

Research Methods and Masters Project

Gaining information on your topic of interest...

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03/02/2026, 18:00-19:30

FRANCESINHAS 2, Room 2.02



Research Methods and Masters Project

Gaining Information on your Topic of Interest

Previously...



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Gaining Information on your Topic of Interest

Objectives:

- Sources of inspiration for choosing your topic
- From type of MFW to refined topic
- Conducting an exploratory bibliographic search
- Writing an annotated bibliography
- Referencing rules



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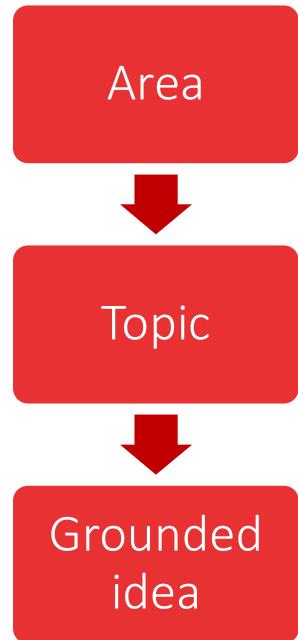
From type of MFW...

...To refined Topic

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Gaining Information on your Topic of Interest

From area to refined topic.





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Gaining Information on your Topic of Interest

From area to refined topic.

Area

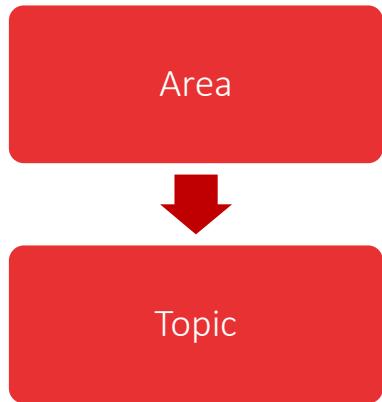
Inspiration:

- i. Personal experience and interests;
- ii. News and media;
- iii. Organizational life and innovation;
- iv. Societal matters;
- v. Theoretical and scientific interests;
- vi. And more...

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From area to refined topic



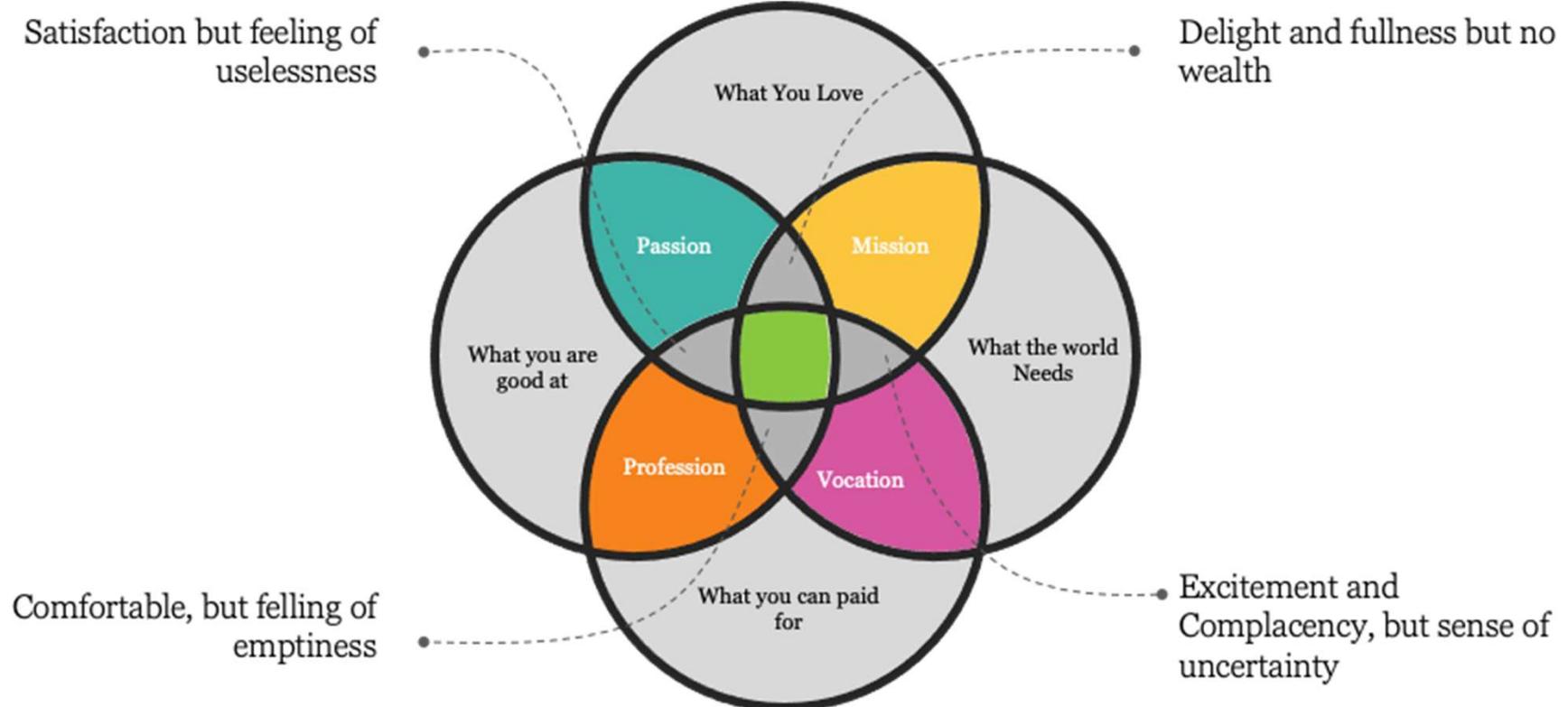
The first step: narrowing it down from the area chosen for the MFW towards a more specific aspect of that general issue - Topic.

