



**HOGESCHOOL
UTRECHT**

Research Templates

Templates for a Research proposal, a Research plan and a Research report



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Introduction

Aim

The aim of this document is to provide students with the necessary guidelines to write a research proposal, a research plan and/or a research report. This document has been prepared to answer some key points what these documents should include.

Context

The context of these templates is the research conducted at the Crossmedialab. Research topics always address issues in media, communication and/or information technology.

Kinds of Research

There are different kinds of research; a common distinction is that between: exploratory research, descriptive research and explanatory research.

- Exploratory research provides insights into and comprehension of an issue or situation. By way of exploratory research possible causes can become clear that makes it possible to more clearly define the problem or even generate formal hypotheses; it also helps determine the best research design, data collection method and selection of subjects. Exploratory research often relies on secondary research such as reviewing available literature and/or data, or qualitative approaches such as informal discussions with consumers, employees, management or competitors, and more formal approaches through in-depth interviews, focus groups, projective methods, case studies or pilot studies. Exploratory research normally precedes a more formal research project.
- Descriptive research classifies phenomena. It describes data and characteristics about the population or phenomenon being studied. This description is mostly in the format of frequencies, averages and other statistical calculations based on survey investigations. Although the data description is factual, accurate and systematic, the research cannot describe what *caused* a situation. Thus, descriptive research cannot be used to create a causal relationship, where one variable affects another.
- Explanatory research is a formal and controlled attempt to identify cause and effect of a certain phenomenon. This is done by way of stating hypothesis, declarative statements on the relationship between certain variables. These variables are part of a model that is conducted to explain why the phenomenon occurs, under what conditions, for whom, et cetera.

Although the process is not linear in practice, exploratory research precedes descriptive research and descriptive research generally goes before explanatory research. For example, one can look into different cases and interview people why they use social media (exploratory research), gather statistics on who is using what social media when, what for and in what degree (descriptive research), and put the hypothesis to the test that the higher the esteem people can harvest from the use of social media the more they will use it (explanatory research).

It is essential for you to have a clear picture of what kind of research you are aiming for, not in the least because it will determine the way you will plan, conduct and report about your research.

Use

The guidelines were taken from several sources and made to fit the context of the Crossmedialab. Nevertheless individual research studies may differ somewhat from the proposed templates. Always consult your supervisor in this case.

Examples

Examples of research proposals, plans and reports are available at the Crossmedialab and can be found at <http://www.crossmedialab.nl/curious> and <http://www.crossmedialab.nl/impact>. In the section on further reading you can find useful references for more in depth information on different topics.

Research Proposal

A research proposal is a short document between 1 - 3 pages describing the key points of your proposed research. Prepare the research proposal based on information provided below.

The research proposal needs to be approved by the supervisor.

1. Working title

An initial working title should be provided and should describe the content and direction of your research project.

2. Identification

Student(s) name and ID number, department, course name, date, version status (draft, approved, submitted), document version number.

3. Aims

What do you want to know, prove, demonstrate, analyse, test, investigate or examine? Remember that you are trying to convince others that this is a question worth asking (and answering). List your research aims in a logical sequence and try to state the exact research questions.

4. Background and rationale

This part states the background of the problem/topic of your research, explaining why it is problem, and why it is significant to research about it. Refer to literature you have read so far.

5. Theory/Literature

A short description of the type of literature that you will review. At this stage, it is too early to expect you to have reviewed the literature, but it is expected that you would have an idea about the areas of literature that you will need to review. You should also know the main theorists/writers and any major controversies.

6. Research methodology

This describes the significant and prominent methods you would like to exploit, reasoning about their significance and usefulness in conducting the research. Pay close attention to whether you require particular resources.

7. *Expected outcomes*

Explain what you expect the completed research will add to our understanding of (cross)media and communication. And list the deliverables of the research.

8. *Timetable*

Indicate the timeframe for each broad stage considering literature surveys, study preparation, conducting experiments, testing, data collection, data analysis, review, writing and thesis submission date.

9. *Risks*

List the risks involved in your research and describe the steps to be taken to minimize those risk.

10. *References*

List here all the key references that you are likely to use in the thesis. It is just to give an idea of the direction(s) you are taking. This list will of course include any references mentioned in this proposal, but will include other key references as well. There is no need to list all the likely references.

Reminders Research Proposal

- You should be concise and precise while describing your proposal.
- Include your best ideas!
- Make it clear you know what you are talking about and passionate to tackle the problem at hand.

