**Title (Interesting, suggestive)**

**Subtitle (E.g. A sociological/qualitative/exploratory study of ....)**

Author

Group

Note: this is an indicative structure. You can add sub-sections but keep all the main sections. Delete the purple text from your work!

# Introduction

What will you study?

Why is this phenomenon interesting (for you), important, current? Why is it worth studying? Why would anyone read your analysis?

How exactly did you come to be interested in this phenomenon? Personal or other people's experiences that may have caught your attention.

In what way is **a sociological perspective** useful - in addition to bio-medical, psychological perspectives? How can sociology help to understand/explain this phenomenon?

# [Literature review](https://writingcenter.ashford.edu/writing-literature-review)

## Concepts

What sociological concepts do you use in the analysis?

E.g.:

* The social construction of reality
* Social institution, status/role, socialization, social norms
* Narratives: stories and characters; vocabulary of motive
* Social change
* Social inequality
* Concepts from medical and food sociology
* Identity

## Social context

Describe, based on a prior acquaintance, the **phenomenon** you are studying as a [**social institution**](https://www.youtube.com/watch?v=XNVVHMVET20). You can document yourself from legitimate sources such as qualitative scientific, encyclopedic, or journalistic articles from which you can identify:

* The main status/roles with the norms, values, vocabularies of motives, associated knowledge
* The social transformations that have taken place lately
* Typical social trajectories: how to reach the respective status/roles?
* Social differences and inequalities specific to that institution:
* For example, how do the practices of rich people differ from those of the poor in the social institution you describe (health system, nutrition, body shaping, etc.)?
* How do the respective practices differ according to gender or age/generation?
* How do the practices differ depending on the type of locality and the rural/urban environment?

# Research question

What aspects of the observed social institution will you study in more detail?

* Certain status/roles
* Narratives, vocabularies of reasons
* Certain norms, values, knowledge
* Certain social inequalities
* Certain social changes
* Certain typical social trajectories to reach a certain status/role
* Differences between norms, values, motivations, typical knowledge associated with different status/roles

# Study methodology

**Exploratory sociological survey** based on interview and/or **content analysis** of online comments or texts. **Why** is this method suitable to answer your research question?

## Interview guide/Content analysis grid

How does the guide/grid correspond to the research question?

How are the sociological concepts used included? How are they operationalized by questions?

## Selection of the group of respondents/Selection of comments

Specify details on the number of respondents, their socio-demographic characteristics and social position; number of comments/texts analyzed (related to the source), the source from which they were selected.

Justify the selection of respondents/texts in relation to the research question: How did you choose the respondents/texts analyzed? How do these respondents/texts help you answer the research question?

- For example, they occupy different status/roles, or are from different generations and allow the observation of social change, or allow the comparison of gender differences in the studied institution?

- How do the skills and experiences of the respondents make them useful sources of information for the question you want to answer?

**Do not forget to anonymize the respondents!**

# Results

What did you learn from interviews/analysis of comments, texts, etc. on the research question?

Organize the results into **thematic sub-sections.**

Present...

- the classifications you found (status/role types, types of relationships between status/roles, types of narratives, vocabularies of motives, values, knowledge, etc.)

- the social changes you have studied

- observed differences or inequalities between genders, generations, classes, and social categories

- the observed social trajectories

- other interesting results

# Conclusions

What difficulties, surprises did you have during the research?

What did you find out in relation to the research question of your study?

What would be interesting to study next?

# References

Specify all bibliographic sources, preferably using the Harvard citation style. E.g.: <http://www.citethisforme.com/harvard-referencing>

# Annexes

Include in this section the **comments or texts analyzed** and/or the **transcripts of the interviews**.

For those who opted for content analysis, number and specify the source, author, and date of the selected comments/texts.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **No.** | **Source** | **Date** | **Author** | **Comment** |
| 1 | [Actualized.org](https://www.actualized.org/forum/topic/18843-discussion-being-vegan-vs-not-being-vegan/) | 23.02.2018 | sgn | “I eat a plant-based diet because of health and morality.  Once you actually research how it works in the industries and how much suffering it is, you'll be disgusted with it. Problem is most people don't. We are fed a very romanticized view of it. All part of the marketing plan.  We're told stuff like:  "the animals live a good life".  "they get a humane death"  "we need meat/milk" etc...  And we learn it's right to love and take care of some animals but others we should slaughter.  Why? Well to this day I haven't heard a good argument for why they should be treated differently.” |
| 2 |  |  |  |  |
| 3 |  |  |  |  |

For those who opted for the interview-based survey, include in this section the **transcripts of the interviews conducted**.

## Interview 1

**Ana, 20 years old, female, on a vegan diet for 1 year, student**

**I:** Can you tell me more about what made you decide to adopt the vegan diet?

**Ana:** I’ve been both vegetarian and vegan for over a year now and I feel incredible. There are lots of benefits. More and more people are becoming aware that eating animals just isn’t good for the human body…