Some ways to this in a systematic manner – basic problem tree that may be done alone or in co-definition with interlocutors (prioritization) and Ikigai diagrams...

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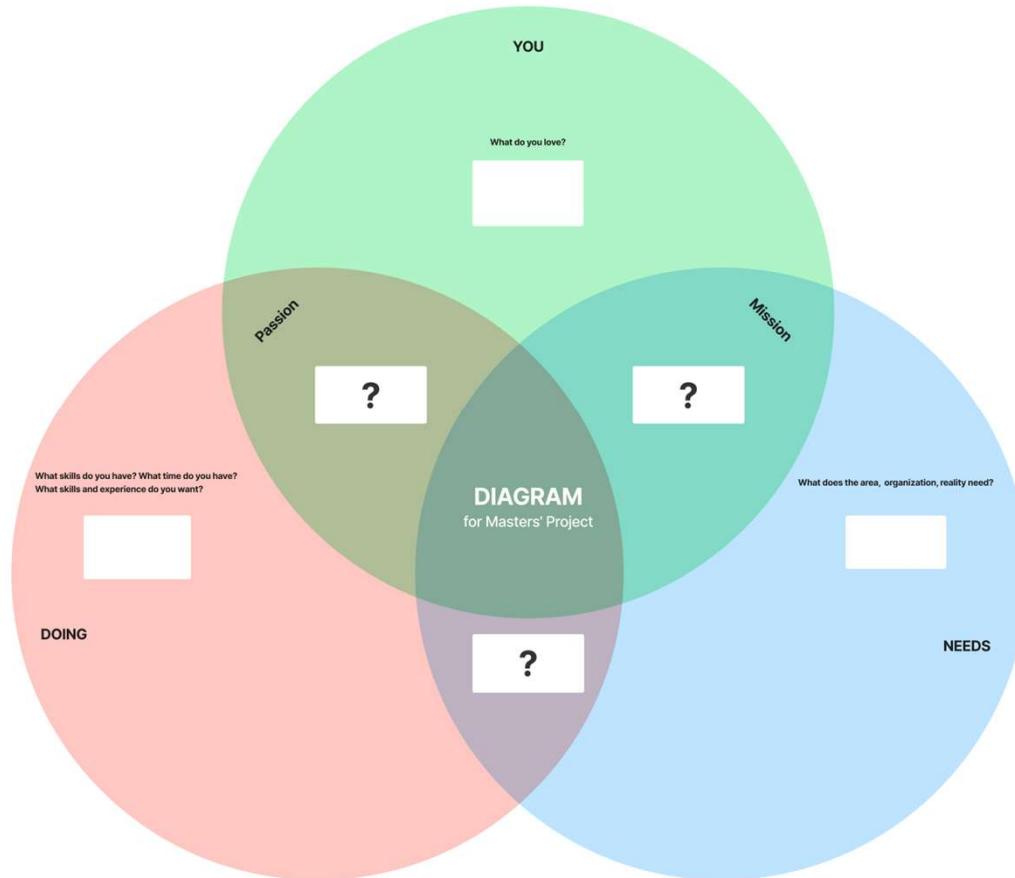
From area to refined topic: **the Venn diagram** (General idea)



