**Unit 7: ANNOTATED BIBLIOGRAPHY**

* **What is an annotated bibliography?**

It is a list of sources of information (scientific articles, books, i.e. literature) you find when you research for a specific academic topic in order to write a project during your undergraduate studies, your graduation dissertation or your postgraduate thesis.

* **Why should I compile an annotated bibliography?**

As you find and read a lot of material, you may eventually become confused or forget details of the information. Thus, it is advisable to keep record of your reading, which you will consult when you start writing down. Moreover, by reading the different sources carefully, you become more knowledgeable on the topic and, thus, more critical of their content and usefulness for your project. You develop a solid base of the (counter)arguments or theories develop around it and, thus, you can judge which stance a specific author takes, and subsequently which one you will embrace.

* **How do I select the sources?**

Your initial step is to try different **keywords** in your Google Scholar search to check which renders the most relevant and reader-friendly results. Decide on the type of material you need: *academic articles* (which may provide more current developments and results), *books* (which will provide more thorough overview of the topic), *formal reports, policy statements* (principles, rules and guidelines to be adopted by the whole organization), *statistical data, primary historical data*, etc. Consult the bibliography or the reference list of any useful source to spot other relevant sources.

* **How do I evaluate the sources?**

Then, you will need to evaluate the recency of the information (i.e. publication data), the validity of its arguments and the reliability of the author(s). The following table provides a useful checklist and a memorable acronym.

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| The ***CARS*** Checklist for Evaluating Research Sources | |
| ***C*redibility** | * Author’s credentials, * evidence of quality control, * evidence of peer review |
| ***A*ccuracy** | * Timeliness, * comprehensiveness, * audience, and * purpose |
| ***R*easonableness** | * Fairness, * objectivity, * moderateness, and * consistency |
| ***S*upport** | * Source documentation or bibliography and * corroboration |
| Source:  Calkins, S., & Kelley, M. R. (2007). Evaluating Internet and scholarly sources across the disciplines: Two case studies. *College Teaching*, *55*(4), 151-156. | |

* **How do I summarise the content of the article?**

1. Initially the abstract will guide you: find the purpose, methodology used and the results parts of the abstract.
2. Find the corresponding parts (sections/paragraphs) in the text (research questions, discussion, conclusion).
3. Paraphrase as much as you can. REMEMBER: use **black colour for your own words**, but if you use the **author’s original words use a different colour** to remind you to paraphrase later.

**Check the following sentences to see how broad paraphrasing works**

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| **Miell, S., Gill, S., & Vazquez, D. (2018). Enabling the digital fashion consumer through fit and sizing technology. *Journal of Global Fashion Marketing*, *9*(1), 9-23.** |
| **Keywords: Fit and sizing technology, omni-channel retailing, augmented reality, virtual reality, fashion marketing** |
| **Original**  Online fashion retailing is a major growth area. Innovative online fit and sizing technologies that facilitate purchase continue to develop and launch, however, problems associated with digital expectations of fit and size in consumer decision-making remain unresolved. |
| **GOOD PARAPHRASES**  a. *The prevalence of mobile technology has driven the fashion e-commerce industry to evolve and expand rapidly. As a result, a stream of new enabling fit and sizing fashion technologies has become available to consumers, across all sectors*.  b. *Fashion e-tailing has experienced significant development in the recent years, with fit and sizing technologies that help create a virtual changing room and facilitate purchase. However, progress is still needed to meet the challenges of digital depiction of clothing on the body prior to purchase. This could reduce consumer uncertainty over the effectiveness of such technologies*. |
| **NOTE**: the two paragraphed versions have a different point of view. This is determined by you (the writer of the paraphrased version) depending on your perspective on the issue. Obviously, the first one emphasizes on the positive side while the second one wants to make a point of issues of concern on the topic. |

**Task 3**

**Try to match the sentences with their paraphrased versions (all taken from the same article)**

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|  | **ORIGINAL from**  **Vale, L., & Fernandes, T. (2018). Social media and sports: driving fan engagement with football clubs on Facebook. *Journal of Strategic Marketing*, *26*(1), 37-55.** |
|  | The purpose of this research is to understand why and how sport fans engage with clubs on social media. |
|  | **Results**  The need for Information, Empowerment and Brand Love mainly drive Consumption, Contribution and Creation, respectively, while the need for Integration and Social Interaction emerged as the second most important motivation overall. |
|  | **Reflection**  This study contributes to the emerging research on social media use in the sport marketing literature, thus revealing additional opportunities for managers to engage their fan base online. |

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|  | **PARAPHRASED VERSIONS** |
|  | According to the authors, it is the need for information, empowerment and brand love that drive fan engagement through social media, with the importance of the interactive and collaborative nature of this engagement underlined through their  study. |
|  | Brand love was in fact highlighted as the main driver for engagement, providing sport marketers with valuable insight on how social media marketing strategies could be developed. |
|  | The authors explore the motivations and dimensions of fans’ social media behaviour and interactions with football clubs on the Facebook platform. |

**Task 4**

**Try to match the sentences with their paraphrased versions (taken from different articles). Justify your choices/ highlight the phrases that guided your choice.**

