



# Research and Technical Writing Institute

Presented by NVivo, Citavi & XLSTAT

Day 1: Developing your Voice

# Speakers



Jessica Parker, EdD  
Founder & CEO  
Dissertation by Design  
[jessica@dissertationbydesign.com](mailto:jessica@dissertationbydesign.com)



Stacy Penna, EdD  
Customer Engagement Director  
Lumivero  
[spenna@lumivero.com](mailto:spenna@lumivero.com)

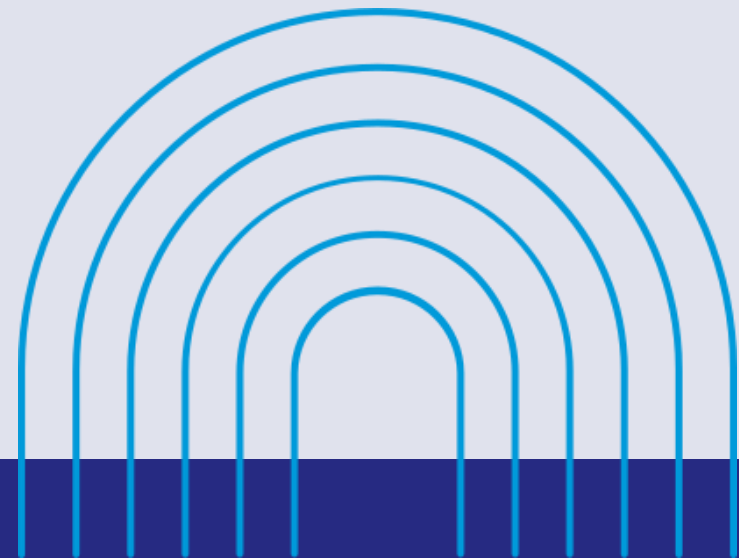


Laura Legendyk  
NVivo Certified Trainer  
QuotesWork  
[laura@quoteswork.ca](mailto:laura@quoteswork.ca)



# Developing Your Voice: How to Paraphrase, Make Claims, and Synthesize Literature

Dr. Jessica Parker  
June 20, 2023



# About Me

- Researcher, educator, academic coach
- Specialize in using the latest generative artificial intelligence tools to help scholars streamline their workflows
- 14+ years of research experience
- Supported 200+ scholars
- Reviewer for the *American Journal of Public Health*, *Journal of Multidisciplinary Healthcare*, *Journal of Health Care for the Poor and Underserved*, and *Journal of Professional Nursing*



Jessica L. Parker, EdD  
Founder & CEO  
Dissertation by Design  
Academic Writing Center



# About Dissertation by Design

- Full-service academic coaching firm – from research proposal development to final editing and formatting.
- Qualitative methodologists, statisticians, professional editors
- Supported 850+ scholars from 224 universities across the world
- Donate a portion of our revenue to a scholarship fund to support single mothers and children in developing countries



**Dissertation**  
**by Design**

[www.dissertationbydesign.com](http://www.dissertationbydesign.com)

**01.** Characteristics of voice

**02.** 5 steps to effective paraphrasing

**03.** How to analyze literature to write claims

**04.** How to synthesize literature

**05.** Live demo of NVivo and Citavi  
+ breakout rooms



# AGENDA



Characteristic	Research Writing	Technical Writing
<b><i>Purpose</i></b>	To contribute to a knowledge base + share knowledge with the wider academic community	To inform and educate a specific audience about a product, process, or concept
<b><i>Audience</i></b>	Scholars and other experts	Professionals and consumers
<b><i>Tone</i></b>	Formal, objective, <b>persuasive</b>	Formal, clear, concise, informative <b>(persuasive)</b>
<b><i>Structure</i></b>	Follows traditional academic formats (intro, methods, results, discussion & conclusion)	Uses a variety of formats, depending on the purpose of the document
<b><i>Use of evidence</i></b>	Relies on evidence from research sources to support its claims	May use evidence from research sources, but more likely to rely on the author's own experience and expertise
<b><i>Examples</i></b>	Research papers, dissertations, grant proposals	User manuals, product specifications, and training materials



# Poll

How would you rate your current understanding of what “voice” is in the context of writing?

- A.I’m not sure what this means
- B.I have a basic understanding
- C.I understand it well





# The concept of “voice” refers to...

**the author’s unique perspective and style.**

Research writing: Voice is used to establish the author’s credibility and expertise.

Technical writing: Voice is used to make information clear and easy to understand.



