson text)**

Give a brief introduction into your data collection; both primary and secondary data will be collected in order to achieve the research objectives.

### 3.3.1 Questionnaire

Which objective will be achieved through the questionnaire?

**Discuss clearly and in detail:** Purpose of questionnaire, Specify Who, sampling technique to be used, calculated sample size, distribution and collection method, variables to be measured, how will they be measured e.g. 5 point Likert Scale.

### 3.3.2 Interviews

Which objective will be achieved through the interview?

**Discuss clearly and in detail**: Purpose of interview, Specify Who, what themes will be used to ask questions, type of interview (semi-structured), Mode of Interview (face to face), Interview preparation, Recording the interview

3.3.3 Secondary Data (see pg. 264 Wilson text)

Define secondary data, outline sources of secondary data.

Discuss the specific documents that you are using to compile your research findings. E.g. a case study, published research data etc.

Create a table to list the documents you are using:

|  |  |  |
| --- | --- | --- |
| Title of Document | Source | Date of Publication |
| EMPLOYEE JOBSATISFACTION ANDENGAGEMENT: THE DOORSOF OPPORTUNITY ARE OPEN | Shrm.org | 2018 |

**You can add more or change heading accordingly**

### 3.3.4 Summary of Data Collection

Use the table below to summarize your data collection methods usage

|  |  |  |  |
| --- | --- | --- | --- |
| **Objective** | Who/Where?**Source** | Data Needed **Themes/Constructs**  | How will the Data be collected? **Method** |
|  |  |  |  |

## 3.4 Data Analysis Plan

Introduction to the types of data that will be collected. So questionnaires will give Quantitative data, Interviews will give Qualitative Data. Therefore, the research will require both types data analysis.

### 3.4.1 Quantitative Analysis (see pg. 318 Wilson text)

Outline process of transforming the raw data i.e. sorting, coding, data entry

Discuss the use of:

1. Descriptive Statistics- Tables, Distribution Frequencies, Cross Tabulation, Central Tendency (Mean, Median, Mode), Scatter Diagrams, Graphical Forms (Pie, Bar etc)

2. Inferential Statistics- Forecasting, Time Series, Pearson’s Coefficient, Spearman’s Rank Coefficient, Chi Squared and Student t-test

### 3.4.2 Qualitative Analysis (see pg. 378 Wilson text)

Discuss the use of Thematic Analysis which is rooted in Narrative Analysis.

Use Creswell (2009) model:



Discuss process of transforming the raw data i.e. transcription, reading, making notes, categorizing into themes, describing the themes, interrelating the themes.

**See session 8 slide 6, RM handout 2 pg. 159**

## 3.5 Ethics **(see pg. 139 Wilson text)**

Define Ethics in Research

Outline the likely ethical issues you will encounter

You must then outline your tactics to mitigate the ethical risks

Summarise using a table. **See Lecture on Ethics for Stages and Risks**

|  |  |  |
| --- | --- | --- |
| Stage of the research | Ethical Risks | Mitigation |
|  |  |  |

## 3.6 Limitations to Research Methodology

Every methodology would have some margin of unknown or area of uncertainty

You may also be working at this stage on many assumptions

You need to state these

Issues that might affect the quality of the research

What obstacles you may encounter e.g. response rates, access to interviewees

## 3.7 Research Timetable

Include a short explanation of, your **proposed dissertation structure**.

Also include a **Plan Narration** justifying the timelines proposed for your research and outline key dates e.g. start of data collection, completion of analysis.

**Include Gantt Chart here**.

## 3.8 Conclusion

Provide a conclusion summing up your entire proposal.

Iterate the main points from:

* Chapter 1- issue, aim of the research
* Chapter 2- main body of literature, underlying theory
* Chapter 3- chosen philosophy, approach and strategy, design and data collection methods.

# Reference List

All sources cited in the body in alphabetical order, in compliance with Harvard Reference Style.

<https://libweb.anglia.ac.uk/referencing/harvard.htm>