

## Gaining information on your topic of interest...

Inês Faria

[ifaria@iseg.ulisboa.pt](mailto:ifaria@iseg.ulisboa.pt)

04/02/2025, 18:00-19:30

FRANCESINHAS 2, Room 2.02

# Previously...

## 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

## The Masters Project (MFW)

- I. **What to do?**
- II. **Planning how to do it**
- III. **Doing it and reflecting upon it**

## **The dissertation MFW (research based dissertation)**

- I. Research Question or Hypothesis**
- II. Planning and implementing research**
- III. Write dissertation based on literature review and empirical data**

## **The Project MFW**

- I. Research Question or Hypothesis**
- II. Planning the project**
- III. Project implementation**

## **An action-research project MFW (still the Project)**

- I. Problem Diagnosis**
- II. Planning the project**
- III. Project implementation**

## **The Internship MFW (the Internship Report)**

- I. Choice of organization**
- II. Definition of theoretical framework**
- III. Articulate tasks and role in internship with theoretical framework and academic background gained at MIRS**



# Research Methods and Masters Project

## *Gaining Information on your Topic of Interest*

### Phases of MFWs (Phase I same for all)

- I. What to do? - Research Question or Hypothesis; problem diagnosis and choice of organization**
- II. Planning the project**
- III. Project implementation/Writing**

### Common ground...

- i. Choose the area and topic**
- ii. Exploratory bibliographic research**
- iii. Refine topic**
- iv. Learn referencing rules appropriate to various Master Project's contexts**

## The Dissertation

- I. Research Question or Hypothesis
  - II. Planning the research**
  - III. Writing dissertation with theoretical contribution
- i. Definition of research design and literature review
  - ii. Definition of data collection methods (Primary or secondary data, bibliographic/media, digital/actual)
  - iii. Define Sample and/or Case Studies
  - iv. Write Research plan

## The Project

- I. Research Question or Hypothesis
  - II. Planning the project**
  - III. Project implementation
- i. Definition of research design
  - ii. Definition of data collection methods (Primary or secondary data, bibliographic/media, digital/actual)
  - iii. Define Sample and/or Case Studies
  - iv. Write Project Proposal

## An action-research project (the Project)

I. Problem Diagnosis

**II. Planning the project**

III. Project implementation

- i. Participatory diagnosis design and tools
- ii. Define Sample/stakeholders
- iii. Co-identification of problems/selection of project's subject
- iv. Co-define possible sets of solutions
- v. Write Project Proposal

## The Internship (the Internship Report)

- I. Choice of organization
  - II. Definition of theoretical framework**
  - III. Articulate tasks and role in internship with theoretical framework and academic background gained at MIRS
- i. Define central subject to write about within internship
  - ii. Define, through systematic review of the literature the theoretical framework suitable for the activities
  - iii. Cross-cut internship experience with literature
  - iv. Prepare and structure report

## The dissertation

- I. Research Question or Hypothesis
  - II. Planning the project research
  - III. Writing dissertation with theoretical contribution
- i. Data Collection
  - ii. Data systematization and analysis according do literature review
  - iii. Write dissertation

## The project

- I. Research Question or Hypothesis
  - II. Planning the project
  - III. Project implementation
- i. Data Collection
  - ii. Data systematization and analysis
  - iii. Research Reporting

## An action-research project (the Project)

**I. Problem Diagnosis**

**II. Planning the project**

**III. Project implementation**

i. Structure project proposal

ii. Develop project in real/life context with the stakeholders

iii. Measure impact and monitor project actions

iv. Assess effects and improvements for the project



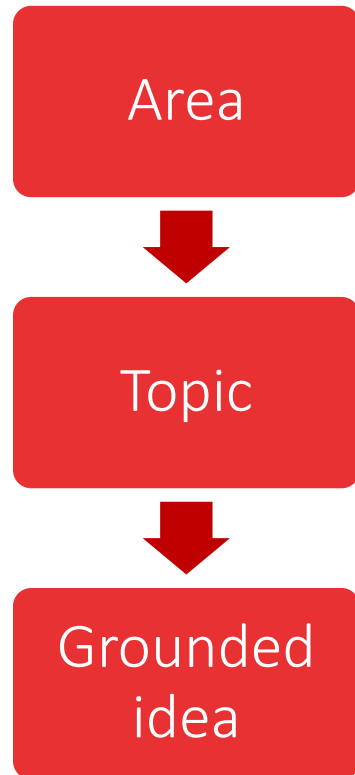
## Internship (the Internship Report)

