Searching Smarter
Communication Studies 2A03

Krista Godfrey
Reference Librarian

Mills Research Help
2nd floor - ext. 22533
library@mcmaster.ca

New! Live Chat : M - F, 11 - 3
MSN: library@mcmaster.ca
AOL & Yahoo! Messenger : maclibraries

October 2006
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.)
Tips and Tricks

- Truncation or wildcards are used for alternate endings
  - Canad* -survey
  - Canada -surveys
  - Canadian -surveyed
  - Canadians -surveyed
  - Canadian’s -surveyed
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*
  - data
  - control*
  - correlat*
  - sample*
  - scale*
  - score*
  - survey*
  - measure*
  - variable*

  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 get it! 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](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](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

Communication Studies 2A03
Statistics Canada Publications

- never pay for anything from the Statistics Canada website
Questions?

Need Help? Just Ask!

Mills Research Help, Mills 2nd floor
905 525-9140 ext. 22533
library@mcmaster.ca

IM the library (M-F, 11 am - 3 pm)
MSN: library@mcmaster.ca
AOL: maclibraries
Yahoo! Messenger: maclibraries