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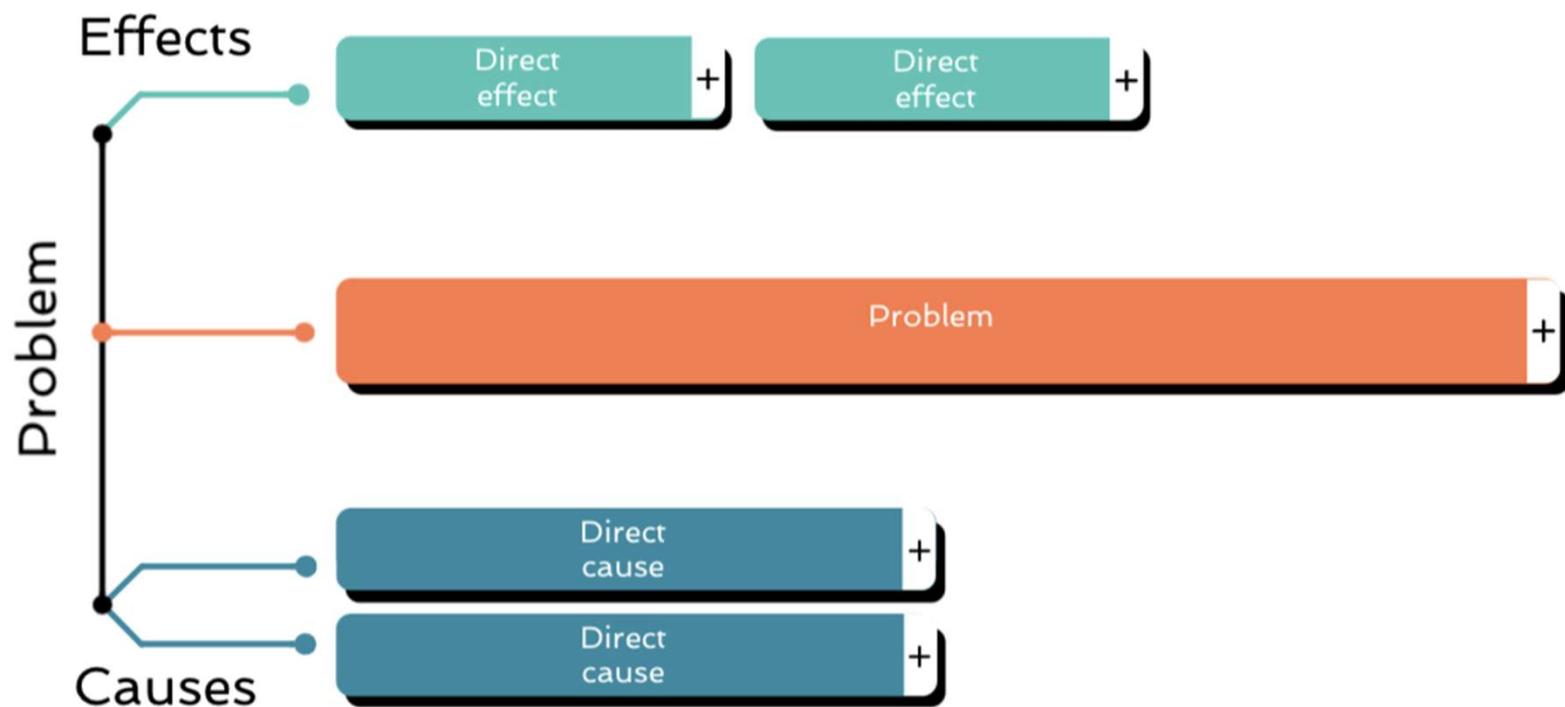
From area to refined topic: **one MFW diagram** (adapt for Masters Project)



