



**STUDYDADDY**

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# Research Synthesis

## Purpose

This assignment will help students become familiar with reading and analyzing academic articles and offer students the opportunity to create a deeper understanding of concepts we are discussing in lectures.

## Deliverable

- You will be required to submit TWO research synthesis papers on consumer behavior topics before the designated due date.
- Due Date: Papers will not be accepted after 5pm of the assigned due date; you are encouraged submit papers earlier.
- Grading: Writing (10 points), Quality of Synthesis (12 points), Formatting/Citations (3 points)

## Instructions

For each paper,

1. Read the list of articles grouped under the selected topic.
2. Research one additional article on the same topic from a peer reviewed journal published in the last two years (2015+).
3. Distill the readings into a 1-2 page synthesis paper. A synthesis paper identifies key concepts and ideas that tie all the papers together. A good synthesis can meaningfully blend the ideas from all the articles into a coherent conversation. The paper should provide an “at a glance” understanding of a specific consumer behavior research topic that you can later use to quickly refresh your knowledge on the topic.

Please follow the Style Guide below when writing your paper.

## Searching Journals

Use one of the following online resources to search for new articles:

Google Scholar - link: [scholar.google.com](https://scholar.google.com)

Business Source Premier - [library.pdx.edu](https://library.pdx.edu) | Databases & Articles | Humanities & Social Science | Business

I would prefer articles from the following peer reviewed journals: Journal of Consumer Research, Journal of Consumer Psychology, Journal of Marketing, Journal of Marketing Research, Marketing Psychology, Journal of Retailing, Marketing Letters. If you find articles in

journals other than those listed above, please send a copy of the article to me first before proceeding so I can confirm that it is a peer reviewed source.

## Style Guide

The paper need to be clear, concise, comprehensible, and well written. If I cannot understand the your ideas, it will be much harder for me to grade! Format the paper by following the style guide lines provided below. Please use a word processor and make sure there are minimal spelling and grammatical errors.

- Submit in Microsoft Word (.docx) Format
- 12 point font (Times New Roman)
- Margins: 1" top/bottom; 1.25" right/left
- Spacing: Single
- Left justified
- Citation: If you are familiar with the APA format, please use APA. Otherwise, remain consistent with your formatting.
- Title: Centered, top, first page, "TITLE OF TOPIC"
- Header/footer: Name of author(s)
- DO NOT EXCEED 2 PAGES. Bibliography and figures does not count toward page count.



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