Effective searching

Kelly George
Academic and Research Librarian
What are we talking about today?

- Types of information and being critical
- The importance of search terms/keywords
- Search tools: Library Search, IEEE, Google Scholar, Google
- Managing your references
Stages of research

Prepare  Plan  Process  Produce

- Develop topic
  - Enrol
  - Choose topic
  - Find supervisor
  - Establish research goals

- Propose Research
  - Search the literature
  - Literature review
  - Determine method
  - Ethic
  - Reports

- Compile
  - Gather data
  - Analyse data
  - Draft chapters
  - Weekly reports
  - Revise chapters

- Submit
  - Final draft
  - Present
  - Grading
  - Publish
Search the literature

- Brainstorm
- Use Search terms/keywords
- Choose search tools
- Manage references

Choosing topic | brainstorming topic | selecting keywords | finding literature
Join at slido.com
#30408
Research reality

• Finding and reading literature means:
  – Reading papers you don’t understand
  – Reading many papers that are not relevant for your research
  – Finding out that the most relevant paper is not available online
  – Reading papers that don’t give you any new information
  – Finding incorrect information
  – Finding out that there are important gaps in your knowledge
  – Not knowing how you can put it all together in a literature review

From Planning a thesis by Friso De Boer
How do you start searching?
A COW?! THAT’S IMPOSSIBLE!

NO, IF IT’S ON THE WEB, IT MUST BE TRUE!
CRAAP
The Credibility Spectrum

Currency (C)
- Undated
- Old
- Current

Relevance (R)
- Pressure group
- General public
- Academic

Authority (A)
- Unidentified
- Individual opinion
- Cited expert
- Peer review

Accuracy (A)
- No credible references
- Obvious omissions
- Cited references
- >2 verifying sources

Purpose (P)
- Significant, unacknowledged bias
- Acknowledged bias
- Balanced
Surface web
- Government information
- Retail webpages
- Non profit agency reports
- Wikipedia

Deep web
- Scholarly research articles
- Conference papers
- Academic case studies
- Organisation reports
- Institutional research papers
- Textbooks
- Legal documents
- Illegal sales
- Illegal exchange

Dark web
- Statistics
- Industry reports
Which search tool could you use to find ‘academic info’ like research articles and books?

1. Library search
2. Databases
3. Google Scholar
4. Effective Google searching
5. All of the above
Which search tool?
Effective Google searching

ACTIVITY

• Do a quick search on your topic
• use adv search to narrow to pdfs and applicable date range;
• evaluate using CRAAP; credible?
• share with class
Search techniques

• Brainstorm search terms
• Keywords or exact phrase searching
• Subject headings
• Citation searching

  e.g. Cyber security
  phishing
  spoofing
  hacking
  identity theft
ACTIVITY

• Using keywords discovered during Google search, search in Library Search on your topic
• Use filters: date, peer-reviewed etc.

• Find 2 relevant items and save/pin to your folder
Citation searching: Snowball or cascade techniques

User Profile Modeling in the context of web-based learning management systems

Y Kritikou, P Demestichas, E Adamopoulou - Journal of Network and ... 2008 - Elsevier

... User Profile Modeling in the context of web-based learning management systems ... that poses extra limitations and corresponding challenges for application designers and usability specialists ... to pop-ups; the system monitors (with the help of parameters) the user's acceptance of...

Cited by 73  Related articles  All 10 versions  Web of Science  15  Import into BibTeX  Save  More
ACTIVITY

• Search in IEEE
• Find relevant articles
• Set up account
• Set alert using successful search string
ACTIVITY

• Search Google Scholar
• Find 2 relevant articles and save
• Link device to CDU Library
Compare tools

**Library Search**

**Pros**
- Can limit to resource type e.g. a book or a journal article
- Can limit your results to peer-review articles
- Can limit to subject area
- Full text access to most resources that you can’t find anywhere else

**Cons**
- Searches can be more complicated, keywords really matter
- Won’t search in every database or find most free material that is online

**Google Scholar**

**Pros**
- Friendly searching—tells you if your spelling is incorrect, and suggests other searches
- Great for snow ball searching
- A very broad search across a lot of material

**Cons**
- No guarantee of full text access
- Won’t search every database
- Retrieves material that isn’t academic
- Search algorithm may not bring back the most relevant results
Save resources as you go!

• Pin to your Library folder

• Use Endnote

• Use citation tools (or email*)
Manage your references
Why reference?

• Demonstrate to your lecturer that you have read widely across the literature on that topic
• Enable any reader to find the resources that you read, heard or watched and referred to in your work
• Acknowledge sources and build on scholarly knowledge
• Avoid plagiarism
What is plagiarism?

‘Presenting without acknowledgement the ideas/words of another as if they were your own’

(Charles Darwin University, 2013).
Keep track of your research

with a literature review grid

<table>
<thead>
<tr>
<th>Name: Research</th>
<th>Question:</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>In Text Citation</th>
<th>Source</th>
<th>Argument or Main Findings</th>
<th>Evidence Used</th>
<th>Discipline</th>
<th>Met</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Author, Year)</td>
<td>Name of journal or title of book, website, or other source that you are using.</td>
<td>Describe the main argument or research findings of the research article here.</td>
<td>Describe the evidence that the author uses to back up their argument. What was their method? A survey? A content analysis? Focus groups? Interviews?</td>
<td>If you end up with articles on a couple of different categories, it can be helpful to keep track of which articles fall into which category.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>You could also put the article title here if it helps you keep track of which source you are looking at. But most scholarly work does not usually mention the title of the article.</td>
<td>Use active verbs and put their argument into your own words as much as possible so you use this text in your paper as much as possible without having to cite quotes too much.</td>
<td>Who was in their sample? Did they survey college students? How did they contact the people in their sample? Or collect other types of data?</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Use this box to add your own notes about how you'll use this source in your paper or critique the source. Put this in your own words so that when you go to write your paper, you've got text already written and you don't need to worry about looking up and citing specific quotes.