- I. Choice of organization
  - II. Definition of theoretical framework
    - I. **Write report: articulating description of tasks and role in internship with theoretical framework and academic background gained at MIRS**
- i. Doing the internship and journaling (writing, pictures, diagrams, etc.)
  - ii. Identify main issues and structure report with data from internship
  - iii. Register internship experience in report and discuss against MIRS background [theoretical framework identified]

**From type of MFW...**

**...To refined Topic**

**From area to refined topic.**



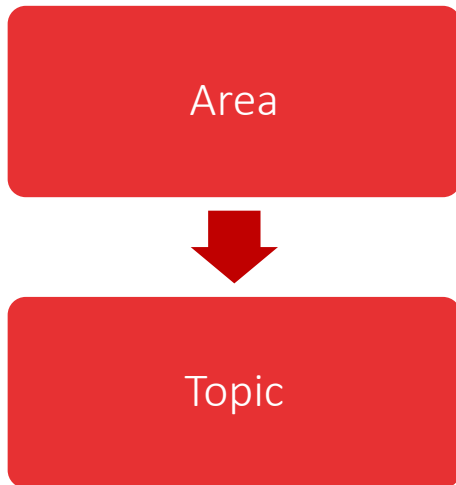
**From area to refined topic.**

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...**

## From area to refined topic



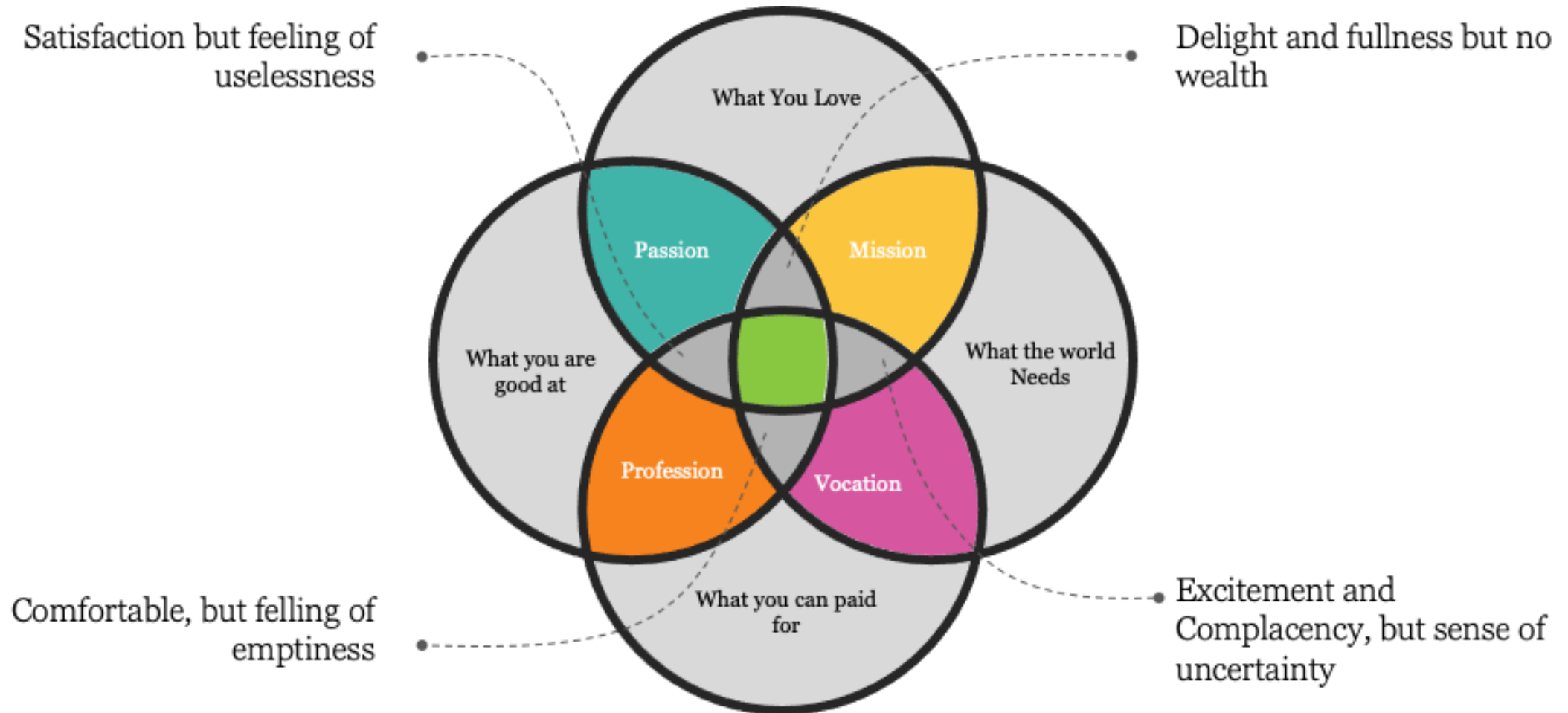
**The first step: narrowing it down from the area chosen for the MFW towards a more specific aspect of that general issue - Topic.**

