

论文课 LESSON2

科研论文的选题与文献综述

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论文课的计划

8-2: 科研论文写作的基本规范 (科研论文的结构)

8-6: 如何选择研究课题、写好文献综述? 

8-9: 科研论文数据的采集和分析 (一)

8-15: 科研论文数据的采集和分析 (二)

8-20: 如何写好学术论文的每个部分、论文的投稿、修改和发表

好的“研究选题”有哪些标准？

标准一：你感兴趣的！

A	B	C	D
答辩编号	负责人	题目	立项等级
1301	李军	经济全球化背景下贸易不确定性对企业成本加成率影响的实证研究	国家级
2814	李兰兰	AI时代背景下声音赋能产品的用户体验及创新应用探究	国家级
1613	郑晨雪	精准扶贫背景下“保险+期货”模式的扶贫效果分析——以广西省扶绥县、武宣县为例	国家级
1507	钟培炎	供给侧视角下失能老人长期护理保险政策的效果分析及优化探究——以江苏省苏州、南通、徐州市为例	国家级
1611	张腾元	是谁阻碍了耕地“入托”？——农户分化背景下小规模农户土地托管障碍性因素研究	国家级
2921	王欣怡	区块链技术背景下供应链信任机制重构探究	国家级
2105	武丽娟	会员经济背景下电商平台付费会员办理意愿的影响因素与优化路径探究——基于模糊层次分析法	国家级

本科生“大创”最常见的关键词：农村、电商、互联网、扶贫、.....

它们可能重要、可能容易发表，但不一定是你感兴趣的

好的“研究选题”有哪些标准？

标准一：你感兴趣的！



林业碳汇 VS 品牌针对LGBT群体展开的营销活动

好的“研究选题”有哪些标准？

标准一：你感兴趣的！

- 商科研究的周期与流程..... 非常长

Q：请大家猜一猜，一篇商科研究从提出想法到发表，需要经历多久的时间？

因此，兴趣往往是支持你持续探索这一话题的基础

好的“研究选题”有哪些标准？

标准一：你感兴趣的！

- 商科研究的周期与流程..... 非常长
 - 搜集文献资料和数据、
 - 分析数据得出结论、
 - 撰写文稿、
 - 修改稿件、投稿与回复审稿意见等、
 - 需要耗费的时间往往至少两年

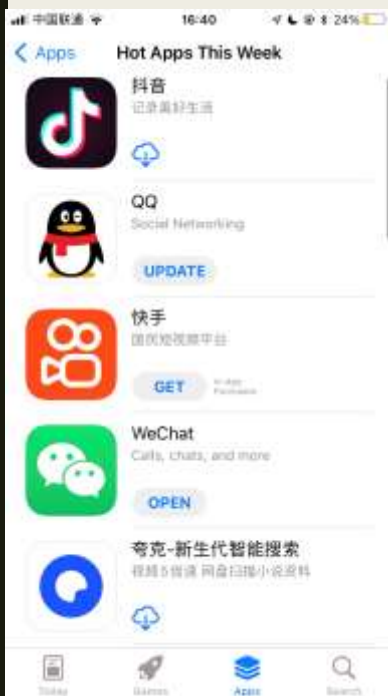
因此，兴趣往往是支持你持续探索这一话题的基础

好的“研究选题”有哪些标准？

标准二：足够新！

- 关注新的商业实践

好的“研究选题”有哪些标准？



短视频、直播带货、线上社交、社群营销、二手物品交易、外卖送货、消费点评、音视频流媒体消费平台、电商 ...