# Characteristics of Voice



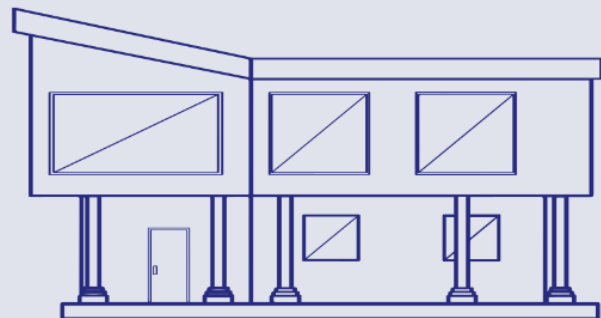
## CLARITY

Just as blueprints provide a clear and precise layout of a complex structure like a house, clear, concise language and logical structure help in articulating complex ideas.



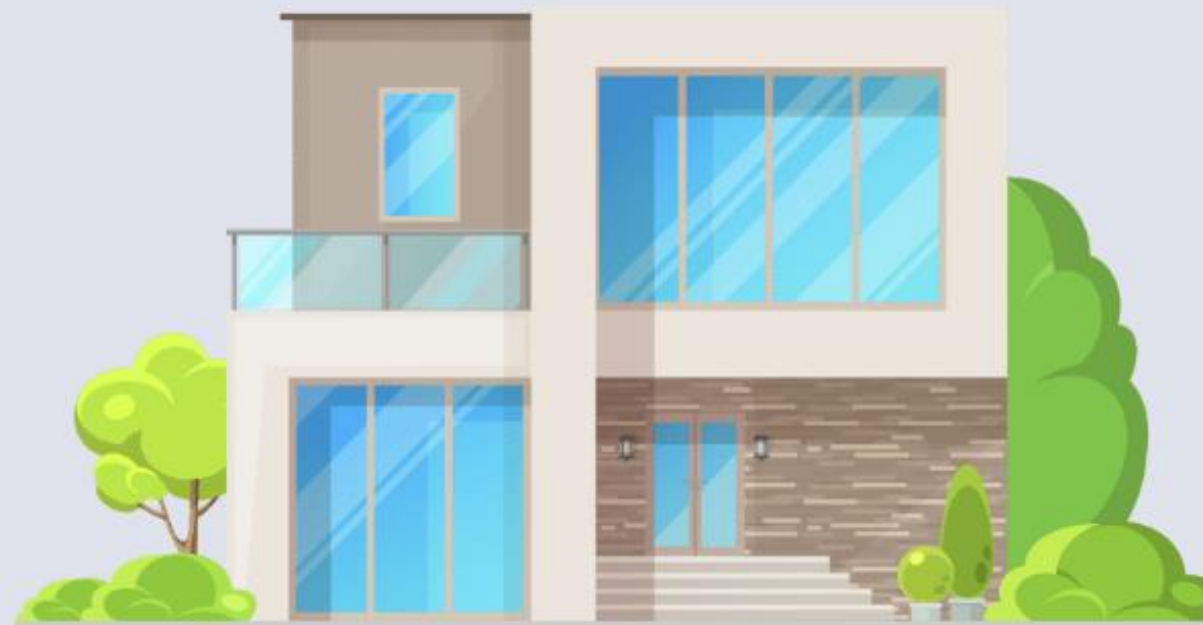
## STANCE

Just as the foundation gives a house its stability, a writer's stance gives their argument or narrative a firm ground.



## CONSISTENCY

Just as the architecture style of a house maintains consistency in design, a consistent writing style, tone, and stance contribute to a distinct voice.



## AUTHORITY

Just as a well-built house showcases the expertise and knowledge of its builders, an authoritative voice in writing demonstrates the writer's expertise and knowledge on the subject matter.



## AUTHENTICITY

Just as the interior design of a house reflects the personality and taste of the inhabitants, authenticity in writing reflects the writer's personality, experiences, and values.



# Voice Changes

“Just as you dress differently on different occasions, as a writer you assume different voices in different situations. Whatever the [rhetorical] situation, the choices you make as you write and revise will determine how readers interpret and respond to your presence.”

— Lisa Ede  
Author, Writer, Scholar

- Research Paper
- Thesis / Dissertation
- Manuscript
- Technical Report
- Editorial
- Essay



# Voice Changes:



## Example

Editorial on "Teaching to the Test"	Manuscript on "Teaching to the Test"
<p><i>Our schools are in crisis. A culture of standardized testing has <b>robbed</b> our students of the <b>joy of learning</b> and our teachers of the <b>freedom to educate</b>. 'Teaching to the test' has become the norm, a <b>hollow exercise</b> that reduces education to <b>mere score-chasing</b>. Students are not numbers on a spreadsheet, they are individuals with unique talents and interests. We must reject this <b>one-size-fits-all</b> approach to education, and instead nurture the curiosity and creativity that lies within every student. <b>It's time for a revolution in our classrooms.</b></i></p>	<p><i>The impact of standardized testing on educational practices has been the subject of <b>much debate</b>. <b>Critics argue</b> that an overemphasis on testing can lead to 'teaching to the test', a practice in which the curriculum is largely driven by the content of standardized tests. This approach may limit the <b>breadth and depth of learning</b> and <b>discourage creative and critical thinking</b>. However, proponents of standardized testing argue that it provides a <b>reliable measure</b> of student achievement and school performance. Further research is needed to fully understand the implications of these <b>testing practices</b> on <b>student outcomes</b> and teacher autonomy.</i></p>

