Project Week 14

## **18 January 2017**

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# **A Overview of a Project**

This section shows you a typical organisation for a Project and the approximate word count for your sections.

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| **SECTION** |  | **EXAMPLE** |

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| The following **three** sections are called the **‘Front matter’** – they are **not** included in your total word count.  **NB!** Do **NOT** write your **front matter text** **UNTIL** you have completed **main body** of the project. |

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| **Title page** |  | The Cat Food Industry in the UK: how has it changed in the last 50 years? An investigation into customer identification and targeting. |

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| We can make the general topic (*The Cat Food Industry*) more specific by restricting the scope of your study by:   * time (*in the last 50 years*) * place (*in the UK*) * subtopic (*customer identification and targeting*) |

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| **Contents** |  | 1.2 Background of the cat food industry 9 |

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| **NB:** Numbering your sections and subsections is useful. However, for such a short Project (4,000 words) try to **only use two levels** (i.e. 1 divided into 1.1, 1.2, 1.3 etc. is two levels).  Avoid using three levels (i.e. 1 divided into 1.1 divided into 1.1.1, 1.1.2, 1.1.3 etc.)  and do not use four or more levels (i.e. 1 divided into 1.1 divided into 1.1.1 divided into 1.1.1.1, 1.1.1.2, 1.1.1.3 etc.) |

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| **Abstract** |  | The British are well known as a nation of cat lovers. The results show that, since the 1970s, the cat food industry has become greatly diversified and influenced by lifestyle choice. |

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| You cannot write the **Abstract** until you have completed all of the main body.  The Abstract will typically be between **approximately** **100 and 200** words. |

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| The following are the **main body**.  **Only** these sections are included in the **4,000 word count** **(+/- 10%).** |

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| **Introduction** |  | The British are well known as a nation of cat lovers. |

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| The **Introduction** is typically **5-10%** of the total wordcount. Your Introduction will therefore be between **approximately** **200 and 400** words.  **NB!** Do **NOT** write your **Introduction** or your **conclusion** **UNTIL** you have completed the **Literature Review**, **Methodology**, **Results** or **Discussion** chapters. |

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| **Literature Review** |  | Watson (2008) attributes these trends to changing attitudes towards animal welfare. |

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| The **Literature Review** will typically be between **800 and 1000 words**.  **NB:** On **p. 11** of the **Project Handbook**, you will see that to get **70 –79** in this section, you need to “Demonstrat[e] application of theories, interpretation of data or other information.”  Many students wrote good background information, but either did not explore the academic theories relating to your topic. |

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| The next sections of the **main body** will depend on whether your Project includes Primary research or Secondary research.  **Primary research** will include a **Methodology**, **Results** and **Discussion** section (see below for details).  **Secondary research** will typically be divided into **two or three** sections. The title of each section will focus on a specific aspect of your investigation (you will need to discuss this with Nick if you decide to take this option).  **In TOTAL, these sections** will typically be between **approximately 2,200 and 2,600 words** (combined). |

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| **Methodology** |  | Watson (2008) attributes these trends to changing attitudes towards animal welfare.  As a means of locating and contacting cat owners, membership lists were obtained from the Cats’ Protection League.  All emails which could have identified the respondents personally were deleted once the research was completed. |

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| The **Methodology** (or Methods) section has to:   * **describe the research methods** that you use * **justify** the **reason for using this research method** – your reason must be connected or relevant to the aims of your project * **consider** the **ethics** of your research – this is **VERY** important. |

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| **Results** |  | 48 per cent of the respondents spent more than £10 a week on cat food. |

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| The **Results** section report the data from your investigation. Typically, you will need to include graphics such as pie charts, tables etc. |

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| **Discussion** |  | It would be wrong to attribute all these changes to a single cause. |

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| The **Discussion** section should be related to the content of your Literature Review and your aims (i.e. your **Research Questions or Hypotheses**).  An example:  The authors in your **Literature Review** suggest that young people (aged 15-24) are more likely to respond to marketing on social media than older people (aged 25-34 and 35-44).  However, the **results** of your survey data show that, in fact, older people aged 25-34 and 35-44 are just as likely to respond to marketing on social media as younger people aged 15-24.  Your **discussion** should focus on possible reasons for your results. |

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| **Conclusion** |  | It remains to be seen whether, in the present economic climate, pet food will continue to occupy such a substantial portion of the household budget. |

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| The **Conclusion** is typically **5-10%** of the total wordcount. Your Introduction will therefore be between **approximately** **200 and 400** words.  **NB!** Do **NOT** write your **Introduction** or your **conclusion** **UNTIL** you have completed the **Literature Review**, **Methodology**, **Results** or **Discussion** chapters. |

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| The finalsections are called the **‘End matter’** – they are **not** included in your total word count.  **NB!** Do **NOT** write your **end matter text** **UNTIL** you have completed **main body** of the project. |

