



**FACHHOCHSCHULE  
WIENER NEUSTADT**

Austrian Network for Higher Education

University of Applied Sciences

# ACADEMIC SKILLS

---

## Class 2

B\_BCi 2020, Group 1  
Wintersemester 2021

Melanie Hense, BA  
melanie.hense@fhwn.ac.at  
Institute for Market Research & Methodology

---

Course Teachers: M. Hense, B. Zrim, S. Maurer, T. Snyder, V. Unger

BBCI Academic Skills

WS 2021

Author of the slides: K. Dobernig (first and main author), B.Zrim (second author)

Slides have slightly been adapted/ extended by M.Hense

# CLASS 2 – LEARNING OUTCOMES



**FACHHOCHSCHULE  
WIENER NEUSTADT**

Austrian Network for Higher Education

University of Applied Sciences

|                   |   |
|-------------------|---|
| Class 1 (Sep. 10) | Research, types of literature                             |
| Class 2 (Sep. 16) | Research question, citing, search protocol                |
| Class 3 (Sep. 17) | Literature research (plenary session held by the Library) |
| Class 4 (Oct. 7)  | Reading, paraphrasing, literature analysis table          |
| Class 5 (Oct. 14) | Literature Review, process, structure                     |
| Class 6 (Oct. 21) | Reasoning, writing style                                  |
| Class 7 (Nov. 5)  | Abstract, research proposal                               |
| Class 8 (Dec. 7)  | Feedback  |

# CLASS 2 – LEARNING OUTCOMES

---



**FACHHOCHSCHULE  
WIENER NEUSTADT**

Austrian Network for Higher Education

University of Applied Sciences

After Class 2 you should be able to...

- **define** a research question
- **complete** a literature search
- **produce** a literature search protocol
- **apply** referencing in accordance with the Chicago Manual of Style

# AGENDA

---



**FACHHOCHSCHULE  
WIENER NEUSTADT**

Austrian Network for Higher Education

University of Applied Sciences

- Recap
- Research topic
- Research question
- Literature search
- Search protocol
- Referencing

# RECAP



**FACHHOCHSCHULE  
WIENER NEUSTADT**

Austrian Network for Higher Education

University of Applied Sciences

Is this literature source suitable for your literature review?  
Why? Why not?



© Severin Maurer

# RECAP



**FACHHOCHSCHULE  
WIENER NEUSTADT**

Austrian Network for Higher Education

University of Applied Sciences

Is this literature source suitable for your literature review?  
Why? Why not?



...Newspaper,  
therefore...

© Severin Maurer

# RECAP



**FACHHOCHSCHULE  
WIENER NEUSTADT**

Austrian Network for Higher Education

University of Applied Sciences

Is this literature source suitable for your literature review?  
Why? Why not?



© Severin Maurer

# RECAP



**FACHHOCHSCHULE  
WIENER NEUSTADT**

Austrian Network for Higher Education

University of Applied Sciences

Is this literature source suitable for your literature review?  
Why? Why not?



© Severin Maurer



# RECAP



**FACHHOCHSCHULE  
WIENER NEUSTADT**

Austrian Network for Higher Education

University of Applied Sciences

Is this literature source suitable for your literature review?  
Why? Why not?



...Magazine,  
therefore...

© Severin Maurer

# RECAP



**FACHHOCHSCHULE  
WIENER NEUSTADT**

Austrian Network for Higher Education

University of Applied Sciences

Is this literature source suitable for your literature review?  
Why? Why not?



© Severin Maurer

# RECAP



**FACHHOCHSCHULE  
WIENER NEUSTADT**

Austrian Network for Higher Education

University of Applied Sciences

Is this literature source suitable for your literature review?  
Why? Why not?



© Severin Maurer

# RECAP



**FACHHOCHSCHULE  
WIENER NEUSTADT**

Austrian Network for Higher Education

University of Applied Sciences

Is this literature source suitable for your literature review?  
Why? Why not?



...Academic  
Journal,  
therefore...

© Severin Maurer

# RECAP



**FACHHOCHSCHULE  
WIENER NEUSTADT**

Austrian Network for Higher Education

University of Applied Sciences

Is this literature source suitable for your literature review?  
Why? Why not?



© Severin Maurer

# RECAP

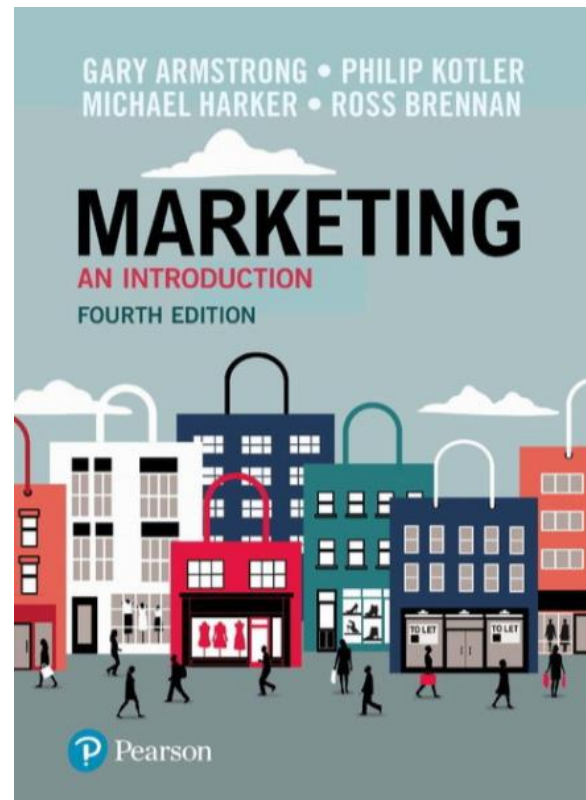


**FACHHOCHSCHULE  
WIENER NEUSTADT**

Austrian Network for Higher Education

University of Applied Sciences

Is this literature source suitable for your literature review?  
Why? Why not?



© Severin Maurer

# RECAP

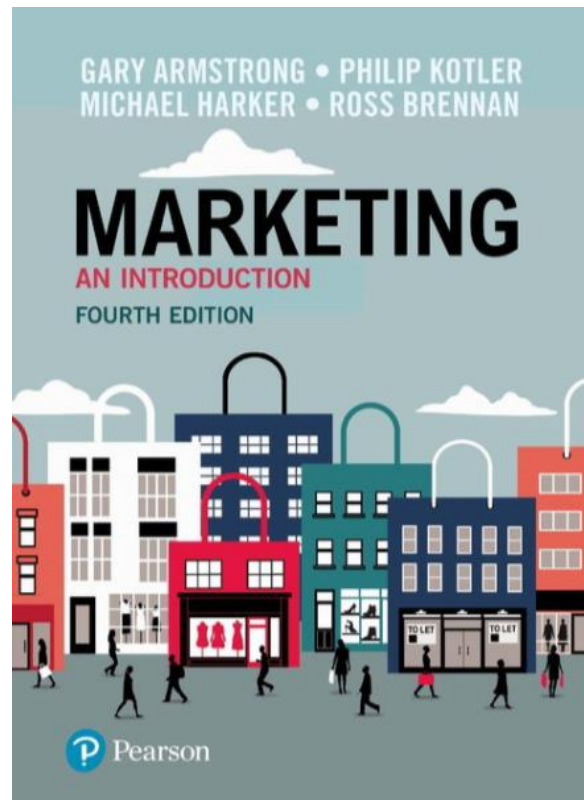


**FACHHOCHSCHULE  
WIENER NEUSTADT**

Austrian Network for Higher Education

University of Applied Sciences

Is this literature source suitable for your literature review?  
Why? Why not?



...Textbook,  
therefore...

© Severin Maurer

# RECAP

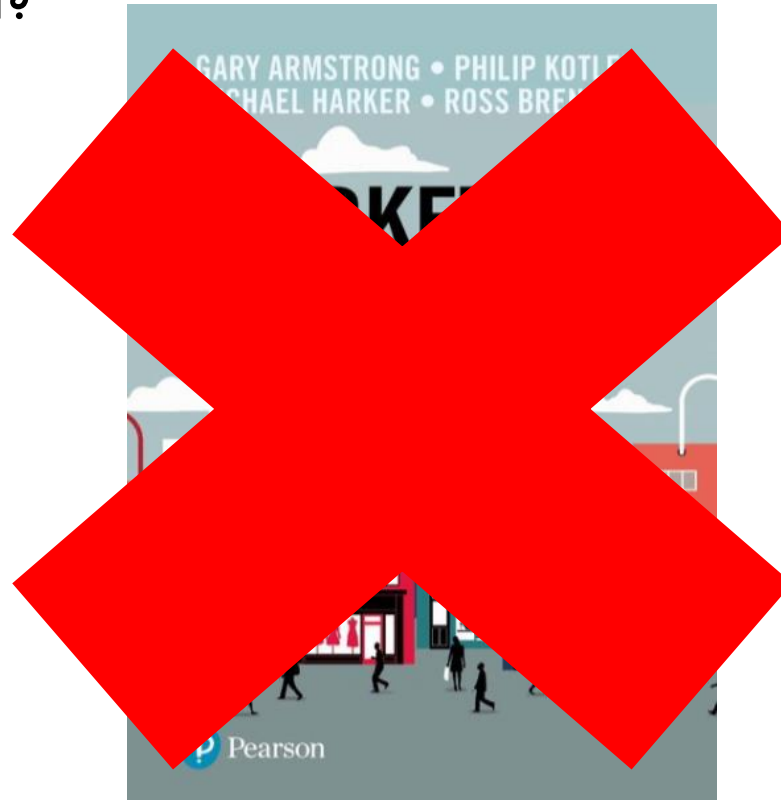


**FACHHOCHSCHULE  
WIENER NEUSTADT**

Austrian Network for Higher Education

University of Applied Sciences

Is this literature source suitable for your literature review?  
Why? Why not?



© Severin Maurer



# RECAP

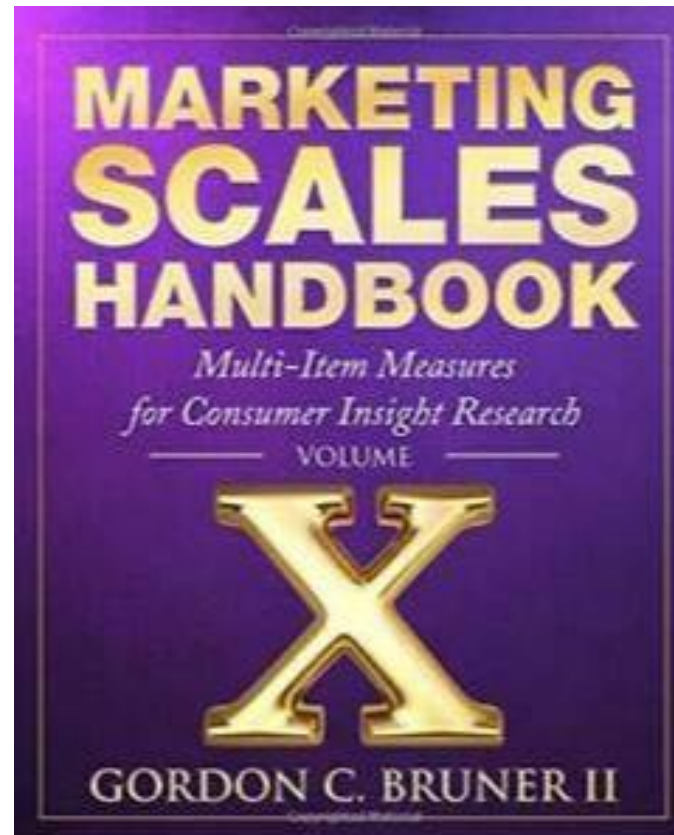


**FACHHOCHSCHULE  
WIENER NEUSTADT**

Austrian Network for Higher Education

University of Applied Sciences

Is this literature source suitable for your literature review?  
Why? Why not?



© Severin Maurer

# RECAP

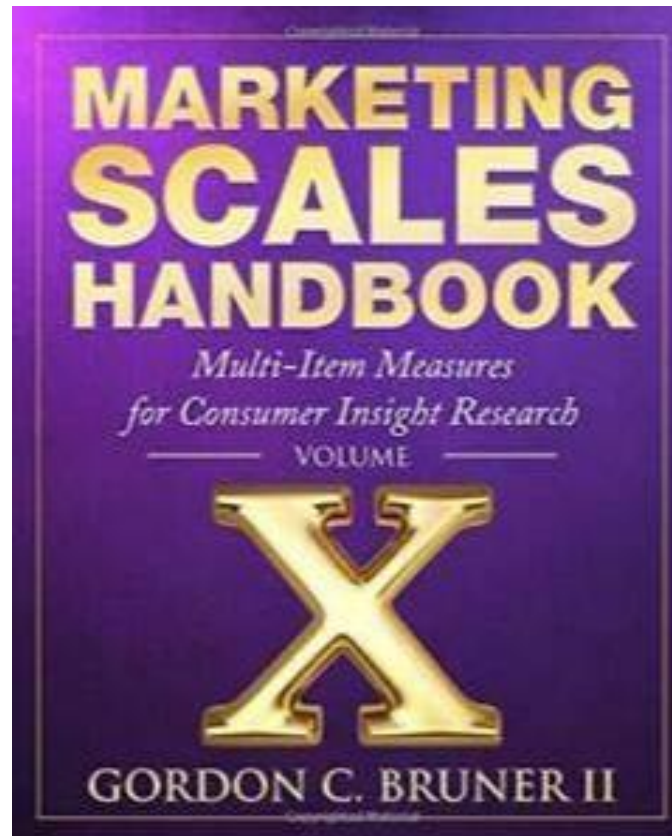


**FACHHOCHSCHULE  
WIENER NEUSTADT**

Austrian Network for Higher Education

University of Applied Sciences

Is this literature source suitable for your literature review?  
Why? Why not?



