

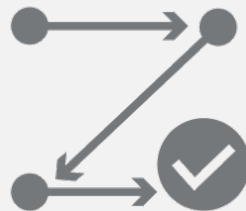
# Writing Specific Aims



Why



What



How



“Shopping around”  
with your application

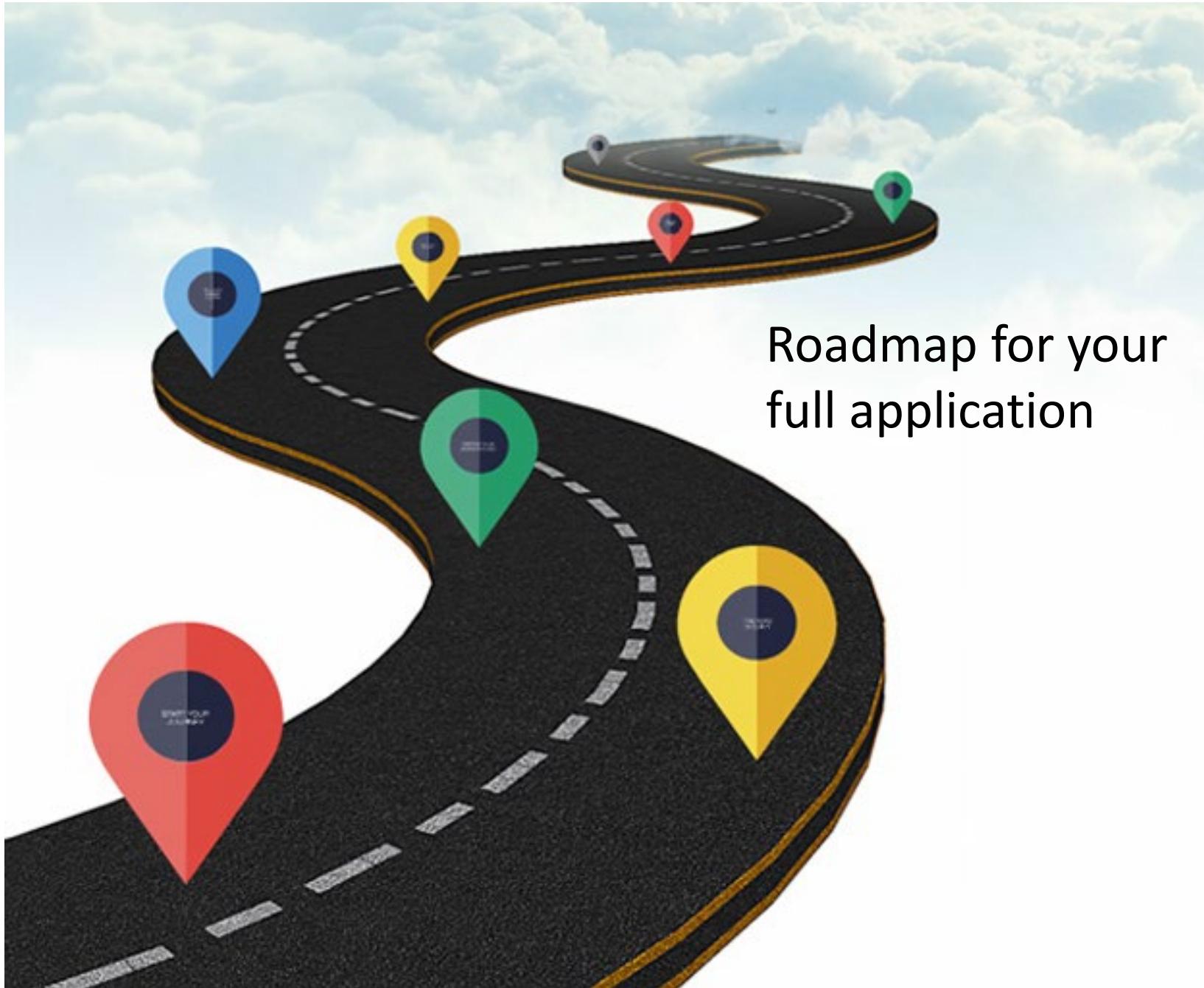


Sharpen your questions,  
methods, outcomes



# REVISE

- RE-SEE
- ALIGN STRUCTURE
- ALIGN THESIS



Roadmap for your  
