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.
   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