

## Content Analysis Draft Research Memo Template

**PUT YOUR TITLE HERE**

**BEFORE SUBMITTING, ENSURE THAT ALL INSTRUCTIONS ARE DELETED**

**Minimum 1,000 words excluding bibliography. There is no maximum word limit (12-point font with 1" margins, single-spaced typed)**

- 1) Click "File" → "Make a copy."
- 2) Rename the file name. Delete the "Copy of" part. It must be "your last name and the name of the assignment." For example, "Smith Google Drive assignment." Put this file under your main Google Drive folder → Relevant week subfolder (**otherwise -10**)

### **1. Introduction and background**

Clearly state the topic. What are you investigating? What is the significance of the topic? Why does it matter? Highlight the significance of the topic. Mention your research question here with its reasoning. Cite some of your sentences here. End this section with your research question.

The research question of this study is as follows...

### **2. Theoretical structure and hypotheses**

Review the literature and construct relevant associations to your own research topic. Do not summarize others' works like A claimed this, B asserted that! Analytically use and interpret them as long as they benefit your own research. Define the key concepts (variables) here. For instance, if you are working on return migration, explain and cite what return migration is. Under section 2, you will provide a broader explanation of the literature. You will be more specific under the subsections 2.1., 2.2., and 2.3.

#### **2.1. "The relationship between first independent variable and dependent variable"** (You will name this subsection, for example Discrimination and Return migration)

Review the specific relevant literature about the relationship between your first independent variable and dependent variable. Provide at least once citation. Explain what you expect to find and your reasoning. End this subsection with your first hypothesis.

**Hypothesis 1:** I expect to find that...

**2.2. “The relationship between second independent variable and dependent variable”** (You will name this subsection, for example Transnationalism and Return migration)

Review the specific relevant literature about the relationship between your second independent variable and dependent variable. Provide at least once citation. Explain what you expect to find and your reasoning. End this subsection with your second hypothesis.

**Hypothesis 2:** I expect to find that...

**2.3. “The relationship between third independent variable and dependent variable”** (You will name this subsection, for example Children and Return migration)

Review the specific relevant literature about the relationship between your third independent variable and dependent variable. Provide at least once citation. Explain what you expect to find and your reasoning. End this subsection with your third hypothesis.

**Hypothesis 3:** I expect to find that...

### **3. Methodology**

In the Methodology section, give an account of how you carried out your research. An experienced researcher should be able to repeat the research and reproduce the results based on this section.

Your content analysis should include online newspaper articles, newspaper article comment sections, any social media platforms, YouTube comment sections, or blogs, etc. Explain from which media platform you got data. What are your data selection criteria? Describe all your methodological choices. Paste the links of the data at the end of this section (Newspaper article, Facebook group, Instagram posts, etc.)

**Data links:**

#### 4. Results

The standard approach to this section of a research paper is to present and describe the results in a systematic and detailed way. You will highlight and comment on the themes that emerge from the analysis. More elaborate commentary on the results will be provided in the final paper. Clearly state whether you confirm or reject each of your hypotheses.

Discuss your initial, axial, and focused codes here, and organize your results based on the focused codes. Remember not to include all your results. You should present and discuss only those findings that relate to your hypotheses and accordingly your research question. Do not just summarize your content; you should direct the reader to the component or components of it that are especially striking from the point of view of your research aim. Try to ask yourself what story you want the content to convey and try to relay that story to your readers. Provide some quotations from the content you used.

#### 5. Data coding file:

Put the data coding file link here (My data).  
File → Share → Share with others → Copy link.

Paste here:

#### 6. Bibliography

Provide the end-text citations of 6 sources (**ONLY** peer-reviewed journal articles) that you already provided the in-text citations in APA style. Books, book chapters, or other sources, such as reports found on google or websites, are **NOT** acceptable.

Reminder 1: Do not use direct quotes from the peer-reviewed articles (-10 points for each). Paraphrase them in your own words.

Reminder 2: When citing peer-reviewed articles, only provide the in-text citation, do not write the title of the article in the text:

**Should be:**

“Szinovacz (1998) argued that grandparenthood has a multifaceted nature which lacks clear perceived and ascribed roles, and may embody different meanings, expectations and experiences in distinct cultural settings.”

“Family unity across generations is vital for family survival (Nesteruk and Marks, 2009).”

**NOT acceptable (-10 points for each):**

“In his work entitled ‘*Research on grandparenting: needed refinements in concepts, theories, and methods*’ Szinovacz (1998) argued that grandparenthood has a multifaceted nature which lacks clear perceived and ascribed roles, and may embody different meanings, expectations and experiences in distinct cultural settings.

“The study titled ‘*Grandparents across the ocean: Eastern European immigrants struggle to maintain intergenerational relationships*’ argues that family unity across generations is vital for family survival (Nesteruk and Marks, 2009).”

**7. Self-grade sheet**

**Note: Items on the self-grade sheet that are given credit without being addressed in the draft research memo will incur a 5-point deduction per item. The self-grade sheet should not give the impression that grades are assigned randomly.**

Item	Grade your paper here	Maximum score
{INTRO} Did you clearly show what you are investigating?		2
{INTRO} Did you show why the topic is significant and matters?		2
{INTRO} Did you clearly state your research question with its reasoning?		4
{THEO} Did you broadly review the literature to articulate a theoretical basis for your hypotheses and a justification for your research question in Section 2?		4
{THEO} Did you clearly define your key concepts in Section 2?		3
[THEO] Did you review the specific literature (at least one citation for each subsection) based on your first independent variable and dependent variable, second independent variable and dependent variable, and third independent variable and dependent variable under the subsections 2.1., 2.2., and 2.3., respectively?		12
{THEO} Did you clearly state your three hypotheses and their reasoning under three subsections?		6

{METHOD} Did you discuss what content you will analyze?		<b>3</b>
{METHOD} Did you discuss your method of selecting (which keywords you will search, which criteria you will follow to find content) media sources?		<b>5</b>
{METHOD} Did you paste at least 5 data sources links?		<b>5</b>
{RESULTS} Did you discuss your axial and focused codes?		<b>5</b>
{RESULTS} Did you present and describe the results in a systematic and detailed way based on the focused codes?		<b>5</b>
{RESULTS} Did you create tables and/or provide some quotations from the content you used?		<b>6</b>
{RESULTS} Did you clearly state whether you confirm or reject each of your hypotheses?		<b>6</b>
{BIB} Did you cite at least 6 peer-reviewed journal articles (both in-text and end-text)?		<b>12</b>
{BIB} Consistent use of citation and reference format.		<b>5</b>
{WRITING and TEMPLATE} Clarity of writing style		<b>5</b>
{WRITING and TEMPLATE} Use of template, the logic of paper organization, consistent font and font size, title, and clear use of headings.		<b>5</b>
Self-grade sheet		<b>5</b>
<b>TOTAL</b>		<b>100</b>