...Handbook,  
therefore...

© Severin Maurer

# RECAP

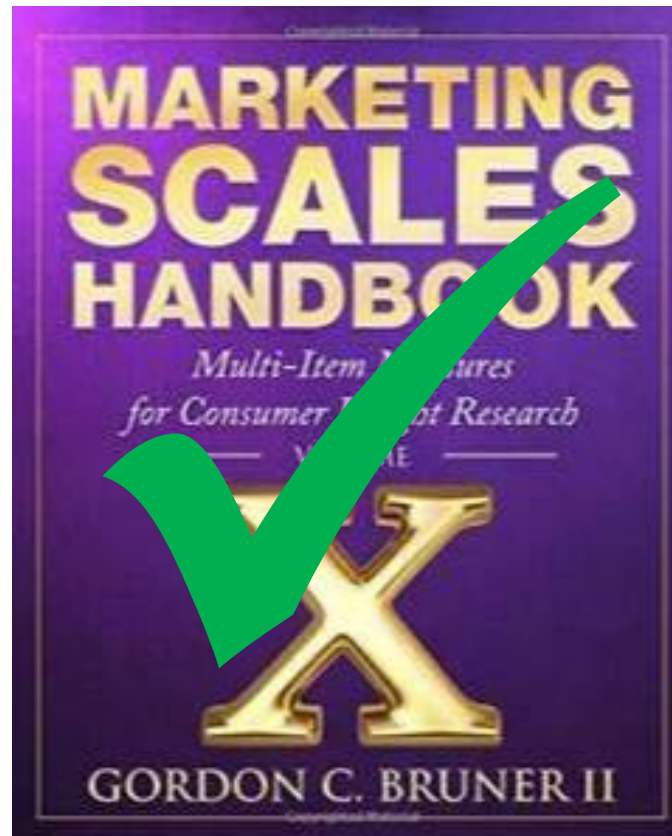


**FACHHOCHSCHULE  
WIENER NEUSTADT**

Austrian Network for Higher Education

University of Applied Sciences

Is this literature source suitable for your literature review?  
Why? Why not?



© Severin Maurer

## Is this literature source suitable for your literature review? Why? Why not?

**PhD Thesis**  
(Part I – Introduction and Appendix) <sup>(\*)</sup>

**A Process-Based View of Business Model Dynamics:  
An exploratory study**

Sérgio André Cavalcante

**Aarhus University / Denmark**

(2011)

**(\*) Notes:**

1. The PhD Thesis consists of a collection of Papers 1 to 5, which are available at ResearchGate.
2. For those interested in better understanding the research process involved in the development of Papers 1 to 5, please read attached **"Part I – Introduction"** and **"Appendix"** of the PhD Thesis.
3. I hope you enjoy reading the texts.

© Severin Maurer

Is this literature source suitable for your literature review?  
Why? Why not?

**PhD Thesis**  
(Part I – Introduction and Appendix) <sup>(\*)</sup>

**A Process-Based View of Business Model Dynamics:  
An exploratory study**

Sérgio André Cavalcante

**Aarhus University / Denmark**  
(2011)

<sup>(\*)</sup> Notes:

1. The PhD Thesis consists of a collection of Papers 1 to 5, which are available at ResearchGate.
2. For those interested in better understanding the research process involved in the development of Papers 1 to 5, please read attached **"Part I – Introduction"** and **"Appendix"** of the PhD Thesis.
3. I hope you enjoy reading the texts.

...Thesis =  
grey  
literature,  
therefore...

© Severin Maurer



# RECAP

---



**FACHHOCHSCHULE  
WIENER NEUSTADT**

Austrian Network for Higher Education

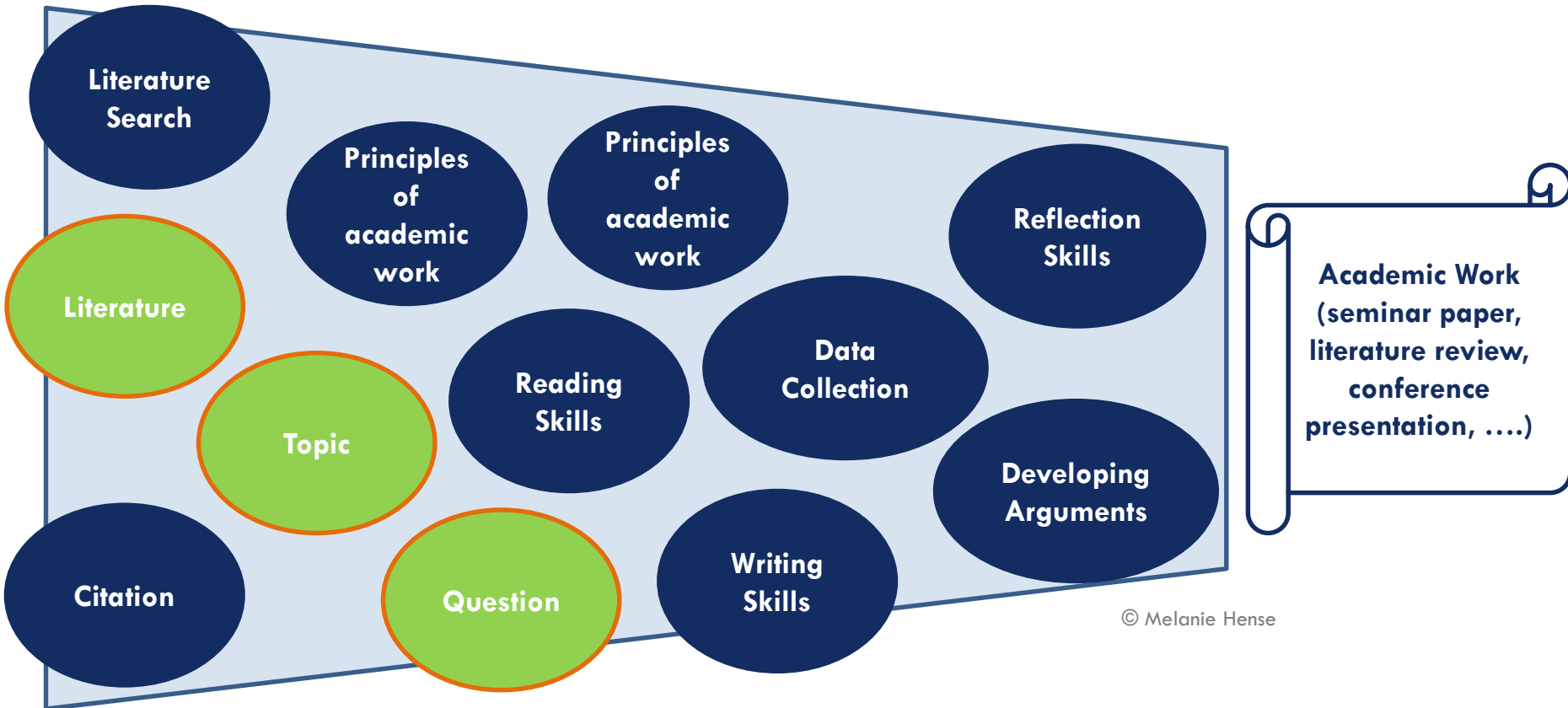
**University of Applied Sciences**

- Questions
- Remarks

# The funnel of/ ingredients for academic work



**FACHHOCHSCHULE  
WIENER NEUSTADT**  
Austrian Network for Higher Education



© Melanie Hense





**FACHHOCHSCHULE  
WIENER NEUSTADT**

Austrian Network for Higher Education

University of Applied Sciences

How to find a ...

# RESEARCH TOPIC

# Research Topic Class Exercise (Time: 5 Minutes)



**FACHHOCHSCHULE  
WIENER NEUSTADT**

Austrian Network for Higher Education

University of Applied Sciences



# A GOOD RESEARCH TOPIC ...

- provides personal motivation and interest
- meets academic requirements of your institution
- can be linked to the appropriate academic theory
- can be completed within the given time and resources
- lies within your capabilities
- is scientifically relevant (research gap, connectivity, social relevance).

# A GOOD RESEARCH TOPIC ...

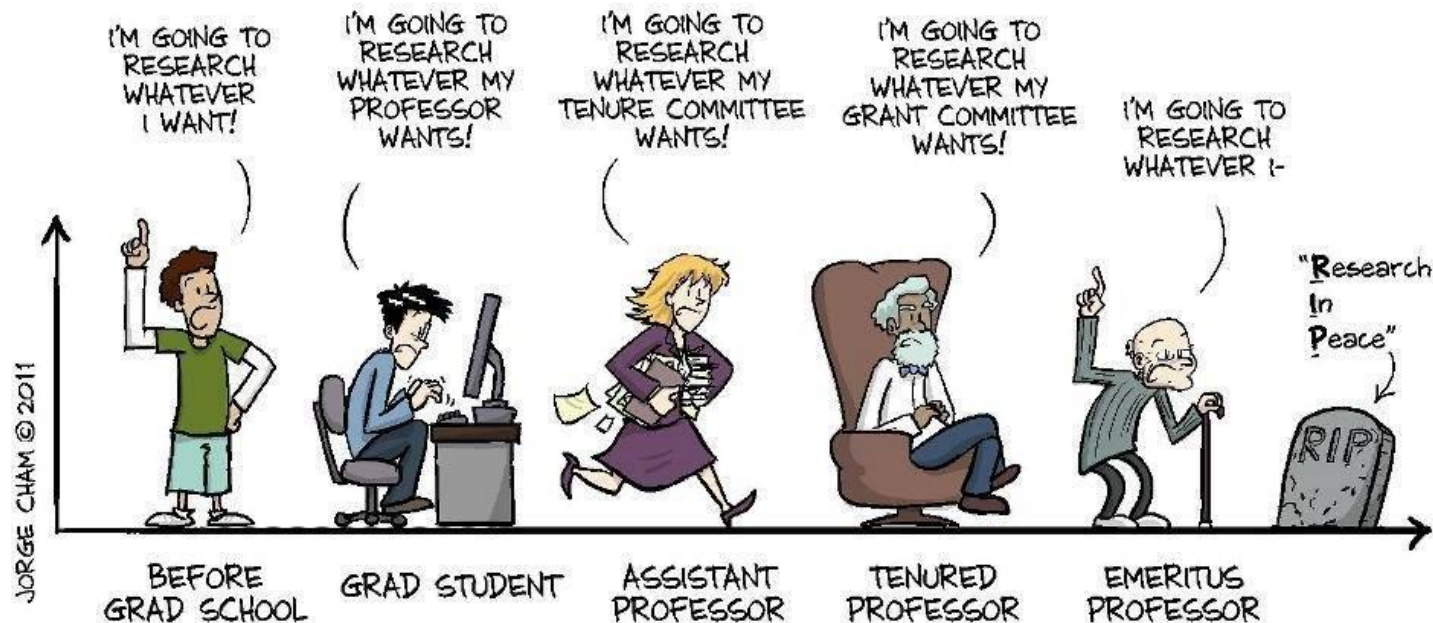


**FACHHOCHSCHULE  
WIENER NEUSTADT**

Austrian Network for Higher Education

University of Applied Sciences

## THE EVOLUTION OF INTELLECTUAL FREEDOM



WWW.PHDCOMICS.COM

# A scientific topic can be said to exist when...



**FACHHOCHSCHULE  
WIENER NEUSTADT**

Austrian Network for Higher Education

University of Applied Sciences

- ... new, as yet unanswered questions are posed.
- ... when questions already dealt with in the scientific literature are answered differently.
- ... when questions that have already been dealt with are answered with the same statements, but the answers are explained by new arguments or with new methods.

# EXPLORE POTENTIAL TOPICS



**FACHHOCHSCHULE  
WIENER NEUSTADT**

Austrian Network for Higher Education

University of Applied Sciences

- Develop a set of issues or areas that you are interested in (e.g. look at textbooks of previous courses, past Bachelor's papers, the recent business press, etc.).
- Do **reading** to get some background on the issues.
- Discuss alternatives with potential supervisors, lecturers, other students, friends or co-workers.

Note: A very helpful guideline on how to find a research topic can be found on edunet: „Literature Review: Developing a research topic“ by Bostjan Zrim!