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| --- | --- | --- |
| **Bibliography / Reference List** |  | Watson, J. (2008). *The British and their pets: a cultural survey*. Oxford: Newnham Press |

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| --- |
| Remember:   * **use APA 6th Reference Style** (see the ‘R’ button on the Library webpage for details) * order your sources **alphabetically** according to the family name of the author. * make sure that **every reference** in your **Bibliography / Reference List** is included in your **main body** and that **every reference** in your **main body** is also included here. |

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| **Appendices** |  | **Appendix 1: The Questionnaire**  Thank you for agreeing to complete this questionnaire.   1. How much money per week do you spend on cat food? 2. Which is your favourite brand of cat food? |

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| **Appendix** is the singular noun; **Appendices** is the plural.  If you have only one Appendix you do not need to number it. If you have two or more Appendices, these should be numbered/lettered (i.e. Appendix 1 … Appendix 2 … or **Appendix A … Appendix B** … etc.).  Each Appendix will typically also have a **subtitle** (e.g. **Appendix 1: The Questionnaire)**  If you conduct any **questionnaires / surveys**, you will need to include **5 examples** of them here.  Other information for the Appendices may include graphs of data (usually data from other sources). |

# **B What you should do with your project now**

This is the order in which you will research and write the remaining parts of your project.

|  |  |
| --- | --- |
| **Section** | **What you need to do** |
| **Methodology / Methods** | **1** Decide whether your research will be **primary** or **secondary. Most students are advised to do primary research.** Please talk to Nick if you believe **secondary** methods are better for your investigation.  **2** If you choose **primary research** methods, you need to decide whether your **methods** will be:   * **quantitative** * **qualitative** * **mixed** (using both qualitative and quantitative methods)   **3 Justify** your **reason** for the **choice of methods** you are going to use.  **4** If you choose **quantitative methods,** you need to decide onthe type of questions. See **C Information on data collection methods** for more information on this.You need to plan the **how**, **when**, **where** and **who** of your survey.  **5** If you choose **qualitative methods,** a **semi-structured interview** or **a case study** are recommended. See **C Information on data collection methods** for more information on this. For interviews, you will need to:   * identify one or two people who are relevant to your Project * write to these people, explaining who you are and why you want to interview them * prepare questions * organise recording equipment   Please talk to Nick if you believe **semi-structured interview**s are better for your investigation.  **6** For all **primary research** **methods**, you must consider the **ethical issues** |
| **Results** | *See notes in A Overview of a Project* |
| **Discussion** | *See notes in A Overview of a Project* |
| **Introduction, Conclusion, Abstract** | *See notes in A Overview of a Project* |
| **Bibliography / Reference List** | *See notes in A Overview of a Project* |
| **Appendices** | *See notes in A Overview of a Project* |
| **Title page** | *See notes in A Overview of a Project* |

# **C Information on data collection methods**

**From p. 16 of your Project Handbook:**

**Evidence of data collected**

Keep evidence of any research that you do. You do not have to collect primary data. However if, for example, you distribute a questionnaire, keep all the responses that you obtain and submit a sample of 5 of these with your Project. There will be spot checks which require a random sample of students to submit all the responses received with their reports. More than 40 responses would not normally be expected.

## **Data collection: Population, samples and representativeness**

Data collection using quantitative and/or qualitative methods is a very complex area of academic study. For more detailed information on this subject, you should refer to a relevant book in the library. The **recommended reading** from **p. 12** of your **Project Handbook** is below:

Bell, J. (2010). *Doing Your Research Project. (5thed.).* Maidenhead: Open University Press

Hornberger, N.H. &Corson, D. (1997).*Encyclopaedia of Language and Education*.*Vol. 8: Research Methods in Language and Education*. Dordrecht: Kluwer.

McDonough, J. & McDonough, S.H.(1997).*Research Methods for English Language Teachers*. London: Arnold

McNeil, P. (2005). *Research Methods. (3rded.)*. London: Routledge

Oppenheim, A.N. (1992). *Questionnaire Design, Interviewing and Attitude Measurement.(New Edition)*. London: Continuum International Publishing Group.

Saunders, M. (2012).*Research Methods for Business Students(6thed.)*.Harlow: Financial Times Preston Hall.

Schuman, H. & Presser, S. (1996). *Questions and Answers in Attitude Surveys*. London: Saga.

The following information is therefore a selective and very brief summary only.

