

Humboldt-Universität zu Berlin

Chair of Entrepreneurial and Behavioral Decision Making
Professor Dr. Christian D. Schade



Searching for literature



Searching for additional literature

- **Searching with key words (topics, authors, faculties, ...)**
 - <http://scholar.google.com>
 - www.jstor.org (business papers)
 - www.sciencedirect.com
 - Web of Science (www.ub.hu-berlin.de; Datenbanken; Online-Datenbank-Zugänge; Web of Science)
 - www.ssrn.com (articles not yet published)
 - Authors' web page or CV
 - Researchgate
- **Check references of related papers**
- **Check the library (books)!**
- **Hint:** Start with a survey article on the subject or a handbook article in order to get a grasp of the subject

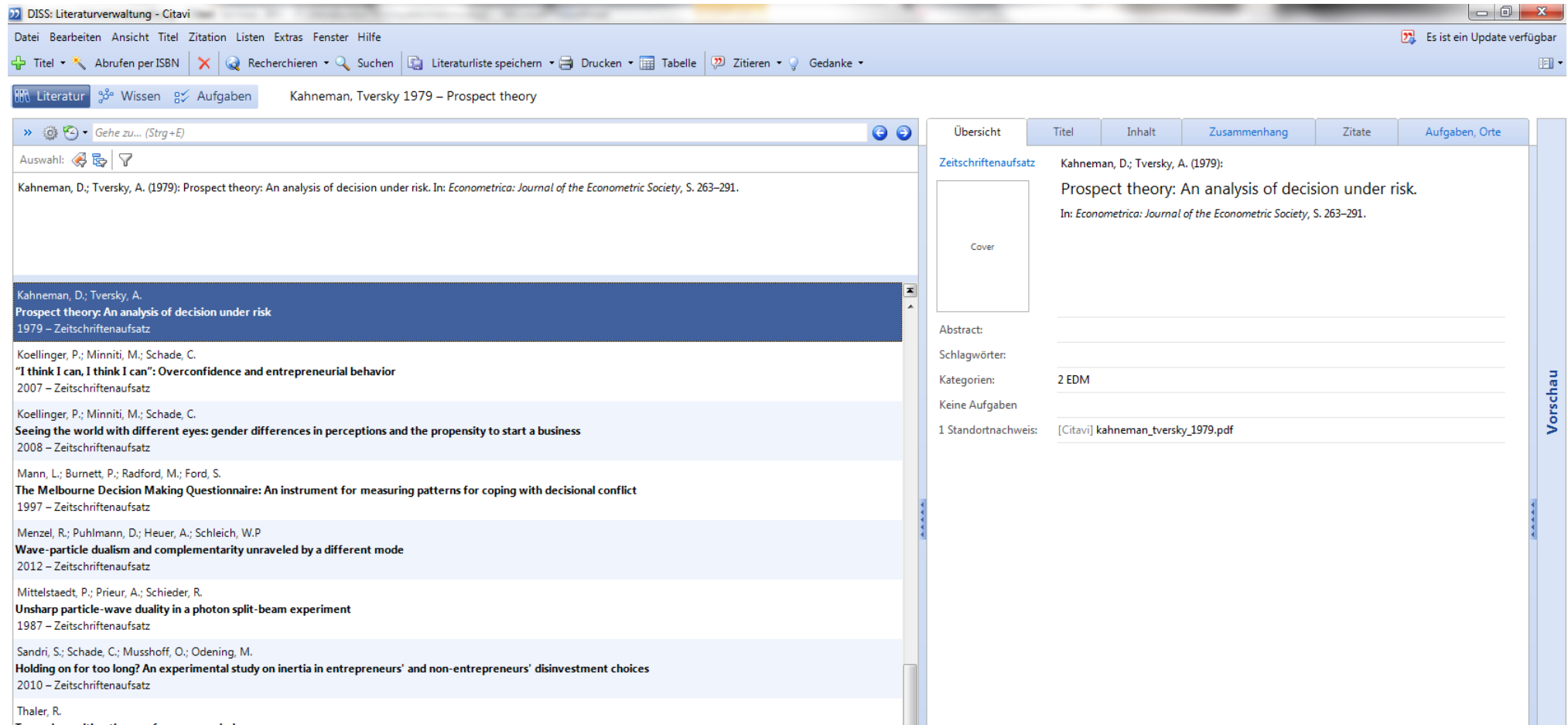


Searching for additional literature

- Access to HU network from your laptop via vpn tool (PC) or open tunnel (MAC) -> Link: <https://www.cms.hu-berlin.de/dl/netze/vpn/standardseite>
- When you are logged in to the HU net, you can also use SPSS (e.g.) with a network key – see: https://www.cms.hu-berlin.de/dl/software/statistik/spss_html
- You can always ask the CMS helpdesk for support (at Grimm library)

