**DAP Project - Topic Construction Examples and Commentary**

**(The areas below are for guidance only)**

**Subject Area 1:**

“Predicting marketing activity and Conversions for Programmatic advertising based on budget,reach and creative size, in order to aid contract negotiations in Digital Marketing".

**From a research perspective - do you need to cover both Marketing activity and Conversions - remember depth is required on whatever area you cover. I can't tell if these are linked or if they are independent to each other.  If they are entirely separate, be careful by covering both that you are limiting your depth in either.**

**Budget,reach and creative size - a similar point - this strikes me as perhaps too broad a reach you are trying for here - again, very likely all relevant but will it result in limited depth/scope in each. Are all 3 equally important? Even if they are, my advice would be to consider removing at least one. Again, I don't know if they are linked to each other - if they are, then this will influence your approach here.**

**...in order to aid contract negotiations.... be careful here - what is your basis for linking the various criteria you have selected to aiding c/n - is this anecdotal or can it be demonstrated as proven already - if not there is a risk you are assuming causality. This is not necessarily incorrect but it will require more work from you in relation to stating causality.**

**... Digital Marketing - this is obviously a broad term - do you mean perhaps... in using D/M or in resourcing your D/M strategy - I think it needs refining.**

.**Subject Area 2:**

**Title**

Using Natural Language Processing and Sentiment Analysis of user interviews to improve management/discovery/delivery of user insights during the user experience design process

**Rory - Interesting scenario and one which enables you to demonstrate both evaluation and application in your project.** **David will need to review same from a technical perspective in order to ensure the topic will enable you to go into sufficient depth.**

**Rory - Using - perhaps look at the word Applying? -  Do you need to cover both NLP and SA - you are the expert here so my question is from a research management perspective - if one is more relevant than the other, then you might consider focussing on the more relevant area - this will enable you to go into more depth - if the two are  linked to each other, then you may be better staying with the 2.**

**You are assuming that by using either/both areas that it will improve something - be careful here - is there literature to back this up - don't assume causality necessarily applies here - otherwise you could look do either/both of these 2 areas lead to an improvement, and then take it further by demonstrating how this improvement can be capitalised upon.**

**In relation to the 3 terms referred to- management, discovery, delivery - use just one of these/or a.n.other which enables you to go into more depth.**

**Subject Area 3:**

**Topic**

Implement Deep Learning to evaluate and improve the recognition of low-resolution Road Traffic Signs.

**Rory - From a research management perspective, the focus on implement is good. The reference to evaluation is needed but what is good is that you are not limiting it to just evaluation - be careful in relation to focussing on "improving" - you are assuming causality exists here - it may well do anecdotally but from a r/m perspective, this won't be enough. One approach/solution is to identify if the literature which exists can support this - if not, then part of your project may be to actually establish if it does improve recognition, and then to take this further by demonstrating how it improves.**