The Search Strategy Process

- **Conceive**: what’s the assignment? What will your topic be?
- **Organize**: what are you looking for? Historical information, current information, statistical data, peer reviewed article?
- **Keywords**: break your topic down into keywords or concepts. Once you have keywords, find synonyms for those words and phrases. How can you combine them?
- **Start Broad**: start your searching with one or two keywords (broad topic) and narrow your search as you go with additional terms, altering what years of publication you’re looking for, only looking at peer reviewed articles, etc.
- **Analyze**: scan the results of your search to see what kind of articles you’re getting with your searches. If you’re finding good articles, look at those articles keywords and subject headings that were used in their records – these will help as you continue your search.
  - If you’re not finding anything exact, find something close and try those keywords and subjects
- **Reassess & Restart**: if you’re not getting the results you’re looking for, you may need to change your searches, broaden or narrow your topic, or change your topic. Ask for help if you’re not sure what your best option is. Then restart – research is a cyclical process.

Need help?
Contact the library: klibrary@esu.edu
IS THIS RIGHT FOR ME?

Reading these parts of an article/book will help you determine if something is relevant to your research.

<table>
<thead>
<tr>
<th>Section</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Abstract</td>
<td>• Another word for summary, this is a description of the article/item and will give you a good idea if it will be of use</td>
</tr>
<tr>
<td>Introduction</td>
<td>• Tells you the history of the topic and the goal(s) of what you’re reading</td>
</tr>
<tr>
<td>Methodology</td>
<td>• How did they approach the topic/their research? *May not be included.</td>
</tr>
<tr>
<td>Literature Review</td>
<td>• Summary of similar or previous research on the topic. *May not be included.</td>
</tr>
<tr>
<td>Discussion/Conclusion</td>
<td>• The results of what they found and their implications.</td>
</tr>
</tbody>
</table>
The Process of Peer Review

Submit Article
- Author(s) write article
- Article submitted for review to journal
- Editor receives article

Review
- Editor sends article to another expert in the field to be checked/verified
- Peer checks methodology, data, reasonable conclusions, etc. Does this fill a gap in the research already available?

Publish
- Article published or rejected based on peer recommendation
- Edits may be asked for before publication

Questions?
Contact the library: klibrary@esu.edu
## RECAP: Scholarly VS Popular

<table>
<thead>
<tr>
<th>Scholarly</th>
<th>Popular</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Expert in the field, credentialed, usually have an affiliate university or institution</strong></td>
<td><strong>Author</strong></td>
</tr>
<tr>
<td>Scholars, researchers, students in a particular field</td>
<td><strong>Intended Audience</strong></td>
</tr>
<tr>
<td>Citations/footnotes/bibliography for every article. No images unless graphs for research. No ads, unless for journal memberships.</td>
<td><strong>Layout</strong></td>
</tr>
<tr>
<td>Charts, graphs, data tables – may be in color or black and white</td>
<td><strong>Image Type</strong></td>
</tr>
<tr>
<td>Specialized, field specific</td>
<td><strong>Vocabulary</strong></td>
</tr>
<tr>
<td>Academic journals, limited interest publications</td>
<td><strong>Source</strong></td>
</tr>
<tr>
<td>Usually monthly or quarterly with a small number of articles</td>
<td><strong>Frequency</strong></td>
</tr>
</tbody>
</table>

Questions? Contact the library: klibrary@esu.edu
WHAT’S THE DIFFERENCE?

Primary Sources

- Original/First/Hands On Account of an event or time period
- Written or created at or close to the time of the event
- Typically don’t cite other sources
- Ex: Photographs, Letters, Diaries, Newspapers, Speeches

Secondary Sources

- Works that synthesize, recount, discuss, and/or interpret primary sources
- Written or created after an event (sometimes long after)
- Primary sources usually cited as examples
- Ex: Encyclopedias, Reviews, Biographies, Textbooks, Most Books and Articles

Questions? Ask klibrary@esu.edu
What’s in a URL?

<table>
<thead>
<tr>
<th>Domain</th>
<th>Published By…</th>
</tr>
</thead>
<tbody>
<tr>
<td>.com</td>
<td>Most websites use a .com – easiest to get, anyone can publish</td>
</tr>
<tr>
<td>.net</td>
<td>Almost as easy to get as a .com, anyone can publish</td>
</tr>
<tr>
<td>.gov</td>
<td>A government agency is publishing the information</td>
</tr>
<tr>
<td>.edu</td>
<td>A school Kindergarten through Graduate/University</td>
</tr>
<tr>
<td>.mil</td>
<td>The military/a branch of is publishing the information</td>
</tr>
<tr>
<td>.org</td>
<td>A specific organization like The Metropolitan Museum of Art</td>
</tr>
<tr>
<td>.co.uk or .co.au or .co.cn</td>
<td>If you see a URL with .co._ _ those two letters are the country code – these examples are the UK, Australia and China respectively</td>
</tr>
</tbody>
</table>
The CRAAP Test

- Currency
- Relevance
- Authority
- Accuracy
- Purpose
### The CRAAP Test Explained

<table>
<thead>
<tr>
<th><strong>Currency</strong></th>
<th>• How recent is the information? When was this page last updated? Is the information out of date?</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Relevance</strong></td>
<td>• Does the information relate to your topic/answer your questions? Who is the intended audience? Is it presented at the appropriate level?</td>
</tr>
<tr>
<td><strong>Authority</strong></td>
<td>• Who is the author/sponsor/publisher? What are their credentials to write on this topic? Is their contact information?</td>
</tr>
<tr>
<td><strong>Accuracy</strong></td>
<td>• Is it fact or option based? Are their cited sources? What are they? Can you verify any of the information in other sources? What’s the bias? How can you tell? (Everything has bias)</td>
</tr>
<tr>
<td><strong>Purpose</strong></td>
<td>• What is the website’s purpose for existing? Is it to inform, teach, entertain, persuade? Is there advertising? What is the site trying to sell you? Who is the audience for this information? Is the information fact? Opinion? Propaganda? What can the domain name and the URL tell you?</td>
</tr>
</tbody>
</table>
Ways to Avoid Plagiarism

