Portrayals of White Supremacy on Twitter and Fox News and how they affect black people Academic Level : Bachelor Paper details Title page: Title of paper Introduction (1-2 pages) Literature Review (3-4 pages) Methods (2 pages) Analysis/Findings (3-4 pages) Conclusion (1-2 pages) Alphabetized list of references (bibliography) Appendix or appendices THE INTRODUCTION SECTION A good introduction sets the stage for the rest of your paper. This section includes an introduction to your research topic and a specific research question. It also includes information about why answering your research question is sociologically important (answers the “So what?” question). It can also include a short description of how you plan to answer your research question. A GOOD INTRODUCTION INCLUDES: An opening statement that “grabs” the reader. This generally includes either: A broad opening statement about your research topic or An excerpt from some of your media that illustrates a major point of your paper Your research question (generally written in narrative, not question, form) Some brief information about what we know about the issue now Why answering your question is important (So what?) A short statement of what you’re going to do later in your paper to answer your research question. REMEMBER TO: Keep it coherent—your introduction needs to fit with the rest of the paper—the research question you introduced in the introduction is the research question you need to make sure you answer in the rest of your paper Keep it neutral—you can discuss the sociological significance of your research without getting into personal opinions or issues of morality—stick to its social scientific merits Keep it qualitative—do not try and “prove” something with your introduction (that your view is correct, that a certain form of media “causes” some outcome on the audience or society Keep it simple—when you answer the “So what?” question, don’t feel like you have to promise that your research will revolutionize sociology as we know it. Instead, what can this study tell us about a topic, what new things can it help add to our knowledge about a topic? THE LITERATURE REVIEW SECTION A literature review surveys peer-reviewed articles, books and other sources (see your handout) relevant to a particular issue, area of research, or theory, and provides a description, summary, and critical evaluation of each work. The purpose of a literature review is to offer an overview of the significant literature published on a topic. Literature reviews are not annotated bibliographies. Think of a literature review as a cohesive, unified work that categorizes, summarizes, and synthesizes the body of knowledge published in relation to your topic of research.

A GOOD LITERATURE REVIEW INCLUDES: An introduction to the literature defining the general topic of your research, by providing an appropriate context for reviewing the literature. A body for your literature review where you Group research studies and other types of literature according to common denominators such as qualitative versus quantitative approaches, conclusions of authors, specific purpose or objective, chronology, etc. Summarize individual articles with as much or as little detail as each merits according to its comparative importance in the literature, remembering that space (length) is limited. A conclusion for your literature review, summarizing major contributions of significant studies while keeping the focus established in the introduction. REMEMBER THAT: Your literature review should categorize, summarize, and synthesize existing literature on your topic (I can’t stress this enough). Your research articles should be on your topic(i.e. they don’t have to be qualitative or content analysis)—okay as long as they tell us something about the topic. Every in-text citation should appear in your list of references, and visa versa. THE METHODOLOGY SECTION A research methodology describes how you carried out your research project. It reiterates your research question, discusses why you chose a particular research method—why an ethnography, and how you carried out your observations. Basically, a methodology section is a step-by-step discussion of how you carried out your project. It also includes a discussion of how you analyzed your data and the various indicators that you used. Methodology sections are very “by-the-book” and someone reading your methodology should be able to replicate your study. A GOOD METHODOLOGY INCLUDES: What is your research question? Why did you select ethnography as your method of research? How did you select the community you studied? What aspects of the community/group/culture will you be observing? REMEMBER THAT: This is a qualitative research question—you need to get beneath the surface. Methodology sections should be specific. But this section should also be clear—do not use terms or concepts you do not understand There is no one answer to “How much should I analyze?” It depends on how well you are able to analyze your data…. Usually, the more data you have the better your analysis will turn out DO NOT wait to gather your data. START EARLY AND MAKE SURE THAT YOU CAN FIND AND GET YOUR HANDS ON THE OBSERVATIONS THAT YOU NEED. THE ANALYSIS SECTION The analysis section of your paper is the most important part of your project! This is the section of your paper when you tell me about your findings!! What did you find (discover) from your observations?!? What are some emerging patterns in your data?!? What do these patterns say about the group, culture you studied?! In this section, you also tie up your findings to the theoretical notions (and problems you described in the literature review). Up until now, you have mainly focused on explaining what your research question is and how it is important (Introduction), what other researchers have found about your topic (Literature Review), and how you plan to answer your research question (Methodology). The Findings section is where you answer that research question using 1) evidence from your textual data and 2) a sociological interpretation of your findings using sociological theory and/or previous research