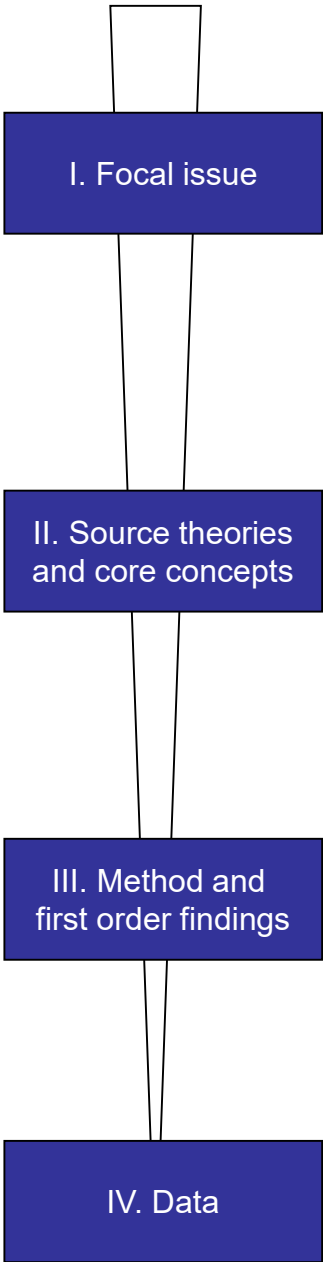


Theory

Thesis Structure



1
„Hook“ in practice or theory: What is the focal issue?
The topic of inquiry in general, broad terms.
An initial question that drives the story

2
Positioning: Theoretical and conceptual framework
Literature Review/State of the art
Gaps (=potential contribution)
Research question: focal issue rephrased in view of the reviewed concepts (max. 3-4)

3
Methodology (e.g. case study)
Method: Site selection criteria
Data: selection criteria
Research design
Analytical strategy/protocol

4
Data representation/report/synopsis
Coding schemes

7
Discussion of analysis and findings in view of focal issue and conceptual framework as well as your audience (as per your lit review)

6
Analysis II: Second-order findings; what does this mean (increased level of abstraction)

5
Analysis; first-order findings; pretty close to data