# Ways to Develop Your Voice

1. Read widely

1. Read critically

1. Paraphrase

1. Analyze and synthesize evidence

1. Practice writing + get frequent feedback





# 5 Steps to Effective Paraphrasing





# Poll

How confident are you in your ability to paraphrase effectively?

- A. Not confident at all
- B. Somewhat confident
- C. Very confident



# Paraphrasing Enhances Your Voice

→ Paraphrased passages keep the momentum of your writing moving forward.

📢 If you can paraphrase, then you clearly understand the source material (and can speak authoritatively on it).

✍️ Paraphrased passages are rhetorically versatile.

- Main ideas
- Evidence
- Analytical extenders, examples, elaborators

🧠 Paraphrasing can help clarify technically/conceptually difficult passages for your readers



# *Evidence / Claim*

Same passage, different use...

## *Claim / Evidence*

The negative ramifications of standardized testing reach far beyond teacher discontent. ***According Nieto and Bode (2008), when standardized testing is used as a way to track students, tests become vehicles of educational equity (p.122).***

***When standardized testing is used a way to track students, tests become vehicles of educational inequity (Nieto & Bode, 2008, p. 122).*** Students who, based upon low test scores, are placed in non-college tracks lose access to higher education opportunities. Thus, they become tools that perpetuate systemic inequity.

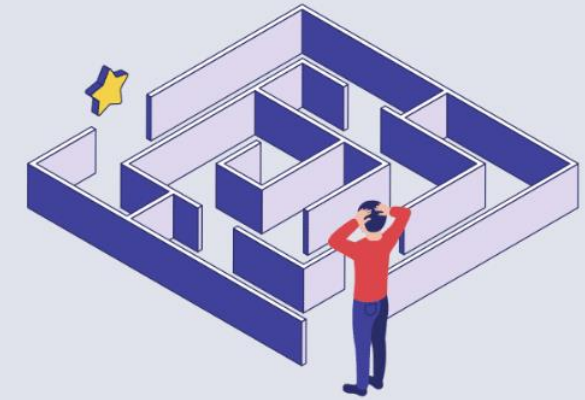


# Quote



- The original language is **vivid** strong, engaging
- The quote is famous
- The exact words are precise data, using precise technical language
- When an authority's words would strengthen your argument
- When a participant's exact words illustrate a finding

