

BE932/933/934
Capstone Research Project
Lecture 2

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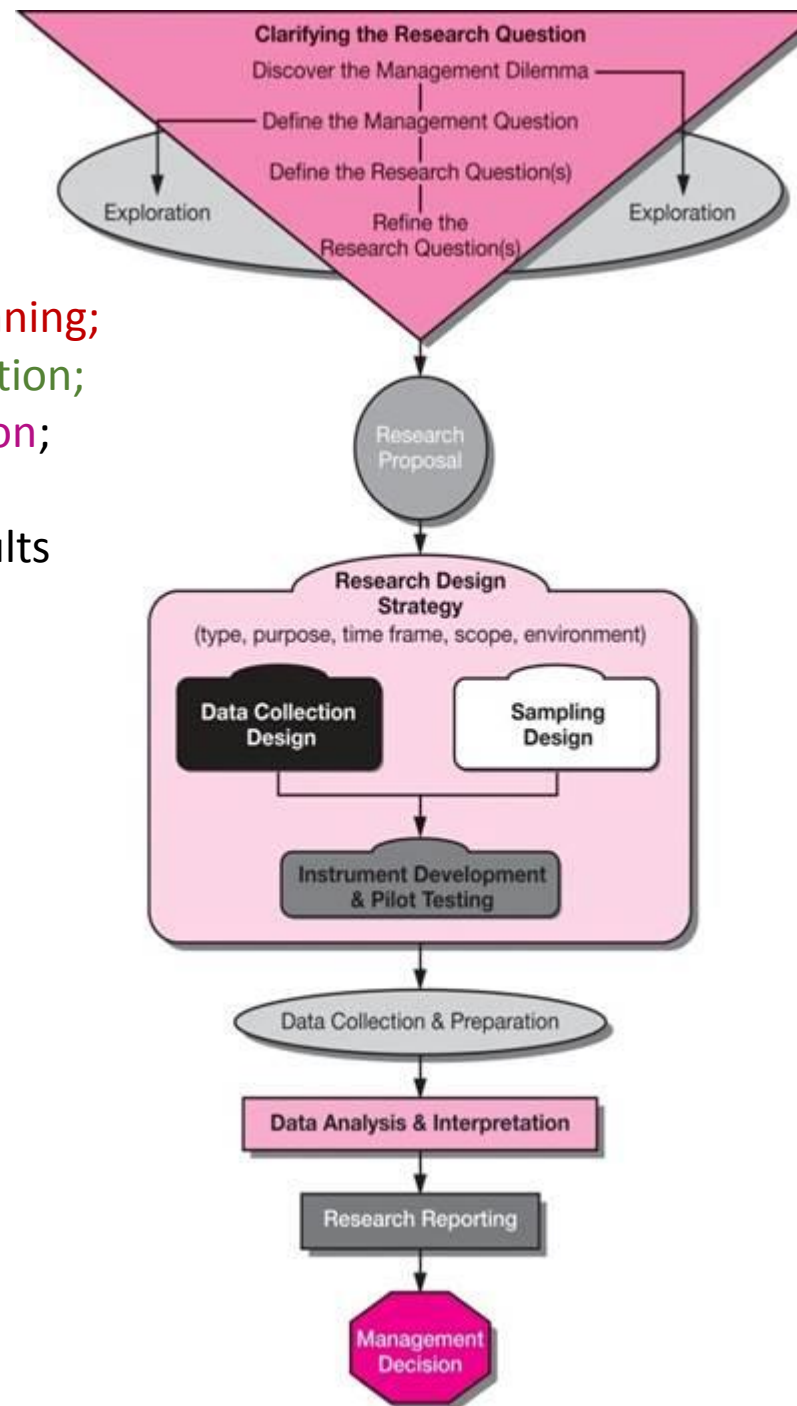
University of Essex

Lecture Outline

- Questions about the Module
- How to formulate a research question?
- How to plan for and manage the capstone research project?

Key Dates

Date	Subject
Week 6 (10/11/2017)	Students choose a topic (submit a one paragraph description of a research idea)
Week 7 (17/11/2017)	Supervisor allocation
Week 10 (01/12/2017)	Ethical approval form
Week 30 (27/04/2017)	Final Project Submission