Research Plan

The research plan is a complete description of the intended research, developed under the supervision of the assigned supervisor. Through the full proposal, the student needs to demonstrate convincingly that the study will make a contribution to a crossmedia issue or problem. The full research proposal must be between 5 and 10 pages and describes the key points of your research and highlighting the potential outcomes. It should be based on an approved research proposal.

Prepare the research plan based on information provided below. Delete the numbered sections that do not pertain to your study.

The research plan needs to be approved by the supervisor.

1. Cover page

- a. Title of the research plan describing the topic.
- b. All documents should contain the basic metadata: author(s) name, date, department, course name, version status (draft, approved, submitted), document version number, supervisor's name.

2. Executive summary

In case of extensive documentation, the following page may include a short Executive Summary, which is an abstract with a maximum of 100 words.

3. Aims/objectives/research question/hypotheses

- a. Describe the overall research problem.
- b. Describe the primary and secondary aims/objectives of the research, or the project's research questions or hypotheses:
 - i. Between 1-3 separate questions/hypotheses connected to research problem area.
 - ii. The research question(s) should be formulated in a very clear language in a form of a question (typically 'how', 'why' or 'what'). The hypotheses should be formulated as declarative statements.

4. Background and rationale

Summarize briefly what is already known about the issue, where there are gaps in information, and previous relevant research. References are required but only include them if they are directly relevant.

Also include a short section justifying the research problem area. Basically, the author states why the research is important for 1) the research community, 2) implications for the industry, 3) national economic competitiveness and/or impact on society. Describe any potential direct

benefits to participants from participating in the research (not including payment for participation) and potential societal benefits likely to derive from the research. This part should include references to journal and newspaper articles pinpointing the importance of the research area.

5. *Theory/Literature*

A synopsis of some of the literature you already managed to read. And a description of the type of literature that you will review. At this stage, it is too early to expect you to have reviewed all the literature, but it is expected that you would have an idea about the areas of literature that you will need to review. You should also know the main theorists/writers and any major controversies.

6. *Research method*

The methodology chapter should describe in detail how the study will be conducted. The methods need to be described in detail that shows the connection to research question and where you are going to get the actual data. A good method chapter describes the data collection in such detail, that somebody else could conduct this part as well based on instructions.

- a. Describe the research design in case of experiments.
- b. Describe what type of methods may be used:
 - Case studies (n = 1>5)
 - Questionnaires (n>30)
 - Interviews
 - Mathematical modelling
 - Computer simulation
 - Statistical meta-analysis of (industrial or economic) data
 - et cetera
- c. Describe how constructs in the hypothesis are to be measured (operationalisation).
- d. Describe the instrumentation and material to be used (questionnaires, video clips, etc.)
- e. Mechanisms to assure the quality of the study – e.g. control of bias, safe storage of data.

Pay specific attention to the following two sections.

7. *Participants*

- a. Describe the study participants and the population from which they will be/were drawn.
- b. Describe any screening procedures and any inclusion or exclusion criteria.
- c. Provide sample size and a justification as to how you arrived at your projected sample size.
- d. Describe how participants will be recruited.
- e. Explain how your recruitment materials will be used.
- f. If relevant, address any privacy concerns associated with the recruitment process.
- g. Describe who will obtain informed consent from participants, and how, when and where consent will be obtained.

- h. If the study will involve vulnerable populations (e.g., children, prisoners, cognitively impaired adults, non-Dutch-speakers, etc.) describe efforts to ensure their understanding of the research and the extra protections that will be in place to ensure their voluntary participation.
- i. If a waiver of consent is requested, provide a justification for the waiver/alteration, and describe any alternate procedures for informing participants about the research.
- j. If applicable describe the form, amount, and schedule of payment to participants.
- k. Consider possible ethical considerations.

8. Procedures

- a. If your study involves analysis of existing data only:
 - i. Describe the source(s) of the data and whether it is publically available or not.
- b. If your study involves contact, direct or indirect, with subjects, provide the following:
 - i. Study procedures, including their sequence and timing.
 - ii. Number of study contacts or visits required of participants.
 - iii. Expected duration of the study.
 - iv. Setting in which the study is conducted.

9. Data collection and analysis

- a. Describe how the data will be collected (hard copy, electronic, et cetera), stored and be available for further analysis.
- b. Describe the format and applications used to collect, store and analyse the data (e.g. SPSS, Excel)
- c. Provide a brief data analysis plan and description of the nature of the variables to be derived.
- d. Describe how data of subjects can be identified.