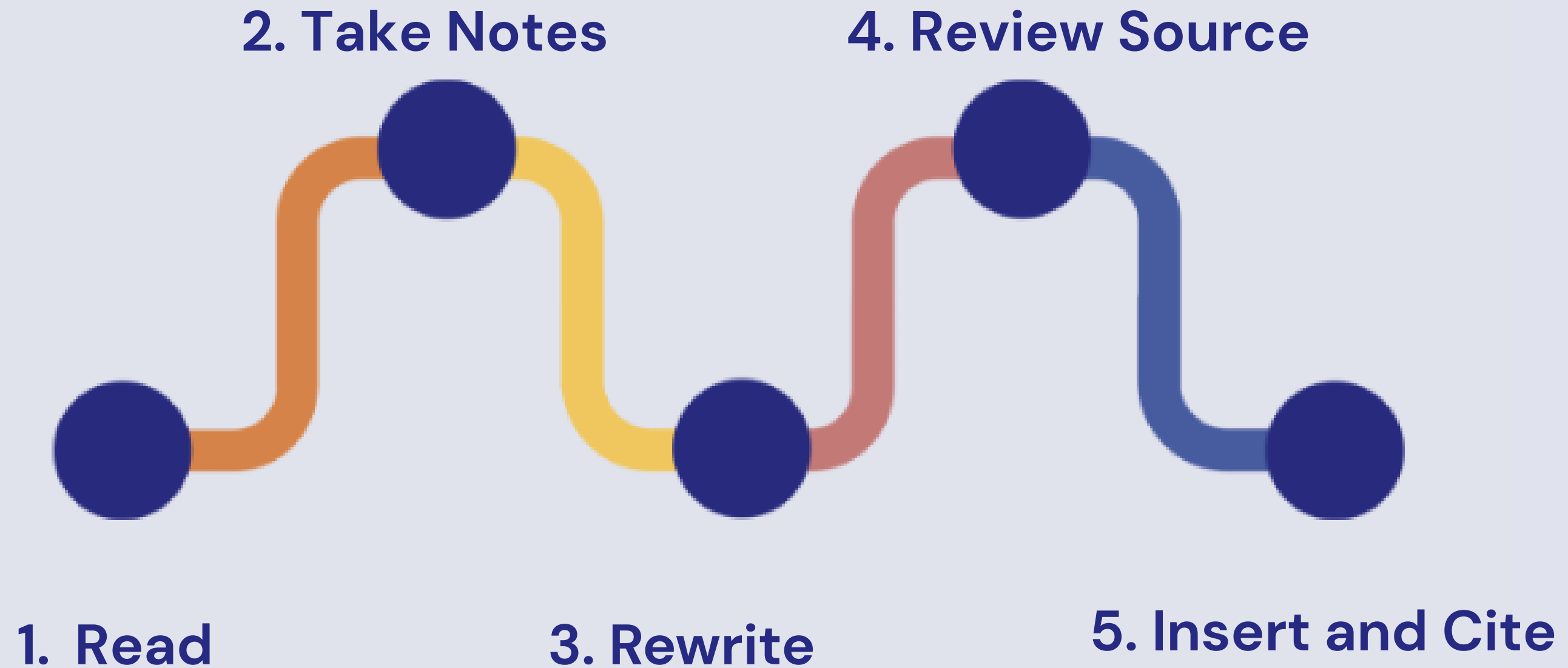
# Paraphrase



- You want to convey content, but the original words are not particularly compelling
- When concepts are complex or difficult to understand
- When there is no reason to read the particular exact words of the original author in order to incorporate their ideas into your writing



# Steps to Paraphrasing





# How to Write Claims



# What is a claim?

A claim is a declarative sentence proposing a truth that is open to debate.

- Claims must be supported by evidence.
- You must draw inferences from the literature/available evidence to develop claims.
- A claim can be **simple** or **complex**.
  - A simple claim is a concise declarative statement.
  - A complex claim requires reasoning and argumentation.
    - is made up of multiple simple claims
    - argument has a specific structure

# Claims in Everyday Life

- Cats are solitary animals.
- Despite their reputation for independence, cats are actually highly social animals that benefit from regular interaction with humans and other animals.



*Piper Parker*

# Example: Claim + Evidence

—————→ **Simple claim:** Burnout in nurses increased during the pandemic.

*In this study, burnout increased from 35% to 79% in nurses pre- to post-pandemic.*

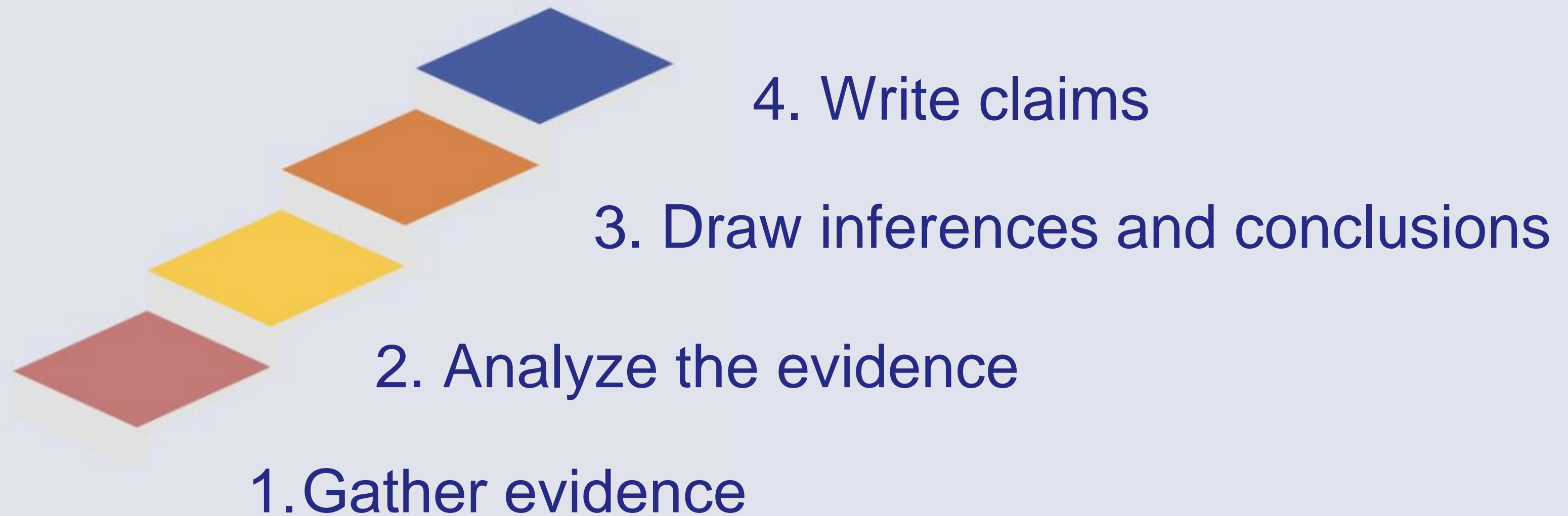


**Complex claim:** Burnout in nurses is caused by a myriad of factors, of which staff shortages and work-related stress led to the most significant increase in burnout during the pandemic.

