# Unit 2: Research Process Model

# Unit 2: Research Process Model     (10hrs)

2.1. Personal Experiences and Motivation

2.2. Literature Review

1. Purpose and objectives of a literature review
2. Literature resources
3. Conducting a literature review
4. Citation and its types
5. Bibliographic Detail and Referencing Systems
6. Plagiarism

2.3. Research Question

2.4. Conceptual framework

2.5. Strategies

1. Survey
2. Design and Creation
3. Experiment
4. Case Study
5. Action Research and
6. Ethnography

2.6. Data Generation Methods

1. Interview
2. Observations
3. Questionnaire
4. Documents
5. Types of triangulation in a research project

2.7. Data Analysis

1. Quantitative
2. Qualitative data analysis

# 2.1. Personal Experiences and Motivation

- **Personal Experiences**:
- Refers to the researcher's own life experiences, background, and interests that may lead them to choose a specific research topic.
- Personal experiences can include:
  - Previous education or training.
  - Professional experiences.
  - Personal encounters or observations.
  - Cultural or familial influences.
  - Personal interests or hobbies.
- Eg: a researcher who has a background in psychology and has personally dealt with mental health issues might be motivated to research interventions for anxiety disorders.

- **Motivation**:
- Refers to the inner drive or passion that makes a researcher to engage in research.
- Motivation can stem from various sources, such as:
  - Intellectual curiosity and a desire to seek knowledge.
  - Social or selfless motivations, such as a desire to help others or contribute to societal progress.
  - Career ambitions or academic goals.
  - Personal values and beliefs.
  - External incentives, such as funding opportunities/recognition.
- Eg: a researcher may be motivated to study environmental sustainability due to a deep-seated concern for the planet's future and a desire to make a positive impact

## 2.2. Literature Review
## Concept of Literature

- Literature refers to any relevant published or unpublished material, whether printed or audiovisual, such as books, reports, or other sources, consulted by researchers to understand and investigate a research problem.

## Review

- Review is the process of locating ( *to find out*) , obtaining ( *to receive* ) , reading ( *to store in mind*) , and evaluating ( *critically examine* ) the research literature in the area of researcher's interest.
- An account of what has been published on a topic by accredited scholars and researchers.
- A summary and analysis of current knowledge about particular topic or area of inquiry.

# 1. Purpose and Objectives of a literature review

- To find out existing stock of knowledge in the proposed research area.
- to find out previous research in the same subject,
- to find out areas of agreement and disagreement.
- to find out gap
- to avoid unnecessary repetition in the subject.
- to save time and resources. ( to protect from the unnecessary waste of time.)
- to obtain theoretical knowledge

# 2. Literature resources

- **Primary Literature:** Primary sources means original study, based on direct observation, use of statistical records, interviews, or experimental methods
- Firsthand, raw, original materials that researchers study and analyze.
- Involves consulting historical documents, visuals, journals, letters, autobiographies, memoirs, government statistics and speeches.
- Examining works of art, literature, and architecture or watch or listen to performances and programs.
- Initiating case studies or scientific experiments and take extensive field notes.
- Conduct interviews and data collection from questionnaires

- ***Printed Literature Sources:***
- *Diaries, Letters, Speeches, Patents, Photographs, Newspaper articles, Journal articles, Theses and dissertations, Survey Research (e.g., market surveys, public opinion polls, Proceedings of Meetings, conferences and seminars, Original Documents (i.e. birth certificates, wills, marriage licenses, trial transcripts)*
- Autobiographies, Correspondence: email, letters, travel Descriptions, Eyewitnesses, Oral histories, Literary works, Interviews
- Personal narratives, First-hand newspaper and magazine accounts of events
- Legal cases, treaties, Statistics, survey, Scientific data, transcripts, Records of organizations and government agencies, Original works of literature, art or music, Cartoons, postcards, posters

# Electronic Sources of Literature:

- Internet
- E-mail communication
- Interviews (telephone, e-mail)
- Video recordings ( television programs)
- Audio recordings (radio programs)
- Web sites
- Communications through social networking applications ( Face book, blogs, U-tube etc.)

