Discourse Processes in Online Behavioral Advertising: Schedule and Outline

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Chapter	1st Draft	2nd Draft
1. Introduction	Mar 1	Apr 1
2. Literature Review	May 1	June 1
3. Theoretical Framework	Apr 1	May 1
4. Experiment 1	Jun 1	July 1
5. Experiment 2	Jul 1	Aug 1
6. Experiment 3	Aug 1	Sep 1
7. Discussion	Sep 1	Oct 1
8. Conclusion	Oct 1	Oct 1

1 Introduction

- Introductory paragraph - what this study will accomplish

- Background of the problem - major findings from lit review, unresolved issues

- Statement of problem - gap in knowledge, specific problem addressed.

- Purpose of the study - research design (including variables, population), significance, why important

- Research strategy - summary of approach and methods

- Assumptions, limitations, scope

- Thesis structure

2 Literature Review

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

- Paragraph introducing major topical sections

2.1 Privacy Issues in Online Behavioral Advertising

- Persistent problems, research relating to user confusion, attitude, understanding

- Persuasive technologies

2.2 Cognitive Features of Graphical User Interfaces

- Review of appropriate literature in cognitive science, linguistics, and psychology

- On the basis of reviewed literature, there is a gap in knowledge that has not yet been addressed - hypothesis that graphical user interfaces on the web evoke linguistic processes in understanding

3 Theoretical Framework

Purpose: review and justification for theoretical framework

- Traditions in discourse analysis; two dominant theoretical and methodological approaches

3.1 Linguistic pragmatics

3.2 Interactional discourse

3.3 Unified theory of social action

- There exists a body of theory which accounts for problems described in the previous section. Frames experiments to follow.

4 Experiment 1: Conversational Implicature

- Introductory remarks
- Structure of chapter

4.1 Review of the Literature

Purpose: Describe relevant literature on this topic

4.2 Aims of the Experiment

Purpose: Describe research question and basis for data collection

4.3 Method

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

- Paragraph reiterating the purpose of the study
- 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

4.4   Results

Purpose: summarize collected data, treatment, and analysis

- Introductory paragraph

- Results, treatment, analysis, and discussion

- General discussion - summary of findings, insights and issues

5   Experiment 2: Hypertext Deixis

Same structure as experiment 1

6   Experiment 3: Conversational Inference

Same structure as experiment 1

7   Discussion

Purpose: summarize results from all experiments and discuss implications

- Mention discourse phenomena not studied, yet likely to exist in practice

8 Conclusion

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

- Summarize aims of thesis and research problem

- Conclusions - summary of experimental results

- Summary of contributions - theoretical implications

- Future research

9 Bibliography