Make A Strong Start

Finding journal articles using Library databases

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Overview

- Where do I find Library resources?
- Why do we use ‘scholarly’ sources?
- How do we identify keywords and conduct a search?
- How can we evaluate the information we find?
Library Resources

- Website & CrossSearch
- Subject Guides
- Databases
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?

Source: kpmg.com/au/grads
We're looking for someone aged 22-26 with 30 years of experience
How to gain credibility when you have little experience

1. **Leverage your research skills**

2. Identify (and embrace) your specific contribution

3. Volunteer willingly

4. Manage your workload and communicate proactively

5. Work to build a network of close relationships
How do you find information?
Why can’t we just use Google or WIKIPEDIA?
Anyone has access to Google and everyone knows how to use it... poorly.
What’s the difference between ‘scholarly’ and ’non-scholarly’?

**Scholarly**
- Written by scholars, academics or researchers
- Always **cites sources**
- Provides research results or refers to **specialist research**
- Author name and **institutional affiliation** provided
- Found in an academic **library or database**
- **Peer-reviewed** research reports on findings

**Non-Scholarly**
- Written by professional writers
- Rarely offers source detail
- Reports events or opinions for a general audience
- Often reported for profit or power (eg. media organisations)
- Frequent publication, often found in news shops or bookstores
- Editor and publisher only, generally for profit
What are Google & Wikipedia good for?

- Background information and context
- Scoping searches
- Images
- News media
- Conspiracy theories
Case Study Question

- Carlton University is a small and relatively new university, located in the Forest District in Sydney. Since its launch in 2005, Carlton has struggled to grow its student numbers in its core programs of Actuarial Science, Journalism and IT Design. In the past five years, enrolment numbers have dropped or stagnated, to the point that Carlton now has the lowest market share of university students in Australia.

- You are the newly appointed Director of Strategic Communications at Carlton University. The Vice Chancellor has tasked you to come up with a business plan to increase Carlton’s visibility and appeal to prospective students. One of the key areas you have been asked to look at is the role of social media, in attracting new students to the University.

Your task:
- Find at least three scholarly journal articles that will help you formulate your social media strategy, to address the above scenario.
Identifying keywords

- What are the concepts we are going to search for in this case study?

- What are some keywords we can put into a search?

- Remember: One of the key areas you have been asked to look at is the role of social media, in attracting new students to the University.
Using CrossSearch

Go to sydney.edu.au/library
Improving your search

- Synonyms help us identify more keywords to use.

- Background reading (including Wikipedia) can also help identify keywords.

- Use **boolean search operators** to improve results.

- Use **limits** to refine your results page.
# Boolean Search Operators (CrossSearch)

<table>
<thead>
<tr>
<th>SEARCH OPERATOR</th>
<th>WHAT DOES IT DO?</th>
<th>EXAMPLES</th>
</tr>
</thead>
<tbody>
<tr>
<td>“ ”</td>
<td>Search for an exact phrase</td>
<td>“social media”</td>
</tr>
<tr>
<td><strong>AND</strong></td>
<td>Results contain both words</td>
<td>Facebook AND Twitter</td>
</tr>
<tr>
<td><em>The AND must be in uppercase</em></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Blank space between search terms</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>OR</strong></td>
<td>Results contain either word</td>
<td>Facebook OR Twitter</td>
</tr>
<tr>
<td><em>The OR must be in uppercase</em></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>NOT</strong></td>
<td>Exclude a word from your search results</td>
<td>Facebook NOT Twitter</td>
</tr>
<tr>
<td><em>The NOT must be in uppercase</em></td>
<td></td>
<td></td>
</tr>
<tr>
<td>-</td>
<td>Exclude a word from your search results</td>
<td>Facebook -Twitter</td>
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<tr>
<td>*</td>
<td>Truncation - locate variant endings of a word.</td>
<td>tax* = taxation, taxing etc.</td>
</tr>
<tr>
<td>?</td>
<td>Search for different variations of a single character e.g. either s or z.</td>
<td>globalization</td>
</tr>
<tr>
<td>( OR )</td>
<td>Search for any of the words enclosed within the set of brackets</td>
<td>“social media” AND (Twitter OR Facebook OR Instagram)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Results must contain the phrase social media and either Twitter, Facebook or Instagram.</td>
</tr>
<tr>
<td>“ ”~N</td>
<td>Search terms enclosed within quotation marks must appear within the specified number of words of each other.</td>
<td>“innovation business plan”~10</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Results must contain the words innovation, business and plan within 10 words of each other.</td>
</tr>
</tbody>
</table>
Try searching again, using Boolean Operators

AND, OR, NOT, “”, *
Now try applying limits

Use the tools on the left-side of the results page to refine your search.
How does Google Scholar work?

Go to scholar.google.com
The CRAP Test

It’s important to critically evaluate sources!
Currency

How up-to-date is it?
Reliability & Relevance

What data is used? Is it appropriate to my needs?
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?
Can’t find what you want? Don’t give up!

• Look at the reference lists of articles
• Refine your search terms
• Try a different database
• Contact your Librarian!
Summary

- Use background searches to identify keywords and synonyms.

- Use boolean operators to connect words and refine your search.

- Use CrossSearch to search scholarly material for assignments.

- Use CRAP to evaluate the quality of your sources.
Need more help?

Visit tinyurl.com/buslibhelp