

GE3240

Geographical Research

Clinic session on library research

By

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Objectives

- Demonstrate how a library search for literature could develop based on 2 real-life research questions
- Provide opportunity for students to ask questions

Outline

- A review of Assignment 1 submissions (15-20min)
- Demonstrate searches based on Adib's submission + Q&A with Adib (15-20min)
- Q&A with all students (15min)
- Demonstrate searches based on Qystina's submission + Q&A with Qystina (15-20min)
- Q&A with all students (15min)

Review of Assignment 1 submissions

Development of a research question

Broad

*Globally, consumption patterns have changed because of the pandemic.
How could Singapore position its tourism marketing and adapt to changing leisure needs?*

Somewhat narrow

My study relies on concepts of “Asian culture”, “food experiences” and UNESCO World Heritage sites to position Singapore as a unique tourism destination

Narrower

How could tourism marketing be adapted to reimagine hawker food culture such as Maxwell Food Centre, etc?

Development of a research question

Broad

*Globally, consumption patterns have changed because of the pandemic.
How could Singapore position its tourism marketing and adapt to changing leisure needs?*

1. What is being consumed?
2. What are these consumption patterns?
3. What is Singapore's position now?
4. Why does it need to change?
5. How has it changed?
6. What are the changing leisure needs?
7. Who are these tourists?
8. Where do they come from?
9. When should adaptation of tourism marketing occur?

Development of a research question

Narrower

How could tourism marketing be adapted to reimagine hawker food culture such as Maxwell Food Centre, etc?

Development of the narrative

1. What is food culture?
2. What is food tourism?
3. What are underpinning tourism marketing strategies?
4. Who are the stakeholders?
5. What are their roles?
6. How effective are these strategies?

...etc

1. What is “hawker food culture”?
2. Why is “hawker food culture” unique?
3. Why is it unique in Singapore?
4. What are the current tourism marketing strategies for “hawker food culture”?
5. Why are these strategies adopted?
6. How effective are these strategies?

...etc

Development of the narrative with evidence

1. What is food culture?
2. What is food tourism?
3. What are underpinning tourism marketing strategies?
4. Who are the stakeholders?
5. What are their roles?
6. How effective are these strategies?

...etc

Types of sources

1. Books
2. Encyclopedias
3. Journal articles which are reviews of a specific research area

Development of the narrative with evidence

1. What is “hawker food culture”?
2. Why is “hawker food culture” unique?
3. Why is it unique in Singapore?
4. What are the current tourism marketing strategies for “hawker food culture”?
5. Why are these strategies adopted?
6. How effective are these strategies?

...etc

Types of sources

1. Books
2. Encyclopedias
3. Journal articles which are reviews of a specific research area
4. Magazine articles & cases
5. News articles

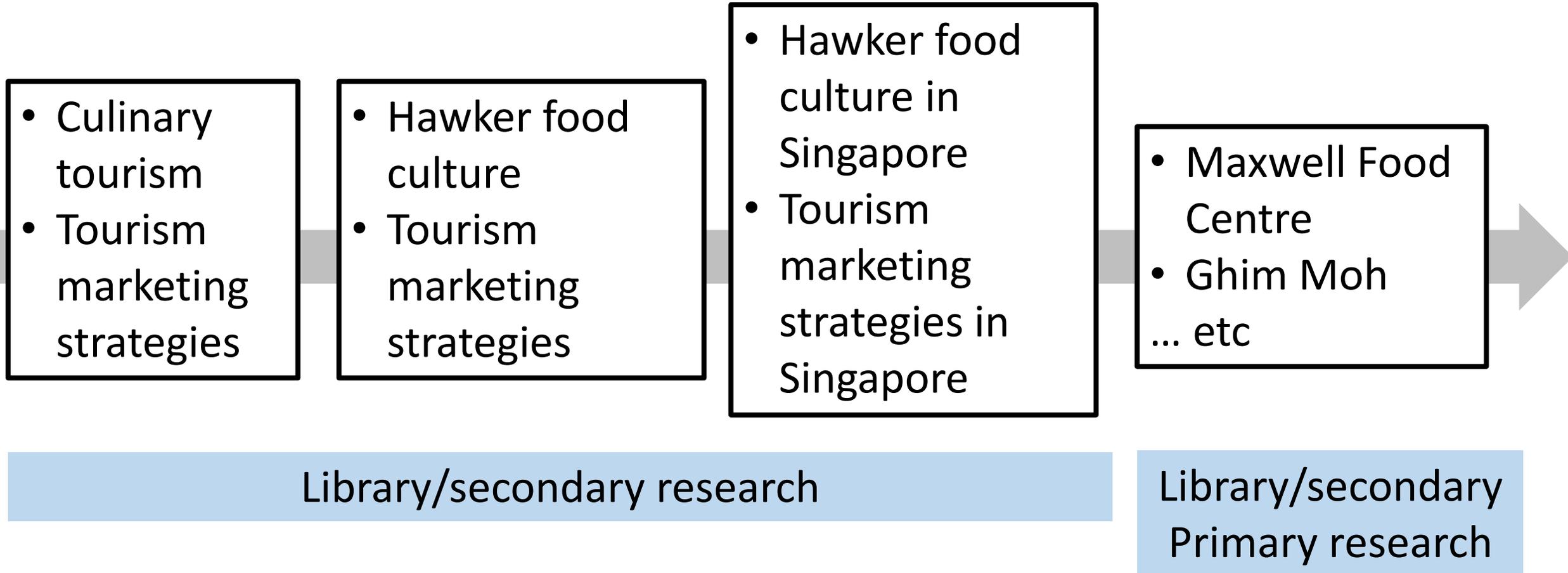
Foundation of your research

- “Based on an academic study, I will investigate within a Singapore context”.
- Your advisor may advise that you rationalize or justify the approach you are taking.
- This “rationalization” is built on arguments based on a solid literature review (evidence).
- Your advisor may suggest some important or seminal research papers.
- I would suggest a mix of books, seminal papers, the latest in research and sources which present multiple perspectives.

Foundation of your research

- Simple way to search for seminal papers is to search in:
 - Scopus
 - Web of Science
- Seminal papers are indicated by citation counts (or times cited).

Collecting evidence



Citing – format and style

Ab Karim, S., & Chi, C. G. Q. (2010). Culinary tourism as a destination attraction: An empirical examination of destinations' food image. *Journal of hospitality marketing & management*, 19(6), 531-555.

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Use Zotero or EndNote

- <https://libguides.nus.edu.sg/zotero>
 - 23 Feb 2022, 10am-11:30am (Webinar)
 - <https://nus.edu.sg/nuslibraries/researcher-unbound/current-workshops/introduction-to-zotero>
 - 4 Mar 2022, 10am-11:30am (Webinar)
 - <https://nus.edu.sg/nuslibraries/researcher-unbound/current-workshops/fundamentals-of-endnote-20>
- <https://libguides.nus.edu.sg/endnote>

Demos for real-life research questions:
Adib and Qystina

Keywords

- Identify keywords
- Keywords are important for:
 - Searching
 - Writing/paraphrasing
 - If your research question is still too board or to narrow, keywords will help you reframe the research question

TIPS to change search

#	Method	To get what results?
1	Remove irrelevant keywords	More results
2	Replace keywords with other keywords	More/fewer results depending on keywords
3	Use synonyms	More results
4	Use phrase search (Double quotes)	Fewer and more relevant
5	Use truncation symbol (*)	More results
6	Use proximity operator (w/5, near/5)	A balance of more and relevant results

Please give me your feedback



<https://bit.ly/HASS-2122-Sem2>

For further help in you need in academic research, email me at:

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