

**KIBU/PPRI/MAN/001**



**KIBABII UNIVERSITY**

**SCHOOL OF GRADUATE STUDIES**

**Manual for Research Proposal and Thesis Writing**  
*Specific to the School of Business and Economics*

**July, 2025**

KIBABII UNIVERSITY – ISO 9001:2015 QUALITY MANAGEMENT SYSTEMS		
ISSUE FOR USE ON:	MAIN TITLE: MANUAL FOR RESEARCH PROPOSAL AND THESIS WRITING	REF: KIBU/PPRI/MAN/001

## MANUAL FOR RESEARCH PROPOSAL AND THESIS WRITING

Approved by: Prof. Donald N. Siamba Management Representative	Sign: 	Date: 11/8/2025
Authorized by: Prof. Isaac Ipara Odeo Vice-Chancellor	Sign: 	Date: 12/08/2025

## **Philosophy**

Kibabii University embodies the view that Science, Technology and Innovation are critical for sustainable utilization of material and human resources for the posterity of the universe.

## **Vision**

To be a global and dynamic University of excellence in Science, Technology and Innovation.

## **Mission**

To achieve excellence in generation, transmission and enhancement of new knowledge in Science, Technology and Innovation through quality Teaching, Research, Training, Scholarship, Consultancy and Outreach Programmes.

## **Motto**

Knowledge for Development

## **Core Values**

- i. Excellence
- ii. Accountability and Transparency
- iii. Integrity
- iv. Social Responsibility
- v. Innovation
- vi. Academic Freedom



## Contents

Philosophy .....	3
Vision.....	3
Mission.....	3
Motto.....	3
Core Values.....	3
PART I: THE CONCEPT PAPER.....	6
Contents of concept paper.....	6
PART II: RESEARCH PROPOSAL WRITING .....	5
PRELIMINARY PAGES.....	5
II. The Student's Name .....	5
III Declaration and Certification page.....	8
IV Table of Contents page .....	9
V Abstract page.....	9
VIII The Order of Preliminary Pages.....	9
CHAPTER ONE .....	10
1.1 Background of the Study.....	10
1.2 Statement of the problem .....	10
1.3 Purpose / General objective .....	10
1.3. 2 Specific Objectives .....	10
1.5 Justification of the study .....	11
Conceptual framework.....	11
RESEARCH METHODOLOGY .....	12
Data Collection Methods .....	12
Data Collection Instruments.....	13
Data Analysis Techniques.....	13
Ethical Considerations .....	13
FORMATTING OF THE RESEARCH PROPOSAL .....	15
b) Pagination .....	15
c) Typing guidelines.....	15
d) Heading .....	15
e) Visuals; tables, figures, charts and Plates .....	15
f) Language use .....	15



g) Length of proposal .....	15
PART III: THESIS WRITING .....	16
THE FORMAT FOR THESIS WRITING.....	16
a) The Student's Name.....	16
d) Typing.....	16
e) Pagination .....	17
f) Length of Thesis /Project .....	17
II DECLARATION AND CERTIFICATION.....	17
Supervisors' Certification .....	17
III COPY RIGHT.....	18
IV DEDICATION.....	18
V ACKNOWLEDGEMENT .....	18
VI ABSTRACT.....	18
VII TABLE OF CONTENTS.....	19
PRESENTATION OF CHAPTERS .....	20
CHAPTER ONE .....	20
INTRODUCTION .....	20
1.1 Background of the Study.....	20
1.2 Statement of the problem .....	20
1.3 Purpose / General objective .....	20
1.4 2Specific Objectives .....	20
1.5 Justification of the study .....	20
CHAPTER TWO .....	21
LITERATURE REVIEW .....	21
Conceptual framework.....	21
<b>CHAPTER THREE</b> .....	22
RESEARCH METHODOLOGY .....	22
Data Collection Methods .....	22
<b>Data Collection Instruments</b> .....	22
<b>Data Analysis Techniques</b> .....	23
<b>Ethical Considerations</b> .....	23
REFERENCES .....	24
APPENDICES .....	25

## **PART I: THE CONCEPT PAPER**

Before writing Research proposal, it is very important to begin by writing and presenting a concept paper at Departmental and school level for inputs and approval.

The concept paper should demonstrate concisely the;

- (i) “What” (broad definition of research problem)
- (ii) “Where”(location of research problem)
- (iii) “Why” (overview justification of proposed study)
- (iv) “How” (general explanation of research methods)

The concept paper should not exceed **ten pages, one and half spacing**.

