

# COMP7950 IT PROJECT SKILLS

Academic Writing

# Structure of an Academic Paper

- Headings
- Abstract
- Keywords
- Introduction
- Body of the Paper
- Conclusion & discussion
- Acknowledgement
- Reference
- Biography



## Constructing a web information system development methodology

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School of Management, University of Bath, UK

**Abstract.** *This paper reports on the extension of the Multiview framework to web-based information systems. The aims are firstly to investigate the appropriateness of Multiview – a pre-Internet analysis and design methodology – to web-based information systems and, secondly, to reflect on the nature and role of methodology, as distinct from method, in the information systems (IS) development process. A 2-year e-commerce development project in a small to medium enterprise is the setting for learning through action research. To distinguish the project from consultancy, a framework of ideas – Multiview – is declared and tested in the research process. The differences and similarities of pre-Internet and Internet-based projects are analysed and reported on. At a higher order of learning the project provided an opportunity to reflect on how methodologies are constructed in practice.*

**Keywords:** Information system development, Multiview, Internet, e-commerce, methodology, action research, web

- **Heading**
  - Title
  - Author
  - Organization name
- **Abstract**
  - Background
  - Main purpose
  - Methodology
  - Findings, results, conclusions
- **Keywords**
  - Main ideas
  - Topic

## **The Effects of Process and Outcome Similarity on Users' Evaluations of Decision Aids\***

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- **Heading**
  - Title
  - Author
  - Organization name

## ABSTRACT

Decision aids (DA) used in online shopping contexts have been shown to improve users' product choices. Given that previous research (e.g., Byrne & Griffitt, 1973) has demonstrated the positive effects of perceived similarity on an individual's evaluation of others, this study investigates the effects of users' perceived similarity with a DA on their evaluations of that DA. More specifically, we investigate the effect of users' perceptions of the similarity between their own decision process and that followed by the DA to arrive at a recommendation (decision process similarity), as well as the similarity between the recommendations made by the DA and users' initial choices (outcome similarity), on their evaluations of the DA's usefulness and trustworthiness. The results of this study show that perceived process similarity exerts positive and significant effects on users' perceptions of the DA's usefulness and trustworthiness. However, the effects of perceived outcome similarity on trust are completely mediated by perceived process similarity. It is also observed that the level of the user's domain knowledge moderates the effects of perceived decision process similarity on both perceived usefulness and trustworthiness. These results have implications for DA design. It is important that designers consider the process by which users make decisions for themselves and align the DA's decision process with those of the user's, especially for the novice user. The full mediation of the effect of outcome similarity on trust by process similarity highlights how a similar decision process can mitigate some of the negative effects of outcome dissimilarity.

***Subject Areas: B2C e-commerce, Decision Aids, Decision-Making Process, Decision Outcome, Similarity, and Technology Dominance.***

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# The Introduction

## INTRODUCTION

Decision aids (DA) have been successfully utilized in a variety of settings, ranging from electronic commerce (e-commerce) (e.g., Komiak & Benbasat, 2006) to accounting and finance (e.g., Arnold & Sutton, 1998). Users of such DAs are typically faced with preferential choice problems (Todd & Benbasat, 1994), in which the decision maker's task is to choose from among a number of alternatives based on some predefined criteria and where the solution process is unstructured and subjective (Arnold, Clark, Collier, Leech, & Sutton, 2004a). In such settings, DAs assist decision makers with the complex process of making these decisions (Arnold, Collier, Leech, & Sutton, 2004b).

It is now recognized that the simple incorporation of DAs does not imply their effective use (Arnold et al., 2004a). As a result, research has investigated factors

- Motivation of the paper
- Questions to be answered by the paper
- What does this paper do?
- Contribution of the paper
- Organization of the paper
- May include review of literature

# Body of the Paper

- Review relevant literature
  - → lay a foundation for your paper; identify “gap” in extent research; establish the importance/significance of your research
- Details of your ideas and their justifications
  - E.g., research model and hypotheses
- Methodology
  - Research method and research findings
- Use sub-headings
- Use suitable tables or figures
- Cite appropriate reference whenever necessary

# Conclusion & Discussion

- Summarize the most important findings
- Summarize the ‘answers’ to the questions the paper sets out to address
- State the contributions (or implications) of the paper
- State the limitations of the paper
- Propose possible extension of your paper
  - Point the reader in the direction of a new idea



# Acknowledgement

- Acknowledge people who have guided or given advice to you throughout the writing of this paper

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- Acknowledge the organization that funded you for the project

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# References

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Avison, D.E., Lau, F., Myers, M. & Nielsen, P.A. (1999) Action research. *Communications of the ACM*, **42** (1), 94–97.

