EL7035 Dissertation Lectures: Session 4 - The Discussion Chapter

TASK ONE: How does the organisation of the discussion chapter link to the student’s research questions?

1. INTRODUCTION
This research study seeks to answer the following research questions:
1) How do mixed race people view the way they are represented in mainstream media?
2) What are the uses of social media by mixed race people and what needs are fulfilled?
3) How important is social media in terms of their identity formation?

5. RESULTS AND DISCUSSION.
5.1 Multiple Identities
5.2 Mixed race identity and gender
5.3 Media representations of mixed race
5.4 Navigating mixed race and social media
5.5 Creating new identities
5.6 ‘Produsage’
5.7 Cheerios Commercial
5.8 The way forward

Adapted from an MA in Mass Communications, Media & Public Relations dissertation.

TASK TWO: How does the organisation of the discussion chapter link to the student’s research questions?

3. RESEARCH QUESTIONS AND METHODOLOGY
3. 1. Research Questions
This research seeks to address the following questions:
1. What is the level of awareness of Colombia Brand Image in the British Generation Y?
3. What is the Colombian image perception held by British Generation Y? It is a Positive or negative association?
4. How this perception was created?

4. FINDINGS AND ANALYSIS
4.1 Introduction
4.2 Colombian Brand Awareness
4.3 Colombian image perception
4.3.1. Positive attributes
4.3.2. Negative attributes
4.4. Nation image creation: Channels and Correlations
4.4.1. Communication channels
4.4.2. Relationship analysis - Nation Brand perception
4.4.2.1. Gender and brand perception
4.4.2.2. Age and brand perception
4.4.2.3. Post visit and brand perception
4.4.2.4. Colombian products and brand perception

Adapted from a Masters in Business Administration (MBA) dissertation.
TASK 3: What type of language does the student use to report her results?

About 80 percent of the participants who identified themselves as mixed race said that their identity had changed over the years and continues to change. This was articulated by Shana, who stated:

*I think all mixed race people, regardless of their background or identity have experimented with trying out different identities to see which one is actually who we are, before we realise when we are adults that we don’t have to pick just one.*

Very few participants chose the specific term ‘mixed race’ to describe themselves, but several said that they would definitely answer to this term or feel a connection to it. One respondent, Fanshen, rationalised how she chooses to identify herself: “It’s changed, of course, and changes pretty much daily, but lately I’ve been very comfortable with I’m a ‘culturally mixed woman searching for racial answers’”.

Adapted from the Results chapter of an MA in Mass Communications, Media & Public Relations dissertation.

TASK 4: How does the student

- relate their findings to their research questions?
- relate their findings to other findings / literature in the field?
- speculate/interpret what their results might mean?

Discussion of Findings, Theme 1: Deficit of governance and operational requirements

The theme above is relevant to the question; what is fuelling domestic terrorism in Nigeria? In response to this question, most of the respondents mentioned deficit of governance as well as poverty. Some of the respondents attributed the terrorist insurgency problem to the failure to maintain border control by the government. They stated that this gives the terrorists the ability to get across the border to the neighbouring Republics of Chad and Niger to evade the security forces while also providing sanctuary to train and collaborate with other Al Qaeda linked terrorists. However, most respondents felt that the failure of government to adequately address issues of poverty, illiteracy and unemployment are key factors which are fuelling the domestic terrorist insurgency. The fact that all the respondents mentioned these socioeconomic factors may well indicate that there is the possibility of these factors having direct or indirect link with the problem. Nevertheless, this is not supported by empirical findings by Western scholars which show that there little correlation between terrorism and corruption (Teets and Chenoweth, 2009) and poverty or level of education (Gupta, 2005; Malečková, 2005). However, findings by some African and Middle Eastern scholars differ (for example, Imobighe 2009; Oshita, 2009; Ahmed, 2005; Muhammad, 2005). In the latter scholars' findings, the cause of terrorism is attributed to the frustration-aggression hypothesis triggered by socioeconomic deprivation leading to frustration and hopelessness. This trend is equally observed in the reviewed literature for this study and indeed the findings on the cause of domestic terrorism in Nigeria where terrorism is connected to poverty, unemployment, illiteracy and corruption (for example Bagaji et al. 2012; Maiangwa et al., 2012; Imobighe, 2009; Oshita, 2009).

Adapted from the Findings and Discussion chapter of an MSc in Terrorism, Security and Policing dissertation.