**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...**

# Research Methods and Masters Project

## *Gaining Information on your Topic of Interest*

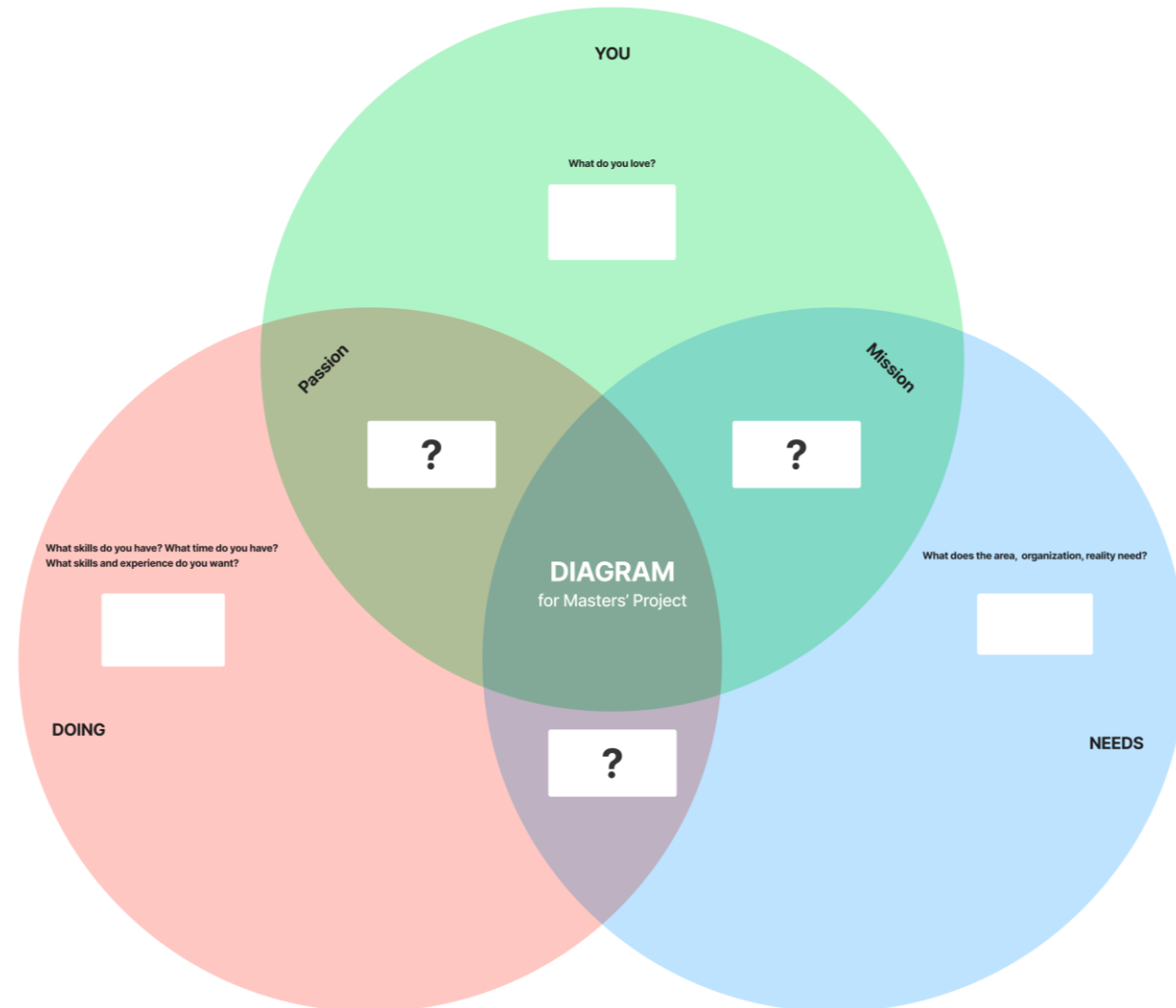
From area to refined topic: **the Venn diagram** (General idea)



