

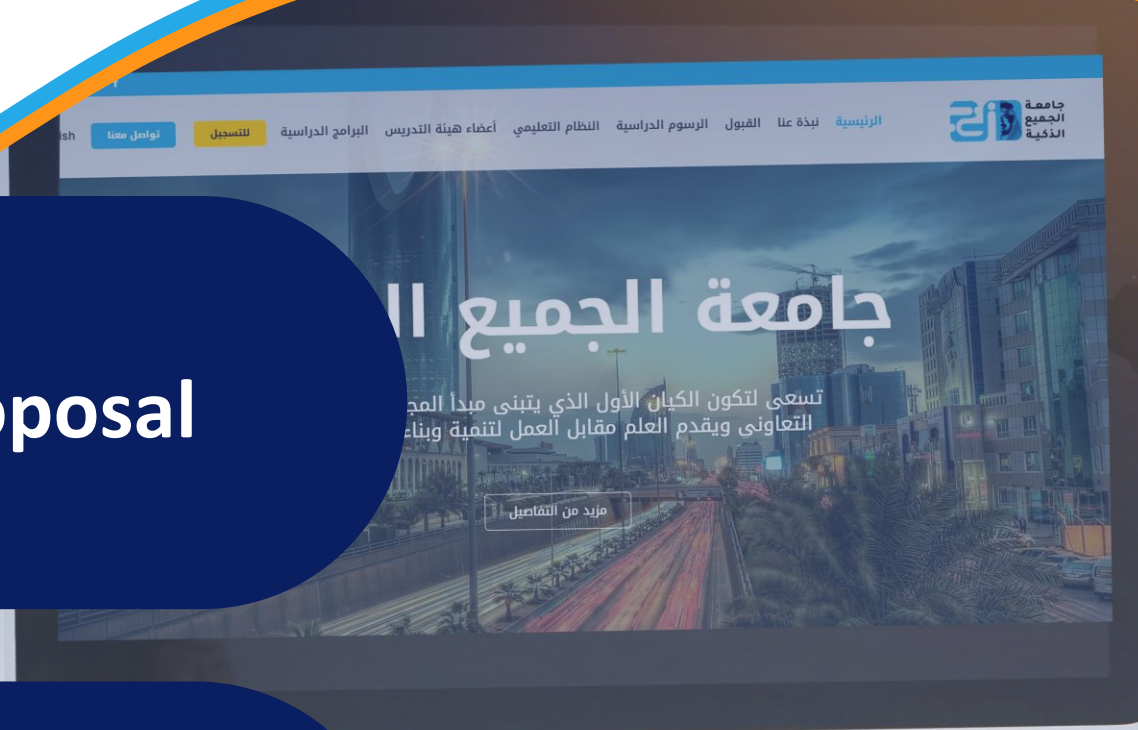


جامعة الجميع الذكية
EVERYONE'S SMART UNIVERSITY

Content of Research Proposal

Final Project
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Lecture 3

PMG 697
MGM 697



- The concept and objectives of the Research Proposal
- The stages of the research process
- Research Proposal components:
 1. Research Title
 2. Introduction
 3. Research problem
 4. The importance of the research
 5. Research Hypotheses

6. Literature Review

7. Research Methodology

8. Research Structure

9. Research limits

10. Initial reference list

By the end of this chapter you will be able to understand the following knowledge:

- Research plan concept and objectives
- Formulating Research Objectives and their importance
- Concept and types of Research Hypotheses
- The stages of the Research Process
- Drafting the title of the search
- Writing and summarizing Previous Studies
- Formulation of the Problem Statement and Research Questions
- The importance of defining the research method

By the end of this chapter you will possess the following Skills:

- The ability to acquire the skills necessary to formulate the research title.
- The ability to define the Problem Statement.
- The ability to formulate The Research Questions and Hypotheses.
- The ability to formulate the Research Objectives and the Importance of the Study.
- The ability to write the Literature review of the study.
- The ability to formulate the limits of the study.
- The ability to create the General Structure of the Research Framework.

1. Research Title.
2. Introduction.
3. Research problem.
4. The importance and objectives of the research.
5. Research hypotheses.
6. Literature review.
7. Research Methodology.
8. Research limits.
9. The General Perception of the research structure.
10. Initial reference list.

5. Research Hypotheses

- ❑ A research hypothesis is a statement of expectation or prediction that will be tested by research.
- ❑ **Following are some hints for the formulation of your hypothesis:**
 - Be sure to read on the topic to familiarize yourself with it before making a final decision. You need to make certain that the topic is researchable in an interdisciplinary sense, meaning that there is sufficient published material on the topic in the legal literature and in the literature.

