

CHAPTER THREE

CONDUCTING USEFUL SOCIAL MEDIA RESEARCH LITERATURE REVIEW

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CHAPTER OBJECTIVES

- Ways of carrying out literature review in social media research.
- The components of a good literature review in social media research.
- Steps and key elements needed on social media literature review.

ABSTRACT

The literature review is informed by the insights they carried out through some stages. It depends on the approach the researcher wants to adopt. There are several approaches to use in searching for a literature review. The chapter explained social media research literature review as a term that has evolved in such a way to describe various mediums for online transmission. It also explained four stages of selection and analysis of articles in social media they are pre-search, searching, data cleaning and Analysis. The chapter explained the meaning of literature review and six steps to follow in searching literature review which involve: define the topic, develop a strategy, locate the information, use and evaluate the information, synthesising, organize and evaluate your work. The article also explained the stages in the development of the literature review. Steps in the literature review process and finally the key elements that need to be included in all literature reviews which include an introduction, and conclusion. In conclusion, the article has presented an elaborate guide to guide to conducting a useful literature review.

Keywords: Literature review, Social media research literature review, Social media, Write review

INTRODUCTION

Many social media research literature reviews were informed in a certain field of study. The literature review is carried out through four stages – pre-search, searching, data cleaning and analysis. The use of the stages in social media research literature review helps the researcher to find the current issues and problems in research and the possible changes in work life due to the upsurge in social media (Tranfield et al., 2003). The aim of writing a literature review is to obtain information for the purpose of developing policies and showing proof of the steps in the research literature process which is a branch of academic assessment (Ramdham et al.,

2014). Literature review requires following a good step in the literature review process. This is followed by a structure which helps a researcher to achieve an up-to-date literature review.

WHAT IS SOCIAL MEDIA?

Social media is a term that has evolved in such a way to describe various mediums for online transmission. In all, social media refers to any technology that promotes the disperse and allocation of information over the internet (Robbins & Singer, 2014). Kaplan and Haenlein (2010) explained social media as an internet-based application that builds on the theoretical and technological foundations of Web 2.0 that permit the design and exchange of content generated by the researcher. Reference has been made to Social media research as a major contributor to the widening of the literature base and an increasing number of comprehensive literature reviews which have been conducted, to survey various facets of Social Media research.

FOUR STAGES OF SELECTION AND ANALYSIS OF ARTICLES IN SOCIAL MEDIA

According to Snelson (2016), four stages of carrying out literature survey on social media include:

- a. Pre-search stage is to identify and test by word and to identify databases. In this stage, the principal priority was placed on literature review planning and it includes the following two phases: i) Forming a group of experts (review panel) that discuss and develop the review methodology and routinely assess the results. ii) Instituting the context of the field of investigation in order to obtain the subject vocabulary, find important variables applicable to the topic and identify data collection sources.
- b. Searching involves identifying and organizing studies. Here you search the databases, and import citations into bibliographic management software. This stage includes the following process: i) Writing a review protocol that supplies guidelines on how the literature review will be managed. The review protocol should authorize other researchers to replicate the review. ii) Deciding the actual literature search process. iii) Organizing the identified studies via Zotero reference management programme.

At this stage, there is Phases, Phase 1- Review protocol, which provided the particulars on how the literature review should be managed by the research team. In the review protocol, we provide information about the search keywords (search vocabulary), literature search engines and databases used for data collection, the criteria for including and excluding studies, the basis for assessing the quality of the studies selected. In Phase (2) Search, the literature searches the EBSCO database in accordance with the review rules developed in phase (1).

- c. Data Cleaning deals with extracting and evaluating data. The facts that this stage is considering a large number of data, drawing of data, evaluation and analysis were handled. Here you remove, duplicate screen and select articles. The following four phases are undertaken: ii) Abstract screening, ii) Surveying the fulltext of the studies iii) Citation frequencies analysis, and iv) Bibliography analysis of the cited studies.

- d. Analysis: The state is consist of i) Citation Frequencies Analysis and ii) Bibliography analysis of the most cited studies. Citation frequencies Analysis, when writing literature review it was possible that we cannot read all important studies and we should try to read systematically. We should know that reading systematically may lead to missing some relevant studies. Therefore our major concern should be pointed to identifying the mainstream debates and ascertaining important studies on the topic of investigation. We should do a citation frequency analysis in order to determine which studies embody and disseminate the main ideas on the topic.

