

# B. SOC 102: RESEARCH PROPOSAL

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**Course:** Soc 102: Methods

**Project:** Research Proposal

**Description:** Your goal is to develop a substantial proposal that fully describes your research question, critiques the literature within your selected topic, describes your proposed qualitative methodology, outlines your proposed qualitative method of analysis, and includes a questionnaire. Format: 9 - 11 pages, double-spaced, 11 - 12 point font with 1" margins on all sides, and ASA in-text citations and referencing. Submit your work to Canvas.

**Instructions:**

You have been invited by the National Science Foundation (NSF) to write a competitive proposal. Your aim is to convince the NSF to fund your project. Based on your results from Project Two (quantitative analysis) create a qualitative research proposal. Using your quantitative findings, develop a new research question that fits qualitative research. Regardless of whether you rejected or failed to reject your null hypothesis, there are more questions that need to be asked and answered. For example, if you rejected the null hypothesis that there is no relationship between gender and drinking behavior, your task is to question why this relationship exists; in addition, describe what the relationship looks like. Why do men drink more alcohol than women? Is there a relationship between drinking and traditional sex roles? If so, what is the relationship between the development of traditional sex roles and drinking? After settling on your research question, develop a full research proposal. For example, which method of qualitative data collection best suits this line of inquiry? Will you propose to conduct focus groups, engage in participant observation, or conduct in-depth interviews? Which population will you sample? What questions will you ask? Overall, the direction of your research should stem from your quantitative data analysis.

**Proposal components:**

**Title Page** (not included in the page count)

Title

Your Name

Course Information

**Abstract** (not included in the page count)

150-word summary

**Introduction** (1/2 to 1 page)

Introduce your research topic

What is your topic? (Move from the general to the specific)

Why is it sociologically important?

**Discussion of Quantitative Analysis** (approximately 2 pages)

Discuss your most important research findings.

Describe how you moved from your quantitative findings to your qualitative research question(s).

**Literature Review** (approximately 3 pages)

You should review a total of eight sources. You can include sources from Project Two.

What have others found regarding your research?

Critically analyze the previous literature.

Identify strengths and weaknesses.

Offer suggestions as to how future research can contribute to the literature.

Discuss why your work is fundable (Why should NSF give you money to support your research?)

**Qualitative Methods** (2 - 3 pages)

Discuss your proposed method of data collection.

Explain how this method of data collection fits your research goals.

Describe your population.

Describe your sampling method.

Discuss your questionnaire.

**Qualitative Data Analysis** (approximately 1 page)

Discuss your proposed method of analysis.

Explain how this method of analysis fits your research goals.

**Significance and Conclusion** (1/2 - 1 page)

End your proposal in a convincing manner.

What is the significance of this research?

**Appendix A** (not included in the page count)

Include your full questionnaire.

**References** (not included in the page count)

Scholarly sources used in your research proposal