**Presenting Research:** Metaphors of Interpretation and Presentation

**Formal Version**

(7 November 2006)

Applicable for both positivist: (quantitative and/or qualitative), and constructivist: (qualitative)

A. Title Page and Table of Contents
   1. Abstract
   2. Running head

B. The Introduction
   1. Statement of intent, problem, hypothesis, your perspective
   2. Background on the topic and relevant theoretical issues: Review of the literature

C. Methodology
   1. Design of the study (positivist: quantitative and/or qualitative, or constructivist: qualitative)
      - operational concepts (quantitative)
      - reliability and validity discussion (quantitative) or trustworthiness, authenticity, adequacy, appropriateness (constructivist)
   2. How data obtained (participant-observations, unstructured interviewing, semi-structured interviewing, questionnaire, narrative, archival, etc.)
   3. Sample (positivist or constructivist)
   4. Statistical tools (quantitative)
   5. Ethical issues
   6. Reflexivity (here, integrated throughout text, or appendix)

D. Main Text or Findings
   1. From general to peripheral
   2. Avoid interpretations and conclusions, “just the facts” (quantitative – positivist)
   3. Constructed and interpreted “text”, and possibility of “experimental” formatting, e.g., poetics (constructivist)

E. Discussion and Conclusion
   1. Relate findings back to theory or literature
   2. What is significance – analysis (positivist)
   3. Recommendations
   4. Summary – “A grabber”

F. Abstract (last thing to do)
   1. Intent, method, and conclusion (on title page)

G. Bibliography and any Appendices

Use AAA (American Anthropological Association) Style

[AAA Style Guide]