# TOPICS TO AVOID



**FACHHOCHSCHULE  
WIENER NEUSTADT**

Austrian Network for Higher Education

University of Applied Sciences

- too big
- too trivial
- lacking in resource materials
- depends on the completion of another project or study
- unethical

# TOPICS TO AVOID



**FACHHOCHSCHULE  
WIENER NEUSTADT**

Austrian Network for Higher Education

University of Applied Sciences

- too big
- too trivial > **check novelty & impact**
- lacking in resource materials
- depends on the completion of another project or study
- Unethical > **e.g. research with children/animals; human experiments during the Nazi era**



# Research Topic Example



**FACHHOCHSCHULE  
WIENER NEUSTADT**

Austrian Network for Higher Education

University of Applied Sciences

Rough Topic Area → User Motivation of Apps

# Research Topic Example

Rough Topic Area → User Motivation of Apps

## Need to narrow down the topic!

*Which aspects of the topic should be investigated (delimitation of target groups, time periods, effects, etc.)? Should the literature review refer to app use by children or adults? Am I interested in a specific type of apps or apps in general: i.e. fitness apps, game apps or completely different apps? Is it about an intercultural comparison between for instance German and Austrian or younger and elderly app users? Do I want to bring the topic in connection with something else?*

# Research Topic Example



**FACHHOCHSCHULE  
WIENER NEUSTADT**

Austrian Network for Higher Education

University of Applied Sciences

Rough Topic Area → User Motivation of Apps

More Specific → Apps regulating digital availability for work

Even more specific → Smartphones make employees more accessible for work purposes. This creates stress and the feeling of "not being able to switch off". Wouldn't an app that helps with regulation and reflection be a good solution?

BUT Why are apps even used at all? Would such an app that aims at changing one's behavior really be a good solution?

# Research Topic Example



**FACHHOCHSCHULE  
WIENER NEUSTADT**

Austrian Network for Higher Education

University of Applied Sciences

Rough Topic Area → User Motivation of Apps

More Specific → Apps regulating digital availability for work

Even more specific → Smartphones make employees more accessible for work purposes. This creates stress and the feeling of "not being able to switch off". Wouldn't an app that helps with regulation and reflection be a good solution?

BUT Why are apps even used at all? Would such an app that aims at changing one's behavior really be a good solution?

**Final Topic: Acceptance of a "behaviour changing" app in the context of extended accessibility**

# CLASS EXERCISE (Time: 30 MINUTES)



**FACHHOCHSCHULE  
WIENER NEUSTADT**

Austrian Network for Higher Education

University of Applied Sciences

- 1) **We'll form teams with similar research topics.**
- 2) **Share the 3 sources** each of you have found on your field of research.
- 3) **Each of you draws a mind map** of your field of research. Ask yourselves the following questions:
  - *What do I want to find out?*
  - *How is my topic similar to other topics?*
  - *How is my topic different from similar topics?*
  - *What could still change about my topic?*
  - *What about my topic should definitely stay the same?*
  - *What is the approximate place of my topic in the research landscape?*
- 4) **Share your ideas and reflect** whether the **topic is a) understandable b) well delimited and c) relevant**. Please give each other feedback!



**FACHHOCHSCHULE  
WIENER NEUSTADT**

Austrian Network for Higher Education

University of Applied Sciences

How to formulate a ...

# RESEARCH QUESTION

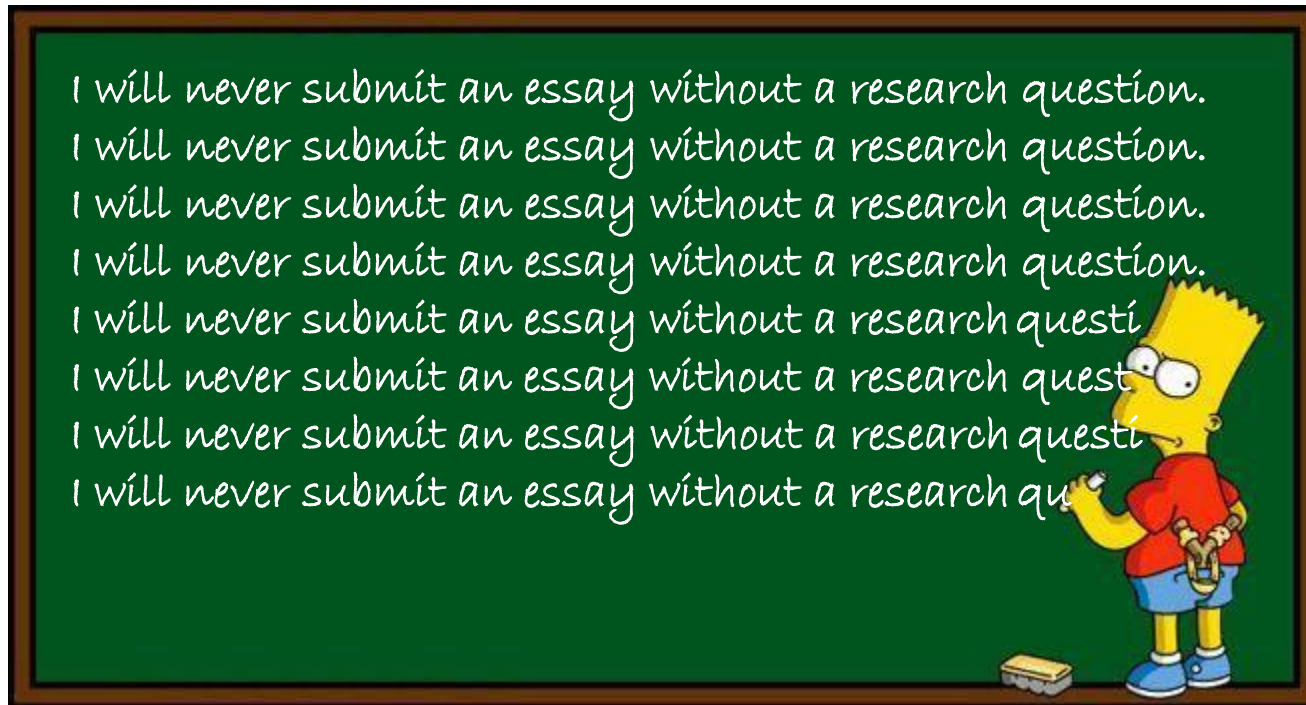
# YES. YOU NEED A RESEARCH QUESTION



**FACHHOCHSCHULE  
WIENER NEUSTADT**

Austrian Network for Higher Education

University of Applied Sciences



# RESEARCH QUESTIONS



**FACHHOCHSCHULE  
WIENER NEUSTADT**

Austrian Network for Higher Education

University of Applied Sciences

*Every scientific paper = answer to an open question*

Therefore - before the topic is elaborated theoretically and/or empirically - a question must be formulated that underlies the topic. The more precise the question, the simpler and more manageable your topic will be.

(Dahinden, Sturtzenegger und Neuroni, 2014)



# RESEARCH QUESTIONS



**FACHHOCHSCHULE  
WIENER NEUSTADT**

Austrian Network for Higher Education

University of Applied Sciences

The research question is the central and most essential element of your literature review.

- ✓ It **determines the research approach** → A literature review discusses and contrasts aspects of a particular research question.
- ✓ It **guides your literature search**
- ✓ It **determines the structure** of your review
- ✓ It **determines the content** of your review

## Characteristics of a research question:

- Specific and focused
- It can be discussed based on academic literature
- It is characterized by a certain complexity that requires
  - ✓ thorough investigation
  - ✓ in-depth exploration of related concepts and findings
  - ✓ contrasting arguments
  - ✓ (empirical research if requested)

# RESEARCH QUESTIONS



**FACHHOCHSCHULE  
WIENER NEUSTADT**

Austrian Network for Higher Education

University of Applied Sciences

What can I ask about?

*Contexts, influences, ideas, behaviours, motives, consequences,  
aptitudes, attitudes, .....*

# FOCUS: THE 5 Ws & HOW

|                 |   |   |
|-----------------|---|---|
| What/<br>Which? | Definition of the subject or scope, cause and effect, synthesis | To what extent does Social Media Marketing (SMM) influence customer loyalty?<br>What are the consequences of SMM misinformation?<br>Which impacts does SMM have on employee satisfaction? |
| Why?            | Cause, reason, purpose, aim                                     | Why does Social Media Marketing have a significant influence on potential customers?  |
| How?            | Method  | How can one use Social Media Marketing effectively in the B2B sector?   |
| Who?            | Persons, social groups, institutions                            | Which different target groups (= who) exist regarding Social Media Marketing in the automotive sector?  |
| Where?          | Geographic location, region                                     | How can one use Social Media Marketing effectively in the Middle East?  |
| When?           | Time  | At which point (= when) is it advisable for companies in the automotive sector to begin actively using Social Media Marketing?  |

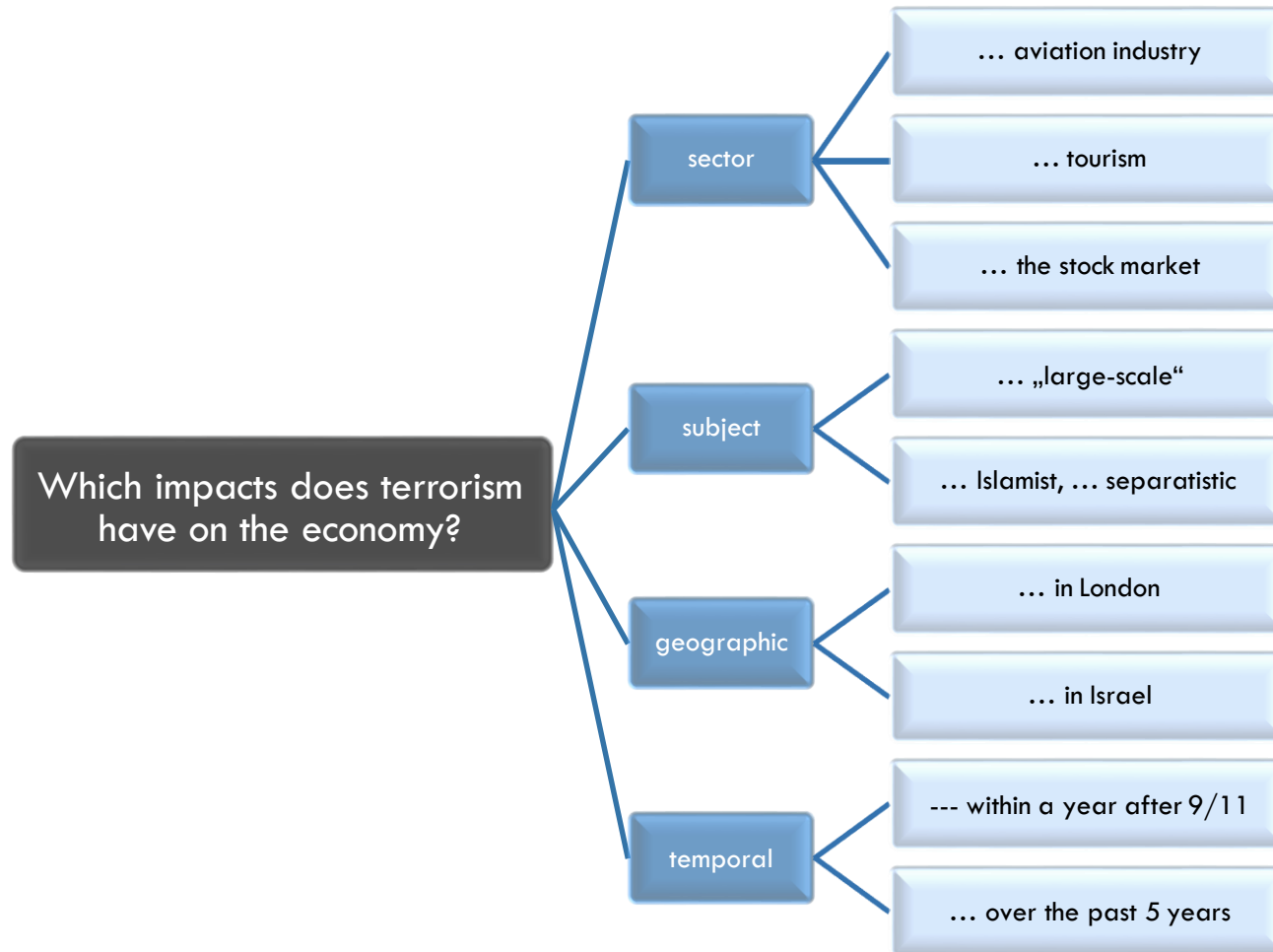
# Focus



**FACHHOCHSCHULE  
WIENER NEUSTADT**

Austrian Network for Higher Education

University of Applied Sciences



# BASIC vs. ADVANCED LITERATURE REVIEW



FACHHOCHSCHULE  
WIENER NEUSTADT

Austrian Network for Higher Education

University of Applied Sciences

## basic

The basic literature review **summarizes and evaluates** the **existing knowledge** on a particular topic.

Its purpose is to produce a position on the state of that knowledge (**research thesis**).

Usually, it is appropriate for **bachelor's** level work.

## advanced

The advanced literature review additionally identifies a **research problem (a gap in the current state of knowledge)** and proposes further research.

Usually, it is appropriate for **master's** level work.

# BASIC vs. ADVANCED LITERATURE REVIEW



FACHHOCHSCHULE  
WIENER NEUSTADT

Austrian Network for Higher Education

University of Applied Sciences

Examples of research questions:

## Basic

- Are consumers willing to reward firms for their positive actions?  
Specifically, is there a positive link between corporate social responsibility behaviors and purchase behaviors?
- How can we spread and sustain innovations in health service delivery and organization?