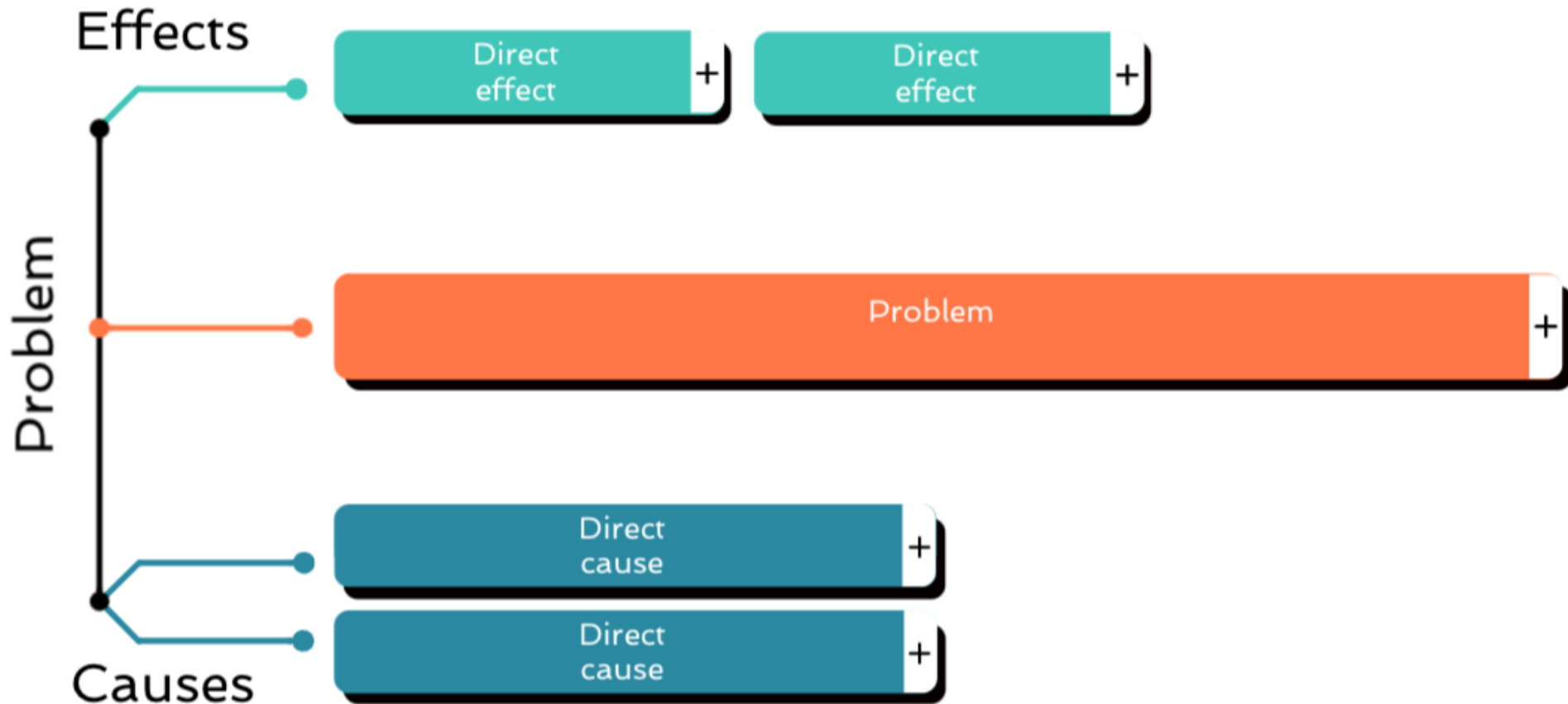
# Research Methods and Masters Project

## *Gaining Information on your Topic of Interest*