好的“研究选题”有哪些标准？

标准二：足够新！

- 关注新的商业实践
- 提出现有理论没有回答过、难以解释的问题，或者根本无法解释的问题

好的“研究选题”有哪些标准？

Kickstarter: Smile Big or Not?
(Wang et al. 2017; JCR)



Q：
大家觉得，这一基于众筹数据得出的结论，可以应用在“直播”的情景中吗？

为什么？

大笑提高了温暖、亲和的感知，但是弱化能力感知，
所以筹集的资金更少

(筹集资金：10179 (大笑) vs 21560 (微笑))

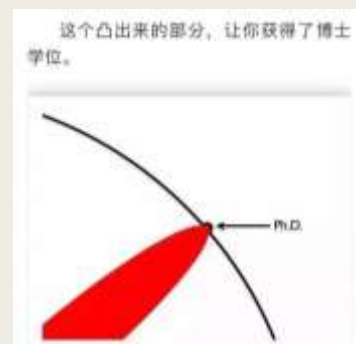
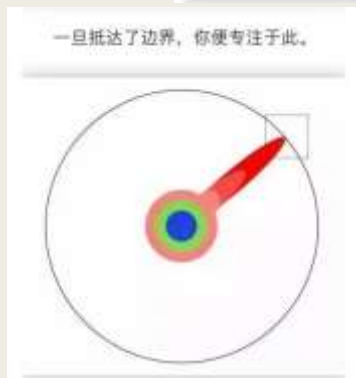
好的“研究选题”有哪些标准？

标准三：问题具体、内容丰富（是什么-为什么-怎么做）

- 小而精

好的“研究选题”有哪些标准？

标准三：问题具体、内容丰富（是什么-为什么-怎么做）



一篇研究应该仅围绕着一个清晰且具体的问题展开

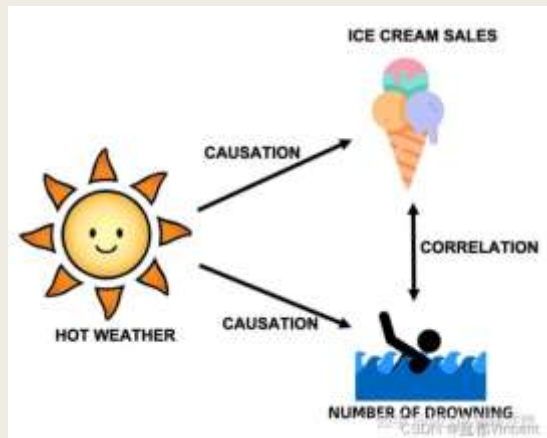
好的“研究选题”有哪些标准？

标准三：问题具体、内容丰富（是什么-为什么-怎么做）

- 小而精
- 一个研究选题的构成要素？

分类	要素	例子
基本要素 (是什么?)	解释变量: X	1. 众筹项目中, 发起者照片的笑容强度、当前已筹款金额、是否录制了视频、视频的长度等等 2. 电影评论中剧透的程度 3. 直播中的主播与观众的互动程度
	被解释变量: Y	1. 项目筹款成功的概率 2. 电影票房 3. 直播打赏的金额
	X与Y之间的关系	1. 相关(可用于预测): 如: 啤酒尿不湿、冰淇淋销量和海滩事故量 2. 提升、降低、非线性等等
进阶要素	为什么?	让人感觉到亲切、感觉到风险更低、提高预期进而更容易失望等等
	怎么做?	何种条件下人们会感到更加亲切? 更在乎风险?

好的“研究选题”有哪些标准？



冰淇淋销量与海滩事故量

Language left behind on social media exposes the emotional and cognitive costs of a romantic breakup

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Edited by Susan T. Fiske, Princeton University, Princeton, NJ, and approved December 20, 2020 (received for review August 16, 2020)

Using archived social media data, the language signatures of people going through breakups were mapped. Text analyses were conducted on 1,027,541 posts from 6,803 Reddit users who had posted about their breakups. The posts include users' Reddit history in the 2 y surrounding their breakups across the various domains of their life, not just posts pertaining to their relationship. Language markers of an impending breakup were evident 3 mo before the event, peaking on the week of the breakup and returning to baseline 6 mo later. Signs included an increase in I-words, we-words, and cognitive processing words (characteristic of depression, collective focus, and the meaning-making process, respectively) and drops in analytic thinking (indicating more personal and informal language). The patterns held even when people were posting to groups unrelated to breakups and other relationship topics. People who posted about their breakup for longer time periods were less well-adjusted a year after their breakup compared to short-term posters. The language patterns seen for breakups replicated for users going through divorce ($n = 5,144$; 1,109,867 posts) or other types of upheavals ($n = 51,357$; 11,081,882 posts). The cognitive underpinnings of emotional upheavals are discussed using language as a lens.

breakups | divorce | romantic relationships | language | LIWC

posttraumatic stress disorder diagnosis (16), and attention deficit hyperactivity disorder symptoms (17). Through the analysis of people's language within social media platforms, we can finally track people's evolving social and psychological processes as they go through breakups.

