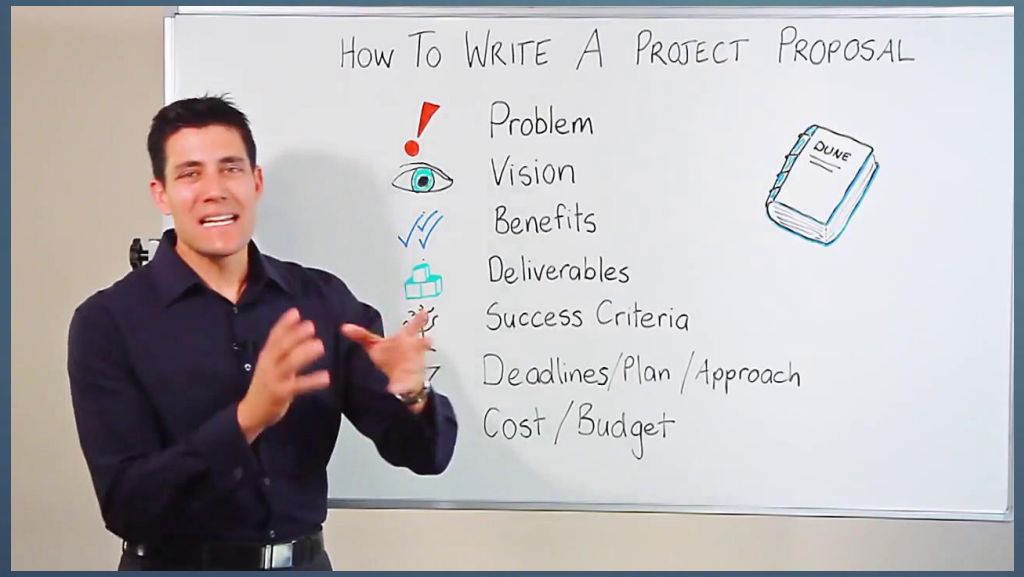
~WRITING~

…your proposal



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UNIVERSIDAD DEL DESARROLLO

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Proposals are **ARGUMENTS**!

Persuade the reader to accept….

- **PURPOSE**
- **AUDIENCE**

- As the author of a proposal, you must **SELL** your research or your project to the buyer (professor, research team, FONDECYT or other funding agency, government, others). If you believe in your project, you must convince others to agree with you.

THINKING AND PLANNING….

ASK: “Wh” questions

- WHAT?
- WHO?
- WHERE?
- WHEN?
- HOW?
- WHY?

WHAT?

- What is this project about?
  - Define it in a few words.
  - Pilot or full study?
  - Write one sentence describing your project.
- What is the NEED for your project?
  - What is the problem? How serious is it? Scope?
- What is known about your project?
  - Literature search
  - Personal knowledge/previous research or interest
- What is your special interest in this project?
- What is involved in conducting the research/project?

WHO?

- WHO are **you** to be conducting this research/project?
  - Background/talents/skills
  - Previous work or interest in the research/project area
- Who is involved in the research?
  - Research Team (local/global)
  - Professional background of team members
- Who is likely to be affected by the research?
  - Will the research look into vulnerable populations, or make comparisons?
  - Who are the participants/stakeholders? Dead/alive/ill/class, etc.
- Who is interested in helping with the project?
  - Funding
  - Other assistance

WHEN?

- Timing
  - **Over-estimate the time you think you need for the project. Same for publications/dissemination of information.**
- Deadlines
- Schedules
  - Personnel, Research Team
  - EXCEL and GANNT Charts
- Stakeholders
  - Availability
  - Schedules (consider odd hours for experiments, interviews, etc. and who is available/when)
- Plan for revision at the end of the project….finish the work early, finish the report/paper early
- Other expectations
  - Conferences
  - Papers
  - Other dissemination of results
  - Continuation of the research/project

WHERE?

- Where will the research/project be conducted?
  - Size
  - Same or varied demographics for social research
  - Same or different labs for medical or related research/projects
  - **Innovation**
- Consider variables with the research sites
  - Stakeholders/population size
  - Number of subjects needed for reliability
- Can the research/project be generalized to a wider location/audience?
- Where do the researchers live and usually work?