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|  | **ORIGINAL** |
|  | Drawing from an analysis of corruption cases (*n* = 2089), the paper initially examines the nature of corruption in sport (Roberts, Chadwick, & Anagnostopoulos, 2018). |
|  | It subsequently identifies key factors that sponsors should take into consideration when deciding upon a course of action to mitigate any potential effects of corrupt activity by a sporting property they are associated with. Finally, the paper discusses those courses of action (Roberts, Chadwick, & Anagnostopoulos, 2018). |
|  | The aim of this paper is to analyze the role that e-commerce has to play in the internationalization of Spanish luxury multi-brand stores (Mir-Bernal, Guercini, & Sádaba, 2018). |
|  | Possible answers are sought to the following research question: How might the adoption of e-commerce platforms affect the international sales of multi-brand retailers? (Mir-Bernal, Guercini, & Sádaba, 2018) |
|  | The growing interest in the assumed influence of fashion bloggers within the field of fashion has generated different kinds of research under the headings of communication and consumer behavior (SanMiguel & Sádaba, 2018). |
|  | Through an analysis of the characteristics of what has been considered “influential” within the field of research, and based on a research project that focuses on Spanish bloggers, we can discover which bloggers are influential, what the attributes are that define them, and how we can locate them (SanMiguel & Sádaba, 2018). |

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|  | **PARAPHRASED VERSIONS** |
|  | New marketing players have emerged in the online environment. Among them, fashion bloggers have aroused particular interest. Their role has attracted considerable attention due to their ability to influence consumer behavior. |
|  | Their study finds that not that many fashion bloggers exert much influence on consumer purchases. A careful selection of bloggers by brands is necessary in order to develop successful marketing campaigns and bring changes to the consumer, rather than merely generating brand awareness. |
|  | Their study addresses: (1) whether retailers really experienced growth in their international sales after creating the online shop; (2) the most appropriate communication strategies that should be adopted; (3) whether they created online stores to cover national demand or to reach international customers. |
|  | Recognizing the fashion industry’s lack of interaction between physical stores and corresponding online shops, the authors examine the impact of e-commerce growth on the internationalization of luxury multi-brand fashion retailers. |
|  | As it is suggested in their study, six different courses of action can be followed, ranging from withdrawing from the agreement immediately, to remaining and taking a stance against corruption, depending on the particular corruption instance under question.  Each action is then followed by a diverse set of managerial challenges and risks for sport marketers that are worth exploring further. |
|  | Their study examines the nature of corruption in sport by drawing on a large number of instances of sport corruption cases before focusing on the potential implication that such instances have on sponsorship agreements. |

**SAMPLE annotated bibliography indices for the articles mentioned in previous units.**

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| **SAMPLE 1** |
| **Reference (APA)**:  Nikou, S. A., & Economides, A. A. (2017). Mobile-based assessment: Towards a motivational framework. In Global Engineering Education Conference (EDUCON), 2017 IEEE (pp. 1522-1526). IEEE. |
| **Theoretical background:**  Self-determination theory of motivation: perceived autonomy, competence, relatedness |
| **Purpose**: effect of mobile use for learning assessment on student motivation |
| **Method**: medical students  Control group: PBA vs Experiment group: MBA  Same training  Motivation questionnaire pre and post training  t-test and ancova (covariate=pre-test scores) |
| **Results**: the experimental mobile-based group were more motivated |
| **Your opinion**: students don’t general enjoy assessment in its traditional form anyway. Given the importance of self-assessment for solid learning mobile-based, personalized self-assessment of leaning is crucial. The article provides evidence useful for educators for incorporating mobile-based self-assessment opportunities for their students. |

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| **SAMPLE 2** |
| **REFERENCE (APA)**  Z. Kantaridou, I. Papadopoulou & J. Angouri (2018). “It’s good to have a language under your belt”: The value of foreign languages in the Greek job market. In Sherman, T. & Nekvapil, J. (eds) *English in Business and Commerce: Interactions and Policies; English in Europe Volume 5*. Germany: De Gruyter Mouton, 254-275. |
| **THEORETICAL BACKGROUND**  The article is based on the theory of language as cultural and/or social capital (Bourdieu 1986) embodied in the individual representing intercultural competence. It also refers to idea of human capital including all the skills and competencies of the individual. |
| **PURPOSE**  It investigates:   1. the number of job advertisements that explicitly stated a language requirement,   (b) the variety/ecology of languages in the market and the level of competence required,  (c) language requirements in the different levels of hierarchy/seniority and education. |
| **METHODOLOGY**  three-month indexing of 1754 job advertisements in Greece |
| **RESULTS**   * English prevails but a wide variety of FLs is also advertised * An advanced level is required for the FL1 while and intermediate may suffice for FL2 * The majority of entry level graduate posts require FL * Two FLs are essential for higher level posts * Knowledge of two FLs may offset lack of university degree |
| **Task 5: *Write YOUR OWN REFLECTION* on the article:** |

**Task 6**

1. Decide on a topic of interest. You may choose one of the topics provided in the task above or think of another one of your own.
2. Think of possible key words for your search
3. Choose two of the documents (empirical articles) you have access to
4. Complete the template below. This template fits empirical articles, i.e. the ones that involve some kind of experimental procedure. You can adjust it if you think it is necessary. Submit the original article together with the completed annotated bibliography file.

Useful vocabulary

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| **Descriptive**:  In this article, X reviews, examines, describes, documents,  The main ideas expressed are  The author’s purpose/ research focus is  In particular, specifically | **Evaluative**:  Theories are supported by  There is lack/plenty of supporting evidence  The main advantage/ benefit of the study is  The main limitation/ drawback could be considered |