- **Secondary Literature:**
- Consists of interpretations and evaluations that are derived from or refer to the primary source literature.
- Eg: review articles (such as meta-analysis and systematic reviews) and reference works.
- created by someone who *did not* have first-hand experience or did not participate in the events or conditions being researched.
- They describe, analyze, interpret, evaluate, comment on and discuss the evidence provided by primary sources.
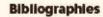
- Journal articles (depending on the discipline, these can be primary)
- Magazine and newspaper articles
- Websites (also considered primary)
- Biographies, Encyclopedias, dictionaries, handbooks
- Textbooks & monographs on a topic
- Literary criticism & interpretation
- History & historical criticism
- Political analyses
- Reviews of law and legislation
- Essays on morals and ethics
- Analyses of social policy
- Study and teaching material
- Articles, such as literature  reviews,
- Commentaries, research articles
- Criticism of works of literature, art and music

- **Tertiary Literature:**
- consists of a purification and collection of primary and secondary sources such as textbooks, encyclopedia, articles, and guidebooks or handbooks.
- The purpose of tertiary literature is to provide an overview of key research findings and an introduction to principles and practices within the discipline.
  - Chronologies
  - Classifications
  - Dictionaries
  - Encyclopedias
  - Guidebooks and manuals
  - Fact books
  - Abstracts
  - Indexes
  - Bibliographies
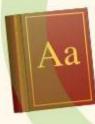
# PRIMARY LITERATURE

- Original research and/or new scientific discoveries

- Immediate results of research activities
- Often includes analysis of data collected in the field or laboratory

EXAMPLES:

- Original research published as articles in peer-reviewed journals.
- Dissertations
- Technical reports
- Conference proceedings

# SECONDARY LITERATURE

- Summarizes and synthesizes primary literature
- Usually broader and less current than primary literature

EXAMPLES:

- Literature review articles
- Books

*Since most information sources in the secondary literature contain extensive bibliographies, they can be useful for finding more information on a topic*

# TERTIARY LITERATURE

- Summaries or condensed versions of materials
- Usually with references to primary or secondary sources
- Good place to look up facts or get a general overview of a subject

EXAMPLES:

- Textbooks
- Dictionaries
- Encyclopedias
- Handbooks

# 3. Conducting a literature review

**1. Choose a topic. Define your research question.**

- Your literature review should be guided by a central research question.
- A literature review isn't just a bunch of studies thrown together.
- It focuses on background and research progress concerning a specific question, analyzed and synthesized by you."
- Make sure your research question is not too broad or too narrow.  Is it manageable?

**2. Decide on the scope of your review.**

- How many studies do you need to look at?
- How comprehensive should it be?
- How many sources does the assignment require?

**3. Select the databases you will use to conduct your searches.**

- Make a list of the databases/folder you will search.
- Look at the Library's research guides in your discipline to select discipline-specific databases.
- contact your subject librarian to make sure you aren't missing major databases.

**4. Conduct your searches and find the literature**

- To save time review the abstracts of research studies carefully.
- Write down the searches you conduct in each database so that you may matching them if you need to later
- Use bibliographies and references of research studies to discover additional sources.
- Ask your professor/ scholar in the field if you are missing any key works in the field.
- Use RefWorks to keep track of your research citations

# Review the literature.

- **Some questions to help you analyze the research:**
- What was the research question of the study you are reviewing?
- What were the authors trying to discover?
- What were the research methodologies?
- Analyze its literature review, the samples and variables used, the results, and the conclusions.
- Does the research seem to be complete?
- Could it have been conducted more soundly?
- What further questions does it raise?
- If there are conflicting studies, why do you think that is?