Cognitive Processing and Analytic Thinking. Although many relationship dissolution models emphasize the cognitive work inherent in breakups, none have been able to track the cognitive processes in real time. Researchers face several daunting challenges in studying changes in cognitive processes, including how to identify and measure the precise cognitive dynamics of interest. Recent work has identified two general language-based thinking patterns—analytic thinking and cognitive processing.

Analytic thinking involves formal, logical, and hierarchical thinking that people draw on to understand and explain complex problems (similar to Kahneman's (18) System 2 thinking). Analytic thinking is typically dispassionate and "cold" where the person lays out a problem in a reasoned way. In the context of breakups, analytic thinking is relevant during the period that people are analyzing their situation and making the decision to leave a relationship.

美国国家科学院院刊 (PNAS), 2021
通过分析人们在社交平台上发布内容, 研究者发现, 人称代词和描述认知过程的内容的增加、以及客观分析型内容的减少, 可以提前3个月预测分手

好的“研究选题”有哪些标准？



网红带货**提升**销量



负面评论**损害**票房



非线性：

人们喜欢从众地去购买一些流行的产品，但如果太流行，则会想要避免、不希望自己“随大流”

好的“研究选题”有哪些标准？

标准四：足够有趣 = 反直觉、有洞察 (Simple but Sweet) !

- Q1: 请问大家，如果你使用一款网恋软件，你希望它的功能是隐身访问还是无法隐藏访客记录？为什么？



微信的隐身访问



QQ空间会展示访客记录

好的“研究选题”有哪些标准？

标准四：足够有趣 = 反直觉、有洞察 (Simple but Sweet) !

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One-Way Mirrors in Online Dating: A Randomized Field Experiment

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Management Science, 2016

隐身访问的社交平台使得用户不能通过“隐身访问”发送“弱信号”，进而使得配对率变低。而平台不仅可以多多收取会费，也可以为这一项看似有利于消费者的设计收取额外的费用（如：QQ黄钻）

好的“研究选题”有哪些标准？

标准四：足够有趣 = 反直觉、有洞察 (Simple but Sweet) !

- Q1：请问大家觉得，盗版产品会对正版产品造成哪些影响？



好的“研究选题”有哪些标准？

标准四：足够有趣 = 反直觉、有洞察 (Simple but Sweet) !

- Q1: 请问大家觉得，盗版产品会对正版产品造成哪些影响？



Management Science, 2014; 假货：是敌是友？

取决于产品本身的质量！对于低端商品，假货会抢走客源；但对于高端商品、市场不熟悉的产品而言，假货反而有利于扩大品牌知名度、进而提高真品的销量

好的“研究选题”有哪些标准？

标准四：足够有趣 = 反直觉、有洞察 (Simple but Sweet) !

- Q1：请问大家觉得，如果此刻你正在排队做核酸，天气很热，什么因素会决定你是否还愿意继续排队？



好的“研究选题”有哪些标准？

标准四：足够有趣 = 反直觉、有洞察 (Simple but Sweet) !

Looking Back: Exploring the Psychology of Queuing and the Effect of the Number of People Behind

RONGRONG ZHOU
DILIP SOMAN*

Queues are a ubiquitous phenomenon. This research investigates consumers' affective experiences in a queue and their decisions to leave the queue after having spent some time in it (reneging). In particular, we find in our first two studies that, as the number of people behind increases, the consumer is in a relatively more positive affective state and the likelihood of reneging is lower. While a number of explanations may account for this effect, we focus on the role of social comparisons. In particular, we expect consumers in a queue to make downward comparisons with the less fortunate others behind them. We propose that three types of factors influence the degree of social comparisons made and thus moderate the effect of the number behind: (a) queue factors that influence the ease with which social comparisons can be made, (b) individual factors that determine the personal tendency to make social comparisons, and (c) situational factors that influence the degree of social comparisons through the generation of counterfactuals. Across three studies, we find support for each moderating effect. We conclude with a discussion on theoretical implications and limitations, and we propose avenues for future research.

