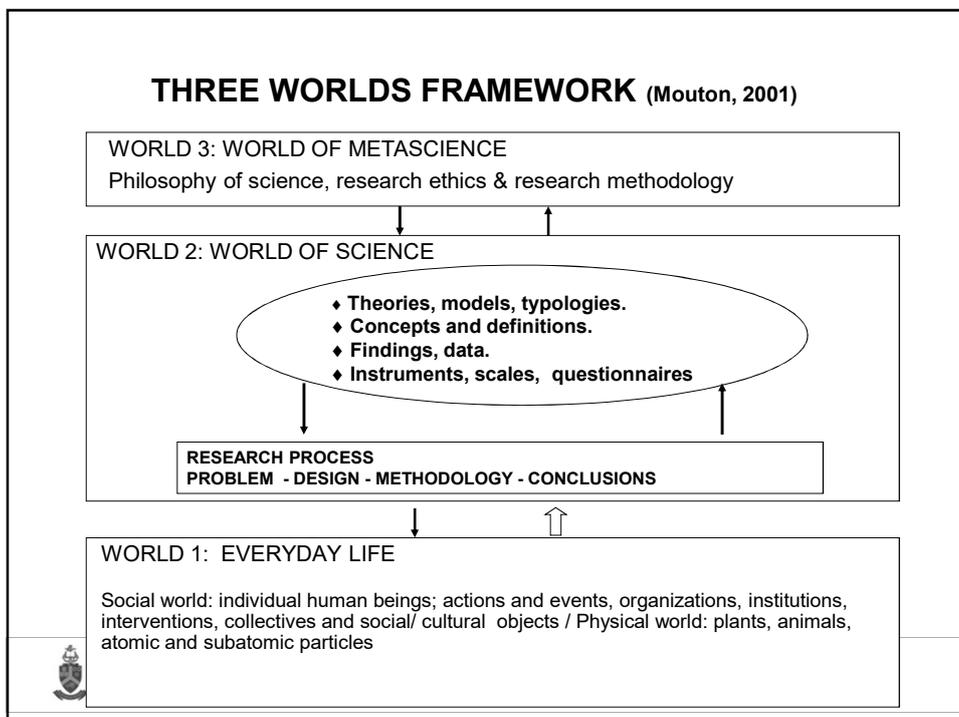


**Postgraduate  
Workshop:  
Literature Review**

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*Denkmeesters • Leading Minds • Ditsoqolo Ho Dintsoeli!*



## Literature review

- Purpose of literature review is to provide a synthesis and critical evaluation of relevant literature that serves as conceptual background to specific objectives/research questions that guided the study and/or to specific hypotheses or conceptual model tested in the study (Hofstee, 2006)

## Literature review

- Literature review is a “means to an end” (Perry et al. 2003: 660) in that it provides conceptual support for specific issues investigated in the study
- Focus primarily on literature that is directly relevant to the study’s specific purpose and objectives
- Use sub-headings to create a logical structure for literature review section
- Avoid summarising sources on a source-by-source basis, i.e. integrate the literature

### **Preliminary literature study, and reasons for choosing the topic (Mouton, 2007)**

- A sentence that link with the rationale for the research project
- Any research project must show its lineage from background of existing knowledge, previous investigations, contemporary practice
- Your proposed study should be inserted into a line of inquiry and a developing body of knowledge

### **Preliminary literature study (Mouton, 2007)**

- identify significant prior research: explain **whether these questions have been asked before**, whether **related questions have been asked**, and what **answers have been obtained** - i.e. outline, evaluate and synthesise current state of critical/ theoretical debate
- identify limitations of past/ current research, and explain your point of entry into the debate** (identify gaps/ misinterpretation/ errors/ contradictions/particular critical or theoretical problems);

### **Preliminary literature study (Mouton, 2007)**

- How you will build on past strengths while overcoming limitations
- Identify potential outcomes of your research and the importance of each
- Spell out key assumptions of research project
- Be explicit about limitations of research project: “This research will not.,.”

