

COM 350 DESIGNING ONLINE INFORMATION

1. 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.

2. DATABASES

- Academic Search Premier – full-text articles from over 3,600 peer-reviewed journals.
- Library Catalog – a catalog of our library's print and electronic books.
- ProQuest – full-text articles originally from magazines, newspapers, and journals.
- PsycINFO – abstracts of scholarly journal articles, books and book chapters in psychology.
- ScienceDirect – full-text scholarly journal articles in science, technology, and medicine.
- WorldCat – an international catalog of books; some are available via Interlibrary Loan.

3. EVALUATING WEB SITES

Always evaluate your web results for their:

- accuracy – does the site misstate or misrepresent facts?
- 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?

4. ADDITIONAL EVALUATION INFORMATION IS AVAILABLE ONLINE

- 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/ugrl/inst/evaluationchart.pdf>
- Five criteria for evaluating Web pages (Cornell)
<http://www.library.cornell.edu/okuref/webcrit.html>
- Google has a whole page on this topic: [search for *web site evaluation* and choose Category:]
http://directory.google.com/Top/Reference/Education/Instructional_Technology/Evaluation/Web_Site_Evaluation/

REMEMBER: THE LIBRARIANS ARE HERE TO HELP YOU !!
(315) 792-7251

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5. CITING SOURCES IN MLA STYLE USING ENDNOTES

With endnotes, you place a number in the text where you want your citation to be.¹ (Begin with #1 and never renumber.²) This number directs your readers to a Notes page where all your citations are listed in numerical order.³ In general, endnotes are the same as regular MLA citations except: 1) the author's name is in normal first-name last-name order, rather than having last name first; 2) commas are used to separate the sections rather than periods; 3) the number of the exact page you are citing is included; 4) the first line of the endnote is tabbed in.⁴ More information can be found on pages 298-313 of the MLA Handbook for Writers of Research Papers.⁵

Books [Page 300 *]

Author, Title (Place of Publication: Publisher, Date of Publication) Page number.

¹ Tom Brink, Usability for the Web (San Francisco: Morgan Kaufmann Pub., 2002) 57.

Images [Pages 307-308 *]

Title, material type (Place of Publication: Publisher, Date of Publication).

² Michigan, map (Chicago: Rand, 2000).

³ Grades of COM 305 Students, chart (Utica, NY: SUNYIT Press, 2004).

⁴ Gary Trudeau, "Doonesbury," comic strip, Star-Ledger [Newark] 4 May 2002: 26.

⁵ Gandhi.jpg, image, 10 Mar. 2004 <<http://hammer.prohosting.com/~lifelong/altruism.html>>.

There is no strict formula for images; cite as much as you can! Consider including filename & URL.

Articles From Electronic Databases [Page 311 *]

Author, "Title of Article," Title of Journal Volume (Year of Publication): Page numbers, Name of Database, Database Provider, Name of Library, State, Date of Access <URL>.

• Academic Search Premier Example

⁶ Rebecca Blood, "How Blogging Software Reshapes the Online Community," Communications of the ACM 47 (2004): 55, Academic Search Premier, EBSCO Publishing, Peter J. Cayan Library, NY, 9 Apr. 2006 <<http://www.epnet.com/>>.

• ProQuest Example

⁷ Yufei Yuan, "The Effects of Multimedia Communication on Web-Based Negotiation," Group Decision and Negotiation 12 (2003): 100, ProQuest Direct, ProQuest, Peter J. Cayan Library, NY, 9 Apr. 2006 <<http://proquest.umi.com/pqdweb>>.

• PsycARTICLES Example

⁸ Patricia Wright, "Route Choices, Anticipated Forgetting, and Interface Design for On-line Reference Documents," Journal of Experimental Psychology: Applied 6 (2000): 161, PsycARTICLES, American Psychological Association, Peter J. Cayan Library, NY, 9 Apr. 2006 <<http://www.psycinfo.com/library/fulltext.cfm>>.

Web Sites [Page 309 *]

Personal Home Page

⁹ Ron Foster, Home page, 6 Mar. 2004, 10 Apr. 2006 <<http://www.sunyit.edu/~fosterr>>. Information on citing web sites is taken from pages 207-230 of the MLA Handbook. Additional examples are listed on pages 214, 222, 309, 310, and 312.