

What should be included in a research proposal?

1. **Topic** = Preliminary title

2. **Research context and rationale:**

- **Practical relevancy** of your topic (incl. non-academic/academic reference)
- What has been written in **academic literature** (= high-quality recent journal articles) about your topic? (2-4 academic references) → What do **we know about your topic** from recent academic work?
- What is an interesting **research gap in the academic literature** on your topic and **why is it important** to address it (academic reference)? → What do **we NOT know** but is **important** to know?
- How do you **address this research gap** with your study and **why** do you think you will contribute to **novel** and **relevant insights**?

3. **Research question:**

- “How/Why” Question = qualitative
- “To what extent” Question = quantitative

4. **Methods:**

- **Type of research:** qualitative/quantitative
- **Data source & collection** (where, how, from whom, how much, why?)
- **Data analysis & results presentation**

5. **Literature:** 10 key academic references

6. **High-level time plan:** time plan for completing each chapter and related key activity of your work

7. **Table of contents:** Chapters & sub-chapters (aligned to typical academic paper structure)

Word document,
max. 3 pages!