### **Contents of concept paper**

The following should stand out:

- a) topic
- b) statement of the problem
- c) specific objectives
- d) conceptual framework
- e) population
- f) sampling techniques

The student shall begin drafting the research proposal only after the concept paper has been approved by the school of Business graduate committee thereafter advisors/supervisors granted to the student to aid in progress to proposal.

## PART II: RESEARCH PROPOSAL WRITING

### Preamble

Conducting academic research requires passion to solve problems that affect processes and outcomes. Hence, writing a research proposal requires, not only the passion but also specific knowledge and skills that would help guide the research process to its logical conclusion. The manual is critical in enhancing knowledge and skills for quality proposal writing and presentation, through benchmarking with the best practices.

### PRELIMINARY PAGES

#### I. Title Page

The title shall;

- a) Be centered, upper case and font size 14 Time New Romans (where applicable)
- b) Normally not exceed 20 words
- c) Be clearly phrased leaving out words, phrases or clauses, which do not enhance the clarity of the title
- d) Not have unconventional and unnecessary abbreviations
- e) The title should be clearly phrased, living out words/phrases or clauses, which do not enhance the clarity of the title. E.g. A study of, articles such as “the...”, “A...”
- f) In writing down the title, avoid use of uncommon/unconventional and unnecessary abbreviations, repetitions e.t.c
- g) Do not begin titles with ambiguous phrases such as “Factors influencing...” Instead, state the actual/specific factors for the particular study e.g....economic, political, cultural, psychological, social etc.
- h) The title should be stated in terms of a functional relationship, because such titles clearly bring out the scope, the independent and dependent variables, site/locale of study, target population, thus providing guidance on internal consistency of the study.

#### II. The Student's Name

The student shall use the official name starting with the surname.

**Caption** of degree for which proposal is made i.e. A Research Proposal Submitted to the Graduate School in Partial Fulfillment for the Requirements of the Degree of (e.g Master of Business Administration (Finance Option) or Doctor of Philosophy Business Administration



(Strategic Management Option) of Kibabii University.

**Date** e.g. April, 2024 (to come at the bottom centered of the title page)



**Kibabii University ISO 9001:2015 Certified**  
**Knowledge for Development**



### III Declaration and Certification page

Declaration page should be on a new page

The student must declare in writing the originality, and compliance to anti-plagiarism for the work as follows:

#### Student's Declaration

I declare that this research proposal is my original work and has not been presented in any other University/Institution for consideration of any certification. This research proposal has been complemented by referenced sources duly acknowledged.

**Signature** \_\_\_\_\_ **Date:** \_\_\_\_\_

Name

Registration number

Department

#### Supervisors' Certification

This research proposal has been submitted with our/my approval as University Supervisor(s).

Then the supervisor(s), sign as shown below using at least two (2) of their names written in full, alongside their titles as well as their respective departments.

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

Name

Department

University/Institution

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

Name

Department

University/Institution

#### **IV Table of Contents page**

This should be organized to match the headings and subheadings and page numbers upto maximum three (3) levels

All level three should be indented.

All level one headings as well as those of the preliminary pages must be upper case and **bolded**

Chapter number and name must be upper case and **bolded**

Dots must be used to connect the heading and the pagination

#### **V Abstract page**

The abstract must be guided by the following requirements:

- (i) Summary of the entire research proposal should include the contextualized background, problem, objectives, purpose, theories, population, research design, sample size, data analysis technique of the study (these are minimal requirements but not in that order)
- (ii) Should not exceed 500 words
- (iii) Should not have in-text referencing (where applicable)
- (iv) Should be single spaced, one block paragraph and be contained on **one page**

#### **VI Abbreviations and Acronyms page**

- a) The abbreviation and acronyms should be capitalized and arranged alphabetically. This section should be included in both the proposal and the thesis.
- b) The abbreviation and the acronym is stated and all the words describing the stated acronym presented.
- c) Only key Abbreviations and acronyms should be stated and should be arranged alphabetically.
- d) The abbreviations and acronyms should be Capitalized and separated from the text by 2 indentations of 5-point each
- e) The corresponding explanatory text should be in title case and aligned to the left

#### **VII Operational Definition of Terms**

Define terms as used in the study.