## Advanced

- Which inconsistencies, knowledge gaps, and conflicting theoretical predictions exist in our current theoretical and practical knowledge about International Entrepreneurship (IE), and how may they be overcome?



# Checklist Research Question



**FACHHOCHSCHULE  
WIENER NEUSTADT**

Austrian Network for Higher Education

University of Applied Sciences

## And when does the question finally fit?

"Essential criteria for assessing questions are their coherence and clarity, but also their answerability within the framework of given, limited (time, financial or similar) resources" (Flick 2017, 140).

## Checklist?



# Checklist Research Question

## And when does the question finally fit?

The research question should...

- open up an interesting approach to the research field
- be workable on the basis of scientific literature
- clearly define what is important and what is not
- relate to a concrete problem or observation
- be relevant in the scientific context
- be answerable within the given framework (feasibility!)

# Checklist Research Question

## And when does the question finally fit?

Not suitable are...

- Questions that can be answered with Yes/No
- Questions that are so broad that they cannot be answered within the framework of the seminar
- Questions that implicitly raise a multitude of further questions and are thus not well delimited

# CLASS EXERCISE (Time: 20 MINUTES)



**FACHHOCHSCHULE  
WIENER NEUSTADT**

Austrian Network for Higher Education

University of Applied Sciences

- 1) **Identify research questions** for sub-topics within your field of research. Bear in mind the gos and no-goes of a research question!
- 2) Reflect on the quality of the research question and give each other feedback.
- 3) Each team member **selects a research question/ sub-topic** for their literature review and notes it down.

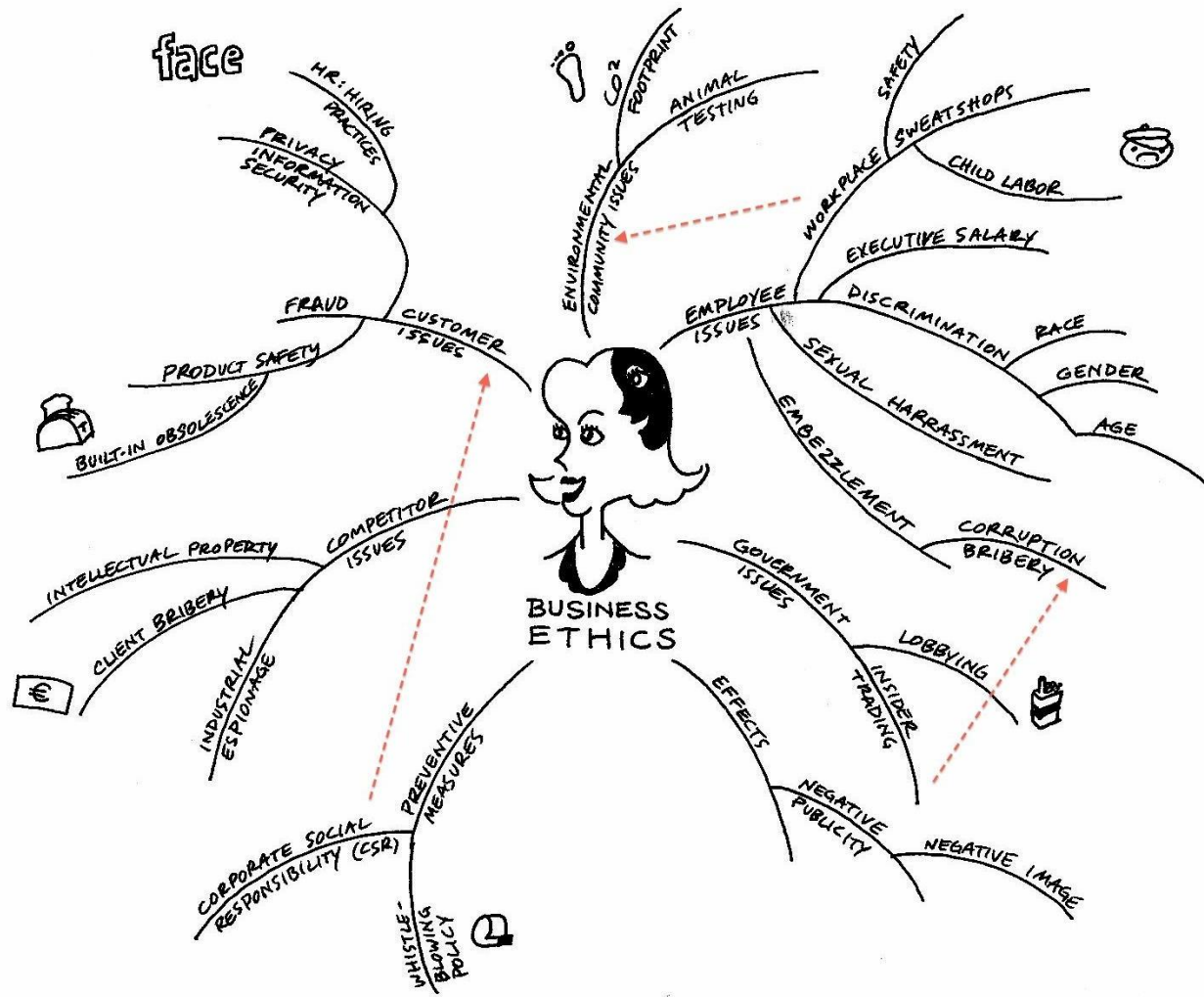
# MIND MAP



**FACHHOCHSCHULE  
WIENER NEUSTADT**

Austrian Network for Higher Education

University of Applied Sciences



# MIND MAP



FACHHOCHSCHULE  
WIENER NEUSTADT

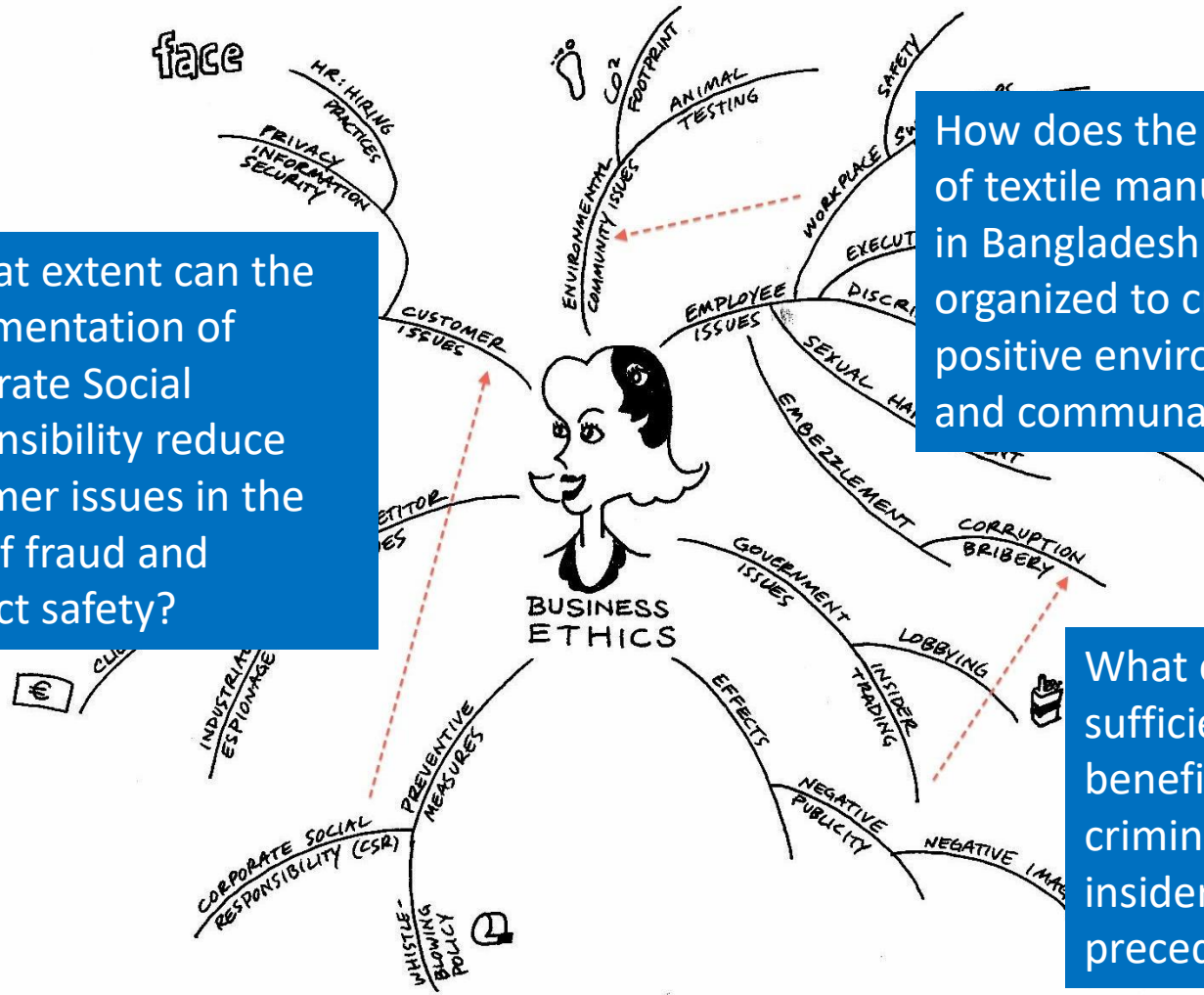
Austrian Network for Higher Education

University of Applied Sciences

To what extent can the implementation of Corporate Social Responsibility reduce customer issues in the area of fraud and product safety?

How does the workplace of textile manufacturers in Bangladesh have to be organized to create a positive environmental and communal impact?

What constitutes a sufficient „personal benefit“ to trigger criminal liability under insider trading precedents in the U.S.?



# Exercise



**FACHHOCHSCHULE  
WIENER NEUSTADT**  
Austrian Network for Higher Education

University of Applied Sciences

Exercise - Is the question suitable? (from Berger-Grabner 2016, 60f.)

## Why do women prefer shopping to men?



# Exercise

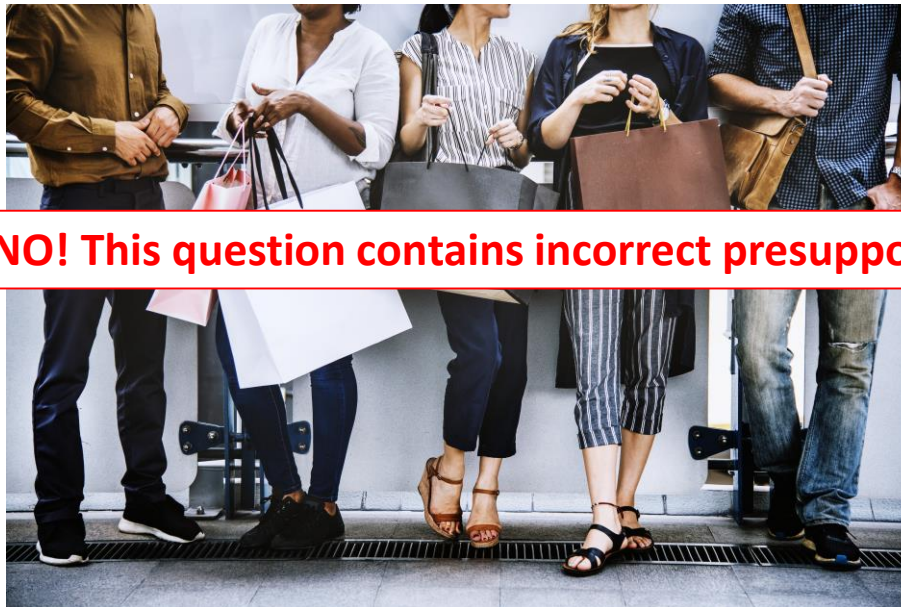


**FACHHOCHSCHULE  
WIENER NEUSTADT**  
Austrian Network for Higher Education

University of Applied Sciences

Exercise - Is the question suitable? (from Berger-Grabner 2016, 60f.)

**Why do women prefer shopping to men?**



**NO! This question contains incorrect presuppositions.**



# Exercise



**FACHHOCHSCHULE  
WIENER NEUSTADT**

Austrian Network for Higher Education

University of Applied Sciences

Exercise - Is the question suitable? (from Berger-Grabner 2016, 60f.)

**Why do traders not manage to bind other customers to their business?**





# Exercise



**FACHHOCHSCHULE  
WIENER NEUSTADT**

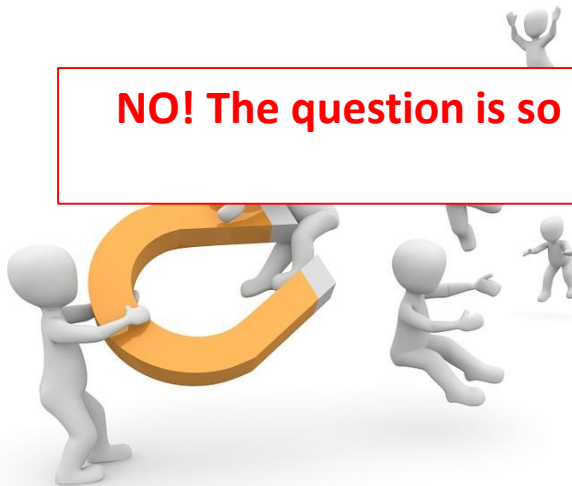
Austrian Network for Higher Education

University of Applied Sciences

Exercise - Is the question suitable? (from Berger-Grabner 2016, 60f.)

