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| **Sample 1 : here the writer compares 2 definitions** |

Various scholars and business practitioners have offered a wide range of definitions of innovation. Mintzberg (1983 in Trott 2008) defines innovation as the means to break free from conventional patterns or simply doing things in a different way. However, Myers and Marquis (1969 in Trott, 2008 pp.14) provide a more comprehensive definition:

‘*Innovation is not a single action but a total process of interrelated sub processes. It is not just the conception of a new idea, nor the invention of a new device, nor the development of a new market. The process is all these things acting in an integrated fashion’*.

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| **Sample 2 shows a more developed discussion of definitions of social networking. The underlined text demonstrates the writer’s analysis of the definitions, highlighting the ways in which the definitions are similar or different.** |

Social networking (SN) as been defined in a variety of ways. Hoser & Nitschke (2010) define SN in terms of the technological capacity and features as

“……a place where each user can maintain a profile, state his or her likes, dislikes, interests, etc, making it available to anybody coming across that website. The users give this information freely and voluntarily in accordance with the privacy settings on each site and the technological implementations of these rules.”

Boyd and Ellison define SN in very similar terms as

“….web-based sites that allow individuals to (1) construct a public or semi-public profile within a bounded system, (2) articulate a list of other users with whom they share a connection and (3) view and traverse their list of connections and those made by others in the system.”

In contrast, Dwyer, Hiltz & Passerini (2007) define SN in terms of its purposes.

“The root motivation is communication and maintaining relationships. Popular activities include updating others on activities and whereabouts, sharing photos and archiving events, getting updates on activities by friends, displaying a large social network, presenting an idealised persona, sending messages privately and posting public testimonials.”

What all of these definitions have in common is that they share the view that their primary function is to enable people to communicate and connect with each other and share personal information.