#### **VIII The Order of Preliminary Pages**

- 1. Title page
- 2. Declaration and Certification page
- 3. Abstract
- 4. Table of Contents
- 5. List of Appendices

6. List of Tables (where applicable)
7. List of Figures (where applicable)
8. List of Plates (where applicable)
9. Abbreviations and Acronyms (where applicable)
10. Operational Definition of Terms (where applicable)

## **PRESENTATION OF CHAPTERS**

The presentation of the research proposals will vary as per disciplines. All chapter numbers and Titles should stand alone and use font size 14

### **CHAPTER ONE**

The title should be centered in the page and placed immediately below the chapter number.

#### **1.1 Background of the Study**

This section shall contextualize the research issue and culminate into the research problem statement.

It shall lay the broad foundation for the study from a global perspective narrowing down to the actual area of the study.

#### **1.2 Statement of the problem**

The statement of the problem shall entail a logical argument generated from preceding facts as articulated in the background section pointing out the problem to be addressed.

#### **1.3 Purpose / General objective**

##### **1.3.1 Main Objective**

The main objective should provide a specific and accurate synopsis of the overall goal of the study.

##### **1.3.2 Specific Objectives**

- (i) Should be directly linked to the study variables as indicated in the title
- (ii) They should be SMART

#### **1.4. Research Hypotheses**

**Hypotheses:** They should be presented as a declaration of relationships between variables.

### **1.5 Justification of the study**

Should capture the need for the study

### **1.6 Significance**

Should capture the contribution of the study to the body of knowledge, policy as well as the stakeholders

### **1.7 Scope**

This should capture topic, time, location, population as well as the research design and methodology

### **1.8 Limitations**

The constraints of the study and how they are overcome

### **1.9 Assumptions**

- (i) They are statements that help to address doubts on the validity of the study and are accepted in faith, or taken to be true without proof.
- (ii) They address the question as to what is taken for granted in the conduct of the study and why.

## **CHAPTER TWO**

It shall be titled **LITERATURE REVIEW**

A paragraph introducing the chapter should precede the discussions

### **Theoretical Review**

It should provide a theory/theories upon which the study is anchored and demonstrate the link between the theoretical proposition and the proposed study.

### **Empirical Review**

It should have;

- ☐ Introduction: Overview of the research topic and purpose of the empirical review.
- ☐ Main Body: Synthesis of the studies, organized by themes.
- ☐ Analysis of Methodologies: Discuss research methods used across studies.
- ☐ Identification of Gaps/Limitations: Discuss where the literature is lacking.
- ☐ Conclusion: Summarize key findings and how your study fits into the existing research.

### **Conceptual framework**

This should emerge from research questions/ hypotheses, clearly defining what relationships are expected between the variables based on the understanding of the literature and theoretical framework. It should Identify the Key Variables or Concepts thus;

- Independent Variables: These are the factors you will manipulate or examine as potential causes or influences on other variables.
- Dependent Variables: These are the outcomes you aim to measure or explain.
- Moderating or Mediating Variables: These are variables that may influence the strength or direction of the relationship between independent and dependent variables. Mediators explain *how* or *why* a relationship exists, while moderators influence the *strength* or *direction* of a relationship.
- Control Variables: These are factors you will hold constant to ensure that the relationship between the independent and dependent variables is not confounded by extraneous factors.

A diagram or flowchart should be created to visually represent the relationships between the variables. Each element in the framework should be explained and its relevance to the study be explained. The conceptual framework should inform research design and aligns with the methods used to collect and analyze data.

### **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

This section explains the overall structure of the study, outlining the approach you will use to answer the research question. Types of Research Design, population and Sample

- Target Population: The larger group of individuals or units that you want to generalize your findings to.
- Sampling Methods:
  - Probability Sampling: Every individual has a known and equal chance of being selected (e.g., random sampling, stratified sampling).
  - Non-probability Sampling: Not every individual has an equal chance of selection (e.g., convenience sampling, purposive sampling).
- Sample Size: The number of participants or units to be included in the study, justified based on statistical power or practical constraints.

#### **3. Data Collection Methods**

- Primary Data: Data collected directly from the source (e.g., surveys, interviews, observations, experiments).
- Secondary Data: Data already collected for other purposes (e.g., government reports, academic databases).
- Qualitative Data: Interviews, focus groups, open-ended surveys, observations.

- Quantitative Data: Structured surveys, tests, questionnaires, experiments that involve numerical data.