Avison, D.E., Wood-Harper, A.T., Vidgen, R.T. & Wood, J.R.G. (1998) A further exploration into information systems development: the evolution of Multiview 2. *Information, Technology and People*, **11** (2), 124–139.

- Provide accepted conventional acknowledgement that parts of your work have been derived from other people.
- Shows you have read within your subject area
- Support your ideas with evidence

# Biography

- The author's current job, research interests, academic degree(s), etc.

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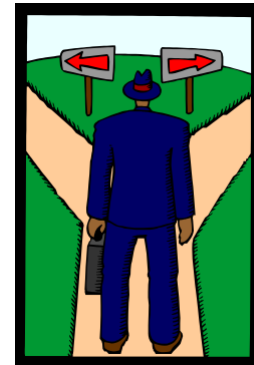
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# Style of an Academic Paper

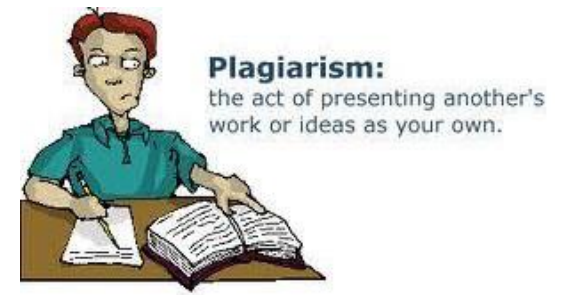
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  - Headings
  - Tables and figures
  - References
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  - MLA (Modern Language Association) style
  - Chicago style
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  - IEEE
- Pick one and be consistent throughout the paper

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- Careful documentation of sources is crucial to scholarly writing
  - Whenever you draw on the work (including facts, opinions, definitions, line of argumentation, train of thoughts, etc) of another scholar, you must acknowledge your source by documenting it carefully in your paper
- Plagiarism is the most severe crime in academia



# What is Plagiarism?



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- Two integral parts of source documentation
  - In-text citation
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    - Also called parenthetical references
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## ■ In Text

decision quality (Haubl & Trifts, 2000). Nevertheless, as with other types of DAs, the adoption and use of online DAs has been slow at best (Xiao & Benbasat, 2007). Of the many determinants of adoption that have been studied in the literature, two have received increased attention: (i) trust in the DA (Wang & Benbasat, 2005).

## ■ In Reference List

Wang, W., & Benbasat, I. (2007). Recommendation agents for electronic commerce: Effects of explanation facilities on trusting beliefs. *Journal of Management Information Systems*, 23, 217–246.

Xiao, B., & Benbasat, I. (2007). E-Commerce product recommendation agents: Use, characteristics, and impact. *MIS Quarterly*, 31(1), 317–209.



# In-Text Citation and Reference List 2/2

## ■ In Text

attacks. This situation can be addressed by adding some forms of authentication mechanisms to the protocol, as proposed by Law et al. in [6]. In addition, the Diffie-Hellman key agreement can only support two participants. Subsequently, to solve the different key attacks from malicious conferees, who attempt to deliberately delay or destroy the conference, Yi proposed an identity-based fault-tolerant conference key agreement in [7]. Currently, many researches have been devoted to improving the security and communication efficiency of the key agreement protocol, which is covered in the literature [8], [9], [10], [11]. Note that in Chung and Bae's paper [12] and Lee et al.'s paper [13], block design is utilized in the design of an efficient load balance algorithm to maintain load balancing in a distributed system. Inspired by [12] and [13], we introduce the symmetric balanced incomplete block design (SBIBD) in designing the key agreement protocol to reduce the complexity of communication and computation. As far as we know, the work to design the key agreement protocol with respect to the SBIBD is novel and original.

## ■ In Reference List

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# Tips for Avoiding Unintentional Plagiarism

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  - Put quotation marks around direct quotes
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  - You can either identify each idea as your own, that is, cite yourself, or put your ideas in a different font, case, or color on the screen.
  - Print out your sources whenever possible → Working from the paper sources will allow you to check quotations for accuracy

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- Tools for Professional Editing:

- TeX
- Web-based TeX



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The screenshot displays the Overleaf web editor interface. On the left, the source code of a LaTeX document is visible, with line numbers 145 through 164. The code includes comments and LaTeX commands for creating sections like 'Introduction', 'Main Part', and 'Format'. On the right, the preview window shows a rendered document titled 'Guidelines for Writing a Seminar Report'. The preview includes a title page with a header, an abstract, a table of contents, and a graph showing simulation results. The interface also features a top navigation bar with options like 'PROJECT', 'VERSIONS', 'SHARE', 'PDF', and 'JOURNALS &amp; SERVICES', and a bottom status bar indicating 'up-to-date and saved'.