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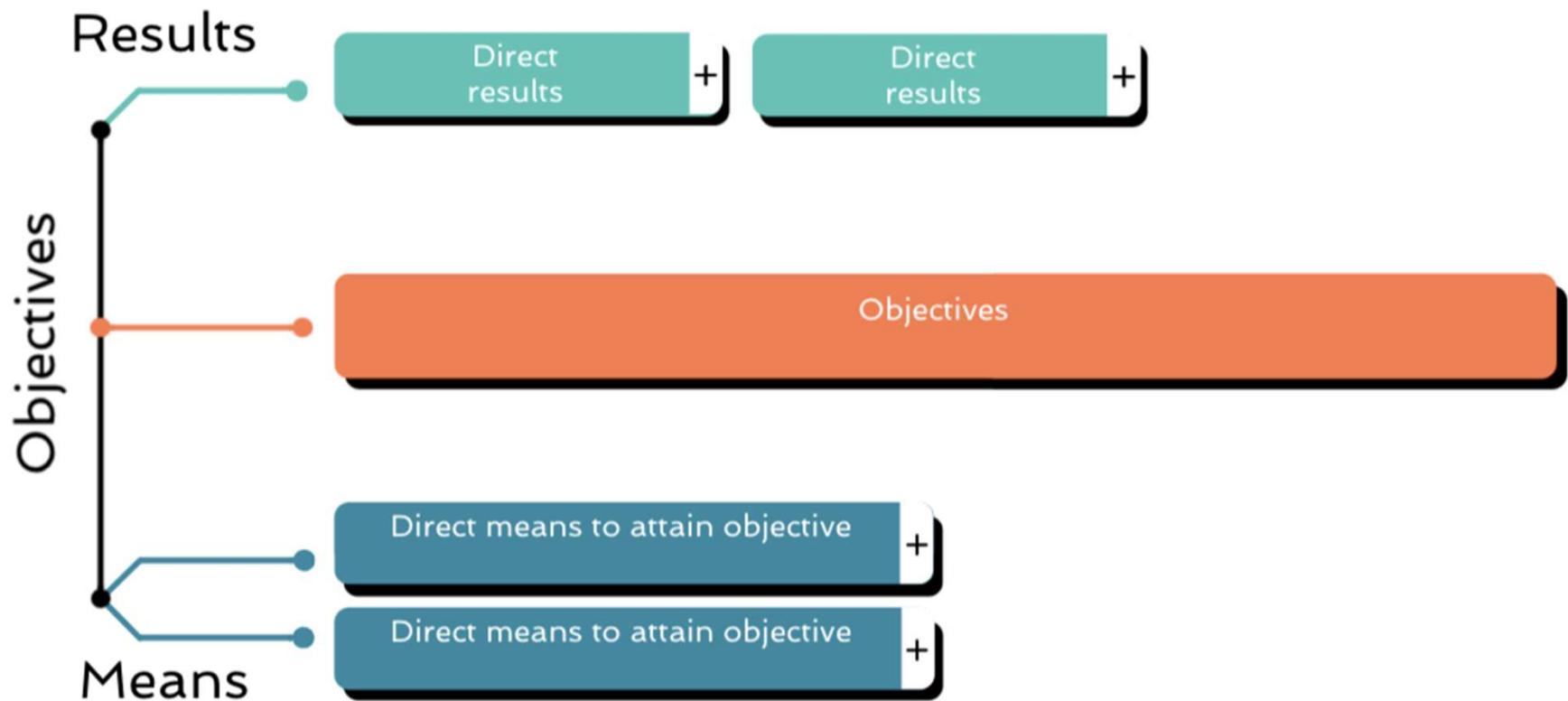
From area to refined topic: **the Problem Tree**