- **Again, review the abstracts carefully.**
- Keep careful notes so that you may track your thought processes during the research process.
- **Composing your literature review**
- Once you've settled on a general pattern of organization, you're ready to write each section.
- Guidelines you should follow during the writing stage. Here is a sample paragraph from a literature review about sexism and language to illuminate the following discussion:
- *However, other studies have shown that even gender-neutral antecedents are more likely to produce masculine images than feminine ones (Gastil, 1990). Hamilton (1988) asked students to complete sentences that required them to fill in pronouns that agreed with gender-neutral antecedents such as "writer," "pedestrian," and "persons." The students were asked to describe any image they had when writing the sentence. Hamilton found that people imagined 3.3 men to each woman in the masculine "generic" condition and 1.5 men per woman in the unbiased condition. Thus, while ambient sexism accounted for some of the masculine bias, sexist language amplified the effect. (Source: Erika Falk and Jordan Mills, "Why Sexist Language Affects Persuasion: The Role of Homophily, Intended Audience, and Offense," Women and Language19:2.*
- **Use evidence**
- In the example above, the writers refer to several other sources when making their point. A literature review in this sense is just like any other academic research paper. Your interpretation of the available sources must be backed up with evidence to show that what you are saying is valid.
- **Be selective**
- Select only the most important points in each source to highlight in the review. The type of information you choose to mention should relate directly to the review's focus, whether it is thematic, methodological, or chronological.

- ## Use quotes carefully
- Falk and Mills do not use any direct quotes. That is because the survey nature of the literature review does not allow for in-depth discussion or detailed quotes from the text. Some short quotes here and there are okay, though if you want to emphasize a point, or if what the author said just cannot be rewritten in your own words. Notice that Falk and Mills do quote certain terms that were coined by the author, not common knowledge, or taken directly from the study. But if you find yourself wanting to put in more quotes, check with your instructor.
- ## Summarize and synthesize
- Remember to summarize and synthesize your sources within each paragraph as well as throughout the review. The authors here recapitulate important features of Hamilton's study, but then synthesize it by rephrasing the study's significance and relating it to their own work.
- ## Keep your own voice
- While the literature review presents others' ideas, your voice (the writer's) should remain front and center. Notice that Falk and Mills weave references to other sources into their own text, but they still maintain their own voice by starting and ending the paragraph with their own ideas and their own words. The sources support what Falk and Mills are saying.
- ## Use caution when paraphrasing
- When paraphrasing a source that is not your own, be sure to represent the author's information or opinions accurately and in your own words. In the preceding example, Falk and Mills either directly refer in the text to the author of their source, such as Hamilton, or they provide ample notation in the text when the ideas they are mentioning are not their own, for example, Gastil's. For more information, please see our handout on plagiarism.

- **Literature search through the internet**

Some popular search engine

- Yahoo - http://www.yahoo.com
- Google - http://www.google.com
- Lycos - http://www.lycos.com
- Alta Vista - http://www.altavista.com
- Hotbot - http://www.hotbot.com
- Go - http://www.go.com
- Excite - http://www.excite.com
- Alltheweb- http://www.alltheweb.com
- Googleschlor

## Assignment

*Select a topic of your research and start to review the literature.*

*You should consult at least FIVE scholarly articles, Books, newspapers, magazines, thesis, reports and other related literature.*

- *List out the consulted literatures.*

- **Group Task**
- *Select a Topic of Research and review the literature as follows:*

1. Journals – 3 Nos.
2. Books – 5 Nos.
3. Articles – 4 Nos.
4. Theses – 2 No

# Questions

1. *Define literature. Describe three categories of literature.*

2. *Define literature review. What is the purpose of literature survey?*

3. *What are the steps in literature review ? Describe each steps with suitable examples.*

4. *Highlight the importance of literature review?*

# 4. Citation and its types

- A **citation** is a way of giving credit to individuals for their creative and intellectual works that you utilize to support your research.

- It can also be used to locate particular sources and avoid plagiarism.

- In-text citation includes the author's name, date, page number

- A **citation style** dictates the necessary information for a citation and how the information is ordered, as well as punctuation and other formatting.

- **Types of citation**
- **In-text citations:** These are brief references within the body of the text that indicate the source of the information or idea being presented.
- Typically including the author's last name and the year of publication.
- **MLA in-text citation**:   (Donaldson 73)
- **APA in-text citation**: (Donaldson, 2017, p. 73)

- **Bibliographic citations:** These are detailed references to the sources used, typically listed at the end of a paper or article in a bibliography or reference list.
- **Footnotes and endnotes:** These are additional notes or citations placed at the bottom of a page (footnotes) or at the end of a document (endnotes) to provide further information or citations for specific points in the text.
- Each citation style (such as APA, MLA, Chicago, etc.) has its own specific guidelines for formatting and using
- URL (Uniform Resource Locator)
- DOI (Digital Object Identifier)

# 5. Bibliographic Detail and Referencing Systems

- **Referencing style & Format**
- **What is Reference?**
- The detailed description of the document from which you have obtained your information.
- Referencing is a way of demonstrating that you have done that reading.
- When you summarize, refer to or quote from an author's work you need to give them credit.
- References include sources that have been directly cited in your research paper.
- For each source, you will have at least one in- text citation in the body of your research paper.