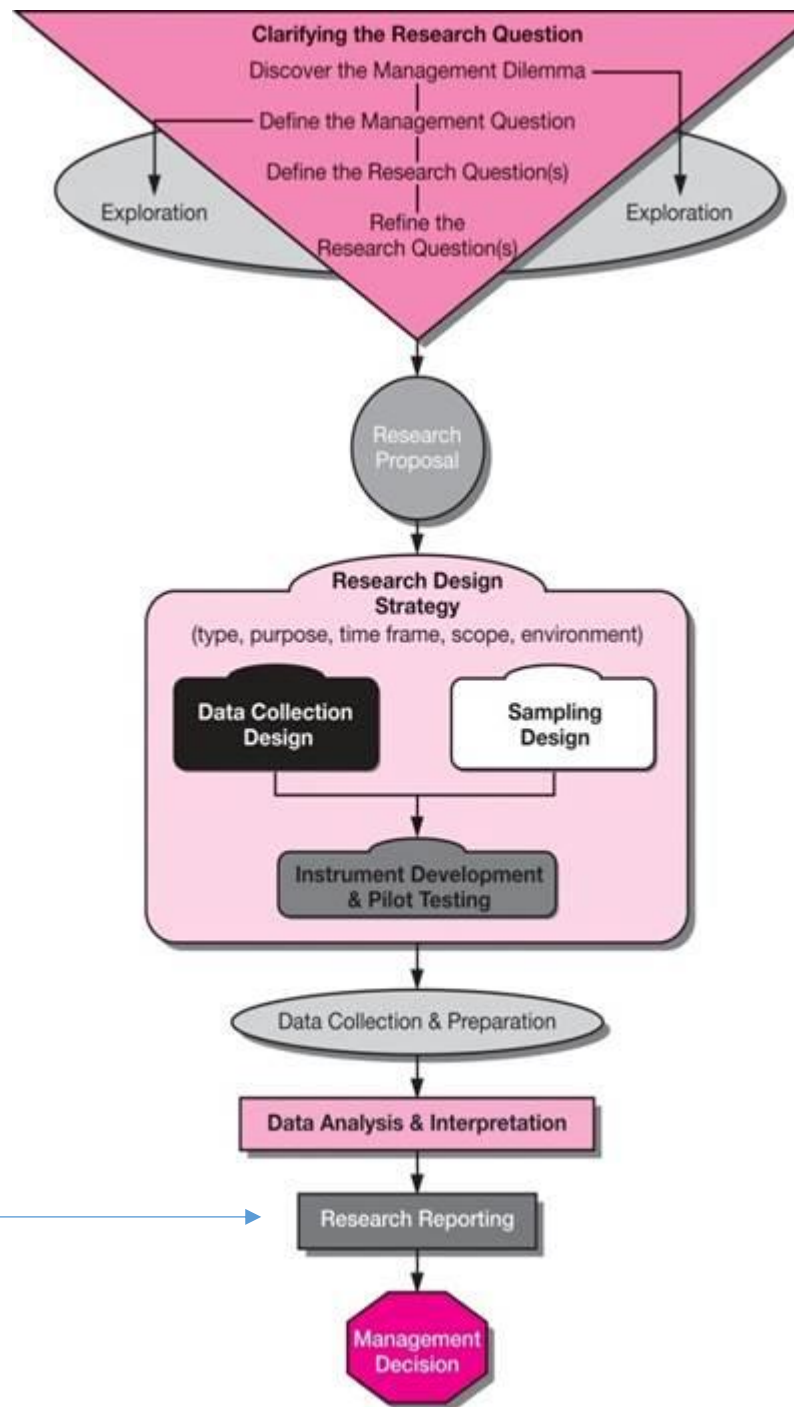
Wk2 & 3: Introduction to Capstone Project
Preparing for a Successful Project

Wk4: Research and data collection

Wk17: Analysis of research findings

Wk18: Writing up a project

- a) nature of research, research design and planning;
- b) quantitative research design and data collection;
- c) qualitative research design and data collection;
- d) data interpretation and analysis;
- e) writing up research and presentation of results



Week 30: Submission of Final Report



A Research Project

Our interactive activity

Images in recruitment advertisements

- What do you see in the advert?



Do you have
what *it takes?*

We are *searching* for
career champions

FIELD SALES EXECUTIVES
up to £28k OTE and company car

We are looking for field sales operatives with a proven sales background to cover our West Yorkshire territory. The role is challenging, but balanced by a vibrant and fun working environment where you can demonstrate your *flair and creativity.*

Key responsibilities include developing new business through professional face to face presentations as well as managing a regular and established client base. First class service and customer care are key to this role.

You will receive full training, experienced management support throughout your career and all the benefits of working for a national media organisation. Our career path structure will provide the financial incentives you seek along with a fully achievable monthly bonus structure.

If you feel that you are the right person for this role, please e-mail your CV and covering letter to: sarah.chafferson@ypn.co.uk

YORKSHIRE POST **Evening Post** **METRO**  Johnston Press plc

We are committed to equal opportunities and welcome applications from all members of the community.