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From area to refined topic: **the Objective Tree**



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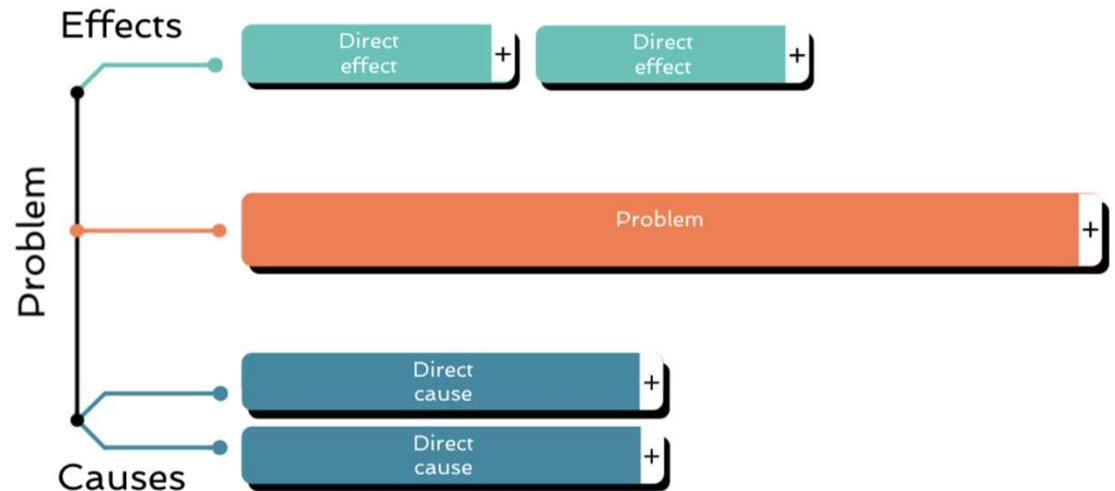
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From area to refined topic: **exercise**

Genially exercise: fill in a problem
and objective tree



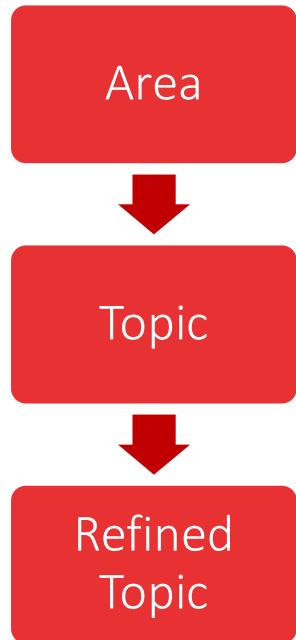
15 minutes + 15 min presentations



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From area to refined topic



Beyond thinking and brainstorming and prioritizing processes and visuals, the literature review is essential to take you to the core subject of your MFW

Share your ideas and get feedback and discuss with key people (too many people may be more confusing).

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Quantitative, qualitative or mixed methods?

- After narrowing down your area and topic, it is useful to decide the data collection methods you want/need to use.
- This reflection is very important to decide the kind of project you will develop and its feasibility.

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Gaining Information on your Topic of Interest

Quantitative, qualitative or mixed methods?

(remembering last class)

- Each approach is:

**Supported by
specific principles/epistemological
perspectives on how to study
social reality**



Tends to or Typically	Qualitative Approaches	Quantitative Approaches	Mixed Methods Approaches
Uses these philosophical assumptions	Constructivist/ transformative knowledge claims	Postpositivist knowledge claims	Pragmatic knowledge claims
Employs these designs	Phenomenology, grounded theory, ethnography, case study, and narrative	Surveys and experiments (true, quasi-experimental, single-subject)	Sequential, convergent, and complex designs
Employs these methods	Open-ended questions, emerging approaches, text or image data	Closed-ended questions, predetermined approaches, numeric data (may include some open-ended questions)	Both open- and closed- ended questions, both emerging and predetermined approaches, and both quantitative and qualitative data and analysis

Creswell & Creswell, 2022

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Quantitative, qualitative or mixed methods?