5. Research Hypotheses

- As noted, a research hypothesis is more than just a topic. It has two elements (variables) that are in relation to each other. Remember that, within the word "hypothesis" is the word "thesis." Your hypothesis is what you **propose** to “prove” by your research. As a result of your research, you will arrive at a conclusion, a theory, or an understanding that will be useful or applicable beyond the research itself.

5. Research Hypotheses

- Your hypothesis must involve an issue or question that cannot be answered exclusively by only one discipline. You should try to limit your inquiry to the pieces of literature of 2 or 3 disciplines. **It is best to choose a hypothesis where you already have some level of familiarity with the disciplines that are most relevant to the topic.**

5. Research Hypotheses

- Avoid judgmental words in your hypothesis. Value judgments are subjective and are not appropriate for a hypothesis. You should strive to be objective. Therefore the use of personal opinion is to be avoided.
- Be sure that each term in your hypothesis is clearly understood and defined.
- Know that your hypothesis may change over time as your research progresses.

5. Research Hypotheses

❑ Characteristics of a good hypothesis:

- The reasonableness of the assumption
- Verifiable
- The ability to explain the phenomenon studied
- The hypothesis is fully or partially consistent with the relevant theories
- The simplicity of the assumptions
- Possibility to confirm

5. Research Hypotheses

❑ Sources of Hypotheses:

- Researcher's' experience
- Specialties
- The resemblance between the phenomenon.
- Observations from past studies, present-day experiences, and from competitors.
- Scientific theories.
- General patterns that influence the thinking process of people.

5. Research Hypotheses

❑ Types of hypotheses:

Simple Hypothesis

It shows a relationship between one dependent variable and a single independent variable. For example – If you eat more vegetables, you will lose weight faster. Here, eating more vegetables is an independent variable, while losing weight is the dependent variable.

Descriptive hypothesis:

It deals with one variable:

Example: The consumer is deceived by the advertisements that he is exposed to in various advertising means.

مثال: يتعرض المستهلك للخداع من خلال الإعلانات التي يتعرض لها في مختلف الوسائل الإعلانية.

5. Research Hypotheses

Correlational hypothesis:

It expresses the existence of a relationship between two variables without specifying the direction of this relationship, that is, without specifying who caused the other.

Example: There is a relationship between product quality and achieved sales volume.

مثال: هناك علاقة بين جودة المنتج وحجم المبيعات المتحقق.

5. Research Hypotheses

Causal hypothesis:

It states that there is a causal relationship between the two variables, and therefore it shows the direction of the relationship between the two variables.

Example: Increasing product quality increases the number of customers gained

مثال: تؤدي زيادة جودة المنتج إلى زيادة عدد العملاء المكتسبين

5. Research Hypotheses

Null Hypothesis: The null hypothesis assumes that there is no relationship between the two variables, as opposed to the alternative hypothesis, which assumes that there is a positive or negative relationship between the two variables.

Example:

- The null hypothesis: There is no significant relationship between the sex of the worker and his level of productivity.
- The alternative hypothesis: There is a significant relationship between the sex of the worker and the level of his productivity.

General notes on the formulation of hypotheses

1. The hypotheses of the study can be one hypothesis or several.
2. It is recommended that the hypothesis not be long, or complex
3. Hypothesis is testable and verifiable
4. Determining the questions of the study prior to developing hypotheses.
5. The development of study hypotheses takes place before the start of the study and data collection.
6. Knowledge and experience are needed in hypothesis formulation.

6. Previous Studies

- Previous Studies are one of the most important parts of Scientific Research, and there is no complete Scientific Research without containing previous studies.
- Previous studies are identified as all the previous research which have tackled the topic in which the researcher is digging through discussion and studying.

Whenever a researcher is on to a certain subject

6. Previous Studies

- **The researcher** will definitely need to get back to these previous studies, analyze them, study them properly, and then identify the similarities and differences between them and his research.
- It generally occupies the second section of the framework of scientific research.
- **The previous studies also help the researcher not to repeat the already studied areas and never to fall into the same mistakes which were committed by other researchers.**

6. Previous Studies

- The previous studies contribute to the enhancement and enrichment of scientific research and provide the researcher with **solid ground and substantial information** about the research that is being done. This is how the researcher should be acquainted with all the **information related to their research**.

