



Literature Review



Chapter 2

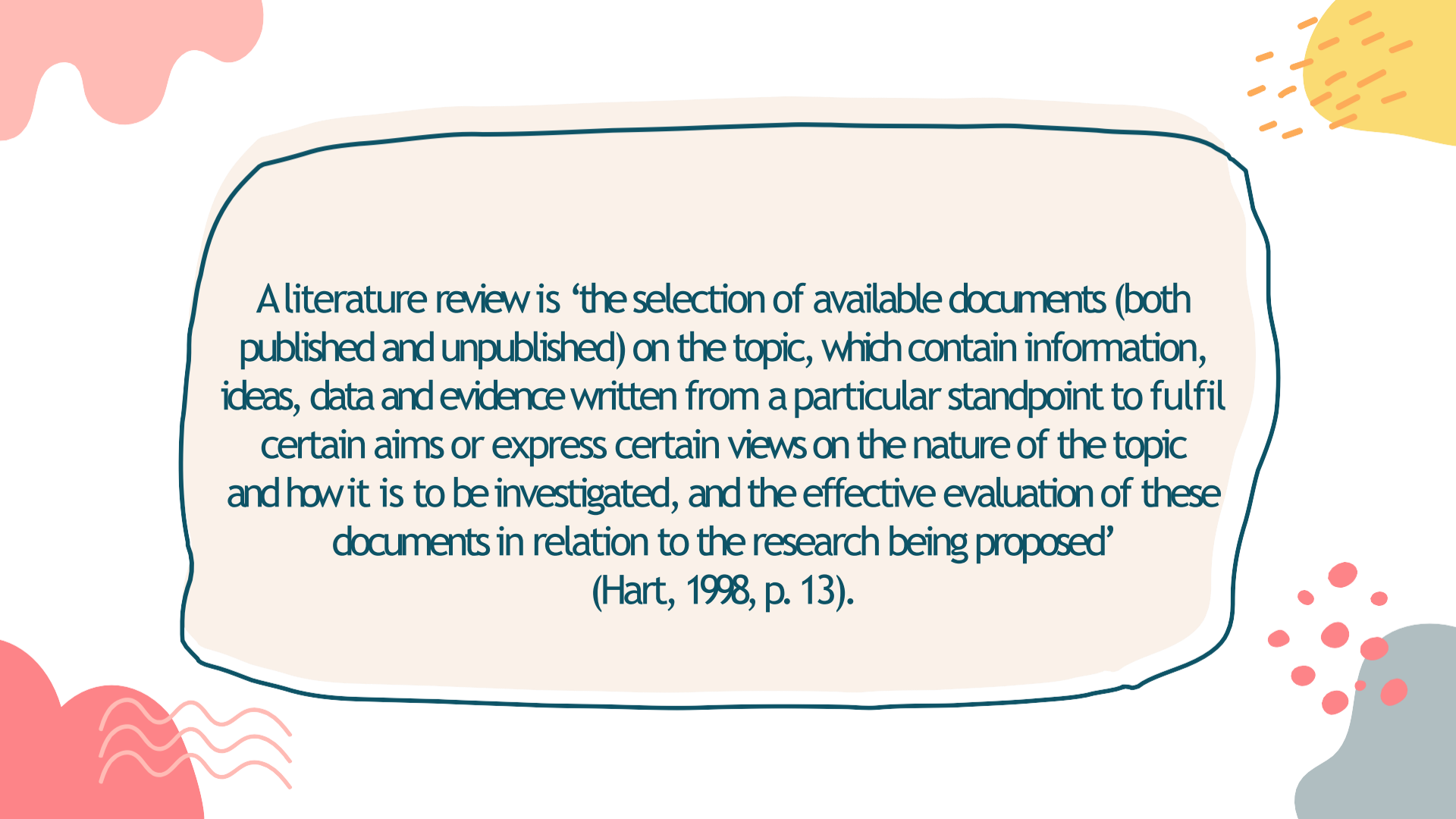


Definition of Literature Review

A literature review (LR) is a critical and systematic summary and evaluation of the existing body of published scholarly research and literature on a particular topic or research question.

