

Writing a Literature Review

Some Tips &
Tricks

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Plan for Today

- The Most Important Advice
- General
 - What Writing IS (and Isn't)
 - Tools to Help
- Literature Reviews
 - Structuring the Literature Review

Start
yesterday
y



Getting the Language Right

What is This?

- Nanni to Ea-nasir: a letter of complaint (circa 1750 BC).
- Writing is transactional.
- Keep your readers in mind.



What is a Paragraph?

A paragraph is a unit of sense within a piece of writing. It makes one clear point (X) and has an introductory sentence and a concluding sentence. A change in paragraph signals a change, or progression, in topic to the reader.

Oxford Brookes University

Unity

Everything in the paragraph is about X

Completeness

Everything about X is in the paragraph

Order

Topic sentence and evidence are placed in a logical order.

Cohesion

The paragraph flows both from sentence to sentence and from preceding to following paragraph

Be flexible

- When you plan at first, be flexible.
- With research come changing ideas.
- Plan in a way that supports rather than hinders them.



Is this thinking of the reader?

In today's dynamic and competitive marketplace, effective marketing communication holds the key to unlocking brand success. It allows businesses to rise above basic product or service offerings, forging meaningful connections with target audiences and shaping brand perception. However, with an ever-evolving media landscape and an influx of communication channels, crafting a strategic approach to marketing communication has become increasingly complex as such, understanding the intricacies of marketing communication strategy has become imperative for businesses seeking to thrive in competitive landscapes. Innovative marketing communication strategies are essential for businesses to thrive in today's competitive landscape. By embracing creativity, leveraging technology, and remaining sensitive to consumer preferences, businesses can forge stronger connections with their audience, drive growth, and position themselves for long-term success.

Length

- Don't write walls of text → tl;dr.
- Sentence length matters
<https://www.musical-sentences.com/>

Musical Sentences

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Clear

Color-Default ▾

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music.

Help

Edit the text to make your writing sing!

Tips

Use the color dropdown to find colors easy on your eyes

Keep a blank line between paragraphs

Work your paper in sections

Don't Panic!



Using ChatGPT

- ChatGPT is dumb – it needs your help
- AI can't really write papers for you – but it can help make them better.
- “I'm writing a paper on [topic] for a leading [discipline] academic journal. What I tried to say in the following section is [specific point]. Please rephrase it for clarity, coherence and conciseness, ensuring each paragraph flows into the next. Remove jargon. Use a professional tone.”
Dritjon Gruda
- AI writing tools rely on context – the more you give, the better the results.
- Be warned – it seems to be getting dumber! Sometimes it just makes things worse...

A closer look at that text

In today's dynamic and competitive marketplace, effective marketing communication holds the key to **unlocking** brand **success**. It allows businesses to rise above basic product or service offerings, **forging** meaningful **connections** with target audiences and **shaping** brand **perception**. However, with an ever-evolving media landscape and an **influx of** communication **channels**, crafting a strategic approach to marketing communication has become increasingly complex as such, understanding the intricacies of marketing communication strategy has become imperative for businesses seeking **to thrive in competitive landscapes**. Innovative marketing communication strategies are essential for businesses **to thrive in today's competitive landscape**. By embracing creativity, leveraging technology, and remaining sensitive to consumer preferences, **businesses** can **forge stronger connections with their audience**, drive growth, and position themselves for long-term success.

