

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 (this may also be included as an appendix and not initial chapter)
 - 1. Design of the study (anchor as positivist: quantitative and/or qualitative, or constructivist: qualitative), and address:
 - 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. Sampling techniques (positivist or constructivist)
 - 4. Statistical tools (quantitative)
 - 5. Why particular presentation style and format was used.
 - 5. Address ethical issues (IRB, informed consent form, etc.)
 - 6. Reflexivity (here or integrated throughout text)

- 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 Guide