

Creating A Winning Proposal

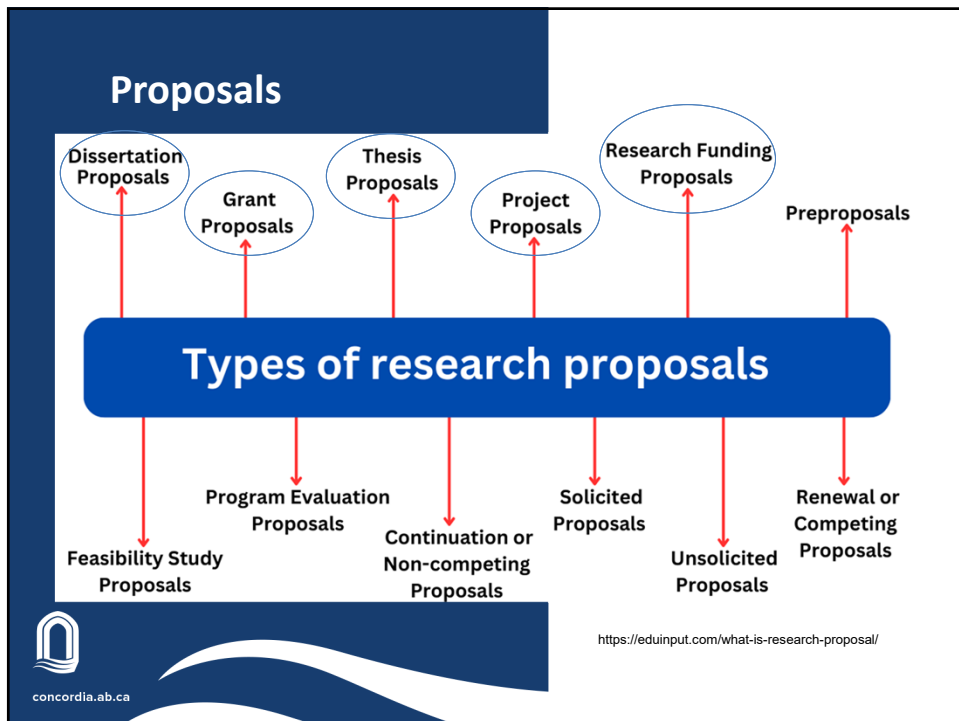
Dr. Patrick Kamau

Friday October 6, 2023.

CONCORDIA UNIVERSITY OF EDMONTON | Faculty of Graduate Studies

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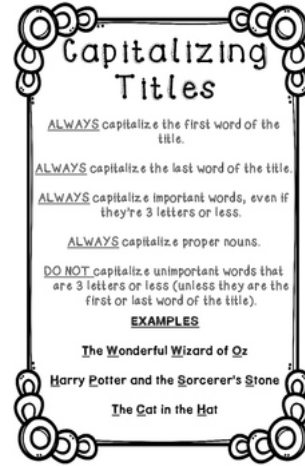


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Title

What is in a title?

- Instead of writing a long title that's hard to read or a short title that fails to highlight the theme of your research, write a clear and concise headline that tells your reader what your research proposal is about at a first glance.



<https://www.teacherspayteachers.com/Product/Capitalizing-Titles-Anchor-Chart-2546801>



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Introduction



- Your introduction should be clear and concise. Make sure you include only the most relevant information in this section, so you don't make it unnecessarily too long.



- Different audiences may have different expectations, criteria, and preferences for your research proposal.
- Therefore, you should tailor your research proposal to the specific audience and purpose you are writing for.
- You can do this by researching the background, goals, and guidelines of your audience, and by using appropriate language, tone, and format.




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Literature Review

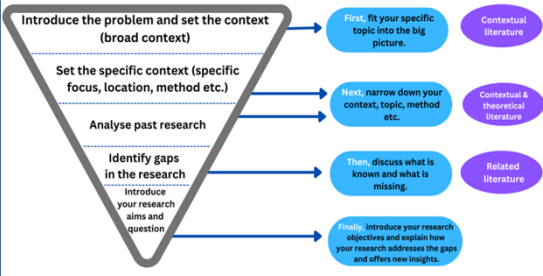
Define your research question.

- The section should feature evidence and statistical data to demonstrate the significance of your research.



