



**HELLENIC OPEN UNIVERSITY**  
**School of Social Sciences**  
**MBA Programme**

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# **Literature Survey & Evaluation of Results**

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- Types of publications
- How to do a literature survey:  
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# Purpose of literature survey

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- To write up a ***literature review***
  - A literature review is an account of the state of the art of the theory on a certain topic.
- The purpose of a literature review is to
  - Provide an overview of the dominant lines of thinking/ concepts/ themes and ideas around a topic
  - Identify their strengths and weaknesses
  - Identify a less-debated area or an unresolved problem in the area
  - Connect your own thoughts/ideas/questions/ or overall scope of the thesis to the literature
  - Ideally, conclude with a conceptual map that will guide the empirical part of your study



# What is *not* a literature review

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- A literature review ***is not*** a collection of short summaries of all the material you have read.
- A literature review ***is not*** a summary of key concepts/ definitions or themes found in any *textbook* of a particular subject area.

# Types of publications

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- Academic books
- Journal articles
- Government reports/ policy statements, Legislation
- Company/Industry information
- Articles from *specific* daily press and trade journals (Attention!) 
- Conference proceedings
- *Web sources* (Attention!) 

# How to do a literature survey

- Start with an on-line visit to HOU library

The screenshot shows the website of the Hellenic Open University (HOU) library. The browser window title is "Υπηρεσίες Βιβλιοθήκης Ελληνικού Ανοικτού Πανεπιστημίου - Mozilla Firefox". The address bar shows "lib.eap.gr". The website header includes the HOU logo and navigation tabs: "Αρχική σελίδα", "Υπηρεσίες Βιβλιοθήκης", "Ηλεκτρονικές Πηγές Πληροφόρησης", and "Οδηγοί και Tutorials". A search bar is visible on the right. The main content area features a welcome message in Greek: "Καλώς ήρθατε στην Εξ @ποστάσεως Βιβλιοθήκη και Κέντρο Πληροφόρησης του Ελληνικού Ανοικτού Πανεπιστημίου". Below this, there are three main categories: "ΒΙΒΛΙΟΘΗΚΗ", "ΗΛΕΚΤΡΟΝΙΚΕΣ ΠΗΓΕΣ ΠΛΗΡΟΦΟΡΗΣΗΣ", and "ΟΔΗΓΟΙ ΚΑΙ TUTORIALS". Each category contains a list of links to various services and resources. At the bottom, there are sections for "Τελευταία", "ΣΧΕΤΙΚΑ ΜΕ ΤΗ ΒΙΒΛΙΟΘΗΚΗ", and "ΦΩΤΟΓΡΑΦΙΕΣ ΒΙΒΛΙΟΘΗΚΗΣ". The system tray at the bottom shows the date "30 Σεπτεμβρίου 2013" and the time "11:17 πμ 3/10/2013".

Υπηρεσίες Βιβλιοθήκης Ελληνικού Ανοικτού Πανεπιστημίου - Mozilla Firefox

lib.eap.gr

ΕΛΛΗΝΙΚΟ ΑΝΟΙΚΤΟ ΠΑΝΕΠΙΣΤΗΜΙΟ  
HELLENIC OPEN UNIVERSITY

Είσοδος χρηστών | Αναζήτηση

Αρχική σελίδα Υπηρεσίες Βιβλιοθήκης Ηλεκτρονικές Πηγές Πληροφόρησης Οδηγοί και Tutorials

Σήμερα είναι: 3/10/2013

Καλώς ήρθατε στην Εξ @ποστάσεως Βιβλιοθήκη και Κέντρο Πληροφόρησης του Ελληνικού Ανοικτού Πανεπιστημίου

Διαλέξτε από τις παρακάτω υποκατηγορίες για να εισέλθετε στον πληροφοριακό ιστότοπο της βιβλιοθήκης:

- ΒΙΒΛΙΟΘΗΚΗ**
  - Κύριος κατάλογος βιβλιοθήκης
  - Διαδικασίες Δανεισμού - Διαδανεισμού
    - Δανεισμός Βιβλίων
    - Δανεισμός Διπλωματικών Εργασιών
    - Διαδανεισμός Βιβλίων
    - Διαδανεισμός Άρθρων
    - Διαδανεισμός Ψηφιακού Υλικού
  - Κανονισμός βιβλιοθήκης
  - Φυλλάδιο
- ΗΛΕΚΤΡΟΝΙΚΕΣ ΠΗΓΕΣ ΠΛΗΡΟΦΟΡΗΣΗΣ**
  - Ηλεκτρονικά Περιοδικά
  - Ηλεκτρονικά Βιβλία
  - Βάσεις Δεδομένων
  - Αναζήτηση Heal Link
  - Αναζήτηση MUSE
  - Επικοινωνήστε με ένα Βιβλιοθηκονόμο
  - Θεματικές Πύλες
  - Κλαδικές Μελέτες
- ΟΔΗΓΟΙ ΚΑΙ TUTORIALS**
  - Οδηγοί
    - Αναζήτησης στον OPAC
    - Πρόσβασης σε ηλεκτρονικές υπηρεσίες
    - Απομακρυσμένη τεχνική υποστήριξη
    - Αναζήτησης στη Heal-Link
    - Αναζήτησης στο MUSE
    - Πώς μπορώ να ...
  - Tutorials - Σεμινάρια
  - Προδιαγραφές κατάθεσης διπλωματικών

