

# PUTTING THE PROBLEM INTO CONTEXT:



Chapter:2



# LEARNING OUTCOMES

1. See how literature review relates to research projects

2. Identify literature from primary, secondary and tertiary sources

3. Undertake effective literature searching and become an effective consumer of research

4. Critically analyze literature for a research project

5. Apply Harvard referencing style and understand reference management

# ↑ HOW DOES LITERATURE RELATE TO RESEARCH?

## Definition:

A literature review is a “critical analysis of a segment of a published body of knowledge through summary, classification, and comparison of prior research studies, reviews of literature, and theoretical articles”

## Advantages:

Inductive and deductive researches requires a review of relevant literature

Critical analyzing

Theoretical approaching

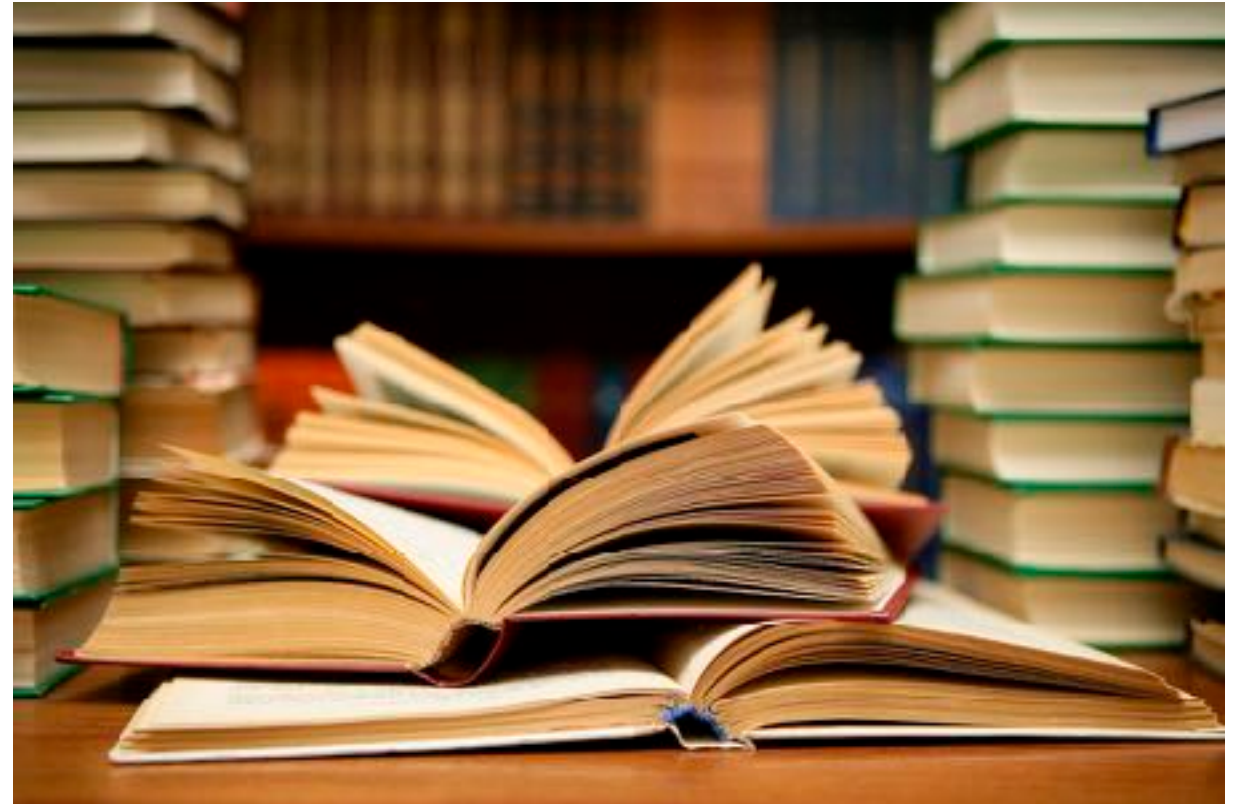
Good quality of business research

# WHAT IS A LITERATURE REVIEW?

Situates your research focus within the context of the wider academic community in your field;

Reports your critical review of the relevant literature;

Identifies a gap within that literature that your research will attempt to address.





