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Research Methods (RSC 701)

Lecture ١ •



Lecture

Lecture Content

references

Lecture



The Content of lecture 10 Includes the following:

1. What are the scientific references?
2. What kind of information do I need for reference?
3. Different kinds of sources.
4. Source and reference.
5. Common types of publications.
6. How to choose sources.
7. Harvard style
- 8- What kind of information do I need for reference?

What are the scientific references?

Referencing allows you to acknowledge the contribution of other writers and researchers in your work. Any university assignments that draw on the ideas, words or research of other writers must contain citations.

Referencing is also a way to give credit to the writers from whom you have borrowed words and ideas. By citing the work of a particular scholar, you acknowledge and respect the intellectual property rights of that researcher. As a student or academic, you can draw on any of the millions of ideas, insights and arguments published by other writers, many of whom have spent years researching and writing. All you need to do is acknowledge their contribution to your assignment.

What are the scientific references?

Referencing is a way to provide evidence to support the assertions and claims in your own assignments. By citing experts in your field, you are showing your marker that you are aware of the field in which you are operating. Your citations map the space of your discipline and allow you to navigate your way through your chosen field of study, in the same way that sailors steer by the stars.

What are the scientific references?

References should always be accurate, allowing readers to keep track of the sources of information you used. The best way to make sure you reference accurately is to keep a record of all the sources you used when reading and researching an assignment.

Quotes make your writing more compelling.

What are the scientific references?

Exercise: Look at the two paragraphs below: which one seems more authoritative?

Paragraph one

The importance, or otherwise, of lyrics in popular music, and academic approaches to song lyrics, is subject to much debate. The supposed 'poor' standard or presumed meaninglessness of popular music lyrics, become a means to critique popular music. Conversely, it could be argued that too much attention is given to a song's lyrics, to the point where the music itself is overlooked; it is also possible to overestimate the degree to which the music listener actually listens to the words, or perceives them to be the site of meaning in a song. Nonetheless, Simon Frith suggests that lyrics do allow songs to be 'used in particular ways': lyrics facilitate certain 'creative articulations'. In the case of protest music, the lyrics allow a song to be made to speak to political issues.

Paragraph two

The importance, or otherwise, of lyrics in popular music, and academic approaches to song lyrics, is subject to much debate (Frith, 1998; Shepherd, 1999; Fornas, 2003). The supposed 'poor' standard or presumed meaninglessness of popular music lyrics, become a means to critique popular music. Conversely, it could be argued that too much attention is given to a song's lyrics, to the point where the music itself is overlooked; it is also possible to overestimate the degree to which the music listener actually listens to the words, or perceives them to be the site of meaning in a song (Shepherd, 1999:172). Nonetheless, Simon Frith suggests that lyrics do allow songs to be 'used in particular ways' (cited in Martin, 1995:273): lyrics facilitate certain 'creative articulations' (Johnson, 2000). In the case of protest music, the lyrics allow a song to be made to speak to political issues.

The two paragraphs are identical, except for the absence of citations from Paragraph 1.

The first paragraph may be as interesting as the second, but within an academic context, one that requires you to show where you got the ideas from, the second has much more authority, and is much more persuasive. It shows that the ideas you discuss are important to your own academic community

What kind of information do I need for reference?

Print books are not the only sources that require acknowledgment. Any words, ideas or information taken from any source require a reference.

Indicate when you use words or ideas from:

Books and journal articles

Newspapers and magazines

brochures or brochures

Movies, documentaries, TV shows or advertisements

Websites or electronic resources

Messages, emails, and online discussion forums

Personal interviews

Lecturers or teachers. (Not always necessary but check with your lecturer or tutor about their preferences before relying on their ideas.)

You also need to reference when you reprint any diagrams, illustrations, charts or pictures.

No need to reference when you are:

- writing your own observations or experiment results, for example, a report on a field trip
- writing about your own experiences, for example, a reflective journal

- writing your own thoughts, comments or conclusions in an assignment
- 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) or folklore
- using generally accepted facts or information. This will vary in different disciplines of study. If in doubt, ask your tutor.

References list (sometimes called a reference page):

Appears at the end of a paper, presentation, or project

It is a list of all the material referenced (quoted, cited, paraphrased, summarized) in the paper

Includes complete information about the materials so that the reader can find them later

Written by/Created by (Author)

When they created it (date published)

What is called the source (address)

Where to find it (varies by article format)

Items on a reference page/list are sometimes called sources, references, or citations.

