LIBRARY SERVICES & RESOURCES

MCM (MASTER OF COMMUNICATIONS MANAGEMENT)

October 6, 2023
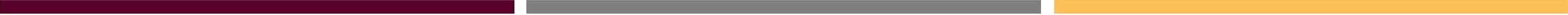
HELLO!

We are…

Jeannie An
Teaching and Learning
anjean@mcmaster.ca

Ines Perkovic
Teaching and Learning
perkovic@mcmaster.ca
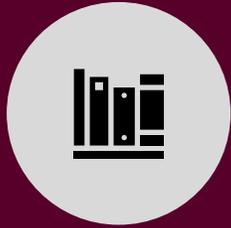
LIBRARIES   ACCESSING RESOURCES   SEARCH STRATEGIES   LINKEDIN LEARNING   GET HELP
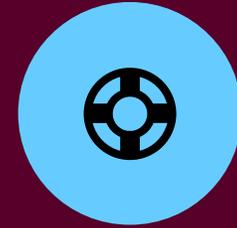
AGENDA

McMASTER LIBRARIES

- **MILLS** (Humanities & Social Sciences + Business)
- **INNIS** – Closed

  Innis, the new business library, is expected to open Fall 2024 on the 3rd floor of the new MCCD (McLean Centre for Collaborative Discovery) - currently under construction

- **THODE** (Science & Engineering)
- **HEALTH SCIENCES**
  located in the **Health Sciences Centre** (HSC), 2nd floor, purple section
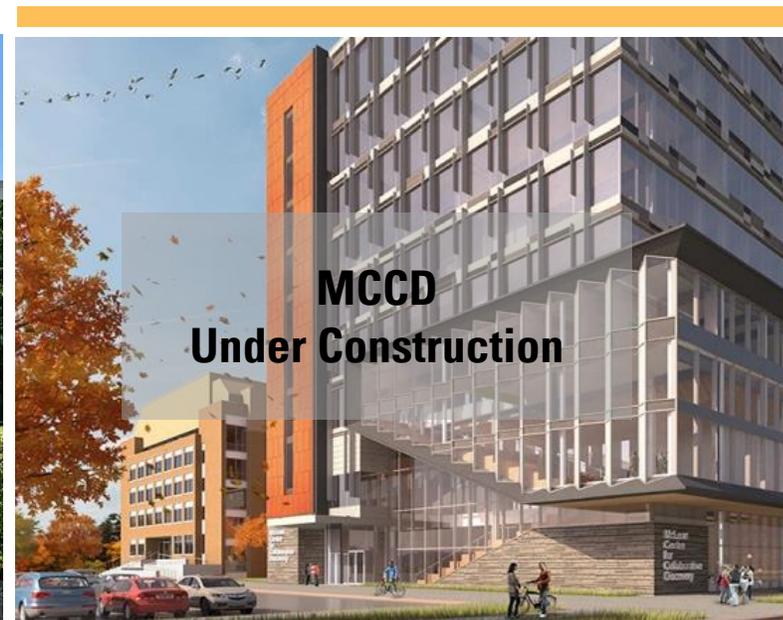
MCCD
Under Construction

LIBRARY HOURS

MILLS & THODE

Starting Sept. 5

- Monday to Thursday: 8:00 am to 11:00 pm
- Friday: 8:00 am to 9:00 pm
- Saturday: 10:30 am to 5:30 pm
- Sunday: 3:00 pm to 11:00 pm

HEALTH SCIENCES

Starting Sept. 12

- Monday to Friday: 9:00 am to 8:45 pm
- Saturday: 12:00 pm to 4:45 pm
- Sunday: 12:00 pm to 7:45 pm

BORROWING PHYSICAL RESOURCES

McMaster University

McMaster ID number → 400654321
McMaster, W

Barcode → 12345678909876   MO   3

- Your **McMaster ID** card is your **Library Card.** Your ID card should include your McMaster Identification Number and a 14-digit barcode.

- Allows you to borrow physical materials (print books, DVDs, etc.) from **any library at McMaster** (+ other partner libraries).

- **Loan Period** for books is 120 days with unlimited renewals

- Sign in to My Library Account with your **MacID@mcmaster.ca** to view and manage your loans, requests, and more.

ACCESSING E-RESOURCES AT MCMASTER LIBRARIES

- Your **MacID** gives you access to all the Library's online resources (e-books, e-journals, online articles, databases, etc.) 24/7, anywhere in the **world!**

- Connect to our online resources via the Library's website – https://library.mcmaster.ca

- When prompted, login with your MacID@mcmaster.ca to unlock and access Library e-resources.

