Writing Media Reviews for the *International Journal of Multiple Research Approaches*: A Short Guide

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**ABSTRACT**

The intent of this editorial is to offer guidelines for writing media reviews that are scholarly, accurate, and balanced to inform the academic community of the advantages and benefits of the media that are available. Media are resources, available for qualitative, quantitative, mixed methods, and conceptual research, appropriate for multiple approaches for publication in the *International Journal of Multiple Research Approaches (IJMRA)*. This editorial speaks to the introduction of a media review, what should be included, what media can be considered, why media should be reviewed, and by whom.

**KEYWORDS**

ATLAS.ti; Computer assisted qualitative data analysis software (CAQDAS); digital tools; MAXQDA; multiple approaches; reference managers

**Overview**

The *International Journal of Multiple Research Approaches (IJMRA)* invites reviews of media that are appropriate for academic and scholarly purposes, for various disciplines. A media review should not exceed 1,000 to 1,200 words, and ought to include introductory comments, information about the reviewer and relevant experience of the media, a succinct summary of the media content, and a discussion of why the media is important for theoretical and empirical purposes. The significance and the shortcomings of the media also should be examined.

**What Should be Included in the Review?**

Given the developments of media in academic research, which includes digital research tools and software packages for data collection, data analysis, and data transcriptions, academics require balanced and scholarly insights into the possible choice of such media. To this end, informed reviews by experienced researchers are not only relevant but also critical for academic decision-making purposes (Guetterman, 2016). The marketing blurb of media often has a one-sided approach to the functionality of a product while an accomplished scholar can conceptually argue for the use and appropriation of such media. Furthermore, media are used by qualitative, quantitative, and mixed methods researchers, and, therefore, media reviews for the IJMRA are particularly pertinent as they cover a variety of research approaches, design types, and methodologies. Adding scholarly substance to any investigation can be enhanced by the use of media of which so many are available. However, many scholars are not aware of what is available, and, therefore, such reviews are not only informative but they allow researchers to update the decisions that they make for a research study.

**What Media can be Reviewed?**

Paulus, Lester, and Dempster (2014) offer in their textbook, *Digital tools for qualitative research*, some media appropriate for multiple approaches in research. They discern between digital immigrants and digital natives, which sets the stage for informed practices of media. Media, which includes digital tools, have become part of the empirical research, and yet many scholars are not yet aware how these can add to the robustness and
depth (Paulus et al., 2014, p. 4) of research. The type of media to be reviewed in IJMRA include computer-assisted qualitative data analysis software (CAQDAS; Salmons, 2015), such as QDA Miner, ATLAS-ti, HyperRESEARCH, MAXQDA, NVivo, Transana, and Qualrus (Onwuegbuzie, Frels, & Hwang, 2016). We also invite media reviews of voice recognition software, such as Dragon Naturally Speaking; voice recorders, such as Livescribe; reference managers, such as Endnote, RefWorks, Mendeley, and Zotero; and note-taking software, such as Evernote and OneNote.

**Why Should Media Reviews be Written?**

Media reviews can become excellent resources for software and tool decision-making purposes. Novice researchers and even experienced scholars might not always be aware of what is on the market, or what the benefits are for their research. Readers and authors of IJMRA who embrace research from multiple approaches can benefit from scholarly media reviews, which offer a variety of perspectives of the feasibility and possibility of the media.

**Who Should Write a Media Review?**

The media editor may invite scholars from the field to examine media for scholarly purposes. Also, researchers who have adequate experience of the media may write to the media editor to express an interest in writing a media review. Such reports should be balanced, not too detailed, yet addressing the key features and functions appropriate for conceptual and empirical investigations. It should be clear from the review how media can add theoretical and empirical value to a small or large data set, including data collection, transcription of data, and data analysis. Another angle to media reviews is a comparative approach where, for example, software packages for data analysis can be compared. The aim of such a comparison is to facilitate informed decision making about software, before engaging in purchasing and learning the software.

**Final Comment**

The benefits of writing good quality media reviews can be twofold. One benefit is that it adds value to the readership of IJMRA. The other advantage is for the reviewer who benefits from another publication, an educational reward.

**References**


