



**Selkirk
College
Library**

Name: _____

Student Number: _____

Instructor: _____

Date Completed: _____

Important: Read This

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- Complete this document using a PDF reader. We recommend Adobe Reader or Adobe Acrobat. *Do not complete this document in your browser!*
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Library Research: A Workbook for Business

Library research is an important skill for student success. This assignment will take you step-by-step through the research process.

In completing this workbook you will learn how to find books and articles that you can use in writing a report, research paper or project.

FYI: These sections are “for your information” and are optional.

A Librarian from Selkirk College will be evaluating your completed assignment.

Contact Us

Selkirk College Librarians are available to help you with your research. We can assist you by email, by phone, or in person at the Castlegar campus.

- Email: reference@selkirk.ca
- Phone: 1-888-953-1133 ext. 21229 (or ask for the Library)
- Phone: (250) 365-1229 (local call)
- Online: <http://library.selkirk.ca/>

Step 1: The Search Plan

Have a plan before beginning your research. A good plan includes:

- a) picking a topic *that interests you*
- b) writing a research question
- c) identifying search terms

Sample Search Plan

- a) **Topic:** Social media
- b) **Research question:** Is **social media** an essential tool for **marketing** a **new product**?
- c) Identify the **main concepts:** *These will become our search terms.*

Tips: Choosing Search Terms

- Use nouns. These may be words or phrases.
- Avoid biased words
 - *search terms such as “positive” or “negative” or “good” or “bad” bias your results*
- Start with broad concepts
 - *use “social media” for the first search*

► The Search Plan is used to find information on a topic in library databases.

| Search Plan | | | | | |
|--|--------------------|-----|-------------------|-----|-----------------|
| <i>Use the main concepts from your research question to plan your first search. Write two or three search terms.</i> | | | | | |
| 1 | social media | AND | marketing | AND | new product |
| <i>Think of alternate terms (or synonyms) for these search terms.</i> | | | | | |
| 2 | twitter | AND | branding | AND | |
| <i>Write down any new search terms you discover over the course of your research.</i> | | | | | |
| 3 | internet marketing | | consumer behavior | | social networks |

Step 1: My Search Plan

Make a plan before beginning your research. Write your search plan out here:

a) **Topic**

b) **Research Question**

c) **Search Terms**

Identify the main concepts of your research question. *Tip: circle or highlight them.*

- Use nouns. These may be words or phrases.
- Avoid biased words *such as “positive” or “negative” or “good” or “bad.”*

► Use your Search Plan to find information on your topic in library databases.

| Search Plan | | | | | |
|--|--|-----|--|-----|--|
| <i>Use the main concepts from your research question to plan your first search. Write two or three search terms.</i> | | | | | |
| 1 | | AND | | AND | |
| <i>Think of alternate terms (or synonyms) for these search terms.</i> | | | | | |
| 2 | | AND | | AND | |
| <i>Write down any new search terms you discover over the course of your research.</i> | | | | | |
| 3 | | | | | |

Step 2: The Library Catalogue

Search for Books & eBooks

The library catalogue is a database of books and ebooks (electronic books) that can be borrowed from the Selkirk College Library.

Business Books

The Library has books on many business topics including:

| | | |
|--------------------|-------------------|----------------------|
| Leadership | Marketing | Personnel management |
| Business ethics | Corporate culture | Success in business |
| Strategic planning | Management | Small business |
| Capitalism | Accounting | Economic development |
| eCommerce | Business planning | |

Choosing Search Terms

You can choose to search for books on your topic OR you can search for books on one of the business topics listed above.

- Use your Search Plan (page 3) to choose your search terms
OR
- Use a topic under Business Books to choose your search terms

Example: **Leadership** AND **business**

Search term: _____

AND

(Optional) Search term: _____

Tips: *Our Library catalogue is a small database.
One or two search terms should be sufficient.*

Searching the Library Catalogue

Go to the Library home page > <http://library.selkirk.ca>

- Type your search request into the **Catalogue Quick Search** box. Click **search**.

Tips: *Remember to combine search terms using **AND***

You can also choose Find > [Books & Media](#) to search the catalogue

Choosing a Title

Choose a title from your search results that you think will be useful for your topic.

Tip: Click on the **Title** to see the full record

- **Call number**

Look at the full record to learn more about the item. Look at the different fields of the record to answer the questions below.

