

BM7043
Research Methods

Week 3 Lecture
The Literature Review

Outline

- **Purpose and structure**
- **Types of sources**
- **Search strategies**
- **Referencing your
sources**
- **Plagiarism**

Purpose and Structure

The Literature Review

A literature review should allow you to explore the following:

- **What is already known about this area?**
- **Which concepts and theories are relevant?**
- **Which research methods and strategies have been used in this area?**
- **Are there any controversies?**
- **Are there any inconsistencies in findings?**
- **Are there unanswered questions?**

Five questions to employ in critical reading

1. Why am I reading this?
2. What is the author trying to do in writing this?
3. What is the writer saying that is relevant to what I want to find out?
4. How convincing is what the author is saying?
5. What use can I make of the reading?

It is important to critically analyse the material you are reading

Critical vs Descriptive

Descriptive example

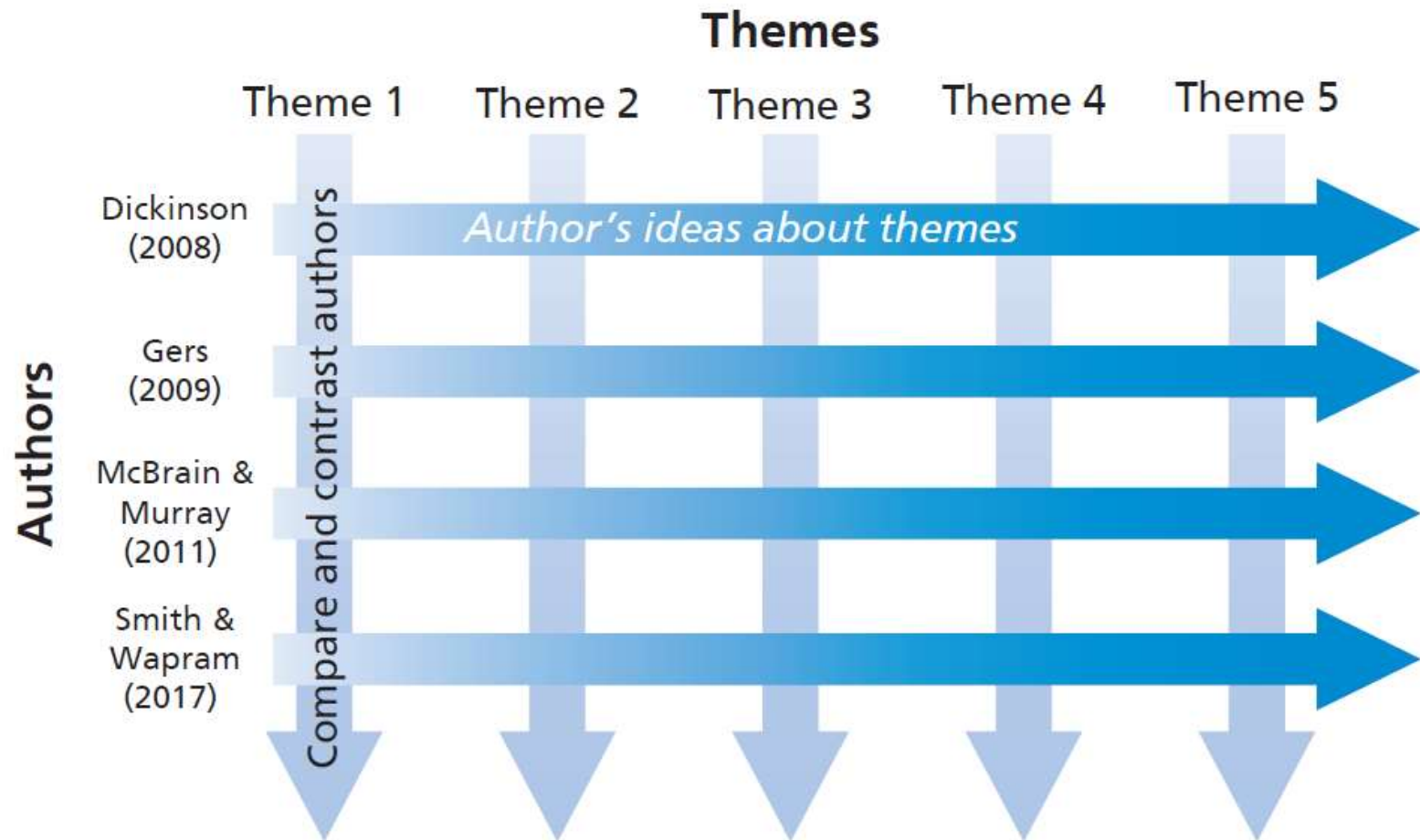
"In addition to competency-based questions, the candidates were asked to complete an in-tray exercise, which required them to allocate different priority levels to tasks, as an appropriate method to measure their likely performance in the actual job."