6. Previous Studies

- It is also important to mention **the mutual points** between the research and the previous studies, plus stating the major trends of the other researchers and the ways they followed in the previous studies. and to state whether these studies have **found a solution for the described problems or not.**

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6. Previous Studies

- ❑ There are a number of terms that should be taken into consideration which are:
 - Referring only to the primary sources and staying away from the marginal ones.
 - Making sure that the information is correct and from confidential sources such as precise scientific magazines.
 - Displaying only the parts which are convenient to the scientific research content and not the whole study.
 - Displaying the ideas in a precise and swift manner.

6. Previous Studies

- ❑ The inclusion of previous studies in the study plan achieves some objectives:
 - Emphasizing that the problem of the study that has been chosen **has not been addressed before**, or it has been addressed, but without **sufficient depth** and detail.
 - Previous studies help the researcher formulate the study's objectives in light of the summary of previous studies.
 - Benefit from previous researchers' experiences in formulating questions and hypotheses of the study, and the scientific method used in these studies.

- Determine the research method to be used
- Determine the sources of data acquisition
- Determine the study population and sample type



8. Research Limitation

- The limitations of a study are its flaws or **shortcomings** which could be the result of the unavailability of resources, small sample size, flawed methodology, etc.
- No study is completely flawless or inclusive of all possible aspects. Therefore, listing the limitations of your study reflects **honesty and transparency** and also shows that you have a **complete understanding** of the topic.

The three limits of Scientific Research:

- **Temporal Limits**
- **Spatial Limits**
- **Objective Boundaries**



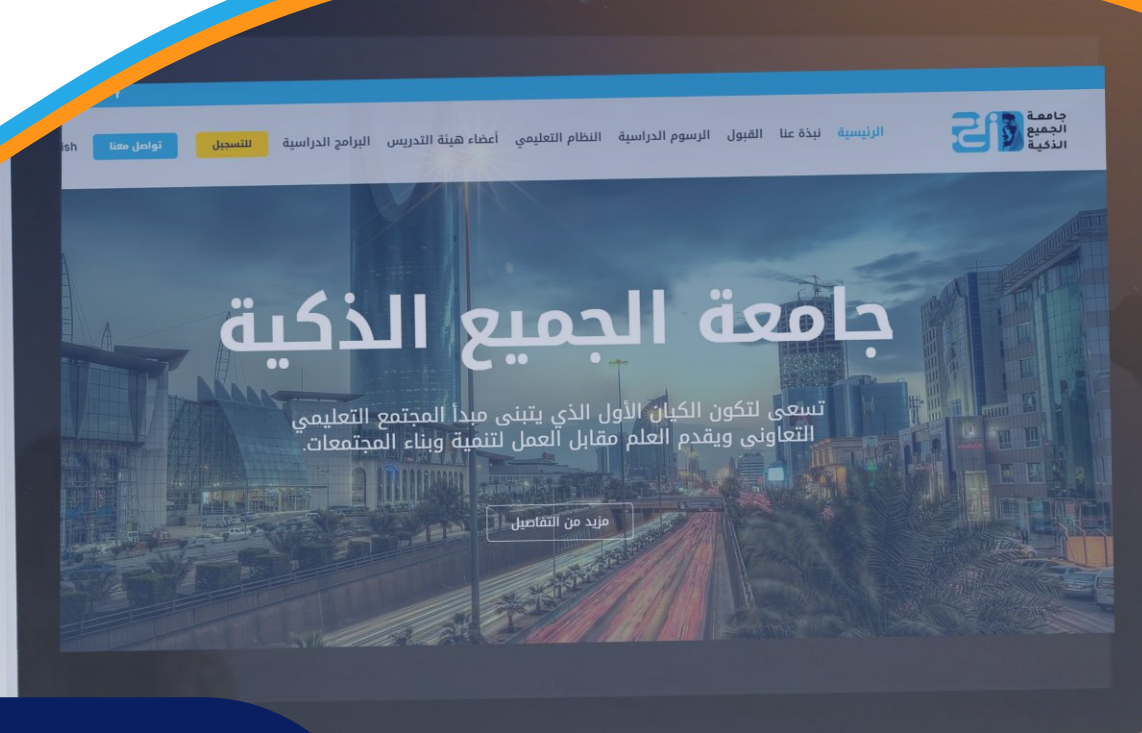
- It includes chapters and sections that will be covered by the study in addressing the researcher's topic.
- The general structure of the search is shown in the form of main points or titles of chapters and sections only

10. Research References

- It contains all the sources and references that he benefited from and referred to in preparing his plan.
- It is possible to add another group of references more closely related to the subject of the research, in order to reassure the researcher himself, the supervisor of the study, and the research plan discussion committee that a sufficient number of references are initially available.



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*Thank You
Walid Soliman*