Key Purpose of LR ;-

- Understanding the current state of knowledge
 - Identifying research gap
 - Defining the scope of the study
 - Providing research framework
 - Supporting the research rationale
 - Avoid duplicate of research
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A literature review is ‘the selection of available documents (both published and unpublished) on the topic, which contain information, ideas, data and evidence written from a particular standpoint to fulfil certain aims or express certain views on the nature of the topic and how it is to be investigated, and the effective evaluation of these documents in relation to the research being proposed’
(Hart, 1998, p. 13).

Literature Review

01

The research effort is positioned relative to existing knowledge and builds on this knowledge

02

do not run the risk of 'reinventing the wheel

03

allows you to relate your findings to the findings of others

04

to introduce relevant terminology and to define key terms

05

obtain useful insights of the research methods

Data Sources

01

Books

02

Journals

03

Theses

04

Conference Proceedings

05

Unpublished Manuscripts

06

Reports

07

Newspapers



08

Internet



Documenting your sources



- **Defining:** Assigning meaning to the key terms of one's writing. Note that this function is always important, regardless of the type of project.
 - **Describing:** Description can take on many forms in a research project. Murray and Hughes explain that it may involve (a) an explanation of how to do something (e.g., how to conduct an experiment), (b) an explanation of the different elements of which something is composed (e.g., some experts have argued that the elements that make up employee well-being are job demands and job resources) or (c) a description of time sequence, the order in which events unfold in time.
 - **Comparing and contrasting:** A consideration of the similarities and differences between two or more things (e.g., between two instruments aimed at making a portfolio analysis or two approaches to customer satisfaction).
 - **Classifying:** Organizing items, instruments, definitions and the like into clearly distinguishable groups.
 - **Explaining causes and effects:** The discussion of causal relationships is aimed at explaining why things happen (e.g., why the morale of employees is low or why customers are not satisfied).
 - **Developing an argument:** As we will explain in Chapter 18 an argument is a set of statements that includes a conclusion and evidence which supports that conclusion.
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Ethical Issue in Literature Review



01

Purposely misrepresenting the work of other authors – that is, their viewpoints, ideas, models, findings, conclusions, interpretations and so on.



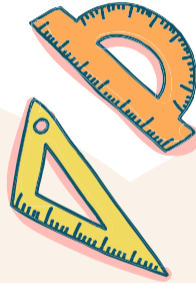
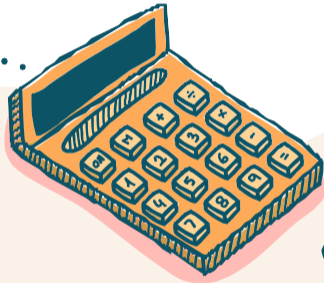
02

Plagiarism – the use of another's original words, arguments or ideas as though they were your own, even if this is done in good faith, out of carelessness or out of ignorance.

EXAMPLE

	A	B
1		<p>Burbank, V.K. (2012). Life history and real life: An example of neuroanthropology in Aboriginal Australia. <i>Annals of Anthropological Practice</i>, 36(1), 149-166. DOI:10.1111/j.2153-9588.2012.01097.x</p>
2	<p>What Q it address</p>	<p>Neuroanthropology. "...highlights the long asked question of just how the person is transformed by experience but also enables us to better understand it" (p. 149).</p>
3	<p>Why it addresses it</p>	<p>Social determinants of health. Marmot. "Central to this emerging framework is the identification of the "flight-or-fight" circuitry as the principal means by which social factors result in ill health and disadvantage" (p. 149). "Also central is a focus on the concept of "stress"" (p. 149). "But just what people find stressful remains something of an open question" (p. 150).</p>
4	<p>How does it do it</p>	<p>"...research on the neurophysiology of social stress and low birth weight to better understand...differences in mortality between Indigenous and non-Indigenous Australians" (p. 149). "Currently, it is thought that maternal stress is translated into a variety of physiological states that affect fetal and infant development with long-term consequences that may disadvantage the offspring, and even the grand-offspring of the stressed mother" (pp. 149-150). "...highlights the necessity of an ethnographic component for</p>

Literature Review ii



Study objectives



1

Discuss the need for a theoretical framework in deductive research. with any given situation.



2

Describe four main types of variables and identify and label variables associated



3



Develop a theoretical framework that includes all relevant components and a set of hypotheses to be tested.