*The complex claim will require **logic** and **argumentation** to demonstrate that staff shortages and work-related stress are the two greatest factors that contributed to burnout in nurses during the pandemic.*



# How to Write Claims



# Tip for Writing Claims

 *Before writing in paragraph form, start by organizing the evidence under each claim.*

**Claim:** The quality of student-faculty interactions has a significant impact on student persistence in higher education.

**Evidence 1:** Pascarella and Terenzini (1991) found that the frequency and quality of student-faculty interactions had a positive impact on student persistence. Students who reported having more frequent and positive interactions with faculty were more likely to persist to graduation.

**Evidence 2:** Kuh and Hu (2001) found that students who reported feeling more engaged with faculty were more likely to persist to graduation. Specifically, the study found that engagement with faculty was a stronger predictor of persistence than engagement with other students or with the institution as a whole.

**Evidence 3:** Tinto and Russo (2016) found that faculty support was one of the most important factors in student retention. The study found that students who reported feeling supported by their instructors were more likely to persist to graduation than those who did not.



**Yes, but *how*?**


Citation	Study Purpose	Methods	Results	Conclusion	Recommendations
Smith et al., 2021	To investigate the impact of photovoltaic cell technology on solar panel efficiency	Lab experiments using different types of photovoltaic cells	Found that the use of perovskite cells increased efficiency by 20%	Advances in photovoltaic cell technology significantly contribute to solar panel efficiency	Further research into new types of photovoltaic cells could lead to even greater increases in efficiency
Jones & Lee, 2022	To examine the effect of manufacturing processes on solar panel efficiency	Analysis of manufacturing data from solar panel factories	Identified a correlation between certain manufacturing techniques and higher efficiency	Improved manufacturing processes can enhance the efficiency of solar panels	Factories should consider adopting these techniques to improve their products
Brown, 2023	To study the role of installation factors in solar panel efficiency	Field study comparing different installation sites	Found that installation factors such as tilt and orientation can affect efficiency by up to 10%	Installation factors also play a key role in solar panel efficiency	Installers should pay careful attention to these factors to maximize efficiency
Davis & Patel, 2024	To explore the potential of hybrid solar panels	Lab experiments with hybrid solar panels	Found that hybrid panels were 30% more efficient than traditional panels	Hybrid solar panels represent a promising development in the field	Further development and testing of hybrid panels is recommended

# Create a Matrix


Look for...

- Similarities
- Patterns
- Trends
- Consensus
- Conflicting findings
- Gaps





# How to Synthesize Literature







# Poll

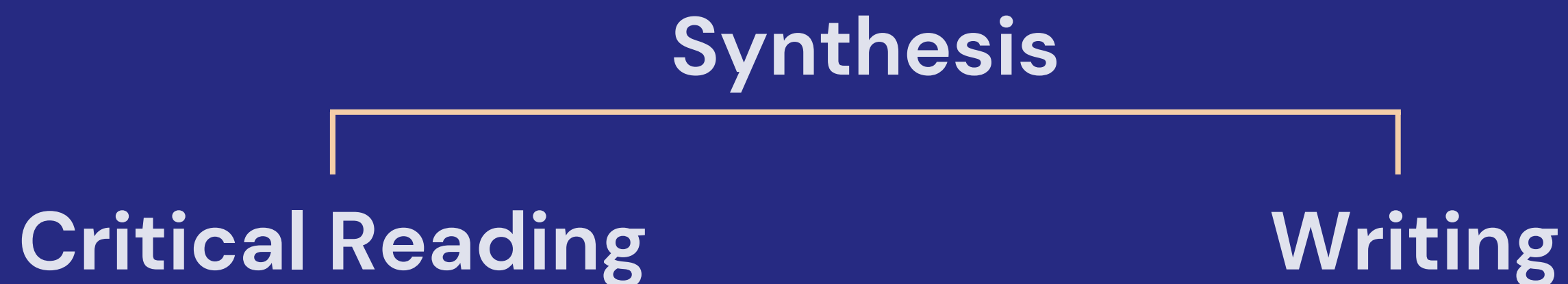
Do you feel that synthesizing literature is a key part of developing your unique writing voice?