Organize your literature

- You can use Citavi or Endnote for organizing your literature
 - Free download available online



DISS: Literaturverwaltung - Citavi

Übersicht Titel Inhalt Zusammenhang Zitate Aufgaben, Orte

Zeitschriftenaufsatz Kahneman, D.; Tversky, A. (1979):
Prospect theory: An analysis of decision under risk.
In: *Econometrica: Journal of the Econometric Society*, S. 263-291.

Cover

Abstract:

Schlagerwörter:

Kategorien: 2 EDM

Keine Aufgaben

1 Standortnachweis: [Citavi] kahneman_tversky_1979.pdf

Vorschau

Kahneman, D.; Tversky, A.
Prospect theory: An analysis of decision under risk
1979 – Zeitschriftenaufsatz

Koellinger, P.; Minniti, M.; Schade, C.
"I think I can, I think I can": Overconfidence and entrepreneurial behavior
2007 – Zeitschriftenaufsatz

Koellinger, P.; Minniti, M.; Schade, C.
Seeing the world with different eyes: gender differences in perceptions and the propensity to start a business
2008 – Zeitschriftenaufsatz

Mann, L.; Burnett, P.; Radford, M.; Ford, S.
The Melbourne Decision Making Questionnaire: An instrument for measuring patterns for coping with decisional conflict
1997 – Zeitschriftenaufsatz

Menzel, R.; Puhmann, D.; Heuer, A.; Schleich, W.P.
Wave-particle dualism and complementarity unraveled by a different mode
2012 – Zeitschriftenaufsatz

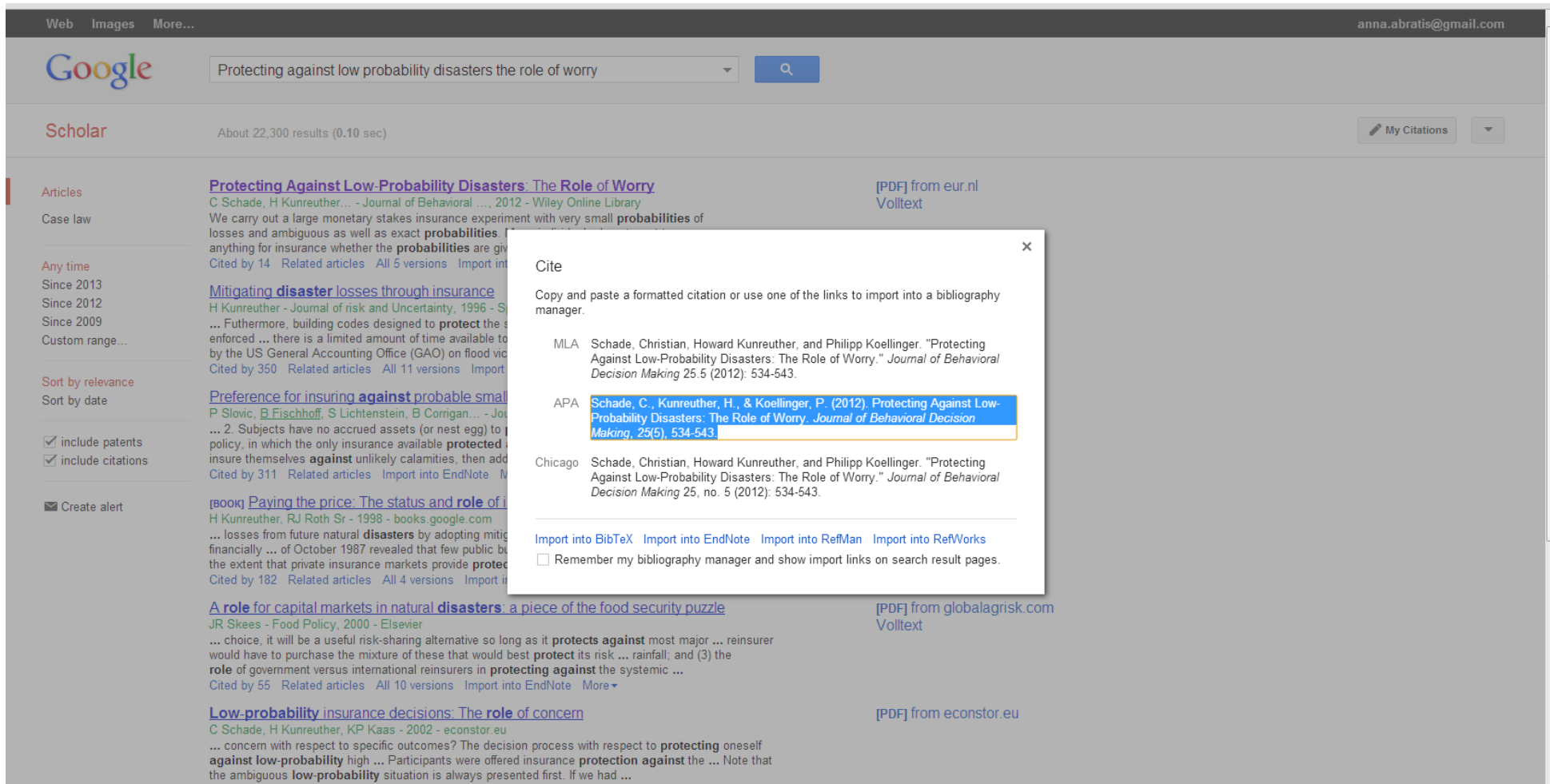
Mittelstaedt, P.; Prieur, A.; Schieder, R.
Unsharp particle-wave duality in a photon split-beam experiment
1987 – Zeitschriftenaufsatz