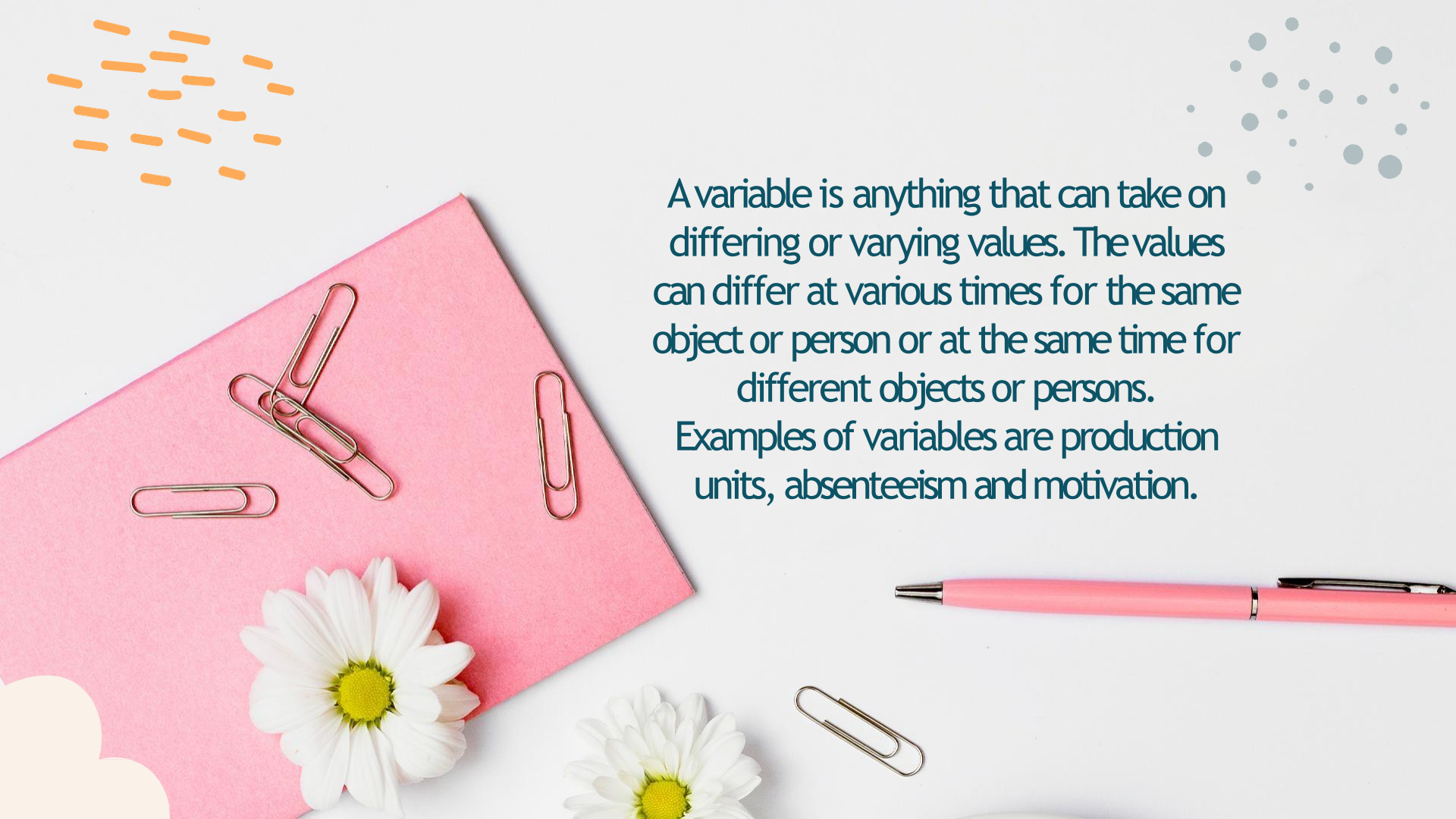


Theoretical Framework

A **theoretical framework** represents your beliefs on *how* certain phenomena (or variables or concepts) are related to each other (a model) and an explanation of *why* you believe that these variables are associated with each other (a theory). Both the model and the theory flow logically from the documentation of previous research in the problem area and the results of qualitative (exploratory or descriptive) research that precedes the causal study.

The process of building a theoretical framework includes the following:

1. Introducing definitions of the concepts or variables in your model
 2. Developing a conceptual model that provides a descriptive representation of your theory
 3. Coming up with a theory that provides an explanation for relationships between the variables in your model
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A variable is anything that can take on differing or varying values. The values can differ at various times for the same object or person or at the same time for different objects or persons. Examples of variables are production units, absenteeism and motivation.

