SEARCHING FUNDAMENTALS
With **Keyword Searching**, you determine your search terms; you have greater flexibility but you get broader results. You must try multiple searches using different spellings and synonyms in order to match all the variations authors could use. Alternatively, **Subject Searching** is very organized and uses only pre-determined terms; you find your Subject Heading and you search for it. You must use the term chosen by the person who has cataloged the book or article.

1. Perform a keyword search using important terms that define your topic.
2. Find a good result and look at its Subject Heading.
3. Perform a subject search using the Subject Heading you find.

DATABASES
*ABI Inform* - Full-text business periodicals covering advertising, economics, finance, human resources, marketing, taxation and more.
*Academic Search Complete* – full-text articles from over 3,600 peer-reviewed journals
*Business Source Complete* - covers virtually all subject areas related to business
*ProQuest* – full-text articles from magazines, newspapers and journals

The database(s) that you choose make a big difference in the results that you receive. If you are not sure which database to choose, look at the database descriptions to help you with your choice(s): [http://www.sunyit.edu/library/lib/descriptions.inc](http://www.sunyit.edu/library/lib/descriptions.inc)

FINDING MATERIAL
You should divide your research into two stages:
Stage 1: Use the library databases to identify a source, e.g., a journal article
Stage 2: Use various resources to obtain the source, including:
   - 360 Link / List of E-journals – a list of magazines & journals available via our databases
   - List of Print Journals – a list of our print serials; the list is available in print & online
   - Librarians – always feel free to ask a librarian to help you locate material
   - Interlibrary Loan – fill out an online ILL form to obtain material we do not own

SUBJECT DIRECTORIES
*Librarian’s Index to the Internet* – trusted sites for research
[http://www.lii.org](http://www.lii.org)
*Internet Public Library* – lists of information on many topics from the School of Information at the University of Michigan
[http://www.ipl.org](http://www.ipl.org)
*Google Directory* – Choose your topic by selecting subject area you need to research
[http://directory.google.com](http://directory.google.com)

RF, revised BG 9/09
COM 306: RESEARCHING TOPICS

SCHOLARLY VS. POPULAR JOURNAL WEBSITE
What is a Periodical? – helpful guide from Erie County Community College Library
http://elinks.ecc.edu/library/Journals.htm

EVALUATING WEB SITES
Always evaluate your web results for their:
accuracy – does the site misstate, misrepresent or exaggerate facts? are there errors?
authority – who created the site and what are their affiliations and credentials?
bias – does the site offer a point of view or opinion?
coverage – how much information is there?
currency – when was the site last updated?

.ADDITIONAL EVALUATION INFORMATION IS AVAILABLE ONLINE
• Google’s Directory page: search for web site evaluation and choose the Category
• Evaluating Web Pages: Techniques to Apply & Questions to Ask (UC Berkeley)
http://www.lib.berkeley.edu/TeachingLib/Guides/Internet/Evaluate.html
• Evaluation of Information and Sources (Purdue)
http://www.lib.purdue.edu/rguides/studentinstruction/evaluation/websiteevaluationchart.html
• Five criteria for evaluating Web pages (Cornell)
http://www.library.cornell.edu/okuref/webcrit.html

CATALOGS
SUNYIT Catalog – A catalog of all items owned by Cayan Library.
WorldCat – An international catalog of books, websites, maps, etc.
Available at the library’s webpage: http://www.sunyit.edu/library

DOCUMENTING YOUR WORK
Official manuals for MLA and APA styles are on Reserve and in Ready Reference.
Citation handouts are available online through the Library’s Research Guides.
Make A Citation – http://citation.sunyit.edu, for older editions of APA and MLA

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