full application

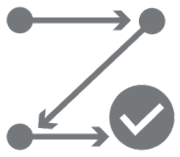


**MOST  
IMPORTANT**

Your application in  
miniature



Make a  
good first  
impression

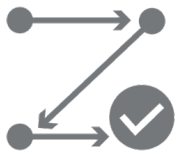


Wide angle



Public health significance



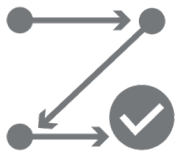


Identify a critical gap...



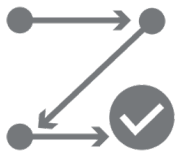
...that you plan to fill.



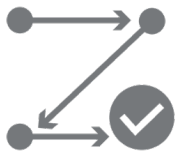


“The broad aim of this study is...”

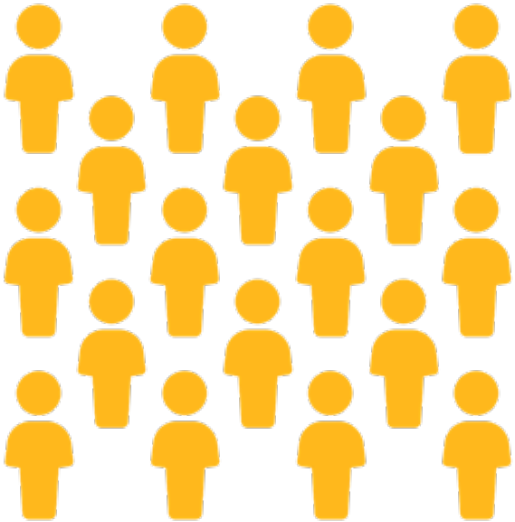


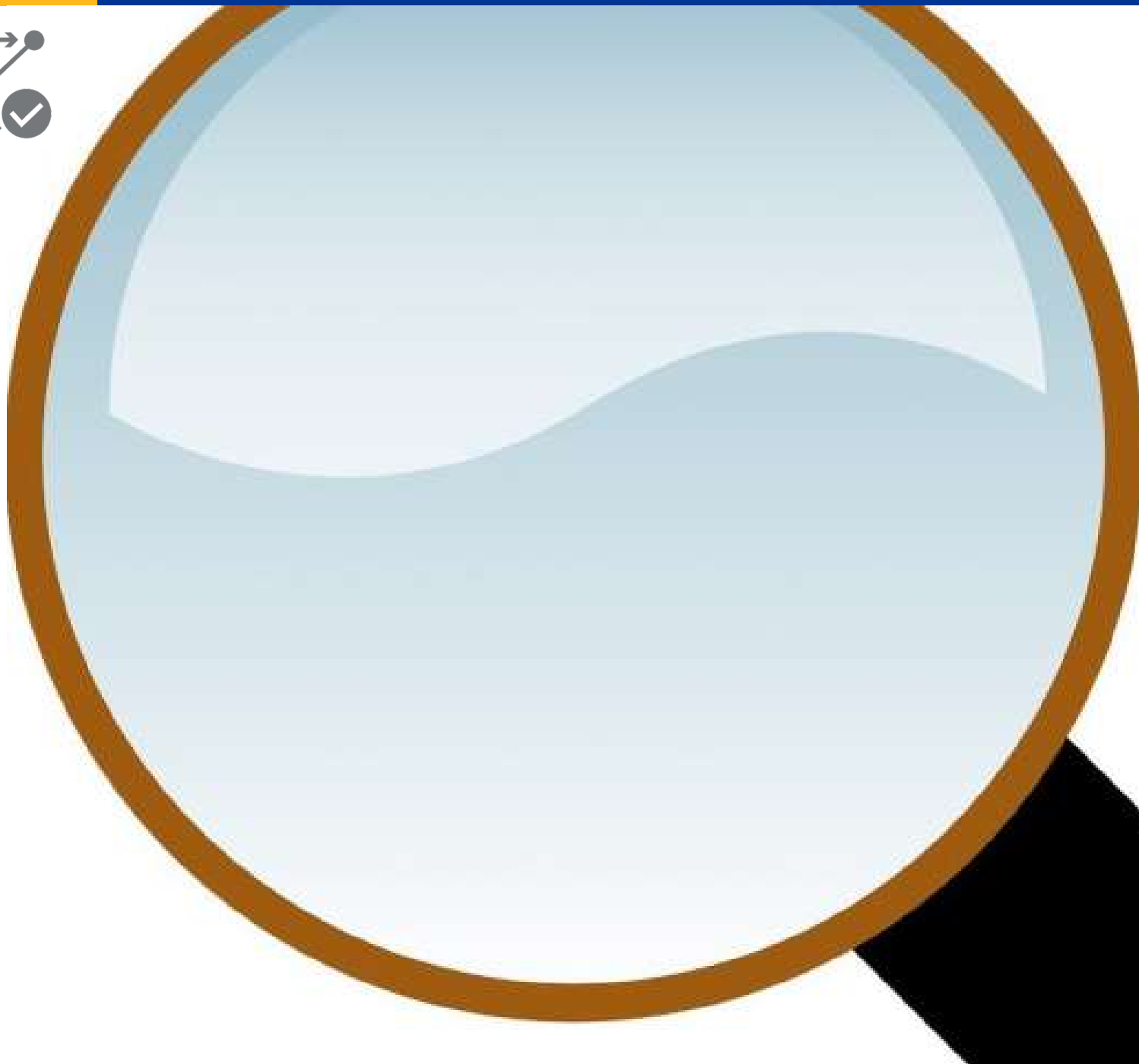
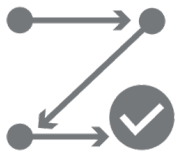