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



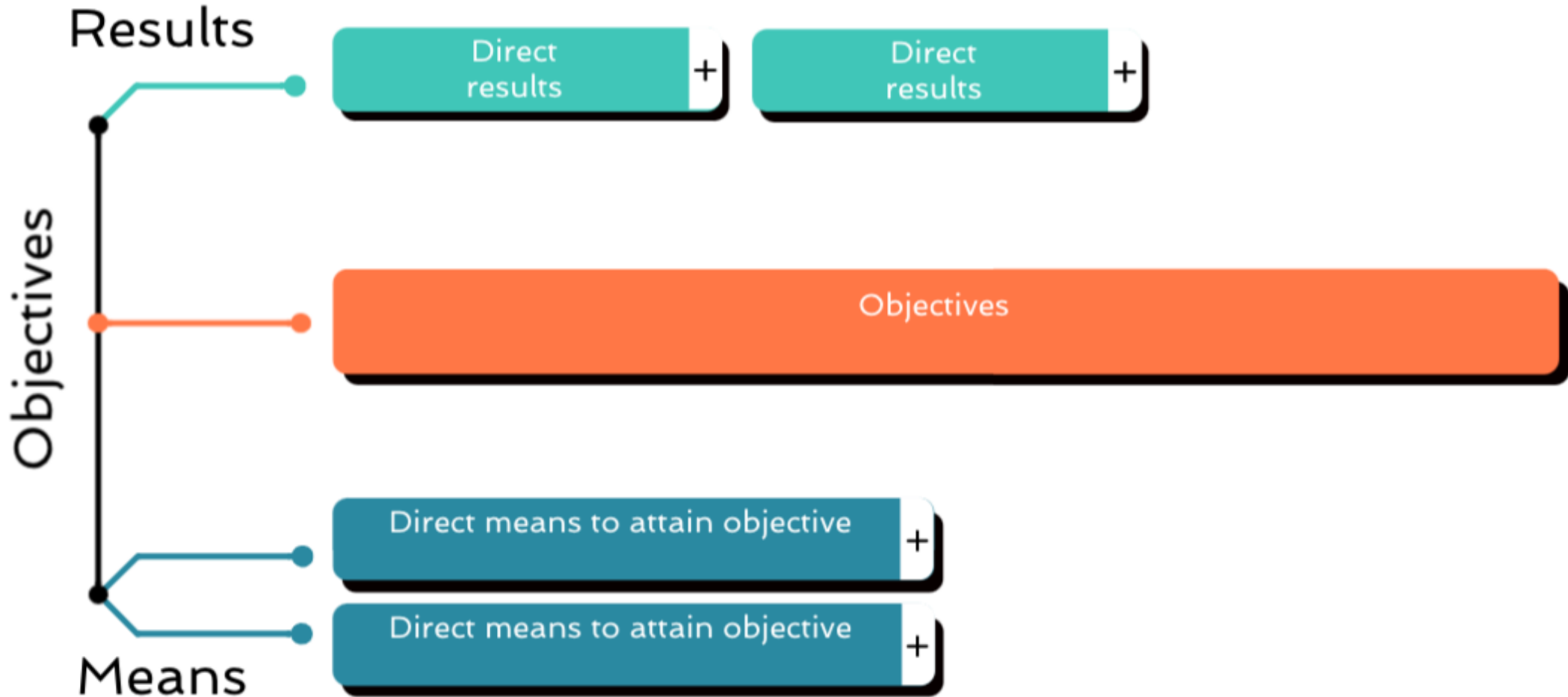
## From area to refined topic: **the Problem Tree**