In-text quotations appear within a sheet and tell the reader:

That a particular piece of information comes from an external source rather than the author of the paper

That there is a "matching" item in the bibliography they can look up to get complete information about the source of the information

To learn more about APA in general, visit the APA Handbook. Take a close look at specific sections of the guide such as citations and references in the text.

Different kinds of sources

Different types of sources

For writers who use prior research, it is important to be able to distinguish between different types of sources and to know whether they are useful or not. If you're a student and you're asked to identify some important sources, for example, you need to know what kinds of sources you've found to see if they can be used.

Source and reference

A source is the text or other work that provides the information that is being used, while the actual reference to the source used is called a reference. To some extent, these terms are synonymous; In many styles of bibliography, the list of sources used in an academic text is called bibliography .When discussing the actual function of the signal in the written text, it can be helpful to distinguish between the two terms

In order to use sources efficiently and correctly, you must be able to identify the nature of each resource and the reason for its use. By making it clear to yourself the kind of use you make of different types of sources, you will be able to distinguish between your own contribution and the argument expressed by the sources you use.

It should be noted that the differences presented below may be more significant in some areas than in others. If you are a student, discuss the use of the sources with your supervisors and with the library staff in your department library. Note, however, that all writers need to recognize the importance of originality, in the sense of immediate results, in scholarly writing.

Common types of publications

Research writing is published in various formats. Depending on the discipline, some posting models are more popular and relevant than others. Here we show some common types of posts:

Edited anthologies/volumes

An anthology (or edited volume) is a collection of texts (or other works created) on a given topic that are published (or otherwise presented) together. Usually, the different chapters in a book will be written by different authors, and there will be an introductory chapter written by the editor(s), providing a general introduction to the contents of the book.

Conference proceedings

Volumes made up of papers presented at a conference are often referred to as conference proceedings. These publications typically consist of articles based on public lectures and a selected number of conference presentations.

Magazine / periodical

A magazine (or periodical) is a publication that is issued regularly (periodically = "at regular intervals").

Journal article

An article is a text that has been published in a journal (periodical), magazine or newspaper. There are different types of articles. Apart from original articles (articles presenting new and original research), there are review articles, letters and editorials, for example. Original articles can be divided, for example, into methodological articles, theoretical articles, and case studies. For more information about the different types of essays, see

study

A monograph is a text (often book-length) that treats one specific topic.

Dissertation / Dissertation

A dissertation (thesis) is an extensive research paper written as a partial realization of an academic degree.

thesis? Most reference style manuals have been published in the United States, and thus American English uses "thesis" for "doctoral dissertation", while "dissertation" or "doctoral dissertation" is more common in British English.

How to choose sources

One of the learning outcomes central to undergraduate studies is the ability to evaluate information. When writing, students train their ability to determine if the infinitive is appropriate and how to use it.

Remember that libraries provide valuable resources for students who need help choosing resources. College and department libraries provide support tailored to student areas.

Primary, secondary and tertiary sources

Sources are sometimes divided into three types, depending on the way in which they relate to the subject of study

primary sources

The primary source is usually a document or result that is reported directly. In other words, primary sources are original sources, not interpretations made by someone else. The following types of texts/sources often serve as primary sources:

fictional works

memoirs

interviews

Official documents, such as census data and legal texts

Artefacts, such as archaeological finds

Numeric data, such as statistical data

corpora, such as large collections of texts or recordings of speech

Secondary sources

Secondary sources are texts that value, discuss or comment on primary source materials. Previous research in the field is often defined as secondary sources.

The following are examples of such secondary sources:

- research articles
- biographies
- monographs

higher education resources

A third source is a source that summarizes, or aggregates facts and knowledge produced by someone else. Tertiary sources are often a kind of compilation of primary and secondary sources. They are convenient for quick access to summary facts, but not all sources that fall into this category are suitable for science writing. In most cases, it is not acceptable to use sets of facts instead of reading the original sources, for example. Therefore, students writing essays are advised to consult with their teachers and their library about the appropriateness of using higher education resources in their writing. Sources that may be considered third sources include:

school books

Study guides

Encyclopedias and wikis

Indexes and other classification systems

Harvard style

Bibliography refers to the manner in which your bibliography or bibliography will be cited when using Harvard's "properly cited" method.