“In order to address this critical problem we plan to...”



## Key methods and outcomes

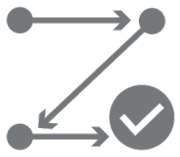




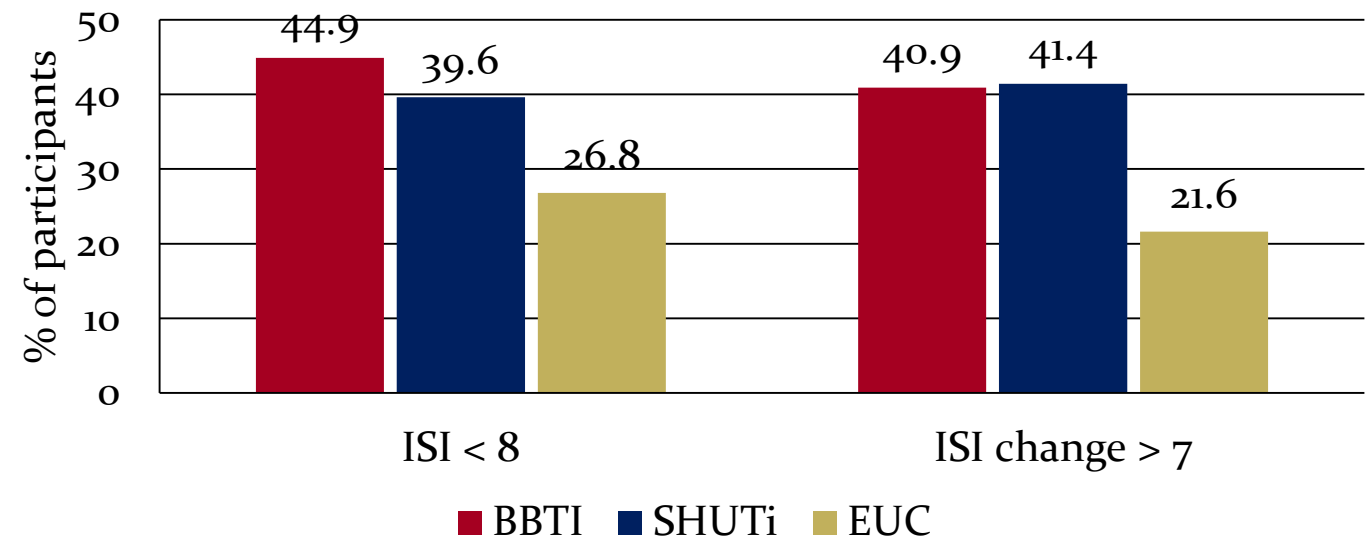
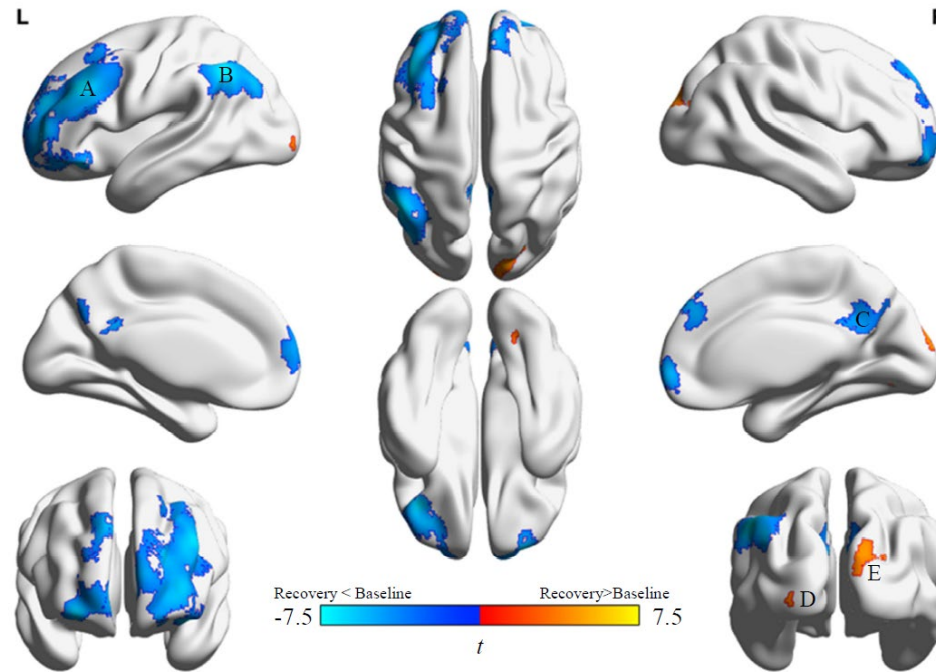
**Aim 1:** To *compare*...

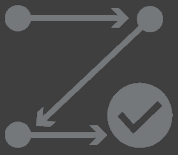
**Aim 2:** To *determine*...

