

Unit 4 Writing a Research Proposal

Topic

- What is a proposal?
- Research questions and hypotheses
- Key components in research proposal
- What makes a good proposal?

Objectives

Students should be able to:

- ❑ Describe what a research proposal is and why it is required to write up before conducting a research.
- ❑ Recall key components to be included in a research proposal.
- ❑ Explain the principles to remember while developing a research proposal.
- ❑ Describe what could make a good research proposal.
- ❑ Draft a research proposal for their semester project.

What is a proposal?

- Your draft idea of why a particular research title must be conducted
- Revolves around your aim (s)/ and objectives, how they connect to the readings you have undertaken and how they drive your choice of approach, methods and analytical techniques

- A proposal starts from assumption that you have decided in a single topic area, narrowed down from several initial ideas and that you may have already some preliminary reading of the connected thematic literature, and perhaps also in the area of research methods.
- Connectivity and Continuity is very important in drafting a proposal.
- You should spend your time on structuring your work in that way that shows the connectivity and continuity throughout your research

What to be in a research proposal?

- Why you have chosen these aims/objectives (as well as research questions and hypotheses if you have) (what is the background or the rationale of them- In here you need to develop the background from the wider to the narrow scope more specifically to your topic area
- The importance of this research both in application in real life or in different areas of the society, and in the academic
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- The sort (s) of data you require in order to be able to address or answer them
- The type (s) of analytical technique you may need to employ in order to address or answer them

The principle you need to repeat in mind while developing your research proposal: **SMART**

Goal Setting

S = Specific

M = Measurable

A = Attainable

R = Relevant

T = Timely/ Time-bound

Broad

Narrow

General related background

Current situations/ realities

Your issues and significance of the study

Your specific approaches, aim(s)/ objectives and expectation

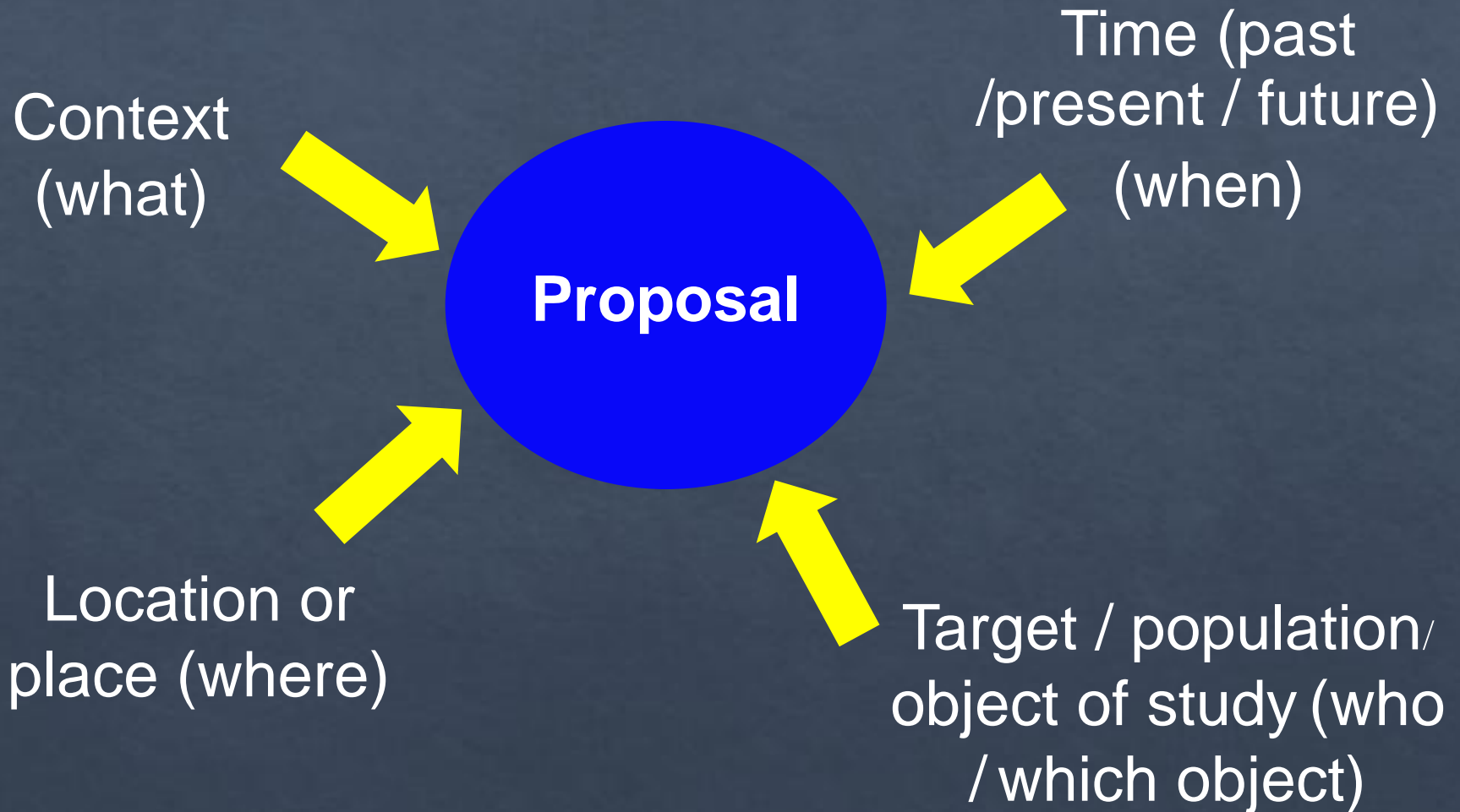
General question

This refers to current situation or particular reality which shows conflicts, problems, significant issues, or gaps, which can be solved by research process

Research question

This refers to questions evolved from particular situations or realities or gaps (in general question mentioned above) that are under the interest of a researcher to find solutions, or to find what and how those gaps can be filled in, or to find what to make in order to match with those realities.

Four dimensions of specification of research topic area to address in your proposal



Example 1

The research title is “*The Study of Local Wisdom and Its Influence on Tourism Promotion of Koh Pha Ngan, Surat Thani Province*”

Context: local wisdom that influences on tourism promotion

Time: at the present time

Location/ place: Koh Pha Ngan, Surat Thani Province

Target/ population/ object of study: local wisdom

Example 2

The research title is “*Administration and Management of Tourism in the Upper North of Thailand for Accommodating Senior Tourists*”

Context: administration and management of tourism

Time: at the present time

Location/ place: Upper North of Thailand

Target/ population/ object of study: senior tourists

Key components in research proposal

Aims/ and objectives

You as a researcher are required to establish what you are trying to achieve through your research.

Context background

Background and rationale for your research as well as explanation of how your study compares with, or differs from, other existing studies on, or connected to, your topic area.

Selection of methods and analytical techniques

Your choice of data sources (primary and/or secondary, qualitative and/or quantitative) and analytical techniques should be thoroughly described and properly justified with respect to your aims (s) and objectives, and with other previous works

Draft survey instrument

You may need to prepare this and mention in your proposal, as your advisor will read and comment. A draft of your survey instruments (i.e. questionnaires, interview schedules, focus-group topic guides, etc.) may be needed for comments. These are usually included as appendices after your proposal.