- **WHY TO REFERENCE ?**
- Gives credit to other people's work .
- Enables others to follow up on our work.
- Avoids charges of plagiarism.
- Required to support all significant statements.
- Used to indicate the origin of material & source for research & further reading.
- To make the work informative. (Quality)
- To get recognition and authentication of the work.
- To help the researcher to find the original source.

- **What is a Bibliography**
- A bibliography is a list of books (or other sources of information) that you have referenced or consulted when writing your thesis.
- A bibliography is an orderly list of resources on a particular subject .
- A bibliography provides the full reference information for all the sources which you have consulted in preparing a particular project.
- The purpose of a bibliography is to allow the reader to trace the sources used.
- Bibliographies, contain all the sources that you have used for your thesis, whether they are directly cited or not.
-  In a bibliography, you should include all of the materials you consulted in preparing your thesis.

- **DIFFERENCE BETWEEN REFERENCE BIBLIOGRAPHY**
  - References are the items you have read and exactly referred to (or cited) in your work, and list of sources at the end of the task..
  - Reference is a list of work you have cited in your work.
  - A bibliography  is the list of additional books and articles you have read to find information, but not cited in your work.
  - The primary use of references is to get *recognition and authentication of the research work,* whereas bibliography is added with the aim of giving the reader the *information on the sources relating to the topic.*

- **DIFFERENT  STYLES OF WRITING REFERENCES**
  - American Psychological Association style (APA)
  - MLA citation style (Modern language association )
  - The Chicago manual of style
  - Harvard style of referencing
  - Royal society of chemistry style
  - Vancouver style

- **HOW TO ADD SOURCE IN OUR WORK**
- **Quote**
- **Paraphrase**

- **Quote:**
- Personality is the dynamic organization within the individual of those psychophysical systems that determine his unique adjustment to his environment Allport (1971)
- **Paraphrase :**
- Allport(1971) says that Personality is the dynamic arrangement of those psychophysical processes within the individual that define his particular adjustment to his environment.

- **IN-TEXT CITATION :**
- An in-text citation is **the brief form of the reference that you include in the body of your work**.
-  It gives information to uniquely identify the source in your reference list.
- The brief form consists of: name of the author(s), and year of publication.
- **Example paragraph with in-text citation**
- A few researchers in the linguistics field have developed training programs designed to improve native speakers' ability to understand accented speech **Derwing et al. (2002)** Their training techniques are based on the research described above indicating that comprehension improves with exposure to non-native speech. conducted their training with students preparing to be social workers, but note that other professionals who work with non-native speakers could benefit from a similar program. **(Thomas, 2004).**
- **References :**

- Derwing, T. M., Rossiter, M. J., & Munro, M. J. (2002). Teaching native speakers to listen to foreign-accented speech. *Journal of Multilingual and Multicultural Development*, 23(4), 245-259.
- Thomas, H. K. (2004). *Training strategies for improving listeners' comprehension of foreign-accented speech* (Doctoral dissertation). University of Colorado, Boulder.

- **SOURCE OF REFERENCES :**
  - Books
  - Journal articles & Research papers.
  - Newspapers and magazines
  - Pamphlets
  - Films, Documentaries, Television Programs, Advertisements
  - Websites or Electronic Resources
  - Letters, Emails, Online Discussion Forums
  - Personal Interviews
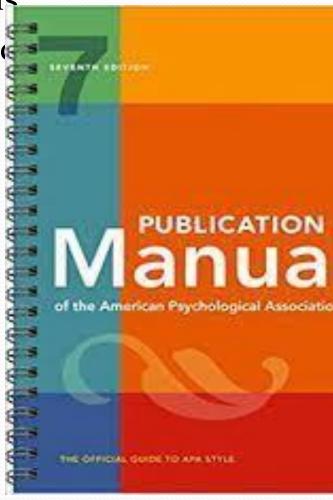  - Lecturers
  - Tweets

- **APA style:**
- American Psychological Association (1923).
- In 1929, published instructions for authors on how to prepare manuscripts for APA journals.
- Later used for thesis, term papers, etc.
- Latest edition $7^{th}$ in 1 October 2019.
- Widely used in social sciences.

