Research & Referencing Skills

SPCOM 111
Winter 2019
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Agenda

- Overview of Library’s Homepage
- Overview of Course Guide
- Overview of Research Basics
  - Choosing and refining a topic
  - Basic searching techniques
- Example Search – Communication & Mass Media Complete
- Proper Referencing (APA Style)
RESEARCH BASICS
From Topic To Research Question

- Often start with a general/broad notion
  - Ethical leadership
- Need to refine to something more specific
  - What does ethical leadership mean in a specific context?
- What information do I need to back up my argument?
  - Literature review (books, articles, etc.)
  - Statistics/Data
Refining Your Topic

- Imagine the title of the ideal book or magazine article
  - Leading ethically

- Identify the key concepts
  - Leading
  - Ethics

- Identify synonyms or alternate words/phrases for each of the key concepts
  - Leading: leaders, leadership, management, executive
  - Ethics: ethical, ethically, business ethics, professional ethics, values
Basic Searching Techniques

- Boolean operators
  - and, or, not

- Phrase searching
  - Quotation marks: “business ethics”

- Truncation/wildcard symbols
  - Asterisk: ethic*

- Field searching
  - Title, abstract, subject

- Setting limits
  - Date, language

- Further refining using subject headings/descriptors and other terminology/vocabulary
Boolean Logic (and/or/not)

lead* OR management OR executive

ethic* OR “business ethics” OR “professional ethics” OR values
Putting It All Together

(lead* OR management OR executive) AND (ethic* OR “business ethics” OR “professional ethics” OR values)
Questions?
And one more tip...

- Searching is cyclical – use what you find to find more
Choosing Appropriate Resources for Your Topic

- **Type of Resource**
  - Books
    - Use the Library catalogue
  - Academic/Scholarly Articles
    - Use Research Databases
  - Newspapers/Trade Magazines
    - Use Research Databases and/or the internet (but make sure to evaluate the source!)

- **Currency of Topic**
  - It takes time (2-3 years) to get scholarly articles published
  - Contemporary topics will be better addressed in newspapers and trade magazines

NB: Research Databases can be multidisciplinary or subject-specific – check the Research Guides by Subject on the Library’s homepage for suggestions
Evaluating Sources - RADAR

- R – Relevance
- A – Authority
- D – Date
- A – Accuracy
- R – Reason for writing
Questions?
EXAMPLE SEARCH
Communication & Mass Media Complete
Accessing Research Databases

- Go to the Library’s homepage (http://www.lib.uwaterloo.ca/)
- Click on Research & journal databases (under Quick Links)
- Click on the first letter of the database name under Browse by database title
  - C for Communication & Mass Media Complete
- Click on Communication & Mass Media Complete
Questions?
REFERENCING
Citation Assistance & Resources

- Waterloo Writing and Communication Centre
  https://uwaterloo.ca/writing-and-communication-centre/resources

- Other Suggested Resources
APA - Parts of the Bibliographic Reference (book)

Author, last name first and then initials of first name(s)

Date (year of publication)


Title, in italics

Place of publication and Publisher
APA - Parts of the Bibliographic Reference (journal article)


If found online, add DOI at end. If no DOI, add Retrieved from plus URL to journal homepage. No retrieval date is necessary.
Questions?
Contact me…

- E-mail: skeys@uwaterloo.ca
  - Please include Course Number in subject line