LIBRARY RESEARCH SOURCES
COMS 325 – APPROACHES TO COMMUNICATION RESEARCH

Joshua Chalifour
Communication Studies & Journalism Librarian | Digital Scholarship Librarian
joshua.chalifour@concordia.ca
Focus on

Library website tools

Techniques for finding research

Resources for background & context

Finding journal articles

Citing your sources
library.concordia.ca

From the home page:

• Library catalogue
• E-journals
• Databases
• Citation guides
• Subject guides
1. WHAT DO YOU HAVE TO WORK WITH?
Finding sources from bibliographies


Finding sources from bibliographies, 2


Where to look?
• Catalogue search by journal
• Search e-journals
• Search a database

Where to look?
Library catalogue
• Search Sofia by book title
• Search Sofia by editor
Finding sources from bibliographies, 4


*Where to look?*
- Use the DOI & web browser
- Search within a journal
- Search a library database
Finding sources from bibliographies, 5


Where to look?
Library catalogue
• Search Sofia by title
• Search Sofia by author
2. BACKGROUND AND CONTEXT
Encyclopedias & similar reference books

Subject encyclopedias
- context
- background
- issues
- definitions

From academic publishers
- editorial review
- authoritative

Other reference books
Search an online encyclopedia

1. Go to Sofia (search the catalogue by title)

2. Find & connect to the International Encyclopedia of Communication online (click “View eBook”)

3. Find the article about qualitative methodology.

4. Find a reference used in this article

5. What university is the author affiliated with?
Browse an online encyclopedia

1. Go to the Library research subject guide for communication studies

2. Find & connect to the International Encyclopedia of Communication Research Methods

3. Use the alphabetical browse functionality to find the entry about Arts-based Methods.

4. Find an entry in this encyclopedia about Visual Research Methods
Try these searches in Sofia

1. communication* AND encyclopedia
2. communication* AND dictionary
3. mass media AND handbook
4. culture AND encyclopedia
5. “popular culture” AND encyclopedia

**Encyclopedia**
- Background information
- Overview of a subject w/ some in-depth articles
- *broad* understanding

**Handbook**
- Comprehensive focus on a topic
- May include data
- Often provides practical guidance, techniques, best-practices
Looking for books on method in Sofia

- **su=**Culture Methodology vs. **su:**“Culture Methodology”
- Mass media research methodology
- Culture Research
- Participant Observation
- Ethnology Methodology
- Social Sciences research methodology
- Interviewing in ethnology
- Discourse analysis
- Communication research methodology

**Subject headings**
subject phrase vs. subject

&Sage Research Methods
provides access to ebooks, guides for qualitative and quantitative research, video explainers, practice datasets, and case examples of how other researchers have approached projects.
3. IDENTIFY OTHER SOURCES
Many types of sources

- Encyclopedias, dictionaries, reference books
- Books (academic and non-academic)
- News sources
- Magazines and trade publications
- Scholarly articles; peer reviewed
- Government reports, publications
- NGO publications, associations, professional
- Non-print formats (video, audio)
- Traditional vs. new media formats
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?

Library guide: Evaluating research
## Contrasting types of publications

<table>
<thead>
<tr>
<th>Scholarly Journal</th>
<th>Magazine / Newspaper / Trade Publication</th>
</tr>
</thead>
<tbody>
<tr>
<td>Articles are scrutinized for quality by other scholars in the field before publication (peer review)</td>
<td>Editor reviews articles</td>
</tr>
<tr>
<td>Authored by scholars in the field</td>
<td>Authors are journalists, practicing professionals</td>
</tr>
<tr>
<td>Information is sourced with bibliography (previous research)</td>
<td>No bibliography. Information may be sourced by some fact-checking; interviews</td>
</tr>
<tr>
<td>Purpose is to advance knowledge; report original research</td>
<td>Purpose is often current news and entertainment</td>
</tr>
</tbody>
</table>

**Who is the audience?**
How do you find scholarly articles?

• Bibliographies you have
• **Searching Library databases**
• Searching Google Scholar or other academic tools
• Searching specific journals
• Other sources...
Select the database you want to use

A) Use the *Databases by subject* section of the Library website
   - Browse by subject
   - Search by name or subject
   - Browse by type (e.g. journal articles, biographies, patents, sound)

B) Use the browse/search

Consider bibliographic vs. full-text
Boolean operators

AND

OR

NOT

Narrows search

Broadens search

Narrows search
Search improvements

Truncation *

activ* = activist OR activists OR activism

Specific phrase “ ”

“social media” = social media
≠ social AND media
Use synonyms or related words!

<table>
<thead>
<tr>
<th>Concept:</th>
<th>social media</th>
<th>self-image</th>
<th>boomer women</th>
</tr>
</thead>
<tbody>
<tr>
<td>Synonyms:</td>
<td>social network</td>
<td>body image</td>
<td>senior women</td>
</tr>
<tr>
<td></td>
<td>discussion forum</td>
<td>self-esteem</td>
<td>generation</td>
</tr>
<tr>
<td></td>
<td>Internet</td>
<td>satisfaction</td>
<td>aging</td>
</tr>
<tr>
<td></td>
<td>Instagram</td>
<td>dissatisfaction</td>
<td></td>
</tr>
</tbody>
</table>

How does social media use influence self-image in baby boomer women?
Database search example

This works the same:

("social media" OR "social network" OR instagram) AND (self-image OR satisf*) AND ("older women" OR "senior citizen")
What do these do? Which is most useful?

("social media" OR instagram) AND (self-image OR "body image" OR self-esteem) AND wom*n

"social media" OR internet AND (self-image OR "body image") AND (baby boomer*)

("social media" OR instagram) AND (self-image AND "body image") AND (woman OR women)
Controlled vocabulary

• CV describes the subject of the article
• Subject, descriptor fields
• Many database have a thesaurus of terms
Field searching

Use limits to filter results
4. CITING & ADDITIONAL HELP
Citation styles

• Used to compile bibliographies in academic works (articles, books) and assignments.

• Provide integrity to the work by ensuring that an author formats his references in a way that is understood by others.

Consult the specific style guide to learn how

Concordia how-to guides on academic citing
library.concordia.ca/help/citing
Keeps track of your sources

Creates your bibliographies for you in your chosen style

Easily insert citations while you’re writing

https://www.zotero.org
Getting help

In person at the reference desk
Consult a librarian
Subject guides
Online chat