Τελευταία NEA 30 Σεπτεμβρίου 2013

ΣΧΕΤΙΚΑ ΜΕ ΤΗ ΒΙΒΛΙΟΘΗΚΗ

Ωράριο Βιβλιοθήκης ΕΑΠ

ΦΩΤΟΓΡΑΦΙΕΣ ΒΙΒΛΙΟΘΗΚΗΣ

EL 11:17 πμ 3/10/2013



# At the library portal you can access

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- The ***Heal-link*** service
- The JSTOR Journals – Archive collection
- ISI Web of Science
- Sectoral studies (ICAP &STOCHASIS)
- E-books
- E-journals (HOU subscriptions)
- National and international Dissertation/Thesis databases

# Tools and techniques

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- Ask your supervisor for the most reputable journals in the field and access them through the HOU library portal
- Use keywords in **Google Scholar** to refine your search ([www.google.com/scholar](http://www.google.com/scholar))
  - You can then access the results through the HOU lib portal
- Read footnotes in articles to see what sources they cite.
- Identify academic material (incl. scholars and Institutes) that is most often cited by several of your sources.



## Use the web to...

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- find government policy documents and legislative information
- find company information
- find images and multimedia
- find relevant national and international statistics (e.g. ELSTAT, Eurostat, national and international observatories, OECD databases, etc).

# Evaluation of survey results

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- Criteria to evaluate the results
  - **Authority:** Who is the author? What university is he/she affiliated? Is it his/her area of expertise?
  - **Timeliness:** How “fresh” is the data?
  - **Usefulness:** How does it relate to your topic?
  - **Reliability:** Is the material scholarly? E.g. is it published in an academic journal? If so, the last two criteria are fulfilled. If not, pay particular attention to them.
  - **Accuracy:** Can the data be confirmed in any way? Are there enough references to support the arguments made?
  - **Validity:** Is the method being used sound and consistent with accepted professional and industry standards?
- Rule of thumb: Always consult your supervisor about your survey results

# Evaluating web sources

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- Is the author a well-known and well-regarded authority? Does he provide her/his credentials (e.g., education, occupation, affiliation, etc.)? Does his/her e-mail address appear clearly on the site?
- What type of organization is the publisher
- Does the site include properly referenced sources of information?
- Is the content up-to-date? Are the dates of publication and/or last update clearly stated?
- Are links to relevant information provided ? Do they work?
- What is the purpose of the site (inform, persuade, advertise, influence, induce objectives, etc)?

# Acknowledging literature sources in academic writing

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- You need to acknowledge **ALL** the sources you use in your study in order to:
  - show that you have identified the most important research material published in your area of study
  - prove your good knowledge and understanding of the arguments made
  - avoid being charged for **Plagiarism**.

# What is Plagiarism

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- **Plagiarism** occurs when one obtains ideas, arguments, or pieces of someone else's work and presents them as his/her own. Plagiarism may occur when:
  - using paragraphs, sentences, phrases or even expressions by an author without acknowledgement
  - copying whole pieces from Web sites, books, articles, newspapers, magazines, speeches , etc.
  - copying art work, photos, graphs, diagrams and music
  - copying from another student
  - Not using quotation marks
  - Not paraphrasing properly

# How can you acknowledge your sources

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- By using a proper *Referencing System*, such as
  - Harvard Referencing System
  - APA
- Study the rules of the System carefully and comply with them in a precise and consistent manner.
- For more information you are advised to study ***The MBA Dissertation Guide***
- Note that your *Bibliography* or *List of References* should only include items that you have actually read and used in your study.

# Bibliography

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- Bell, Judith (2010) *Doing Your Research Project: A Guide for First-Time Researchers in Education, Health and Social Science (Open Up Study Skills)*, 5<sup>th</sup> edition, Open University Press.
- Thomas, Gary (2013) *How to Do Your Research Project: A Guide for Students in Education and Applied Social Sciences*, 2<sup>nd</sup> edition, Sage Publications.

# On-line tutorials on the web

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- <http://libguides.asu.edu/content.php?pid=264100&sid=4194969>
- <http://www.writing.utoronto.ca/advice/reading-and-researching/research-using-internet>
- <http://www.canberra.edu.au/pilot/module1/index.html>
- <http://www.twu.edu/library/tutorials.asp>