

BEAM Reference Chart

The following chart is to help you quickly determine how you might find or use a source (supplemented by Bean (2008, p. 239)).

KIND OF SOURCE:	BACKGROUND	EXHIBITS	ARGUMENT	METHODS
DEFINITION:	Undisputed information	Object of analysis	Context of analysis	Underlying assumptions
WHERE TO FIND	Biographies, almanacs, encyclopedias, data repositories, or other reference sources	Any variety of scholarly or popular sources. Or the result of data collection or other novel production of information	Scholarly journals or books	Scholarly journals or books
Literature Research Question: <i>How are we to regard Jane's marriage to Rochester?</i>	Encyclopedia article on Evangelism Biography of the Brontes	The text of <i>Jane Eyre</i> Contemporary cultural documents and reviews	Scholarly books or articles that have addressed this issue	Specific references to critical theories or methods - feminism, post-colonialism, etc.
Sociology Research Question: <i>How does gender socialization impact college-age drinking behaviors and attitudes?</i>	Current statistics on college-level drinking Current relevant cultural artifacts (ads, movies, etc.)	Field observations of gender differences in drinking at a party Audiotapes of focus group interviews (researchers must design the questions and code the transcripts)	Scholarly articles and papers that address gender socialization as potentially related college-age drinking	Citations to competing sociological theorists or theories about gender socialization Citations of particular research methodologies
Business Research Question: <i>Is consumer choice influenced by ads when favorable info is delayed?</i>	Current beliefs and intuitions about the presentation of information and how consumers make decisions	Electronic data collected from online tasks	Scholarly articles that debate the relative impact of information according to timing	References to data analysis methods Citation of web design methods for online tasks
Public Health Research Question: <i>What are strategies for control for and screen for a diabetic complication that causes blindness in Eastern Mediterranean regions?</i>	Standards for screening for diabetic complication that causes blindness Current statistics regarding diabetes and blindness in Eastern Mediterranean countries	Projections of future diabetic complications in the region Potential strategies to be utilized by public health organizations in regard to problem	Benefits and costs of a screening program	Implicit public health mission to reduce or prevent blindness in diabetes patients