

# Practical Research 2

## Quarter 1 - Module 13

### Literature Review

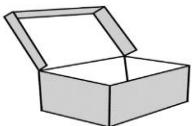


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## What I Need to Know

Good day Senior High School Students! In this lesson, you are going to learn how to:

Present written review of related literature and conceptual framework (CS\_RS12-1f-j-9)

Work which are irrelevant should be discarded and those which are peripheral should be looked at critically. A literature review is an evaluative report of information found in the related to your selected area of study. It describes, summarizes, evaluates and clarifies the literature. In this lesson, it is important to impart the reader what information or ideas have been established on a topic. Moreover, in this lesson, you will learn concepts, understand, and do practice activities that will help you do the following:

1. select, cite, and synthesize related literature;
2. use sources according to ethical standards; and
3. learn how to write a good literature and the framework.



## What I Know

Before you proceed to the different activities inside the module, answer first this **pre-assessment activity** as an initial part of this lesson literature review.

### Planning Chart

Think of a topic related to SHS strand and check or encircle the purpose for writing in the first column, then answer the questions on the second column.

Topic:

Purpose	Learners
<p><i>Circle one.</i></p> <ul style="list-style-type: none"><li>• To tell a real story</li><li>• To tell a made-up story</li><li>• To describe a person, place or thing</li><li>• To explain how to do something</li><li>• To find something out</li><li>• To give an opinion</li><li>• To ask something</li><li>• Other _____</li><li>_____.</li></ul>	<p><i>Write your answers to these questions.</i></p> <ol style="list-style-type: none"><li>1. Who will read this? _____</li><li>2. What do they already know about my topic? _____</li><li>3. What do I want them to know? _____</li><li>4. What part of my topic would interest them most? _____</li><li>_____</li></ol>





## What's In

Research requires an intensive review of related literature to establish information and standardized the methodology. The literature review is a vital and integral part of the study or investigation. It should be written through the prism of the conceptual framework, statement of the problem and its objective and the formulation of research hypothesis. It is a part of your research where you systematically study and classify different sources about your research that situates the study in relation to previous knowledge.

Literature review may be defined as written works collectively, especially, that enduring importance, exhibiting creative imagination and artistic skill which are written in a particular period, language, and subject (Funk & Wagnalls Dictionary, 1976 as cited in Calmorin). In other words, a literature review is a critical review of literature of the study since, it summarizes, interprets and evaluates existing literature in order to establish current knowledge of the study.

*“A research **literature review** is a systematic, explicit and reproducible method for identifying, evaluating and synthesizing the existing body of completed and recorded work produces by researchers and practitioners”* (Fink, 2005). Meaning while research problem is still being conceptualized, the researcher must already start reviewing literature and must able to show evidences that the problem really exists and is worth investigating. Hence, This, is a written summary of journal articles, books, and other documents that describes the past and current state of information on the topic of your research study. It is necessary for you to review information, data available, or theories that have some relationship with your hypothesis.

### **Steps in conducting an efficient research literature review**

1. *Identify key terms-* this will give you an idea where you are going to start, that will allow you to map the field and position your research within the context that will start with the research question and the problem.
2. *Locate literature –* identify the relevant sources that you obtained from published and unpublished works.
3. *Critically evaluate and select the literature –* consistency of your review is important for the literature.
4. *Organize literature –* Pautasso (2013) emphasized that like a well-baked cake, a good review has a number telling features. It is worth the reader’s time, timely, systematics, well written, focused and critical. It also needs a good structure. It must be arranged logically so as not to destroy its implications.



5. Write a literature review – today's review of literature needs awareness not just a literature review relevant to the study, but the latest studies so as to be updated.

Meanwhile, one efficient strategy in literature plan is *Bibliography Cards* which is a strategy plan used by researchers to arrange and have easy formulation of structure in order to organize and filter out the data gathered. It contains the following information regarding the reviewed literature, date of publication, title, authors, page numbers and volumes.

Title:

Author/s:

Date of Publication: 2019

Journal Provider: Journal of Pharmaceutical Analysis

Issue: 9 Volume: 3 Page/s: 101-105

Digital Signature: doi: 10.1016/j.jpha.2015.11.005.