- **Summarizing**
  - Must reference the original source
  - Text is much shorter than original text
  - Must use your own words, usually with limited use of quotations

- **Paraphrasing**
  - Must reference original source
  - Text produced may be shorter or longer than original text
  - Must use your own words

- **Quoting**
  - Must reference original source
  - Text produced must be same length as original text (unless ellipses are used)
  - Put quotation marks around original author’s exact words
Types of Plagiarism
Courtesy of The Writing Studio
http://quantum.esu.edu/clubs/writingstudio/

- **Intentional Lifting**
  - Copying/pasting words from another author without citing them

- **Deliberate File Sharing**
  - Turning in a paper you didn’t write
  - Buying a paper on the internet

- **Missing Citations**
  - Paraphrases, summaries of ideas, and quotes all need citations

- **Unintentional Lifting**
  - Shuffling another author’s words but using them as your own
What is a Literature Review?

• A systematic examination of existing research on a particular topic
• It is factual and non-persuasive – it represents all viewpoints
• Putting previous research into the context of a particular research problem.
• It should incorporate:
  • Analysis of previous research
  • Identify strengths/weaknesses in previous research
  • See the connections and discrepancies in existing research
  • Identify gaps in existing research – point out where future research can be done

Questions? Contact klibrary@esu.edu
OVERALL STRUCTURE OF YOUR FINISHED THESIS DOCUMENT

1. Title page
2. Abstract
3. Table of Contents
4. List of Tables (if any)
5. List of Figures (if any)
6. Body of the Thesis
7. Appendices or Supplements
8. End Notes (discipline dependent)
9. Bibliography or References

Don't forget to contact your thesis advisor with questions
BODY OF THE THESIS – STRUCTURE:

**Introduction**
- Include purpose of the study, the research questions, any special terminology, identify delimitations, limitations and assumptions

**Literature Review**
- You should provide a thorough literature review on the topic and sub-topics that influence or represent your topic

**Research Design / Methodology**
- Clearly present each aspect of how you performed your study/research. Readers should be able to duplicate what you did exactly. Include your subject pool, procedures, tools used, and analysis procedures.

**Results**
- Put your results in the order you presented your methodology. Provide all descriptive data and statistics, putting it in context.

**Discussion**
- This is where you can explore your results with inferences, conjecture, implications, and offer opinions. Offer specific insight and synthesize your findings. This is where you relate your research to theories in the field.

**Conclusion**
- Provide recommendations for further research and wrap up your findings.
### Interlibrary Loan Login Information and Tips

- **Free to ESU ecards holders**
- **Books come faster and with a longer check out period through EZ Borrow**

<table>
<thead>
<tr>
<th>Service</th>
<th>Login</th>
<th>Password</th>
</tr>
</thead>
<tbody>
<tr>
<td>EZ Borrow</td>
<td>Ecard Number (9 digits)</td>
<td>N/A</td>
</tr>
<tr>
<td>ILLiad</td>
<td>ESU Username</td>
<td>ESU Password</td>
</tr>
</tbody>
</table>

Questions? Ask klibrary@esu.edu
When to use EZ Borrow VS ILLiad

EZ Borrow
- Book
- Book Chapter

Either
- Book
- Book Chapter
- Check EZBorrow first for both

ILLiad
- Article
- Thesis
- Microfilm or Microfiche

Questions? Ask klibrary@esu.edu
<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
<th>Phone</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>Megan P. Smith</td>
<td>Department Chair, Coordinator of Technical Services Librarian</td>
<td>570-422-3797</td>
<td><a href="mailto:msmith130@esu.edu">msmith130@esu.edu</a></td>
</tr>
<tr>
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<td>Collection Development and Outreach Librarian</td>
<td>570-422-3154</td>
<td><a href="mailto:Mgatesman@esu.edu">Mgatesman@esu.edu</a></td>
</tr>
<tr>
<td>Allyson Wind</td>
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<td>570-422-3597</td>
<td><a href="mailto:awind@esu.edu">awind@esu.edu</a></td>
</tr>
<tr>
<td>Elizabeth Scott</td>
<td>Archivist and Special Collections Librarian</td>
<td>570-422-3584</td>
<td><a href="mailto:escott8@esu.edu">escott8@esu.edu</a></td>
</tr>
<tr>
<td>Michelle Donlin</td>
<td>Reference and Instruction Librarian</td>
<td>570-422-3150</td>
<td><a href="mailto:mdonlin@esu.edu">mdonlin@esu.edu</a></td>
</tr>
</tbody>
</table>
FALL AND SPRING SEMESTER
LIBRARIAN HOURS

During the semester librarians are here 7 days a week:

9:00 am - 9:00 pm Monday - Thursday
9:00 am - 5:00 pm Friday
10:00 am - 6:00 pm Saturday
1:00 pm - 9:00 pm Sunday
KEMP LIBRARIAN
CONTACT INFORMATION

Email: klibrary@esu.edu
Research Assistance: 570-422-3594
Use our Chat Feature
Come in and see a librarian!

If you'd like to talk to me specifically, please email me from the box on the left with my picture in it.