

## COM 307 – BUSINESS COMMUNICATIONS

### SEARCHING FUNDAMENTALS

There are two ways to search for information: to search by word (keyword) and to search by idea (subject). In keyword searching you choose your search terms; you have greater flexibility but you must try multiple searches using different spellings and synonyms in order to match all the variations authors *could* use. You will get results not related to your topic. Alternatively, subject searching is very organized and uses only librarian-determined terms; you find your terms -- usually called Subjects or Descriptors -- and you search using them to get fewer, more relevant results. Try using this procedure:

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

### RESEARCH IS A TWO-STEP PROCESS

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 to Full Text / List of E-journals – a list of magazines & journals available via our databases (Do not forget the **tutorial** on the library web page.)

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

### RECOMMENDED SUNYIT DATABASES

**Academic Search Complete** - Scholarly multi-disciplinary database designed specifically for academic institutions

**Business Source Complete** - Covers virtually all subject areas related to business

**Emerald** - Full-text journal articles in all areas related to business

**Proquest** - Full-text articles in including **ABI Inform**, a business database

**SUNYIT Catalog** – Lists material owned by Cayan Library

**WorldCat** - An international catalog of books, websites, maps, etc.

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>

### INTERLIBRARY LOAN (ILL)

Our library shares its materials with other libraries, and those other libraries share their materials with us; this sharing is called interlibrary loan. If you want a journal article which we do not own then fill out an online ILL form and we will get the material for you. Use the Library's *Interlibrary Loan* page to access the ILL form.

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### SCHOLARLY VS. POPULAR JOURNAL WEBSITE

What is a Periodical? – helpful guide from Erie County Community College Library  
<http://elinks.ecc.edu/library/Journals.htm>

### SUBJECT DIRECTORIES

*Librarian's Index to the Internet* – trusted sites for research

<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>

*Google Directory* – Choose your topic by selecting subject area you need to research

<http://directory.google.com>

### EVALUATING WEBSITES

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>

### DOCUMENTING YOUR WORK

- Official manuals for APA and MLA are on Reserve and in Ready Reference.
- Citation handouts are available online through the Library's *Research Guides* page
- Make A Citation -- <http://citation.sunyit.edu>, for older editions of APA and MLA