

RESEARCH PROPOSAL GUIDE (SUMMARIZED)

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Introduction

A research proposal is critical in helping scholars and university students complete dissertation, get funding for projects, or fulfill course requirements. It outlines the importance of your inquiry and summarizes how you plan to investigate your research problem. A proposal has three main sections namely introduction, literature review, and methodology. The three sections are discussed below.

1. INTRODUCTION

1.1 Introduction and Background to the Research Problem

This should be short and concise. Present basic information about the research project itself, and what the reader can expect.

1.2 Research Problem

State the [exact problems/challenges/opportunities/issues](#) that the organization/phenomenon under study is faced with and hence the need to research (this must be in line with your title).

1.3 Aim of the study

The aim of the study refers to the desired outcomes, or the general intentions of the research, which 'paint a picture' of your study. It should emphasize what is to be accomplished and reflect the aspirations and expectations of the research topic.

1.4 Research Objectives

The objectives of the study refer to the operationalization of the aim of the study. Simply put, the objectives use specific statements which define measurable outcomes. Objectives are presented as brief statements, one sentence each.

1.5 Research Questions

Convert your objectives into direct questions. In other words, there should be as many research questions as there are research objectives.

1.6 Significance of the Study

Why and to whom is it important to conduct this study?

2. LITERATURE REVIEW

The literature review is a critical analysis, evaluating existing knowledge relevant to your research problem. You are required to extract different kinds of information from what you read, and compare the different studies and how these relate to your own research. For this section, the researcher must demonstrate that s/he is aware of the breadth and diversity of the literature that relates to the research topic.

3. RESEARCH METHODOLOGY

3.1 Research Approach

To ensure that your Research Methodology is aligned, the components of your study must follow either the **quantitative or qualitative research approach**. There are a number of factors to be taken into account when selecting the research approach to be adopted.

3.2 Research Philosophy

Research philosophy deals with the source, nature, and development of knowledge. In simple terms, a research philosophy is a belief about the ways in which data about a phenomenon should be collected, analyzed, and used. The commonly adopted research philosophies are **Positivism and Interpretivism**

3.3 Research Strategy

In this section, you will discuss the research strategies in line with the chosen research philosophy.

3.4 Research Design

Research design is the framework of methods and techniques chosen by a researcher to combine various components of research in a reasonably logical manner so that the research problem is efficiently handled. The main research designs are **Explanatory research design, Descriptive research design, Exploratory research design, Correlational research design, and Causal-comparative research design.**

3.5 Target Population and Sampling

3.5.1 Target Population

The target population must be defined with reference (Who does the population comprise of?).

3.5.2 Kinds of Sampling

There are two broad sampling methods – Probability and Non-probability. With probability sampling, the likelihood of any one member (or element) of the population being selected, is known. In non-probability sampling, the likelihood of selecting any one member of the population is unknown. The choice of sampling method will be dependent on the research questions, methodology chosen, and whether you want to generalize the results from the sample to the larger population. Each method has a number of sampling techniques available.

3.5.3 Sample Size

The sample size must be explicitly stated (ensure that you justify why the sample size was chosen).

3.6 Research Instrument

The research instrument should be developed at the research proposal phase. However, should there be any changes to the objectives and the literature review, you will need to ensure that the research instrument is adjusted accordingly.

3.7 Pilot Study

Define the term pilot study and explain the benefits/importance of conducting a pilot study. You need to explain how you'll conduct a pilot study in your investigation.

3.8 Reliability and Validity (Quantitative)/ Trustworthiness (Qualitative) (select one in alignment with the selected research methodology). Validity and reliability deal with measurement quality.

3.9 Data Analysis

This section must include a discussion on how data will be analyzed.

3.10 Research Ethics: Key Considerations

Provide a discussion on the ethical considerations citing relevant sources.

Conclusion

If you follow the above guidelines, you'll be able to come up with a quality research proposal.



I'm Dr. Anderson and I am a professional research writer, coach, mentor proofreader, and editor with over twelve years of experience. My expertise cuts across many fields of study. I am passionate about research and guiding research students. I provide personalized research services and customer satisfaction is my utmost priority. I don't compromise on quality, plagiarism, and deadlines. If you need help with research, get in touch at

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