- A. Not at all
- B. Somewhat
- C. Very much so
- D. Absolutely





Synthesis is integrating ideas from various sources to create a *new* understanding or perspective.





# Critical Reading

Interacting with the ideas presented – strategic, hard work, time consuming

- Questioning
  - Connecting ideas
- 
- Recognizing texts present ideas rather than truths
  - Learning and making new meaning
  - The cornerstone of academic and scholarly writing

*Research and Critical Reading* by Pavel Zemilansky

<https://openoregon.pressbooks.pub/oregonwrites/chapter/research-and-critical-rea>





There is a direct connection between  
critical reading and strong writing.





# From Critical Reading to Writing

**Respond – don't merely react!**

- Reacting to a text is often emotional, quick, and shallow
- Responding to a text requires careful study of author's ideas and arguments

**Resist oversimplified or binary responses**

- Critique the text by carefully evaluating and analyzing the text's ideas





# Write Exploratory Responses

- Take notes that capture your response to readings.
- Use your notes to guide your writing.



*Research and Critical Reading* by Pavel Zemilansky

<https://openoregon.pressbooks.pub/oregonwrites/chapter/research-and-critical-reading/>

# Follow a Writing Structure



MEAL Plan Paragraph Structure

Forces you to analyze evidence  
and make connections between  
your ideas and the literature...





M

### **Main Idea**

The main idea of a paragraph, sometimes captured in a claim.

### **Analysis**

Your analysis of the evidence. It represents your critical take on the literature/evidence.



A




E

### **Evidence**

Evidence is used to support the main idea. Evidence can be derived from the literature or your research.

### **Link / Lead**

Link to back to the study or lead to the next paragraph.



L



# EXAMPLE (literature review)

**M** One significant factor contributing to the effectiveness of cognitive-behavioral therapy (CBT) is the therapeutic alliance between the patient and therapist. **E** In a meta-analysis conducted by Horvath et al. (2021), it was found that the quality of the therapeutic alliance could account for as much as 50% of the variance in treatment outcomes in CBT. **A** This finding suggests that the rapport and trust between the patient and therapist play a critical role in the success of CBT. The therapeutic alliance provides a safe and supportive environment that enables the patient to engage fully with the challenging process of changing maladaptive thought patterns and behaviors. It also facilitates open communication, allowing the therapist to tailor the treatment to the patient's unique needs and **L** circumstances. While the therapeutic alliance is clearly important, it's not the only factor that affects the outcome of CBT. Another key element is the patient's level of motivation and engagement in the treatment process, which will be the focus of the following discussion.



# EXAMPLE (discussion)

**M** We found that the implementation of the new traffic light system has substantially improved road safety in our city. **E** In our analysis of accident rates before and after the new traffic light system was implemented, we found a 30% decrease in traffic accidents at intersections with the new system. **A** These findings align with previous research that has demonstrated the effectiveness of similar traffic control systems in reducing accidents (Johnson & Lee, 2019). **L** Our study builds on this research by providing evidence of the system's effectiveness in our specific local context. It suggests that the new traffic light system, by providing clearer signals to drivers and better managing traffic flow, can significantly improve road safety. However, while our findings are promising, it is also important to consider other factors that might have contributed to the decrease in traffic accidents.







Dissertation  
by Design®

# Questions?

+984-221-8217

[hello@dissertationbydesign.com](mailto:hello@dissertationbydesign.com)