Note: Identifiers include ID code or name, address, social security number, etc., and other indirect identifiers (e.g., date of birth) that, when combined with other variables, may make a subject identifiable. These categories reflect minimal standards. Privacy and security rules should be taken into account.

10. Expected outcomes

- a. State briefly what are the expected outcomes of the research.
- b. State briefly how the results will be presented (info graphics, plots, tables etc.).

11. Schedule, budget and resources

- a. Schedule – a rough-scale timetable
 - i. Literature review
 - ii. Study preparation
 - iii. Data collection
 - iv. Data analysing
 - v. Reporting (progress reports, final report)
 - vi. Publications

- b. Budget
 - i. How you are going to finance your studies?
 - ii. How much time is involved?
 - iii. Do you have time and authorisation from your research group?
 - iv. Potential funding applications.
- c. Resources
Resources you require.

12. Risks

- a. Describe the risks associated with the study and its procedures, including physical, psychological, emotional, social, legal, or economic risks.
- b. Describe steps to be taken to minimize those risks.
- c. Describe the research burden for participants, including time, inconvenience, out-of pocket costs, etc.
- d. Describe how participant privacy will be protected during data collection if sensitive questions are included in interviews

13. Outline

Append a preliminary chapter outline with a one or two-sentence description of each chapter.

14. References

List key references here for your study. This list should include all references made in sections justification for research and existing literature, but may also contain more topics, which may be related to the proposed research. Use standard APA reference style (for automated reference processing, use EndNote X3 which is available for Windows and Mac). More information is available at the Crossmedialab.

Reminders Research Plan

- You should be concise and precise while describing your research.
- Ask only questions to which there may be answers.
- Provide logical underpinnings to all research questions/hypotheses.
- Illustrate your proposed solution with a few choice examples.
- Demonstrate the feasibility of your research design.

Research Report

The research report is written as a scientific justification of the research as it is conducted and to help the research community to gain new valuable knowledge for further research. It is very important to give a complete and transparent account of your considerations, decisions, activities and reflections. It must be possible to fully reconstruct the research from your report. The research report should be based on an approved research plan.

Prepare the research report based on information provided below. Delete the numbered sections that do not pertain to your study.

The research report needs to be approved by the supervisor.

1. *Cover page*

- a. Title of the research report describing the topic.
- b. All documents should contain the basic metadata: author(s) name, date, department, course name, version status (draft, approved, submitted), document version number, supervisor's name.
- c. Use the Crossmedialab logo to identity the report as a product of the research group.

2. *Table of Contents*

A complete table of contents, with all chapters, subsections, reference section, appendixes and a list of info graphics.

3. *Preface*

The preface is used to shortly state the context of the research in the Crossmedialab, the contribution of your research to this, and a personal note on how you got evolved in the research, people you like to thank and the fact that you are glad you completed the research.

4. *Abstract/Executive summary*

The abstract or executive summary is a summary of the research stating all the significant points of the research report with a maximum of 500 words.

5. *Introduction*

The introduction is the part of the report that provides readers with the necessary background information for the research reported in the document. Its purpose is to create reader interest in the topic and lay the broad foundation for the problem that leads to the study.

1. The first part states the background of the problem/topic of your research, explaining why it is problem, and why it is significant to research about it.
 - i. A problem might be defined as the issue that exists in the literature, theory, or practice that leads to a need for the study.
 - ii. A problem statement should be presented within a context, and that context should be provided and briefly explained.
2. The second part of the introduction describes the primary and secondary aims/objectives of the research, and the project's research questions:
 - i. The purpose statement should provide a specific and accurate synopsis of the overall purpose of the study. Try to incorporate a sentence that begins with 'The purpose of this study is...!'
 - ii. Between 1-3 separate research questions connected to the research problem area. (This foreshadows the hypotheses to be tested, which will be elaborated in subsequent sections.)
 - iii. The research question(s) should be formulated in a very clear language in the form of a question (typically 'how', 'why' or 'what').

6. *Theoretical Framework*

The theory overview is the review of the literature you have read, it builds up a context in relation to your research question(s). It should establish the need for the research and indicate that the writer is knowledgeable about the area. Develop an analytical summary of the existing attempts to explain your dependent variable or solve your puzzle. Do not catalogue a "he said-she said" chronology; synthesize the existing literature.

Note: Theories, theoretical frameworks, and lines of inquiry may be differently handled in quantitative and qualitative endeavours.

