Before using this template file, rename it using your project id (e.g. ITB-002.doc).

**Project ID.: XXX-XXX**

**Coventry University**

**Programme Code: XXXXX**

**BSc (Hons) ITB**

**Module Code: 303**

**Final Year Project Report**

**Project Title: Animals Website**

**Student Name: Ho Sze Long**

**Student ID: 56235256**

**Project Supervisor: XXXXX**

**2nd Assessor: Albert Lau**

**Submission date: XXXXX**

**Word count: XXXXX**

**Declaration of Originality**

I declare that this is all my work and has not been copied in part or in whole from any other source except where duly acknowledged. As such, all use of previously published work (from books, journals, magazines, internet, etc.) has been acknowledged by citation within the main report to an item in the references or bibliography list. I also agree that an electronic copy of this project may be stored and used for the purposes of plagiarism prevention and detection.

**Statement of Copyright**

I acknowledge that the copyright of this project report, and any product developed as part of the project, belongs to Coventry University.

**Signed: by Student \_\_\_\_\_\_\_\_Ho Sze Long\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_01/02/2022\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Abstract**

Abstracts generally cover the following five sections:

(Around 150 words, try to answer the five questions below to form an abstract)

1. Reason for writing:

What is the importance of the research?

2. Problem:

What problem does this work attempt to solve? What is the scope of the project?

3. Methodology:

May include specific models or approaches used in your project.

4. Results:

May discuss the findings of your project.

5. Implications:

How does this work add to the body of knowledge on the topic? or implications for future research?

**Table of Content**

Abstract

Chapter 1: Background

Chapter 2: Introduction

Chapter 3: Literature Review

Chapter 4: Research Methodology & Data Analysis

Chapter 5: System Design (ER diagram, Use case, DB design, UI design, etc)

Chapter 6: System Testing

Chapter 7: Conclusion and Recommendations

Chapter 8: Reflection on the Project

References

Appendix:

Appendix A: Project Meeting Log

Appendix B: Turnitin Summary

|  |  |
| --- | --- |
| **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)   * What is/are your research question(s)? * How significant is your project? * How did you go about answering the research questions?   What research method used   * How will you collect the data? * How will the data be analysed? * (For Final Report) What did you find out in response to your research questions? * (For Final Report) What conclusions do you draw regarding the research questions? * Keywords – help you to find the information about your topic |
| **Introduction** | An introduction is the initial part of a research paper and the part that a reader is likely to read first. Hence, definitions, notions, and some other important information required for understanding the paper are presented/listed here.  The introduction of writing is going to set out your rationale, which is what a research will be based around. Your readers will be able to tell right from the beginning what they are going to be reading about and even whether it interests them.  It is important that you make the beginning of your research paper interesting and engage with your readers from the first line. This will make sure that people continue to read research and learn about what you have found out. In addition, you should also state hypothesis and the way that you think your work will turn out in conclusion. It is crucial that you always include an introduction to your paper.  So, what should you include in your introduction? We will give you a list below so that you can prepare a research paper introduction outline and you can follow this when you are writing.   * Introduce your topic. * Create some context and background. * Tell your reader about the research you plan to carry out. * State your rationale. * Explain why your research is important. * State your hypothesis.   The introduction of a research paper may contain a few other parts/ elements such as the chief goal(s) and objectives of the research, a brief but informative outline of the following content, explained, concept definitions, a brief history of the research into the topic, recent related discoveries, etc.).  It is recommended to start with general info and then narrowing down to some concrete aspects. Try not to deepen into a state of things in the beginning, but explain your view on the topic. If you are going to use some difficult expressions in the central part of an essay, make them clear to any reader and point out their connection with your topic.  Developing a statement in the main body, you will need some literature sources to refer to. While your idea can sound a bit subjectively, if you maintain it with citations extracted from works of famous scientists, authors or philosophers, you will prove your point. Don’t neglect modern time scholars that are being deeply concerned about the issue or opinion you stated and don't neglect using [online plagiarism checker](https://edubirdie.com/plagiarism-checker) to make sure your paper is original. Introduction should briefly state what the literature will be about. Writing Tips for Students who Want to Know all About Introduction So, how to write an intro for a research paper?   * **Define and Explain Concepts**   Is writing including concepts that are going to be complicated for the average reader to understand? If the answer to this question is yes, this means that you should take the time to explain them as best as you can in your introduction. This includes any jargon or terms that you think will be important to know before reading your findings and analysis.   * **Start with a Quotation**   You want to capture your reader’s attention right from the beginning. If you are not sure how to do that effectively, think about including a quotation that captures the heart of topic. This will be particularly true if your essay is for social subjects, such as English, History, and humanities. This is going to help create a picture in the reader’s head, and they will remember this when they are reading your work. Depending on the subject of your paper, this could also include a striking statistic.   * **Communicate your Structure**   Readers need to know not only why you are conducting a particular research topic, but also how you intend to do this. This means that your introduction should set out the structure that will be followed in your article. This will allow a reader to easily navigate between different parts and make sure that it all makes sense. All papers should be organised to ensure that the reader understands everything that is going on and to make your findings valuable. |
| **Aim** | The aim of your project.  Try to answer:   * What is this project about? * How important is the project? * Who might benefit from your research? * What are you going to do in this project? * What is your goal in this project? |
| **Objectives** | The list of measurable tasks (each task in just one statement), which will enable you to achieve your aim.  Some objective examples:   1. Definition and knowledge of your research area/subject/question. 2. Finding literatures for the discussion/information about the research question, such as (a) findings, (b) any positive or negative views, and (c) suggestions etc. about your research area. 3. Other objectives may include, for examples: 4. Find 3 experts in the study area and organise interviews with them. 5. Obtain the permission of the organsiation to observe the operations of XX Department. 6. Organise a focus group discussion, which includes the stakeholders (CEO, frontline manager, customers, etc) of a XX business. 7. …… 8. Finding an appropriate Research Method. 9. Finding an appropriate Data Analysis Method. 10. Determining what conclusion/suggestion can be drawn at the end of your project. |
| **background** | In the background, some prior works might be cited. It should be noticed that, even though it could be case by case, the citations in background should be topically broader than the ones in related work section. It is because the former ones provide contextual information for your question and tell the audience where the research question comes from and why it is important to look at it.  The background to a study should provide the reader with sufficient information that allows them to understand how and why your study is being done. You will include:  · A description and evaluation of the events and factors which have led up “now”. What symptoms are there in the environment that indicate there is something that needs investigating?  · Key factors in the environment and the events which either have already, or will in future, influence the product or service and the opportunity or problem being investigated  · Particularly important here is identification of prior findings which  a) indicate gaps in theory  b) have proved to change the way in which people view the topic and perhaps  c) influence the way in which you will conduct the study.  i.e. key outcomes of the literature review  · Key stakeholders (if any) and their interest in the topic. Maybe also their expectations of the organisation/person doing the research  · Your theory or hypothesis about the topic of the research.  · Who needs to make what decision, based on the results of the research.  Essentially, the background provides the purpose of the research. Why it needs to be done. What is the value of the outcomes? Why is it relevant / important? What it will add to the body of knowledge.  Your background should lead the reader into the steps you took to uncover and define the research problem – starting with evaluation of business/management models to uncover relevant constructs and their indicators. This in turn will lead into the literature review. |
| **literature review** | Many researchers struggle when it comes to writing literature review for their research paper. A literature review is a comprehensive overview of all the knowledge available on a specific topic till date. When you decide on a research topic, usually the first step you take in the direction of conducting research is learn more about the previous research published on the topic, and this eventually translates into literature review when you write your research paper. Literature review is one of the pillars on which your research idea stands since it provides context, relevance, and background to the research problem you are exploring.  **Types of literature review**  Literature reviews can be categorized as experimental and theoretical. Experimental literature review basically refers to surveying all the information available on a particular topic and critically analyzing the gaps that need to be worked upon. In this sense, it essentially forms the first experiment of any research project. The more extensive the review, the more precise and systematic the research project will be. Therefore, it is one of the most critical parts of one’s research.  Theoretical literature review essentially involves two steps:   1. Surveying and critically reading the existing literature: this step is commonly referred to as experimental literature review. 2. Summarizing and actually penning down the gist of your review in an organized manner: this is known as theoretical review.   Every research report/ thesis/research article begins with an introduction to the topic of research. This forms the literature review for the article. The main purpose of the review is to introduce the readers to the need for conducting the said research. A literature review should begin with a thorough literature search using the main keywords in relevant online databases such as [Google Scholar](https://scholar.google.co.in/), [PubMed](https://www.ncbi.nlm.nih.gov/pubmed/), etc. Once all the relevant literature has been gathered, it should be organized as follows:   1. Background literature about the broad research topic to introduce the readers to the field of study. 2. Recent progress on the study topic which can be organized thematically or chronologically. Ideally, separate themes should be discussed in a chronological manner to describe how research in the field has evolved over time and to highlight the progress in the field. 3. The review should include a comparison and contrast of different studies. Discussing the controversial aspects helps to identify the main gaps that need to be worked upon. This is essential for defining the problem statement of the study and highlighting the significance of the research under question. 4. Once a problem statement has been defined, the strengths and pitfalls of other studies that have tackled the problem statement should be discussed. This is important for outlining the need and novelty of the research.   A literature review should not be a mere recounting of all the available information. It should be a critical and analytical summary of the selected literature that guides the readers through the central theme of the research. |
| **Proposed****Methodology** | Make sure you use and reference established methodologies from multiple sources. This will be a literature review of research method and data analysis. You should include some elements like below.   1. Define and describe your hypothesis/research question 2. Based on your research question, find an appropriate research method (e.g. case study, survey).   For the research method, you must:   1. Describe some of possible research methods that you have considered 2. Select one that is appropriate to your project 3. Explain/justify why the method is appropriate to your project 4. Explain how this method will be used in your project 5. Describe how data will be collected (e.g. document analysis, interviews, assessments, surveys, case study, observations, statistical databases, etc.), and explain/justify your choice. 6. Describe how data will be analysed (Describe the manner in which you plan to analyse your data. Present a brief review of the literature defining the analysis methods, supported by references to research using the analysis in a similar manner.), and explain/justify your choice.   Key elements of methodology:   |  | | --- | | * Research design * Sampling techniques * Data collection techniques * Method of Analysis * Issues of reliability and validity * Data analysis and interpretation * Ethical considerations (See Appendix A)   o Confidentiality  o Anonymity  o Informed consent | |
| **Limitations of the study** | All studies have limitations. However, it is important that you restrict your discussion to limitations related to the research problem under investigation.  Acknowledgement of a study's limitations also provides you with an opportunity to demonstrate that you have thought critically about the research problem, understood the relevant literature published about it, and correctly assessed the methods chosen for studying the problem.  The acknowledgement of a study's limitations is an opportunity to make suggestions for further research.  Here are examples of limitations related to methodology and the research process you may need to describe and to discuss how they possibly impacted your results.   |  | | --- | | Possible Methodological Limitations   * **Sample size** -- If your sample size is too small, it will be difficult to find significant relationships from the data. Note that sample size is less relevant in qualitative research. * **Lack of available and/or reliable data** -- a lack of data or of reliable data will likely require you to limit the scope of your analysis, the size of your sample, or it can be a significant obstacle in finding a trend and a meaningful relationship. You need to not only describe these limitations but to offer reasons why you believe data is missing or is unreliable. * **Lack of prior research studies on the topic** -- There may be little prior research on your topic.  In cases it has been confirmed that there is no prior research, you may be required to develop an entirely new research typology. * **Measure used to collect the data**-- sometimes it is the case that, after completing your interpretation of the findings, you discover that the way in which you gathered data inhibited your ability to conduct a thorough analysis of the results. For example, you regret not including a specific question in a survey that, in retrospect, could have helped address a particular issue that emerged later in the study. Acknowledge the deficiency by stating a need for future researchers to revise the specific method for gathering data.   Possible Limitations of the Researcher   * **Access** -- if your study depends on having access to people, organizations, or documents and, for whatever reason, access is denied or limited in some way, the reasons for this need to be described. * **Longitudinal effects**-- unlike your professor, who can literally devote years [even a lifetime] to studying a single topic, the time available to investigate a research problem and to measure change or stability over time is pretty much constrained by the due date of your assignment. * **Cultural and other type of bias** -- we all have biases, whether we are conscience of them or not. Bias is when a person, place, or thing is viewed or shown in a consistently inaccurate way. When proof-reading your paper, be especially critical in reviewing how you have stated a problem, selected the data to be studied, what may have been omitted, the manner in which you have ordered events, people, or places, how you have chosen to represent a person, place, or thing, to name a phenomenon, or to use possible words with a positive or negative connotation.  If you detect bias in prior research, it must be acknowledged and you should explain what measures were taken to avoid that bias.   (above extracted from: http://libguides.usc.edu) | |
| **Self Reflection** | The contents will vary according to the discipline, but it typically provides an overview of the practical project and a thorough account of its progression. Students should highlight their own role in the project if it is a group assignment, and they should always provide a critical analysis of their own achievements. In general, Reflective Reports often address the following points:  • What were the project goals and how did you attempt to achieve them?  • What did you learn? Connect theoretical knowledge from your course to the practical work you undertook. Discuss how particular actions reflect major theories in your field.  • What did you do and feel? Describe your own opinions about the project, including choices that were made and actions that were taken. What were your own contributions and why did you perform in the way that you did?  • What was the outcome? Critically assess the success or failure of your practical work. Point out the ways that it benefited users, and/or met the project objectives.  • What were your personal strengths and weaknesses that were revealed? What have you learned about your own professional development from this project? What skill areas do you still need to develop?  • What would you do differently next time? |