Critical example

"In addition to competency-based questions, candidates were asked to complete an in-tray task prioritisation exercise. This was because it was considered a more effective way to measure likely performance in the actual role as the majority of the job would involve similar tasks, with little interaction with customers and therefore less requirement for highly developed communication skills."

Cottrell, S. (2003) *The study skills handbook*. 2nd edn. London: Palgrave.

Literature review structure



Types of sources

Main literature sources (1)

Source	Content
Referenced (peer-reviewed) academic journal	Detailed reports of research. Written by experts and evaluated by other experts to assess quality and suitability for publication. Rigorous attention paid to detail and verification.
Non-referenced academic journal	May contain detailed reports of research. Selected by editor or editorial board with subject knowledge.
Professional Journals	Mix of news items and practical detailed accounts. Sometimes include summaries of research.
Trade journals/magazines	Mix of news items and practical detailed accounts.

Source: © Mark Saunders, Phillip Lewis and Adrian Thornhill 2018

Main literature sources (2)

Source	Content
Books and e-books	Written for specific audiences. Usually in an ordered and relatively accessible format. Often draw on wide range of sources
Newspapers	Written for a particular market segment. Filtered dependant on events. May be written from particular viewpoint.
Conference proceedings	Selected papers presented at a conference.
Reports	Topic specific. Written by academics and organisations. Those from established organisations often of high quality.
Theses	Often most up-to-date research but very specific.

Source: © Mark Saunders, Phillip Lewis and Adrian Thornhill 2018

Search strategies

Planning your literature search

It is important to consider:

- **The parameters of your search**
- **The search terms and phrases you intend to use**
 - **Keywords/phrases from published articles**
 - **References cited in published articles**
- **The online databases and search engines you intend to use**
- **The criteria you intend to use to select the relevant and useful studies from all the items you find.**
 - **Number of citations? Details in abstract? Author?**

Warning: using internet sources

- Search engines find sites but do not evaluate them.
- Dictionaries and encyclopaedias are fine for basic definitions, but little else.
- Many internet sites serve a commercial purpose, so don't be taken in by propaganda.
- Rely on academic sites (usually .ac or .edu), government sites (.gov), not-for-profit institutions (.org)
- **Download and save all material found on the internet. Sites are dynamic and you may not find the data a second time. Your institution may also require proof when defending your thesis.**

Evaluation: Closer inspection

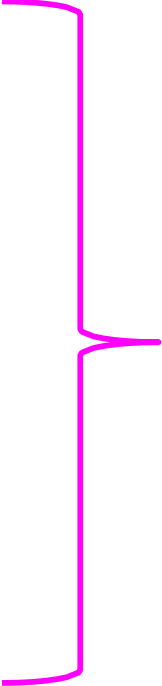
Currency

Relevance

Authority

Accuracy

Purpose



Ask yourself, is this resource
CRAAP?

Search strategies: sharpening focus

- **Boolean logic**
- **Using phrase searching, truncation and single character wildcards**
- **Field searching**
- **Limiting searches**

Sharpening focus: Boolean Logic

- **AND** e.g.: barriers **AND** creativity
 - searches for both terms in a document
- **OR** e.g. : barrier **OR** obstacle
 - searches for either term in a document
- **NOT/AND NOT** e.g. workplace **AND NOT** workforce for documents which contain the term 'workplace' but not 'workforce'.

Sharpening focus: Key terms and wildcards

- **“Employee Turnover”**
 - Searches the two words together
- **Truncation characters e.g. creat***
 - Searches **creative**, **creation**, and **creativity**
- **Single wildcard characters e.g. organi?ation**
 - Allows for alternate spelling, will search **organissation**, and **organizzation**

Sharpening focus: Field Searching/Limiters

- Choosing to limit the search to either the **full text, abstract, title** or **keyword** fields.
- Restricting the search to particular types of publications e.g. **peer reviewed journals, case studies, literature reviews, conference papers.**

Google Scholar 'Advanced Search'



Google Scholar circular economy About 1,920,000 results (0.05 sec)

- Any time
 - Since 2021
 - Since 2020
 - Since 2017
 - Custom range...
- Sort by relevance
- Sort by date
- include patents
- include citations
- Create alert

[HTML] Circular economy and research
J Korhonen, A...

