



FIRST STEP: Introduction Chapter (of a Thesis)

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So now you have a clear idea of what to do for your research project but you don't know how to start your thesis?

No worries! We've got your back. Here are some (hopefully) useful tips to do a great job and impress your reviewers!

First of all: There is **NO** specific correct way to structure the Introduction chapter. But I suggest you to cover the following structure:

1. Introduction

1.1 Personal Motivation

1.2 Research Aims and Objectives

1.2.1 Aim

1.2.2 Objectives

1.3 Structure of the Thesis

So now let's discuss each topic in detail so that you don't miss anything and can look impressively smart!



1. Introduction

Imagine that your grandma is going to read your thesis and it is entitled “Applying Machine to Machine Interaction to Improve Sustainability Practices in Music Festivals”.

Would she know what “Machine to Machine Interaction” is? (Maybe she does and even more than us two put together!). **But let’s assume she has no clue!**

Would she know which sustainability practices are done in music festivals? (Well, maybe she went to Woodstock in 1969, had an affair with Jimmy Hendrix and helped them reduce water consumption!). **But let’s assume she has no clue of what it is!**

This is exactly the point of an introduction! The reader (whoever he/she may be!) has to be able to read your introduction and have an OVERALL idea and be **FAMILIARIZED** with the **CONTEXT** of your study.

So how do you do it? SIMPLE.
Do the following:

- **Introduce and explain BASIC concepts of your thesis to your reader for the first time in a simple way** (leave the detailed descriptions for your Theoretical background/Literature Review). On the example above, you would explain:
 - “Machine to Machine Interaction”. For example:
 - What is it? When did it start?
 - Sustainability Practices applied in Music Festivals
 - Which are they? What are examples of practices applied to music festivals?
- **Present reliable industry DATA.**



- What is the trend within the industry sector/product type/service type you are discussing? In the last decade, has it increased? Decreased? How large is the global/regional market size? What are sales volumes of key players?
- Use **RELIABLE** sources for your data: renowned institutions and organizations, research groups, scientific publications.
- Make sure to **REFERENCE** all your data.

1.1 Personal Motivation

Here is the section of the thesis where you describe what is your motivation for conducting a study on this topic.

In other words: Explain why you are writing about “Applying Machine to Machine Interaction to Improve Sustainability Practices in Music Festivals” and not about any other random topic such as: “If there is life in other planets, aliens would also be fans of The Beatles”.

So how do you do it? **SIMPLE.**
Do the following:

To explain your motivation and why you chose this topic you should ideally be very personal and even write this section in first person (*other academics might disagree with me on this, but it's ok*).

And keep this section **SHORT**. Two **GOOD** paragraphs should be enough.

1.2 Research Aims and Objectives

Here it is **VERY SIMPLE**. You have read the recommendation on **MusicStats.org** on “Structuring a Research Project (or Thesis) Idea”, right? **NO?** (Oh man, it's not easy being your supervisor. Honestly!). So go check the site for it!



If you have (Good on you, I'm proud!), then simply describe your aim under a subsection 1.2.1 and under 1.2.2 your objectives.

The objectives on 1.2.2 can even be stated on bullet points.

1.3 Structure of the Thesis

And here it is absolutely easy!

Even if you have a headache, your team has lost, you ran out of Oreo Ice cream Sandwich on the fridge and your 6 year old neighbor is learning to play the violin, you can still write this section.

It will only take you one or two paragraphs to describe in GENERAL terms what will be discussed on the following chapters.

ONE SUGGESTION: Leave this for last and only write it once you have finished the entire thesis.

SUMMARY

So basically you should have done the following on this chapter:

1. **First you have familiarized your reader with the context of your study,** regardless of who is reading (Your former hippie grandma or Michael Jordan).
2. **You have familiarized the reader with YOU, by explaining WHY you are writing about this topic.**
3. **You have explained what the thesis will be about.**
4. **Finally you have anticipated the reader with what he/she/it will face on the coming chapters until the end of the thesis.**

So now you are **DONE** with Chapter one and can focus on the rest of the thesis!

(In case you want to thank me later: I accept beer and/or Whiskey).



"To play a wrong note is **insignificant**;
To play without passion is **inexcusable**."
(Ludwig van Beethoven)