

# Summaries and Responses

---

# Summaries

---

- Concise representation of a text
- Allows the reader to determine if and why something is worth reading in a limited amount of time
- Shows the structure of the text
- Written with your own words – not much of the original text is copied



# Summaries

---

- Three functions:
- Explaining a text
  - Type of text
  - Main themes
  - Theoretical framework
  - General content

# Summaries

---

- Replacing a text
  - Take the most important subthemes of a text
  - Based on a well-considered selection (extract, exam preparation, reading report)
- Discussing a text
  - A critical report with final conclusion
  - Review, essay, final paper, preparation for a group discussion

# Summaries

---

- How to selection information
- General purpose
  - Look at the audience and target readers that you're writing for
- Other researchers or readers should be able to reconstruct the general idea
  - All important information for the study should be discussed
- Present information as described in the original article
  - Don't give your own interpretation unless the assignment tells you to do so



# Summaries

---

- The format is almost always the same
- Must contain the following information:
  - Research question/problem statement
  - Motivation/relevance
  - Theoretical framework
  - Method
  - Results/arguments
  - Conclusion

# Summaries

---

- Research question/Problem statement
  - Clear research question that will be answered and argued in the text by the author
  - What is being examined?
  - What is the specific issue the author wants to talk about?
  - On the basis of which specific case did they do that?

# Summaries

---

- Motivation/relevance
  - Why this investigation has been conducted
  - The research question or problem statement is connected to an issue that is of importance to the author, either in a social or academic context
  - What is the author's motivation?
  - What field is the research text trying to fill?



# Summaries

---

- Theoretical framework
  - Clarify what framework the investigation has been conducted
  - What is the theory behind the issue?
  - Which scientific theories or models does the author use as starting point to describe, analyse, interpret and explain the issue?

# Summaries

---

- Method
  - Explain how the investigation has been carried out
  - Only state the outlines – no need to explain in full detail
  - Deliver a concise description of how the investigation has been generated, analysed and interpreted by means of a scientific proven method
  - Keep to the most important aspects (e.g. the structure of the most important data and the method used in analysis)

# Summaries

---

- Results/Arguments
  - Process the outcome of the investigation
  - No need to mention all findings in the summary – narrow it down to the most important findings or arguments relevant for answering the research question
  - Mention unexpected outcomes



# Summaries

---

- Conclusion
  - The research question has to be answered
  - Do not submit any new information
- Your own opinion (optional)
  - Sometimes it can be useful to provide your own opinion
  - Was it carried out in a way you agree with?
  - Are the arguments valid?

# Summaries

---

- Language and style
  - Should be easy to understand
  - Tone should match your readers
  - Do not use vernacular language
  - No vague terminology (e.g. all, sorts, some, a few, etc)
  - Be consistent in the use of grammatical tense

# Responses

---

- Expression of reaction to an article in order to discuss the material
- Best responses use specific examples from the text to support your points and ideas
- Responses can be in agreement or adding ideas to the original material



# Things to consider

---

- Introduction

- Is all the information there? Is there anything else to add? Has everything been explained clearly?
- Is the goal clear? Does the rest of the material reflect the goal?

- Methods and Results

- Does it achieve what the research is set out to investigate?
- Are there any factors that could interfere with the results?
- Are there other things they should look at?

# Things to consider

---

- Analyses/Conclusion
  - Are there any alternative explanations?
  - What can the results be useful for?
  - Where can you see the research going in the future?
  - \*\*How does it relate to your own research?

# Practice - Social Media and Social Media Marketing: A Literature Review

---

- Today almost every internet user is familiar with these two words irrespective of their profession, nationality, culture, race or religion etc. This concept is only a decade old but has reached every social and economic class of our society. Blackshaw & Nazzaro (2004) have beautifully defined social media in the beginning of the era of social media, as the new source of online information, where the information itself is – created, initiated, circulated and used by consumers for the purpose of educating each other about products, brands, services, personalities and issues. According to Chi (2011, 46), social media marketing is a connection between the brands and consumers, that offers a personal channel and currency for user centered networking and social interaction.



