



THE **WRITINGLAB** PRESENTS:

Writing a Paper or Thesis

CrashCourse (Part I)

Crash Course

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- Part I: Choosing and Structuring Your Topic
- Part II: Finding and Reviewing Research Literature
- Part III: Rules of Citation, Expression and Formatting

Program: Part I

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If you have a question, please turn on your microphone OR write in the chat.

1. Project Guidance Tips
2. Academic Quality Standards
3. Common Parts of a Paper
4. Defining Your Research Question

– 5 MINUTE BREAK –

5. Refining Your Research Question
6. Aligning Your Question, Paper and Method
7. Choosing Your Methodology
8. Structuring Your Contents

PLEASE ASK !

**I am here
to answer
your questions.**


→ Today's presentation slides will be made available to you after this meeting.

Project Guidance Tips

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Which rules should you follow ?

- instructions given by your professor / within your study course
- specifications set by your study program / faculty department
- general academic quality standards



**Help is
available !**

Who provides guidance ?

- questions regarding your topic: your professors
- questions regarding research: Ms. Katharina Gelter from the Library
- questions regarding writing: Ms. Martha Nick from the Writing Lab

What can you do about challenges ?

- talk to other students, friends and family
- reach out to the university's services

Academic Quality Standards

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To meet the quality **requirements** for a research project ...

- You must follow a systematic approach to generate new knowledge and/or solve a practical problem.
 - You must work independently and in cooperation with others – by analyzing existing information and presenting your own findings so that these can be understood, reproduced and used.
- You must be **methodical & creative** as well as **transparent & unbiased**.

All academic contributions are judged based on ...

- the **integrity** (honesty, fairness, responsibility) **of the author**.
- the objectivity, reliability and validity of **the chosen approach**.
- the **logic and comprehensibility** of the research paper.
- the **verifiability**, originality **and relevance** of the published findings.



READ
–
ASK

Common Parts of a Paper

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text proportions

title page
(abstract)
table of contents (list of abbreviations/illustrations/...)

1. introduction

- a) research problem (relevance of the topic)
- b) research question and objective
- c) methodology and chapter structuring

10-20%

2. main body with subject-specific chapters

- a) state of research (→ 'the gap') and definitions
- b) analysis (application of the method) and presentation of findings
- c) interpretation and discussion (significance of the findings)

70-85%

3. conclusion

- a) research conclusion (and recommendations for action)
- b) future research

5-10%

bibliography
appendix
declaration of academic integrity

Defining Your Research Question

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Differentiate between:

Example

- **research topic / idea** employer branding + job search
- **research problem** small businesses in Paris have difficulties recruiting qualified staff for international task operations
- **research question** How do employer brands affect the job search of foreign university students and graduates in France?
- **research objective** developing recommendations for the design of job ads targeted at foreign university students and graduates
- **title*** *(include searchable keywords) Employer brands in intercultural job markets – Case Study of three Parisian businesses

research hypothesis

informal 'theory' (assumption)

academic theory

Employers with job ads written in English receive more applications from foreign university students and graduates than employers with job ads written in French.
Multilingual job ads improve an employer's brand image.
set of principles intended to explain something

Refining Your Research Question

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Classic narrowing aspects:

- time & place
- type of industry / type of organization / type of person
- media sources – theoretic sources (theory, model, etc.)
- case studies
- subquestions

→ Consider the **SCOPE** – time, knowledge, skills, materials vs literature !

→ Refining helps **GUIDE** your search, methodology and content structuring !

Research Question – EXAMPLE

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Step 1: **Brainstorm Problems**

Step 2: **Draft Questions**

Step 3: **Pick & Edit a Question**



Aligning Your Question, Paper and Method

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Question Types

- describe
- explain
- forecast
- develop
- assess

Research Papers

- literature review
- empirical study
- theoretical study
- applied research

Scientific Methods

- deductive / inductive reasoning
- primary / secondary research
- quantitative / qualitative methods
- ...

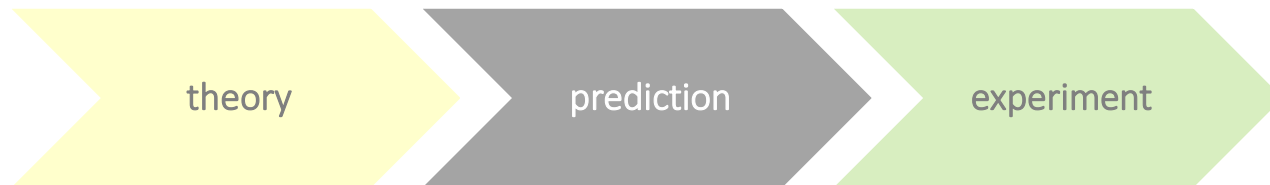
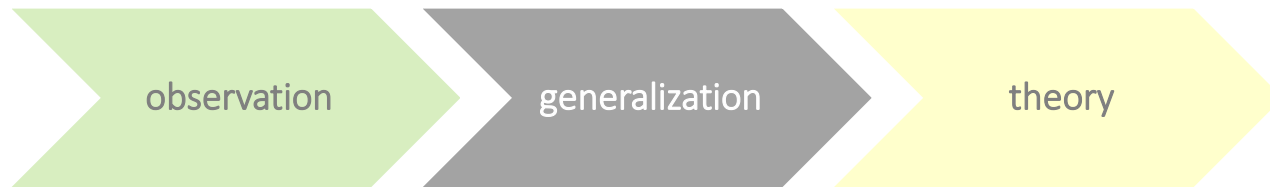
MIX &
MATCH

MIX &
MATCH

Choosing Your Methodology (1)

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Inductive Reasoning – when only few sources exist.



Deductive Reasoning – when many sources are available.

Choosing Your Methodology (2)

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Primary Research

→ you yourself collect all new data.

Secondary Research

→ you use only already existing data.

TRADE-OFF:
time & skill <> specificity

Quantitative Methods

- collection format is fixed and thus all data sets have the same form
- statistical analysis of numerical data
- example:
 - online survey with multiple choice answering options

Qualitative Methods

- collection format is dynamic and thus the form of data sets may vary
- open interpretation of non-numerical data (text/image-based descriptions)
- example:
 - structured interviews with selected experts

Structuring Your Contents

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LOGIC
on all
levels

1. Your ideas and arguments:

→ **introduction – main statement – conclusion**

- regards entire chapters, separate paragraphs, individual sentences
- sorting options:
 - chain linking, macro to micro, simple to complex
 - hierarchies, opposites, cause and effect, means to an end, part-whole, before and after

2. Your texts, graphics and images:

→ **layout + formatting**

- regards font (size), line spacing and indentation, headings and titling, footers, page borders, colored elements, numbering, etc.

CONSISTENCY
on all levels

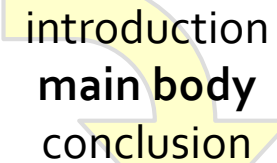
Content Structure – EXAMPLE

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Step 1: Identify Subtopics + Choose Method

Step 2: Draft Table of Contents

Step 3: Rearrange/Edit



introduction
main body
conclusion

End of Part I

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Please don't hesitate to contact me, if you have any questions.

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Or reach out to the LIBRARY:

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