A proposal is a preliminarily document detailing all the different aspects of a proposed study.

Each student proposes to investigate a question by collecting at least 50 Facebook posts or Reddit comments (or data from any other mainstream social media platform, major publication such as newspapers, magazines, etc.), and analyzing the textual data using **content analysis (see the class material and video lecture on how to conduct content analysis)**. BOTH data collection and data processing must be done **manually** (i.e. no computer code or pre-existing software is allowed.) This restriction does not apply to the presentation/visualization of data or results (if there is any).

**Length**: The proposal must be under 500 words, excluding references and figures.

Here is the format of your submitted proposal:

**Full name and semester:**Divya Dhaipullay, Semester 2

**Title:**

**Word count:**Right under the main title, or at the end of it, you need to mention the word count for your proposal in parentheses. For example:

"Analyzing civility of comments under a BLM post on Reddit (465 words)"

**Research Question**: State in plain English one question that you intend to answer in your study. This is usually a single sentence. Be as clear as possible. Do not ask yes/no questions. Ask ‘how/what’ questions. For example: How is the perception of X different between Group A and Group B.

**Background (1 paragraphs):** Tell the reader the context in which this question arises or is interesting. Cite at least 2 relevant papers. A relevant paper is one investigating something very similar to what you are proposing to do. If there is no previous work in that specific area, use the closest studies you can find (1 paragraph). (Important: citing papers that simply use the same method but on a vastly different problem does work – the focus ought to be on similar research questions).

**Data (1 paragraph):**Describe the dataset you will be collecting as precisely as possible. Here are some of the questions you should clearly answer in this section. These are general guidelines that apply to ALL your future proposals as well:

* How are you collecting your data? In this particular case you are going to manually collect data. In other cases, you may use code.
* What data are you collecting and how you decided that that was the appropriate dataset? For example, if you are going to collect Reddit or Twitter data, which accounts or hashtags or keywords etc. are you going to focus on and why those and not others? If you are using keywords, are they case-sensitive? You need to justify your choice of dataset.
* What is the timeframe for your dataset? For example, if you are studying the sentiment around a specific event, your timeframe could be a week before, during, and a week after the event.

There must be enough details in your proposal for anybody to be able to read it and collect the same data. Think of this as a manual.

**Method (1 paragraph):**Describe exactly how you will be analyzing the data. Mentioning the name of a general method (such as content analysis) does not suffice. You must tell the reader how exactly you are planning on using your method. For example, in the case of content analysis, you must include details about where you are getting your codebook (you will either come up with your own codebook based on analyzing a subset of the dataset, or you will get your codebook from the literature in that domain).

**References:**A properly formatted list of references used in the text.

**Submission*:***

A single PDF file through this assignment.s

Please find sample proposals from previous semesters and the slides for how to ask research questions, on Canvas under ‘Proposal Examples’.  A video lecture explaining the assignment is under ‘Files/Video Lectures/Proposal Examples/Paper 1 - Content Analysis/’.23

Good luck!