The **population** of your study refers to the group of people (or things) your Project is concerned with. The population is therefore the pool of all the people you might want to interview.For example:

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| **Student** | **Project topic** | **Possible examples of population** |
| **Susan** | **1** The effects of Brexit on shipping. | *People who work in the shipping industry, experts on the shipping industry, etc.* |
| **Qian** | **2** Management and leadership styles in a chain of Hotels. | *Hotel staff, managers, management trainees, lecturers and/or students of Hospitality management, etc.* |
| **Claire** | **3** The effectiveness of social media marketing on consumers of cosmetics. | *Consumers of cosmetics who are likely to use social media marketing, other consumers of cosmetics less likely to use social media (for comparison), etc.* |
| **Sarah** | **4** To what extent does brand image and the interior design of a luxury coffee shop influence customers decision to buy coffee. | *Customers of Costa Coffee, Caffe Nero*, etc. |
| **Tony** | **5** To what extent does the Tesco loyalty card scheme influence the behaviour of its customers? | *Customers of Tesco with loyalty cards, Tesco management etc,* |
| **Bowen** | **6** To what extent might private gyms benefit from public health initiatives to combat childhood obesity? | *Personal trainers, owners of gyms, council and local government officials responsible for health, etc.* |

The **sample** refers to the particular group of people you actually interview. It is important to try and make sure that the people you interview are **representative** of the whole population. For example:

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Tony wants to find out how Tesco’s loyalty card scheme affects consumer behaviour. Tony should therefore try to complete questionnaires with customers of Tesco.

The time, day and location of the store where he conducts his interviews may significantly affect the results. For instance:

* If he only conducts his interviews at 10 am on a Tuesday, it is more likely that the people who answer his questionnaire may be elderly and retired. Their age may influence the way they think about loyalty card schemes.
* If he conducts his interview at 4 pm on a Wednesday, it is likely that he may come across many parents with their younger children after school.
* If he conducts his interview in the evenings, he may not be able to get many people to answer his questions – people who do their shopping after 6 or 7 pm are usually very busy and probably will not have spare time.

Samples can be divided into a number of different categories. Your project will probably include one of the following:

**Opportunity sampling:** The choice of people for your sample is based on your limitations e.g. budget, time and place. Many samples will consist of students from the university as they often have time for interviews and are often relevant subjects.

**Typical sampling:** The choice of person for your interview belongs to a group relevant to your study (i.e. they are a stakeholder in the topic of your project.)

**Criterion sampling:** You devise a set of criteria based on your project which describe the kind of person you need to interview – for example, the manager of a private gym in the Portsmouth area who offers personal training to children aged 13 – 17.

Opportunity sampling is relevant to quantitative research, while typical and criterion sampling are relevant to qualitative research.

# **Data collection: Focus on questionnaires**

When you prepare your questions, you should think first of all about what kind of information you need.

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| **Factual questions** | *age, gender, occupation, residential location, etc.* |
| **Behavioural questions** | *frequency of an activity, lifestyle, etc.* |
| **Attitudinal questions** | *opinions, attitudes, beliefs, values, etc.* |

You should then consider the form that your questions could take:

**Likert scales**

**Q1.** I enjoy the background music in luxury coffee shops.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Strongly agree** | **Agree** | **Neither agree nor disagree** | **Disagree** | **Strongly disagree** |
|  | *X* |  |  |  |

**Semantic differential scales**

**Q1.** The self-service check out machines in Tesco are:

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Easy to use** | **\_\_\_\_\_\_\_** | **\_\_\_\_\_\_\_** | **\_\_\_\_\_\_\_** | **\_\_***X***\_\_\_** | **\_\_\_\_\_\_\_** | **Difficult to use** |

**Numerical rating scales**

**Q1.** Choosing my major for university was a **difficult** decision.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **0** | **1** | **2** | **3** | **4** | **5** |
|  |  | *X* |  |  |  |

**Rank order items**

**Q1.** Decide which of the following are most important for you in a coffee shop (1 = most important; 4 = least important):

|  |  |
| --- | --- |
| **The price** | *4* |
| **The quality of the beverages** | *1* |
| **The service** | *3* |
| **The atmosphere in the café (it is a nice place to spend time)** | *2* |

**True/False items**

**Q1.** Choosing my major for university was a **difficult** decision. **TRUE / FALSE**

**Multiple-choice items**

**Q1.** The choice of major for university was

1. a very difficult decision to make
2. a difficult decision to make.
3. an easy decision to make.
4. made by another person (e.g. a family member)

**Ethical issues**

Read this page and, in the box at the bottom, write a paragraph outlining any ethical issues associated with your project.

* Your project should not place you in any danger
* Where and when will you do any primary research?
* Who will the respondents be?
* Your project should not embarrass, upset or in any way harm people who help you with your research. You should explain the purpose and outline of your research before you start.
* What questions will you ask?
* What is the purpose of each question?
* No respondent should be identified in your project. You can describe age, background and so on if necessary but do not use anyone’s name.
* Any respondent has the right to stop cooperating with your research at any point they wish.
* Any questionnaires, or interview questions, **MUST** be shown to your tutor before you use them to gather data.
* If you are using a company’s premises (or working very near those premises) or targeting their employees or customers, you **MUST** ask permission from the company first.

**Be realistic:**

You have a very limited time to complete your work. Plan who you will talk to and whether you think they are likely to cooperate. For example, managers and directors of companies may be too busy to talk to you.

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