好的“研究选题”有哪些标准？

标准一：你感兴趣的！

标准二：足够新！

1. 何为“新”？

标准三：问题具体、内容丰富（是什么-为什么-怎么做）


1. 一个研究选题的构成要素？

标准四：足够有趣 = 反直觉、有洞察（Simple but Sweet）！

如何积累和挖掘研究选题？

1. 生活中的观察

例：“讳疾忌医”




http://pubsonline.informs.org/journal/mnsc

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Information Avoidance and Medical Screening: A Field Experiment in China

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Abstract. Will individuals, especially high-risk individuals, avoid a disease test because of information avoidance? We conduct a field experiment to investigate this issue. We vary the price of a diabetes test (price experiment) and offer both a diabetes test and a cancer test (disease experiment) after eliciting participants' subjective beliefs about their disease risk. We find evidence that, first, some people avoid the test even when there is neither a monetary nor a transaction cost, and second, both low- and high-risk individuals select out of the test as the price increases. We explain our findings using three classes of models of anticipatory utility.

History: Accepted by Yan Chen, decision analysis.
Funding: This work was carried out with the aid of a research grant from the National University of Singapore Initiative to Improve Health in Asia coordinated by the Global Asia Institute of the National University of Singapore and supported by the Glaxo Smith Kline Economic Development Board (Singapore) Trust Fund. J. Meng acknowledges financial support from the National Natural Science Foundation of China [Grants 71822301, 71103003, and 71471004], Beijing Higher Education Young Elite Teacher Project [Grant YETP0040], (Solareast Corporation) Guanghua Research Fellow, and the Key Laboratory of Mathematical Economics and Quantitative Finance (Peking University).
Supplemental Material: The online appendices are available at <https://doi.org/10.1287/mnsc.2020.3723>.

Keywords: anticipation utility • information avoidance • health anxiety • health screening

