



Every Community College Student Can Be A Creative Researcher!



# 2021 GUIDEBOOK

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[www.collegeleap.cc/crc](http://www.collegeleap.cc/crc)





# 2021 GUIDEBOOK

COLLEGE LEAP  
BERKELEY, CALIFORNIA

[www.collegeleap.cc/crc](http://www.collegeleap.cc/crc)  
[team@collegeleap.cc](mailto:team@collegeleap.cc)

Building a national community for community college students to acquire leadership experiences, practice major-specific skills, receive internship opportunities, give back to local communities, improve transfer readiness, and eventually make smooth transitions to four-year institutions.



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# 1 SECTION ONE

## COLLEGE LEAP



### College Leap

College Leap is a nonprofit founded at UC Berkeley in 2019 to build a national community for community college students to acquire leadership experiences, practice major-specific skills, receive internship opportunities, give back to local communities, improve transfer readiness, and eventually make smooth transitions to four-year institutions.

Since its incorporation, College Leap has successfully launched a series of national programs such as National Business Plan Competition (NBPC), a virtual business plan competition for students who are into entrepreneurship, Transfer Student Panel Series (TSPS), a program featuring high-achieving transfer student panelists at the top-tier universities, Career and Internship Preparation Seminars (CIPS), a sequence of seminars to equip students with adequate skills for internships.

Besides all programs, College Leap also sets up chapters at community college campuses to serve a broader community while providing more tailored programs and resources. So far, College Leap has established more than 20 chapters across 3 states.



# 2

## SECTION TWO

### CREATIVE RESEARCH CHALLENGE (CRC)



### Creative Research Challenge (CRC)

Creative Research Challenge (CRC) is an annual program initiated by the Social Science Council at College Leap to provide community college students nationwide an opportunity to conduct independent creative research around an annual theme. With the belief that “every community college student can be a creative researcher,” CRC encourages participants to:

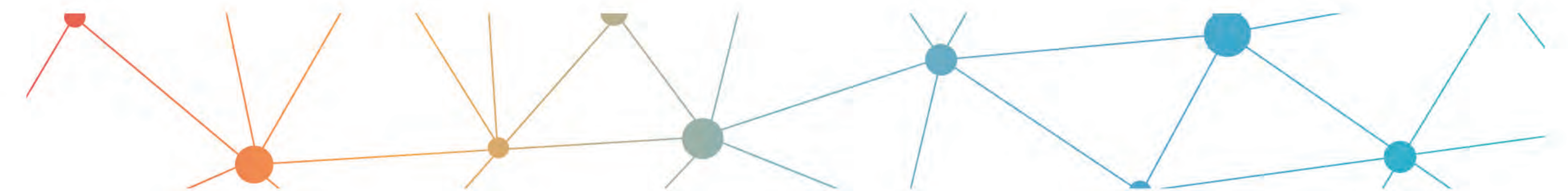
select research topics that are intriguing, relevant, and important to themselves,  
*not necessarily the ones that are considered as academic;*

make full use of credible resources and information available to them,  
*not only academic sources;*

adopt research methods that could help them best achieve research goals,  
*not those most commonly used.*

By turning research from an activity exclusive for academia into a learning process that every community college student would take part in, CRC would offer a special journey for participants to learn basic research skills, gain deeper understandings of their own fields, and experience how tightly research is related to everyday life.

While all research need to relevant to the annual theme, participants can choose to conduct their research in one of the four tracks CRC provides. To equip all participants with fundamental research skills and knowledge, CRC provides a series of workshops held by experienced social science researchers at UC Berkeley, Columbia, and Stanford. Besides, all participants who pass the first-round could access the office hours held by graduate/undergraduate student researchers at these universities as well.



#### A. Eligibility:

All participants must be currently enrolled in a community college within United States and in good academic standing. There are no restrictions or limitations on citizenship, age, gender, or orientation. Participants can choose to compete as individuals or in a team up to 5 members.