Sandri, S.; Schade, C.; Musshoff, O.; Odening, M.
Holding on for too long? An experimental study on inertia in entrepreneurs' and non-entrepreneurs' disinvestment choices
2010 – Zeitschriftenaufsatz

Thaler, R.

Organize your literature

- You can use Citavi or Endnote for organizing your literature



The screenshot shows a Google Scholar search for "Protecting against low probability disasters the role of worry". The search results list several articles. A citation popup is open over the first article, "Protecting Against Low-Probability Disasters: The Role of Worry" by C. Schade, H. Kunreuther, and P. Koellinger. The popup displays the citation in MLA, APA, and Chicago styles. The APA citation is highlighted: "Schade, C., Kunreuther, H., & Koellinger, P. (2012). Protecting Against Low-Probability Disasters: The Role of Worry. *Journal of Behavioral Decision Making*, 25(5), 534-543." The popup also includes options to import the citation into BibTeX, EndNote, RefMan, or RefWorks, and a checkbox to remember the bibliography manager.

Web Images More... anna.abratis@gmail.com

Google Protecting against low probability disasters the role of worry

Scholar About 22,300 results (0.10 sec) My Citations

Articles

Case law

Any time

Since 2013

Since 2012

Since 2009

Custom range...

Sort by relevance

Sort by date

include patents

include citations

Create alert

Protecting Against Low-Probability Disasters: The Role of Worry [PDF] from eur.nl Volltext
C Schade, H Kunreuther... - *Journal of Behavioral ...*, 2012 - Wiley Online Library
We carry out a large monetary stakes insurance experiment with very small **probabilities** of losses and ambiguous as well as exact **probabilities** anything for insurance whether the **probabilities** are given
Cited by 14 Related articles All 5 versions Import into EndNote

Mitigating disaster losses through insurance
H Kunreuther - *Journal of risk and Uncertainty*, 1996 - S...
... Furthermore, building codes designed to **protect** the s...
enforced ... there is a limited amount of time available to
by the US General Accounting Office (GAO) on flood vic...
Cited by 350 Related articles All 11 versions Import into EndNote

Preference for insuring against probable small
P Slovic, B Fischhoff, S Lichtenstein, B Corrigan... - *Jou...*
... 2. Subjects have no accrued assets (or nest egg) to p...
policy, in which the only insurance available **protected**...
insure themselves **against** unlikely calamities, then add...
Cited by 311 Related articles Import into EndNote

book **Paying the price: The status and role of i**
H Kunreuther, RJ Roth Sr - 1998 - books.google.com
... losses from future natural **disasters** by adopting miti...
financially ... of October 1987 revealed that few public b...
the extent that private insurance markets provide **protect**...
Cited by 182 Related articles All 4 versions Import into EndNote

A role for capital markets in natural disasters: a piece of the food security puzzle [PDF] from globalagrisk.com Volltext
JR Skees - *Food Policy*, 2000 - Elsevier
... choice, it will be a useful risk-sharing alternative so long as it **protects against** most major ... reinsurer
would have to purchase the mixture of these that would best **protect** its risk ... rainfall; and (3) the
role of government versus international reinsurers in **protecting against** the systemic ...
Cited by 55 Related articles All 10 versions Import into EndNote More

Low-probability insurance decisions: The role of concern [PDF] from econstor.eu
C Schade, H Kunreuther, KP Kaas - 2002 - econstor.eu
... concern with respect to specific outcomes? The decision process with respect to **protecting** oneself
against low-probability high ... Participants were offered insurance **protection against** the ... Note that
the ambiguous **low-probability** situation is always presented first. If we had ...