### **Preliminary literature study (Mouton, 2007)**

- Explain why your proposed research is worthwhile and necessary (rationale)
- Explain what original contribution your research will make to knowledge

## The preliminary review of the literature

Mapping knowledge domains (Acknowledgment for the whole section: Mouton, 2007)

### The basic philosophy

- Understand the structure of knowledge producing (epistemic) communities
- To identify the appropriate body of scholarship for your thesis is analogous to find a cluster of trees in a forest.
- If we had the exact co-ordinates of our cluster, the search would be fast. But in the absence thereof we need other search strategies and techniques to find our cluster. And our search must start somewhere:

**What is our entry point into the forest ?**

## Entry points or vantage points

In the forest of scholarship there is a limited number of entry points:

- Authors** who write on a topic
- Keywords** (or subject terms) to help to define the cluster
- Place** (journals) where these authors publish

## The authors

Basic facts about author behaviour:

A relatively small group of top scholars dominate the leading edge or pioneer work in any field or subfield or scholarship (Lotka's law). Top scholars:

- specialize – so they publish continuously on same topic over a period of 30 – 40 years
- sometimes collaborate = co-authorship patterns reveal such collaborations
- sometimes cite each other (and themselves!)
- are defined as those who is recognized as such by their peers and the mechanism is citations

### Keywords

- Origin of **subject terms** vs **author keywords**?
- Subject terms** - usually assigned by an information officer working according to standard thesaurus - the assignment of subject terms is based on an interpretative judgment by someone other than the author
- Keywords** identified by the **author** - probably more accurate and credible than externally assigned subject terms

### Keywords

- Subject terms vary in terms of range (scope) and therefore also in terms of precision
- Subjects (topics/themes) are usually hierarchically organized – thus implying some form of nesting or embeddedness. This means that the **level** at which you enter a particular field is **crucial**:  
**too high, means too many hits; too low too few or no hits**

### **The source journal**

- Subfields and specializations in scholarship very quickly get institutionalized in various ways – including in the form of a journal
- ISI Web of Science indexes 7500 + of the most highly cited journals in the world.
- Each journal is assigned to more than 220 “disciplines”. But within these disciplines there are sub-disciplines and sub-field

### **Source**

- Scholars working in a particular field tend to publish in small set of specialized journals (unless this is a very interdisciplinary or multi-disciplinary field or topic)
- Scholars often also prefer to publish in same journal as they begin to understand nuances of editorial policies and preferences

## Search strategies

### Exploiting the citation culture

- Difference between citations in Google Scholar and ISI Citation Indexes
- Starting point for ISI Cited reference search
  - Author
  - Article
- In both cases: Using lateral searching (related records option)

## A demonstration (Mouton, 2007)

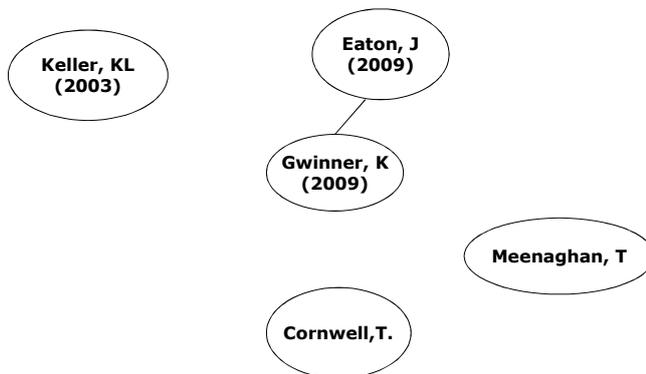
Please note that some of the information (dates, names, etc.) will be purely to illustrate the process, and not be factually correct. You will use your own key words to apply to the process.