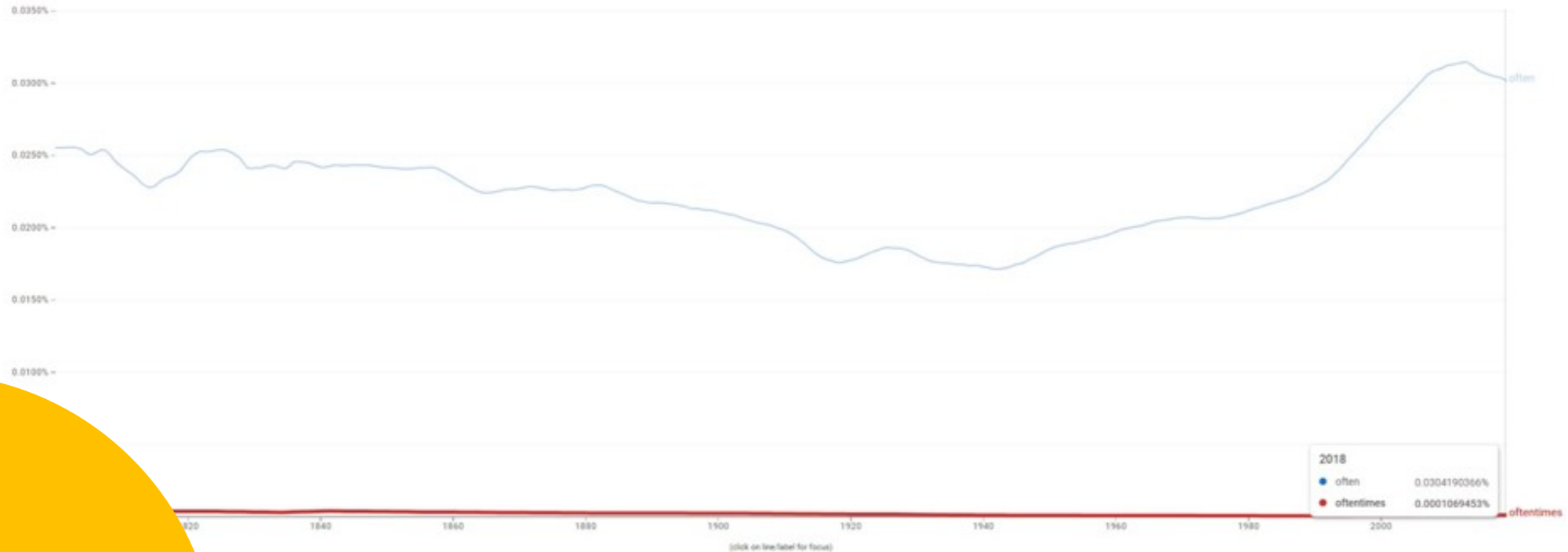
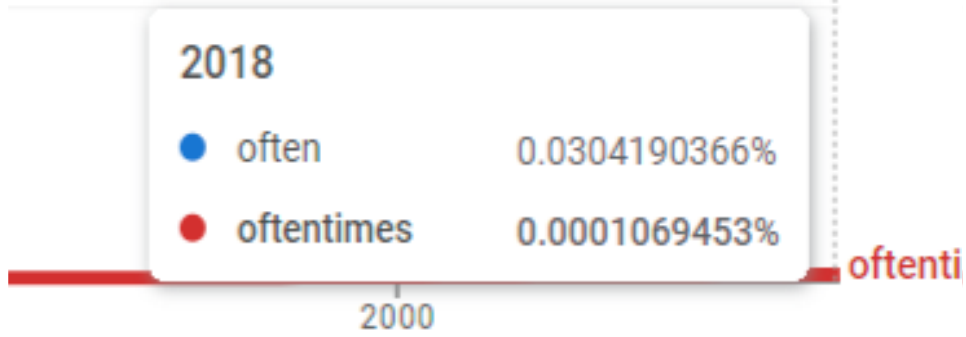


A closer look at that text

Unlock success
In today's dynamic and competitive marketplace, effective marketing communication holds the key to **unlocking** brand **success**. It allows businesses to rise above basic product or service offerings, **forging** meaningful **connections** with target audiences and **shaping** brand **perception**. However, with an ever-evolving media landscape and an **influx** of communication **channels**, crafting a strategic approach to marketing communication has become increasingly complex as such, understanding the intricacies of marketing communication strategy has become imperative for businesses seeking **to thrive in competitive landscapes**. Innovative marketing communication strategies are essential for businesses **to thrive in today's competitive landscape**. By embracing creativity, leveraging technology, and remaining sensitive to consumer preferences, **businesses** can **forge stronger connections with their** **businesses**, drive growth, and position themselves for long-term success.

Use the right lexis

- Google Ngram for “often, oftentimes”
- <https://books.google.com/ngrams/>



SKELL – corpus linguistics for non-linguists

<https://skell.sketchengine.eu/#home?lang=en>

Unlock success

Forge connections

Shape perception(s)

