



## Literature Review Guide

Writing Center Hours: 8:30 AM – 8:30 PM M–Th,  
8:30 AM– 4:30 PM F, 1:00 PM – 5:00 PM S–S  
Email: okc.tutoring@okstate.edu  
Phone: 405-945-3278



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**Definition:** A literature review is essentially a research paper focusing on secondary sources. However, most professors require this essay to be a starting place for essay 4, The Empirical Study. So it is important that you select a topic that will work for both essays.

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### **Conducting Research:**

It is important when doing your research to go to scholarly sources, as well as to use an in-text citation for any information you need to provide from your sources. Three great resources to go to are the following:

Scholar.google.com  
Jstor.org  
EbscoHost

### **In-Text Citations:**

#### **APA:**

According to Hackney (2023), “The nursing program at OSU-OKC is one of a kind” (p. 42).

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#### **MLA:**

According to Hackney, “The nursing program at OSU-OKC is one of a kind” (42).

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## Developing a Thesis:

Your thesis should be a brief summary of all of your research you have conducted, including major points you will touch on throughout the essay.

### Example:

This literature review seeks to describe Chick-fil-A's success through aggressive marketing strategies, consistent customer service, and unique recipes despite their ties to anti-LGBTQ+ organizations.

Thesis: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_.

## Reviewing the Literature:

Once you have conducted your research, it is important to cover all of the main points that have already been researched on your topic. Basically, what has already been said about the research question? How has it already been researched or even answered?

### Example:

**One reason for the restaurant's success is their aggressive marketing strategies.** One of the biggest promotions was presented on their Facebook

↑(Point addressed in thesis)

page for Cow Appreciation Day, making the Chick-fil-A facebook extremely popular for hungry customers. **According to Morrissey, "There's no doubt that product giveaways helped Chick-fil-A gain popularity."** Therefore, not

↑(In-Text Citation from your research article)

only did the use of social media help to spread brand awareness, but it became a platform for free giveaways to customers, and there is **perhaps no better way to attract customers than by offering them free food through a highly accessible platform.** ↑(Observation - Not Opinion)



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### Analyzing What Is Missing:

Once you have discussed the current research, it is time to discuss what is missing from the research. Remember, this is an exploration of what you could not find based on your research, and it is essentially the questions that you still have after conducting your research.

### Example:

Despite their use of marketing strategies, customer service, and unique

↑(Summary of Research)

recipes, Chick-fil-A has received quite a bit of backlash for their donations to anti-LGBTQ+ organizations. However, the current research does not suggest the impact of this scandal on their sales. Perhaps sales decreased due to

↑(Addresses what still needs to be researched)

boycotting and “kiss-ins,” or perhaps their sales increased due to individuals who align with Chick-fil-A’s ideals. Regardless, there is simply not enough research to suggest how the company was impacted either way.