B. Rounds:

There are a total of three rounds for CRC. In the first round, you will submit a research proposal by answering the questions within the word limits. At this point, you don't need to have the whole research ready or even started. However, you do need to choose a focused research topic in one of the four tracks—Psychology, Sociology, Economics/Business, and Political Science—and conceive a clear research plan in mind as you will be asked to answer questions on background, anticipated results, research methods, etc, in your proposal. A sample proposal and proposal grading metric can be found in the later sections of this guidebook. A limited amount of proposals will be selected to the next round in which you will need to conduct your research with the help from your advisors and CRC advisors who are experienced undergraduate and graduate researchers in social sciences. The deliverables for this round will be a deck containing your research process and findings, a 3-5-minute video recording of your team presenting the deck, and a 2-page extended abstract. All extended abstracts will be included in College Leap 2021 Community College Student Research Journal (CCSRJ).

For each track, one or two teams will be invited to virtually present their research on 2021 Community College Student Research Forum (CCSRF), where the directors and faculty from Stanford, UC Berkeley, Columbia University and other relevant institutions will be judges and present feedback.

C. Important Deadlines



D. Resources from CRC

**Workshops:** a total of five research workshops will be held to introduce the basic research skills and help students come up with research topics for participants. All workshops will take place in February and March before the deadline of the first round;

**Office Hours:** there will be experienced undergraduate and graduate hosting office hours to help second-round participants one-on-one with their research.

E. Awards and Certificates

1. All participants who register to all workshops and submit the proposal will be eligible to a participation certificate;
2. Second Round participants will become College Leap Certified Creative Researchers, and their extended abstracts will be included in the research journal;
3. Final Round participants will become Honor Creative Researchers. Several awards will be given to teams who receive positive feedback from the judges;

F. 2021 Theme

Since the outbreak of COVID-19 last December, it has changed almost every facet of the world. From local business to higher education, from personal lifestyle to the world economy, from unemployment to political policies, COVID-19 is rapidly rearranging some fundamental components of our society, leading to social upheavals that would outlive the virus itself. While we are mourning for the lives lost, the world also witnesses the emerging opportunities in various fields.

This year, our annual research theme will be COVID-19. We encourage you to examine the theme through different social science fields' lens, and choose a topic to dive in and conduct your creative research on. Feel free to unleash your creativity in picking the topic as long as it is relevant to the theme and within one of the four tracks. (Tips: a more focused, specific and narrowed topic will usually generate better research than a general topic)

You could focus your research on evaluating a social change, an emerging opportunity, an industrial trend, a coping method, or wellbeing of a specific group, just to name a few.

G. Four Tracks:

When you submit your research proposal, you will be asked to pick one track from the four that could best describe your research. The four tracks are Psychology, Sociology, Economics/Business, and Political Science. Here are some sample topics for each track to give you an idea:

Psychology:

i.e. "How has Covid-19 has influenced the psychological health of international students at community colleges?"

Sociology:

i.e. "How is teenagers' Internet usage affected by work-from-home policy?"

Political Science:

i.e. "What is Covid-19's influence on 2020 election"

Business/Economics:

i.e. "How does organizational structure change due to quarantine?"

It is completely normal to have a topic that fits in more than one track. You should choose the track that could best describe your research topic. You can NOT submit one research in multiple tracks. However, you are allowed to submit different proposals in the same or different tracks.

H. Registration:

please find detailed information on the event homepage at [collegeleap.cc/crc](https://collegeleap.cc/crc)



3 SECTION THREE

RESEARCH PROPOSAL  
SAMPLE & GUIDELINES



# 1. Proposal Sample

## SAMPLE

Community College: YOUR COLLEGE NAME  
Track: Business & Economics  
Topic: research market and identify opportunities in tech industries in the U.S. for starting new businesses during the Covid-19 pandemic  
Authors: YOUR NAMES  
Advisor: Professor at Your College

### Introduction/Background

As of August 2020, 163,735 businesses have been closed in the U.S. due to the global pandemic. However, along with disruptions, new business opportunities have also arisen inevitably, including but not limited to remote working and virtual assisting. Thus we aim to look into the market opportunities that arose in the U.S. tech industry as a result of Covid-19.