Paragraph of Interest:

### **Characteristics of Review Materials Cited**

Sarno (2010) enumerated the different characteristics of the literature and studies to be cited in the present study:

1. The materials must be as recent as possible, may be 10 years back.
2. Materials must be as objective and unbiased as possible.
3. Materials must be relevant to the study.
4. Coherence principle must be observed in writing literature review.

### **Sample Review of Related literature and Studies (THEORETICALLY)**

#### **Impact of Brand Equity and Perceived Quality toward Purchasing Decision for Shell Gas Station**

“Brand Equity is the added value given to products and services. Brand equity and value is reflected in how consumers think, feel and act with respect to the brand, as well as the prices, market share and profitability that the brand commands for the company” (Kotler, Keller, Brady, Goodman, & Hansen, 2009, pp. 446). David Aaker (2010) in his book ‘Building Strong Brands’ divides Brand Equity can be understood as the results of some major dimensions: *Brand awareness, Brand association and Brand loyalty*. This dimension must be utilized to address the issues of purchasing decision of the customer. In other words, the benefit of that indicators should be employed to overcome some of its challenges.



From another perspective, Sadat (2009) explained the role of brand awareness in purchase decision, if a brand is in memory consumers, then the brand will be considered for selection in the purchase decision. In addition, customers will also always consider the brands top of mind before deciding to buy a particular product, despite the fact that not all brands occupying top of mind also favored customers. When customers are familiar with the product, they will involve in a repeated purchase decision as their choice (Elliott, 2011, pp. 4 & 5). Therefore, recollecting the brand is important, because in general, if a brand is in the minds of consumers, then the brand will be considered for selection in a purchase decision (Khasanah, 2013). Thus, Brand Association will lead to favorable purchasing decisions for the brand, and in turn, increased brand equity. Positive associations attach to the brand can enable customers to process and recall information about the various brands that are very useful in the purchase decision process (Khasanah, 2013). On the other hand, Brand loyalty is having consumers who appreciate the brand (what it is and what it represents) enough to purchase again and reject the competition that create revenue for the organization (Marangkun & Mat, 2011). Chegini (2010) described Brand Loyalty as “theory and guidance leadership and positive behavior including, repurchase, support and offer to purchase which may control a new potential customer”. Brand Loyalty has a direct effect and highest level of relationship to the purchase decision according to the study conducted by Lekprayura (2012). Brand Loyalty affect to the customer’s purchasing decision by continuous purchase behavior of that brand (Bouazza, et al., 2013).

Perceived quality of the brand described overall customer response to the quality and benefits offered by the brand (Lee & Leh, 2011). This perception of quality affects what brand will be selected by the next can take the decision make a purchase on a brand (Yaseen et al., 2011). Hajipour, et al. (2013) also added that high quality will directly affect to purchase decision, supporting the price and also the loyalty. When particular brand is bought by customers regularly, he or she uses his or her past experience about that brand product regarding quality, performance, and appearance of it (Keller, 2008). If consumers trust the brands, therefore brands make the decision to purchase pretty much easier (Pravdić, 2010). Customer follows the sequence of steps in the decision-making process to purchase a particular product. They begin to realize the product requirements, obtain information, identify and evaluate alternative products and finally decided to buy a product from a certain brand (Alamgir, Nasir, Shamsuddoha, and Nedelea, 2010).





## What's New

### Activity – List of RRLS

For this activity, you are going to list RRLS (related to your focus topic). Then discuss the different Reviews of Related Literature and Study that you gathered.

You may want to start first with studies similar to your topic or start sorting RRLS which are added or to be disregarded for the paper.

#### NOTE: Supplementary Information

The REVIEW OF RELATED STUDIES serves as the basis of the analysis because it enables the researcher to compare and contrast the findings of the study with those previous studies. This is also related to the present research when they use the same variables, concepts or constructs, and the same subject or topic (Cristobal & De La Cruz, 2017).



## What is It

The review of related studies is equally important to the review of related literature. Published and unpublished research studies (local and foreign studies) such as thesis, dissertation, and research proceedings and even websites are sources of materials that are included in this lesson.

In the RRLS you should consider indicators or variables of how one theorizes the relationship among several factors that have been identified as important in the problem, then you will consider what conceptual framework you are going to use, and the research design of a particular study. Hence, use the **statement of the problem as guide** to structure and sequence the topics, **avoid copy/cut and paste** – all literature cited must form a coherent whole, Last part **highlights gaps** in literature specifically addressed by your study, **use appropriate format** for citations and references, and in-text citations should be **congruent** to bibliography entries.

