

A Twelve to Fifteen Word Title Goes Here and Includes the Problem Your Proposal Addresses

Commented [MR1]: The aim of our project is to examine the relationships between basic human values and attitudes toward some aspect of sustainable consumption. Your title should reflect this. The title can either be a question or a statement.

<Your Name>

<Student ID>

La Trobe University

<Campus>

Word Count

A Twelve to Fifteen Word Title Goes Here and Includes the Problem Your Proposal Addresses
(Exactly as on the Title Page with no space between the title and the first line of your proposal)

Begin your proposal with a paragraph which introduces the topic and its significance, defines your constructs, and specifies the problem your research is going to solve. Provide a signpost to the next paragraph. It may not be possible to define absolutely everything, but you need to define the key constructs (e.g., basic human values, higher order values).

In the next paragraph you should review the evidence for the link between values and your chosen attitude issue.

For your final paragraph you should justify your view of the importance of examining the relationship between values and your specific chosen attitude, for your population. This is the gap in our knowledge your project will fill. End this section with your aim and hypotheses.

Method

Participants

Briefly describe the participants in the study and how they will be recruited.

Materials

Briefly describe and reference the measures you will be using in your study. Do this one at a time for each measure in separate paragraphs. Clearly state what each is designed to measure, the number and response scale of the items, and other details specific to each measure that you deem appropriate to include.

Procedure

Briefly explain how the materials will be administered, in what order, and what instructions will be provided (see instructions provided to participants at the top of the questionnaire).

Commented [MR2]: The aim of our project is to examine the relationships between basic human values (the independent variable, or IV), and attitudes towards an issue (your dependent variable, or DV), so choose an interesting opening sentence that reflects this aim and draws the reader's interest. Your opening sentences could include the words 'values', and the name of your DV, together with a definition of what these terms mean. Somewhere there should be some indication of why these relationships are interesting or significant. You should consider the broader significance as to why it would be important to study these relationships, and use this to pique the reader's interest and help justify the project.

Commented [MR3]: A 'construct' is another name for an idea. For example, 'Values' is an abstract higher order concept that may serve as a structure for organizing attitudes. Once a construct has been measured, it becomes a variable. You need to define each of your variables in this first paragraph (i.e., basic values, higher order values, and attitudes). Your last sentence in this paragraph should specify your contention (that these variables are related) and signpost to your next paragraph which examines the evidence for a link between the IV and your DV.

Commented [MR4]: This evidence should come from both empirical research (studies which have tested correlations between the IV and your DV) and theory (functional nature of attitudes - value-expressive attitudes). Touching on this at the end of this paragraph will allow you to signpost to the last paragraph in your rationale.

Commented [MR5]: In this last paragraph, you should focus on the role of basic and higher order values and their expected relationship to your DV. While there may be research that has examined this role for your DV, think critically about the relationships and consider what the limitations and gaps in the research are that your study may fill. Therefore, your hypotheses may express that certain higher order values, and their specific basic values, will be related to your DV.

Commented [MR6]: In this section, you should describe in future tense how the study will be conducted. The reader should be able to evaluate the appropriateness of your method for testing your hypothesis.

Commented [MR7]: Participants will be first year university students. No need to specify any further details in your proposal, but you will later describe your sample in more detail in your actual research report (Assignment 3).

Commented [MR8]: You can get the names of your two measures from the instruction sheet for this assignment. Find evidence that the established scale is actually measuring your constructs from the sources where it is described.

References

American Psychological Association (2020). *Publication manual of the American Psychological Association (7th ed.)*. Washington, DC, USA: American Psychological Association.

Commented [MR9]: Obviously this reference won't be included in your own reference list, because you won't be citing it.

You need to provide one more reference in addition to those listed in your assignment guide. To review guidelines for citations of articles that you have read in text and how to list them in the References section at the end of the Proposal, refer to the APA manual, Library Referencing tool, the First Year Survival Guide, or the other resources discussed in class. It is OK to Google APA format questions, but remember to ensure that you are looking at **7th edition APA**, as it is the latest edition and the only version accepted in the marking criteria.

Take note of the "hanging indent" style for references. The easiest way to create hanging indents is to type your references without worrying about indentation and when you are finished, select all the references at once, right click, select 'Paragraph' and then select 'Hanging' from the dropdown menu under Special in the Indentation section. Click Ok. Make sure when you are selecting your reference list, that you do not accidentally select the whole document.

APA styles recommends that when DOIs are available, one includes them— so if you can't find one, that's OK.

From our tutorial exercises, you will have noticed that APA format is quite detailed and has a number of rules to follow. You should ensure that you check your APA format using the resources discussed in class prior to the final submission of your Proposal.