**EXAMPLE**

<table>
<thead>
<tr>
<th>(Kim, Chung &amp; Kim, 2011)</th>
<th>Telecommunications Policy</th>
</tr>
</thead>
</table>

Who shapes network neutrality policy debate? An examination of information subscribers in the mainstream media and at Congressional and FCC hearings

Spokespeople for corporations "played a significant role in the net neutrality policy debate" (p. 322). 55% of the time at Congressional hearings on the issue of net neutrality were from companies or industry organizations. While corporate and industry interests were very well represented, there does appear to be an increase in information from advocacy groups at Congressional hearings, which the authors attribute to the growing role of "advocacy democracy" that allows individual citizens to become more involved in the democratic process.

They analyzed the stories and Congressional transcripts to identify who had been the source of information (subsidy) for the story or hearing.

Used Lexis Nexis and Lexis Nexis Congressional to identify news stories and Congressional hearings around the net neutrality debate from Feb 2004-Jan 2009.

In this section, I might describe how this research fits into my overall literature review or even write out the paragraph where I'll use this research. Remember with the literature review, you shouldn't just list the articles you found. You'll need to tell an overall story about the research in a specific area and use the research you found to back up your argument. In particular you need to think about how the research helps you to answer your research questions (or not).
Manage references with software programs

Compare programs

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Zotero</th>
<th>Mendeley</th>
<th>EndNote</th>
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</thead>
<tbody>
<tr>
<td>Web-based?</td>
<td>Yes, works with Firefox browser and can sync with online account connectors for Chrome and Firefox available.</td>
<td>Not primarily, but can sync with an online account which is admissible.</td>
<td>No, but can transfer library to EndNote Online.</td>
</tr>
<tr>
<td>Operating System</td>
<td>Windows, Mac, Linux.</td>
<td>Windows, Mac, Linux.</td>
<td>Windows or Mac.</td>
</tr>
</tbody>
</table>

CDU Library supports **Endnote** only.
Export to Endnote
Phishing detection based on machine learning and feature selection methods

Almseinid, M.
Abu Zuraa, A. M.
Al-kassabih, M.
Alimadi, N.

2019
International Journal of Interactive Mobile Technologies
13
Use Research Notes to organise arguments

<table>
<thead>
<tr>
<th>Author</th>
<th>Year</th>
<th>Title</th>
<th>Rating</th>
<th>Journal</th>
<th>Last Update</th>
<th>Reference Type</th>
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<tbody>
<tr>
<td>Almseedin, ...</td>
<td>2019</td>
<td>Phishing detection based on machine learning</td>
<td></td>
<td>International</td>
<td>18/06/2019</td>
<td>Journal Article</td>
</tr>
</tbody>
</table>

**Keywords**
- Feature Selection
- Machine Learning
- Multilayer Perceptron
- Phishing Detection
- Random Forest

**Abstract**

**Notes**

**Research Notes**

**URL**
CDU Harvard Referencing
CDU Harvard Referencing Style Guide

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Referencing: in-text and list

of food insecurity and obesity, and studies have found that affordability is a primary reason given for not choosing healthy foods (Banerjee 2007; Innes-Hughes et al. 2011, p. 215). Thus, the assessment of food cost and affordability are essential steps in better understanding individual and community food choices.

Food costs entered the political limelight prior to the Australian 2007 federal election, with voters demanding government action to reduce prices. To honour pre-election promises, the newly elected Labor government initiated a national inquiry into grocery pricing soon after taking office (Australian Competition and Consumer Commission [ACCC] 2008). However, following the release of the grocery pricing inquiry and the consequent launch of the government website to monitor prices, critics considered there would be minimal, if any, impact on prices (Irvine 2008). This is partly because of international trends, with Australia not immune to global factors attributed to raising the costs of basic foods (Queensland Health 2001), and partly because the inquiry outcomes did nothing to address food costs.

To be food secure means to have regular access to safe, nutritionally adequate, culturally acceptable food from non-emergency sources (Kirk 2002). Food insecurity, then, describes a limited or uncertain ability to acquire appropriate foods in socially acceptable ways (Bowden & Fairley 2006). This is not merely a lack of food, but occurs when people fear running out of food, or are forced to make

References


# Basic elements

## Book and eBook:

<table>
<thead>
<tr>
<th>Author(s)</th>
<th>date</th>
<th>book title</th>
<th>edition (if applicable)</th>
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<tr>
<td>Samuelson, W &amp; Marks, SG</td>
<td>2015</td>
<td>Managerial economics</td>
<td>9th edn.,</td>
<td>John Wiley &amp; Sons, Inc.</td>
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## Journal article:

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<td>1203-1211.</td>
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</tbody>
</table>

## Web page or individual document from a website:

<table>
<thead>
<tr>
<th>Author(s)</th>
<th>date</th>
<th>Web page title</th>
<th>web page URL</th>
</tr>
</thead>
</table>
Use citation tools
Managing time

Use the CDU Assignment Scheduler
Where to get help

**Academic Language and Learning Success Program**
- How to edit and proofread your writing
- Academic language assistance
- Structure and format assistance
- Paraphrasing, summarising and citing

**OR**

**Online Tutor (in Learnline)**

**CDU Library**
- Finding relevant information
- Using research tools
- Evaluating resources
- Referencing using CDU Harvard

**Your Lecturer/Tutor**
- Content of your assignment
- Specific requirements of submission
- Format and final layout
- Clarification of tasks
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