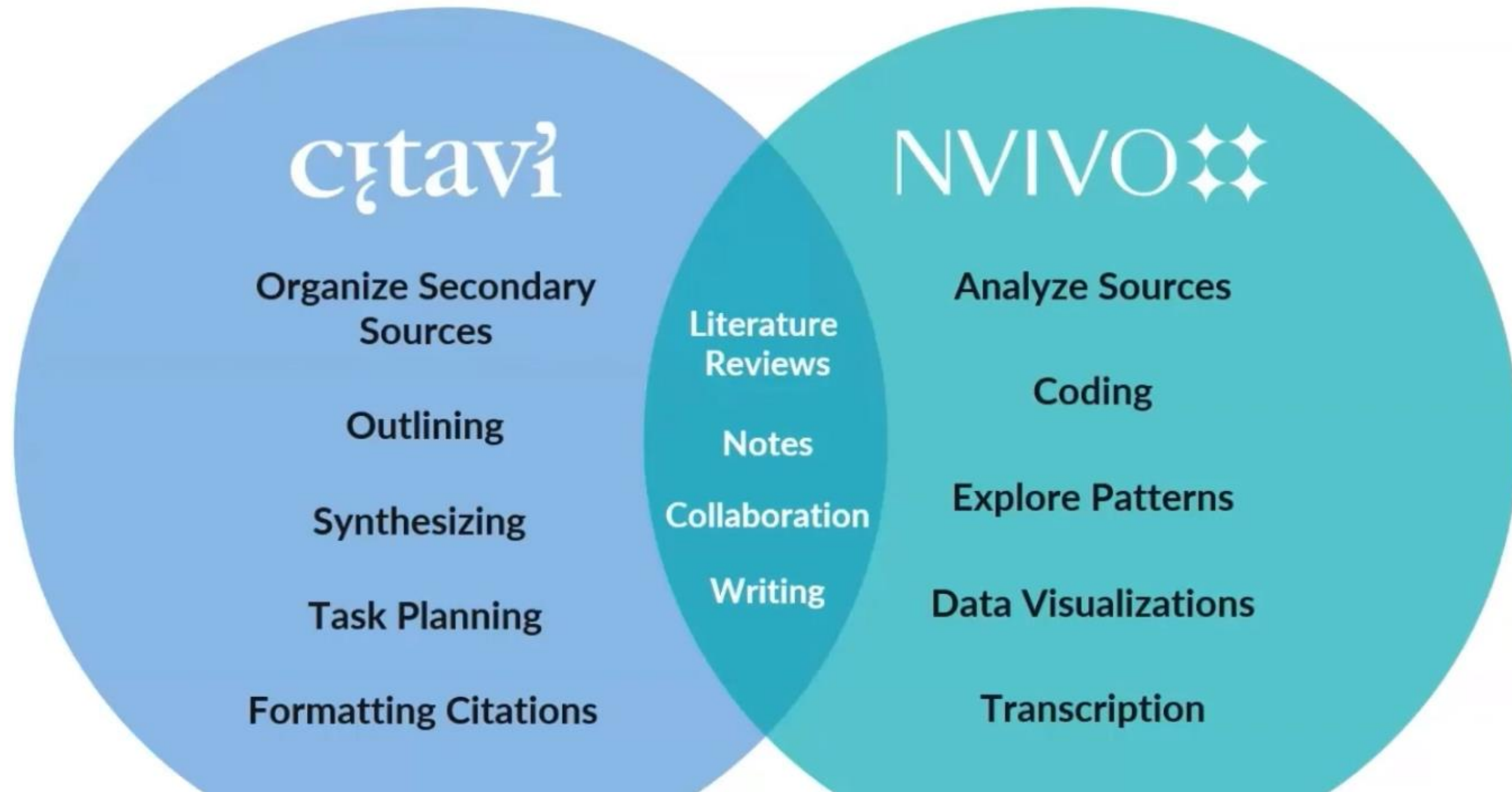
[www.dissertationbydesign.com](http://www.dissertationbydesign.com)



