



**Selkirk
College
Library**

Name: _____

Student Number: _____

Instructor: _____

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Important: Read This

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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.”

A Librarian from Selkirk College will be evaluating your completed assignment. Contact us for assistance.

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. There are 3 parts to a search plan:

1. Topic

Pick a topic that interests you.

- Example: Loyalty programs

2. Research Question

What do you want to know about your topic? What question do you want to answer?

Tip: *A research question should not be too simple. It shouldn't be answered by yes or no.*

Example: What are loyalty programs?

- The answer is a fact, and can be found in a single source.

Tip: *A research question should not be too broad, or too big.*

Example: What are the advantages and disadvantages of loyalty programs?

- There are many. A book could be written on this.

Sample research question:

“How can loyalty programs be used to improve customer retention in the hospitality industry?”

3. Search Terms

Identify the main concepts of your research question. These will be your **search terms**.

Tip: Use nouns. Search terms should be single words or short phrases.

Search Terms					
<i>Line 1: Identify the main concepts from your research question.</i>					
1	loyalty programs	AND	customer retention	AND	hospitality industry
<i>Line 2: Think of alternate terms (or synonyms) for these concepts.</i>					
2	incentives	AND	customer service	AND	hotels

- We have identified 6 search terms that can be used to find information in library databases.

Step 1: My Search Plan

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

a) **Topic**

b) **Research Question**

What do you want to know about your topic?

Tip: See page 2 for important tips & examples

c) **Search Terms**

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

- Use nouns
- Search terms should be single words or short phrases

See page 2 for tips & examples

Search Terms					
<i>Use the main concepts from your research question to plan your first search. Write down two or three search terms.</i>					
1		AND		AND	
<i>Write down alternate search terms. These will be synonyms or related concepts.</i>					
2		AND		AND	

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

Step 2: Finding Books & Articles

Using Discovery

The Library subscribes to many databases that you can search to find journal and magazine articles, as well as books. 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

Login

You will be prompted to login when you try to access Library databases from a personal computer. Login using your campus wide login (CWL).

Discovery

Discovery is a tool that allows you to search all library collections in one search. This includes our article and our book databases.

Articles

Search Discovery to find a **journal** or **magazine article** on your topic. Find articles that will help you answer your research question.

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

To access Discovery: Under FIND choose > **Discovery: Search All**

Step 2: Choose your search terms

Tip: See your Search Plan (page 3)

1st search term: _____

AND

2nd search term: _____

AND

3rd search term (optional): _____

Step 3: Type 2 or 3 search terms in the search boxes.

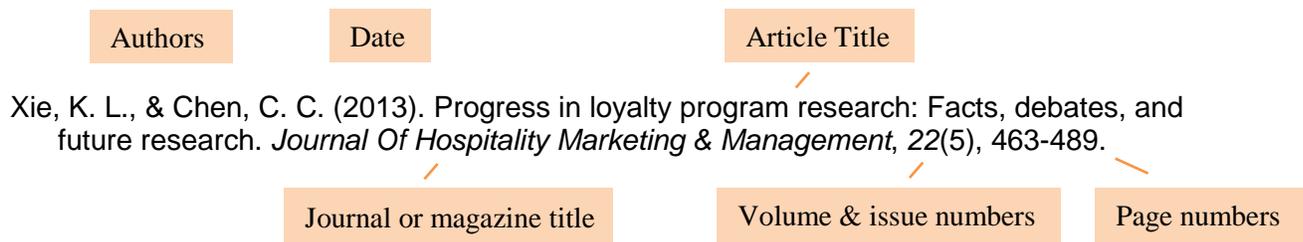
Tip: Combine your search terms using **AND**. Click **search**.