## Sport brand image

### Step 1: Google Scholar

- 'Recent' articles (44 900+)
- Five names:
  - K Keller
  - K Gwinner
  - T Meenaghan
  - T Cornwell
  - V Lane
- First listing= KP Gwinner & J Eaton (2009) *Building brand image through event sponsorship* (63 citations)
- KL Keller (2003) – *Conceptualizing, measuring and managing customer-based brand equity* (1182 citations = highest)
- *Intnl Journal of Sports Marketing and Sponsorship*  
Identified as possible specialized journal

## Map Version 1 (adapted from Mouton, 2007)

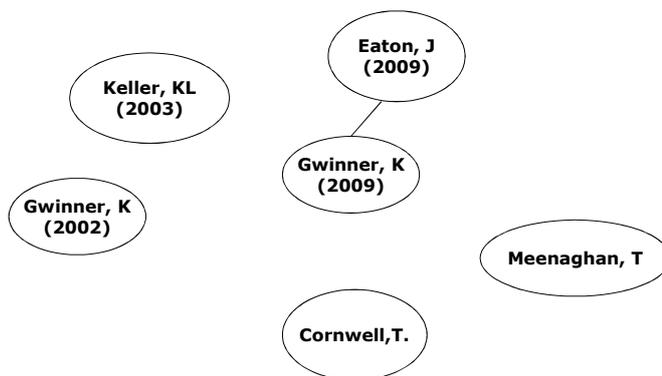


## Step 2: Follow the citation trail

Gwinner & Eaton (2009)

- On the screen 5 new names
  - J Ruth
  - E Martinez
  - J Drengner
  - J Clark
  - S Rodgers
- The fact that none of these 5 names coincide with the 5 names first listed signals a possible branching out to another subfield or adjacent scholarship – Rather than follow this trail, we return to the other articles by Gwinner from the first page
- Gwinner, K. (2002) *A model of image creation and image transfer in event sponsorship* (received 64 citations)

## Map Version 2



## Gwinner as first author entry point

- Choice for Gwinner as entry point into ISI Web of Science based on fact that he has published at least two articles (2002 and 2009) that I know of in this area and both of them received more than 60 citations
- Rather than follow citation trail in Google - move to ISI as citations will be from more “credible” sources (more high impact journals)
- The 2009 articles by Gwinner (which received 63 citations in Google Scholar) only received 20 in ISI

### Citation trail

- Follow citation trail in Gwinner (2009) and see who were the authors of the 20 papers which subsequently cited him. Nothing interesting there – so we looked at Gwinner’s List of references
- Found a new name – Wann+ Branscombe (with two references – 2004 and 2005). The 2005 article looks pertinent (*Influence of identification with a sports team on objective knowledge and subjective beliefs*)

**Step 3 : Follow the reference trail**

- List of references of the paper is extensive and that is worth pursuing
- Immediately some interesting new names (and old ones) appear
  
- Develop a map for each step that you use in the process.

**Now list your 10- 11 top scholars in your field –  
these will be reflected in your final map –  
indicating the relationships/connections**

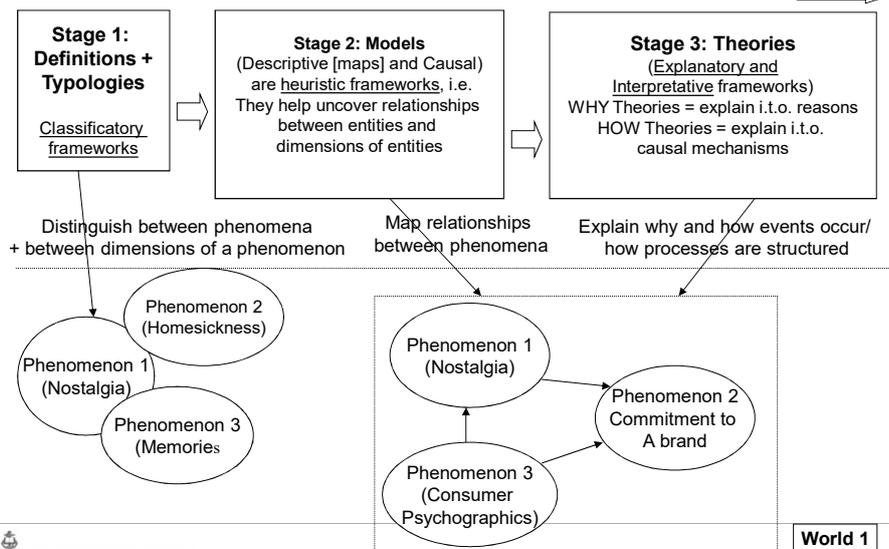
- Keller (2003)
- Gwinner (2002)
- Wann & Barnscombe (2005)
- Gladden (2008)
- Gwinner & Eaton (2009)
- Chaudhuri (2001)
- Funk (various)
- Gladden & Funk (2002)
- Funk & James (2006)
- Ross & James (2006)
- Boyle & Magnusson (2007)

