

UNIVERSITY OF NORTH TEXAS  
Department of Geography

GEOG 4220/5220  
Applied Retail Geography  
Dr. Murray Rice

## Research Report: Expectations

The following is a basic summary of what I expect you to include in your term project for this class. Graduate students (GEOG 5220) should speak with me for additional guidelines.

- TITLE PAGE

The report should have an interesting title that accurately describes the contents of the report. “Report for GEOG 4220” is not an interesting title, or a title that gives any clue as to what might be inside. Think about what might make someone want to read your report – what would make someone care about your topic? Try to include some key words in your title that would be important in defining what your project is all about.

- TABLE OF CONTENTS

- ABSTRACT

The abstract should summarize the topic, central question, key findings, and conclusions. It should not exceed one typed page (double spaced) in length (approximately 200 words).

- INTRODUCTION

The first page or two should acquaint the reader with the general area of inquiry. What is this area, and why should your reader be interested in it? Define your paper’s purpose in this section, including the city or issue that forms your focus. Having a clear “research question” is important.<sup>1</sup> This introductory section should be about one double-space/typed page in length (approximately 200 words).

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<sup>1</sup> See the separate “research question” handout for more on this.

- BACKGROUND/ LITERATURE REVIEW

This section is a review of the background and key sources you can find relating to your project topic. I expect you to do a thorough search of articles from the popular media and other data sources (people, government sources, etc.) you may have access to. Discuss any limitations or issues relating to the information sources you are using. This section should be approximately two typed pages (double spaced) in length (approximately 400 words), not including any maps or other illustrations you may wish to include.

- CASE STUDY AND RESULTS

Outline your findings. Your emphasis here should be on presenting your results in as clear and interesting a way as you can possibly manage. Invest time and space to do this well. This section should be approximately four to five typed pages (double spaced) in length (approximately 800 words), again not including any maps or other illustrations you may wish to include.

- DISCUSSION AND CONCLUSION

This section will discuss the meaning and significance of your results. Refer back specifically to your original objectives as well as to your findings, and discuss what your results mean for the region or situation you are studying. It is important that you develop some ideas, and link your discussion to concepts introduced in class, as well as summarizing your results. This section needs to be a strong point of your work. This section should be approximately two to three typed pages (double spaced) in length (approximately 400 words).

- LITERATURE CITED

List at the end of your report only those materials you used in the paper (you must cite in the body of your paper the sources you have consulted in your research). List your source references in a format consistent with a major geography journal (Annals of the AAG, Professional Geographer, The Industrial Geographer, Urban Geography, Economic Geography, etc.). This section will likely be a page or two in length.

- OVERALL

Overall, the length of the total paper should be around 2000 words, including the abstract. You should include maps, charts, or other graphical materials to supplement the text of your report: “a picture is worth 1000 words”. Geography isn’t only about maps, but they sure help.