- Each approach is:

Supported by specific principles/epistemological perspectives on how to study social reality



Implies the adoption of a research design connected to such principles



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Gaining Information on your Topic of Interest

Quantitative, qualitative or mixed methods?

- Each approach is:

Supported
by specific principles/epistemological perspectives
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Implies the adoption of a
research design connected to
such principles



Applies methods that match such designs and that
were selected thinking about the issues at stake in
the project and the needed information



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- **Examples:**

Approach	Process	Common in	Example (Microfinance Practices)
Inductive	Data → Patterns → Theory	Qualitative	A researcher conducts ethnographic fieldwork in rural Mozambique, observing that women prefer informal savings groups over microfinance loans. Based on patterns in their narratives, the researcher develops a new theory on trust and social capital in financial practices.
Deductive	Theory → Hypothesis → Data → Analysis	Quantitative	A study applies Neoliberal Financialization Theory to test whether microfinance institutions (MFIs) improve women's financial independence. A survey is conducted with 500 women in Chibuto, and regression analysis is used to confirm or reject the hypothesis.
Abductive	Observation → Possible Explanation → Further Inquiry	Mixed Methods	A researcher finds an unexpected trend: despite access to microloans, some women still rely on informal lenders. They conduct interviews and discover that cultural perceptions of debt and group lending pressures shape financial decision-making. The study iteratively refines its framework by integrating both qualitative insights and quantitative financial data.



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Gaining Information on your Topic of Interest

Now gaining more information

- Exploratory Bibliographic search
- Annotated Bibliography



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Gaining Information on your Topic of Interest

Now gaining more information : Exploratory Bibliographic search

Databases, media, social media, etc.

Select your sources of information carefully and always cross check.

Scientific **databases** are more reliable sources of material.

In the beginning you can check broader subjects and narrow things down progressively.

Social media to check trends in communication about topics.

Careful use, can be really misleading.

Media useful to check 'hot topics'

Not for information per se but for selecting areas that may interest you.

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Gaining Information on your Topic of Interest

Now gaining more information : Exploratory Bibliographic search

Identify keywords

Know what to ask for, how to ask for it

Crosscheck results

Log interesting materials with notes

- You can use Google scholar for a really broad search, and more accurate databases such as Web of Science (interdisciplinary), and other field specific databases specific to your areas of research/work;
- AND or NOT;
- University databases;
- Reference section of the articles you read;

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Now gaining more information: Exploratory Bibliographic search

Examples and pros/cons/strategies:

- **Web of Science and Scopus**
- **AI: Scopus, Web of Science,...**
- **Library website**
- **Google**
- **References**

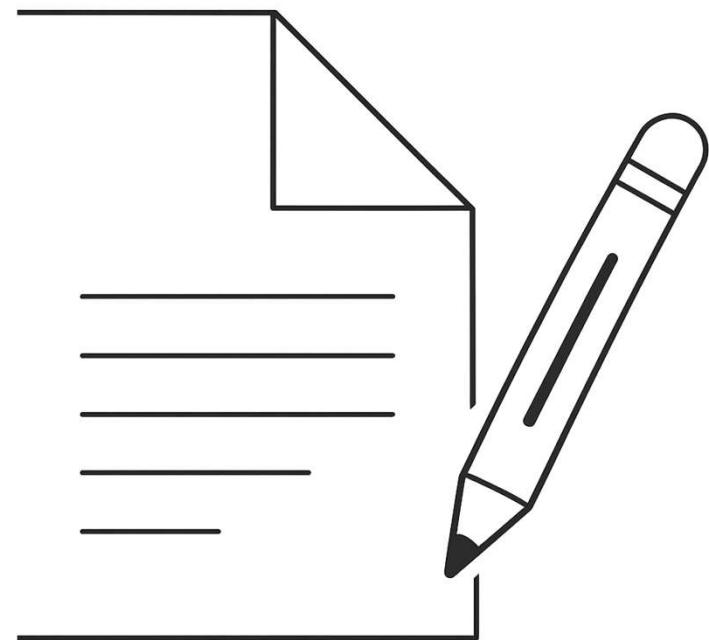
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Now gaining more information: asking questions to what you read