Tip: Choose the **Catalog Record** link

- **Author(s) / Editor(s)**

Name(s): _____

- **Title**

Full title: _____

- **Publication Information**

Place of publication: _____

Name of publisher: _____

Year when the item was published: _____

Tip: If you need current information a recent publication date is important

Call Numbers and Subjects

Call numbers are used to find books and other materials in the Library. Take a look at the call number you wrote down above. Notice that the call number begins with one or two letters.

Write down the letter(s) that begin your call number: _____

Library material is shelved by subject. This means that the letter(s) you wrote down indicate the subject of your book.

- Use the **Library of Congress Classification System** (LCCS) outline to determine the broad subject area of your book

Tip: *The LCCS outline is posted in the Library AND is available on the web site:*

Help → Subject & Research Guides → Other Guides →
[Library of Congress Classification System](#)

- Write down the **subject area:** _____

Example: HG Finance

Tip: *If both letters are not listed write down the broad subject area.*

Examples: W Medicine

Step 3: Finding Articles Using the Business Source Database

The Library subscribes to many databases that you can search to find journal and magazine articles. These databases can be accessed on campus or remotely.

Remote Access

You can access Library databases remotely using:

- Your home computer
- A wireless device on campus

Personal Login

You will be prompted to login when you try to access Library databases from a personal computer. Login using your Library account:

Username: your **student number**

Password: **last 4 digits** of your student number

Tip: *You can change your password on the Library website*

Login not working? *Contact the Library for assistance.*

Business Source

Search the Business Source database to find a **journal** or **magazine article** on your topic. Find articles that will help you answer your research question (on page 3).

Step 1: Go to the Library homepage > <http://library.selkirk.ca>

To access databases: Under FIND choose > [Research Databases](#)

Step 2: Choose **Business** under **Browse databases by subject area**

Step 3: Find **Business Source** and click **Connect**

Step 4: Choose your search terms

Tip: See your *Search Plan (page 3)*

Search term: _____

AND

Search term: _____

AND

Search term (optional): _____

Step 5: Type your search in the search boxes. Click **search**.

- enter 2 - 3 search terms for your topic
- combine your search terms using **AND**

▪ **How many articles (results) were found?** _____

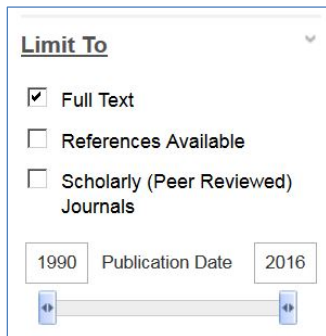
HELP! I got **NO RESULTS** ...

- check your spelling
- use fewer search terms
- use alternative search terms

HELP! I've got **TOO MANY** articles ...

- If your result list is too large, add another search term to your search.

Limiting Your Results #1: Full Text Articles



Find the Full Text limiter in the left column.

Full text articles are available from the database in pdf or html format.

- **How many articles?** _____

Choosing an Article

Choose an article from your result list that you judge to be useful for your topic.

Tip: *Click on the title to see the full record*

- Look at the subject terms. Is the article on your topic?
- Read the abstract (summary). Will the article answer your research question?
- Look at the publication date. Is the information current enough?

Write down the citation elements for the article you chose.

Tip: *Do not choose a company report*

- **Author / Authors**

Name(s): _____

- **Title of Article**

Full title: _____

- **Publication Information**

Title of journal or magazine (source): _____


Volume / issue number: _____

Date: _____

Page Numbers: _____

Emailing a Full Text Article

You may prefer to spend your time in the Library doing research and email articles to yourself to read at home. Here are some email tips:

1. Click on the title of an article that has full text (html or pdf)
2. Click on E-mail  Tip: *Look in the right side column*
3. Enter your email address
4. Enter a subject
5. Choose a citation format (APA, MLA etc.)
5. Click SEND

Expanding Your Search: Using Subject Terms

Subject terms describe what an article is about. For example:

Subject Terms: *NEW product development
*MARKETING research
*CUSTOMER feedback
ONLINE social networks
SOCIAL media

Tip: *If there are no subject terms in your article, choose a different article*

- Step 1: Look at the **subject terms** for the article you chose.
Write down the one that you judge to be most useful for your topic.

Step 2: Search on this subject term.

Tip: Subject terms are **hyperlinks**. Click on the subject term to run a new search.

How many articles (results) did you get? _____

Step 3: Refine this search by adding another search term.

AND **Search term:** _____

How many articles (results) did you get? _____

Evaluating Your Search Results

Which statement best describes the results of your search?

- Many of the articles look very useful. I do not need to revise my search.
- A few of the articles look useful. I need to revise my search to find more articles.
- None of the articles look useful. I need to try using different search terms.

