Make a Strong Start

Finding Journal Articles

Semester 2 2019
University of Sydney Library
Please stand up…

Tell the person next to you:

1. Your name

2. What you are studying e.g. Bachelor of Commerce

3. Why you decided to attend this class?

4. When you finish, sit back down 😊
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.
menti.com

code: XX XX XX
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 cites sources</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 specialist research</td>
<td>Often reported for profit or power (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 institutional affiliation</td>
<td></td>
</tr>
<tr>
<td>Found in academic library or database</td>
<td></td>
</tr>
<tr>
<td>Has been Peer-reviewed</td>
<td></td>
</tr>
</tbody>
</table>
Effective social media marketing strategy: Facebook as an opportunity for universities

Costas Assimakopoulos
Department of Business Administration, Alexander Technological Educational Institute of Thessaloniki, Thessaloniki, Greece

Ioannis Antoniadis
Department of Business Administration, Western Macedonia University of Applied Sciences, Kozani, Greece

Oliver G. Kayas
Department of Marketing, Operations and Digital Business, Manchester Metropolitan University, Manchester, UK, and

Dragana Drzic
Faculty of Technical Sciences, University of Novi Sad, Novi Sad, Serbia

Abstract

Purpose - The purpose of this paper is to investigate the usage of university Facebook (FB) groups and sites by undergraduate students working internships at their departments and the ways these pages could be used to acquire students. The factors that may 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 Novi Sad of the Republic of Serbia 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 enrolled on were determined. Gender behavioral patterns of the usage of the FB group are also identified. Additionally, five factors were determined that can be used by university marketers to identify 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 (SNS) have become increasingly important and now form a key area of academic research (Constantides et al., 2013, Kupkin and Harenlein, 2010). The explosive growth of users and new platforms, along with increased internet access capabilities offered by mobile devices, affects the behavior and life of people from almost every socio-demographic group around the world. This new medium has dramatically transformed the marketing world and makes social media marketing a significant challenge for the private and public sectors (Bolch and Bolch, 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.
Library website

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

- IDENTIFY keywords
- EXPAND your keywords
- USE search operators
- REFINE your search
Example topic:

How do millennials use social media?
Keywords

How do millennials use social media?
Synonyms

Words with same or similar meaning
<table>
<thead>
<tr>
<th>Keywords</th>
<th>millennials</th>
<th>social media</th>
</tr>
</thead>
<tbody>
<tr>
<td>Synonyms</td>
<td>Generation Y</td>
<td>social network</td>
</tr>
<tr>
<td></td>
<td>Gen Y</td>
<td>facebook</td>
</tr>
<tr>
<td></td>
<td></td>
<td>twitter</td>
</tr>
</tbody>
</table>
Your turn!

Does artificial intelligence cause job losses?
menti.com

code: XX XX XX
Your topic:

Does artificial intelligence cause job losses?
Search operators

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

millennials AND social media
includes synonyms
broadens search results

millennials OR generation y OR gen y

social media OR social network
"" quotation marks
exact phrase

millennials OR "‘generation y’" OR "‘gen y’"

"‘social media’" OR "‘social network’"
Brackets group keywords together

(millennials OR “generation y” OR “gen y”)

(“social media” OR “social network”)
Asterisk includes multiple endings of a word

millennial* = millennial, millennials
(millennial* OR “gen y” OR “generation y”)
AND (“social media” OR “social network”)

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-X-s-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!

Session Feedback:

http://bit.ly/BUSLIBJ1S2