Reading Actively and Critically

- How does data in this piece relate to others I read?
- What methods do the authors use?
- What concepts were developed or used?
- What were the objectives of the research?
- Do conclusions look solid?

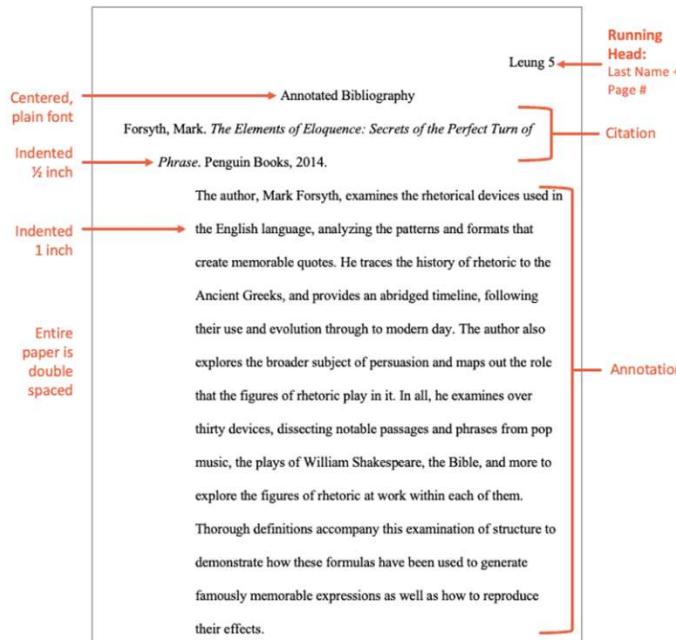


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Now gaining more information: Annotated Bibliography*

- Entry example:



- Sections example:

- Author (Last name, First name).
- Title of source.
- Title of the container,
- Other contributors (names and roles),
- Version,
- Number,
- Publisher,
- Publication Date,
- Location of the source (such as URL or page range).
- Summary or Analysis.

* [More info and source](#)

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Now gaining more information: Annotated Bibliography*

- Matrix example:

	PART OF THE ANNOTATION	EXAMPLE
1	Reference Citation information in same format as required in Reference List	Griffiths, T. (1996). Hunters and collectors: The antiquarian imagination in Australia. Cambridge University Press.
2	Statement Short statement of author's viewpoint.	<ul style="list-style-type: none">• The authors describe...• The author's purpose is to challenge...
3	Describe Short summary of theory, research findings or argument.	<ul style="list-style-type: none">• The main ideas expressed are...• The author's research focuses on...
4	Comment Comment on usefulness/limitations of article/text for your research.	<ul style="list-style-type: none">• The writing style considers a range of audiences...• There is a lack of supporting evidence...• The main limitation of the website...
5	Evaluate Evaluate the article/text, taking into account how it will fit into your research on a topic.	<ul style="list-style-type: none">• This article is useful for the research topic...• It is relevant to the thesis because...