Login to access Library e-Resources

Log in with your MacID@mcmaster.ca →

For current McMaster Students, Faculty, and Staff.

Or

Log in for Retired Faculty, Courtesy and Alumni

FINDING & ACCESSING RESOURCES AT MCMASTER

- Library website is your primary access point to the Library's services and its collections https://library.mcmaster.ca

- Many access points for library resources – **Omni**, **Databases, Journal Search, Research Guides**, **web pages**, etc.

- **Omni** is a new multi-disciplinary academic search tool for McMaster.

- A good starting point for most topics. Includes many secondary sources (books, journals, articles, videos, databases, etc.), but does not include everything available through McMaster (i.e., some content only available in databases).

- Use filters to modify your search results. Limit by resource type (e.g., articles, books, etc.), date of publication, location and more.

- Sign in to Omni (i.e., your Library Account) for more access to content, features, and your library account.

- Questions? Consult the Omni Help guide or contact library staff.

18 Universities, 25.4 million resources, 1 library system

omni

ACCESSING ONLINE ITEMS IN OMNI

- In the View Online section of the full record for an item (e.g., e-book, e-journal, online article) select a relevant link to view the full-text

- If prompted, input your MacID@mcmaster.ca

PLACING REQUESTS IN OMNI

Sign-in to Omni to see REQUEST options in the **Get it** section of an item's full record

- **Request:** Place a Hold for an item **Available** in McMaster libraries

- **Digitization:** Scan one chapter or one article of an item

- **Get it from another library:** Appears when item is not available locally, request it from another Omni library

When items are ready, you will be notified by e-mail or **Sign-in** to Omni to view the status of requests in your Library Account.

BOOK

Reputation management : building and protecting you profile in a digital world

Hiles, Andrew.

2011

♿ Request Alternative Format for Disabled Users ↗

📖 Available at Mills Library Innis Collection (Mills 3rd floor) (HD

Top

Send to

Get It

Details

Virtual Browse

Links

Send to

| Citation | Email | Permalink | Export BibTeX |

| EndNote | Mendeley | Print |

Get It

REQUEST: Request | Digitization | Get it from another library

Request

Material Type
Book

Pickup Institution
★ McMaster University Library ▾

★ Pickup Location ▾

Terms of Use ▾

Not needed after

📅 Pickup Date ▾

Comment

⟳ Reset Form

➤ Send Request

Digitization Request

★ ☑ Partial

Chapter/Article Title

Chapter/Article Author

Start page

End page

☐ Full Chapter?

Comment

Not needed after

📅 Pickup Date ▾

⟳ Reset Form

➤ Send Digitization request

Get it from another library

ⓘ New! Physical items can now be requested for pickup at any Omni library. The preferred McMaster pickup location is still mandatory in case the partner insitution cannot ship your request to your preferred pickup institution.

☐ I only need a specific chapter or pages

Title

★ _____

INTERLIBRARY LOAN (I.L.L.) via OMNI

- When an item is not available through our Omni partner institutions, it can be requested from other resource sharing partners in Canada or internationally via interlibrary loan

- Item not found in Omni?
  Use the **Omni Blank Request Form** to submit ILL requests.

NOTE: Requests for items outside the Omni network may take longer to arrive and may have shorter loan periods and renewal options.

PICK-UP AND DELIVERY OPTIONS

- **Online items** requested (e.g., book chapters, articles) will be sent to your **email**.

- **Books and other physical materials** requested …

  - **from Omni libraries** can be **picked up at any Omni partner library** – specify your preferred location in the Omni request form

  - **from resource sharing partners outside the Omni network** (e.g., elsewhere in Canada or internationally, I.L.L.) can be **picked up at McMaster**

  - and **sent to or located at McMaster** are **eligible for mail delivery to a Canadian address** - once you receive a hold notification email that your requested items have arrived, submit a Books by Mail form
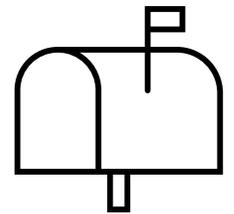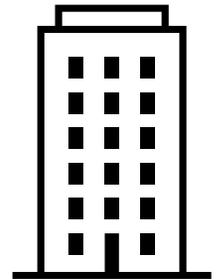
BOOKS BY MAIL