Types of Variables



Dependent Variable

The dependent variable is the variable of primary interest to the researcher



Independent Variable

independent variable is one that influences the dependent variable in a certain (positive or negative, linear or non-linear) way



Moderating Variable

The moderating variable is one that has a contingent effect on the independent variable–dependent variable relationship.





Mediating Variable

A mediating variable is one that surfaces between the time the independent variables start operating to influence the dependent variable and the time their impact is felt on it.



Theoretical Framework

Three basic features that should be incorporated in any theoretical framework:

1. A **clear definition of the variables** considered relevant to the study
 2. A conceptual model that **describes the relationships between the variables** in the model
 3. A clear explanation of why **we expect these relationships to exist**
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EXAMPLE

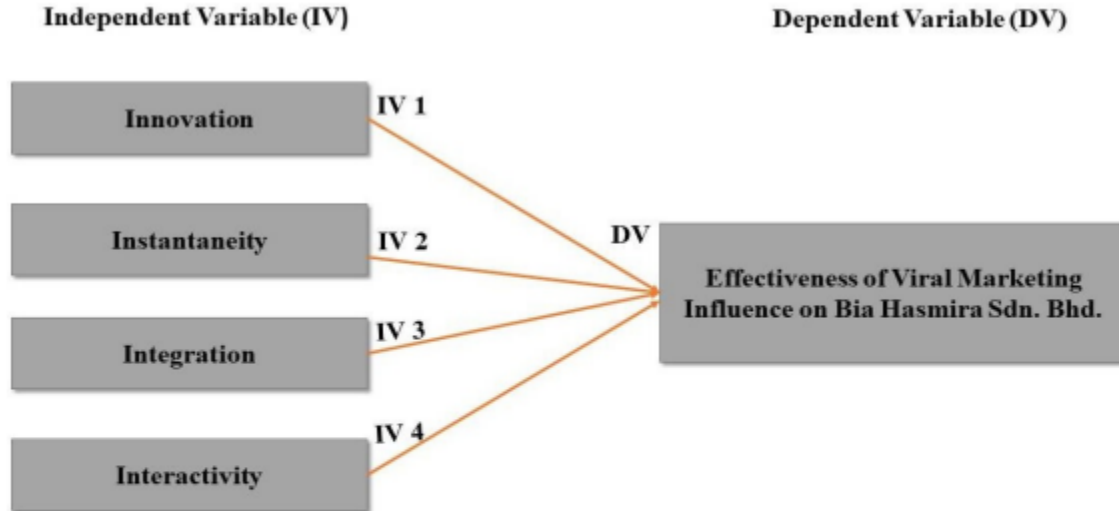




Figure 2.4: Conceptual Framework

Adopted from the topic 'The Role of Viral Marketing in Social Media on Brand Recognition and Preference' by Wilert Puriwat 1, S.T. (2021, December, 6)



Hypothesis



A **hypothesis** can be defined as a tentative, yet testable, statement, which predicts what you expect to find in your empirical data. Hypotheses are derived from the theory on which your conceptual model is based and are often relational in nature. Along these lines, hypotheses can be defined as logically conjectured relationships between two or more variables expressed in the form of testable statements.





Hypothesis as part of the conceptual framework



- Hypothesis can be **directional** or **non-directional**
 - **Directional** – the hypothesis can be a **positive/negative** relationship
Eg; Salary increment and high productivity are positively/negatively related.
 - **Non-directional** – the hypothesis has **no specific** nature of relationship.
Eg; Salary increment and high productivity are related.
 - **Null** and **alternate** hypothesis:-
 - **Null hypothesis** : There is **no** relationship between salary increment and high productivity.
 - **Alternative hypothesis** : There is a positive relationship between salary increment and high productivity.
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Format of Hypothesis

- **IF-THEN STATEMENTS**

Young women will be more likely to express dissatisfaction with their body weight, when they are more frequently exposed to images of thin models in advertisements.

If young women are more frequently exposed to images of thin models in advertisements, then they will be more likely to express dissatisfaction with their body weight

- **DIRECTIONAL AND NONDIRECTIONAL HYPOTHESES**

The greater the stress experienced in the job, the lower the job satisfaction of employees. Women are more motivated than men.

There is a relation between arousal-seeking tendency and consumer preferences for complex product designs.

There is a difference between the work ethic values of American and Asian employees.