

CPR LOAF ARTICLE ANALYSIS

Please see Mayo¹: Chapter One: How to read a scholarly article, p. 13

LEGEND		
BEGINNING: 1st Reading		
C CONTEXT	Pink	Answers the 'why' question. Identifies gap (gap analysis) & relates it to other published research.
P PURPOSE	Orange	Pinpoints focus; identifies problem this research is intended to solve; identifies research question.
R RESEARCH DESIGN/METHOD	Yellow	Identifies method/s; speaks to research design; identifies research techniques.
END: 2nd Reading		
L LIMITATIONS	Green	Identifies what cannot be generalized; points to <i>limits</i> : borders/edges.
O OPPORTUNITIES	Light Blue	Statements that identify research opportunities, worthy of further investigation/examination.
A APPLICATIONS	Dark Blue	How might research findings be used (by others)?
F FINDINGS	Magenta	What did the researcher <i>find</i> (discover); statements that reflect outcome of the research.

DIRECTIONS

Create a colour code for CPR and LOAF that works for you. Once created, you must use the same legend for every article you include in your assignments. On the front page of every article, insert a 'legend'. During the 1st reading, analyze the article using CPR. During the second reading, analyze the article using LOAF. At the same time you are reading/coding the article, circle special terms that add value or enrich your understanding of the article. Cross reference the terms you circle by using an alpha numeric code that can be cross-referenced when submitting assignments that include a terminology section (or Appendix).

Example – this descriptive sentence is transcribed from p. 13 of your textbook – it contains two essential terms.

Once you have a sense of what the article is about by considering CPR^{T1}, then look for LOAF^{T2}

T1 CPR: Acronym used for context, purpose, research design/method (Mayo, p. 13).

T2 LOAF: Acronym used for limitations, opportunities, applications, findings (Mayo, p. 13).

¹ Mayo, Frederic B. (2012). Planning an Applied Research Project in Hospitality, Tourism & Sports. Hoboken: Wiley.