**Why do traders not manage to bind other customers to their business?**

**NO! The question is so unclearly formulated that there can be no answer to it.**



# Exercise



**FACHHOCHSCHULE  
WIENER NEUSTADT**

Austrian Network for Higher Education

University of Applied Sciences

Exercise - Is the question suitable? (from Berger-Grabner 2016, 60f.)

**Why do younger people prefer to shop online when many older people also like to order online?**



# Exercise



**FACHHOCHSCHULE  
WIENER NEUSTADT**

Austrian Network for Higher Education

University of Applied Sciences

Exercise - Is the question suitable? (from Berger-Grabner 2016, 60f.)

**Why do younger people prefer to shop online when many older people also like to order online?**



**NO! The question is contradictory in itself.**

# Exercise



**FACHHOCHSCHULE  
WIENER NEUSTADT**  
Austrian Network for Higher Education

University of Applied Sciences

Exercise - Is the question suitable? (from Berger-Grabner 2016, 60f.)

**Is active customer retention an appropriate approach to customer relationship management in retail?**



# Exercise



**FACHHOCHSCHULE  
WIENER NEUSTADT**

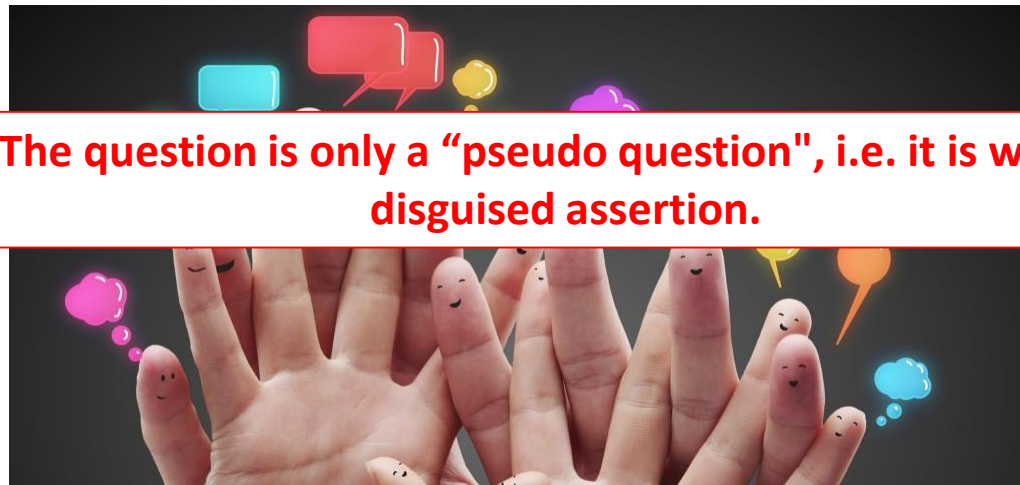
Austrian Network for Higher Education

University of Applied Sciences

Exercise - Is the question suitable? (from Berger-Grabner 2016, 60f.)

**Is active customer retention an appropriate approach to customer relationship management in retail?**

**NO! The question is only a “pseudo question”, i.e. it is written as a disguised assertion.**



# Exercise



**FACHHOCHSCHULE  
WIENER NEUSTADT**  
Austrian Network for Higher Education

University of Applied Sciences

Exercise - Is the question suitable? (from Berger-Grabner 2016, 60f.)

**How can household waste separation, which is so important for the environment, be increased?**



# Exercise

Exercise - Is the question suitable? (from Berger-Grabner 2016, 60f.)

How can household waste separation, which is so important for the environment, be increased?

**NO! It is an influencing, tendentious question.**



# Summary



**FACHHOCHSCHULE  
WIENER NEUSTADT**

Austrian Network for Higher Education

University of Applied Sciences

## The research question...



..differs from topics of similar papers already written.

...is mainly formulated in W-questions.

...is researchable and answerable within the given timeframe and your capabilities.



..is unclearly formulated.

...is too general.

...is influencing, tendentious.

...is a pseudo question.

...is contradictory.

...contains incorrect presuppositions.

...is not sufficiently limited.

...is not (economically) relevant.

...cannot be researched or answered.

... is a yes / no question.

... is not based on current literature.



# Feasibility Check



**FACHHOCHSCHULE  
WIENER NEUSTADT**

Austrian Network for Higher Education

University of Applied Sciences

## *"Feasibility check"*

*Rough literature search → Question check with criteria from previous slides  
→ Specific literature search → sufficient Literature of appropriate quality is  
available → Check=question can be addressed*

*If not → other question*

# Example Master Thesis Melanie



**FACHHOCHSCHULE  
WIENER NEUSTADT**

Austrian Network for Higher Education

University of Applied Sciences

*Topic: Acceptance of a "behaviour-changing" app in the context of extended accessibility*

Could potentially be even more specified → employees in lower Austria (mind. 20h/week) to regionally narrow down the research\*

**Research question: What factors influence the willingness to use an app, in particular one that is supposed to change one's own behaviour?**

*Which motivators and barriers influence the general willingness to use apps?*

*To what extent does an app, which is supposed to intervene in one's behaviour, gain acceptance with regard to the regulation of one's own reachability?*

\*Note: regional delimitation is not necessarily necessary / not always purposeful.



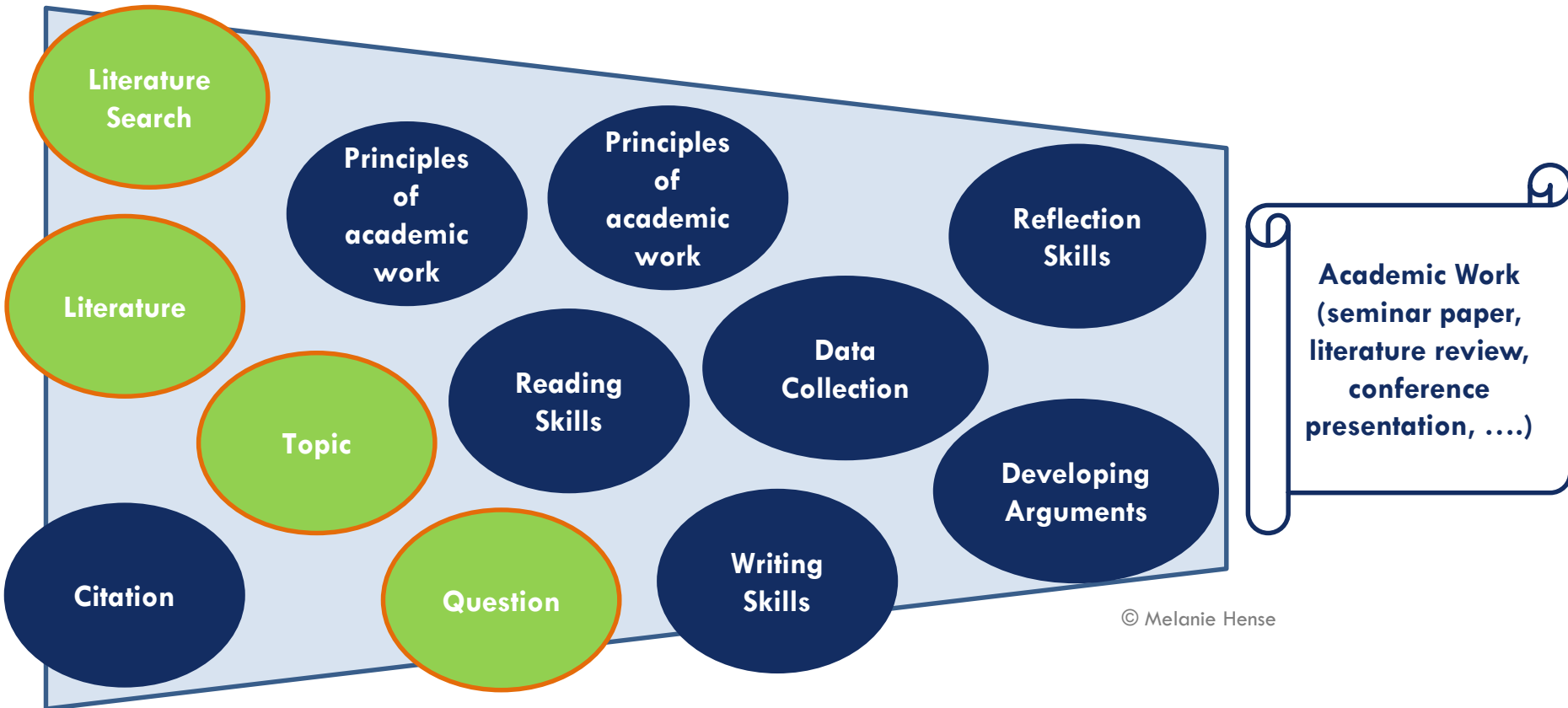
Next step ...

# DESIGN YOUR LITERATURE SEARCH

# The funnel of/ ingredients for academic work



**FACHHOCHSCHULE  
WIENER NEUSTADT**  
Austrian Network for Higher Education



© Melanie Hense

# LITERATURE SEARCH PROCESS



**FACHHOCHSCHULE  
WIENER NEUSTADT**

Austrian Network for Higher Education

University of Applied Sciences



# PURPOSES OF A LITERATURE SEARCH

The key purpose of your literature search is to **identify sources relevant to your topic.**

**BUT:** You cannot search what you do not know.  
First, you should gain a sound understanding of your subject.

Therefore, at the beginning:

- You may be uncertain about the focus until you have read enough.
- Your search and review of articles is **exploratory**.

# DESIGN YOUR SEARCH STRATEGY



**FACHHOCHSCHULE  
WIENER NEUSTADT**

Austrian Network for Higher Education

University of Applied Sciences

1. Locate **sources**

2. Define **keywords**

3. Define **search string**

4. Create **search protocol**



# DESIGN YOUR SEARCH STRATEGY



**FACHHOCHSCHULE  
WIENER NEUSTADT**

Austrian Network for Higher Education

University of Applied Sciences

## Literature Sources

- Database search → define the databases you will be using
- Library search
- Snowballing
- Online search

Locate **sources**

Define **keywords**

Define **search string**

Create **search protocol**



# DESIGN YOUR SEARCH STRATEGY



**FACHHOCHSCHULE  
WIENER NEUSTADT**

Austrian Network for Higher Education

University of Applied Sciences

Locate **sources**

Define **keywords**

Define **search  
string**

Create **search  
protocol**

## **Keywords are:**

- Important terms for your topic
- Nouns and adjectives that describe your topic (e.g. multinational, leasing)
- Usually found in the title, abstract and introduction of potentially relevant sources
- Essential for defining your search & setting the boundaries of your search
- Do not forget about potential synonyms

# DESIGN YOUR SEARCH STRATEGY



FACHHOCHSCHULE  
WIENER NEUSTADT

Austrian Network for Higher Education

University of Applied Sciences

Locate **sources**

Define **keywords**

Define **search string**

Create **search protocol**

## Useful tips:

- Obtain definitions using a search engine:  
***define “social entrepreneurship”***
- Consider alternative words and spellings (AE/BE):  
***pro-environmental behavi\*r, organi\*ation***
- Search for synonyms and/or related terms:  
***ecological behavi\*r, conservation behavi\*r, sustainable beavhi\*r, sustainable lifestyles, etc.***

See: <http://www.thesaurus.com/>

# DESIGN YOUR SEARCH STRATEGY



**FACHHOCHSCHULE  
WIENER NEUSTADT**

Austrian Network for Higher Education

University of Applied Sciences

Locate **sources**

Define **keywords**

Define **search  
string**

Create **search  
protocol**

## Search String

Combine keywords into one or more search strings using Boolean operators.

Example: “multinational company” **and** “joint venture”.

### NOTE:

Different catalogues, databases and search engines may have slightly different Boolean operators. Hence, check the help menu for details.

# DESIGN YOUR SEARCH STRATEGY

Locate **sources**

Define **keywords**

Define **search string**

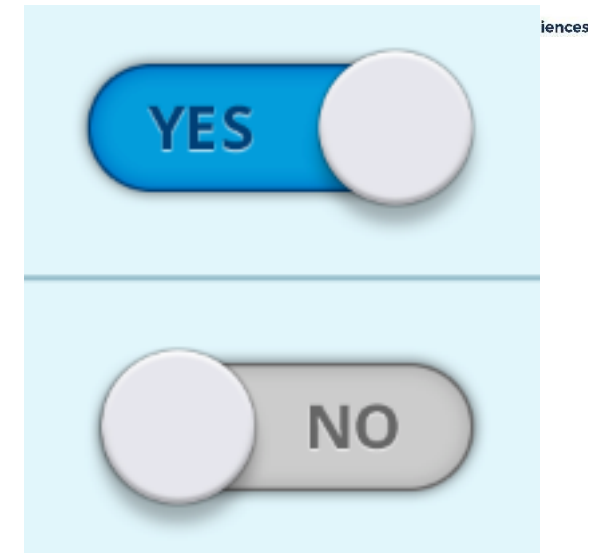
Create **search protocol**

## In – and Exclusion Criteria

Peer Reviewed?  
Publication date?  
Journal?  
Quality?  
Regional restriction?