#### 4. Data Collection Instruments

- Surveys/Questionnaires: Structured sets of questions designed to collect specific information from participants.
- Interviews: Semi-structured or unstructured interviews designed to gather in-depth responses.
- Observation: Systematic observation of behaviors or events.
- Tests/Assessments: Standardized tools to measure specific variables (e.g., intelligence tests, performance assessments).
- Existing Data: Secondary data sources such as archives, records, or previous studies.
- Reliability and Validity: Ensure that the instruments measure what they are intended to and provide consistent results.

#### 5. Data Analysis Techniques

- Qualitative Analysis:
  - Thematic Analysis: Identifying and analyzing patterns or themes within qualitative data.
  - Content Analysis: Analyzing the content of textual or visual materials.
  - Grounded Theory: Developing theories or frameworks based on data.
- Quantitative Analysis:
  - Descriptive Statistics: Measures such as mean, median, mode, frequency distributions.
  - Inferential Statistics: Techniques like t-tests, chi-square tests, regression analysis to make inferences about the population from the sample.
- Software Tools: Mention tools such as SPSS, R, NVivo, or Excel used for data analysis.

#### 6. Ethical Considerations

- Informed Consent: Ensuring participants are fully informed about the study's purpose, procedures, and potential risks, and providing consent.
- Confidentiality and Anonymity: Protecting the identity and data of participants.
- Harm Avoidance: Ensuring the research causes no physical or psychological harm to participants.
- Research Ethics Approval: Obtaining approval from an institutional review board (IRB) or ethics committee before proceeding.

## REFERENCES

Referencing acknowledges the sources that the researcher uses to write the proposal/thesis.

- a) The reference list includes details of the sources cited in the proposal. It thus, should start on a separate page at the end of the preceding chapter.

- b) Every item cited in the reference list must have been cited in the proposal/thesis.
- c) For citation within the text the format of author and year of publication is recommended.
- d) The reference list should be single-spaced and listed alphabetically, with hanging indent used for the second and subsequent lines of each entry.
- e) References shall be American Psychological Association (APA) 7th Edition

## **APPENDICES**

The appendices may include any of the following:

- (i) Letter of introduction (where applicable)
- (ii) Tools of data collection
- (iii) Work plan – Gantt Chart
- (iv) Budget
- (v) And any other relevant document



## **FORMATTING OF THE RESEARCH PROPOSAL**

### **(a) Margin, line spacing and paragraphing**

- (i) A one inch margin all round.
- (ii) One and Half (1.5) line spacing

### **b) Pagination**

- (i) Title page should not be numbered
- (ii) Preliminary pages should be numbered consecutively in Roman numbers lower cases (e.g. ii, iii etc.).
- (iii) The main content pages (from chapter One to Appendices) should be numbered consecutively using Arabic numbers (e.g. 1,2,3 )
- (iv) Page number shall appear in the centre of the lower margin of the page.

### **c) Typing guidelines**

Typing should be in font size 12 Times New Roman (where applicable) on a 80 g/m<sup>2</sup> of a white A4 size paper, and on one side of the paper

### **d) Heading**

- (i) Chapter headings should be centered in bold face
- (ii) Sub-Section headings should not exceed 3<sup>rd</sup> level

### **e) Visuals; tables, figures, charts and Plates**

- (i) Labelled according to chapters
- (ii) Show source at the bottom (where applicable)
- (iii) The title of tables to appear at the top and for figures, charts and plates at the bottom

### **f) Language use**

Use formal gender sensitive language in future tense (where applicable)

### **g) Length of proposal**

- i. The Masters proposal should not exceed 25 pages, excluding Preliminaries and Appendices
- ii. The PhD proposal should not exceed 30 pages, excluding Preliminaries and Appendices

## PART III: THESIS WRITING

This section is to help the candidate in writing the thesis.