- **APA BOOK 7th Edition :**
- Author's last name, Initial(s). (Year of publication). *Title of book*. Publisher
- Kaul, L. (2010). *Methodology of Educational Research*. Vikas Publishing House.
- Best, J. W. & Kahn, J. V. (2010). *Research in Education*. Prentice Hall of India.

- **APA BOOK (Three or more than 3 Authors):**
- Author's last name, Initial(s)., Author's last name, Initial(s)., & Author's last name, Initial(s). (Year of publication). *Title of book*. Publisher.
- Smith, T., Williams, B. M., & Street,  R. (2020). *Educational Research*. Harper Collins.
- **In text citation :**
- (Smith et al., 2020)

- **What is "et al."?**
- —Et al. is short for the Latin term —et alia, meaning **"and others."** It is used in academic citations when referring to a source with multiple authors:
  - Singh et al. (2019) argue that …



**(Smith et al., 2013)**

- —Et al. should not be confused with —etc.; it is used for lists of people, whereas —etc. is used for lists of things and concepts

- **JOURNAL ARTICLE:**
- Author's last name, Initial(s). (Year of publication). Title of article. *Title of Journal*, *Volume*(Issue), Pages. https://URL
- Andrew, W. (2000). The evolving European model of professional sports finance. *Journal of Sports Economics*, *1*(3),   257–276  https://www.journal-of-sports economics.com/european-model-

- **JOURNAL ARTICLE ONLINE:**
- Patil, M. & K, Shivkumara (2016). Frustration level of high school students   among their gender. *The International Journal of Indian Psychology,  3*(2), 30-42.

  http://cjoe.naspublishers.com/vol_1Issue_3.html.     (Accessed     on 11/06/2021.)

- Note: The difference between the numbers is that "*volume* typically refers to the number of years the publication has been distributed, and *issue* refers to how many times that periodical has been published during that year

- **THESIS PRINT :**
- Author last name, Initials. (Year). *Dissertation title* University Name.
- Srivastava, P. (2021). *Reduction in mental haze of students with hearing impairment through conflict resolution training an experimental study (Doctoral thesis). University of Lucknow.*

- **THESIS ONLINE:**
- Yadav, G. P. (2021). *Role of financial institution in enhancing quality education through corporate responsibility and education loan an appraisal (Doctoral thesis). University of Lucknow.* Retrieved from https://shodhganga.inflibnet.ac.in/handle/10603/286520.

- **GOVERNMENT DOCUMENTS.**
- Organization Name. (Year, Month, Day). *Page title.* Site Name. URL
- Occupational Safety and Health Administration. (2021, January 29). *Protecting workers: Guidance on mitigating and preventing the spread of COVID-19 in the workplace.* https://www.osha.gov/coronavirus/safework

- **YouTube Video :**
- Channel. (Year, Month Day of publication). *Title of video* [Video]. Website. https://URL
- Unacademy (2020, August 20). *Develop a theoretical framework in 3 steps* [Video]. YouTube. https://youtu.be/4y1BAqOnhMM

- **PRINT NEWSPAPER :**
- Author's last name, Initial(s). (Year, Month Day of publication). Title of article. *Newspaper*. https://URL
- Popkin, G. (2020, August 12). Global warming could unlock carbon from tropical soil. *The New York Times*. https://www.nytimes.com/2020/08/12/climate/tropical-soils-climate- change.html

- **Twitter :**
- Author name, Initials [@username]. (Year, Month Day). *Text of tweet* [Tweet]. Twitter. URL
- Davidson, L. [@lisa_b_davidson]. (2021, March 22). *Has anyone ever written about why some initials work as names in English (KC, JP, and most things followed by* [Tweet]. Twitter. https://twitter.com/lisa_b_davidson/status/1374036090038 988802
- For tweets longer than 20 words, only include the first 20 in your reference.