Comprehensible justification for the selection of the criteria is key!

Caution: Do not narrow it down too much, as this could cause overlooking important articles and thus arrive at a completely different result.



# DESIGN YOUR SEARCH STRATEGY

Locate **sources**

Define **keywords**

Define **search  
string**

Create **search  
protocol**

## Search Protocol to track your search

- Why?

- ✓ Avoids repeating the same research
- ✓ Helps to find your results more easily at a later time
- ✓ Systematic Documentation = Basis of a transparent method → see definition of a literature review:  
[...] utilizes explicit and transparent methods to perform a thorough literature search [..]  
(Briner und Denyer 2012, 112).

# DESIGN YOUR SEARCH STRATEGY

## SEARCH STRATEGY

### SEARCH PROTOCOL

- Use an **Excel sheet** to track your search string
- Only include sources that are relevant for your paper
- Also useful for documentation of quality
- Will be submitted along with your paper

**Research Question:** How does social media usage within organizations change traditional communication and cooperation procedures among employees?

| Literature source | Keywords             | Link  | Title  | Author(s)      | Year | Bibliographic Entry |
|-------------------|----------------------|---|--|----------------|------|---------------------|
| Science Direct    | "social media usage" | <a href="https://www.sciencedirect.com/science/article/pii/S0378720617307152?via=ihub">https://www.sciencedirect.com/science/article/pii/S0378720617307152?via=ihub</a> | Understanding the impact of social media usage among organizations | Tajudeen, F.P. | 2017 | See citation guide! |

Locate **sources**

Define **keywords**

Define **search string**

Create **search protocol**

# SCREENING FOR RELEVANCE



**FACHHOCHSCHULE  
WIENER NEUSTADT**

Austrian Network for Higher Education

University of Applied Sciences

Does the source address your topic?

## **Journal articles:**

- Determine if the title addresses your topic (is it relevant?).
- If the title is relevant, read the abstract and keywords.
- Search for a literature review of your topic.

## **Books:**

- Read the table of contents for relevant titles and subtitles.
- If there is anything relevant, scan the section.

Scan the bibliography of relevant articles and book sections for potential sources (**snowballing**).

# Example Master Thesis Melanie



**FACHHOCHSCHULE  
WIENER NEUSTADT**

Austrian Network for Higher Education

University of Applied Sciences

The selected publications are mainly based on the following criteria:

- ✓ Publications in **academic journals**, mostly peer-reviewed
- ✓ **Time Frame:** Publications from 2010 to 2020, focus on most recent publications
  - ✓ *As the paper's topic is very contemporary, the focus was put on state-of-the art literature from 2010 to 2020. 2010 was chosen as this is roughly the time when smartphones and hence apps started evolving (CITATION MISSING). The App Store by Apple was ,according to reports, only launched in 2008. Also the Android Market, later renamed to Google Play, was launched between 2008 and 2011 (CITATION MISSING).*
- ✓ **Language:** English & German
- ✓ **Literature Databases**, mainly:
  - ✓ Springer Link
  - ✓ Science Direct
  - ✓ Ebsco Business Source Complete
  - ✓ Emerald Insight

The following publication formats were in exceptional cases also considered to be relevant for research, but are not peer reviewed journal articles or similar:

- ✓ Reports (public institutions, interest groups, research institutions)
- ✓ High quality grey literature, especially research results of previous research projects of the Chamber of Labour of Lower Austria and other organizations, serious consulting firms, as well as publications of public authorities



# Example Master Thesis Melanie



Table 1: Keywords used for the Literature Search

|  |  |
|--|--|
| "app" or "application" or "app*"             | "acceptance"                               |
| "motivation"/"motiv*"                        | "Consumer Decision Journey" or<br>"Kotler" |
| "usage"                                      | "technology acceptance model"              |
| "decision" or "consumer decision<br>process" | "marketing decision making"                |

*Examples of the searchstrings used are " "decision" OR "motiv\*" AND "app\*" AND "usage" "; " "app\*" AND "usage" AND "kotler" "; " "motivation" AND "app\*" AND "usage" AND "technology acceptance model" " and " "Consumer Decision Journey" AND app\* AND usage". When searching for appropriate literature, it was ensured that almost all potential synonyms of the words used were included to receive the best outcome possible and mainly peer-reviewed articles published in academic journals were taken into consideration.*

# Class Exercise (Time: 15 Minutes)



**FACHHOCHSCHULE  
WIENER NEUSTADT**

Austrian Network for Higher Education

University of Applied Sciences

Write down first ideas on keywords, search-strings  
&  
in- or exclusion criteria for your research topic!

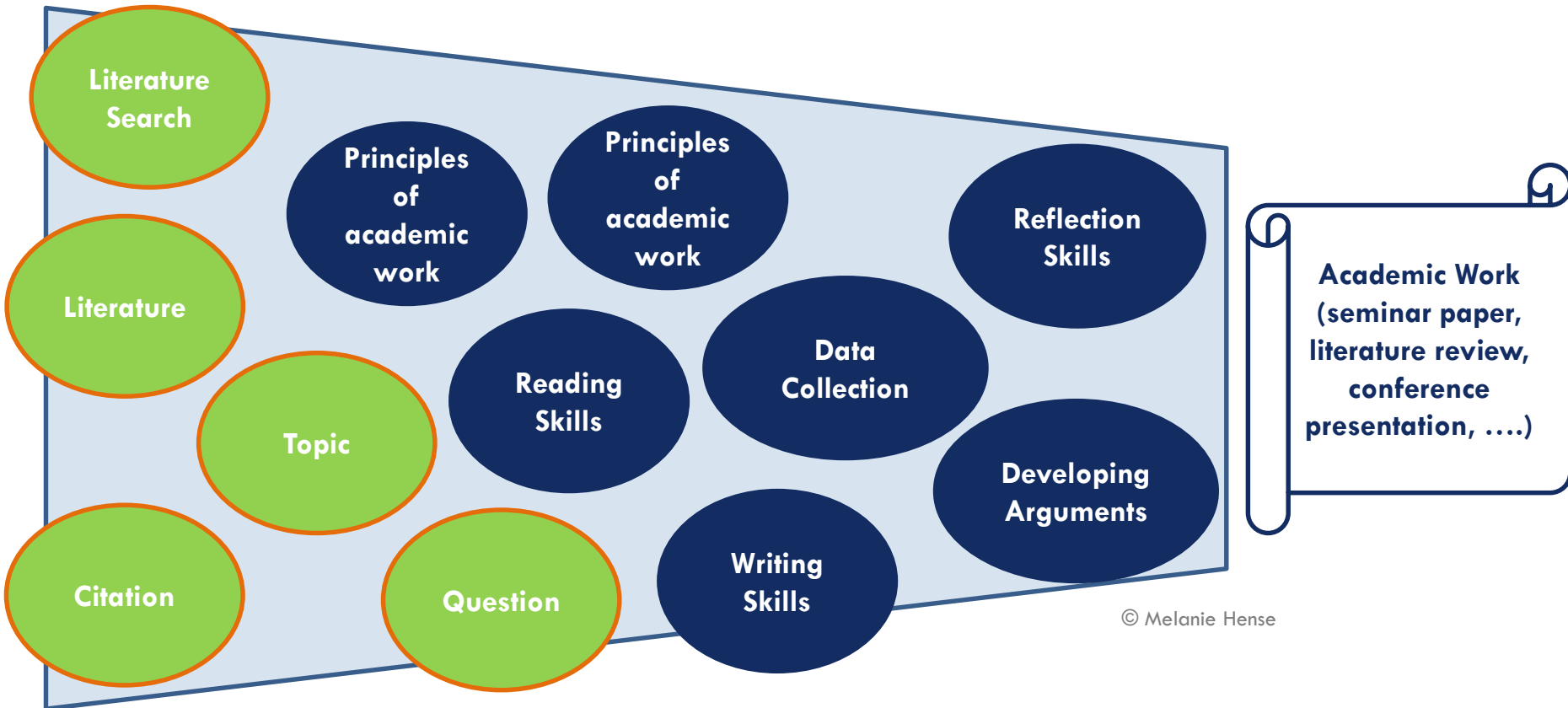
# REFERENCING

---

# The funnel of/ ingredients for academic work



**FACHHOCHSCHULE  
WIENER NEUSTADT**  
Austrian Network for Higher Education



© Melanie Hense

# REFERENCING

---

In academic writing, references to the work of others are included in two places of the document:

- (1) **in the main body** of the text (in-text citations)
- (2) **in the bibliography** at the end of the paper
- (3) NOTE: do not (apart from the exemptions stated in the citation guideline) use footnotes

*It is standard practice in academic papers to **provide references more often than you may think is necessary.***

RESEARCH TOPIC

RESEARCH QUESTION

LITERATURE SEARCH

Referencing

# WHY DO WE REFERENCE?

---

- to acknowledge and show **respect** for other researchers' contributions to the field
- to provide **justification and support** for your assertions and arguments
- to **compare, contrast and evaluate** the work of others in the field
- to **illustrate your understanding** of the subject matter by demonstrating that you have read widely and are able to select relevant information to contextualize your own work
- to enable readers to track down your sources texts easily if they wish to find out **more information**
- to allow the **accuracy** of your work to be checked
- to avoid **plagiarism**



# PLAGIARISM

---

## to plagiarize:

- to steal and pass off (the ideas/words of another) as one's own
  - to use (another's production) without crediting the source
  - to commit literary theft
  - to present as new and original an idea or product derived from an existing source
  - Recycling of one work for several courses/programmes of study
- (Merriam-Webster Online Dictionary)

**Plagiarism is an act of fraud. It involves stealing intellectual property and lying about it afterwards. Consequence: Assessment is declared invalid; academic title revoked**

**Please be aware that your papers will be checked for plagiarism.**



“Poor re  
the rea



port writing to  
question your

Report evaluator in Ridley, Diana. 2009. The Literature Review: A Step-by-Step Guide for Students. Sage.

RESEARCH TOPIC

RESEARCH QUESTION

LITERATURE SEARCH

Referencing



# WHEN DO WE REFERENCE?

---

## General rules

- Any information that is retrieved from another source has to be referenced.
- Information that is considered to be common knowledge (generally accepted as being true) in the respective field and that springs from the author's own knowledge does not have to be cited → this is generally interpreted rather narrowly.

**If you are in any doubt – provide a reference  
to avoid any risk of plagiarism!**



# REFERENCING STYLES

---

The three most common styles:

- **CMOS (Chicago Manual of Style)** This is what we use.
- **MLA (Modern Language Association)**
- **APA (American Psychological Association)**

RESEARCH TOPIC

RESEARCH QUESTION

LITERATURE SEARCH

Referencing

# REFERENCING STYLES

---

Their usage differs among academic disciplines.

- **CMOS: Business, History, Fine Arts**
- **MLA: Humanities (literature, languages, etc.)**
- **APA: Education, Psychology, Science**

RESEARCH TOPIC

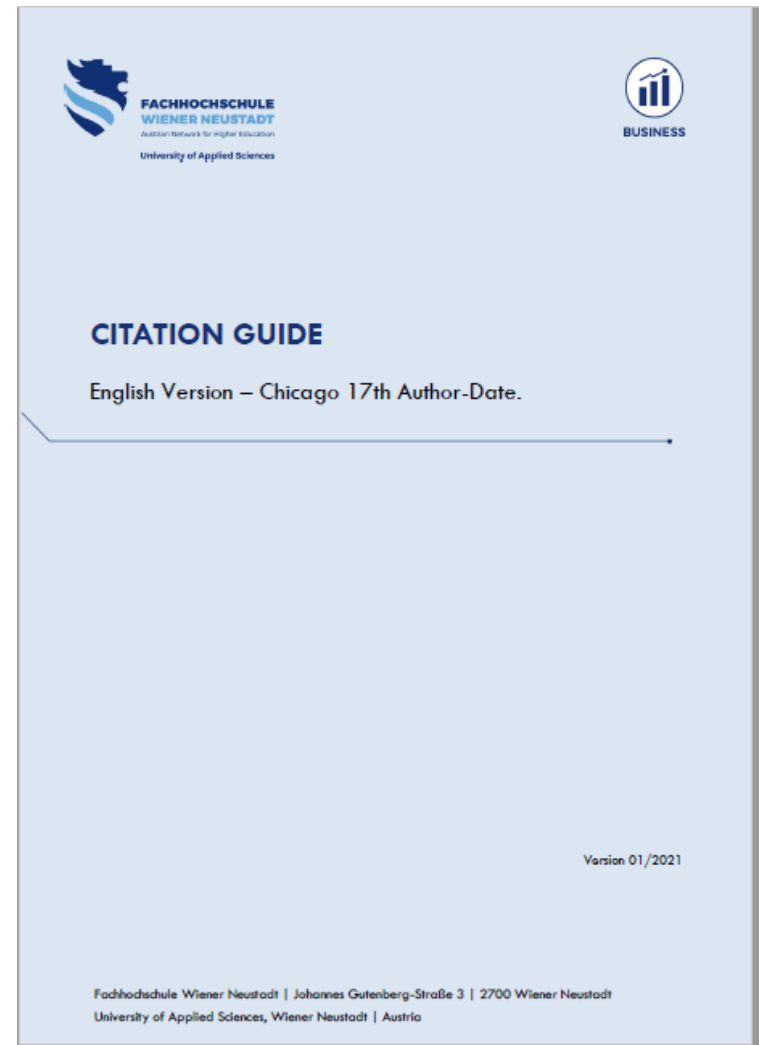
RESEARCH QUESTION

LITERATURE SEARCH

Referencing

# CITATION GUIDELINES

Consult the **Citation Guide for Academic Papers** available online.



