**Dissertation Workshops Week 1: Getting Started With Part 2**

**Objectives:**

* To discuss the differences between Part 1 and Part 2
* To analyse the overall structure of a dissertation
* To come up with a timeline for this term
* To discuss next steps

**Task 1**: As you already know, your dissertation must include the following sections:

* Introduction (I)
* Literature Review (LR)
* Methodology and data collection, including research objectives/hypotheses (M)
* Results/Findings (R/F)
* Analysis/Evaluation of Results/Findings/Discussion (A/E/D)
* Conclusions (C)
* Recommendations (R)

The following statements contain information regarding the aim of each section. Read the carefully and decide which section they are about.

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| **Statement** | **Section** |
| New material should not be included in this section. |  |
| This section should refer back to the literature review. |  |
| It shows that you know enough about your topic to identify a gap in the research. |  |
| At the start of this section, you should restate the objectives of your research. |  |
| It states the aims and the objectives of the research. |  |
| The analysis of the collected data should provide answers to the research questions. |  |
| The outcomes of the research are presented in a coherent, logical way. |  |
| You should avoid including data that seems interesting, but it is not entirely relevant to the original direction of the dissertation. |  |
| The limitations of the study should be described. |  |
| The reasons behind carrying out the study. |  |
| This section should not include transcripts of the interviews or complete questionnaires; those should go in the appendix. |  |
| It details they method used to answer the research questions. |  |
| It may include graphs and diagrams. |  |
| You should discuss the extent to which the objectives have been met. |  |
| You should refer back to the research questions. |  |
| It justifies the decisions made for organising the research in a certain way. |  |
| Its aim is to prove that you understand what you have read and that you are able to analyse it. |  |
| Solutions to the issue should be suggested. |  |
| You should point out new areas for research. |  |
| It contains the context in which the research took place. |  |
| It shows your awareness of the key trends in your chosen sector/field. |  |

**Task 2:** The following extracts belong to a dissertation submitted to the University of Leeds, which achieved a high first. Decide which section of the dissertation each extract belongs to. Pay attention to language in order to make your task easier.

Title: [***Electric Cars: Investigation into consumer attitudes in the UK car industry***](https://resources.library.leeds.ac.uk/final-chapter/dissertations/lubs/3305example1.pdf)

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| **Section:** |
| Maslow (1943) presents a specific basis of needs that need to be met for an individual to achieve a certain level of motivation. Although later revised, the 1943 paper provides a solid basis to the psychological needs of any party, in this instance; a consumer. The 5 basic groups identified by Maslow; physiological (the most basic living needs such as sleep and food), safety (security in life), love (social inclusion), esteem (level of status) and self-actualisation (to achieve the best/most) provide a synonymous foundation that can be translated to the needs that must be met by any manufacturer. Maslow himself, considered a major psychological thinker (Hoffman, 2008), gives illustration to the factors affecting a person’s desires and although strongly associated with business and management, his work can be interpreted for many different uses. The 1943 original paper does leave the question as to what motivates a person who has achieved self-actualisation; although this is later dealt with by Maslow (1969) himself with the addition of self-transcendence […]. |
| **Section:** |
| Air was identified by the sample overall as the biggest concern, possibly due to its prominent media coverage in terms of health concerns such as asthma (Laurent et al, 2008), the greenhouse gas effects on global warming and the much visible issues of smog (Mérel et al, 2014) affecting larger cities such as London. Cars are a key cause of air pollution (Department for Environment Food & Rural Affairs, 2011), notably in 2016 transportation became the biggest cause of greenhouse emissions in the UK (Department for Business, Energy & Industrial Strategy, 2016). In theory, electric cars should be a less polluting method of transport than combustion engine powered cars. Water pollution and radioactive pollution rated second and third most concerning to the sample, in terms of the car industry this presents a dilemma; if combustion engines are to be continually used within the UK long term then additional stores of oil will need to be accessed to make this possible, most likely through fracking […]. |
| **Section:** |
| The electric car industry is a fast changing environment and there is a clear need for more extensive research into the smaller details within it, as opposed to much of the current literature which gives primarily broader research perspectives. |
| **Section:** |
| Following the launch of the Model T Ford in 1908 (Alizon et al, 2009) car ownership spiralled with over 1.5 billion cars in ownership globally today (GHO, 2015). Despite over 100 years now passing, cars are still driven by the same principle technology; the combustion engine (Bergthorson and Thomson, 2015). The combustion engine provides a huge array of benefits, from car performance in terms of speed and range to the ability to simultaneously charge the vehicle’s battery in order to power an array of electronic driver and passenger comforts such as satellite navigation. As technology has moved forward, customers and consumers are expecting their cars to do more, as they would expect from any other product in their everyday life; and to keep pace with other technological advancements in other industries, such as the expectation to integrate mobile phones with their car’s audio units. Ultimately, all these additional expectations are made possible by the combustion engine and its ability to continually provide power. |
| **Section:** |
| The results showed the sample to be leaning towards more highly concerned about the environment (Appendix F). Air pollution led by a considerable amount, over half the sample selecting this choice, in terms of which type of pollution they considered to be most concerning, followed by water and radioactive respectively (Appendix G). Concern about global warming was spread with 11% selecting the least concerned option and 13% selecting the highest option, although overall the sample did lean to the more concerned option (Appendix H). |
| **Section:** |
| This thesis set out with the overall aim of investigating concerns of potential customers of electric cars. It has identified the following significant themes, with other smaller findings some of which confirming existing literature.  • Consumers are prepared to make trade-offs of performance in exchange for reduced Co2 emissions.  • Electric cars are not seen by UK consumers to be environmentally friendly. […] |
| **Section:** |
| The survey will seek to gain a general understanding of the participant’s lifestyle in terms of green credentials and some questions to attempt to identify how open they are to change in technologies, or perhaps more suitably in this instance; how prepared consumers are to make ‘trade-offs’. It will then discuss the physical and psychological barriers to owning and running an electric car, along with assessing the person’s current perceptions towards electric propulsion. The survey will identify the three different propulsion types; combustion, electric and hybrid, to understand prior exposure levels. |

**Source**: <https://resources.library.leeds.ac.uk/final-chapter/dissertations/lubs/3305example1.pdf>

For further dissertation samples, see the University of Leeds library website. You will be able to find a few annotated business dissertations which will give you a good idea regarding what you could improve on in your dissertation.