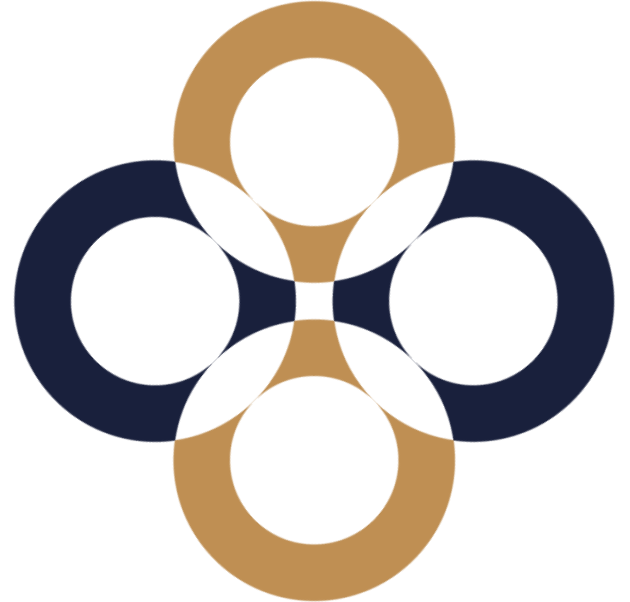


# E MBA

Thesis writing workshop I.



- [Library](#) sources
  - Searching platforms: Catalogue, Publications, [Databases](#), [Repositories](#), SuperSearch
  - [Search techniques](#), building a search query, fine tuning
  - Highlight: Wos/Scopus vs. SuperSearch, Google Scholar
- External sources - Source evaluation
- Academia.edu and Researchgate
- References
- Reference manager software: Zotero
- Turnitin: Text similarity checking

### My dashboard

- Overview
- Projects
- Saved
- Searches
- Viewed

### Research tools

- General search
- Publications
- Concept map
- Supplemental sources

# SuperSearch - (Live demonstration)

## Building a search query

- Create a topic sentence

***Corporate Social Responsibility Practices in the Energy Industry***

- Pick up some keywords, find synonyms

## Search articles, books, journals & more

Search for topic using keywords

Peer reviewed

- Use search techniques: logical operators (AND, OR, NOT), „phrase search”, truncation (\*)
- Fine tuning with filters, field search
- Save results into Dashboard/export to Zotero

## WoS/Scopus

vs.

## SuperSearch

- systematic literature review
- citation network
- classic citation-mapping
- no full-text
- no subjects offered, but science areas
- contains only top-level publications

- topic search
- full-text possibility
- if no full-text: ILL, browser extensions
- subjects, recommended keywords
- broad-ranging sources, not just top journals, but also magazines or top-level national journals

## Google Scholar: a mixture

- publications from different levels
- full-text or just abstract
- keywords searching
- broader range of citations + WoS citation data

# External sources – Source evaluation

- „To Google or not to Google?”, Wikipedia
- [Google Scholar](#)

## Source evaluation (CRAAP-test)

<b>C</b>	<b>Currency: <i>The timeliness of the information.</i></b> <ul style="list-style-type: none"><li>• When was the information published or posted? Revised or updated?</li><li>• Does your topic require current information, or will older sources work as well?</li></ul>
<b>R</b>	<b>Relevance: <i>The importance of the information for your needs.</i></b> <ul style="list-style-type: none"><li>• Does the information relate to your topic or answer your question?</li><li>• Who is the intended audience? / an appropriate level?</li></ul>
<b>A</b>	<b>Authority: <i>The source of the information.</i></b> <ul style="list-style-type: none"><li>• Who is the author/publisher/source/sponsor?</li><li>• What are the author's credentials or organizational affiliations?</li><li>• Is the author qualified to write on the topic? / contact information?</li></ul>
<b>A</b>	<b>Accuracy: <i>The reliability, truthfulness and correctness of the content.</i></b> <ul style="list-style-type: none"><li>• Where does the information come from? / supported by evidence?</li><li>• Has the information been reviewed or refereed?</li><li>• Does the language or tone seem unbiased and free of emotion?</li></ul>
<b>P</b>	<b>Purpose: <i>The reason the information exists.</i></b> <ul style="list-style-type: none"><li>• What is the purpose of the information? Is it to inform, teach, sell, entertain or persuade?</li><li>• Does the point of view appear objective and impartial?</li><li>• Are there political, religious, institutional or personal biases?</li></ul>



Source: <https://www.emaze.com/@AIFFRWC/C.R.A.A.P.-Test-for-Evaluating-Websites>

# Academia.edu and Researchgate

## Advantages

- Academic Social Networks Site (ASNS)
- supports scholarly communication, sharing research practice, knowledge sharing
- usage is free of charge
- helps making your work findable in Google
- offers premium services

## Disadvantages

- Monetize academic publishing
- Lack of quality and reliability

## Legal concerns

- Scholars are products
- Uploading your material might be illegal
- Collects and shares personal information about users

# References – general information

## Why to use?

- To avoid plagiarism
- To support your findings, thoughts
- To provide information that others can locate the source themselves

## Where to use?

- In-text citation
- Reference list

## Type of citation

- Verbatim citation: word by word, quotation mark, no longer than 3-5 sentences.
- Paraphrasing: summary of a longer text with your own words

## Help!

- [References by document types](#)
- [References checklist](#)
- [References FAQ](#)

# Reference manager softwares – (Live demonstration)

- Required style: [APA](#) (6th ed.), APA (7th) [in the library](#)
- [Zotero](#), [Mendeley](#), [Endnote Web](#) (WoS)
- [Use of Zotero](#)
  - Download (software + Connector)
  - Structure
  - Downloading documents
  - Making bibliography
  - Cite-while-you-write plugin
  - Synchronization





# Turnitin - Text similarity checking software

## Sources

- own archive: previously uploaded materials by Turnitin users
- online sources
- licensed content: academically published materials

## Text similarity checking at CUB

- through Moodle/Neptun
- cca. one month before thesis submission deadline
- at least one test uploading is guaranteed
- set up by the university, uploaded by students
- [Analyis overview](#) guide for student

BUT: opponent's decision



<https://www.turnitin.com>

**Plagiarism, if: paraphrases and citations together exceed 50% of the paper - even if everything is cited correctly.**



**Thank you for  
your attention!**

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