### THE FORMAT FOR THESIS WRITING

#### I. **TITLE PAGE:** As reflected in the Proposal The title shall:

- a. Be centered, upper case and font size 14 normally not exceed 20 words
- b. Be clearly phrased leaving out words, phrases or clauses, which do not enhance the clarity of the title
- c. Not have unconventional and unnecessary abbreviations.
- d. Bring out scope and key variables of the research

##### a) **The Student's Name**

The student shall use the official name starting with the surname

- b) **Caption** of degree for which proposal is made... i.e. A Thesis Submitted to the Graduate School in Partial Fulfillment for the Requirements of the Degree of (e.g. Master of Business Administration or Doctor of Philosophy in Business Administration) (specialization) of Kibabii University

- c) **Date** e.g. April, 2024 (to come at the bottom of the title page)

##### d) **Typing**

- (i) Font 12 Times New Roman (where applicable) on A4 Size paper, double spacing, one sided paper of 80 g/m<sup>2</sup> white in colour;
- (ii) 1.5 inch margin to be left on the left side of the paper and a 1 inch on the right side of the margin paper and 1 inch from the top of the page and should not go beyond 1 inch from the bottom

### **e) Pagination**

- (i) Title page should not be numbered
- (ii) Preliminary pages should be numbered consecutively in Roman numbers lower cases (e.g. ii, iii etc.).
- (iii) The main content pages (from chapter One to Appendices) should be numbered consecutively using Arabic numbers (e.g. 1,2,3 )
- (iv) Page number shall appear in the center of the lower margin of the page.

### **f) Length of Thesis /Project**

The number of words should be within the following ranges, excluding references and appendices: (i).  
Master's thesis approximately 20,000 words

- (ii) Ph.D. thesis approximately 50,000 words

## **II DECLARATION AND CERTIFICATION**

### **Student's Declaration**

I confirm that this research thesis is my original work and has not been presented in any other University/Institution for examination. The project / thesis has been complemented by referenced works duly acknowledged.

Signature.....

Date.....

Name

Registration number

Department

### **Supervisors' Certification**

We/ I confirm that the work in this thesis was carried out by the candidate under our/my supervision as University/Institutions supervisors

Signature.....

Date.....

Name

Department

University

Signature.....

Date.....

Name

Department

University

### III COPY RIGHT

This thesis is a copyrighted work protected under the Berne Convention, the Copyright Act, 2001, and all other relevant international and national intellectual property laws. No part of this thesis may be reproduced in any form or by any means, in whole or in part, except for short extracts in fair dealing for research, private study, scholarly review, and only with proper acknowledgement. Written permission must be obtained from the Dean, School of Graduate Studies, on behalf of both the author and Kibabii University, for any other use or disclosure.

### IV DEDICATION

- (i) Begin on a separate page
- (ii) Should be dedicated to one entity

### V ACKNOWLEDGEMENT

Begin on a separate page after Dedication and should not exceed one page

***NB: University / Institution(s) and supervisors must be acknowledged***

### VI ABSTRACT

Single spaced, and font **size** 12 Times New Roman (where applicable), full justification and one page.

Should not exceed 500 words;

Should not have in-text referencing; and

Should be single spaced, one block paragraph and be contained in one page.

The abstract should be written in past tense and shall entail on the minimum the following:

- a) Background
- b) Problem
- c) Purpose
- d) Methodology (where applicable)
- e) Key Findings

## **VII TABLE OF CONTENTS**

### **VIII List of Appendices (Separate page)**

#### **IX Abbreviations and Acronyms page** (where applicable)

The abbreviation and acronyms should be capitalized and arranged alphabetically.

#### **X OPERATIONAL DEFINITION OF TERMS**

This should be organized to match the headings and subheadings and page numbers up to maximum three (3) levels

#### **XI List of Tables (separate page)**

#### **XII List of Figures (separate page)**

**XI List of plates (separate page)** The Order of Preliminary Pages

1. Title page
2. Declaration and Certification page
3. Abstract
4. Table of Contents
5. List of Appendices
6. List of Tables (where applicable)
7. List of Figures (where applicable)
8. List of Plates (where applicable)
9. Abbreviations and Acronyms (where applicable)
10. Operational Definition of Terms (where applicable)

## **PRESENTATION OF CHAPTERS**

The presentation of the research thesis will vary as per disciplines. All chapter numbers and Titles should stand alone and use font size 14

## **PRESENTATION OF CHAPTERS**

The presentation of the research proposals will vary as per disciplines. All chapter numbers and Titles should stand alone and use font size 14

### **CHAPTER ONE**

#### **INTRODUCTION**

The title should be centered in the page and placed immediately below the chapter number.

#### **1.4 Background of the Study**

This section shall contextualize the research issue and culminate into the research problem statement. It shall lay the broad foundation for the study from a global perspective narrowing down to the actual area of the study.

#### **1.5 Statement of the problem**

The statement of the problem shall entail a logical argument generated from preceding facts as articulated in the background section pointing out the problem to be addressed.