In-text citation refers to the way a work is cited either in the body of the text or in footnotes when using the Harvard "Cite Them Right" style.

Your school/department may use a different method or version of Harvard. Always check your course brochure for the exact format preferred at your school. If there is no preferred format, choose one and use it all the time. Even if your course favors Harvard, this is a style, not a set of rules, so details of punctuation and text formatting may vary.

Harvard style

Find out which style your administration is using by following the link below:

Style references used in the university

Find out what style your department is using. Please refer to the course handbook for final instructions on which technique to use.

Reference styles

An overview of the different reference styles used in the university.

Note that, regardless of source type, the title of the containing folder (eg book, journal, collection, etc.) should always be highlighted, usually by italics but sometimes underlining. Whatever you use, be consistent and use the same format in your quotes.

Book

Elements to include:

1. Authors or Editors
2. Year of publication (in round brackets)
3. *Title* (in italics)
4. Edition (if applicable)
5. Place published
6. Publisher
7. Series and volume number (if applicable)

Examples

Authored book:

Reference list: *Ashbourn, J. (2014) Biometrics in the new world: the cloud, mobile technology and pervasive identity. 2nd edn. London: Springer.*

In-text citation: (Ashbourn, 2014)

Edited book:

Reference list: Nasta, S. and Stein, M.U. (eds)
(2020) *The Cambridge history of Black and Asian
British writing*. Cambridge: Cambridge University
Press.

In-text citation: (Nasta and Stein, 2020)

E-book:

Where an e-book looks like a printed book (usually PDFs) with publication information and page numbers - cite it in the same way as a printed book (above). Where specific pagination details are not available use the information you have e.g. %, loc, chapter/page/paragraph. Also add the DOI or web address to the full reference.

Reference list: Prior, H. (2020) *Away with the penguins*. Available at: <https://www.amazon.co.uk/Away-Penguins-Hazel-Prior-ebook> (Accessed: 20 September 2021).

In-text citation: (Prior, 2020, 74%)

Reference list: Faulkner, W. (2000) *Light in August*. Available at: <https://www.vlebooks.com/vleweb/product/openreader?id=UniReading&isbn=9781446485521> (Accessed: 10 September 2021).

In-text citation: (Faulkner, 2000, ch. 7, p. 105)

Journal article

The information you include in the reference will depend on whether the journal is published in print (but uploaded for electronic access), only published online, or is a version found in an institutional repository. You can usually tell the difference by looking for page numbers. If each article in the journal begins at page 1, or has no page number at all, it is likely to be an online-only journal.

Elements to include:

- 1.Authors
- 2.Year of publication (in round brackets)
- 3.Article title (in single quotation marks)
- 4.*Journal title* (in italics, capitalise the first letter of each word except linking words)
- 5.Volume number
- 6.Issue number (if present, in round brackets)
- 7.Page numbers or article reference number (Include the page numbers of the whole article when writing your full citation, not just the pages you have referred to)
- 8.DOI or web link for online-only articles

See the examples in the other tabs in this box.

Chapter in an edited collection

Items to include:

The author(s) of the chapter

Publication year (in round brackets)

The title of the chapter is in single quotation marks

“in” followed by the book’s author(s)/editor(s)

Book title (in italics)

published mode

Publisher name

Chapter pagination

Include the page span of the entire chapter when writing the full citation. Put only the pages you have referenced in the in-text citation.

Example:

Bibliography: Singh, H., Khurana, L.K. and Singh, R. (2018) 'Pharmaceutical development', in Vohora, D. and Singh, G. (eds) *Pharmaceutical and Clinical Research Translated*, London: Academic Press, pp. 33-46.

Quote in the text: (Singh, Khurana & Singh, 2018, pg. 35)

Website

You can find many different types of information on the Internet. Check that the item you are referencing isn't a journal article, book chapter, or another type of publication which you should be citing in a different way.