Genially exercise: fill in a problem tree



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

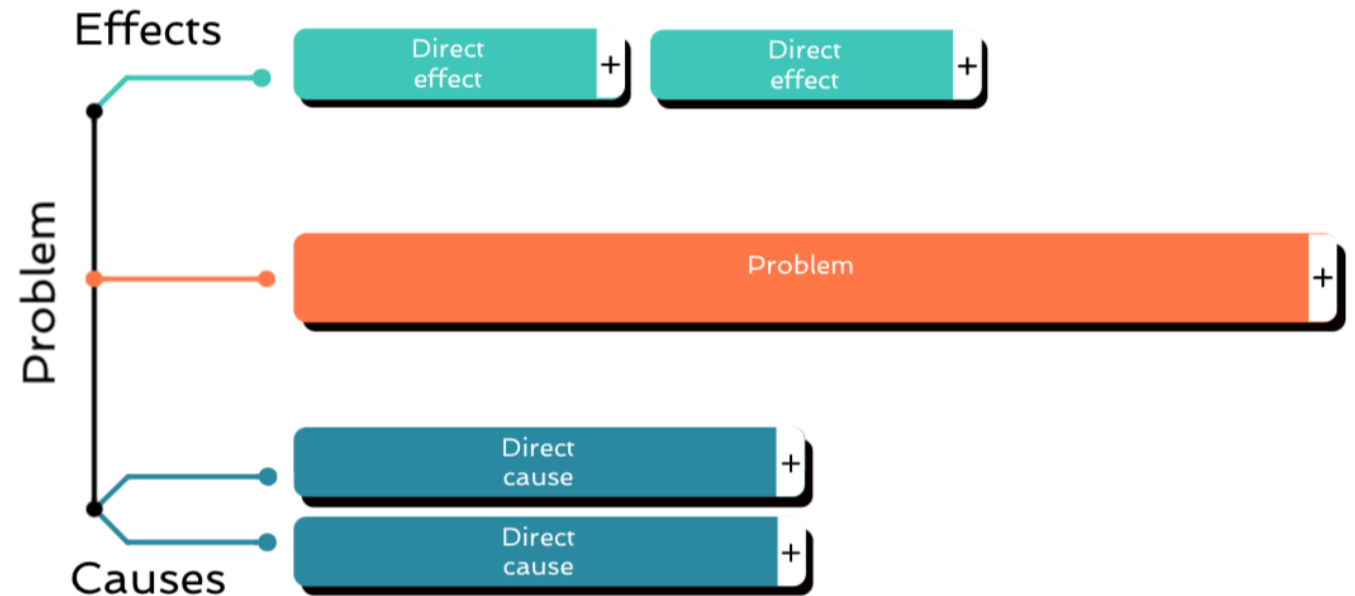


From area to refined topic: **exercise**

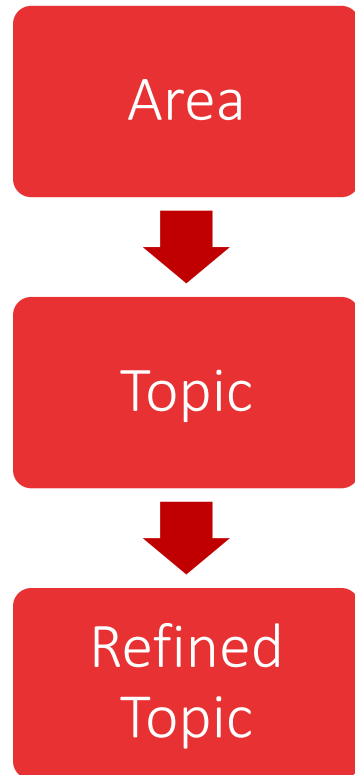
Genially exercise: fill in a problem  
and objective tree