#### Citation Style Guide:

Reference is an important part of research paper. It must be consistent and easy to read across different papers. There are predefined styles stating how to set them out – these are called **citation styles**. Different subjects prefer to use different styles.

1. APA (American Psychological Association)
2. MLA (Modern Language Association) – most often used by the arts and social sciences.
3. Harvard
4. Vancouver
5. Chicago and Turabian



Traditional knowledge is tacit (Rahman, Dowie, 2008), local and unique 2000; from culture to culture, as is transmitted orally (Ellen & Harris, 1996; World Bank, 1999; Sillitoe, 2000; Striplen & DeWeerdt, 2002; Oguamanam, 2008). It is not necessarily indigenous, but indigenous knowledge is part of it (World Intellectual Property Organisation, 1999)

Single author: Just indicate the surname of author and the copyright year of publication. Two authors: Surname of authors with ampersand & copyright year of publication. Name of organization as author. Notice with the comma.

In the work of *Ames, et al.* (1993) as well as that of *Barros, et al.* (2007), mushrooms, especially among Basidiomycetes were found to have secondary metabolites of phenolic compounds. These can protect the body organs against oxidation and can premature ageing (*Ames, et al.*, 1993).

More than two authors: Surname of first or senior author followed by *et al.* (italicized). It is a Latin word “*et alia*” which means “and others”. Notice the period and comma.

### **APA In -text Citation**

If you **use the name of the author/s** in your writing, place the year of publication of the work in parentheses after the author's name.

Ex. Mullane (2005) conducted research into the effect of.....

If you **refer to a work** in the text of your paper, place the author's last name and the year of publication of the work in parentheses at the end of the sentence.

Ex. The research conclusively proved a correlation between the results (Mullane, 2006)

### **APA Referencing Style**

#### **Book**

Andreasen, N.C. (2001). *Brave new brain: Conquering mental illness in era of genome*. Oxford, England: Oxford University Press.

#### **Journal**

Potente, S., Anderson, C., & Karim, M. (2011). Environmental sun protection and supportive policies and practices: An audit of outdoor recreational setting in NSW coastal towns. *Health Promotion Journal of Australia*, 22, 97-101.

#### **Website**

Satalkar, B. (2010, July 150. Water aerobics. Retrieved from <http://www.buzzle.com>



## **Ethical Standard in the Conduct of Research**

Scientific writing can be a complex and arduous process, for it simultaneously demands clarity and conciseness: two elements that often clash with each other (Roig, 2002). In most research studies three parties are to consider; the researcher, the client / customer, and the subject under the study, which these parties' interaction can identify a series of ethical questions. Purpose of research is research. Ethical writing is clear, accurate, fair, and honest as mentioned by Kolin (2002). Basic principles of ethical practices are as follows:

- ✓ Obtained informed consent from participants
- ✓ The right to privacy should always be the concern in research
- ✓ Avoid causing harm
- ✓ Maintain anonymity and confidentiality
- ✓ Takes personal responsibility to inform the respondent of the deception after the research

## **Plagiarism**

Research is a public trust that must be ethically conducted and so trustworthy, and socially responsible if the results are to be valid and reliable. Roig (2002) states that plagiarism has been traditionally defined as the taking of word, images, ideas etc. from an author and presenting them as one's own. In other word, you can only be a better writer if you do your own work, also do not put exact quotes in quotation since it becomes a plagiarism.

Examples:

1. Your classmates give you a copy of their related literature work without acknowledging the authors of the indicator or theories, then it is plagiarism.
2. If you explain in your study that quality is a part of product design, and you do not include the reference or citation on that, then that is not plagiarism.

## **ACTIVITY – Essay**

Answer the following question according to your understanding.

1. How is review of related studies differ from related literature?

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2. Why do you need to compare and contrast your study to the previous study?

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3. Explain why you need to have a good literature review?

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Discuss the importance of conceptual framework to literature review.

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## What's More

Answer the activities that will follow to practice your knowledge and skill about our lesson literature review.

### Activity 1- Multiple Choice

Read the following questions carefully and encircle the letter of the correct answer.