#### **1.6 Purpose / General objective**

##### **1.6.1 Main Objective**

The main objective should provide a specific and accurate synopsis of the overall goal of the study.

##### **1.5. 2 Specific Objectives**

- (i) Should be directly linked to the study variables as indicated in the title
- (ii) They should be SMART

#### **1.6. Research Hypotheses**

**Hypotheses:** They should be presented as a declaration of relationships between variables.

#### **1.10 Justification of the study**

Should capture the need for the study

### **1.11 Significance**

Should capture the contribution of the study to the body of knowledge, policy as well as the stakeholders

### **1.12 Scope**

This should capture topic, time, location, population as well as the research design and methodology

### **1.13 Limitations**

The constraints of the study and how they are overcome

### **1.14 Assumptions**

- (i) They are statements that help to address doubts on the validity of the study and are accepted in faith, or taken to be true without proof.
- (ii) They address the question as to what is taken for granted in the conduct of the study and why.

## **CHAPTER TWO LITERATURE REVIEW**

A paragraph introducing the chapter should precede the discussions

### **Theoretical Review**

It should provide a theory/theories upon which the study is anchored and demonstrate the link between the theoretical proposition and the proposed study.

### **Empirical Review**

It should have;

- ☐ Introduction: Overview of the research topic and purpose of the empirical review.
- ☐ Main Body: Synthesis of the studies, organized by themes.
- ☐ Analysis of Methodologies: Discuss research methods used across studies.
- ☐ Identification of Gaps/Limitations: Discuss where the literature is lacking.
- ☐ Conclusion: Summarize key findings and how your study fits into the existing research.

### **Conceptual framework**

This should emerge from research questions/ hypotheses, clearly defining what relationships are expected between the variables based on the understanding of the literature and theoretical framework. It should identify the Key Variables or Concepts thus;

- Independent Variables: These are the factors you will manipulate or examine as potential causes or influences on other variables.

- **Dependent Variables:** These are the outcomes you aim to measure or explain.
- **Moderating or Mediating Variables:** These are variables that may influence the strength or direction of the relationship between independent and dependent variables. Mediators explain *how* or *why* a relationship exists, while moderators influence the *strength* or *direction* of a relationship.
- **Control Variables:** These are factors you will hold constant to ensure that the relationship between the independent and dependent variables is not confounded by extraneous factors.

A diagram or flowchart should be created to visually represent the relationships between the variables. Each element in the framework should be explained and its relevance to the study be explained. The conceptual framework should inform research design and aligns with the methods used to collect and analyze data.

## CHAPTER THREE

### RESEARCH METHODOLOGY

This section explains the overall structure of the study, outlining the approach you will use to answer the research question. Types of Research Design, population and Sample

- **Target Population:** The larger group of individuals or units that you want to generalize your findings to.
- **Sampling Methods:**
  - **Probability Sampling:** Every individual has a known and equal chance of being selected (e.g., random sampling, stratified sampling).
  - **Non-probability Sampling:** Not every individual has an equal chance of selection (e.g., convenience sampling, purposive sampling).
- **Sample Size:** The number of participants or units to be included in the study, justified based on statistical power or practical constraints.

#### Data Collection Methods

- **Primary Data:** Data collected directly from the source (e.g., surveys, interviews, observations, experiments).
- **Secondary Data:** Data already collected for other purposes (e.g., government reports, academic databases).
- **Qualitative Data:** Interviews, focus groups, open-ended surveys, observations.
- **Quantitative Data:** Structured surveys, tests, questionnaires, experiments that involve numerical data.

#### Data Collection Instruments

- **Surveys/Questionnaires:** Structured sets of questions designed to collect specific information from participants.
- **Interviews:** Semi-structured or unstructured interviews designed to gather in-depth responses.
- **Observation:** Systematic observation of behaviors or events.
- **Tests/Assessments:** Standardized tools to measure specific variables (e.g., intelligence tests, performance assessments).



- Existing Data: Secondary data sources such as archives, records, or previous studies.
- Reliability and Validity: Ensure that the instruments measure what they are intended to and provide consistent results.

## **Data Analysis Techniques**

- Qualitative Analysis:
  - Thematic Analysis: Identifying and analyzing patterns or themes within qualitative data.
  - Content Analysis: Analyzing the content of textual or visual materials.
  - Grounded Theory: Developing theories or frameworks based on data.
- Quantitative Analysis:
  - Descriptive Statistics: Measures such as mean, median, mode, frequency distributions.
  - Inferential Statistics: Techniques like t-tests, chi-square tests, regression analysis to make inferences about the population from the sample.
- Software Tools: Mention tools such as SPSS, R, NVivo, or Excel used for data analysis.