# Missing information :
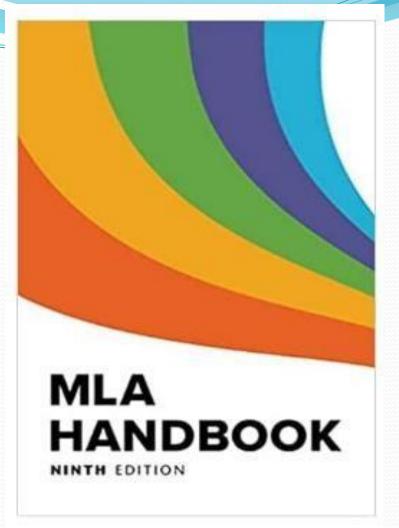
When the *author,* **publication date or locator is unknown,** take the steps outlined below.

| Missing element | What to do | In text citation |
|---|---|---|
| Author | Use the source title.* | (Source Title, 2020) |
| Date | Write —n.d. for —no date. | (Gupta, n.d.) |
| Page number | Either use an alternative locator or omit the page number. | (Goyal, 2020, Chapter 4) or (Goyal, 2020) |

- **MLA 8th Edition Formatting and Style**
  - MLA stands for the **Modern**
  - **Language Association**. It is the
  - Principal professional
  - organization of language and literature
  - scholars.
  - MLA style citations are commonly used
  - by students and academics in the humanities.
  - This guide follows the *9th edition (the most recent)* of the *MLA Handbook*, published by the
- *Modern     Language     Association in 2021.*

- **MLA BOOK :**
- Author's last name, First name. *Title of Book*. Publisher, Year of publication.
- Santrock, John. *Educational Psychology*. McGraw-Hill Education, 2017.
- Author's last name, First name, and Author's first name Last name. *Title of Book*. Publisher, Year of publication.
- Smith, Thomas, and Barbara Michelle Williams. *The Citation Manual for Students: A Quick Guide*. Wiley, 2020.

- **MLA JOURNAL :**
- Author's last name, First name. —Title of Article. *Title of Journal*, vol. Volume, no. Issue, Month Year of publication, pp. Pages, DOI.
- Andreff, Keat. —The Evolving European Model of Professional Sports Finance. *Journal of Sports Economics*, vol. 1, no. 3, Sept. 2000, pp. 257–76, doi:10.1177/152700250000100304.
- Author's last name, First name, and Author's first name  Last name. —Title of Article. *Title of Journal*, vol. Volume, no. Issue, Month Year of publication, pp. Pages, URL.
- Andreff, Keat, and Paul David. —The Evolving European Model of Professional Sports Finance. *Journal of Sports Economics*, vol. 1, no. 3, Sept. 2000, pp. 257–76, www.journal-of-sports economics.com/european-model-finance.

- **MLA THESIS: PRINT**
- Author's Last name, First name. *Title of the Thesis/Dissertation.*Year Published. Name of University, type of degree
- Gupta, Mohit. *A comparative study of Adjustment and values of Higher secondary school students*. 2020. University of Lucknow, Ph.D. Thesis.

- **MLA NEWSPAPER PRINT:**
- Author's last name, First name. —Title of Article. *Newspaper*, Day Month Year of publication, pp. Page.
- Popkin, Gabriel. —Global Warming Could Unlock Carbon From Tropical Soil. *The New York Times*, 12 Aug. 2020, p. D3.

- **Formatting the APA reference page :The basics**
- On the reference page, you list all the sources that you've cited throughout your paper.
- Place the page, right after the main body and before any appendices.
- On the first line of the page, write the section label —References (in bold and centered).
- On the second line, start listing your references in alphabetical order.
- Apply these formatting guidelines to the APA reference page:
- Double spacing (within and between references)
- Hanging indent of ½ inch
- Legible font (e.g. Times New Roman 12 or Arial 11)
- Page number in the top right header

# References ← Section label

American Psychological Association. (2004, February). *Advertising and children.* — Double spaced

    http://www.apa.org/pubs/info/reports/advertising-children

Centers for Disease Control and Prevention. (2017, March 23). *E-cigarette ads and youth.* ← Webpage citation

    https://www.cdc.gov/vitalsigns/ecigarette-ads/index.html

Cheung, C. M. K., & Thadani, D. R. (2012). The impact of electronic word-of-mouth