In the Bibliography analysis: In this bibliography analysis of the articles in the most cited folders after the author read the full text of the like 10 most cited articles from each most cited folder (9 folders), altogether 90 articles. After the first round of reading of 90 most cited articles, many papers were removed and new important references were found by looking at the references in the included papers.

LITERATURE REVIEW

According to Taylor (2007), literature review is made up of an outline, a summary and an evaluation of the latest issue of knowledge about a particular area of research. It may involve a conversation of methodology and suggestions for subsequent research. The purpose of writing literature review was to find out current areas in qualitative and quantitative-qualitative approaches used in the emergent field of social media research. A literature review is a detailed summary and expository analysis of the relevant research and non-research literature on the topic being studied (Hart, 1998; Cronin et al., 2008; Ramdhari et al., 2014).

Six steps to follow in searching literature review

According to Karl Mundt Library (2021), there are six steps to follow in searching literature review:

- a. **Define the topic** - This is all about defining the task. Here you chose the topic and write down the questions you know about the topic. This will guide you to the strategy and will provide the right words to use in searches.
- b. **Develop a strategy** - Strategy means riddlingout where the information might be and identifying the best techniques for finding the sources. The strategy section identifies particular types of research databases to use for particular purposes.
- c. **Locate the information** - Here, you apply the strategy developed so that you can locate specific articles, books and technical reports.
- d. **Use and evaluate the information** - After relevant and useful materials were located, you then read and analyze the items to determine if they have value for your research and the reliability of the sources.
- e. **Synthesize** - You will justify what you have learned and demonstrate your knowledge.
- f. **Organise** - You will understand, organize and integrate the information. Become literate enough to use your own words to support and explain your research and its relationship to existing research by other researchers.

- g. Evaluate your work** - In every interval you should evaluate your work. This is the final step that needs a thorough check to make sure your work is finalized and of high quality.

Development of the Literature Review

These consist of four stages:

- a. Problem formulation** - These describe the topic or fields under examination and their constituent issues.
- b. Literature search** - This describes the materials relevant to the subject under investigation.
- c. Data evaluation** - This determines the particular literature that makes a remarkable contribution to the topic under investigation.
- d. Analysis and Interpretation** - This interprets the findings and conclusion of pertinent literature.

Steps in the literature review process

1. Choosing a review topic

Tips for selecting a topic

- i.** Skim through your textbook and point out a general topic of interest.
- ii.** Read the Chapter that relates to the topic and develop familiarity with the context, primary investigators, and controversies in the area.
- iii.** Collaborating with experts and reading around a topic (Timmins & McCabe, 2005; Ramdhari et al., 2014).

2. Searching and selecting appropriate articles

A systematic approach is considered most likely to generate a review that will be beneficial in informing practice (Hek & Langton, 2000; Cronin et al., 2008; Ramdhari et al., 2014). The type of articles that are selected for a good review of literature is theoretical presentation, review articles and empirical research articles. Cronin et al. (2008) argue that the publication should be included in the review. In conducting the literature search, it is important to keep a record of the keywords and methods used in searching the literature as these will need to be identified later when describing how the search was conducted (Timmins & McCabe, 2005). Ramdhari et al. (2014), it is always more desirable to use primary sources whenever possible as primary sources in sciences are usually in the form of articles published in reputable journals.

3. Analyzing and synthesizing the literature

After the collection of articles, the researcher is ready to analyze each one (break it down and identify the important information in it) and then synthesize the collection of articles. Integrate them and identify the conclusions that can be drawn from the articles as a group. There are a number of tools that can help the scholar to analyze and synthesize key sources like using a synthesis matrix to organize the sources in a literature review and integrate them into a unique interpretation that not only serves as the foundation of the study but also contributes to the dialogue in the field and establish credibility as a scholar (Sally, 2013).

Initial classification and grouping of the articles by types of sources are different ways of analysis and synthesis. Once the initial overview has been completed, it is necessary to return to the articles to undertake a more systematic and critical review of the content. It is recommended that some type of structure is adopted during this process such as that proposed by Cohen (Cohen, 1990). This simple method is referred to as the Preview, Question, Read, Summarize (PQRS) system. The researcher is not only focused and consistent but ultimately facilitates easy identification and retrieval of material particularly if a large number of publications are being reviewed (Cronin et al., 2008).

