



Searching Smarter Communication Studies 2A03

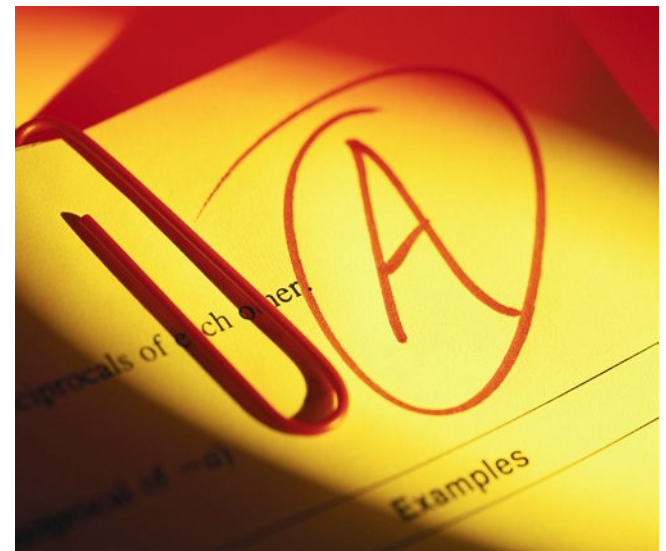
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New! Live Chat : M - F, 11 - 3
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Info Lit @ Mac

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Library Resources for Communication Studies

1. **Finding references** to articles
2. **Getting** the articles
3. Finding government statistical



Questions?

any time during the
session!

Databases – What are they?

- locate articles by subject, author, etc.
 - “what exists” but not necessarily “what’s in the library”
 - some have
 - **full text** of the articles
 - **citations** (references) only
 - **abstracts** (summaries) of articles
- Authentication required?
Databases with Canadian Content



Challenge!

Find articles about

***social survey data about
people and television***

(1 minute)

Avoid the most common mistake in searching

social survey data about people and television

- search engine tries to find that exact phrase
 - you usually get 0 results

Tips and Tricks

- Break your topic into key topics
 - Social survey
 - Television
- Combine using and
 - Social survey and television
- Think of synonyms
 - Television
 - T.V.
- Combine using or
 - (television or t.v.)

Putting It All Together

social survey and (television* or tv*)*

The “One Good Article” Strategy

- to **focus** your search
- find **1 good article**
- use language from **descriptors** (or identifiers or subject headings), **authors** to get more

e.g. ***Cultivation Analysis and Television Viewing***

(FYI, “*Cultivation analysis* tries to measure how much television influences a viewer's perception of reality”)

To find quantitative data

- try adding words like

- *analy**

- *correlat**

- *survey**

- *data*

- *sample**

- *measure**

- *control**

- *scale**

- *variable**

- *score**

e.g. ***news* and violen* and***


(scale* or score* or sample* or measure*)

What if Get It! doesn't work?

- if Get It! doesn't appear, or doesn't work:
 - open another browser
 - go to [MORRIS](#)
 - and do a **Journal Title** search
- what would you type in the MORRIS search box if you were looking for #1 that way?
- how would you find article #1 on the shelf?



What if we don't have it?

- **RACER**
 - link in the  window
 - link from the library home page
- inter-library loans
- FREE!
- 7-10 day delivery (average)
- link in Get It! window



Finding Government Data


Links to Government Statistical Sources

- start at the Library home page:
 - <http://library.mcmaster.ca>
 - click on
 - the picture of Mills Library
 - Maps, Data & Government Publications
 - Government Publications
 - Statistical Sources


Accessing E-STAT

- start at the Library home page:
 - <http://library.mcmaster.ca>
 - click on *Databases tab*
 - type **estat** in the search box

E-STAT

- click 
- click 
- **browse by topic**, or **search** CANSIM or Census

E-STAT: Browsing by Topic

- [Arts, culture and recreation](#)
- [Recreation](#)
- #2: *Television viewing time, by viewer demographic characteristics*
- click  for detailed description

E-STAT: Searching by Keywords

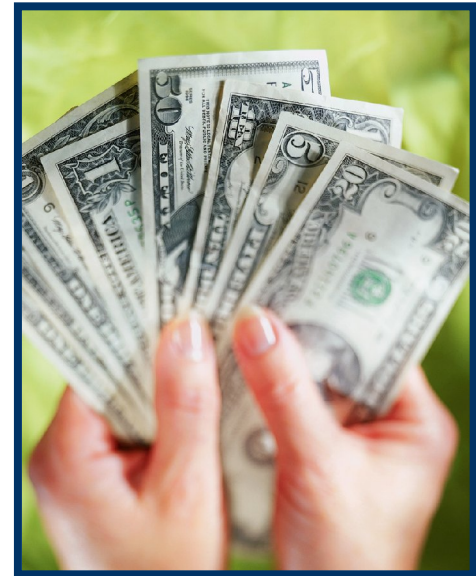
- Search CANSIM
- text search,
- 1 **all of these words**
- 2 **active tables**
- 3 **table titles only**
- 4 **television**
- *Health behaviour in school-aged children 2002*

E-STAT Output: one possibility

- for **Geography** click **Select all**
- for **Sex** select **males**
- for **Age group** select **13 years**
- for **Activity** select **watching television**
- for **Period of the week** select **weekdays**
- for **Student response** click **Select all**
- click **Retrieve as a Table**
- select **HTML Table, time as columns**
- click **Go**

Statistics Canada Publications

- never pay for anything from the Statistics Canada website



Questions?

Need Help? Just Ask!

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