* [More and source](#)



Lisbon School
of Economics
& Management
Universidade de Lisboa

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Gaining Information on your Topic of Interest

Now presenting sources: referencing rules

[APA](#)

[MLA](#)

[HARVARD](#)

[CHICAGO](#)

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Now presenting sources: referencing rules

Citation Style	In-text Citation	Reference List / Works Cited Entry
APA	(Cassel, Cunliffe, & Grandy, 2018)	Cassel, C., Cunliffe, A., & Grandy, G. (2018). <i>Qualitative Business and Management Research Methods: History and Traditions</i> . London: Sage.
MLA	(Cassel et al. PageNumber)	Cassel, C., et al. <i>Qualitative Business and Management Research Methods: History and Traditions</i> . London: Sage, 2018.
Harvard	(Cassel, Cunliffe & Grandy 2018)	Cassel, C., Cunliffe, A., & Grandy, G. 2018, <i>Qualitative Business and Management Research Methods: History and Traditions</i> , London: Sage.
Chicago (Notes)	(Cassel, Cunliffe, and Grandy 2018)	Cassel, Cassel, C., Cunliffe, A., and Grandy, G. 2018. <i>Qualitative Business and Management Research Methods: History and Traditions</i> . London: Sage.
Chicago (Author-Date)	(Cassel, Cunliffe, and Grandy 2018)	Cassel, Cassel, C., Cunliffe, A., and Grandy, G. 2018. <i>Qualitative Business and Management Research Methods: History and Traditions</i> . London: Sage.

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Referencing rules: **exercise in 7'**

Remember - Harvard style

In pairs, add Harvard citations where needed in the text, for direct quotes add the page number and if a sentence sounds too broad edit (clue - only one sentence needs editing).

Contemporary conservation increasingly recognises that biodiversity protection cannot be confined to formally protected areas [A]. A multispecies study conducted outside Gorongosa National Park in Mozambique used camera traps and occupancy models to examine how mammals respond to both environmental features and human activity [B]. The authors report that predicted species richness varied across sampling locations, ranging from three to seventeen species [C]. At the same time, scholars in science and technology studies argue that conservation practices depend on particular temporalities and forms of care that are often marginalised by efficiency-driven approaches [D]. As Puig de la Bellacasa puts it, "...affirming the importance of care time means drawing attention to, and making time for, a range of vital practices and experiences that are discounted, or crushed, by the productionist ethos." [E]. Read together, these perspectives suggest that conservation effectiveness depends not only on ecological indicators but also on how care, time, and human–nonhuman relations are organised and maintained [F].

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Referencing rules: exercise - remember, Harvard style

Sources:

Source A



Source B



Contemporary conservation increasingly recognises that biodiversity protection cannot be confined to formally protected areas [A]. A multispecies study conducted outside Gorongosa National Park in Mozambique used camera traps and occupancy models to examine how mammals respond to both environmental features and human activity [B]. The authors report that predicted species richness varied across sampling locations, ranging from three to seventeen species [C]. At the same time, scholars in science and technology studies argue that conservation practices depend on particular temporalities and forms of care that are often marginalised by efficiency-driven approaches [D]. As Puig de la Bellacasa puts it, "...affirming the importance of care time means drawing attention to, and making time for, a range of vital practices and experiences that are discounted, or crushed, by the productionist ethos." [E]. Read together, these perspectives suggest that conservation effectiveness depends not only on ecological indicators but also on how care, time, and human–nonhuman relations are organised and maintained [F].

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Referencing rules: exercise - remember, Harvard style

Solution:

- [A] (Easter, Bouley and Carter, 2019)
- [B] (Easter, Bouley and Carter, 2019)
- [C] (Easter, Bouley and Carter, 2019, p. 221)
- [D] (Puig de la Bellacasa, 2015)
- [E] Puig de la Bellacasa, 2015, p. 708)
- [F] (Easter, Bouley and Carter, 2019; Puig de la Bellacasa, 2015)

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Now presenting sources: referencing rules at ISEG

For detailed information on the styles at ISEG see:

HARVARD AND APA AT ISEG

- **Helpful link:** [A Quick Guide to Harvard Referencing | Citation Examples](#)

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TASK 1: Annotated Bibliography of an article of your choice

or of the scientific article uploaded on teams

- Submit on teams up to next Monday (9/02/2025. 23h59)
 - a) 1 page - annotated bibliography written by you after reading the article
 - b) 1 page - AI generated annotated bibliography (platform of your choice. Identify the platform used)
 - c) Short reflection (two sentences) on the combined exercise