Influx of channels

Thrive in landscapes

Business ... with
their audience

The screenshot displays the SKELL web interface. At the top left is the SKELL logo. A search bar contains the word 'influx'. Below the search bar are three tabs: 'Examples', 'Word sketch', and 'Similar words', with 'Similar words' being the active tab. The main content area shows the word 'influx' followed by 'noun' and a dropdown arrow. Below this, a list of related words is displayed in two rows: 'exodus', 'inflow', 'emigration', 'surge', 'downturn', 'emergence', 'resurgence', 'outflow', 'upheaval', 'escalation', 'onslaught', 'build-up', 'backlash', 'buildup', 'accumulation', 'proliferation', 'fluctuation', 'deterioration', 'outbreak', 'flooding', 'upsurge', 'decline', 'immigration', 'shortage', 'slowdown', 'urbanization', 'outpouring', 'migration', 'incursion', and 'advent'. At the bottom, a word cloud visualizes these terms, with 'exodus' and 'inflow' being the largest and most prominent words. Other significant words include 'outflow', 'emergence', 'build-up', 'deterioration', 'fluctuation', 'advent', 'upheaval', 'surge', 'onslaught', 'backlash', 'escalation', 'emigration', 'resurgence', 'proliferation', 'immigration', 'migration', and 'incursion'.

Literature Review

What a Literature Review Isn't

- a list
- a simple summary of other people's work
- a chaotic jumping from point to point
- an opportunity to 'name drop'



Structure

1. Find Your Literature
 - Background & Research Area (limitations etc)
2. Assess its Relevance
 - Finding the Gap / Standing on the Shoulders of Giants
3. Identify Themes
 - What are the Key Themes / Areas of Research Relevant to **Your Paper?**
4. Decide on Your Outline
5. Write the Review

Get an overview - SciSpace

- www.typeset.io
- Input your question – see what's out there.
- Summarise and review.
- Use that to generate your own research question.
- Further/future research in conclusions/discussion is a good place to start

Do hours worth of reading in minutes

Discover latest papers published till October 2023

Literature Review **NEW** Extract data from PDFs Read with AI Copilot Paraphraser

Results From: SciSpace papers My library

Get insights from top papers directly [TRY NEW AI SEARCH](#)

Try asking or searching for:

- Q How does climate change impact biodiversity?
- Q Why are aging Covid patients more susceptible to severe complications?
- Q How does social media affect the college selection process?
- Q What are the interesting theories about dark matter and dark energy?
- Q What is the significance of higher-dimensional algebra?

SciSpace is an incredible (AI-powered) tool to help you understand research papers better. It can explain and elaborate most academic texts in simple words.

Mushtaq Bilal, PhD | Researcher @ Syddansk Universitet

Researchers from HARVARD UNIVERSITY, JOHNS HOPKINS UNIVERSITY, Stanford University, UNIVERSITY OF CAMBRIDGE

Lateral.io

Navigation and utility elements:

- Menu icon (☰)
- Logo (AI icon)
- Page Title: **AI in Academic Writing**
- View Modes: **Table View** | Super Search | Document View
- Buttons: Add documents | Concepts | Share | Export | Help | Profile (C)

Documents 7	Notes	+
A Review of AI-Powered Writing T... 10 pages, Roe et al., 2023		
AI applications impact on improvi... 20 pages, Aladini, 2023		
AI Technology and Academic Wri... 15 pages, Storey, 2023		
Concerns About Co-Authoring AI ... 2 pages, Yildiz, 2023		
Norms for Academic Writing in th... 11 pages, Friederich and Symons, 2023		
Revolutionizing Academic Englis... 6 pages, Dong, 2023		
The Use of Controlled Artificial In... 2 pages, Saygin and Kabakçı, 2023		

