Using Research Resources & Managing Bibliographic Information

Communication Studies 605 – Research Methods I

Joshua Chalifour
Digital Scholarship Librarian
Librarian for Journalism & Communication Studies
joshua.chalifour@concordia.ca
Today

Library resources online

Managing your research: Zotero

Finding relevant, valid, and useful information (research techniques)

Resources (e.g. books, databases, journals, etc.)

Citing sources (building a bibliography & group collaboration)

Getting help
Library resources online
Subject guide & other ways to find or evaluate information

Use Sofia to search the Library catalogue

You can’t browse the stacks but you can still get books

Search to access articles and more
Key resources

**Communication Studies Subject Guide**
- Subject-specific databases, books, ebooks, etc.
  - bibliographic or full text
- Sage Research Methods [link](#)
- Encyclopedias and dictionaries
- Guides for courses, projects, writing, citation, etc.
- Librarian contact information

Avoid paywalls & access problems by connecting to these databases through the library website.

Go to the top menu:
Help & How-To -> Subject & course guides -> Communication Studies
Look under the **Humanities** heading
Document types to consider

Peer-reviewed articles in scholarly journals

(e)Books (slower publication cycle, often more theoretical)

Preprints

Government or legal documents and reports

NGO documents and reports

Non-traditional publications (more difficult to find)
e.g. Index of DH Conferences or Reviews in Digital Humanities Project Registry
Sources for finding and accessing research?

- Databases (e.g. Communication & Mass Media Complete)
- Repositories (e.g. mediArxiv.org, Spectrum)
- Sofia (Library catalogue search)
- Google Scholar + other search tools (e.g. individual website searches)
Some criteria for considering sources

Currency
Relevance
Accuracy
Authority
Purpose

&

Does the information improve, increase, or alter what you’ve already learned?
Evaluate the information / yourself

- Who published the document? Motives? Audience?
  - government vs. non-profit org vs. researcher vs. trade association

- About page on a website
  - history / mission / members / funding sources?

- Official government symbols, report numbers

- Contact information, e.g. URL, address, institution, phone numbers

- Dates of publication

- Contains information that increases/challenges what you know?
  - Surprised? Changed your POV? Re-evaluated an assumption?
Key Image Attributes to Elicit Likes and Comments on Instagram

Authors: Aramendi-Muneta, María Elena (AUTHOR) elinea.aramendi@unav.es
Otarte-Pasaul, Cristian (AUTHOR)
Oliva-López, Andrea (AUTHOR)

Source: Journal of Promotion Management, 2021, Vol. 27, Issue 1, p56-75, 27p. 1 Black and White Photograph, 4 Charts

Abstract: This article explored the relationship between likes and comments and the content of tourism photographs on Instagram. A content analysis was conducted on 1,004 pictures that received 131,165 likes and 2,859 comments. The results indicate that Instagrammers’ responses are influenced by different content attributes, resulting in dissimilar behavior with regard to likes and comments. Specifically, likes and reactions, tend to be driven by content featuring people, views, or common habits. In contrast, comments, which require more effort on the part of the Instagrammer, are elicited by the topic of festivals or hotels, colors such as cream, green, or images of people or animals, and images featuring tourist activities, mostly at night. Multi-image or fake pictures of nature. By analyzing the content of the information provided by the uploaded photographs, a typology of photographs developed to offer clues for destination management organizations to enhance engagement with potential customers.

Metrics overview:
- 24 Documents by author
- 119 Citations by h50 documents

Document & citation trends:
- Analysis author output
- Citation overview

Most contributed Topics 2015–2019:
- Self-Monitoring: Styria; Mobile Telephony
- Wikipedia: Vandalism; Online Communities
- Biblical Hebrew; Grammaticalization; Static

Export all Add all to list
Sort by: Date (newest)
Organizing your research

zotero
How Zotero helps

Article from Communication & Mass Media Complete DB:

* Authors: CANDEL, Oscar-Santo

Results from a scholarly search engine:

* Title: The secret life of posts on Instagram: Joy, resistance, and commodification in the Internet's current super-social media...
* Authors: CANDEL, Oscar-Santo

Preprints from a repository:

* Title: Idols of Promotion: The Triumph of Self-Branding in an Age of Prezency
* Authors: Bowen Ben Duffy, Jefferson Perrey

Book found in the Library catalogue (Sofia search):

* Title: The secret life of posts on Instagram: Joy, resistance, and commodification in the Internet's current super-social media...
* Authors: CANDEL, Oscar-Santo
Zotero gives you this:

**Bibliography**


Demonstration:
Zotero interface & groups
Activity 1: Verify that you’re set to work with Zotero

1) Make sure you’ve registered at https://www.zotero.org

2) Check installation of the Browser Connector (Firefox or Chrome) Tools menu

3) Start the desktop application & go to your Preferences, click the Sync tab, and ensure that you’re signed into your account for data syncing. You can deselect “file syncing” if you want to save your cloud storage space.

You should be logged-in to your account:
○ Web browser
○ Zotero website
○ Zotero desktop application
Activity 2: Join the Group Library

1) Go to the group library for this class: https://www.zotero.org/groups/2727961/coms_605_media_research_methods

2) Click the button (right side of the page) to Join the group

3) Working as teams? Create a collection (folder) in the group library for your team’s references

→ As we continue, please tag your references with your name or initials to more easily keep track of what you’re adding.
Deciding what to look for and finding it
A question to focus our search

What effects do social media animal photos have on mental well-being?
Activity 3: Research question

1) Brainstorm aspects of your topic
2) Log the concepts you want to explore
3) Write a research question
Searching
What effects do social media animal photos have on mental well-being?
What effects do social media animal photos have on me?