1. In quantitative studies, one uses theory deductively and places it toward the beginning of the plan for a study. The objective is to test or verify theory. One thus begins the study advancing a theory, collects data to test it, and reflects on whether the theory was confirmed or disconfirmed by the results in the study. The theory becomes a framework for the entire study, an organizing model for the research questions or hypotheses for the data collection procedure.
2. In qualitative inquiry, the use of theory and of a line of inquiry depends on the nature of the investigation. In studies aiming at "grounded theory," for example, theory and theoretical tenets emerge from findings. Much qualitative inquiry, however, also aims to test or verify theory, hence in these cases the theoretical framework, as in quantitative efforts, should be identified and discussed early on.

7. *Research questions/hypotheses*

This is a very important section in your report, but in many cases also the section that causes the most headaches. Some pointers for formulating your hypotheses.

A research question poses a relationship between two or more variables but phrases the relationship as a question; a hypothesis represents a declarative statement of the relations between two or more variables. Deciding whether to use questions or hypotheses depends

on factors such as the purpose of the study, the nature of the design and methodology, and the audience of the research. In all cases: ask only questions to which there may be answers!

Note: Questions are relevant to normative or census type research (How many of them are there? Is there a relationship between them?). They are most often used in qualitative inquiry, although their use in quantitative inquiry is becoming more prominent. Hypotheses are relevant to theoretical research and are typically used only in quantitative inquiry. When a writer states hypotheses, the reader is entitled to have an exposition of the theory that lead to them (and of the assumptions underlying the theory). Just as conclusions must be grounded in the data, hypotheses must be grounded in the theoretical framework.

Hypothesis can take two forms:

1. A 'null' or 'no difference' form. This 'no difference' can refer to theoretical constructs or operationalised constructs. The operational null is generally the preferred form of hypothesis writing.
2. An 'alternative' form that states the hypothesis you will accept if the null hypothesis is rejected. This also can be based on theoretical constructs or operationalised constructs. In general, the null hypothesis is used if theory/literature does not suggest a hypothesized relationship between the variables under investigation; the alternative is generally reserved for situations in which theory/research suggests a relationship or directional interplay.

Finally, be aware of the difference between the research question(s) and the research goal. If it is the research goal to contribute to a better access of media by blind people, the research question how to contribute to a better access of media by blind people is not a good one. It is better to formulate a research question such as: does audio feedback help blind people to interact in a better way with websites?

8. *Research methodology*

The methods or procedures section is really the heart of the research report. It describes the significant and prominent methods you used in conducting the research. The activities should be described with as much detail as possible, and the continuity between them should be apparent. Indicate the methodological steps you will take to answer every question or to test every hypothesis illustrated in the 'Research questions/hypotheses' section. The section of the research methodology should cover the following topics:

- i. Research design: Describe the independent and dependent variables. Make a clear and careful distinction between the dependent and independent variables and be certain they are clear to the reader. The independent variables are the ones under control of the experimenter. The performance of the subjects that is not under the experimenter's control is called the dependent variable. For example, exposing subjects to a horror movie or a comedy and measuring their 'mood' afterwards, makes the 'genre' of the movie the independent variable, and the scores on mood the dependent variable. Describe the logical conditions for your research (for instance a 2x2 design: kind of movie (horror/comedy) vs. gender (male/female)). Special attention should be given to so called confounding variables (the noise that covers up the information you would like to have). Confounding variables should be minimized by various kinds of controls or be estimated and taken into account by randomization processes. Indicate the variables you propose to control and how you propose to control them, experimentally or statistically, and the

variables you propose to randomize and the nature of the randomizing unit (students, grades, schools, et cetera).

- ii. Operationalisations: Provide the operational definitions of constructs, which is a crucial step in the research report. For example, it is at this step that a literary conception such as “self-efficacy is related to school achievement” becomes “scores on the Mathematics Self-Efficacy Scale are related to Grade Point Average.” Strictly speaking, results of your study will be directly relevant only to the instrumental or operational statements.
- iii. Instrumentation: Outline the instruments you propose to use (surveys, scales, interview protocols, observation grids). If instruments have previously been used, identify previous studies and findings related to reliability and validity. If instruments have not previously been used, outline procedures you will follow to develop and test their reliability and validity. In the latter case, a pilot study is nearly essential (see viii).
- iv. Participants: Define the population from which the sample of subjects is drawn, and describe the subjects that actually participate in your study. Even more important describe the issues regarding sampling. Sampling is critical to the validity of your study. There are two kinds of validity:
 - External validity: the extent to which findings of a study can be generalized to people or situations other than those observed in the study. To generalize validly the findings from a sample to some defined population requires that the sample has been drawn from that population according to one of several probability sampling plans.
 - Internal validity: the extent to which the outcomes of a study result from the variables that were manipulated, measured, or selected rather than from other variables not systematically treated.