1. The literature review will examine:
  - A. Only facts
  - B. Only opinions
  - C. Only an argument of the study
  - D. All related aspects to the study
  
2. To be original, a study must be:
  - A. Addressing gap in the existing research
  - B. Similar from previous research
  - C. Different from previous study
  - D. Both A and C
  
3. The following are sources of primary literature **except:**
  - A. TV Documentary
  - B. Published and unpublished journal
  - C. Educational journal
  - D. Dissertation and thesis
  
4. A literature review...
  - A. Is the last part of your study
  - B. Is not part of research proposal
  - C. Helps in formulating the survey questionnaire
  - D. Conducted after you have decided upon your research question



5. Which referencing format for education and social science research is best to apply.
- A. APA
  - B. Chicago
  - C. MLA
  - D. Harvard

### **Activity 2. Checking your understanding**

Gather three related studies to your study and supply the required information on the space provided.

1. Related Literature: \_\_\_\_\_

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Related Study: \_\_\_\_\_

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APA Citation: \_\_\_\_\_

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2. Related Literature: \_\_\_\_\_

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Related Study: \_\_\_\_\_

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APA Citation: \_\_\_\_\_

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3. Related Literature: \_\_\_\_\_

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Related Study: \_\_\_\_\_

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APA Citation: \_\_\_\_\_

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### **Activity 3. Strategy - Bibliography cards**

Fill out three bibliographic cards on the space provided based on your topic and relevant findings of your study.

#### **1. Bibliographic Card**

Title: \_\_\_\_\_

Author/s: \_\_\_\_\_

Date of Publication: \_\_\_\_\_

Journal Provider: \_\_\_\_\_

Issue: \_\_\_\_\_ Volume: \_\_\_\_\_ Page/s: \_\_\_\_\_

Digital Signature: \_\_\_\_\_

Paragraph of Interest:

\_\_\_\_\_

\_\_\_\_\_

#### **2. Bibliographic Card**

Title: \_\_\_\_\_

Author/s: \_\_\_\_\_

Date of Publication: \_\_\_\_\_

Journal Provider: \_\_\_\_\_

Issue: \_\_\_\_\_ Volume: \_\_\_\_\_ Page/s: \_\_\_\_\_

Digital Signature: \_\_\_\_\_

Paragraph of Interest:

\_\_\_\_\_

\_\_\_\_\_

#### **3. Bibliographic Card**

Title: \_\_\_\_\_

Author/s: \_\_\_\_\_

Date of Publication: \_\_\_\_\_

Journal Provider: \_\_\_\_\_

Issue: \_\_\_\_\_ Volume: \_\_\_\_\_ Page/s: \_\_\_\_\_

Digital Signature: \_\_\_\_\_

Paragraph of Interest:

\_\_\_\_\_

\_\_\_\_\_





## What I Have Learned

In this lesson, we focused on literature review of study and now that you have done the lesson, you may have learned that specifically:

- In writing literature review you need to consider the research question and the variables that connect to another variables.
- Literature review demonstrate that you know the field and your reason for your research to have a good literature review.
- The review of related studies is equally important to the review of related literature.
- Related literatures should never be an enumeration of annotated bibliography.
- The purpose of literature review is to have and establish reliable facts and information about the issues and concern related to your study.



## What I Can Do

Apply what you have learned about the topic research hypothesis by doing the activity below.

Explain the following base on what you have learned in this module.

1. Purpose of Literature Review

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2. Bibliographic cards

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3. Plagiarism

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4. Function of Review of Literature and Studies

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## 5. Research



## Assessment

Showcase the knowledge and skills you have learned in this lesson by answering the assessment activity.

### **Activity: Exploring your study**

Refer to the following sources of information then answer the questions that truly review the working on your literature.

Your Study:

Source of Information:

Journal Article	Research Paper	Newspaper
World Wide Web	Thesis	Wikipedia
Professional Interview	Government documents	Maps

Questions:

1. How important is the problem?
2. Does it have already an existing study? Explain
3. What are the findings and the conclusion towards the questions?
4. How will you consider the references?



## Additional Activities

### **Activity: Analysis**

Analyze whether the following questions can be answered on your literature review. Write **A** for answerable and **NA** – for not answerable.

1. Everything that has been written on the topic?
2. What are the major debates and issues about the topic?
3. Political Standpoints?
4. What are the main questions and problems that have been addressed to date?
5. What will my research do?





## References

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