Lateral.io

AI in Academic Writing

Table View **Super Search** Document View

Add documents

Help

C

Plagiarism

x

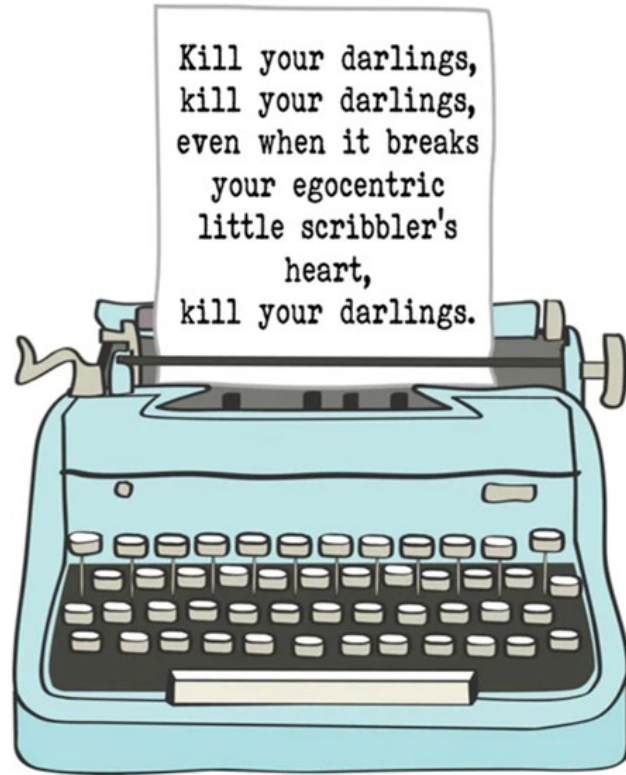
34 results in 5 documents

Snippet	Concept	Notes
<p>The first category of online writing tools is that of MTs. Translation between languages is vital for the sharing of knowledge across borders. The development of technology has brought with it the potential to translate from one language to another at the click of a button. One of the most well-known translation tools, Google Translate, serves 500 million users daily and allows for the translation of 133 languages, using a neural-machine translation model that translates entire sentences at a single time (Google, 2016). A similar translator, launched in 2017, DeepL, uses neural networks to translate between 29 languages, claiming a level of nuance and accuracy 10 times higher than any other machine translation (DeepL, 2022). This increasing accuracy and ease of access increase the potential for translation plagiarism. Translation plagiarism is a form of "hidden" plagiarism that has been noted in academia, as the detection of cases can often take years or even decades to surface (Dougherty, 2019). Such cases commonly occur when the author takes the credit for the translation of source material and passes it off as their own. As it is translated, text-matching software cannot detect such cases. Even manually, detecting translated plagiarism is complex, making it a "subtle" form of plagiarism (Dougherty, 2019). Consequently, tools to detect cross-language and translation plagiarism are being developed, such as that described by Potthast et al. (2011), who found near matches across six major European languages using cross-language plagiarism detection. Therefore, although there is the possibility for detection of translation plagiarism using advanced computer science methods, this is not yet widespread (Dougherty, 2019).</p> <p>A Review of AI-Powered Writing Tools and Their Implications for Academic Integrity in the Language Classroom.pdf, Page 4 of 10</p>		
<p>The main violation of academic integrity principles that can occur through the use of digital writing tools is textual plagiarism. Plagiarism in this case is defined as when an intellectual product that does not belong to the author is passed off or presented as their own (Helgesson & Eriksson, 2015) or misrepresenting authorship by submitting information that belongs to another without an accurate reference (Perkins et al., 2018). In HE, plagiarism detection software has been studied for decades (Decoo & Colpaert, 2010). To date, the most popular software for detecting textual plagiarism is Turnitin, which is used by 15,000 HEIs in 140 countries (Mphahlele & McKenna, 2019). However, Mphahlele and McKenna (2019) argued that Turnitin is not an effective plagiarism detection tool but is more suitable as an instructional tool. Turnitin can be used to show students how sources are used to construct text. The idea of Turnitin as solely a plagiarism detection tool is a "myth." The new categories of digital writing tools discussed here (machine translators [MTs], digital writing assistants [DWAs], and automated paraphrasing tools [APTs]) can also effectively bypass such systems.</p> <p>A Review of AI-Powered Writing Tools and Their Implications for Academic Integrity in the Language Classroom.pdf, Page 3 of 10</p>		
<p>Illicit APT use is generally conducted by taking a source text and passing it through the tool on an online platform. The tool, with varying levels of sophistication, produces a paraphrased version through synonym substitution. This can at times result in incomprehensible "word-salad" (Rogerson &</p>		



Other Tools

- www.evidencehunt.com
- Registration necessary
- Will provide an answer to a question and a list of papers from citation
- www.researchkick.com
- Paid at present (institutional subscription)
- Helps find research gaps and questions



Stephen King

Take a break!

- If you've just solved all the world's problems or even some of them ...you probably haven't.
- Don't become emotionally invested in your topic or argument.
- Check your question is acceptable to the faculty/course.

Questions to ask yourself:

- How does it relate to my question?
- Is it still relevant?
- How does it relate to my other sources?
- Which outline 'template' would be the best choice?



Outline Choices

1. Chronological
 - Easiest for you; easiest to screw (up).
 - Make sure you analyse debates and patterns – why did such developments take place?
2. Methodological
 - Compare results using differing research methodologies (qualitative vs quantitative), empirical vs theoretical outlooks, differing source types.
3. Thematic
 - Compare different key areas within your question and organise your paper this way.
 - Added advantage on making sure the review is about your topic, not previous literature.
4. Theoretical
 - Identify key concepts and argue how and why different theories provide differing insight. A Keynesian outlook will differ significantly from a Monetarist one.