**Aim 3:** To *examine*...



## Specify your outcomes

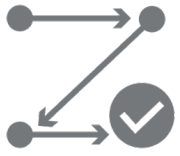




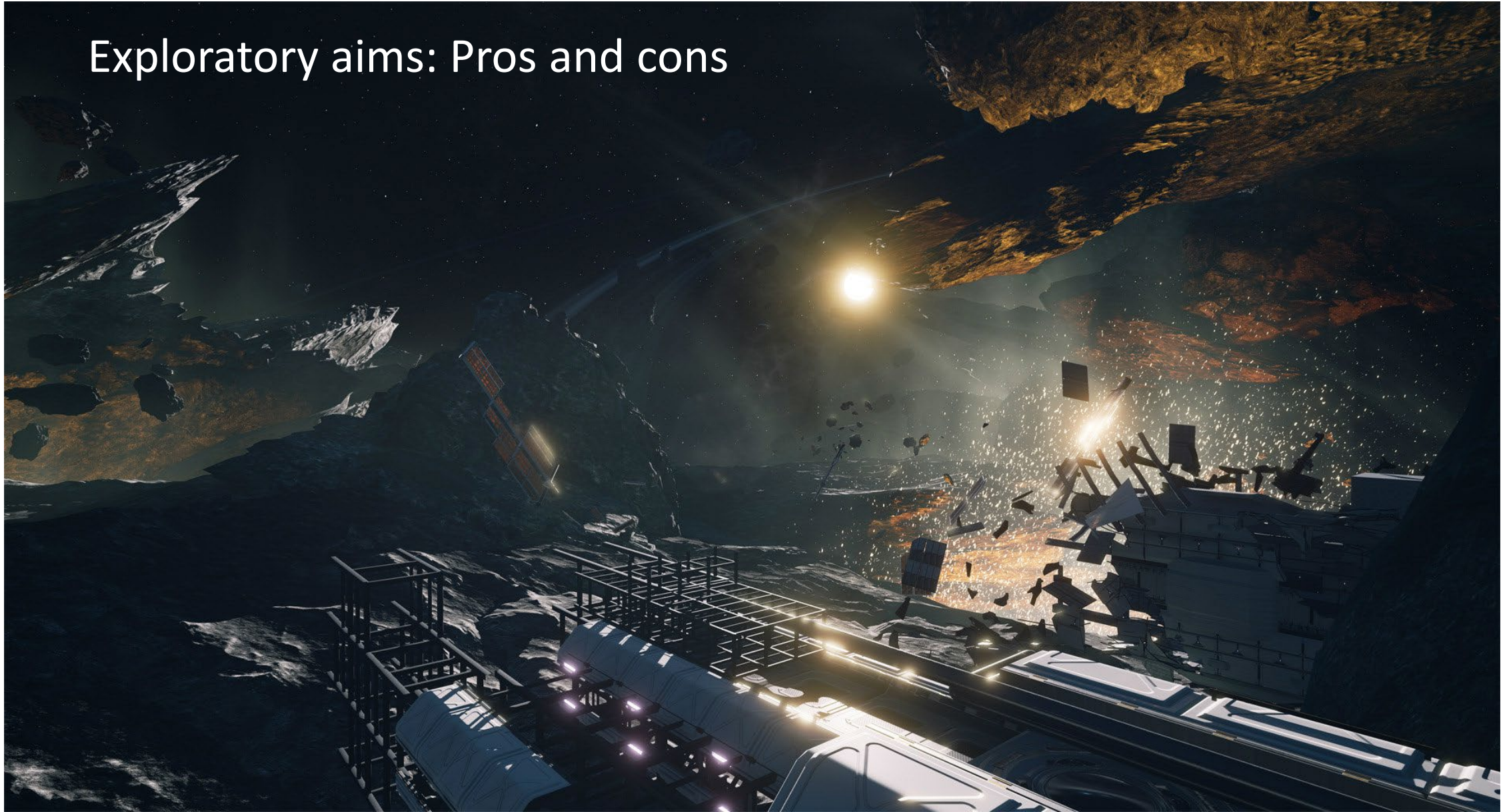
# Hypotheses

- Specific, refutable
- Beware pseudo-hypotheses

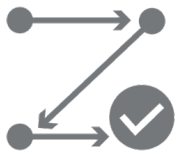




## Exploratory aims: Pros and cons







Impact, innovation,  
future directions



Revise

Revise

Revise





Get feedback.



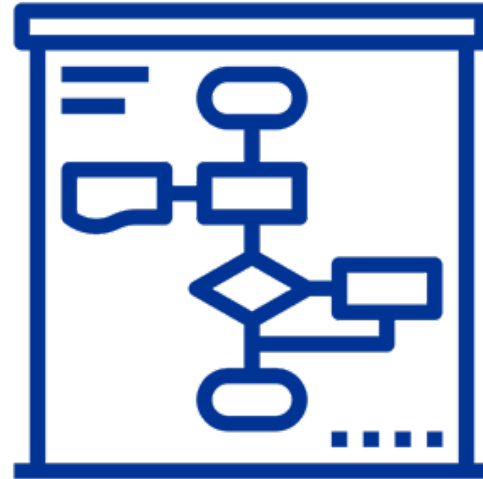
Lots of feedback.



Conceptual model



Procedures, flow



Assessments



Focus in

Broaden out



# Discussion



# Pecha Kucha

- Japanese: “Chit-chat”
- Attention span: 10-20 seconds
- 20 slides, 20 seconds = 6’40”
- 1/1/5
  - One image per slide
  - Each image used once per presentation
  - No more than 5 words per slide
- Principles
  - Concision
  - Imagery
  - Inspiration

