

Honors Research Project Proposal


Please Print

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Title of Proposed Project: The Impact of Social Media on the Participant Turnout of an Event	
Major: Communication	Graduation (semester/year): Spring 2022

Please include a brief (maximum 200 words) summary of your proposed project

For my Honors Research project, I will be creating and implementing a social media plan to promote a charity 5k that will benefit Akron Children's Hospital. This social media plan will identify a target audience and key publics and use research on these publics to identify the best platforms to utilize in order to reach them. I will create content that will engage my audience and encourage them to participate in the 5k race. After developing and utilizing this social media plan and after the conclusion of the event, I will compare the participant turn out from the current event to previous years the event was hosted. Using this data, I will analyze the effectiveness of my social media campaign and decide whether or not social media can impact the participation of an event.

Approval:

Honors Course No.: 7600:485	No. of Project Credits: 3
Honors Project Sponsor Signature/Date <div style="display: flex; justify-content: space-between;"> Print name McKenna Vietmeier Email: mvietmeier@uakron.edu </div>	
Reader Signature/Date <div style="display: flex; justify-content: space-between;"> Print name Rhiannon Kallis Email: rkallis@uakron.edu </div>	
Reader Signature/Date <div style="display: flex; justify-content: space-between;"> Print name Julie Cajigas Email: julieca@uakron.edu </div>	
Honors Faculty Advisor Signature/Date <div style="display: flex; justify-content: space-between; align-items: center;"> <div style="text-align: center;">  Print name Kathleen D Clark </div> <div style="text-align: center;"> 9/30/2020 Email: kclark@uakron.edu </div> </div>	

Your approved cover sheet and proposal must be submitted to the Williams Honors College through IdealExchange



Williams Honors College
The University of Akron
Akron, OH 44325-1803

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Congratulations! The inception of your Honors Research Project represents the beginning of your last phase as an undergraduate student at The University of Akron. As a member of the Williams Honors College you have maintained an outstanding academic record that has hopefully prepared you for this independent project. Your Honors Research Project Proposal is an important component of your overall project. In particular it provides a guideline and timetable for the work to be accomplished and ensures that the expectations of the project sponsor and readers are clearly defined. When preparing your written description please include the following sections:

1. **Goals and Objectives:** In the initial section of the proposal, describe the specific research questions to be addressed, as well as the goals and objectives of the project. What are the motivations for the work and the benefits if successful? This section should be written at a level that is readily accessible for non-experts in the field of study.
2. **Methodology:** Then, discuss the work to be undertaken including the methodology used. How will the goals and objectives be met and the questions described above be answered? Does this work build significantly on existing research and efforts? This section can be more in-depth than the previous section, but should still be understandable by someone in the field of study. **Please include a tentative timeline for the efforts with projected intermediate project deadlines.** While the timeline is subject to change as the research progresses, it provides an initial guide for the work to be undertaken and is an important part of the proposal. Proposals without a timeline will not be approved.
3. **Outcomes:** Describe the final output of this project, including the written report for the Honors College. If the project is to be performed or presented publicly, what will be the expected event and audience?
4. **Academic Impact:** Finally, please describe how you see your Honors Research Project building on and adding to your undergraduate experience and knowledge. How does this project serve as an enveloping experience for the undergraduate major? What is expected to be applied from the curriculum and learned from the outcomes?

Any references cited can be included in a final section when appropriate. The length of your written description is expected to be 3–5 pages. For projects involving more than one Honors student, please submit a single project description, but with a separate and completed cover sheet for each student. In addition, please include a statement regarding the expected responsibilities for each Honors student.

Provide copies of the completed proposal (cover sheet and project description) to your project sponsor, your readers, and your Honors Advisor for their approval. Once approved your proposal should be submitted online through IdeaExchange. You will be notified by email once your project proposal has been reviewed by the Williams Honors College.