如何积累和挖掘研究选题？

1. 生活中的观察

2. 学术大牛们的方向

3. 新闻政策、报纸、杂志、业界观察和播客等

- <https://hbr.org/>

- <https://www.nytimes.com/>

- <https://www.economist.com/>

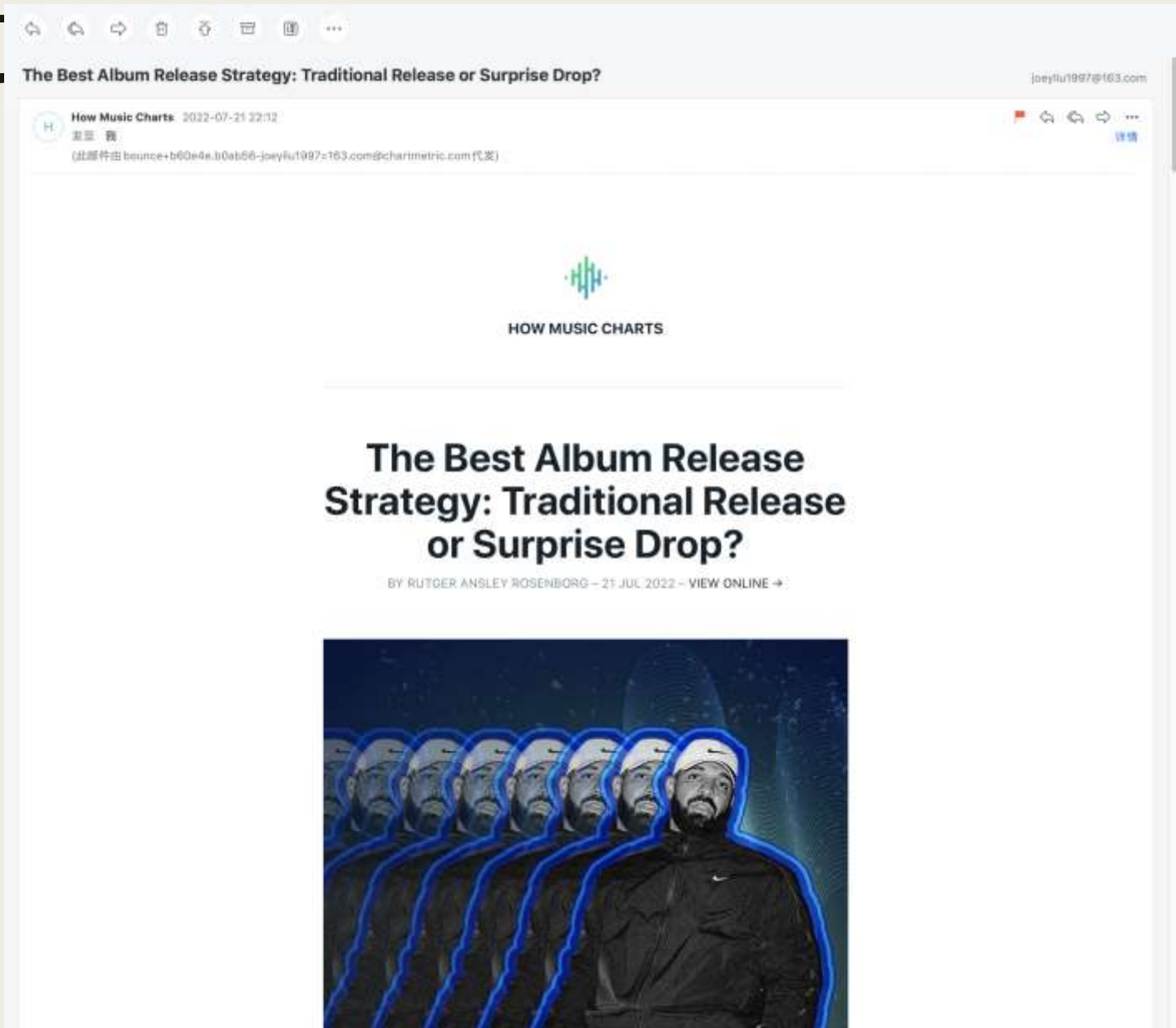
- <http://www.qdaily.com/categories/18.html>