## **Ethical Considerations**

- Informed Consent: Ensuring participants are fully informed about the study's purpose, procedures, and potential risks, and providing consent.
- Confidentiality and Anonymity: Protecting the identity and data of participants.
- Harm Avoidance: Ensuring the research causes no physical or psychological harm to participants.
- Research Approval: Obtaining approval from relevant organs before proceeding.

## **CHAPTER FOUR**

### **DATA ANALYSIS, PRESENTATION, INTERPRETATION AND DISCUSSION**

Title: Presentation and Discussion of Results

1. Introduction
2. Response rate
3. Data screening
4. Present descriptive analysis results then discuss, show implications and compare
5. Present Inferential analysis results then discuss, show implications and compare

For numerical data, the statistical analysis should be presented. This could include descriptive statistics (mean, median, mode), inferential statistics (t-tests, ANOVA, regression analysis), and any trends or patterns you observed. For non-numerical data, you might organize themes, categories, or patterns emerging from interviews, focus groups, surveys, or textual data. You might also provide coding. Charts, tables, graphs, or visuals will be used to clearly display the results. Data presentation is where you present the raw findings without any interpretation. For example:

Bar graphs for comparisons, Pie charts for proportions, Tables for showing specific numbers, **Data interpretation** is where you explain the meaning behind the results. **Discussion** is where you compare your findings with existing literature i.e are the results consistent with previous studies or do they challenge the existing knowledge. Discuss the limitations of your study and implication to future results.

This Chapter should be written in an organized way, should be clear and concise, use active voice and link back to your research question

## CHAPTER 5

### SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATIONS

#### 1. Introduction

2. Summary of findings should provide a concise recap of the key results from your study. Its should Focus on key findings by Summarizing the most important data and results that directly address your research questions or objectives. It should be **concise** by providing a snapshot of the results and how they answer the research questions and should be made easy to follow by breaking down the findings clearly using paragraphs

3. Conclusion is guided by the general objective of the study. The conclusion is where you draw overall inferences from your findings and relate them back to the broader context. It involves; Restating the research objectives, Summarizing the key takeaways by Briefly explain the main conclusions based on the findings. What did you learn from the study, and how do the results address the research questions? Tie findings back to the literature: Reflect on how your results fit with or challenge previous research discussed in Chapter Two. This gives your conclusion depth and context. Avoid new information: The conclusion is not the place for new findings or data. Stick to the analysis you've already presented.

4. Recommendation section suggest practical applications of your findings or ideas for future research. It should Provide actionable suggestions: Recommendations should be based on your findings. These can be aimed at practitioners, policymakers, or other stakeholders

5. Suggestions for further studies. If relevant, suggest areas where further research is needed to explore unanswered questions or build on your findings. Be specific and Provide clear and feasible recommendations. General statements are less helpful.

## REFERENCES

- a) Referencing acknowledges the sources that the researcher uses to write the proposal/thesis.
- b) The reference list includes details of the sources cited in the proposal. It thus, should start on a separate page at the end of the preceding chapter.
- c) Every item cited in the reference list must have been cited in the proposal/thesis.
- d) For citation within the text the format of author and year of publication is recommended.
- e) The reference list should be single-spaced and listed alphabetically, with hanging indents used for the second and subsequent lines of each entry.
- f) References shall be American Psychological Association (APA) 7th Edition

## **APPENDICES**

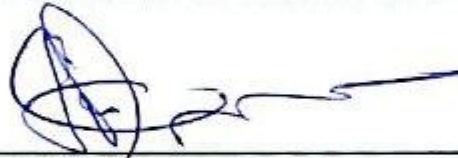
The appendices may include any of the following:

1. Letter of consent
2. Research Proposal approval letter from University
3. NACOSTI permit
4. Research instruments
5. Printout of raw data outputs
6. Antiplagiarism certificate
7. Publication certificate

**APPROVAL OF SGS MANUAL FOR PROPOSAL AND THESIS WR**

This 12TH Day of AUGUST 2025

**Signed for and on behalf of Kibabii University Senate**



---

**VICE-CHANCELLOR OF KIBABII UNIVERSIT**