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How to write a paper



Structure of a seminar paper

- Title page
- List of content
- List of tables
- List of figures
- **Introduction**
- **Main Part**
- **Discussion of Implications**
- **Summary and Conclusion**
- References
- Declaration of authenticity (only for bachelor- and master-thesis)

The text of your seminar paper (bold part above) should consist of 15 ± 1 pages.



1. What to do when you received your topic

- **Understand the topic / the question posed**
 - Carefully read the task description
 - Look up terms you do not understand
 - Try to rephrase the research question with your own words
- **Read basis literature**
 - Read papers/ book chapters carefully
 - Look up terms you do not understand
 - Take notes
 - Make a list of the papers you read that contains major statements and results
- **Keep in mind**
 - *The main purpose of the paper is to answer the question posed!*



2. How to analyse literature (1)

- **Structure and link articles / books**
- **Questions:**
 - Which phenomena and/or problems are the authors concerned with?
 - What are their key concepts?
 - How are these concepts connected?
 - What methods do they apply?
 - What assumptions are made with respect to values, human nature, method?
 - What kind of data is collected?



2. How to analyse literature (2)

- **Questions cont.:**

- What are the major contributions?
 - More descriptive information about a particular phenomenon?
 - A new conceptual scheme for
 - Further investigation and research
 - Improved practice
 - Both?
 - A new method or a refinement of an old one?
 - New findings (empirical generalizations, correlations, statements that a significant relationship exists between X and Y, causal relations)?
 - A new theoretical explanation for the findings?



The secret
to getting
ahead is
getting
started



3. Planning the steps for writing your paper (1)

After your literature research and study:

1. Use the right layout format from the start
2. Prepare an outline of your ideas
3. Write your main statement (research question stated in the topic)
4. Prepare a first version of your list of content (incl. number of pages per chapter and bullet points to main ideas in each chapter)
5. Write (first version of) the body
6. Review body
7. Write the introduction
8. Write the conclusion
9. Reference list
10. Add finishing touches / pay attention to your style



3. Planning the steps for writing your paper (2)

- **Time schedule:**
 - Set yourself time limits for each sub-section
 - Make a detailed working schedule
 - Discuss time schedule with your advisor
 - Stick to your time schedule!
- **Think about the following questions:**
 - When do you have time to work undisturbed?
 - Are there any disturbing factors (exams, seminars, internships, etc.) and how do will you manage to find time to write anyway?
 - At which time of the day can you work best/most creative?
 - Are there typical problems with your timing that you could try to avoid?
 - Think of sub-goals and rewards for reaching these sub-goals
 - Also plan free time for friends, sports, etc.



4. Specifics of literature overviews

- **Introduction:**
 - Introduce the field you are writing about: refer to existing literature
 - Explain the main phenomena with simple words and examples
 - Introduce the main classifications that you are going to pursue
 - Highlight the main result of your paper
- **Main body: literature review**
 - The literature review is the main body
 - Write a consequent story of what has been done in the field
 - Use different classifications of the research: group papers e. g. by theory used to understand a phenomenon, by subjects, by methodology (experiment, statistical methods etc.)
- **Conclusions**
 - What has been done and what has not yet been done
 - Identifying research gaps
- Example paper: Levin I., Schneider S., Gaeth G., (1998): All frames are not created equal: a typology and critical analysis of Framing Effects. *Organizational behavior and human decision processes*, 76(2), 149-188



5. Specifics of empirical thesis

- Introduction, main body, conclusions
- Main differences from literature overview: main body
- **Main body:**
 - **Literature review:**
 - Write a consequent story about the investigated question/phenomenon
 - Give the reader an understanding of what was made in the field before, your contribution and why your research question is new and important
 - **Discussion of research question**
 - **Theory** that you need to answer your question
 - **Methodological part:** Experiment/statistical analysis used
 - **Results:** depending on the research question (you test a theory or find behaviour regularities)
- Example paper: Tversky A., Kahneman D., (1981): The Framing of Decisions and the Psychology of Choice. Science, 453 - 458



