*209KM*

*Introduction to Research Methods*

*Research Proposal*

*Name:*

*Student id:*

*Submission date:*

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*1. Title*

The Title is just a statement which reflects what your project is going to do, so it should be an Action or a Question. For example,

For BIT projects

“An investigation of successful factors for online shops in Hong Kong”

or

“How to improve the User Interface so that it can facilitate information access on Smart Phone”

For AM projects

“Passenger Satisfaction: Improving in-flight services”

or

“Should Cathay Pacific set up a branch of budget airlines?”

# *2. Abstract*

Briefly describe the research problem, then tell what your project will do about the problem, then describe the research method you will use, and what you will expect to achieve. (The “size” of an abstract should be around half page)

# *3. Aim*

The aim of the project or dissertation.

Try to answer:

1. What is this project about?
2. How important is the project?
3. Who might benefit from your research?
4. What are you going to do in this project?
5. What is your goal in this project?

# *4. Objectives*

The list of measurable tasks, which will enable you to achieve your aim.

Some general objectives could be:

1. Definition and knowledge of your research area/subject/question.
2. Finding literatures for the discussion/information about the research question, such as (a) any positive, (b) negative views, and (c) suggestions etc. about the research questions.
3. Based on the (2), work out a questionnaire/survey.
4. Collect data using (3) from suitable respondents.
5. Analyse the data of (4) above.
6. Write the conclusion/suggestion based on (5).

# *5. Background.*

This examines the background to your project, problem or topic and sets it in context. Above all it will set the scene for the reader, giving them all the necessary information for understanding where your proposal comes from, why it is such a good idea, and realise why the outcomes are likely to be beneficial.

# *6. Critical review of relevant literature.*

This is an essential part of any academic project or proposal. Search literature around your topics, which may include introduction, knowledge, discussion, others’ previous research work and the likes. For detail, take a look of the lecture notes about literature review.

# *7. Research Methods*

Your research methodology: how you will select your sample(s), collect your data, and the type of analysis you will be carrying out. Clearly this will vary considerably depending on the nature of your project or dissertation.

# *8. Project Plan*

You may use the table below as an example. Or you can use the Gantt chart. The plan should be detailed and be realistic; and be related it to your objectives.

|  |  |  |  |
| --- | --- | --- | --- |
| Task | Startdate | Enddate | Duration (day / week) |
| Literature Search  | 21 Oct 13 | 30 Nov 13 | 6 weeks |
| Writing the Introduction | 23 Oct 13 | 28 Nov 13 | 1 weeks |
| Data Collection | … | … | … |
| … | … | … | … |

# *9. References*

List all your references here using the Harvard System.