# WHY DO I NEED A LITERATURE REVIEW?

- ❖ What research question(s) are you asking?
- ❖ Why are you asking it/them?
- ❖ Has anyone else done anything similar?
- ❖ Is your research relevant to research/practice/theory in your field?
- ❖ What is already known or understood about this topic?
- ❖ How might your research add to this understanding, or challenge existing theories and beliefs?



# WHAT KINDS OF LITERATURE SHOULD WE SEARCH FOR?

Google search

Wikipedia

Yahoo

Bing





# PRIMARY LITERATURE SOURCES

Original research and new scientific discoveries

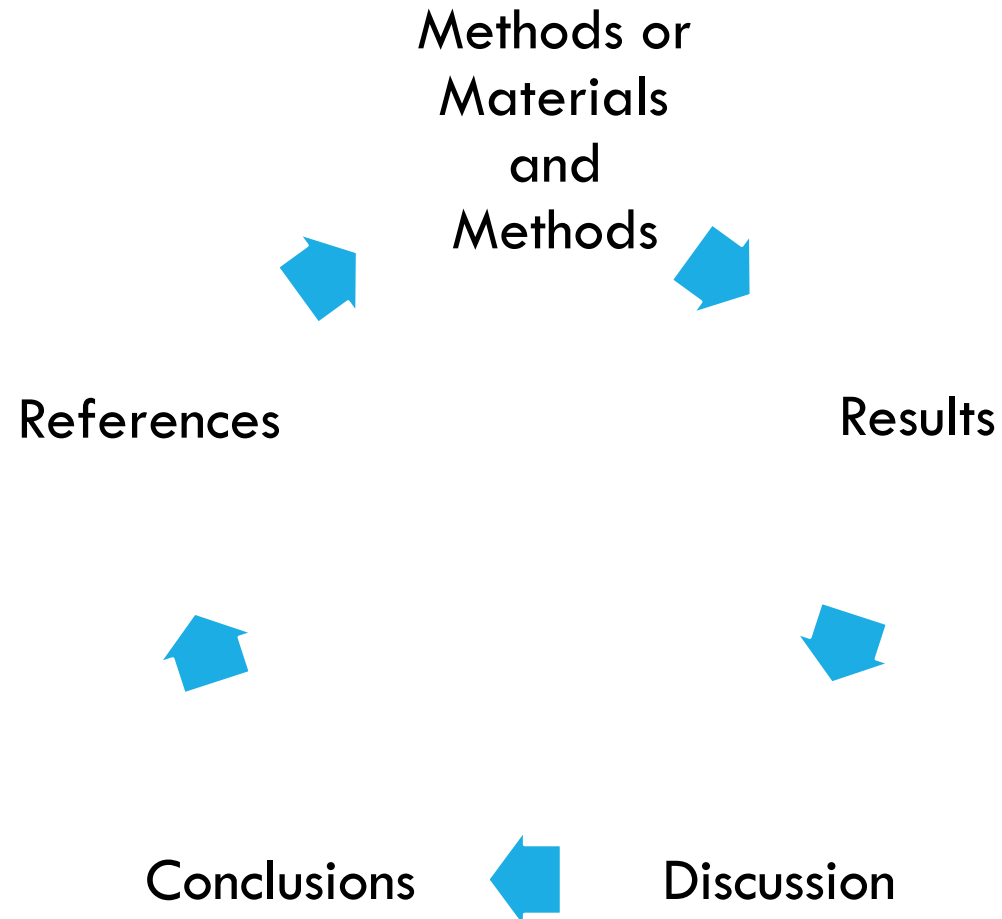
Immediate result of research activities

Often includes analysis of data collected in the field or laboratory

# ↑ EXAMPLES OF PRIMARY LITERATURE IN THE SCIENCES:


- Original research published as articles in peer-reviewed journals.
- Dissertations
- Technical reports
- Conference proceedings

# ↑ IDENTIFYING PRIMARY LITERATURE IN THE SCIENCES






# SECONDARY LITERATURE SOURCES



Summarizes and synthesizes the primary literature



Usually broader and less current than primary literature



# SECONDARY LITERATURE SOURCES



Assessment of methodological quality



Looking in detail at how research questions in this literature were connected to existing literature at the time



How research methods were chosen and how rigorously they were used?