HOW?

- Type of research or work
  - BASIC SCIENCE/INNOVATIVE
  - Qualitative
  - Quantitative
  - Mixed Methods
  - Action
- Data search (reliable sources)
- Protocols
  - Ethics Standards
  - Agency protocols/requirements (e.g., gender neutral, at-risk population, etc.
- Standardizing
  - Matrices for qualitative/quantitative comparison and justification
- Assuring reliability and dependability
- Avoiding BIAS

WHY?

- Why is this research/project needed?
  - What is the problem?
  - Why is it serious, and for whom?
  - Why are there larger concerns related to the problem? (government policy, etc.)
  - Is your research innovative? Why or why not?
- Why are you qualified to be the Principal Investigator (PI)?
- Why is your research likely to reduce a need or resolve a problem?
- Why is collaboration with your team good, bad, dangerous, foolhardy?
- If doing pure science, why will your research likely be useful and innovative?

JUSTIFY THE REASONS FOR DOING THE WORK, SPENDING THE TIME AND MONEY,and POTENTIALLY SUCCEEDING OR FAILING WITH ALL THAT INVOLVES. USE THE THINKING PATTERN: X IS NECESSARY BECAUSE…; THIS RESEARCH WILL SOLVE THE PROBLEM BECAUSE…

STRUCTURE (BASIC for all academic papers, proposals, reports)

*logical; considers rhetorical sequencing

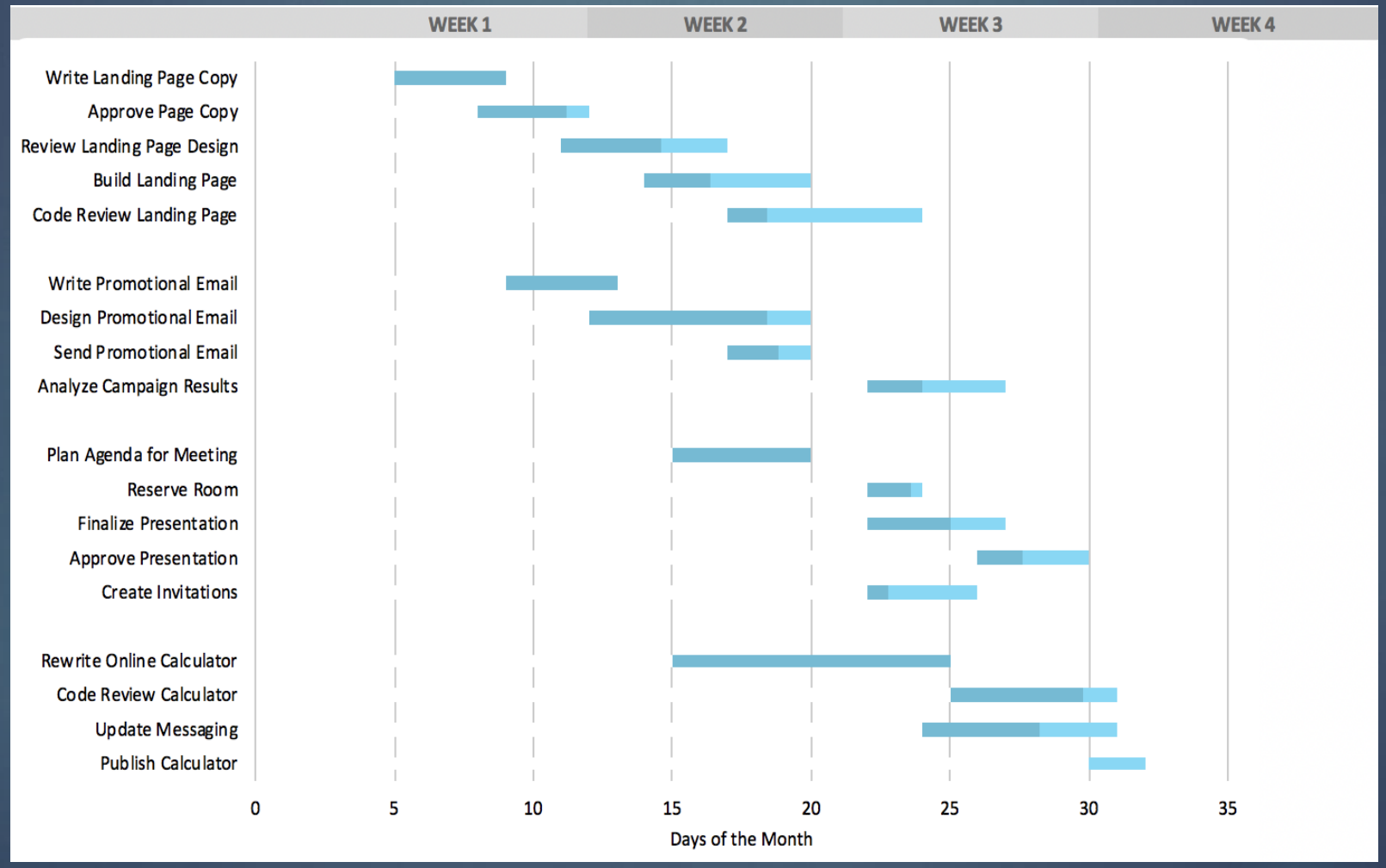
- INTRODUCTION (The background could be part of the introduction.)
- BACKGROUND (History, literature search for prior and related work, other)
- METHODOLOGY
- RESULTS
- DISCUSSION
- CONCLUSION (The conclusion may contain the recommendation(s).)
- RECOMMENDATIONS (Based on this study, what needs to be done next?)
- OTHER: Title; References/Works Cited; Appendix/Appendices; other… (All of these items depend on the protocol for the proposal; **what** does the reader want? One example: some funding agencies want a full and separate title page; others do not. FOLLOW THE "CALL" OR ANNOUNCEMNT TO SUBMIT PROPOSALS AN5D FOLLOW THE PROTOCOL REQUIRED.)