# Live Demo of Nvivo and Citavi



# Citavi and NVivo Integration



# Citavi & NVivo supports the full literature review process

NVIVO

Interpretation and analysis

Collect &  
manage  
articles

Search the  
literature

Reading,  
commenting,  
interpreting  
& analyzing

Identify gaps,  
relations,  
variances

Reviewing,  
writing &  
updating

Organization

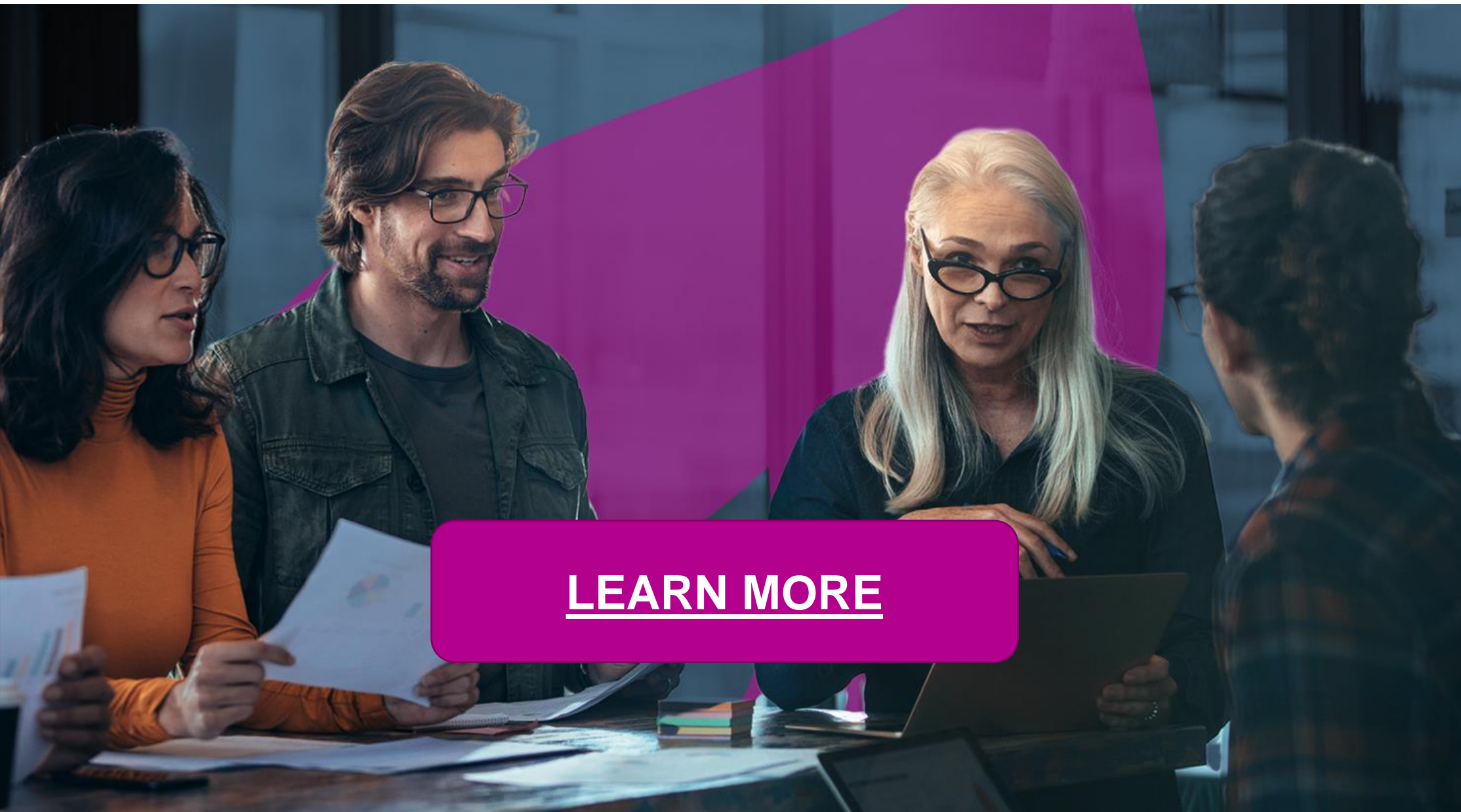
citavi



# Lumivero Virtual Conference

**Better Together for Better Insights,  
Research, and Outcomes**

**September 27-28, 2023**



[LEARN MORE](#)

## Call for Presentations

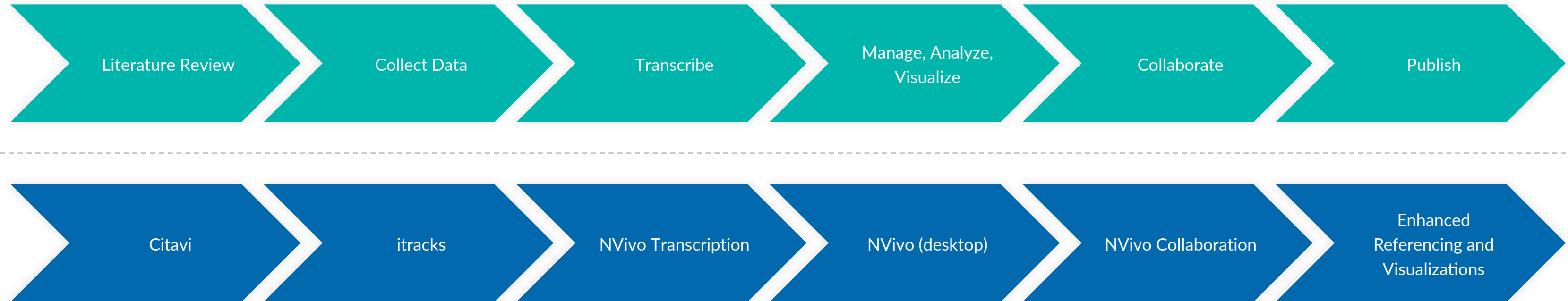
*Apply from April 18 – July 14*

The focus of the call for presentations is on the impact of data analysis methods and student placement management. We welcome presentation proposals exploring, but not limited to:

- Statistical Methods and Applications
- Qualitative Research Methods
- Mixed Methods
- Risk Management
- Collaboration
- Student Placement and Work Integrated Learning
- Writing and Reference Management

# Lumivero Solutions Supports The Entire Research Process

## The Research Process



**Streamlined With NVivo 14,  
NVivo Collaboration Cloud and  
Citavi Insights**  
[Learn More](#)



# NVivo Resources

**Free Resources**

# Lumivero Community



# The Data Landscape

Lumivero solutions help users to leverage their data to navigate and build their data landscape.

LUMIVERO



NVIVO

citavi

XLSTAT

Sonia



@RISK



DecisionTools