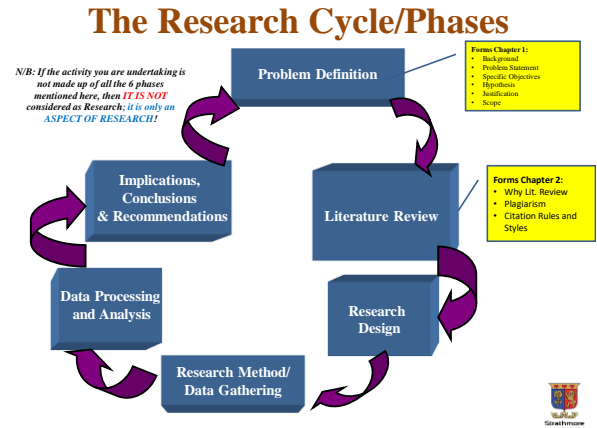




Phase 2 of Research- The Literature Review



By the end of this topic, you should be able to:

1. Define *what is literature review?*
2. Reasons *why literature review is necessary*
3. Plagiarism.
4. CITATION STYLES and Rules.

The primary reason for doing a literature review is to **determine the current state of knowledge in the area.**



What is Literature Review?

- An account of what has been published on a topic by **researchers, scholars and practitioners.**
- A systematic method for **identifying, evaluating and interpreting** the work produced by researchers, scholars and practitioners.
- The literature review also indicates the following:
 - (a) Approaches;
 - (b) Methods;
 - (c) Variables used; and
 - (d) Statistical procedure.



IMPORTANCE OF LITERATURE REVIEW:

(a) Improve your Research Methodology

- Literature review **helps you to acquire methodologies used by other researchers** to find and solve research questions similar to the ones you are investigating.
- It will **explain the procedures other researchers used** and methods similar to the ones you are proposing.
- It will give you an idea **whether the methods other researchers used worked** for them and what are the problems they faced.
- Makes you **aware of pitfalls and problems** and could strategise well to select a methodology that you feel will suit your research work better.



(b) Focus on Research Question

- Literature Review could **helps you shape your research question** because the process of reviewing the literature helps you to understand the subject area better and thus helps you to conceptualise your research problem clearly and precisely.
- In addition, it also **helps to understand the relationship between your research question and body of knowledge in your research area.**



To do
good research...



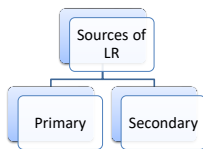
DON'T NEED TO
KNOW
EVERYTHING

HAVE TO KNOW
THE UNKNOWN

Show what is unknown.....

- To do good research, ensure that your **literature review brings out what is UNKNOWN** from the work of others.
- Or else, you will simply be giving a summary of what is already known..

Sources of Literature Review



Primary Sources:

- First hand account of events, i.e. *Eye witness accounts*.
- Info collected from interviews and questionnaires.

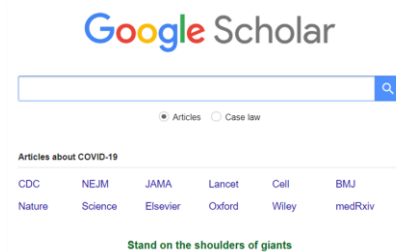
Secondary Sources

- Scholarly journals** e.g. finance journals, Harvard Business Review
- Books**-(time of publication is important)
- Publications** – **by govt** e.g. policy papers, research reports, etc **or by companies** e.g. financial statements, magazines
- Grey literature**-(any written but unpublished work) e.g. presentations in seminars, thesis, projects, dissertations and other reports
- Syndicated services**-Org that collect info an sell e.g. Transparency Int.
- Periodicals** – e.g. newspapers, magazines, (may not be accurate)

Where do I get Literature?..

- Library
- Internet

1.) <http://scholar.google.com>

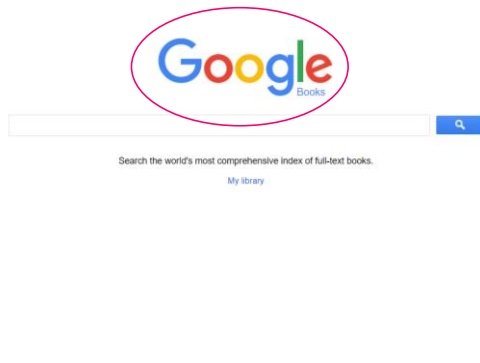


The articles here are peer reviewed...thus excellent for academic work...

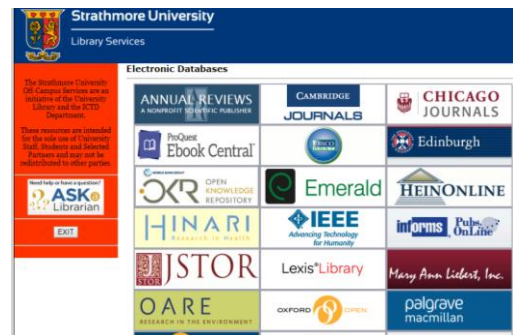
Wikipedia IS NOT acceptable as a source of Literature Review, especially for academic work....as it is not reviewed by anyone...



2.) <http://books.google.com>

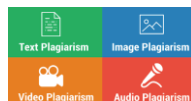


3.) Strathmore E-Resources: <http://ezproxy.library.strathmore.edu/menu>



➤ Plagiarism:

- When you use someone's words, ideas or information without referencing them, i.e. presenting them as your own.
- is a very serious academic offence and leads to severe penalties.



Avoid Plagiarism...

➤ To avoid plagiarism, make sure you:

1. **CITE CORRECTLY:** Keep careful [notes of your source](#) when you read. Keep the [bibliographical information](#) that you will need to write a full reference for the source.
2. **QUOTE PROPERLY:** Use [quotation marks](#) for the extracts you copy directly from a source and [acknowledge the source](#).
3. **PARAPHRASE WELL:** Use proper [paraphrasing](#) and [acknowledge the source](#).