Note: the Communication Abstracts DB has over 240,000 records but this search ends up without results.

1042 sources of articles (journals), why no initial results?

How can we improve our search?
Identify key concepts

What effects do social media animal photos have on mental well-being?

Tools
Download a template to keep track of sources and terms that you use in your search strategy.

Microsoft Excel format (.xlsx)
- Search strategy template
- Search strategy template (simplified)

Open document format (.odt)
- Search strategy template
- Search strategy template (simplified)

https://www.concordia.ca/library/guides/communication-studies.html#2
Creating a search strategy

What effects do **social media** animal photos have on **mental well-being**?

- Concept 1 **OR** Synonym
- AND Concept 2 **OR** Synonym
- AND Concept 3 **OR** Synonym
Boolean operators

AND

OR

NOT

Narrows search

Broadens search

Narrows search
Controlled vocabulary of the database

Try also:
wordnik.com
thesaurus.com
wikipedia.org
Search expressions and strategy

Search tip: truncation

wellness = wellness

well* = well OR wellness OR well-being OR wellbeing
Search expressions and strategy

Search tip: quotation marks

social media = social AND media

“social media” = phrase search
Synonyms (OR field) with more terms helped expand our results

"social media" OR twitter OR facebook OR mastodon OR instagram OR tiktok

(dog* OR cat OR pet OR wildlife OR animal*) AND (photo* OR picture* OR image* OR video*)

(feeling* OR emotion* OR “mental health” OR well* OR depression OR happ* OR anxi*)
Fewer concepts (AND fields) retrieves more results but these may be less precise

"social media" OR twitter OR facebook OR mastodon OR instagram OR tiktok

(dog* OR cat OR pet OR wildlife OR animal*) AND (photo* OR picture* OR image* OR video*)
Search expressions and strategy

Search tip: **proximity** (near/within)

**tourist behaviour → tour* AND behav***

- We live in Montreal but behave just like crazy tourists every weekend.
- “Behave yourself!” Said the boy’s mother during the museum tour.

**tour* N2 behave* = max. 2 words between**

**tour* W2 behave* = max. 2 words between & in order**
Use limits to filter results
Capturing bibliographic information

&

Getting documents into Zotero (demo)
I found an article I want in (e.g.) the Communication Abstracts DB. How do I get the full text?

1. **PDF Full text link**
2. **Find it! @ Concordia button**
3. Request through **Interlibrary Loan (COLOMBO)**
4. **Ask a Librarian** if you need help

Publication: International Journal of Press/Politics, The, Volume: 26, Issue: 1, Page(s): 143

Published by: SAGE Publications, Inc, 20210101

ISSN: 1940-1612

Full text availability for this item

View Full Text

Journal: International Journal of Press/Politics, The
Collection: SAGE CRKN Journals
Coverage: 2008-01-01 - present; volume: 13 - present; issue: 1 - present

Print copies at your library

Check for print holdings

Request a copy of this item

Request via Interlibrary Loan
Activity 4: Key concepts, search, capture in Zotero

1) Identify the key concepts in your question
2) Write down a list of synonyms for each
3) Query databases, Sage Research Methods, Sofia, Google Scholar, or other sources
4) Import useful references to your Zotero group

→ Please tag the references you add with your name
Database

Use a database to find a few articles (or other sorts of references) that might be useful to you.

These could focus on research methods that you might use.

Import them to Zotero.
Books, ebooks, film/video, music, more...

Use **Sofia** to search the **Library catalog**:  
https://concordiauniversity.on.worldcat.org

Search using an expression like you would for databases:  
1) Break question into research topics  
2) Brainstorm search terms and synonyms  
3) Create an expression with the concepts and synonyms using AND and OR operators  
4) Use filters to **refine** your search for the materials you need
Sage Research Methods database

What research methods are discussed in literature relevant to your topic? *e.g.*

Methods Map
Explore the research methods terrain, read definitions of key terminology, and discover content relevant to your research methods journey

Content analysis
A term that refers to a variety of methods for analysing text usually in a quantitative way that involves counting, coding, comparing, contrasting, and categorizing the elements (most typically words) forming a corpus of textual data. Sometimes also used, probably inappropriately, to refer to the qualitative analysis of text.

Search all content on Content analysis

Tips for using https://scholar.google.ca

Also try https://www.semanticscholar.org
Google Scholar Tips

Like using AND
Like using “ ”
Like using OR
Citing sources & making bibliographies
Creating a bibliography

- Easily insert citations while you’re writing
- Create a bibliography for you in Chicago style, MLA, APA, or hundreds of other styles
- Collaborate using a shared, library of sources and word processor
Activity 5: Make a bibliography

Open the shared Google Doc:

1) Write something that explains what your reference is about.
2) Insert a citation for this text, using the Zotero menu in Google Docs
3) Update the bibliography
Questions? How to get more help.

- In person at the Reference desk (Vanier) or Ask Us! desk (Webster)
- Subject guide
- Online chat & Zoom

Zotero
E-mail us: lib-citation@concordia.ca

https://www.zotero.org