Literature Review

<https://wex.antioch.edu/2019/09/09/tips-for-writing-a-literature-review>



Introduce the problem and set the context (broad context) → **First**, fit your specific topic into the big picture. *Contextual literature*

Set the specific context (specific focus, location, method etc.) → **Next**, narrow down your context, topic, method etc. *Contextual & Theoretical literature*

Analyse past research → **Then**, discuss what is known and what is missing. *Related literature*

Identify gaps in the research → **Finally**, introduce your research objectives and explain how your research addresses the gaps and offers new insights.

<https://www.cdu.edu.au/library/language-and-learning-support/study-skills/research-communication/writing-literature-review/introduction-to-liter>

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Aims and Objectives

Aims and objectives are what you wish your research proposal to accomplish.

- Your aims will be your overall outcome or what you want the research to achieve.
- Objectives tend to be narrower and more focused.

- A good way to state your objectives is to use SMART criteria: Specific, Measurable, Achievable, Relevant, and Time-bound.



AIM vs OBJECTIVE

<i>Aim is the intention or the desired outcome</i>	01		01	<i>Objective is a specific or concrete goal</i>
<i>What you are going to achieve</i>	02		02	<i>How you are going to achieve it</i>
<i>Broad</i>	03		03	<i>Specific and Concrete</i>
<i>Can be divided into several objectives</i>	04		04	<i>Steps that are achieved to reach the aim</i>

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<https://dissertationwritinghelp.uk/dissertation-research-aim-and-objectives/>

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Research Methodology

- Methodologies are simply the research methods you will use to conduct your study and they must appear in your research proposal whether or not you're conducting an experimental research.
- It's important to explain how you will collect data, the sample size you plan to consider for your research investigation, and the techniques you consider the most appropriate to analyze the data.
- Your methods are the procedures and techniques you will use to collect and analyze data for your research. They should be appropriate, reliable, and valid for your research question and objectives.
- You should also explain how you will select your sample, design your instruments, conduct your data collection, and perform your data analysis.

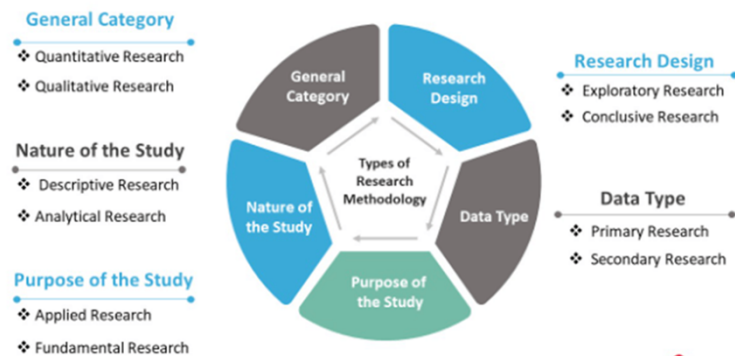


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Research Methodology

Types of Research Methodology



EDUCBA

<https://www.educba.com/types-of-research-methodology/>



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Scope of the Research

Significance

- Because you'll be working with limited time and resource, it's reasonable to include a section on the scope of the research in your proposal. In other words, you have to show your reader that you can start and complete your research within the constraints of these two resources.
- Your significance is the value and contribution of your research to the existing knowledge, practice, or policy in your field.

Scope of the Research



<https://researchmethod.net/scope-of-the-research/>



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Outline and Timetable

The purpose of the outline is to show how you plan to structure your proposal. Briefly note what each section will cover and explain how it all fits into the argument of your research project.

The purpose of the timetable is to show how much time you'll need to complete your research. In particular, you need to make sure you mention exactly how long you expect each stage of your study to take.

Bibliography

- Referencing is important – APA, MLA or IEEE formats can be used. Whichever one you use, be consistent.
- Label all figures and tables and always reference these in the text before they appear on a page.



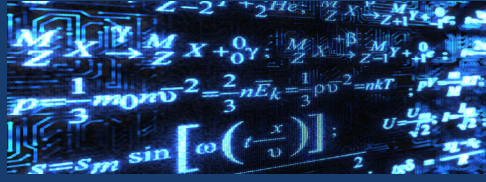
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- A title can be used to identify the work, to put it in context, to convey a minimal summary of its contents, and to pique the reader's curiosity.
 - Descriptive
 - Explanatory
 - Persuasive
- Who is your audience?
- Keywords and phrases.
- Title testing and revision.

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Useful Links



<https://www.linkedin.com/pulse/topics/academic-writing-s8336/>

<https://www.discoverphds.com/advice/doing/research-aims-and-objectives>

<https://www.educba.com/types-of-research-methodology/>

<https://researchmethod.net/scope-of-the-research/>



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Questions?



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