Research Proposal (Hand in physical copy, keep a PDF back-up)

Your research proposal should consist of three parts:

1.0 Introduction
2.0 Research Question and Hypothesis
3.0 Methodology
4.0 References/Bibliography

Additionally, provide a list of group members with the following information

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1.0 Introduction

Introduce the main topic of research; this topic should relate to the real-life interests of the group members. In this section, you should provide relevant background knowledge on the topic to the reader; you should provide enough information so that the reader understands why the research question is interesting.

Example

Foodstagramming refers to the practice of taking pictures of food, and posting the pictures on social media. This is particularly popular in Instagram, hence the term (“foodstagram = food instagram”). We are interested in determining what makes a particular type of foodstagram popular - i.e., we are interested in determining whether there are particular visual factors that can predict the number of Instagram “likes” that a foodstagram image receives.

Example

Urban sketching refers to the practice of sketching on location in urban areas - i.e., sketching the buildings and streets of the cities/towns/villages that you live in or visit. This practice became popularized in 2007 on Flickr, a photo-sharing site, and in 2009 Gabi Campanario founded Urban Sketchers as a nonprofit organization. We are interested in determining whether the aesthetic style that an urban sketcher adopts affects their popularity.
2.0 Research Question and Hypothesis

In this section, introduce the research question that your project will investigate, as well as a hypothesis regarding the answer to this question. You should try and motivate your hypothesis with reasons.

Example

The main question we address is follows: are foodstagram images with contre-jour lighting more popular than images with frontal or 3/4 lighting (see figure I)?

![Figure I: Lighting Styles](image)

According to Kant's Criteria for Aesthetic Judgements, images that provoke the intellect and imagination are more likely to gain a positive aesthetic judgement. We suggest that contre-jour lighting, which makes less of the subject visible, provokes the imagination more than ¾ or frontal lighting. We thus predict that foodstagrams with contre-jour lighting will receive more likes than those with ¾ or frontal lighting.

Example

The main question we address is as follows: is an urban sketcher's popularity related to how realistic their drawing style is? According to the representational approach to art, the value of a piece of art is correlated with how closely it represents a real object. We thus predict that urban sketchers with more realistic styles will be more popular than those with less realistic styles.
3.0 Methodology

In this section, explain how you will acquire the data required to answer your research question.

Example

We will create an Instagram account and post six foodstagram images weekly: three will be released on Wednesday mornings, and three on Sunday afternoons. 1/3 of these images will have contre-jour lighting (case 1), 1/3 will have ¾ lighting (case 2), and the remaining 1/3 (case 3) will have frontal lighting. All images will be released with the same hashtags for searchability. At the end of five weeks, we will tally up the number of likes on each image, and determine whether the type of lighting correlated with the number of likes each image received.

Example

We will select 20 urban sketchers and collect representative sketches from each sketcher. We will make a survey where participants (1st year university students) are asked to rank the sketching styles from 1 “not very realistic” to 7 “very realistic.” We will then take an average of these results to create a score for each sketcher, and then check to see if these scores correlate with number of followers the sketcher has on Instagram/twitter/flickr/etc.

4.0 References/Bibliography

In this section, provide any references you used to write the previous three sections! You must use a consistent style - eg., MLA, APA, Turabian/Chicago Style

Example

http://www.urbansketchers.org/p/our-history.html

Marking Criteria

Content:

• **INTRODUCTION** (/2 marks)
  Did you introduce a main topic? ✗ ✓
  Does it explain why your research question is interesting? ✗ ✓

• **RESEARCH QUESTION** (/2 marks)
  Did you pose a research question? ✗ ✓
  Is your research question related to course content? ✗ ✓

• **HYPOTHESIS** (/2 marks)
  Did you provide a hypothesis? ✗ ✓
  Is the hypothesis motivated by theoretical/empirical reasons? ✗ ✓

• **METHODOLOGY** (/2 marks)
  Did you propose a methodology? ✗ ✓
  Is it clear how the methodology will answer the research question? ✗ ✓

• **OTHER** (/2 marks)
  Did you provide references, if necessary? ✗ ✓
  Did you provide a list of group members/student numbers? ✗ ✓