# SECONDARY SOURCES INCLUDE:

- Bibliographies (also considered tertiary);
- Biographical works;
- Commentaries, criticisms;
- Dictionaries, Encyclopedias (also considered tertiary);
- Histories;
- Literary criticism such as Journal articles;
- Magazine and newspaper articles;
- Monographs, other than fiction and autobiography;
- Textbooks (also considered tertiary);
- Web site (also considered primary).





# TERTIARY LITERATURE SOURCES

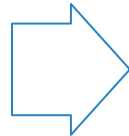
- Almanacs;
- Bibliographies (also considered secondary);
- Chronologies;
- Dictionaries and Encyclopedias (also considered secondary);
- Directories;
- Fact books;
- Guidebooks;
- Indexes, abstracts, bibliographies used to locate primary and secondary sources;
- Manuals;
- Textbooks (also be secondary).

# EFFECTIVE LITERATURE SEARCHING

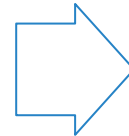


# STAGE 1: TO SELECT KEYWORDS ABOUT RESEARCH PROBLEMS

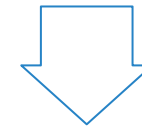
1. Make sure you are using appropriate search terms



2. Use AND & OR



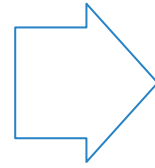
3. Scroll through and look for academic domain names in your results



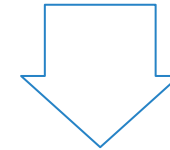
4. You could look in a relevant book for useful keywords and definitions

# STAGE 2: TO REACH RELEVANT DATABASES AND TO GET A LIST ABOUT THE DATABASES

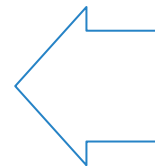
5. Now, you have better vocabulary to describe what you are looking for, try a relevant database or portal



6. Use more specific terms and make sure you are looking in the right place, within the portal or database



7. This search will find some useful academic articles.

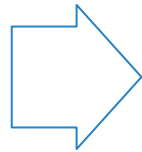


8. Consider downloading 3 academic articles, which relate your chosen topic.

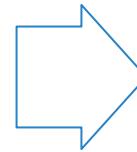


# STAGE 3

9. If the full text version of the articles is not available, you can print off the abstract and journal details of articles and take them to your library



10. Don't give up on important articles. Going to the library. Also books!



11. Searching for relevant literature is just one. Leave plenty of time to search, because much of what you find and read will not be useable in your final research study, but you need to search and read a wide range of literature to find appropriate sources.

# ↑ HOW DO WE KNOW WHEN WE HAVE FOUND ENOUGH?





# HOW UP TO DATE SHOULD REFERENCES BE?

If we are discussing a relatively modern issue, then we need to use absolutely up to date references to show we understand current trends.

It is not that older articles are less important, just that they may have been seen superseded in the field.

As a general rule, look for academic references within the last three years for preference, going back further if you cannot find enough useful material.

# CRITICAL ANALYSIS OF LITERATURE

↑  
WHAT DOES  
“CRITICAL  
MEAN”

<b>Descriptive writing</b>	<b>Critical analytical writing</b>
States what happened	Identifies the significance
States what something is like	Evaluates strengths and weaknesses
Gives the story so far	Weighs one piece of information against another
States the order in which things happened	Makes reasoned judgements
Says how to do something	Argues a case according to the evidence
Explains what a theory says	Shows why something is relevant or suitable
Explains how something works	Indicates why something will work (best)
Notes the method used	Identifies whether something is appropriate or suitable
Says when something occurred	Identifies why the timing is of importance
States the different components	Weighs up the importance of component parts
States options	Gives reasons for selecting each option
Lists details	Evaluates the relative significance of details
Lists in any order	Structures information in order of importance
States links between items	Shows the relevance of links between pieces of information
Gives information	Draws conclusions



# CRITIQUING A PUBLISHED ARTICLE

Four aspects of a  
critique

- Critique of rhetoric
- Critique of authority
- Critique of objectivity
- Critique of tradition



# IF HAVE PROBLEM TO THINKING CRITICALLY, TRY APPLYING THESE QUESTIONS

1. What explicit assumptions are being made? Can they be challenged?
2. What implicit/taken for granted assumptions are being made? Can they be challenged?
3. How logical is the reasoning?
4. How sound is the evidence for the assertions?
5. What values underpin the reasoning?
6. What are implications of the conclusions?
7. What meaning is conveyed by the terminology employed and the language used?
8. What alternative conclusions can be drawn from the evidence?
9. What is being privileged and what is of-the-agenda in this discourse?
10. What is the context of this discourse? From what different perspectives can the discourse be viewed?
11. How the generalizable are the conclusions?

