*Many of these are copied from Calarco’s outline, and this outline in indebted to hers (I encourage you to look it up!). In some cases, moves that are distinct in her outline are combined here*

# Abstract

**(150–250 words – Abstracts ranged from 172–251 words.)**

* Existing literature / What we know
* Research Question / Gap or Puzzle / State that your empirical case has had relatively little attention in the literature / What we do not know
* Data
* Findings
* Contributions to literature
* OPTIONAL: Contribution to how activists [or some other category of social actor – businesses, governments, etc.] should be thinking about something

# Introduction

**Basically it is an extended version of the abstract / a mini version of your full paper**

**(1,000 words – Introductions ranged from 401–1,188 words. So this is pretty standard. 1,000 should work)**

* Existing literature / What we know
* Research Question / Gap or Puzzle / State that your empirical case has had relatively little attention in the literature / What we do not know
* Data
* Findings
* Contributions to literature
* OPTIONAL: Contribution to how activists [or some other category of social actor – businesses, governments, etc.] should be thinking about something

# Justification

(1,000 words – Justification sections ranged from 776 – 3,390 words [1,232; 1,608; 1,063; 1,757; 3,390; 2,465; 776 {*Qualitative Sociology*} –> So, how about the first draft is 1,000 words, and then reviewers are going to ask for more to be added, so then you add if you think it is appropriate, so then it gets up to another 200-1000 words])

* Existing literature / What we know
* Research Question / Gap or Puzzle / State that your empirical case has had relatively little attention in the literature / What we do not know

# Methods and Data

**(1,000 words –Methods sections ranged from 469–2,464 words. The article with the 2,464-word methods section was a mixed-methods study. Methods sections had 3–7 paragraphs. I think 1,000 is a good starting point.)**

* Characterize the sample / Describe the data collected (this is going to happen at several different points in the section – it’s less of a section in itself and more of a move that you do several times in the methods section – it is for anything that gives some shape or contours to the data collected) (e.g., “Semi-structured interviews were conducted with 40 women who saw food as important to their identities”) (e.g., “Interviewees had varied meat practices and preferences. Sixty-four percent were meat eaters (49), with 6% eating meat at every meal (5), 35% eating it every day (27), and 23% eating it occasionally (18). Purposive recruitment was done to interview a significant number of people who don’t eat meat (in order to better understand this relatively unusual choice); as a result, 23% of respondents identified as vegetarian (18) and 12% as vegan (9).”)
* Describe how you collected the data (interviewee recruitment methods, etc.)
* Describe some of the instruments (e.g., explain Latent Class Analysis or give a few particularly relevant interview questions)
* Describe the research site(s) (I mean “site” broadly defined—online, where interviews were done, fieldwork research site, etc.)
* Describe how you analyzed the data collected
* You may want to mention somewhere in the section that all names are pseudonyms – otherwise, plan to do that the first time a name is mentioned in the analysis section (e.g., with a footnote/endnote)

# Analysis

**(3,000–4,000 words – Analysis sections were 2,859 – 6,411 words [the highest one there is not the mixed methods study, but rather a 6-level coding structure])**

*FOR QUALITATIVE ARTICLES ONLY: Have a structure something like this.*

*You do not have to have a certain number of subthemes, second order subthemes, third order subthemes, etc. – do what you actually have, whatever the nested structure is for your codes.*

*When you are coding, make sure you nest the codes so that you can write this section with ease when you get to the writing stage.*

*I realize the structure here is very repetitive, but I want to show the general structure.*

* Overall message of paper
* Introduce the sub-themes
	+ Subtheme 1
		- Describe data that typifies the pattern under discussion by GENERALIZING across the sample OR providing 1–5 INDIVIDUAL example(s)
		- Briefly explain how an example represents a larger pattern/sub-theme OPTIONALLY mentioning 1-2 pieces of relevant literature
		- Introduce the Second Order Sub-themes
		- Second Order Subtheme 1
			* Describe data that typifies the pattern under discussion by GENERALIZING across the sample OR providing 1–5 INDIVIDUAL example(s)
			* Briefly explain how an example represents a larger pattern/sub-theme OPTIONALLY mentioning 1-2 pieces of relevant literature
			* Third Order Subtheme 1
				+ Describe data that typifies the pattern under discussion by GENERALIZING across the sample OR providing 1–5 INDIVIDUAL example(s)
				+ Briefly explain how an example represents a larger pattern/sub-theme OPTIONALLY mentioning 1-2 pieces of relevant literature
			* Third Order Subtheme 2
				+ Describe data that typifies the pattern under discussion by GENERALIZING across the sample OR providing 1–5 INDIVIDUAL example(s)
				+ Briefly explain how an example represents a larger pattern/sub-theme OPTIONALLY mentioning 1-2 pieces of relevant literature
		- Second Order Subtheme 2
			* Describe data that typifies the pattern under discussion by GENERALIZING across the sample OR providing 1–5 INDIVIDUAL example(s)
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				+ Briefly explain how an example represents a larger pattern/sub-theme OPTIONALLY mentioning 1-2 pieces of relevant literature
			* Third Order Subtheme 3
				+ Describe data that typifies the pattern under discussion by GENERALIZING across the sample OR providing 1–5 INDIVIDUAL example(s)
				+ Briefly explain how an example represents a larger pattern/sub-theme OPTIONALLY mentioning 1-2 pieces of relevant literature
		- OPTIONAL: Generalize beyond the sample/contextualize the findings
		- OPTIONAL: Offer explanation(s) for the observed findings
	+ Subtheme 2
		- Describe data that typifies the pattern under discussion
		- Briefly explain how an example represents a larger pattern/sub-theme OPTIONALLY mentioning 1-2 pieces of relevant literature
		- Introduce the Second Order Sub-themes
		- Second Order Subtheme 1
			* Describe data that typifies the pattern under discussion by GENERALIZING across the sample OR providing 1–5 INDIVIDUAL example(s)
			* Briefly explain how an example represents a larger pattern/sub-theme OPTIONALLY mentioning 1-2 pieces of relevant literature
			* Third Order Subtheme 1
				+ Describe data that typifies the pattern under discussion by GENERALIZING across the sample OR providing 1–5 INDIVIDUAL example(s)
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				+ Briefly explain how an example represents a larger pattern/sub-theme OPTIONALLY mentioning 1-2 pieces of relevant literature
		- OPTIONAL: Generalize beyond the sample/contextualize the findings
		- OPTIONAL: Offer explanation(s) for observed findings
* OPTIONAL: Summarize the analysis sections / Generalize beyond sample / Offer explanation(s)

# Discussion/Discussion and Conclusion

**(1,000-2,000 words)**

* Review what you found
* OPTIONAL: Generalize Beyond Sample, by referencing literature (or by reasoning)
* OPTIONAL: Explain your Findings, by referencing literature (or by reasoning)
* State implication(s) of findings
* Explain how themes and/or subthemes, or the implication(s) of the findings, clarify, challenge, or expand exiting knowledge or theory
* OPTIONAL: Identify areas of social life where your argument likely applies

# References

(1,000 words)