4. Organization in writing the review

The main aim of structuring review of the literature is to understand the need to conduct a research paper. The key to a good literature review is the ability to present the findings in such a way that it shows your knowledge in a plain and consistent way (Cronin et al., 2008). The introduction and conclusion to a review of the literature should reveal how the project will join the ongoing discussions, identify the key terms and concepts and designate how the research will resolve unresolved questions in the work of others. You may also form the structure of the review itself by previewing in the introduction or review in the conclusion and you then predict the direction of the next section.

The final stage of appraisal is to write a summary of each article. These include the key idea, remarks, strengths and weaknesses of the publication. It should be explained in the scholar's own words to ease your understanding of the material. It also forms a good foundation for the writing of reviews.

WRITING THE REVIEW

Once the appraisal of the literature is completed there should be deliberation on how the review will be structured and written. The key to a good academic paper is the capacity to present the findings in such a way that it reveals your knowledge in a clear and consistent way. The basis of good writing is to avoid long and confusing words and keep slang to a minimum. Sentences should be kept as short as possible with one clear message and spelling and grammar should be correct and consistent with the form of English being used. The organization of material in an objective manner and the structure of the review are crucial to its comprehensiveness. The structure will depend on the purpose of the review. For instance, systematic reviews have a clear structure that must be followed and that will order for the most part, how the writing should be undertaken. It is important to be rational and some key elements need to be included in all literature reviews. Primarily, the written report should include an introduction, body and conclusion (Grove, 2010).

Introduction

The introduction should include the intent of the review and a brief survey of the problem. The literature sources and the key search terms must be outlined. Any limit, inclusion or exclusion basis should be clearly described. Some comment on what was found in the literature should be proffer that is whether there was a dearth or wealth of literature on the

topic. This gives the reader some insight into the breadth and depth of the literature sourced and also facilitates some judgement as to the validity of the assertion being made.

Main body

The main body of the review presents and discusses the findings from the literature. In any case, in which the main body of the review is framed, there are key points that must be considered. Literature that is central to the topic should be analyzed in depth here. When discussing empirical or research literature, a critical review of the methodologies used should be included. The reviewer should be careful not to end up just as a description of a series of studies. In addition, it is best to avoid indiscriminate statements about the conclusiveness of research studies (Cronin et al., 2008).

It is relevant for the reviewer to remain objective about the literature and personal views about the quality of research studies should not be included but need to be written in the writer's own words. The reader should know that the reviewer has understood and incorporated the important information rather than merely describing what other authors have found. The review should read like a critical assessment of the information available on the topic, highlighting and comparing results from main sources. If using a thematic approach, the account should flow logically from one section or theme to the next to maintain progression and consistency (Beyea & Nicholl, 1998).

This can be achieved by summarizing each theme or section and outlining how it is related to the derived one. In respect of theoretical literature, agreement or difference regarding the topic should be outlined. Inconsistencies and discrepancies in the literature should be addressed (Colling, 2003) as should the strengths and weaknesses built in the body of literature.

Conclusion

The review should conclude with a summary of the findings that explain current knowledge and offer a rationale for conducting future research. In a review which forms part of a study, any gaps in knowledge that have been identified should lead logically to the motive of the proposed study. In some cases, it may also be possible to use the developed themes to construct a conceptual framework that will inform the study. In all reviews, some recommendations or inferences for practice, education and research should be included.

References

The literature review should conclude with a full bibliographical list of all the books, journal articles, reports and other media which were referred to in the work. Despite everything whether the review is part of a course of study or for publication, it is a crucial part of the process that all sourced material is acknowledged. This means that every citation in the text must be present in the reference/ bibliography and vice versa. The reference list may be a useful source of literature for others who are interested in studying this topic (Coughlan et al., 2007) and therefore every effort should be made to ensure it is correct.

CONCLUSION

This article has presented a detailed guide to conducting a useful literature review. They are four stages of carrying out literature survey on social media, and steps in the literature review process. The articles also explained how to develop a literature review and step by step approach to a good literature review. Whether the approach is qualitative or quantitative, it will often dictate when and how it is carried out. Any of the approaches or steps may be used depending on the reasons for the literature review.

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