### Appendix A: Project Meeting Log (Term 1)

### 

|  |  |  |
| --- | --- | --- |
| **Project ID:** | **Student Name:** | **Student ID:** |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Meeting Date | | Discussion and Action | Student sign | Supervisor sign |
| 1 |  |  |  |  |
| 2 |  |  |  |  |
| 3 |  |  |  |  |
| 4 |  |  |  |  |
| 5 |  |  |  |  |
| 6 |  |  |  |  |
| 7 |  |  |  |  |
| 8 |  |  |  |  |
| 9 |  |  |  |  |
| 10 |  |  |  |  |
| 11 |  |  |  |  |
| 12 |  |  |  |  |

### Appendix A: Project Meeting Log (Term 2)

### 

|  |  |  |
| --- | --- | --- |
| **Project ID:** | **Student Name:** | **Student ID:** |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Meeting Date | | Discussion and Action | Student sign | Supervisor sign |
| 1 |  |  |  |  |
| 2 |  |  |  |  |
| 3 |  |  |  |  |
| 4 |  |  |  |  |
| 5 |  |  |  |  |
| 6 |  |  |  |  |
| 7 |  |  |  |  |
| 8 |  |  |  |  |
| 9 |  |  |  |  |
| 10 |  |  |  |  |
| 11 |  |  |  |  |
| 12 |  |  |  |  |