[HTML] Circular economy practitioners:
J Kirchherr, D...

[HTML] The circular economy
WR Stahel - N...

The circular economy application in a global context:
A Murray, K Skene, K Haynes - Journal of business ethics, 2017 - Springer

Advanced search

Find articles

with all of the words

with the exact phrase

with at least one of the words

without the words

where my words occur

anywhere in the article

in the title of the article

Return articles authored by

Return articles published in

Return articles dated between

There have long been calls from industry for guidance in implementing strategies for sustainable development. The Circular Economy represents the most recent attempt to conceptualize the integration of economic activity and environmental wellbeing in a ...

Referencing your sources

Referencing your work (1)

- A source is usually referenced in two parts:
 - 1) the citation, in your text at the point of use;
 - 2) full publication details, in a reference list, or bibliography, at the end of your dissertation or report.
- There are two main referencing conventions:
 - 1) the author-date system, of which the Harvard system is most used;
 - 2) the footnote system.

You must use the Harvard system for this module (and most Business School submissions).

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Editor's highlights



In-text citation

There are conflicting reports in relation to the myth that no two snowflakes are exactly alike. **Jones (2009, p.46)** reports that no two snowflakes are alike, but that they may appear to be to the unassisted human eye. However, according to other reports, 'even with the latest technology, we have yet to find twin flakes' (**Dickson, 2012, p.235**). At present researchers can only recommend that more work needs to be carried out.

Reference list/bibliography

- Dickson, K. (2009) 'Snowflakes: a Canadian perspective', *Global Snowflake Studies*, 5(2), pp. 230-237.**
- Jones, P. (2012) *Busting snowflake myths*. New York: Palgrave.**

Some common queries...

What if there is more than one author?

- **(Brown and Smith, 2014) or if there are 4 or more authors (Jones et al., 2013)**

What if the same author or organisation has published two sources or more in the same year?

- **(The Guardian, 2018a) and then (The Guardian, 2018b) etc.**

Long quotes

In ‘Lycanthropy and The Duchess of Malfi’, Hirsch explains how ‘lycanthropy’ developed:

The term lycanthropy carried multiple meanings in the early modern mind, due to the overlap into discourses of theology, demonology, medicine, and folklore. On the one hand, lycanthropy referred to the reality of the werewolf, that is, the phenomenon of metamorphosis from human form to wolf. (1999, p. 6)

The implications of these multiple meanings become clearer when we begin to examine the literature of the period.

Secondary referencing

(Gall, 1998 cited in Procter and Mueller, 2000, p. 34)

(Gall, 1998 quoted in Procter and Mueller, 2000, p. 34)



Referencing your work (2)

Reference list/Bibliography

- Always include a list of references (bibliography) at the end of your work.
- Don't be tempted to have a longer bibliography - only list those resources actually cited.
- You must list sources alphabetically
- Using a hanging paragraph (all indented except first line) and separating references by a blank line/half line helps the reader to locate references quickly

Plagiarism

- **Plagiarism means pretending that we, ourselves, wrote what others actually wrote.**
- **Plagiarism is always a crime, since it destroys the foundations of the research edifice.**

Common forms of plagiarism

- **Quoting** someone else's work, word for word, without acknowledgement.
- **Cutting and pasting** text, diagrams or any other material from the Internet without acknowledgement.
- **Paraphrasing** someone else's work by altering a few words or changing their order or closely following the structure of their argument without acknowledgement.
- **Collaborating** with others (unless expressly asked to do so such as in group work) and not attributing the assistance received.
- **Using materials written by others** such as professional essay writing services, or friends, even with the consent of those who have written it.
- **Auto or self-plagiarising**, that is submitting work that you have already submitted (either in part or fully) for another assessment.

Key Points

- **Writing a literature review: review the main ideas and research relating to your chosen area of interest.**
- **Key skills can be acquired to help you get the most from your reading.**
- **Use targeted and advanced search strategies to increase the relevance and quality of source materials.**
- **Make sure you record sources used and reference them correctly in your final review**

Further reading

- **Saunders, Lewis and Thornhill (2015)**
Research Methods for Business Students
 - **Chapter 3: Critically reviewing the literature (pp. 70-121)**