    [0.5"] communication: A literature analysis and integrative model. *Decision Support Systems,*

    *54*(1), 461–470. https://doi.org/10.1016/j.dss.2012.06.008

Chung, S., & Cho, H. (2017). Fostering parasocial relationships with celebrities on social media:

    Implications for celebrity endorsement. *Psychology & Marketing, 34*(4), 481–495. ← Journal citation

    https://doi.org/10.1002/mar.21001

Dahlén, M., Rosengren, S., Törn, F., & Öhman, N. (2008). Could placing ads wrong be right?:

    Advertising effects of thematic incongruence. *Journal of Advertising, 37*(3), 57–67.

    https://doi.org/10.2753/JOA0091-3367370305

De Veirman, M., Cauberghe, V., & Hudders, L. (2017). Marketing through Instagram influencers:

    The impact of number of followers and product divergence on brand attitude. *International*

    *Journal of Advertising, 36*(5), 798–828. https://doi.org/10.1080/02650487.2017.1348035

Erkan, I., & Evans, C. (2016). The influence of eWOM in social media on consumers' purchase

    intentions: An extended approach to information adoption. *Computers in Human Behavior,*

    *61,* 47–55. https://doi.org/10.1016/j.chb.2016.03.003

Kim, C. W., & Mauborgne, R. (2015). *Blue ocean strategy: How to create uncontested market* ← Book citation

    *space and make the competition irrelevant* (Expanded ed.). Harvard Business Review.

Lou, C., & Yuan, S. (2019). Influencer marketing: How message value and credibility affect

    consumer trust of branded content on social media. *Journal of Interactive Advertising,*

    *19*(1), 58–73. https://doi.org/10.1080/15252019.2018.1533501

Hanging indent

Alphabetically sorted

- **REFERENCING TOOLS :**
  - **CONNOTEA**     http://www.connotea.org
  - **CITEULIKE**.     http://www.citeulike.org
  - **CITATION MACHINE**    http://citationmachine.net
  - **ZOTERO** http://www.zotero.org/
  - **MENDELEY**     https://www.mendeley.com
- **FREE FEATURES OF THESE REFERENCING TOOLS :**
  - Web based
  - Import from online databases/web pages
  - Create bibliographies

- **NO NEED TO REFERENCE WHEN YOU ARE :**
- writing your own observations or experiment results, Eg: a report on a field trip.
  - writing about your own experiences, for example, a reflective journal.
  - writing your own thoughts, comments or conclusions in research.
  - evaluating or offering your own analysis.
  - using 'common knowledge' (facts that can be found in numerous places and are likely to be known by a lot of people)

# 6. Plagiarism

- Plagiarism means using someone else's work without giving them proper credit.
- The word "plagiarism" comes from the Latin word for "kidnapper" and is considered a form of theft, a breach of honesty in the academic community.
- In academic writing, it involves using words, ideas, or information from a source without citing it correctly.
- Any ideas or materials taken from another source must be fully acknowledged, unless the information is common knowledge

- **TYPES OF PLAGIARISM**
- **Word for Word Plagiarism:** Copying a source's text exactly the way it is written.
- **Paraphrasing:** Editing the work of another in your owns words without citing.
- **Copy & Paste Plagiarism:** Copying and pasting text from an electronic source and using it as your own.
- **Word Switch Plagiarism:** Taking a sentence from a source and only changing around a few words.
- **Style Plagiarism:** Replicating the style and format of a source's writing.
- **Metaphor Plagiarism:** Using metaphors or analogies from a source as your own.
- **Idea Plagiarism:** Using the creative ideas of another as your own.
- **Self--Plagiarism:** Reusing portions of previous writings in subsequent papers, either as a re--titled paper, or a compiling of bits and pieces of previous papers.