RESEARCH TOPIC

RESEARCH QUESTION

LITERATURE SEARCH

Referencing

# TYPES OF REFERENCES

---

## Integral references

Citations in which the cited author's name **has a grammatical function** in the sentence

## Non-integral references

Citations in which the cited author's name **is outside the structure of the sentence** and has no grammatical function

RESEARCH TOPIC

RESEARCH QUESTION

LITERATURE SEARCH

Referencing

# INTEGRAL REFERENCES EXAMPLES

## INTEGRAL REFERENCE



Kotler (2010, 29) explains that “today, marketing must be understood not in the old sense of making a sale – telling and selling – but in the new sense of satisfying customer needs”.

OR

“Today, marketing must be understood not in the old sense of making a sale – telling and selling – but in the new sense of satisfying customer needs“, argues Kotler (2010, 29).

OR

“Today, marketing must be understood not in the old sense of making a sale – telling and selling“ explains Kotler (2010, 29) and adds that satisfying customer needs has become priority.

## REPORTING VERBS IN DIFFERENT DISCIPLINES

say, suggest, argue, claim, point out, propose, think, describe, note, analyze, discuss, show, explain, find, demonstrate, report, suggest, observe, publish, develop, study, etc.



RESEARCH TOPIC

RESEARCH QUESTION

LITERATURE SEARCH

Referencing

# INTEGRAL REFERENCES EXAMPLES

---

*According to Thaler and Sunstein (2008, 23), nudges work because they correct for biases and errors in human behavior, which occur when the situation does not support the use of cognitive effort.*

*In a comprehensive meta-analysis of previous studies, Delmas et al. (2013, 42) found that feedback rendered average energy savings of about 7%.*

RESEARCH TOPIC

RESEARCH QUESTION

LITERATURE SEARCH

Referencing

# NON-INTEGRAL REFERENCES EXAMPLES

---

*Scholarly discussions have called for dissolving the dichotomous role of individuals as consumers and citizens and paying more attention to the interaction of personal lifestyles and politics (e.g. Connolly and Prothero 2008; Atkinson 2012; Willis and Schor 2012).*

*Lifestyle politics in its various forms essentially is “a political commitment to live consistently, according to certain principles within and across societal roles” (Micheletti and Stolle 2010, 16).*

RESEARCH TOPIC

RESEARCH QUESTION

LITERATURE SEARCH

Referencing



# TYPES OF REFERENCES

DIRECT QUOTATIONS: passages from source material copied verbatim

INDIRECT QUOTATIONS: ideas taken over from source material in condensed or paraphrased form



A reference to the source (**author's surname, year, page number**) must accompany both direct and indirect quotes.

## **General rule of thumb:**

Direct quotations should account for about 10% of all quotations

RESEARCH TOPIC

RESEARCH QUESTION

LITERATURE SEARCH

Referencing

# DIRECT QUOTATIONS

---

The increasing interest of large companies in minorities is exemplified by Estee Lauder which "targeted African Americans with special product lines designed for darker skin tones" (Kotler 2000, 21).

Kotler (2000, 21) observes that Estee Lauder "targeted African Americans with special product lines designed for darker skin tones".

RESEARCH TOPIC

RESEARCH QUESTION

LITERATURE SEARCH

Referencing

# DIRECT QUOTATIONS

- should be integrated harmoniously and enrich the meaning of the text
- omissions should be indicated by an ellipsis: ...
- additions should be indicated by brackets: [xyz]
- mistakes in the original are indicated by [sic]
- When changing the initial letter to capital or lowercase letter indicate that by bracketing the letter [t]he...
- passages copied verbatim longer than 40 words are indented (block quotes)

Refer to the **citation guide** for examples and further instructions.

# INDIRECT QUOTATIONS

- Ideas are taken from another sources in a condensed/paraphrased form
- Although not set off by double quotation marks ("), the source **MUST** be acknowledged.
- The actual wording must differ from original otherwise would be a direct quote and requires (""); otherwise PLAGIARISM!
- In academic papers at FHWN, it is recommended that the page number is provided in the in-text reference, in addition to author's name and year of publication for reasons of better comprehensibility. Indirect quotations are commonly introduced with phrases such as
  - X **argues that** ...
  - As Y **shows** ...
  - A recent study by Z **reveals that** ...

# INDIRECT QUOTATIONS

Kotler (2000, 23-25) discusses Estee Lauder's launch of special ranges of cosmetics aimed at African Americans.

In the 1990s, large companies started taking interest in minorities due to rising disposable income in these groups. Estee Lauder, for instance, launched special products aimed at African Americans (Kotler 2000, 29).

Source: <https://owl.english.purdue.edu/owl/resource/619/1/>

RESEARCH TOPIC

RESEARCH QUESTION

LITERATURE SEARCH

Referencing

# INDIRECT QUOTATIONS

**Table 7.4 The most frequently used reporting verbs in different disciplines**

| Discipline             | Most frequent forms of reporting verb                 |
|------------------------|---|
| Philosophy             | say, suggest, argue, claim, point out, propose, think |
| Sociology              | argue, suggest, describe, note, analyse, discuss      |
| Applied linguistics    | suggest, argue, show, explain, find, point out        |
| Marketing              | suggest, argue, demonstrate, propose, show            |
| Biology                | describe, find, report, show, suggest, observe        |
| Electronic engineering | propose, use, describe, show, publish                 |
| Mechanical engineering | describe, show, report, discuss                       |
| Physics                | develop, report, study                                |

Source: Hyland, 2004: 27. Reprinted with permission from Ken Hyland, *Disciplinary Discourses: Social Interactions in Academic Writing*, The University of Michigan Press © 2004.

# QUOTATIONS FROM A SECONDARY SOURCE

- Quotations from a secondary source **should be avoided**.
  - It is only allowed to use a quotation from a secondary source, if the original work cannot be obtained (e.g. because it is old and not accessible).
- You should not cite from a secondary reference as if you used the primary source.
- If you make a direct quotation from a secondary source you have to acknowledge the primary source as well ("**cited in ...**")

The increasing interest of large companies in minorities is exemplified by Estee Lauder which "targeted African Americans with special product lines designed for darker skin tones" (Kotler 2000, 56; **cited in** Tan 2005, 99).

Note: Kotler is the primary reference contained in a book by Tan (secondary reference). However, the reference list contains only references that you have actually used and in this case the reference used was Tan (2005). Therefore, the reference by Tan (2005) is placed in the bibliography.

# TABLES, GRAPHS AND FIGURES

When reproducing selected data from a diagram or table, or copying the entire table or diagram, a reference must be made to the source.

**Table 2**  
Classification of goods.

|                         |      | Decision importance               |   |
|-------------------------|------|-----------------------------------|---|
|                         |      | Low                               | High                                    |
| Salience and visibility | Low  | Organic food<br>Green electricity | Heating devices<br>Household appliances |
|                         | High | Clothing                          | Cars<br>Solar energy equipment          |

Note: adapted from [Janssen and Jager \(2002\)](#).

Further Information: See the citation guideline!

RESEARCH TOPIC

RESEARCH QUESTION

LITERATURE SEARCH

Referencing



# BIBLIOGRAPHY

---

- **Only list sources in the bibliography which you refer to in the paper**
- Use only English-language sources (foreign-language sources may be allowed by your supervisor, but should be kept to a minimum)
- Your bibliography should consist of **at least 6 relevant academic sources** (2 sources may be relevant grey areas sources)
- You will list **8 sources in total, all of which must be quoted in your paper** (indirectly or directly).
- **Examples on how the Bibliographical Entries should be formulated → See citation guideline!**

RESEARCH TOPIC

RESEARCH QUESTION

LITERATURE SEARCH

Referencing

# BIBLIOGRAPHY

---

## Ordering & Structuring entries

- **Alphabetically by** the primary **author's surname**
- For multiple works by the same author, entries are ordered **chronologically by year** (from the earliest to the most recent)
- For multiple works by the same author in the same year, use 'a', 'b', 'c', etc. after the year (2019a)
- All publications by an author alone precede publications of the same author with other authors

RESEARCH TOPIC

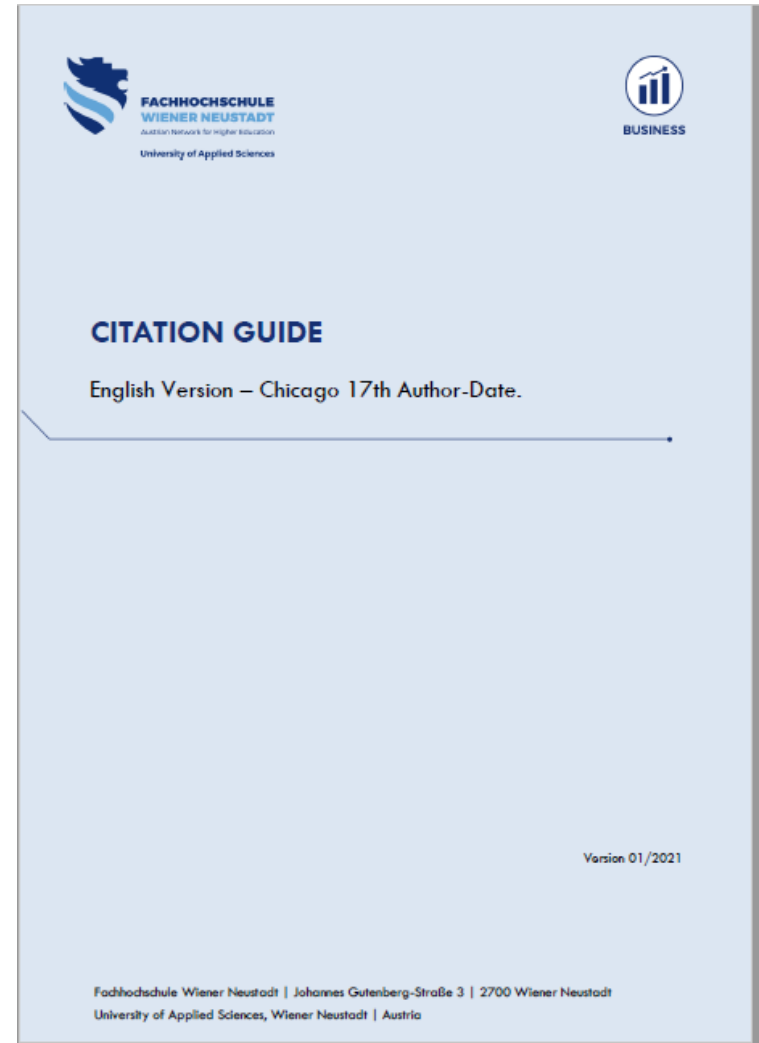
RESEARCH QUESTION

LITERATURE SEARCH

Referencing

# CITATION GUIDELINES

Again: Consult the **Citation Guide for Academic Papers** available online for more detailed explanations & examples.



RESEARCH TOPIC

RESEARCH QUESTION

LITERATURE SEARCH

Referencing

# LAST BUT NOT LEAST...

---

It must be cited in a comprehensible and transparent manner so that it is possible to directly understand where the information comes from.

**But when/where exactly?**

RESEARCH TOPIC

RESEARCH QUESTION

LITERATURE SEARCH

Referencing

# ARE THESE PARAGRAPHS CORRECTLY CITED?

Thus, the extended accessibility through digital media is not only evident in the private context, but is also reflected in professional matters. Employees are likely to be increasingly affected by constant accessibility for professional purposes in their free time. However, there is no precise definition of this topic. The following definition of "excessive availability for work" though seems to be universally applicable, as it appears to be including the most important factors (Minow and Swart 2019; Boswell et al. 2016; Cooper and Lu 2019, 1):

*"Excessive availability for work, ... or overwork is multi-faceted in nature, and encompasses behaviors (e.g., absenteeism, tardiness, etc.), sickness absence, and work-related stress outside the workplace"*

**NO! I cannot assign which information comes from which article!**

Regarding the actual extent of the phenomenon of extended accessibility for professional purposes, different studies show different figures depending on the focus and target group. Nevertheless, it can be concluded that a large proportion of workers appear to be affected by the phenomenon of ubiquitous work. For example, a quantitative survey conducted by the Chamber of Labor of Lower Austria in cooperation with the Vienna University of Technology with 754 Lower Austrian employees shows that almost 70% of the respondents are available for work issues in their free-time (Minow and Swart 2019; Feuchtl, Hartner-Tiefenthaler and Koeszegi 2016).