Validity can be achieved by a random sampling scheme, mostly consisting of two distinct steps:

1. Random selection: participants to be included in the sample have been chosen at random from the same population.
2. Random assignment: participants for the sample have been assigned at random to one of the experimental conditions.

Finally, also include detail procedures followed to obtain informed consent and ensure anonymity and/or confidentiality.

- v. Material: A description of the material used (objects, video clips, et cetera).
- vi. Procedures: the way the experiment is conducted (who, what, where, when, how, instructions), including their sequence and timing and the setting in which the study is conducted.
- vii. Phases: Describe and explain the phases used in your research, such as pilot studies or post-experiments.
- viii. Data collection:
 1. Describe how the data was collected (hard copy, electronic, et cetera), stored and is available for further analysis.
 2. Describe the format and applications used to collect, store and analyse the data (e.g. SPSS, Excel)
 3. Describe how data of subjects can be identified.

9. Results & Analysis

Specify the procedures you used, and label them accurately (e.g., ANOVA, MANCOVA, HLM, ethnography, case study, grounded theory). If coding procedures are used, describe in reasonable detail. Communicate your precise intentions and reasons for these intentions to the reader. This helps you and the reader evaluate the choices you made and procedures you followed. Indicate briefly any analytic tools you will have available and used (e.g., Ethnograph, NUDIST, AQUAD, SAS, SPSS, SYSTAT).

Present your analysis in accordance with the research questions/hypotheses, be clear about what you analyse and present. Use tables and figures to help clarify the material when possible. Graphics and tables should be self-explanatory.

10. Discussion

The discussion consist of four main sections:

- i. A discussion of the research questions/hypotheses in light of the results and analysis thereof.
- ii. A reflection on the implications of this for the theoretical framework. Possibly leading to an alternative theoretical framework or parts thereof.
- iii. A reflection on what can be improved in the study to arrive at more relevant, precise and/or robust data.
- iv. Suggestions for further research.

11. References

Supply a complete list of references: books, articles, websites, etcetera. Use standard APA reference style (for automated reference processing, use EndNote X3 which is available for Windows and Mac). More information is available at the Crossmedialab.

12. Appendixes

The need for complete documentation generally dictates the inclusion of appropriate appendixes in the research report. The following materials are appropriate for an appendix.

- i. Verbatim instructions to participants.
- ii. Original scales or questionnaires. If an instrument is copyrighted, permission in writing to reproduce the instrument from the copyright holder or proof of purchase of the instrument.
- iii. Interview protocols.
- iv. Scoring forms.
- v. Detailed data results.
- vi. Detailed material descriptions.
- vii. A complete list of the raw or aggregated data, or references to where the data is available (e.g. downloadable).
- viii. Sample of informed consent forms.

13. Colophon

Use the colophon to mention issue regarding copyright, the date and place of publication, people that contributed, keywords and bibliographical indexes (like NUR).

Reminders Research Report

- You should be concise and precise while describing your research.
- Target an audience that is generally sophisticated but that is relatively uninformed in the area of your investigation.
- Avoid statements that imply that little has been done in the area or that what has been done is too extensive to permit easy summary. Statements of this sort are usually taken as indications that the writer is not really familiar with the literature.
- Make use of illustrations and info graphics to highlight certain points.
- Spell-check your final version!
- Make the final document and related documents (e.g. datasheets) available to the Crossmedialab.

The relations between the research proposal, plan and report

Obviously all three documents have a common goal, doing research, and are chronologically linked: there cannot be a research plan without an approved research proposal, and there cannot be a research report without an approved research plan. So it not surprisingly that these documents share certain sections. Nevertheless all three documents have a different purpose:

- The research proposal is written to convince the research group that the research question is relevant and 'do-able' and that you are the person to do it.
- The research plan is written to make the research manageable by providing a detailed layout of all the ins and outs.
- The research report is written as a scientific justification of the research as it is conducted and to help the research community to gain new valuable knowledge for further research.

The following table list the relationship between the different documents by mapping the different sections onto each other.

