

Discourse Processes in Online Behavioral Advertising

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Abstract

1 Schedule

Chapter	1st Draft
Introduction	Mar 1
Literature Review	Apr 1
Methodology	May 1
Results and Discussion	Sep 1
Conclusion	Oct 1

2 Introduction

Purpose: highly focused review

- Introductory paragraph - what this study will accomplish
- Background of the problem (3–4 pages) - major findings from lit review, unresolved issues
- Statement of problem (1 paragraph) - gap in knowledge, specific problem addressed.
- Purpose of the study (3–4 paragraphs) - research design (including variables, population), significance, why important

- Primary research question(s)(paragraph per question) - basis for data collection
- Hypotheses (paragraph per question) - follow the research questions
- Research design (3–4 paragraphs) - summary of methodology including participants, instrumentation, procedure
- Assumptions, limitations, scope (1–2 paragraphs)
- Summarize chapter 1 and outline remaining chapters

3 Literature Review

Purpose: prove this is a gap citing major conclusions, findings, methodological issues.

- Paragraph introducing major topical sections
- Privacy issues in Online Behavioral Advertising - persistent problems, research relating to user confusion, attitude, understanding
- Cognitive features of user interfaces - review of appropriate literature in cognitive science, linguistics, and psychology
- Discourse processes - theoretical framework
- Conclusion stating that on the basis of reviewed literature, there is a gap in knowledge that has not yet been addressed

4 Methodology

Purpose: Describe practices and procedures for analyzing the research question(s)

- Paragraph reiterating the purpose of the study
- For each experiment (DNT, AdChoices, Eavesdropping)
- Specify design while comparing with alternate methods

- Research design - variables, level of significance used to accept /reject hypothesis
- Pilot study
- Settings and participants
- Instrumentation
- Procedure
- Data processing and analysis
- Internal and external validity
- Summarize the research design

5 Results and Discussion

Purpose: summarize collected data, treatment, and analysis

- Introductory paragraph
- For each experiment, results, treatment, analysis, and discussion
- General discussion - summary of findings, insights and issues

6 Conclusion

Purpose: summary, contribution of research, recommendations for future research.

- Summarize aims of thesis Conclusions - summary of experimental results
- Summary of contributions - theoretical implications
- Future research