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

Tips for Improving Your Results	
Modify Your Search	Use Limiters
<ul style="list-style-type: none"> ▪ check your spelling 	<ul style="list-style-type: none"> ▪ limit by publication date
<ul style="list-style-type: none"> ▪ try different search terms 	<ul style="list-style-type: none"> ▪ limit by source type (magazines or journals)
<ul style="list-style-type: none"> ▪ use single words or short phrases as search terms 	<ul style="list-style-type: none"> ▪ see what other options the database has for limiting results
<ul style="list-style-type: none"> ▪ use AND to combine search terms 	

FYI: Article Citation (APA Style)

A citation is all of the information needed to identify a source.



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:

- **Author / Authors**

Name(s): _____

- **Title of Article**

Full title: _____

- **Publication Information**

Title of journal or magazine (source): _____

Volume / issue number: _____

Date: _____

Page Numbers: _____

Books & eBooks

Search Discovery to find a **book** or **ebook** (electronic book) on your topic. Find books that will help you answer your research question.

Book Catalogue

The book catalogue is a database of all of the books available in the Library.

Step 1: Select "New Search" (top of page) to search the Book Catalogue in Discovery

Step 2: Choose your **search terms**. See your *Search Plan (page 3)*

Tips

- The book catalogue is a smaller database. Use only 1 or 2 search terms.
- Try broadening your search to the **topic** level when searching for books.

Example: Two searches that work well for the research question on page 2 are

#1: hospitality industry

#2: customer service

1st search term: _____

AND

2nd search term (optional): _____

Step 3: Type 1 or 2 search terms in the search boxes.

Tip: Combine your search terms using **AND**. Click **search**.

Step 4: Limit your search to the book catalogue

Limit To ▼

Available in Library Collection

Academic (Peer Reviewed) Articles

Book Catalogue

Find the Book Catalogue limiter in the left column.

Click in the box to search.

- **How many books (results) were found?** _____

Choosing a Book

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

- **Call number**

Write down the citation elements for the book that you chose.

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

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

Name(s): _____

- **Title**

Full title: _____

- **Publication Information**

Place of publication: _____

Name of publisher: _____

Year of publication: _____

FYI: Book Citations

Common elements for a book citation include:

Author(s). (Date of publication). *Title of book: Subtitle of book*. Place of publication: Publisher.

Sample Book Citation: APA Style

Dasu, S., & Chase, R. B. (2013). *The customer service solution: Managing emotions, trust, and control to win your customer's business*. New York, NY: McGraw-Hill.

FYI: Book Catalogue

You can also search the Book Catalogue from the Library website > <http://library.selkirk.ca>

- Select the **Books** link under FIND

Step 3: Search a Database

The Selkirk College Library subscribes to many databases. Most are searchable through Discovery. Some are not. Some databases are best searched directly.

Research Databases

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

To access databases choose > FIND > **Databases**

Step 2: Choose "Business" from the Add Subject drop down menu. Click Apply.

Step 3: Choose a database from the list. Options include:

Database	Strength
Business Source	<i>Business topics ; company information</i>
Canadian Business & Current Affairs (CBCA)	<i>Canadian content ; covers all subject areas</i>
Canadian Electronic Library	<i>Reports (Government & NGO)</i>
RDI (Rural Development Institute)	<i>Local information (Kootenays)</i>
Statista	<i>Statistics</i>

Name of database: _____

Step 4: Search for information your topic. See your Search Plan (page 3).

1st search term: _____

AND

2nd search term (optional): _____

Step 5: Choose a document that you think will be useful. The type of document you select will depend on the database you search. Possibilities include:

- report
- SWOT analyses
- research article
- statistical data
- company profile

Title : _____

Author(s): _____

Step 4: Citations & Plagiarism

Citations

Provide complete citations for all of the sources that you cite in your research paper. A citation includes all of the information needed to identify a source. A list of all the sources may be called “References” or “Works Cited” or “Bibliography” depending on the style guide you are using.

A style guide provides instructions for how to cite sources such as books or articles. 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

Plagiarism is using work or ideas from another source without acknowledgment.

You can avoid plagiarism by correctly citing all of your sources.

Quiz: Is it 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 sentence 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 you got it off of the internet. 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>

Complete the [Plagiarism Tutorial](#) to learn more about plagiarism.