# Practice - Social Media and Social Media Marketing: A Literature Review

---

- The way of communication has changed with the evolution of social media, and every business irrespective of its size has a presence on social media. This review examines current literature on social media and social media marketing. The focus of this research is to understand the relationship between the two concepts and finally reach to certain conclusion. For the purpose of this research we have examined the literature available on social media and its functional blocks in the beginning of the paper and then we have studied the dimension social media marketing tools. The purpose is to study the relationship between the functionalities of the social media and the dimension of the social media marketing in order to redefine the concept.

# Practice - Social Media and Social Media Marketing: A Literature Review

---

- The Literature Review has three main sections:
  - Defining Social Media
  - Social Media Marketing
  - Correlation between the two concepts
- Given this, let's make some notes on the first section – What is the purpose?



# Practice - Social Media and Social Media Marketing: A Literature Review

---

- The second part of the literature review: Social Media Marketing
- So far we have defined social media
- What is the focus of part 2?



# Practice - Social Media and Social Media Marketing: A Literature Review

---

- Part 3: Correlation between the two concepts
- Unlike the previous two parts, this one is the core of the research purpose – this will lead to the author's own conclusions rather just listing the background information
- What is the focus here?

# Practice - Social Media and Social Media Marketing: A Literature Review

---

- In this paper we made an effort to understand the concepts of social media and social media marketing. We studied the literature of the social media first and analyzed the honey comb model which explains the seven basic functionalities of any social media website. Our literature review of the social media marketing led us to identify the five major dimensions of the social media marketing. When we try to correlate the functionalities of the social media and dimensions of social media marketing we reach to a conclusion where we can identify that the seven functionalities of social media supports all the five dimensions of the social media marketing. This finally leads us to redefine the Social media marketing on the basis of functional block of the social media websites. “Social media marketing is a process where seven functional blocks (identity, conversation, sharing, presence, relationship, reputation and groups) of a social media website are utilized for promotion of a brand, organization, political party, a personality, an idea or an event.” So when we use social media for promotion of an idea or a product that is social media marketing



# Presentations – Set 1

---

- Groups 1 and 2 will take part in the first set of presentations
- Present a summary and a response to 1-2 research papers
- 10 minutes per group (remember your audience!)
- Leave some time after your presentation for questions
- Remember: the key papers should be posted online 2 days before your presentation
- \*\*EVERYONE MUST SPEAK



# Listening Practice

---

# Listening practice

---

- [https://www.ted.com/talks/kenny\\_coogan\\_this\\_weird\\_trick\\_will\\_help\\_you\\_summon\\_an\\_army\\_of\\_worms/transcript?language=en](https://www.ted.com/talks/kenny_coogan_this_weird_trick_will_help_you_summon_an_army_of_worms/transcript?language=en)

# Listening practice

---





# Comprehension Questions

---

1. What are some other terms for “worm grunting”?
2. What materials are needed for worm grunting?
3. Why do the worms come to the surface?
4. Who discovered the real reason for the worms’ behaviour?
5. How many other theories for the behaviour were presented in the video?

# Listening Practice

---

- [https://www.ted.com/talks/charles\\_wallace\\_and\\_sajan\\_saini\\_why\\_a\\_sausage\\_can\\_do\\_what\\_your\\_gloves\\_cannot/transcript?language=en](https://www.ted.com/talks/charles_wallace_and_sajan_saini_why_a_sausage_can_do_what_your_gloves_cannot/transcript?language=en)

# Listening Practice

---





# Comprehension Questions

---

1. What was the first touchscreen used for? Control plane
2. What are the two different forms of touchscreens? Capacitive resistive
3. What kind of touchscreen is in your phone? Capacitive
4. Why can't you use your phone's touchscreen with a glove? Glove is Insulated
5. What else would interrupt your ability to use the touchscreen on your phone? There's water on the screens

# Discussion

---

- In groups, write a response to the video you have seen