### Objective/Significance

New innovations invented in response to the current pandemic, to some extent, have supported the businesses to keep functioning and gave some tech companies tremendous momentum to grow in a short time. Therefore, this study will identify opportunities in the tech industry that have the market potential for startups during and after the pandemic.

## GUIDELINE

Within 100 words

What is the background for your research? Why do you care?  
Use succinct sentences to describe your research topic.

Within 50 words

What is the goal of this research?  
Why is it important?

## SAMPLE

## GUIDELINE

### Methods

Within 100 words

Analyzing the number of investments in tech startups and categorizing them into different tech industries like EdTech, FinTech, etc. to see what type of product/service has great potential; how daily transactions/interactions shifted from before the pandemic today and how consumer buying habits/demands changed; identifying them by comparing current market/industry data with data in the past, analyzing surveys, government and tech publications, newspapers, etc; and analyzing problems and implications due to Covid-19 and researching how to solve the problems with tech. Identifying traditional businesses going bankrupt due to Covid-19 and researching how to revolutionize using tech.

We list in the following part some of the most popular research methods used in social science fields. However, please don't limit yourself to these options and feel free to come up with unique methods that work the best with your topic. What research methods will you use? Briefly describe your anticipated research process.

### Anticipated Results

Within 50 words

As a result of the pandemic, numerous real-world problems have arisen, which require solutions at a fast-paced level. Thus entrepreneurs in the tech industry focusing on innovative opportunities in response to the unprecedented situation are likely to succeed at higher rates than those operating within the established framework of industries.

### Significance of the Project

Within 50 words

The economy is in recession and a lot of people struggle with unemployment and getting new jobs. This research will help identify market opportunities that are tech integrated and in the tech industry, so as to help entrepreneurs succeed in starting a new business during Covid-19.

### Sources

3-5 Sources

<https://www.cnbc.com/2020/09/16/yelp-data-shows-60percent-of-business-closures-due-to-the-coronavirus-pandemic-are-now-permanent.html>

What are the sources you would use to research? Don't limit your imagination on what you can rely on to conduct research.

| SAMPLE                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | GUIDELINE                                                                                                                                         |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>Track: Sociology</p> <p>Contributing authors: Bill Wang</p> <p>Topic: Discovering Parental Control From The Parents' Perspective: Concerns, Internet Behaviors, and Parent-Child Relationships</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                   |
| <p><b>Introduction/Background</b></p> <p>A report updated in May 2020 shows that in 2018, near 94% of children from 3- to 18-year-olds had internet access at home (National Center for Education Statistics). Particularly, during the COVID-19 pandemic, the risk of developing negative internet behaviors or being exposed to inappropriate content is largely increased. While UNICEF encourages parents to use parental control to better regulate online activities and protect children (Guidelines, 2020). However, there is less research emphasizing the topic of internet parental control. Narrowing it down more specifically to the intersection of internet behaviors and Parent-Child relationships, only a few studies can be found.</p> | <p>Within 100 words</p> <p>What is the background for your research? Why do you care? Use succinct sentences to describe your research topic.</p> |
| <p><b>Objective/Significance</b></p> <p>This study focuses on child internet behaviors under Internet parental control, and how parental control can influence positive online behaviors under Covid 19. The central questions are: (1) How does parental control influence child and adolescent internet behavior? (2) How does parental control influence parents' and children?</p>                                                                                                                                                                                                                                                                                                                                                                     | <p>Within 50 words</p> <p>What is the goal of this research? Why is it important?</p>                                                             |

