Annotated Bibliographies
Finding Good and Useful Sources

Presented by
The Student Success Center
Assignment Description

Identify and read at least five credible sources that provide different perspectives on the problem/topic you are addressing.

– Most of the time, a credible source will be an article from a reputable, peer-reviewed journal
– News articles are not credible sources
– Start at the JHU Library website (http://guides.library.jhu.edu/business)
– Do not use a basic Google search
Credible Sources

• Try multiple key word searches related to your topic
  – The research process is not always simple or straightforward
  – The more thorough and patient you are during this stage, the better your final paper will be

• Each of your sources should make a detailed and sophisticated argument related to your topic
  – An article does not have to agree with your thoughts/arguments to be included in the review
  – You may need to search for a parallel industry or idea
Understanding Your Sources

• Record/paraphrase the main points from each of your outside sources
  – Respond to each of these main points with your own ideas about how they relate to your problem

• Be diligent and keep track of every outside source/idea you encounter
  – Author name, date, title, journal, volume/issue number, URL
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<tr>
<th>Main Points from Outside Research</th>
<th>My Responses/Reactions</th>
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Then create an annotated bibliography using APA format for references, and add one or two sentences summarizing the content of the sources and its relevance to your organization and research.

- Use APA guidelines to format your list of sources.
- Summarize the sources and their helpfulness in your own words.
One- to Two-Sentence Summary/Explanation for Each Source

• One sentence to discuss the main idea of the source
  – Do not copy and paste from the abstract or another portion of the source
  – Focus on what the main argument is
  – Combine ideas from your outline to form a sentence about the main argument

• One sentence to explain how you will use the source in your White Paper
  – How does this research/analysis help you to solve your organization’s business problem?
  – Are there any specific quotes, passages, or arguments that you plan to refer to?

Ikua & Namusonge assert that the most influential factor in advancing marketing efforts is ensuring that all technology is the most up-to-date option in its category.

This topic will be used as support for my argument that CPO’s technology is outdated and is likely a contributing factor for clients’ choosing other companies over CPO.
Additional Resources

- Ask a question or make an appointment with a librarian:  
  http://guides.library.jhu.edu/hebusiness
- Make a tutoring appointment:  
  http://carey.jhu.edu/ssc
- Email us: carey.tutoring@jhu.edu