15 minutes + 15 min presentations



**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).**

## 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.**

# Research Methods and Masters Project

## *Gaining Information on your Topic of Interest*

### Quantitative, qualitative or mixed methods?

- 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

# Research Methods and Masters Project

## *Gaining Information on your Topic of Interest*

### 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



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

# Research Methods and Masters Project

## *Gaining Information on your Topic of Interest*

### 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**

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

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



# Research Methods and Masters Project

## *Gaining Information on your Topic of Interest*

- **Examples:**

Approach	Process	Common in	Example (Microfinance Practices)
<b>Inductive</b>	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.
<b>Deductive</b>	Theory → Hypothesis → Data → Analysis	Quantitative	A study applies <b>Neoliberal Financialization Theory</b> 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.
<b>Abductive</b>	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.



## Now gaining more information

- **Exploratory Bibliographic search**
- **Annotated Bibliography**

## 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.

## **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 on research/work;
- AND or NOT;
- University databases;
- Reference section of the articles you read;

## **Now gaining more information:** Exploratory Bibliographic search

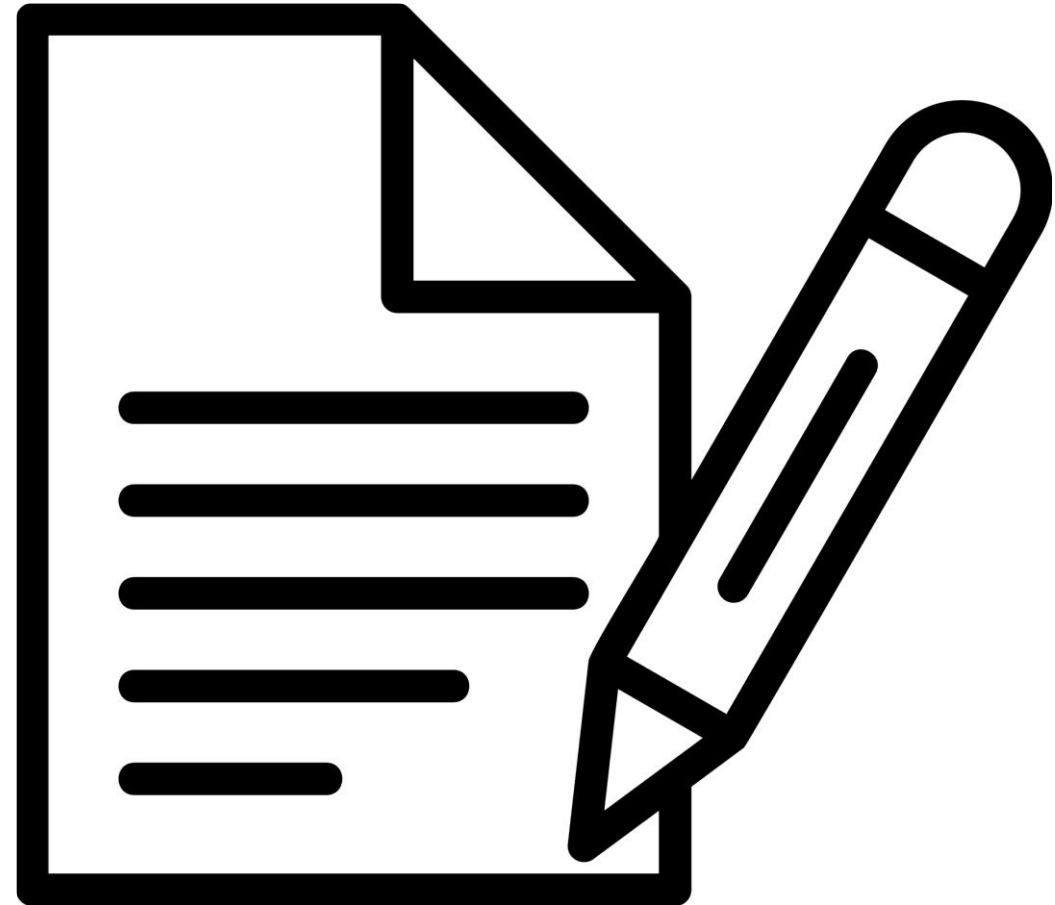
**Examples and pros/cons/strategies:**

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

**Now gaining more information:** asking questions to what you read

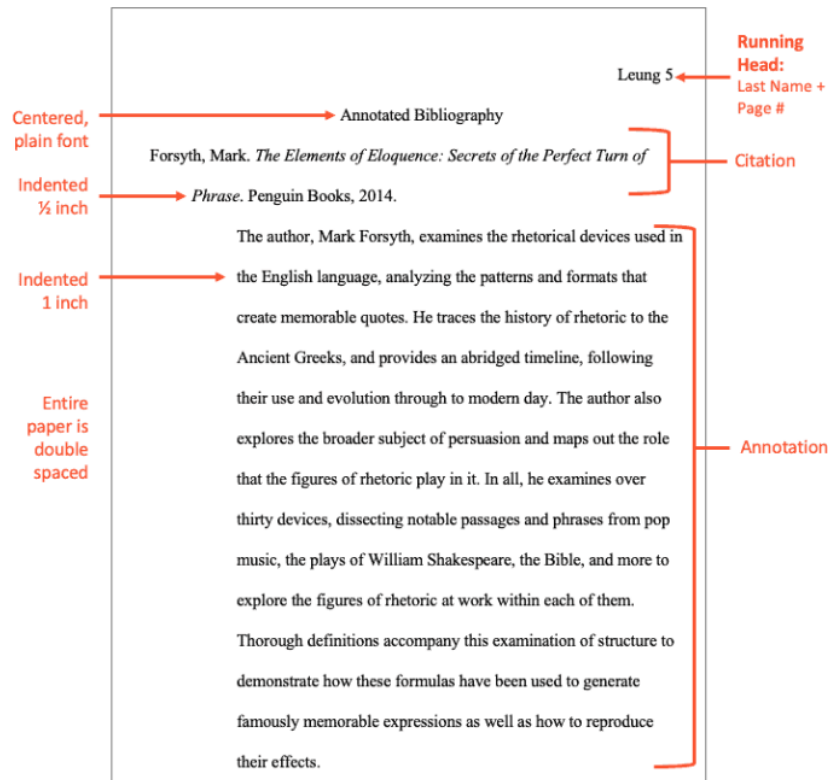