# CITATION How To

Thus, the extended accessibility through digital media is not only evident in the private context, but is also reflected in professional matters. Employees are likely to be increasingly affected by constant accessibility for professional purposes in their free time (Minow and Swart 2019; Boswell et al. 2016). However, there is no precise definition of this topic. Cooper and Lu's (2019) definition of "excessive availability for work" though seems to be universally applicable, as it appears to be including the most important factors:

*"Excessive availability for work, ... or overwork is multi-faceted in nature, and encompasses behavioral manifestations such as long working hours (including overtime work), sickness presenteeism (SP), leavism, and teleworking (working on mobile devices outside the workplace and during off-time) as a few prevalent observations (Cooper and Lu 2019, 1)."*

Regarding the actual extent of the phenomenon of extended accessibility for professional purposes, different studies show different figures depending on the focus and target group. Nevertheless, it can be concluded that a large proportion of workers appear to be affected by the phenomenon of ubiquitous work (Minow and Swart 2019). For example, a quantitative survey conducted by the Chamber of Labor of Lower Austria in cooperation with the Vienna University of Technology with 754 Lower Austrian employees shows that almost 70% of the respondents are available for work issues in their free-time (Feuchtl, Hartner-Tiefenthaler and Koeszegi 2016).

RESEARCH TOPIC

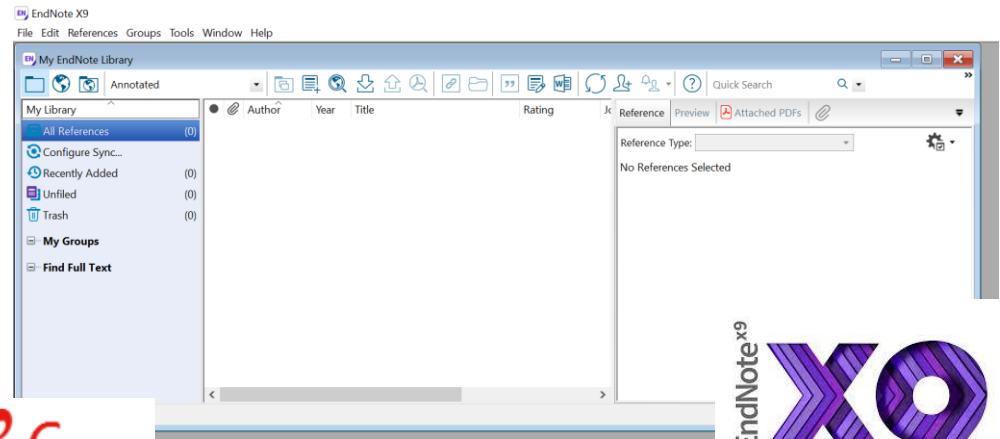
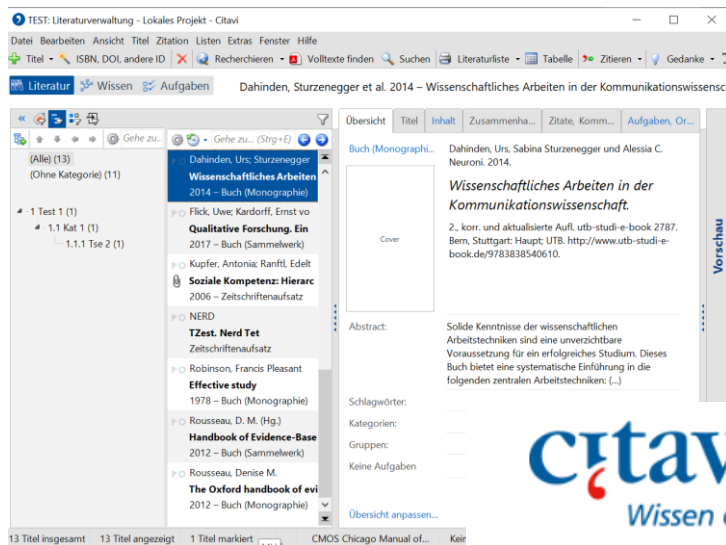
RESEARCH QUESTION

LITERATURE SEARCH

Referencing

# ENDNOTE & CITAVI: CITE WHILE YOU WRITE

- = automated citation software (Citation incl. bibliography will be created automatically)
- The FHWN provides you with a licence for these two:  
<https://portal.fhwn.ac.at/helpdesk/2020/09/01/software-for-students/?lang=en>



**citavi 6**  
Wissen organisieren.

EndNote X9

RESEARCH TOPIC

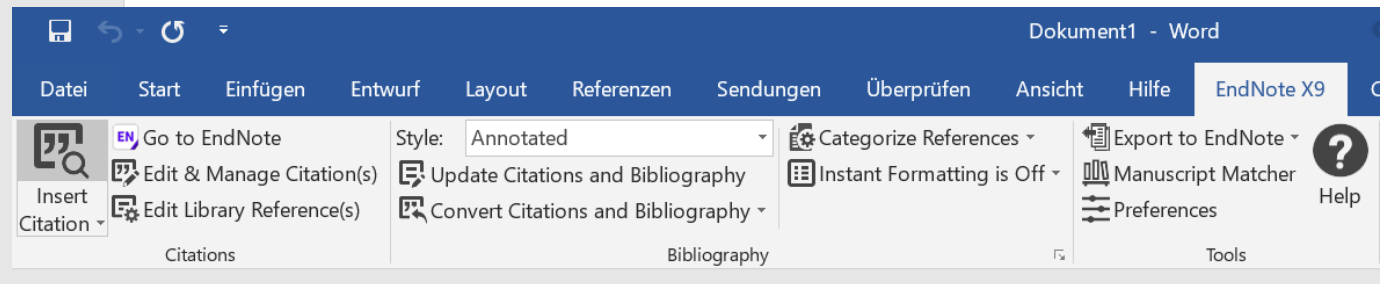
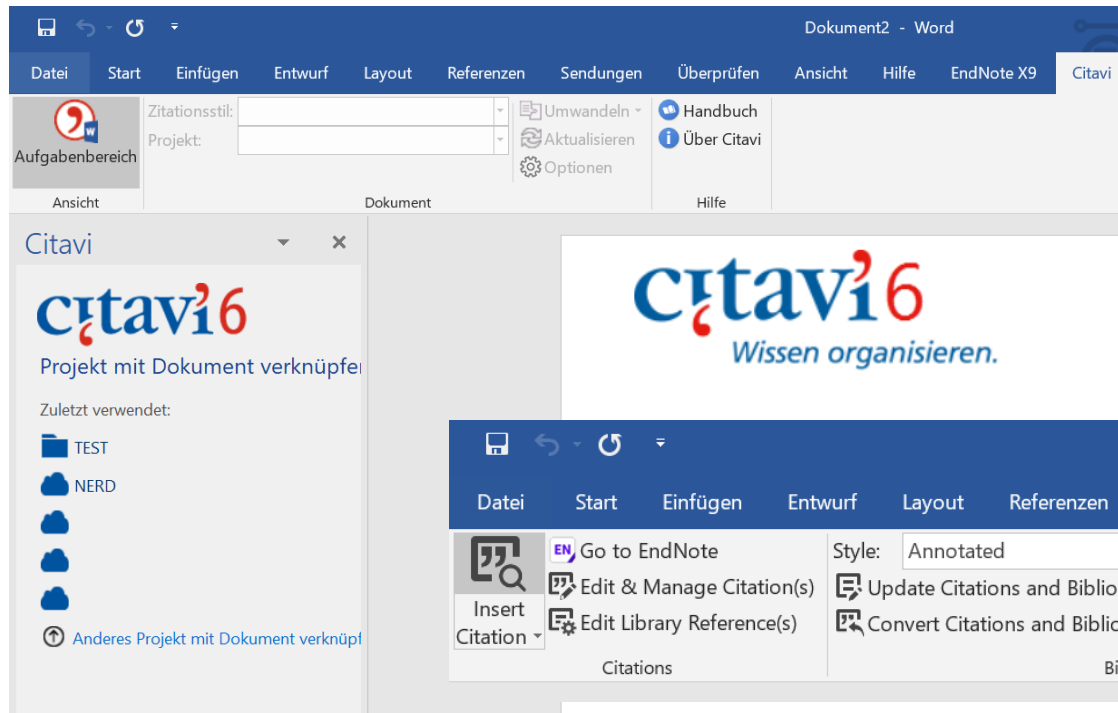
RESEARCH QUESTION

LITERATURE SEARCH

Referencing

# ENDNOTE & CITAVI: CITE WHILE YOU WRITE

- You can cite from your EndNote/ Citavi library while writing a document in Word
- **IMPORTANT: You will need to manually add page numbers.**
- You may need to configure Word to work with EndNote/Citavi.
- If EndNote/Citavi is uploaded onto your computer and configured you should see EndNote/Citavi in your menu bar



RESEARCH TOPIC

RESEARCH QUESTION

LITERATURE SEARCH

Referencing



# CHICAGO STYLE

---

You should also review

**The Quick Guide of the Chicago Manual of Style:**

[http://www.chicagomanualofstyle.org/tools\\_citationguide.html](http://www.chicagomanualofstyle.org/tools_citationguide.html)

(Author-Date)

RESEARCH TOPIC

RESEARCH QUESTION

LITERATURE SEARCH

Referencing

# CLASS EXERCISE (TIME: 25 MINUTES)

---

Let's find out how well you understand referencing so far.

RESEARCH TOPIC

RESEARCH QUESTION

LITERATURE SEARCH

Referencing

# HOME ASSIGNMENT #2



FACHHOCHSCHULE  
WIENER NEUSTADT

Austrian Network for Higher Education

University of Applied Sciences

## STEP 1) Feasibility check

Perform a literature search in the following databases:

<http://bibliothek.fhwn.ac.at/en-us/recherche/datenbanken.aspx>

- ✓ EBSCO: Business Source Complete
- ✓ Science Direct
- ✓ Springer Link

Do you have the impression that there are sufficient sources available for writing a literature review **based on your research question?**

If **SO**: Continue with STEP 2

If **NOT**: Modify your research question and start again at STEP 1

**STEP 2) Select 8-10 academic sources** in your field of research that relate to your research question. You will need a minimum of 8.

# HOME ASSIGNMENT #2



**FACHHOCHSCHULE  
WIENER NEUSTADT**

Austrian Network for Higher Education

University of Applied Sciences

**STEP 3) Create a search protocol** of your literature search in a spreadsheet (Excel, a template can be found on edunet).

- State your **research question** in the first line (as a headline).
- Indicate how and where you found each literature source:  
for (a) database search, list the search string and database you used  
for (b) snowballing, indicate the source.
- Include at least 8 sources in your search protocol, of which **at least 6 must be academic sources**. Include every source that you are planning to use for your essay, even if they number more than 8.

**Submit the search protocol on Edunet by SEPTEMBER 27th.**

**Note:** Also make sure to save all the literature sources on your computer.

# HOME ASSIGNMENT #2



**FACHHOCHSCHULE  
WIENER NEUSTADT**

Austrian Network for Higher Education

University of Applied Sciences

## Research Question & Search Protocol Template

*Note: You must include all 7 columns below.*

**Research Question:** How does social media usage within organizations change traditional communication and cooperation procedures among employees?

| Literature source | Keywords             | Link  | Title  | Author(s)      | Year | Bibliographic Entry |
|-------------------|----------------------|---|--|----------------|------|---------------------|
| Science Direct    | "social media usage" | <a href="https://www.sciencedirect.com/science/article/pii/S0378720617307152?via%3Dihub">https://www.sciencedirect.com/science/article/pii/S0378720617307152?via%3Dihub</a> | Understanding the impact of social media usage among organizations | Tajudeen, F.P. | 2017 |                     |
| ...               | ...                  | ...   | ...  | ...            | ...  |                     |

Please not: The 7th column (bibliographic entry) is missing in the template provided on edunet and in the syllabus! Please do not forget to include it in your protocol!

# HOME ASSIGNMENT #2



**FACHHOCHSCHULE  
WIENER NEUSTADT**

Austrian Network for Higher Education

University of Applied Sciences

## INDIVIDUAL ASSIGNMENTS

### 1. Literature Search Protocol & First Research

**Question** (mandatory)

**Sep. 27**

**Submission on Edunet**

### 2. Literature Review for Peer Feedback (mandatory)

**Nov. 4**

Submission as MS-Word Document on Edunet + E-Mail  
to Peer-Group (with lecturer in cc)

### 3. Peer Feedback on Literature Review (mandatory)

**Nov. 11**

Submission in PDF-Format on Edunet

### 4. Version 2 of the Literature Review (voluntary)

**Nov. 18**

Submission as MS-Word Document on Edunet

### 5. Final Literature Review + Literature Analysis

**Table** (mandatory = final course grade)

**Dec. 18**

Submission as PDF-Document on Edunet

# HOME ASSIGNMENT #2



**FACHHOCHSCHULE  
WIENER NEUSTADT**

Austrian Network for Higher Education

University of Applied Sciences

## Class Exercise – 15 Minutes

Take one of your literature sources and try to enter it in the table. Use the citation guide for this.

Do you have any questions?

