Library Workshop

COMS 325
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September 2018
Begin with what you have

• Readings usually have works cited or bibliographies
• Best starting point
  - point to important works (bibliography)
  - help you think about your topic
Context/Background

• Subject encyclopedias
  - context, background, issues, definitions
  - academic publishers, editorial review, authoritative

• Other books
• Go to CLUES, type in and connect to:

  *International Encyclopedia of Communication Online*

• Find the article on qualitative methodology.

• Using “see also” references at the bottom of the article, follow up and view an article on a specific methodology.
• Go to the Research Guide in Communication Studies and connect to:

*International Encyclopedia of Communication Research Methods*

• Use the Browse A-Z to find the entry on Arts-Based Methods

• Try the search function to find the entry on Visual Research Methods
Connect to CLUES and try the following searches in keyword:

• Communication* and encyclop**

• Culture and encyclop**

• Popular culture and encyclop**

• Communication* and dictionar**

• mass media and handbook*
Looking for books on method

- Culture Methodology
- Mass media research methodology
- Culture Research
- Participant Observation
- Ethnology Methodology
- Social Sciences research methodology
- Interviewing in ethnology
- Discourse analysis
- Communication research methodology
Recap: First two steps:

• 1. Use what you already have

• 2. Get authoritative background information

Next step Identifying additional sources.
Many types of sources

• News sources
• Magazines and trade publications
• Scholarly articles; peer reviewed
• Books (academic and non-academic)
• Encyclopedias, dictionaries
• Government reports, publications
• NGO publications, associations, professional
• Non-print formats (Video, audio)
• Electronic and print formats
• Traditional vs new media formats
Thinking about sources

• Purpose
• Audience
• Authorship
• Format
• Time period

• Scholarly
• Non-scholarly
What is a scholarly journal?

• Purpose is to report original research by scholars
• In-depth articles cover specific research questions or specific issues
• Peer-reviewed/editorial board
• Audience is other scholars in the field
• Bibliography of works cited.
<table>
<thead>
<tr>
<th>Scholarly journals</th>
<th>Magazines/Newspapers/Trade publications</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 w/ bibliography or 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 current news and entertainment</td>
</tr>
<tr>
<td>Audience is other scholars</td>
<td>Audience is general public, practicing professionals</td>
</tr>
</tbody>
</table>
Looking for scholarly articles

• From bibliographies you have on hand...

• Using Databases
MANY DATABASES......

• Are a mix of academic and non-academic articles

• Will allow you to limit your results to academic/scholarly/peer-reviewed articles only
Choosing a database

- By discipline or subject area, for example:
  
  Communication and Mass Media Complete
  Communication Abstracts
  Sage Research Methods Online

- By type of publication included – such as journal articles, magazine articles, newspaper articles, transcripts, statistical data, images, video etc and time period.
MULTIPLE DATABASES?

• You may need to use more than one database.
• Interfaces are different
• Some full-text, others not
Common Principles!

• Are portable from database to database
BOOLEAN OPERATORS

• AND
  Both terms must appear

• OR
  Either term must appear

• NOT
  Term must not appear
TRUNCATION AND WILDCARDS

• interview* interview or interviews or interviewing
• Wom*n women or woman
NESTING SYNONYMS

Reality television and (audience or consumer*)
• Parentheses control the ORDER of operations
FOR EXAMPLE......

Reality television and (audience or consumer*)

Vs

Reality television and audience or consumer*
CONTROLLED VOCABULARY

• Controlled vocabulary to describe the subject of the article
• Subject, descriptor fields

• Many database have a thesaurus of terms
Field Searching
CITATION STYLES

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

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

• Many different citation styles, style guides
• **RefWorks**

Software that allows you to import references from various sources and to generate bibliographies in various citation styles.