PROPOSAL STRUCTURE
…may vary from the basic…

- LOGIC REMAINS LINEAR AND RHETORICAL
- Agency-specified format (length, font, graphic use, etc.)
- Specified information to be given (location, participants, etc.)
- Stated HYPOTHESIS/HYPOTHESES with or without specific goals/objectives
- Intended methodology
- Expected results (reinforces the hypothesis/hypotheses)
- Investigator credentials (degree, previous research/other credits)
- Time frame
- Budget
- Resources (available equipment, assistants, etc.)
- Other (Ethical Guidelines followed, other funding, collaborators, etc.)

Gantt Chart

…easily made in EXCEL, or use online template…



OUTLINE

- Follow the specified proposal structure
- Title for each section
- Divide sections as needed (sub-sections) with sub-titles
- Incremental information stacking
  - Single Word
  - Phrase
  - Sentence
  - Paragraph
- Graphics
  - Integrate: tables, figures, other visual displays
- Citations (**https://owl.purdue.edu**)
  - In text
  - Reference/Works Cited/End List

YOUR ABSTRACT (DRAFT 1)

- ABSTRACT = BRIEF SUMMARY (150-250 words or as specified)
- Simple, LOGICAL structure, Clear and Concise
  - ABSTRACT/INTRODUCTION, BACKGROUND, METHODOLOGY, RESULTS, CONCLUSION AND RECOMMENDATION
- Most important points
  - OMIT DETAILS; INCLUDE KEY WORDS/IDEAS
- Useful pre-writing of paper: organizing tool
  - REVIEW AND REWRITE AS THE PROPOSAL IS WRITTEN; REWRITE WHEN COMPLETE
- Used for review/reference/research
  - RESEARCHERS READ ABSTRACTS FOR INFORMATION: IS THE PAPER/PROPOSAL RELEVANT
- Necessary for all academic journal articles/formal papers/conferences
  - **CONFERENCES USUALLY ACCEPT/DENY PARTICIPANTS BASED ON ABSTRACTS**