## Reading Actively and Critically

- 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?



## 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.**

### Now gaining more information: Annotated Bibliography\*

- Matrix example:

	PART OF THE ANNOTATION	EXAMPLE
1	<b>Reference</b> 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	<b>Statement</b> Short statement of author's viewpoint.	<ul style="list-style-type: none"> <li>• <i>The authors describe...</i></li> <li>• <i>The author's purpose is to challenge...</i></li> </ul>
3	<b>Describe</b> Short summary of theory, research findings or argument.	<ul style="list-style-type: none"> <li>• <i>The main ideas expressed are...</i></li> <li>• <i>The author's research focuses on...</i></li> </ul>
4	<b>Comment</b> Comment on usefulness/limitations of article/text for your research.	<ul style="list-style-type: none"> <li>• <i>The writing style considers a range of audiences...</i></li> <li>• <i>There is a lack of supporting evidence...</i></li> <li>• <i>The main limitation of the website...</i></li> </ul>
5	<b>Evaluate</b> Evaluate the article/text, taking into account how it will fit into your research on a topic.	<ul style="list-style-type: none"> <li>• <i>This article is useful for the research topic...</i></li> <li>• <i>It is relevant to the thesis because...</i></li> </ul>

\* [More and source](#)

## Now presenting sources: referencing rules

APA

MLA

HARVARD

CHICAGO



## Now presenting sources: referencing rules

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

**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](#)

## **TASK 1: Annotated Bibliography of the scientific article uploaded on teams**

- **Submit on teams up to next Monday (10/02/2025. 23h59)**
  - 1 page - annotated bibliography written by you after reading the article**
  - 1 page - AI generated annotated bibliography (platform of your choice. Identify the platform used)**
  - Short reflection (two sentences) on the combined exercise**