# How to structure your literature review

(Hofstee, 2006; Mouton, 2001 & 2007; Perry et al. 2003)

World 2

## Typical progression in the development of a scientific field (Mouton, 2007)



World 1

## **Diagramme (Stage 1)**

Scientific fields (Psychology) or subfields (such as entrepreneurship studies or consumer studies) follow typical trajectories of development and growth

### **Stage 1**

Initially the aim is to define clearly the objects of inquiry (what is entrepreneurship? What is nostalgia? What is a strategic alliance?)

### **Stage 1 continue**

- Definitions are attempts to draw relatively unambiguous boundaries between objects that share family resemblances.
- Aim is to make sure that the specific phenomenon or object of inquiry (e.g. nostalgia) is clearly distinguished and demarcated from other similar type phenomena (other sorts of feelings or sentiments, such as feelings of homesickness)

### Stage 1

- Very soon scholars then attempt to develop some classificatory framework (a typology of taxonomy) where they refine their descriptions and definitions of the phenomenon, e.g. distinguishing between types of nostalgia (simple, reflexive, aesthetic), personality types, types of entrepreneurs, etc.

### Diagramme: Stage 2

- Once the stage has been reached where there are competing typologies, scholars tend to venture to a higher level of analysis or abstraction and attempt to map (represent) the contingent or causal relationships between a field of objects that are in the same “space”.
- How does “nostalgia” relate to consumer behaviour, to brand commitment, and is it affected by the psychographic profile (personality etc.) of the consumer and what is the relationship between all of these and cultural trends?

### Stage 2

- Scholars then conceptualize and propose models as heuristic devices, i.e. frameworks that propose how we should map these relationships and whether they are simply contingent relationships (a descriptive model) or causal (causal model).
- Models invariably simplify (by focusing on the most salient relationships between phenomena).



### Diagramme: Stage 3

- Final stage is to propose explanations of why and how events occur OR why and how phenomena are related as proposed
- WHY explanations are theories that postulate specific reasons to explain human behaviour (what are the reasons behind consumer choices?) and historical events (why did the strike happen?).



### **Stage 3**

- **HOW** explanations attempt to identify the causal mechanisms (the “inner workings”) that underpin human and social processes (how interventions achieve their effects/ how innovative behaviour produce commercial value). This usually involves a causal narrative that shows how certain events caused other events that in turn generated further effects – a cause and effect chain.

## **Structure of literature review**

**You can use the funnel method of structuring a literature review**

**2.1 Introduction (Scope and structure)**

**2.2 Overview and ..... (Broad theory base)**

**2.2.1 The global, African and South African.....**

**2.3 Your study..... a logical group of works (books, articles, etc.)**

## A final note

- Always be alert to the fact that definitions of constructs sometimes originate outside of a coherent conceptual framework (model/theory) and sometimes are deeply embedded in a specific conceptual framework.

## Final

- In the latter case it is important to understand that how key constructs are defined is then determined by the overall theory: different (theoretical) definitions assign different meanings to constructs or concepts. Under this scenario your stage (1) must acknowledge the theoretical roots or contexts of different definitions

## References

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- Perry, C., Carson, D. & Gilmore, A. 2003. Joining a conversation. *European Journal of Marketing*, 37(5/6):652-667.