| SAMPLE                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | GUIDELINE                                                                                                                                                                                                                                                                                                                                                          |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p><b>Significance</b></p> <p>With the popularity of internet-accessible digital devices, children and adolescents can easily gain access to the internet, however, harmful content may also flood the internet, like pornography or hate speech. Especially during the COVID-19 pandemic, where children and adolescents are spending more time on the internet because of remote schooling.</p>                                                                                                                                                                                                                                                      | <p>Within 50 words</p>                                                                                                                                                                                                                                                                                                                                             |
| <p><b>Methods</b></p> <p>For the methods of data collection and data analysis, this study will adopt a qualitative research methodology by interviewing participants since the variables are more subjective and exploratory. This type of methodology would also bring an in-depth understanding of internet use and safety by collecting conversations and stories from the parents' perspective.</p>                                                                                                                                                                                                                                                | <p>Within 52 words</p> <p>We list in the following part some of the most popular research methods used in social science fields. However, please don't limit yourself to these options and feel free to come up with unique methods that work the best with your topic.What research methods will you use? Briefly describe your anticipated research process.</p> |
| <p><b>Anticipated Results</b></p> <p>We anticipate that, when using internet parental control, various concerns from the parent would lead to the use of different features that shape particular internet behavior. We also anticipate that internet parental control would shape positive internet behaviors, however, it would bring negative factors to Parent-Child relationships.</p>                                                                                                                                                                                                                                                            | <p>Within 47 words</p>                                                                                                                                                                                                                                                                                                                                             |
| <p><b>Sources</b></p> <p>"Children's Internet Access at Home." Accessed December 11, 2020. National Center for Education Statistics. <a href="https://nces.ed.gov/programs/coe/indicator_cch.asp">https://nces.ed.gov/programs/coe/indicator_cch.asp</a></p> <p>"Guidelines for Parents and Educators on Child Online Protection 2020." Guidelines for parents and educators on Child Online Protection, 2020. <a href="https://24bbaad2-2465-43e7-a713-75d2e733dbb8.usrfiles.com/ugd/24bbaa_f8a17ad2a3b_94490add9a586ce4b6db8.pdf">https://24bbaad2-2465-43e7-a713-75d2e733dbb8.usrfiles.com/ugd/24bbaa_f8a17ad2a3b_94490add9a586ce4b6db8.pdf</a></p> | <p>3-5 Sources</p> <p>What are the sources you would use to research? Don't limit your imagination on what you can rely on to conduct research.</p>                                                                                                                                                                                                                |

## 2. Popular Research Methods in Social Sciences

Here are some popular social sciences research methods covered by Prof. Anol Bhattacharjee from University of South Florida in his Social Science Research: Principles, Methods, and Practices.

### Experimental studies

Experimental studies are those that are intended to test cause-effect relationships (hypotheses) in a tightly controlled setting by separating the cause from the effect in time, administering the cause to one group of subjects (the “treatment group”) but not to another group (“control group”), and observing how the mean effects vary between subjects in these two groups. For instance, if we design a laboratory experiment to test the efficacy of a new drug in treating a certain ailment, we can get a random sample of people afflicted with that ailment, randomly assign them to one of two groups (treatment and control groups), administer the drug to subjects in the treatment group, but only give a placebo (e.g., a sugar pill with no medicinal value).

### Field Surveys

Field surveys are non-experimental designs that do not control for or manipulate independent variables or treatments, but measure these variables and test their effects using statistical methods. Field surveys capture snapshots of practices, beliefs, or situations from a random sample of subjects in field settings through a survey questionnaire or less frequently, through a structured interview. In cross-sectional field surveys, independent and dependent variables are measured at the same point in time (e.g., using a single questionnaire), while in longitudinal field surveys, dependent variables are measured at a later point in time than the independent variables.

### Secondary data analysis

Secondary data analysis is an analysis of data that has previously been collected and tabulated by other sources. Such data may include data from government agencies such as employment statistics from the U.S. Bureau of Labor Services or development statistics by country from the United Nations Development Program, data collected by other researchers (often used in meta-analytic studies), or publicly available third-party data, such as financial data from stock markets or real-time auction data from eBay. This is in contrast to most other research designs where collecting primary data for research is part of the researcher’s job.