# CRITIQUING A PUBLISHED ARTICLE

You have to ask Five Critical Synopsis Questions of this article or chapter as follows:

1. Why am I reading this?	2. What are the authors trying to do in writing this?	3. What are the authors saying that's relevant to what I want to find out?	4. How convincing is what the authors are saying?
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From your answers to these questions, you can write a critical summary through the following structure:

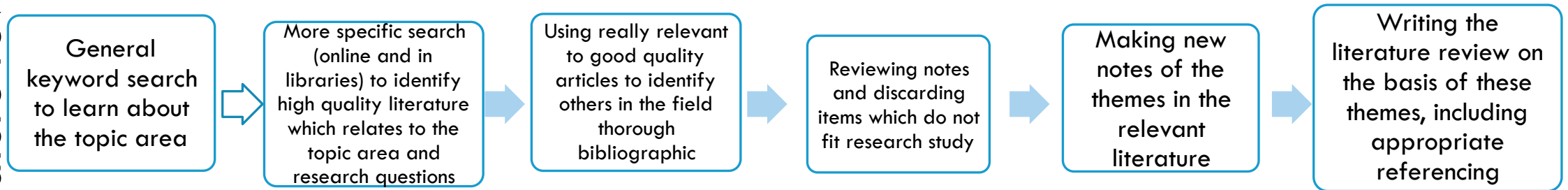
- Title
- Introducing the text – use Question 1 to write this
- Reporting the content – use Questions 2 and 3 to write this
- Evaluating the content – use Question 4 to write this
- Drawing your conclusion – use Question 5 to write this

So a comparative critical summary would take this structure:

- Title
- Introducing the text – use answers to Question 1 for all texts
- Reporting the content – use answers to Questions 2 and 3 for all texts to answer this
- Evaluating the content – use answers to Question 4 for all texts to answer this
- Drawing your conclusion – use answers to Question 5 to compare how useful each of the texts is in relation to your research question

# SHOULD I DEAL WITH EACH REFERENCE SEPARATELY IN LITERATURE REVIEW

Stages in preparing a literature review

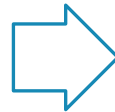


# SHOULD I INCLUDE MY OWN OPINIONS?

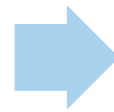
WHAT  
DO  
YOU  
THINK?



Your opinion is important. Provided your opinion is based on evidence and logical reasoning, and is expressed fairly and objectively, it is valuable.



The simplest place to express your opinions, and develop them, is either class, if you attend a class, or online in a discussion forum about this topic or study.



Your academic assignment will need careful and cautious monitoring of how you express your views, to ensure that you express a balanced view, having weighed up, and referenced where possible, both sides of an argument.



# USING HARVARD REFERENCING STYLE

The main point about Harvard style is that it does not use footnotes, which can interrupt the flow of the text, and its bibliography is ordered alphabetically by author surname.

The basic bibliographic style is author, year of publication, title, publisher, so even for web pages without clear guidance on referencing, we have to look for an author (perhaps the institution hosting the site – this is called a “corporate author”?), a year of publication (is there a recent revision or last updated date?), a title (even of the page used) and a publisher.



# QUESTIONS FOR SELF REVIEW

 1. Why are critical reviews of relevant literature important in research studies?

 2. What are the three main types of literature source and what are the key differences between them?

 3. If you were advising a novice researcher, how would you suggest they find useful published work?

 4. What should you include in the bibliographic details of a chapter written by three contributing authors, within an academic textbook?

 5. How can the five critical synopsis questions from Wallace and Wray help you to avoid “description” in literature reviews?



THANKS FOR YOUR  
ATTENTION ↑