6. Graphs, tables, statistics

- **Graphs, tables**

- Give a self-contained caption/ headline/ subtitle
- Introduce graphs and tables in text before you insert them
- Name the source
- Explain shortly all the data in the table and provide the main message of the graph

- **Statistics. Example: comparing means**

- Indicate the sample for this comparison
- T-statistic for the test, the p-value
- Give an interpretation
- Quote the papers which have the same result or other results



7. Citations and references (1)

- Report of thoughts and ideas: Reference will be given in the flow of the text
 - Kahneman and Tversky (1979) show, that
 - Prospect theory deals with ... (see Kahneman and Tversky, 1979)
- Direct citation (includes page number):
 - “Probabilities are overweighed ...” (Kahneman and Tversky 1979, p. 263)
- Precise reference will be stated in the list of references
 - Kahneman, D., and Tversky, A. (1979): Prospect theory: An analysis of decision under risk, *Econometrica*, 47(4), 263-291.
- For 3 or more authors the first Author is used with et al.
 - Robinson et al. (1991)



7. Citations and references (2)

- Articles in journals
 - Kahneman, D., and Tversky, A. (1979): Prospect theory: An analysis of decision under risk. *Econometrica*, 47(4), 263-291.
- Books
 - Kagel, J.H., and Roth, A. (1995): *The handbook of experimental economics*. Princeton, NJ: Princeton University Press.
- Working paper
 - Schade, C., and Kunreuther, H. (2002): Worry and the illusion of safety. Evidence from a real-objects experiment. Working Paper 02-09-HK. Philadelphia, PA: Wharton Risk Management and Decision Processes Center.



7. Citations and references (3)

- Articles in books
 - Güth, W., and Tietz, R. (1986): Ultimatum bargaining for a shrinking cake – An experimental analysis, In Tietz, R., Albers, H., and Selten, R. (Edt.): Bounded rational behavior in experimental games and markets, Berlin: Springer Verlag, 1-23.
- Internet sources
 - Business Insider (2016): Google has a new division called 'Area 120' where employees can build their own startups
<http://www.businessinsider.de/google-is-building-an-in-house-startup-incubator-2016-4?op=1?r=US&IR=T> (Stand: 27.04.2016)
- Unpublished manuscripts
 - Michels, S. (1995): Heteroskedastie- und Autokorrelationskonsistente Kovarianzmatrixschätzung, mimeo.



8. How to check your paper

- **Literature**

- Did you include all citations in the list of references?
- Are they correct in regard to name, year of publication, etc.?
- Do they correspond to the indicated references in the text?

- **Writing**

- Do the sentences flow smoothly from one another?
- Have you done a spell and grammar check?
- Logics?

- **Structure of the paper**

- Meaningful subtitles
- No abbreviation or formulas in the titles
- No titles at the end of a page
- Max. 3-4 breakdowns of titles (Gliederungsebenen)
- Min. 2 under points for one over point



9. Some further ideas on writing

- Find a paper that suits best to the structure you want to have in your paper, take it as a guideline for the structure
- **Repeat the main idea of the paper at least 3 times – in introduction, in results part and in conclusion**
- Each **chapter** has an introducing paragraph and a concluding paragraph saying what was done in the chapter and how this contributes to answering the main question of the paper
- If you use a term/notation in the paper
 - Stick to this notation throughout the whole text
 - Do not use synonyms without introduction to a reader
- Each task has sub-questions. Answer each sub-question fully
- Connect all the sub-questions with the overall logic of your paper with each other, so that the paper shows that all the pieces in it serve the unique main question posed in the topic



10. Submission

- One printed copy of your thesis
- One electronic version via E-Mail
 - Thesis and appendix as word document
 - References should be available until the thesis has been graded!



11. Declaration of authenticity **(Eidesstattliche Erklärung) - *only for thesis***

- Thesis should contain a signed declaration of authenticity:

„Hiermit erkläre ich, <<Vorname, Name>>, dass ich die vorliegende Arbeit nicht für andere Prüfungen eingereicht habe. Ich habe die Arbeit selbständig verfasst. Sämtliche Quellen einschließlich Internetquellen, die ich unverändert oder abgewandelt wiedergegeben habe, insbesondere Quellen für Texte, Grafiken, Tabellen und Bilder habe ich als solche kenntlich gemacht. Ich bin mir darüber bewusst, dass bei Verstößen gegen diese Grundsätze ein Verfahren wegen Täuschungsversuchs bzw. Täuschung eingeleitet wird.“

Ort, Abgabedatum, Unterschrift