- <https://www.bloomberg.com/asia>

- <https://www.forbes.com/>

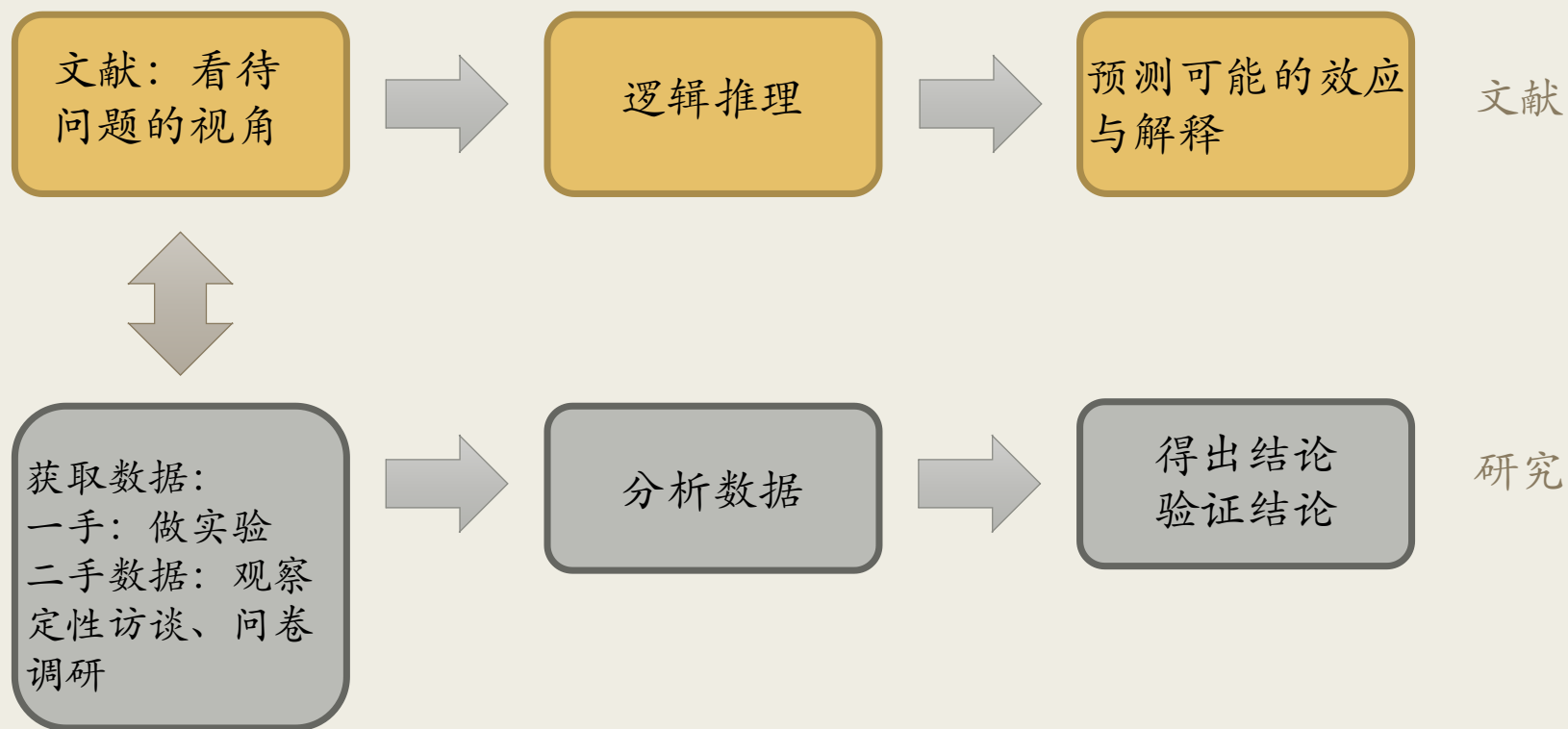
4. 建立自己的“想法罐头”，收集平时的观察与思考，日积月累！

如何



文献综述

1. 文献综述与研究之间的关系



文献综述

2. 如何阅读文献？

- 文献阅读的重要性：
 - 了解学术工作的范式、了解学科脉络、新研究想法的来源、研究计划专业性的主要考核依据
- 文献阅读的三个阶段：
 - 初阶：逐句读懂
 - 中阶：有目的地阅读文章各部分（精读+略读）、积累文章的优点、创新点、对自己之后研究的启发
 - 高阶：批判性思考文章的不足、提出未来的研究方向
- 读哪些文章
 - 读新、读经典、读大牛、读相关（课题、导师、课题组相关）

文献综述

3. 如何搜集文献？

- 确定关键词（论文主题、领域、作者、年份、期刊等等）
- 使用学术搜索引擎：
 - 谷歌学术：<https://scholar.google.com/>
 - 谷歌学术镜像：<http://ac.scmor.com/>
 - 知网（中文）：<https://www.cnki.net/>
- 使用学术期刊官网或者订阅RSS推送：
 - <https://journals.sagepub.com/home/mrj>
 - <https://pubsonline.informs.org/journal/mksc>
- 其他来源：
 - 文献后列示的参考文献、老师的个人主页、微信公众号、播客等

文献综述



文献综述

4. 如何撰写文献综述？

- 先从文献笔记开始
 - 文章的内容：解释变量、被解释变量、提出的效应、证明的方法、理论贡献与实践价值
 - 文章的推导逻辑
 - 文章与自己的关联：哪些结论、方法、例子、推导逻辑可以为我所用？
 - 文章的不足以及可能的改进
 - 阅读时我的困惑
 - 同类、同话题的文章还有哪些？
 -
- 有“述”有“评”；从写第一篇开始，不断模仿与积累