Images in recruitment advertisements

- But what would be an interesting research question?
(have a think...)
 - Want to look at something about **advertisement...**
 - We get this all the time - Too broad!
 - Want to look at how the perception of image in **recruitment advertisement**
 - we are getting somewhere, narrowing down to 'image' and 'perception'

Management-Research Question Hierarchy

- **Management (practical) dilemma**
 - The *international recruitment campaign is not being successful* in getting applicants from certain nationalities to apply.
- **Management (practical) question**
 - How can the organisation create a successful international recruitment campaign?

Management-Research Question Hierarchy

Research (theoretical) question –

- In order to understand what is worth asking theoretically – you need to conduct extensive literature review...
 - Studies have found personality and cultural differences impact how they perceive image and other information.
 - What aspects of graphic recruitment materials affect the attractiveness of a company for people with different personalities and cultural backgrounds?

Management-Research Question Hierarchy

- **Investigative question**

- How do personal factors affect one's perception of an image in an advertisement?
- How does culture influence one's perception of an image in an advertisement?
- How do these perceptions affect organisational attractiveness?

- **Measurement question** – i.e. your methodology section, including data collection and analysis

- How do we measure perception? Organisational attractiveness? Cultural differences? Where do we find information?

Management-Research Question Hierarchy

- **Recommended action**

- We do not know yet at this stage!
- The key is that it needs to feedback into your project, either as your managerial/policy implications, or as part of your action plan

Images in recruitment advertisements

- Potential titles:
 - **For Dissertation: Recruitment across cultures**: how people with different cultural background comprehend graphic recruitment materials
 - From the point of view of conducting a **market research**: A market research into the popularity of different recruitment advertisement image arrangements amongst job-seekers from different nationalities.
 - From the point of view of a **HRM consultancy firm**: Designing a recruitment advertisement for the international recruitment campaign for a XYZ, a multinational enterprise.
 - From the point of view of a **business start-up**: Designing a recruitment advertisement for my born global venture.

How to Plan for and Manage the Capstone Project?

Road map

Research Stage	Date of Start	Date of Completion
Clarify your ideas		
Explore your topic		
Explore methods		
Literature review		
Check additional issues: ethical concerns and access to data		
Secure formal approval from the University Ethics Committee		
Prepare your instrument		
Piloting		
Data Collection		
Data Analysis		
Discuss your results and write up		
Write a draft		
Revise the draft with feedback from your supervisor		



Business Plan



Action Research



Consultancy Report



Market Research



Traditional dissertation



Clarify your own ideas & Explore

- **Research idea proposal: 10.11.2017**
- You must **explore the topic**, not just in the **literature review** but by means of a range of **conversations**.
- Thought-clarifying process with **“Expert”**.
- Explore the **research methods**.

Research is a dynamic process!

- Your research will **'evolve'** over time, upon **reading** about more interesting, insightful work
- More **refined topic** will also **'emerge'** from your field study, particularly from qualitative interview.
- Therefore, **DO expect your research to drift over time!**

Do literature review

- Key to the process of **planning** your research and it's **positioning**.
- Ensure that your project, however small, build on and **contributes** to the existing evidences.
- **Read** books, journal papers as you settle on research question- decide methodology.
- A substantial amount of the whole report.

Issues of ethics and access

- Depends on the topic you chose and related methodology
 - **Research participants are giving consents**
 - Ensure them **confidentiality and anonymity**
 - Ensure that **no one is at risk** (emotional harm)
 - Take into account **diversity** in the world (age, gender, ethnicity and culture)

Prepare your research instrument

- Structured interviews
- Survey Questionnaire
- Observations sheets

Carry out pilot study

- After you have completed literature review, developed your research questions, and have a good draft of your research instrument conduct Pilot study

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Check additional issues: ethical concerns and access to data		
Secure formal approval from the University Ethics Committee		
Prepare your instrument		
Piloting		
Data Collection		
Data Analysis		
Discuss your results with your supervisor and write up		
Write a draft		
Revise the draft with feedback from your supervisor		

Supervision

- Five meetings in total (at least one in the AU term following supervisor allocation)
- You won't be able to meet with your dissertation supervisor every day, so find out how many meetings you will be able to have to discuss your work.
- You can then plan on how best to spread out your meetings throughout your planning and writing up process.
- The supervisor is obliged to read the first full draft that you submit to your supervisor (please make sure you submit early as the process of commenting and the subsequent revision takes time).

Being prepared for the meeting

- Keeping your supervisor in the loop in regards to your chosen topic and possible research question.
- Rather than bombarding your supervisor with emails and requests for meetings, make the most out of each appointment you have with them. Send them any notes you have been making beforehand and take with you a list of any questions you would like to ask.
- Make notes during the meeting so that you have something concrete to work on when you leave the room.
- You can discuss writing up some aims with your supervisor at the end of each meeting so that you both know what will be discussed in your next meeting. This can help to keep you both informed as to the progress of your work.

Lecture Outline

- How to formulate a research question?
- How to plan for and manage the capstone research project?

Any Other Questions?

