Project Proposal

Group Assignment

Student group will write up a Project proposal that provides a review of the relevant theoretical and empirical literature on the topic of the challenge. They formulate the research question(s) for the project, decide on the theoretical framework, propose the research design, and outline key elements of the proposed digital intervention. As part of the project proposal, students are also required to identify and justify the opportunity for a system intervention and explain and reflect on the diverging perspectives of stakeholders in terms of underlying interests, power relations, values, and worldviews. The Appendix of the project proposal should contain the prospective timeline for the project implementation.

Indicative Structure of the Project Proposal

This is the indicative structure of the Project proposal. You should write up those sections that are relevant to your group project.

1. Title page including the title and group information.
2. Introduction and background:
   - Present the project challenge and its relevance.
   - Clearly state the project aims and objectives.
3. Theoretical and practical framework:
   - Describe the target group for the intervention, key stakeholders, and their need and interests.
   - Situate the challenge within the existing academic and policy literature, identify gaps in current solutions or approaches.
   - Explain and justify the chosen theoretical framework for developing an intervention. Justify how the framework will shape your data collection, analysis, and intervention design.
   - Formulate research question(s) and hypotheses.
4. Methodology of data collection and analysis:
   - Outline approaches of data collection and analysis and describe social science and data science methods you plan to apply.
   - Provide a rationale for choosing these methods and discuss ethical considerations for data collection and analysis.
5. Proposed digital intervention:
   - Present your initial idea for the digital intervention and key elements of it.
   - Describe how it aligns with the theoretical framework and addresses the project challenge, and discuss how it will engage the target group and stakeholders.
6. Expected results and impact:
   - Discuss what you expect to find from the data collection and analysis.
   - Describe the anticipated impact of your digital intervention on the target group, stakeholders, and Project partner.

- Examine the potential ethical complications that may arise in your project, such as issues related to privacy, consent, data security. Propose strategies to mitigate these risks. Discuss limitations of your project.

7. Bibliography
8. Appendices:
   - Project timeline, approved with the Project partner
   - Stakeholder analysis
   - Any other relevant documents

Deadlines

Wednesday, March 05, 2025 (17.00)	**Progress check** *Submission of PDF file via Canvas*
Wednesday, March 19, 2025 (17.00)	**Final submission** *Submission of PDF file via Canvas*

Assessment Criteria

- Ability to conduct a clear and concise analysis of the chosen challenge, informed by relevant theoretical frameworks.
- Ability to identify relevant stakeholders and analyze the local context to diagnose the societal challenge and develop an appropriate intervention.
- Ability to formulate research question(s) and hypotheses grounded in societal and/or stakeholder needs and supported by relevant theoretical frameworks.
- Ability to propose a research design appropriate to the proposed research question(s), ensuring methodological rigor through the application of both social science and data science methodologies.
- Ability to critically reflect on the limitations of the proposed project design, assess potential biases, and evaluate the ethical, legal, and social implications of data collection and analysis strategies.
- Ability to generate and justify diverse, research-based ideas for opportunities for change and synthesize insights to propose the most suitable digital intervention aligned with the project goals.
- Ability to propose and reflect on systemic conditions and policy interventions necessary to ensure the success of the digital intervention.
- Ability to define achievable goals, structure the project, and create a project timeline in collaboration with the Project Partner and all group members.
- Word length of maximum of 3,500 words (+10%), excluding footnotes, bibliography, and appendices.
- Correct language; properly structured and sound argument.
- Correct reference of relevant academic and non-academic sources.

Learning Objectives
- Analyse at different levels the basic causes, complexity, dynamics and leverage points of a specific social challenge using relevant theories from various disciplines

- Clearly identify stakeholders and local context and actively involve them in the diagnosis of the challenge
- Explain and reflect on the diverging perspectives of stakeholders, in terms of underlying interests, power relations, values and worldviews
- Develop and justify arguments with theoretical and empirical knowledge
- Propose research questions and hypotheses for empirical studies on the basis of societal and/or stakeholder needs
- Choose the research design (data collection and analysis) appropriate to the research question
- Assess different levels and types of bias in their data collection and analysis strategies
- Critically reflect on the ethical, legal and social aspects of their data collection and analysis strategies as well as of their underlying assumptions and biases
- Create an overview of different potential ideas for opportunities for change
- Decide what the most suitable digital intervention is given the challenge situation based on a synthesis of insights
- Propose systemic conditions and policy interventions necessary or desirable to make the digital intervention a success
- Formulate clear, achievable and well-documented goals and priorities that are agreed upon by the team and the client organization, and organize and execute the project accordingly
- Organize and structure the project as an open-ended, iterative process that generates commitment and favours deliberative decision-making