Research Proposal	Research Plan	Research Report
Working title	Cover page	Cover page
Identification		
x	x (in Outline)	Table of contents
x	x	Preface
x	Executive summary	Executive summary
Aims	Aims/objectives/research questions/hypothesis	Introduction
Background and Rationale	Background and Rationale	
Theory/Literature	Theory/Literature	Theoretical framework
x (in Aims)	x (in Aims)	Research questions/hypotheses
Research methodology	Research methodology	Research methodology
x	Participants	
x	Procedures	
x	Data collection and analysis	
Expected Outcomes	Expected outcomes	Results & analysis
Timetable	Schedule, budget and resources	x
Risks	Risks	x
x	Outline	x (in Table of Contents)
x	x	Discussion
References	References	References
x	x	Appendixes
x	x	Colophon

Further reading

The following publications can help you in your research. These publications are available at the '[Mediatheek](#)' of the Faculty of Communication & Journalism and/or at the [Crossmedialab](#).

Writing a research proposal and research plan

Dutch:

Buuren, Hans van et al. 2009. *Onderzoek : de basis (3e ed.)*. Groningen [etc.], Wolters-Noordhoff
Grit, Roel & Julsing, Mark. 2009. *Zo doe je een onderzoek*. Groningen [etc.], Noordhoff.

English:

Bell, Judith. 2007. *Doing your research project : a guide for first-time researchers in education, health and social science (4th ed.)*. Maidenhead, Open University Press.

Writing a research report

Dutch:

Feijen, Erik & Trietsch, Pepijn. 2007. *Snel afstuderen! : stap voor stap naar een geslaagde scriptie*. Bussum, Coutinho.

Haag, Esther & Dirven, Jeanne. 2008. *Schrijven in stappen : handboek voor de verslaglegging van literatuuronderzoek (3e [herz.] ed.)*. Den Haag, Lemma.

Hertz, Brigitte. 2005. *Presenteren van onderzoek*. Meppel, Boom Onderwijs.

Mertens, Jef. 2006. *Praktijkonderzoek voor bachelors : leidraad voor studenten bij het (af)studeren in het competentiegericht HBO*. Bussum, Coutinho.

English:

Glatthorn, Allan A. & Joyner, Randy L. 2005. *Writing the winning thesis or dissertation : a step-by-step guide (2nd ed.)*. Thousand Oaks CA, Corwin Press.

Rudestam, Kjell Erik & Newton, Rae R. 2001. *Surviving your dissertation : a comprehensive guide to content and process (2nd ed.)*. Thousand Oaks CA, Sage.

Walliman, Nicholas. 2004. *Your undergraduate dissertation : the essential guide for success*. Londen, Sage.

Doing research

Dutch:

Baarda, D.B. 2009. *Dit is onderzoek : richtlijnen voor het opzetten, uitvoeren en evalueren van kwantitatief en kwalitatief onderzoek*. Groningen [etc.], Noordhoff Uitgevers.

Baarda, D.B. & Goede, M.P.M. de. 2006. *Basisboek methoden en technieken : handleiding voor het opzetten en uitvoeren van kwantitatief onderzoek. (4e [herz.] ed.)*. Groningen [etc.], Wolters-Noordhoff.

Baarda, D.B., Goede, M.P.M. de & Teunissen, J. 2005. *Basisboek kwalitatief onderzoek : handleiding voor het opzetten en uitvoeren van kwalitatief onderzoek (2e [herz.] ed.)*. Groningen [etc.], Stenfert Kroese [etc.].

Swanborn, P.G. 2002. *Basisboek sociaal onderzoek*. Den Haag, Boom.

Verhoeven, Nel. 2010. *Wat is onderzoek? : praktijkboek methoden en technieken voor het hoger onderwijs (3e [herz.] ed.)*. Amsterdam, Boom onderwijs.

English:

- Bruhn Jensen, Klaus (ed.). 2002. *A Handbook of Media and Communication Research*. Routledge.
- Davies, Maire Messenger & Nick Mosdell. 2006. *Practical Research Methods for Media and Cultural Studies. Making People Count*. Edinburgh, Edinburgh University Press.
- Denscombe, Martyn. 2007. *The good research guide : for small-scale social research projects (3rd ed.)*. Buckingham [etc.], McGraw-Hill.
- Gilbert, Nigel. 2008. *Researching social life (3rd ed.)*. London [etc.], Sage.
- Hornig Priest, Susanna. 2009. *Doing media research : an introduction (2nd ed.)*. Thousand Oaks [etc.], Sage.
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For a short glossary of research terms, see: <http://psy.st-andrews.ac.uk/resources/glossary.shtml>
More information can be found at: <http://www.crossmedialab.nl/crossbow>.

Colophon

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Research Templates.

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