Step 4: Finding More Resources Using Online Databases

Searching Another Database

The Selkirk College Library subscribes to a number of article and ebook databases. It is a good strategy to search more than one database to ensure that you are getting the most useful information for your topic.

Choosing a Database

Step 1: Go to the Library homepage > <http://library.selkirk.ca>

To access databases choose > FIND > [Research Databases](#)

Step 2: Browse databases by subject area. Choose a subject area that is relevant to your topic.

Step 3: Choose a database to search. Options include:

Academic Search
CBCA
JSTOR
PsycInfo

Tip: *Do not choose Business Source*

Name of database: _____

Choosing Your Search Terms

Successful researchers learn from their experience. They learn from their successful and unsuccessful search attempts.

In choosing your search terms consider your initial search plan. Also consider search terms you have learned along the way.

Search term: _____

AND Search term: _____

AND Search term (optional): _____

- Identify an article or ebook that you judge to be useful for your topic.

Title: _____

Author(s): _____

Tip: *You will need more elements to create a complete citation.*

Step 5: Finding Company Information Using Business Source

Business Source is the best database for finding company and industry information such as profiles and reports.

Company Information

Find information on a company. The company you choose should be related to your topic.

Step 1: Follow the directions on page 7 to access Business Source

Step 2: Choose the Company Information link (top of web page)

Step 3: Enter a company name in the search box

Company name: _____

Tip: *Want more results? Choose "Keyword search" from the dropdown menu to the left of the search box.*

Step 4: Choose a company from the list. *Click on the company name.*

Step 5: Report on your results.

- Revenue: _____
- Related Information

Find the Related Information box in the left column. Which of the following documents are available?

- SWOT Analyses
- Industry Profiles
- Market Research Reports
- Country Reports
- None of the above

Step 6: Citation & Style Guides

Citations

It is important to provide complete citations for all of the resources that you cite in your research paper. A citation includes all of the data elements needed to identify a resource. A list of all the sources you cited may be called “Works Cited” or “References” or “Bibliography” depending on the style guide you are using.

A style guide provides instructions for how to cite resources such as books, articles and videos. The most commonly used style guides at Selkirk College are APA, MLA and Chicago.

Help is available on the Library website: Help > [Citation & Style Guides](#)

Plagiarism

When you write a research paper you use sources such as books and articles to support your ideas. Correctly citing all of your sources is a means to avoid plagiarism.

Plagiarism: *“The presentation of someone else’s words or ideas as your own.”*
(Haig, MacMillan, & Raikes, 2010, p. 5)

Notice how we have avoided plagiarism by citing the source of the quotation. In the reference list the citation in APA style would look like this:

Haig, J., MacMillan, V., & Raikes, G. (2010). *Cites & sources: An APA documentation guide* (3rd ed.). Toronto, ON: Nelson Education.

Test: What is Plagiarism?

Test your knowledge of plagiarism by answering the following questions:

1. You find a great idea in an article, so you use it in your paper. You don't bother to cite the source of the idea because you've expressed it in your own words. Is this plagiarism?

Yes, it's plagiarism

No, it isn't

2. You copy a paragraph directly from an article you found. You cite the source, but you forget to put quotation marks. Is this plagiarism?

Yes, it's plagiarism

No, it isn't

3. You need an image for your essay. You go online and find one. You don't cite the source of your image, because it is common knowledge that images on the web aren't protected by copyright. Is this plagiarism?

Yes, it's plagiarism

No, it isn't

Source: Simon Fraser University Library. (2015). *Plagiarism tutorial*. Retrieved from <https://canvas.sfu.ca/courses/15986>

Learn More About Plagiarism

- Complete the full **Plagiarism Tutorial** available from Simon Fraser University Library at: <https://canvas.sfu.ca/courses/15986>
- Plagiarism and Academic Dishonesty (MLA Style Center) <https://style.mla.org/plagiarism-and-academic-dishonesty/>

Taking a Moment to Reflect

Congratulations! In completing this research log you have learned essential research skills.

A few key points to remember are:

- Research takes time. *Research takes time. **Research takes time!***
- Be flexible. Learn as you go. Try new search terms (especially subject terms from databases) as you discover them through your research.
- Use **AND** (Boolean searching) to combine search terms.

Handing in your Workbook for Evaluation

Print. If you are completing this document in print, hand it in at the Main Desk of the Library.

Online. If you are completing this document online, submit it for evaluation via your Moodle course.

Questions?

Contact information for the Selkirk College Librarians is on the first page of this document. Please contact us for assistance.