### Focus group research

Focus group research is a type of research that involves bringing in a small group of subjects (typically 6 to 10 people) at one location, and having them discuss a phenomenon of interest for a period of 1.5 to 2 hours. The discussion is moderated and led by a trained facilitator, who sets the agenda and poses an initial set of questions for participants, makes sure that ideas and experiences of all participants are represented, and attempts to build a holistic understanding of the problem situation based on participants’ comments and experiences.

### Action research

Action research assumes that complex social phenomena are best understood by introducing interventions or “actions” into those phenomena and observing the effects of those actions. In this method, the researcher is usually a consultant or an organizational member embedded within a social context such as an organization, who initiates an action such as new organizational procedures or new technologies, in response to a real problem such as declining profitability or operational bottlenecks.



# 4 SECTION FOUR

## RUBRICS FOR RESEARCH PROPOSAL (FIRST ROUND)



### Rubrics for Research Proposal (First Round)

#### 01. Content & Organization (50’):

##### Background/Introduction(10’)

**Accomplished:** The proposal introduces the research topic in a succinct and effective way and provides sufficient context information for readers.

**Developing:** The proposal introduces the research topic and provides some background information.

**Beginning:** The proposal introduces the research topic unclearly or provides no background information.

##### Objective/Significance (10’)

**Accomplished:** The proposal offers appealing yet reasonable goals for the research as well as logical reasons to support the importance of the research.

**Developing:** The proposal presents goals for the research and some reasons for importance.

**Beginning:** The proposal has no clearly stated goals or reasons.

##### Methods (10’)

**Accomplished:** The proposal includes one or more appropriate research methods, based on the purpose of the research, and clearly demonstrates how they would serve the goal.

**Developing:** The proposal includes one or more research methods and demonstrates how they would serve the goal.

**Beginning:** The proposal includes no research methods or is unable to demonstrate the application.

##### Anticipated Results (10’)

**Accomplished:** The proposal outlines one or more potential research results that could be explained perfectly by logical reasoning and facts.

**Developing:** The proposal outlines one or more potential research results.

**Beginning:** The proposal includes no research results or ones that could hardly be logically explained.

##### References (10’)

**Accomplished:** The proposal provides three to five high-quality sources in a variety of sources. Sources include both general background sources and specialized sources.

**Developing:** The proposal provides three to five relevant sources.

**Beginning:** The proposal provides less than three sources.

## 02. Grammar and Writing (10’):

**Accomplished:** The proposal is edited and corrected for grammar, mechanics, and spelling errors.

**Developing:** The proposal contains some minor grammar, mechanics, or spelling errors.

**Beginning:** The proposal was difficult to follow with no clear main idea and details that don’t match with main idea.

## 03. Theme Relevance (20’):

**Accomplished:** The research topic indicates high level of relevance with the annual theme, COVID-19 for 2021.

**Developing:** The research topic indicates some level of relevance with the annual theme, COVID-19 for 2021.

**Beginning:** The research topic indicates no level of relevance with the annual theme, COVID-19 for 2021.

## 04. Creativity (20’):

**Accomplished:** The proposal demonstrates high levels of creativity in one or more of research topic, research methods, and sources.

**Developing:** The proposal demonstrates creativity in at least one of research topic, research methods, and sources.

**Beginning:** The proposal doesn't demonstrate creativity in any one of research topic, research methods, and sources.

# 2021 GUIDEBOOK

Creative Research Challenge (CRC) is an annual program initiated by the Social Science Council at College Leap to provide community college students nationwide an opportunity to conduct independent creative research. With the belief that “every community college student can be a creative researcher,” CRC encourages participants to:

- select research topics that are intriguing, relevant, and important to themselves, not necessarily the ones that are considered as academic;
- make full use of resources and information available to them, not only academic sources;
- adopt research methods that could help them best achieve research goals, not those most commonly used.

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