I’m using reading habits that worked for other classes, but they don’t seem to be working here. I can't find the main idea in these research articles. I can't tell what question the writers are trying to answer, or why they or anyone would need or want to answer it.

I can’t tell the difference between when the writer is presenting someone else’s views or his or her own; I can’t tell whether the writer agrees or disagrees with someone else’s point.

I'm having a hard time seeing the structure of the writer's argument. I can’t distinguish between claims and evidence, and analysis and interpretation.
READING SCHOLARLY LITERATURE IS DETECTIVE WORK:

WHERE ARE THE CRITICAL POINTS AND EVIDENCE?

- Older knowledge is located near the beginning of articles
- Newer, created knowledge comes at the end
WHAT EVIDENCE IS NEEDED TO ACCOMPLISH YOUR PURPOSE?

Focus your search:

- research question/ objective
- target population
- methods
- conclusions
- implications for future research

Creating a literature chart or taking notes on each article can help you manage this information.
Knowing the structure of a research article will help you search for evidence more easily.

Older knowledge

- Abstract
- Introduction/Background/Objective
- Methods

New knowledge

- Results
- Discussion / Conclusion
THE ABSTRACT is a summary of the research at hand—a recap of what the study was about, what it found, and what those findings mean.

USE THE ABSTRACT TO:

Help you decide which sections you want to explore more fully to answer your research question.

WARNING

Avoid abstractitus: a debilitating condition of not fully understanding the article due to lack of investigation past the abstract.
At the speed of Juul: measuring the Twitter conversation related to ENDS and Juul across space and time (2017–2018)

Yoonsang Kim, Sherry L Emery, Lisa Vera, Bryn David, Jidong Huang

ABSTRACT
Electronic nicotine delivery systems (ENDS) are the most-used tobacco product by adolescents, and Juul has rapidly become the most popular ENDS brand. Evidence indicates that Juul has been marketed heavily on social media. In light of recent lawsuits against the FDA spurred by claims that the agency responded inadequately to this marketing push, measuring the social media conversation about ENDS like Juul has important public health implications.

Methods We employed search filters to collect Juul-related and other ENDS-related data from Twitter in 2017–2018 using Gnip Historic PowerTrack. Trained coders labelled random samples for Juul and ENDS relevance, and the labelled samples were used to train a supervised learning classifier to filter out irrelevant tweets. Tweets were geolocated into US counties and their fitness for use was assessed.

Results: The amount of Juul-related tweets increased 67 times over the study period (from 18,849 in the first quarter of 2017 to 1,287,028 in the last quarter of 2018), spreading widely across US counties. By the last quarter 2018, 34% of US counties had more than 6 Juul-related posts per 10,000 people, up from 8% in the first quarter 2017. However, during the same period, the total of non-Juul ENDS-related tweets decreased by 25% to access and share information about the products.

A new generation of ENDS gained traction in the US market in 2017. These products, collectively called ‘pod vapes’, resemble flash drives and are rechargeable at USB ports. The largest brand of pod vapes is Juul, first introduced in June 2015 and manufactured by Juul Labs, Inc. Only a year after its entry to the ENDS market, Juul achieved market domination. Juul’s sales growth coincided with a surge in innovative and engaging social media campaigns conducted by Juul, online ENDS vendors, social media influencers and retail stores.

Because of its popularity and its dominant market position, Juul has become synonymous for all pod-style vape devices, and their use is termed ‘Juuling’. The Juul brand and other brands of pod vapes, along with ENDS marketers, online vendors and retail stores, aggressively employed social media to advertise and promote Juul and Juuling, and there is evidence that adolescents actively participate in Juul-related social media conversations.

Although ENDS marketing and promotion on social media have been largely unregulated, the FDA has increased its scrutiny of ENDS products

The summaries in the abstract are only a starting point - keep investigating if the article relates to your topic.
INTRODUCTION

relays the findings of previous research on the subject,
what is known and what is still unknown,
so the reader understands why this study was important to advance understanding of the topic.

USE THIS SECTION TO:

- Learn more about the extent of the issue/problem
- Discover what the author is studying to create new knowledge.

The Introduction may include background or literature review sections.
This article's introduction contains a bit of literature review along with describing the method of their research approach and reasoning.
MATERIALS AND METHODS

describes the study’s design, how it was executed, and who participated in it.

USE THIS SECTION TO:

- Learn how data was collected and analyzed
- What population was studied
Delve in here if knowing how the research was conducted is important to your research question.
RESULTS reveals the cold, hard data — often accompanied by visuals to bedazzle you. It’s a good idea to read the Results section before looking at the author’s interpretation of what he or she found.

USE THIS SECTION TO:

- Examine relevant tables, figures, charts
- Evaluate how the data matches the conclusions.
This is a good section to be an attentive evidence detective: what did the study actually find?
THE DISCUSSION (AND/OR CONCLUSION) SECTION

This section highlights the authors' interpretation of their findings, explaining any strengths or shortcomings of the study. Sometimes authors will compare their findings with other studies on the topic.

USE THIS SECTION TO:

Read for the authors' descriptions of their research, including:

- Patterns
- Themes
- Limitations
Discussion & Conclusion example

What did this study contribute? What future research is recommended?
THE REFERENCES LIST

corresponds to citations in the article where the authors are using another study to backup a claim they’ve made.

Use this list to find additional sources related to your research questions.
Research articles may describe an original study or may review many studies to identify trends.
KEEP YOUR SOURCES ORGANIZED

It's important to find a way to keep track of and manage all this information. Use RefWorks or a literature matrix or chart to keep a personal library of articles you find useful or informative.
WE'RE HERE TO HELP

For Research Assistance:

https://library.une.edu/ask-us/

For More Reading and Writing Strategies:

https://une1.sharepoint.com/sites/SASC/SitePages/Online-Students.aspx