

**ACADEMIC LANGUAGE AND LEARNING SUCCESS PROGRAM**

## Effective research skills: Incorporating source material

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**Aim**

To take the source material you located yesterday using the *Summon* data base search engine and incorporate it effectively into a paragraph which answers the task below:

**Assignment 4: Argument Essay 2****Friday, Week 4****1500 words****35%**

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The internet has become an essential component of people's lives in the 21<sup>st</sup> century. Taking online shopping as an example, discuss the impact of online shopping on traditional retailers and consumers.

Referring to current literature, argue whether online shopping is a positive or negative trend for retailers, consumers and economies.

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**After researching the topic, my thesis is that there are more disadvantages than advantages. Here is a model of an introduction for this essay:**

*In developed nations, the internet has become an indispensable tool in the day to day running of our lives and has replaced many of the activities once undertaken in more traditional ways. Nowhere is this more in evidence than in the development of e-commerce. This essay will argue that online shopping has a mostly negative impact on consumers, retailers and economies alike. First, the disadvantages of shopping via the internet from the perspective of the consumer will be highlighted. Secondly, the negative implications of online shopping for retailers will be discussed. Finally, the harmful ramifications for economies will be analysed.*

**The first topic sentence will both summarize the key point of the first topic in the outline and reinforce the thesis:**

*Firstly, as a solo activity performed in the consumer's home or office, internet shopping results in social isolation, anxiety and frustration.*

Look at the excerpts that have been taken from two journal articles. Can you find evidence to support the thesis and evidence that is counter to it?

Lecturers often see paragraphs that look like the one overleaf. Can you see why a lecturer might be disappointed with this student's work?

*Firstly, as a solo activity performed in the consumer's home or office, internet shopping results in social isolation, anxiety and frustration. "[T]raditional shopping is integrated with people's general lifestyles, implying the existence of social exchanges and performing many more functions than simply the act of replacing and buying goods" (Keeling & McGoldrick as cited in Karayanni 2003, p.145). The enjoyment of going to the shop is something that inhibits the spread of shopping online (McKay & Fletcher as cited in Karayanni 2003). People may need to shop online due to dominant triggers of situational variables such as lifestyle changes. Once the situational trigger ceased to exist, many consumers returned to conventional shopping (Robinson et al. 2007). A consumer cannot look at the product before they buy it so they have to trust the website (Karayanni 2003). Unsatisfactory deliveries and incorrect orders are the main reasons consumers complain (Robinson et al. 2007). Consumer's who do not understand the technology will be deterred from shopping online (Karayanni 2003).*

This student has physically incorporated the source material into the paragraph but they haven't **integrated** the source material into the paragraph. They haven't demonstrated that they understand the key ideas or the source material because **they need to:**

- Paraphrase the source material into their own words
- Use Synonyms
- Use different forms of a word e.g. complain (verb) – complaint (noun)
- Change the grammatical structure of the original sentences
- Use some author's (the writer's own) voice
- Use a variety of ways of referring to source material: i.e. use the author's name as part of the sentence
- Use linking words to connect ideas
- Use attitude words to be persuasive
- Give examples to illustrate key points.

Go back to the source material and work through it again. Paraphrase it by using synonyms and changing the word form and sentence structure. Incorporate your voice by using linking and attitude words. Think of examples that illustrate the point you are trying to make.

Go back to the topic sentence of the model paragraph. Is it trying to cover too many subtopics? A paragraph is ideally about 150 to 200 words. You would not be able to fully develop your argument on *social isolation, anxiety and frustration* in a 200 word paragraph while also providing examples and source material to support your ideas. In this case, you need to reduce the number of subtopics. Let's focus our paragraph on social isolation. Rewrite the topic sentence and then use your new skills to write the paragraph.

You may have come up something like this:

*Firstly, as a solo activity performed in the consumer's home or office, internet shopping results in social isolation. It cannot be ignored that the act of shopping contains more facets than merely purchasing products (Keeling & McGoldrick as cited in Karayanni 2003). Indeed, McKay and Fletcher, according to Karayanni (2003), assert that the general public derive pleasure from the activity of conventional shopping. For example, those who live alone may use shopping as a way to interact with others (Brown 2007; Davis 2011; Smith 2011). On the other hand, there are times when situations arise that make shopping at home advantageous, such as when temporary immobility occurs. In this case, buying groceries and other essential items online becomes a vital service. However, research has shown that once the impediment to mobility is no longer an issue, the consumer will most likely return to traditional shopping (Robinson et al. 2007). This demonstrates a human preference for the social aspects of shopping. However, social isolation is not the only negative factor.*

*Secondly, online shopping creates a sense of unease and frustration in many of the buying public. For instance, the inability to physically examine goods before purchase .....*

Notice the citation of Brown Davis and Smith? These three separate authors of three separate texts each support the point that: *those who live alone may use shopping as a way to interact with others*. You can demonstrate your wide reading and ability to synthesise and incorporate source material into your paragraph by including all the authors in alphabetical order separated by semi-colons.