Write That Review

Introduction

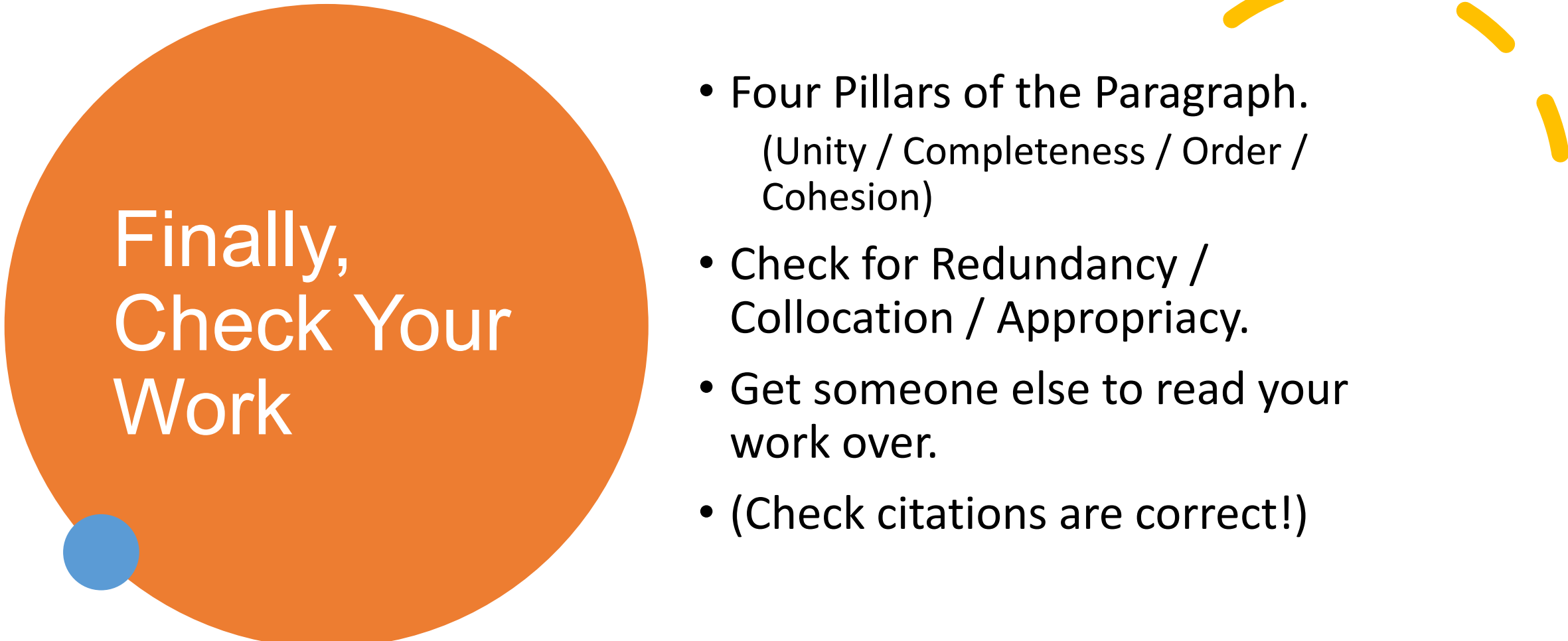
- Purpose of the review? Give the context (lots of research on X but not Y, for example).

Body

- Synthesise: combine your sources into a cogent basis for your argument.
- Analyse, interpret, evaluate. Don't just paraphrase; relate the sources to your question and mention their strengths/weaknesses.

Conclusion

- Emphasise significance of sources and show how you draw on them to construct a framework to answer your question.



Finally, Check Your Work

- Four Pillars of the Paragraph.
(Unity / Completeness / Order / Cohesion)
- Check for Redundancy / Collocation / Appropriacy.
- Get someone else to read your work over.
- (Check citations are correct!)

(Re)sources

- SciSpace typeset.io
- Lateral lateral.io
- Musical sentences musical-sentences.com
- Google ngram viewer
books.google.com/ngrams
- Skell skell.sketchengine.eu
- ChatGPT chat.openai.com
- Evidence Hunt
evidencehunt.com
- Research Kick researchkick.com



References

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- Oxford Brookes University. “Paragraphs.”
<https://www.brookes.ac.uk/students/academic-development/online-resources/paragraphs>
- Graff, Gerald, Cathy Birkenstein, and Russel K. Durst. *“They Say / I Say”: The Moves that Matter in Academic Writing*. New York: W.W. Norton & Company, 2021.



Thank you for listening!

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