Elements to include:

1. Author (person or company that created the webpage)
2. Year of publication or last update (in round brackets). Scroll to the bottom of the page but if there is no date put (no date)
3. *Page title* (in italics)
4. Available at: URL (Accessed: date)

Website

Examples

Webpage created by a person

Reference list: Bologna, C. (2018) *What happens to your mind and body when you feel homesick?* Available at: https://www.huffingtonpost.com/entry/what-happens-mindbody-homesick_us_5b201ebde4b09d7a3d77eee1 (Accessed: 24 June 2021)

In-text citation: (Bologna, 2018)

Webpage created by an organisation

Reference list: World Health Organization (2020) *Salt reduction*. Available at: <https://www.who.int/news-room/fact-sheets/detail/salt-reduction> (Accessed: 24 June 2021)

In-text citation: (World Health Organization, 2020)

Further guidance on referencing websites

Have a look at this Study Advice video tutorial (note that the format of the examples may not match the guidance given above):

- [Referencing websites \(video\)](#) Watch this brief video tutorial for more on the topic.
- [Referencing websites \(transcript\)](#) Read along while watching the video tutorial.

Secondary referencing

A secondary reference is used when you are referring to a source which you have not read yourself but have seen quoted or read about in another source. **Where possible, you should always try to read the original of anything you wish to refer to**; otherwise, you are relying on the author who cited the reference to have interpreted it correctly and not taken it out of context. Use the reference list at the end of the source you are reading to find details of the reference and search for it using the search boxes below.

Find books using the Enterprise catalogue

Just type in the first author's surname and a few words from the title

if you can't get hold of the original source, you'll need to do a secondary reference and you should make clear that you are not using the original source. **Only include the source you have used in your list of references** following the guidance for citing that type of publication.

Different Schools/Departments might have different preferred ways of doing this, so **do check** any advice you are given or ask your course tutor if you are not sure. Otherwise, this is general guidance.

Examples

If the author quotes another source:

France (2003, quoted in Weingart *et al.*, 2018, p. 24) provides evidence that hospitals use internal reporting procedures to identify...

If the author summarises another source

In-text citation: According to France (2003, cited in Weingart *et al.*, 2018, p. 24), hospitals use internal reporting procedures to identify...

In both examples only the full reference for the article by Weingart *et al.* would be included in the reference list.

Archival materials

Items to include:

Author, initials.

year (in round brackets)

document title.

date (if applicable)

group name

Document number.

Archive name

Archive site

Quoting in the text: (author, year)

Example

Bibliography: Beckett, S. (1974) Letter from Samuel Beckett to Vera Beckett. January 1, 1974. Letters from Samuel Beckett to Vera Beckett BC Series. MS 5411 B, Reading University Special Collections, Reading.

Quote in the text: (Beckett, 1974)

Conference papers

Elements to include:

1. Author of paper
2. Year of publication (in round brackets)
3. Title of paper (in single quotation marks)
4. *Title of conference proceedings: subtitle* (in italics)
5. Location and date of conference
6. Place of publication: Publisher
7. Page references for the paper

Example

Reference list: Jones, L. (2018) 'Polymer blends based on compact disc scrap', *Proceedings of the Annual Technical Conference - Society of Plastics Engineers*. San Francisco, May 6-9. Brookfield, CT: Society of Plastics Engineers. pp.236-254.

In-text citation: (Jones, 2018)

Artificial Intelligence and Research Methodologies:

- Scientific research in digital media is undergoing a significant transformation due to artificial intelligence tools.
 - These tools contribute to:
 - Accelerating data collection and analysis processes.
 - Improving the accuracy of results and reducing human bias.
- Artificial intelligence has become an integral component across all stages of the research process, from design to publication.
- This transformation necessitates the development of researchers' skills in handling modern digital technologies.

Applications of AI in Research Methodologies

•Data Collection Stage:

- Using web scraping techniques to gather data from media platforms.
- Analyzing big data from social media.

•Analysis Stage:

- Content analysis using Natural Language Processing (NLP).
- Applying machine learning to detect patterns and media trends.

•Interpretation Stage:

- Supporting research decision-making through predictive models.
- Providing in-depth insights into digital audience behaviour.

Challenges and Ethical Considerations

•Challenges:

- Over-reliance on algorithms may lead to inaccurate results.
- Difficulty in interpreting some models (black box problem).

•Ethical Considerations:

- Protecting privacy and personal data.
- Ensuring transparency and credibility in the use of tools.

•Recommendations:

- Integrating AI with human analysis.
- Developing ethical frameworks for its use in scientific research.
- *Training researchers on the responsible use of modern technologies.*



Thank You