What you will learn during this session...

● How to create a search strategy
  ○ Define topic and identify main concepts
  ○ Use advanced search techniques

● How to locate scholarly journal articles and news stories
  ○ How to read a citation
  ○ Choose a relevant article index

● How to use OneSearch to find materials
  ○ What type of information is in the record?

● Where to find additional help, if needed
  ○ Ask Us
  ○ Information Help Desk
  ○ Explore a Topic

● Other useful sites for research
  ○ Government statistical information
  ○ Trade associations
  ○ Style Guides
How to Create a Search Strategy

- Define topic and identify main concepts
  - Think about how topic can be broken down into concepts
  - Develop your search terms using synonyms and related terms
  - Combine search terms using advanced search techniques

- Advanced search techniques (Boolean Logic)
  - AND (narrows a search - ALL terms appear in hits)
    - Apple AND iPhone 7 = results mention all terms
  - OR (broadens a search - EITHER term appears)
    - (Steve Jobs OR Tim Cook) AND Apple = results mention either term
  - NOT (excludes term(s) from a search)
    - (Apple NOT Samsung) AND tablet

- Use truncation
  - Truncate
    - Truncate: use * (market* = markets, marketing, marketed)
How to Locate Topical Journal Articles

● Start with the Research Tools>Databases tab
  ○ Search by Title
  ○ Search by Subject

● Create a search strategy
  ○ Identify major concepts
    ■ Key pieces of information
    ■ subject - keywords
    ■ company name, product
  ○ Use AND, OR, NOT
  ○ Truncate with *
  ○ Review and evaluate results

● Search will probably have to be refined based on how many hits are retrieved. A good set of results is roughly 30-60 hits
Question:
How do companies market their products using social media?

- Choose database (Business Source Complete)
- Identify main concepts
- Enter search terms
- Evaluate results and refine, if too many results (100+)

For Canadian content, consider using a Canadian-content article index like CBCA Complete
A Few More Things to Consider When Searching for Articles

● Is the article scholarly in content?
  ○ Scholarly vs. Popular literature
    ■ Scholarly
      ■ formal style/technical or academic language
      ■ written for specialists/academics
      ■ contains footnotes/references/citations
      ■ credentials given for authors
    ■ Popular
      ■ easy reading style/more informal language
      ■ written by staff writers/journalists
      ■ geared toward the general public
  ■ http://youtu.be/uDGJ2CYfY9A
How to Use OneSearch to Find Books & Journals

- **OneSearch** box on the [Library home page](#)
- OneSearch searches books, articles, the DAI and more!
- Advanced search
  - Search by title, subject, author, publisher
- Each record contains important information:
  - Call number (address of where to find item on shelf)
  - Location
  - Library of Congress subject headings
  - Publication date
- To access electronic books and article indexes from home, make sure to log in using your [my.mun account](#)
Search Example for Book Holdings

How do firms market their products using social media?

● What terms would you use?
● Results in OneSearch?
● How do you refine?
  ○ Subject Headings
  ○ Advanced search techniques
  ○ Date restriction
How to Read a Citation

Journal citation:


Book citation:

Search example for a Journal Citation

Example:

go to:
• library catalogue, or article index?
• enter periodical title
• look for online access or latest issue dates to make sure they cover needed date
• click on link, or visit the Periodicals Help Desk in the QEII
Evaluating Internet Resources: Things to Consider

● Who is the author/publisher? How authoritative? (*= more reliable)
  ○ Academic* (.edu)
  ○ Commercial (.com)
  ○ Non-profit (.org)
  ○ Government* (.gov OR gc.ca)
  ○ Personal (.com OR .net)

● Purpose
  ○ is information biased?
  ○ express an opinion
  ○ sell something
  ○ entertain
  ○ teach/instruct

● Currency: is there a date on the site?

● Accuracy: compare with research you have already found

● Usability: are there ads on the site? spelling/grammar?
Other Resources to Consider

- **Explore a Topic** - Business and Canadian Studies
- **Reference sources** like encyclopedias, handbooks, etc.
- **More Collections...**
  - [Canadian Statistical Sites](#)
- **APA style sheets are available online**
  - "How To" section
  - Complete manuals are available at the Reference Desk
- **Doing Industry research?**
  - Check trade organizations and associations
    - Ex: [National Confectioners Association](#)
  - Passport market research database
Where to Find Additional Help

● Information desk in the QEII Library
  ○ Hours: 9am-9pm (M-TH); 9am-5pm (F); 12-5 (SAT); 12-5 (SUN)
● Chat/Instant Message
● E-Mail Us
  ○ Response is sent within 24 hours
● Phone
  ○ 864-7427 (QEII)
● http://www.library.mun.ca/askus.php
● The Library has a Twitter account, so follow it for QEII news
Questions?

research cat says Wikipedia not acceptable source

image source: http://lisagoldresearch.wordpress.com/2009/04/01/my-peeps/

Thank you!