# TO BE FREE FROM PLAGIARISM THINGS TO AVOID WHEN WRITING :

- Copying and pasting  matters from electronic sources
- Pulling out quotes from sources without putting quotation marks
- Closely paraphrasing
- Quoting statistics without naming the source
- Using words and passages you don't understand and can't explain
- Self--plagiarizing
- Using photographs, video, or audio without acknowledgment
- Translating from one language to another without properly citing the original source

- **To avoid plagiarism, you must give credit when:**
- You use another person's ideas, opinions, or theories.
- You use facts, statistics, graphics, drawings, music, etc.
- You use quotations from another's written word
- You paraphrase from another person's word.
- You draw from your own previous writing.

what-do-we-mean-by-a-research-question-2-2048.webp

# 2.3. Research Question

- **What is a research question** ?

☐ Umbrella questions that address your topic

☐ Questions you don't know the answer

☐ You are doing research to gain new knowledge

☐ Not too narrow and not too broad

☐ Focused, clear and appropriately complex

- **Steps to writing a research question?**
1) Choose a topic that interests you.
2) Do some preliminary/initial research on your topic.
3) Start asking questions.
4) Evaluate your question.

# Why Are they Important?

 The most important component of a study is the research question.  It is the keystone of the entire exercise' (Bordage & Dawson, 2003, p. 378)

 WHY?

 Identifies your unique contribution to the field

 clear focus for research process

 Influence your literature review

 Influence how you will collect data, the kinds of questions you will ask

 Helps you think about how others will argue against it

- Be 'open' questions (This means that they can not be answered with a simple 'yes' or 'no' answer.

- Starting the question with: (who, what, when, where, why, or how)

- **Sample Research questions**
- Clear, focused and appropriately complex
- ⍰  Unclear:  Why are social networking sites harmful?
- ⍰  Clear:  How are online users  addressing privacy  issues on social networking sites like  twitter and Facebook?
- ⍰  Unfocused: What is the effect of global warming on the environment ?
- ⍰  Focused: How is glacial melting affecting penguins in Antarctica?
- **Simple vs. Complex**
- ⍰  Too simple:  How are doctors addressing diabetes in the U.S.?
- ⍰  Appropriately complex: What are common traits of those suffering from diabetes in America, and how can these commonalities be used to aid the medical community in prevention of the disease?

- **Theoretical Framework**
- *Collection of interrelated concepts, like a theory/principle*
- Guides your research by specifying what variables you will measure and the statistical relationships you will examine.
- *It is the foundation on which the entire work is based.*
- It is a logically developed network of associations among variables identified through interviews, observations, and literature surveys.

# Developing a theoretical framework

- *Every problem has been connected / related with theory(ies).*
- *Reading various literatures helps to prepare theoretical framework.*
- *Research framework to be prepared based on existing literature referred by researcher.*
- *Best theoretical framework can be prepared through review of wide range of relevant literature.*
- *A theoretical framework guides researchers to decide the tools*
- *It is the set of terms and relationships within which the problem is formulated and solved.*

- **Theoretical Framework…**
- **Dependent Variables**
- *Productivity*
- **Independent Variables**
- *Education*
- *Training*
- *Remuneration*
- *Age*
- *Working Environment*
- *Org. Culture*
- *Technology etc.*

- Theoretical Framework…examples
- **Relationship of Productivity with following factors**:
  - *Education increases Productivity*
  - *Training increases Productivity*
  - *Remuneration increases Productivity*
  - *Age (more age) decreases Productivity*
  - *(Good) Working Environment increases Productivity*
  - *(Good) Org. Culture increases Productivity*
  - *(High) Technology increases Productivity*
- *Research and theory are inseparable supplementary components,*
    - *Research develops theory.*
    - *Theory provides conceptual framework.*

# 2.4. Conceptual Framework

- A conceptual framework is like a **roadmap** for study, helping to visualize research project and put it into action.

- It defines the relevant variables for study and maps out how they might relate to each other.

- *It is a effective tool of research.*

- *It is based on the theoretical framework.*

- *It relates to the specific research problem ( may be single variable ) depend on the specific theory.*

- *It is more specific than theoretical framework.*

- **Conceptual Framework**
- It is more about the approach that a researcher takes in answering a research question.
- It is derived from concepts.
- A conceptual framework is composed of several concepts.
- Conceptual frameworks identify factors influencing a particular field

- **Theoretical Framework**
- It is developed/derived from existing theory/theories.
- By itself, one theory alone can serve as a theoretical framework.
- A theoretical framework based on one or more theories, e.g. Darwin's theory of evolution.