How to
find and use a JOURNAL ARTICLE
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INTRODUCTION

WHAT IS A JOURNAL AND JOURNAL ARTICLE?

"Periodicals" - also referred to as serials, journals or magazines - are important sources of information. Journals contain more recent information than books and often the latest information on any given subject.

Journals are published monthly, quarterly or annually. A journal includes about 5 to 10 articles per issue.

These are some examples of journals:

1. International Journal of Project Management
   ISSN: 0263-7863, 1873-4634.

2. Project Management Journal
   ISSN: 8756-9728, 1938-9507. Project Management.

Journal articles are studies that have been completed by scholars and/or researchers who are experts in their fields. Good quality journals ensure articles are peer-reviewed before they get published.

Peer-review means:

Experts in the field evaluate the content of the articles to ensure high quality and that it contributes new knowledge to that particular area of study.
FIND A JOURNAL ARTICLE

HOW?

CPUT Libraries purchase quality resources including journals. To find journals articles:

- Go to the CPUT website
- Click on "Library"
- Login once for authentication, whether on or off-campus
- Click on "Databases" (you can also access these via your subject LibGuides)
- Select databases "per faculty", or if you know the name of the database you would like to search, enter it directly
- Select a database
- Type your own search strings (as you did in Module 1 of this course)

For more on how to search a database, have a look at "Module 2: Information Tools" of this course.

Let's look at the different

SECTIONS

OF A JOURNAL ARTICLE

To illustrate, we used an article of Dr Rodney Duffett throughout, an academic at CPUT:

SECTIONS OF A JOURNAL ARTICLE

TITLE

The journal title is the name of the journal. See example:

![Southern African Business Review](image)

The article title is the name the author has given the article. The title should give you an indication of what the article is about. See example:

![Mxit advertising’s influence on cognitive attitudes amongst Millennials in the Western Cape](image)
Sections of a Journal Article

Publication Details and Author(s)

The publication details are needed for your bibliography and includes:

- publication date (when the journal and article was published, usually a year)
- volume (the number of years a journal has been published)
- issue (the number of times in a year the journal has been published)

The author(s) are the names of the researchers who have done the research. See example:

Mxit advertising’s influence on cognitive attitudes amongst Millennials in the Western Cape

R.G. Duffett

Abstract

The social media have grown at an exponential rate in recent years, especially amongst the youth (known as Millennials) in South Africa, who access social media primarily via mobile devices; these have served as an

SECTIONS
OF A JOURNAL ARTICLE

ABSTRACT

The abstract of a journal article is a brief summary of the article and indicates the purpose of the research. Read the abstract first to see if the article addresses the information that you are looking for. An abstract can be in different formats:

A structured abstract:
Has distinct headings for each area, such as introduction, methods, results, discussion and conclusion.

An unstructured abstract:
Written as a short paragraph, but covering similar information to a structured abstract. See example:

ABSTRACT

The social media have grown at an exponential rate in recent years, especially amongst the youth (known as Millennials) in South Africa, who access social media primarily via mobile devices; these have served as an additional catalyst to fuel this growth. The rapid advancement of social media is also attributed to the Millennials’ desires for social interaction connectedness, information, entertainment and convenience. Millennials portray a difficult market to reach with advertising due to the large fragmentation of media, diverse range of interests and demographical differences, but this lucrative market cannot be ignored owing to their huge purchasing power. Mxit is a popular social medium in South Africa.

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SECTIONS OF A JOURNAL ARTICLE

INTRODUCTION

A good introduction gives background information about the research study (it clarifies the research problem and objectives) and how the author will address the study in the article.

See this example as the start of the introduction:

Social network sites (SNS) have exploded in recent years, with Facebook, YouTube, Google+, LinkedIn, Twitter and Mxit, among others, attracting considerable media attention, in general. With the exponential number of users and interest from marketers, academics have started to investigate SNS, particularly as a branding

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SECTIONS
OF A JOURNAL ARTICLE

LITERATURE REVIEW

The main purpose of research is to learn from others and then to add your own new knowledge to that subject. You do this by writing a literature review.

What is a literature review?

The first step in research is reading up on your chosen topic in order to find out what other researchers/experts have published on the topic. A literature review is an account or critical analysis of the work of experts in the area.

Why should it be included in a journal article?

A literature review must be part of an article to show how widely an author(s) has read on a topic.

Citations (in-text references)

Throughout a journal article the author(s) will refer to the work of other researchers. At every place in the article where the work of other researchers are used (directly/paraphrasing) the information of those authors needs to be included, we call it a "citation". Here is an example:

A study by Jantti and Cox (2013:170) indicates that “students who borrow library resources do outperform students who do not".
The research method outlines in detail how the study was conducted. It would include information such as who participated in the study, and what methods/procedures were followed, e.g. interviews, questionnaires, observation and experiments.

Ethical clearance (permission) is required to conduct certain types of research (specifically when people and/or animals are part of your research).

Use the books available in the library to help you identify and understand the various research methods. See an example:

Methodology

In this inquiry, the research design is descriptive and employs the survey method. The problem and factors such as individuals’ attitudes towards an object (for example, Millennials attitudes towards Mxit advertising) constitute descriptive research, which is utilised to describe what is being researched (Churchill & Lacobucci 2004: 91). This form of research is characteristically employed when knowledge of the object that is studied is nebulous or vague (Wiid & Diggines 2009: 55), and not much is known about attitudes towards Mxit advertising in South Africa. Descriptive research usually takes a cross section of a population (in the form of a survey); in this instance, Millennials that live in the Western Cape, and reveals their predisposition at a given point in time on which the research can be built.

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The **results** or findings of a study summarize the data collected (examples: questionnaires, interviews and surveys), and indicate the answer to the research question(s). They often contain graphs and tables to explain the data collected.

The **discussion** is where the results of the study are discussed, interpreted and reasons for the results are presented.

This is the area were the research questions should be answered, new knowledge created or areas for further research identified.

See this example as the start to the results and discussion:

**Results and discussion**

A total of 1858 members of the Millennial cohort participated in the Mxit survey in the Western Cape. Table 2 provides a comprehensive summary of Mxit usage characteristics and of the Millennial participants’ demographics.

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CONCLUSION

The conclusion is the final part of the article. The author(s) concludes the research study and may indicate further research to be considered.

Here is an example of part of the conclusion:

Conclusion

The revolution on social media has forever changed the marketing communication milieu. The increased prominence of social media platforms in consumers’ lives has a growing impact on their communication behaviour. Millennials are spending increasing amounts of time on SNS as an increasing share of advertising moves to this new social media landscape. This interactive climate promotes brand engagement and exposure to marketing communication, which is rapidly increasing within

.......
SECtIONS
OF A JOURNAL ARTICLE

BIBLIOGRAPHY

The bibliography is found at the end of the article and is a list of all works referenced in the article.

Here is an example of part of the reference list:

References

THANK YOU

FOR CHOOSING
CPUT LIBRARIES
TO ASSIST YOU