Make a Strong Start

Finding Journal Articles

Semester 1 2019
University of Sydney Library
Overview

• How to find Library resources
• Why we use ‘scholarly’ sources
• How to search for information
• How to evaluate the information we find
Why?
Why should you learn about this stuff?

To find quality information for your assignments.
Why should you learn about this stuff?

More importantly…

To prepare for your career & ongoing professional development.
We're looking for someone aged 22-26 with 30 years of experience.
What does KPMG look for in new employees?

**Exercises Professional Judgement**

Do you ask questions? Do you enjoy researching?
Are ethics important to you? Are you a big picture thinker? Do you substantiate your claims? Think about experiences where you have demonstrated integrity and objectivity.

**Seizes Business Opportunities**

Do you have a knack for spotting an opportunity?
Do you understand the commercial world?
Are you working on your network? Does going the extra mile for the customer give you a thrill?
menti.com

code: 17 87 80
Where do you find information?
Why can't we just use Google or Wikipedia?
## Difference between ‘scholarly’ and ‘non-scholarly’

<table>
<thead>
<tr>
<th>Scholarly</th>
<th>Non-Scholarly</th>
</tr>
</thead>
<tbody>
<tr>
<td>By scholars, academics or researchers</td>
<td>Written by professional writers</td>
</tr>
<tr>
<td>Always <strong>cites sources</strong></td>
<td>Rarely offers source detail</td>
</tr>
<tr>
<td>Provides research results</td>
<td>Reports events or opinions for a general audience</td>
</tr>
<tr>
<td>Refers to <strong>specialist research</strong></td>
<td>Often reported for <strong>profit or power</strong> (e.g. media organisations)</td>
</tr>
<tr>
<td>Provides Author name</td>
<td>Reviewed by Editor and publisher only, generally for profit</td>
</tr>
<tr>
<td>Provides <strong>institutional affiliation</strong></td>
<td></td>
</tr>
<tr>
<td>Found in <strong>academic library or database</strong></td>
<td></td>
</tr>
<tr>
<td>Has been <strong>Peer-reviewed</strong></td>
<td></td>
</tr>
</tbody>
</table>
Effective social media marketing strategy: Facebook as an opportunity for universities

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Abstract
Purpose - The purpose of this paper is to investigate the usage of university Facebook (FB) groups and sites by undergraduate students, seeking information about their departments and the work these pages could be used to acquire students. The factors that can influence the FB group activities of a university are examined, as well as how FB can be used as a marketing tool to improve marketing campaigns.
Design/methodology/approach - The study investigates and compares two universities: the University of Western Macedonia of the Republic of Greece and the Technological Educational Institute of Western Macedonia, Greece. A structured questionnaire was used with samples of 363 and 300 students gathered in this survey.
Findings - An enhanced technology acceptance model oriented toward FB is presented and it is the conceptual framework of the paper. Student demographics and behavioral characteristics of the FB group, they compiled on were determined. Student behavioral patterns of the usage tension of the FB group are also identified. Furthermore, five factors were determined that can be used by university marketers to intensify engagement with the FB group.
Research limitations/implications - Larger samples should be used for future research.
Originality/value - The paper proposes a marketing strategy a higher education institution should follow to more effectively use social networking sites as a marketing tool.

Keywords Universities, Higher education, Social networking sites, Social media marketing, Greece and Republic of Serbia, Marketing and Facebook

Paper type Research paper

Introduction
During the past ten years, social networking sites (SNSs) have become increasingly important and now form a key area of academic research (Constantinides et al., 2013; Kupin and Haenlein, 2010). The explosive growth of users and new platforms, along with increased interest from advertisers and companies, affects the behavior and life of people from almost every socio-demographic group around the world. The new medium has dramatically transformed the marketing world and makes social media marketing a significant challenge for the private and public sectors (Bolz and Bolz, 2010).
SNSs provide digital infrastructures, allowing users to present their beliefs, interests and points of view, while connecting with other people who share similar interests. Users can therefore be considered as social instruments of communication, as they interact with others.
WARC
Advertising and Marketing cases and reports

Passport
International consumer industries and insights

Gartner
Technology & IT industries
Library website

library.sydney.edu.au
How do you search for information effectively?
Create an effective search strategy

1. IDENTIFY keywords
2. EXPAND your keywords
3. USE search operators
4. REFINE your search
Example topic:

Is Foreign Aid working?
Keywords

Is Foreign Aid working?
Synonyms

Words with same or similar meaning
<table>
<thead>
<tr>
<th>Keywords</th>
<th>Foreign aid</th>
<th>Working</th>
</tr>
</thead>
<tbody>
<tr>
<td>Synonyms</td>
<td>emergency aid</td>
<td>effectiveness</td>
</tr>
<tr>
<td></td>
<td>development aid</td>
<td></td>
</tr>
</tbody>
</table>
Your turn!

Does artificial intelligence cause job losses?
Your topic:

Does artificial intelligence cause job losses?
Search operators

AND, OR, NOT, """, *, ?
AND
connects keywords
narrows search results

Foreign aid AND working
OR
includes synonyms
broadens search results

Foreign aid OR emergency aid
OR development aid

working OR effectiveness
quotation marks
exact phrase

““Foreign aid” OR “emergency aid” OR “development aid””

working OR effectiveness
brackets groups keywords together

(“Foreign aid” OR “emergency aid” OR “development aid”)

(working OR effectiveness)
Asterisk includes multiple endings of a word

Search* = search, searches, searching

Child* = child, children, childhood
Is foreign aid working?

work* = work, working

effect* = effective, effectiveness
(“Foreign aid” OR “emergency aid” OR “development aid”) AND (work* OR effect*)
Using Library Search

library.sydney.edu.au
Your turn!

Does artificial intelligence cause job losses?
Exercise 2

Go to page 5
Search strategy:

("Artificial Intelligence" OR robotics) AND ("job losses" OR unemploy*)
How does Google Scholar work?
How do you evaluate your sources?
The C.R.A.P test

C - Currency
R - Reliability and Relevance
A - Authority
P - Purpose and Point-of-view

Source: http://www.dailymail.co.uk/sciencetech/article-4878636/iPhone-Xs-Animoji-allow-send-animated-emoji.html
Currency

When was it published?
How up-to-date is it?
Reliability & Relevance

Does it relate to my topic?
Has the author used evidence?
Authority

Who wrote it? What are their qualifications?
Who do they work for?
Purpose & Point-of-View

Who was it written for?
Why was it written?
Are there any biases?
Summary

• Library Search & Databases
• Scholarly information
• Search strategy
• CRAP test to evaluate information
Don’t give up!
Thanks!