

Discourse Processes in Online Behavioral Advertising

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Abstract

1 Draft Schedule

Chapter	1st Draft
Introduction	Mar 1
Literature Review	Apr 1
Experiment 1 (minus Results and Discussion)	May 1
Experiment 2 (minus Results and Discussion)	June 1
Experiment 3 (minus Results and Discussion)	July 1
Results and Discussion Sections	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
- Research strategy (3–4 paragraphs) - summary of approach and methods
- Assumptions, limitations, scope (1–2 paragraphs)
- Thesis structure (1–2 paragraphs)

3 Literature Review

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

- Paragraph introducing major topical sections

3.1 Privacy Issues in Online Behavioral Advertising

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

3.2 Cognitive Features of Graphical User Interfaces

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

3.3 Discourse Processes

- Presentation of theoretical framework

3.4 Conclusion

- On the basis of reviewed literature, there is a gap in knowledge that has not yet been addressed

4 Experiment 1: 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 and Discussion

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: Deixis

- Introductory remarks
- Structure of chapter

5.1 Review of the Literature

Purpose: Describe relevant literature on this topic

5.2 Aims of the Experiment

Purpose: Describe research question and basis for data collection

5.3 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

5.4 Results and Discussion

Purpose: summarize collected data, treatment, and analysis

- Introductory paragraph
- Results, treatment, analysis, and discussion
- General discussion - summary of findings, insights and issues

6 Experiment 3: Grounding

- Introductory remarks
- Structure of chapter

6.1 Review of the Literature

Purpose: Describe relevant literature on this topic

6.2 Aims of the Experiment

Purpose: Describe research question and basis for data collection

6.3 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

6.4 Results and Discussion

Purpose: summarize collected data, treatment, and analysis

- Introductory paragraph
- Results, treatment, analysis, and discussion
- General discussion - summary of findings, insights and issues

7 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