- Service available to current McMaster faculty, students or staff.
- **Canadian mailing addresses** only.
- Books mailed via **Canada Post** at **no charge** to you.
- Regular circulating books only (with some exceptions) are eligible
- Books will be **checked out** to you **before mailing**.
- **Track your parcel** using a tracking number.
- **Return** books using the **prepaid shipping label** sent to you in print and online
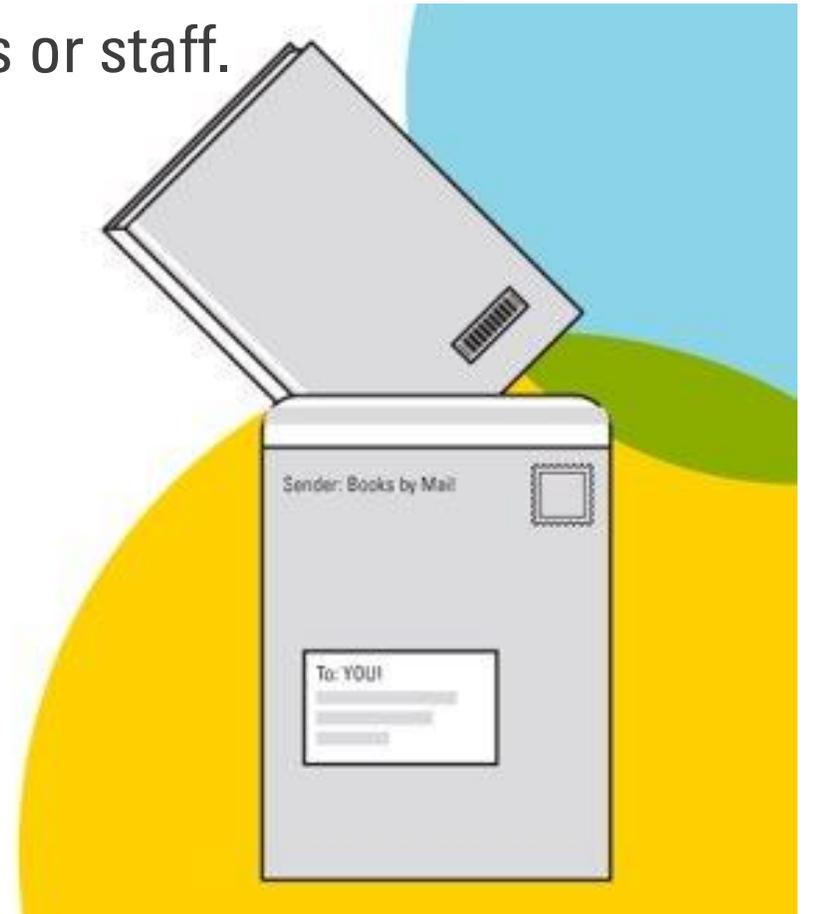
PRACTICE ACTIVITY (5 MINUTES)

Try a simple search in Omni and make sure you can log into your account!
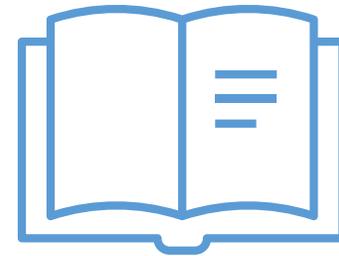
Find a book you're interested in – where is it located? How can you request it?

CANADIAN UNIVERSITY RECIPROCAL BORROWING AGREEMENT (CURBA)

COPPUL — The Council of Prairie and Pacific University Libraries

OCUL — Ontario Council of University Libraries

Omni includes 18 out of 21 OCUL libraries

BUREAU DE COOPÉRATION INTERUNIVERSITAIRE — BCI

CAAL / CBPA — Council of Atlantic Academic Libraries — Conseil des bibliothèques postsecondaires de l'Atlantique

- As a current McMaster graduate student, you can borrow books in-person from almost any university library in Canada

- ID presented by library users from other institutions will be determined by each consortium. Details outlined in the CURBA agreement.

- Make sure you have appropriate identification. A valid McMaster ID card can be used at Other Omni Libraries.

BORROWING BOOKS **IN PERSON** AT **OTHER** UNIVERSITY LIBRARIES

- Use [Reciprocal Borrower card](#) to borrow books from other institutions in Canada for free

  - **EXCEPTION:** University of Toronto Libraries charge reciprocal borrowers a fee of $300 for a borrower card. The Library will subsidize $250 towards the cost of these cards, for graduate students only. Cards are valid from September to September. If interested, please complete the **[application form](#) and** email Lynne Serviss **servisl@mcmaster.ca**

- Some material exclusions (e.g., reserves, reference) and borrowing limitations (shorter loan period, limit on # of items borrowed) apply

EDUROAM (EDUCATION ROAMING)
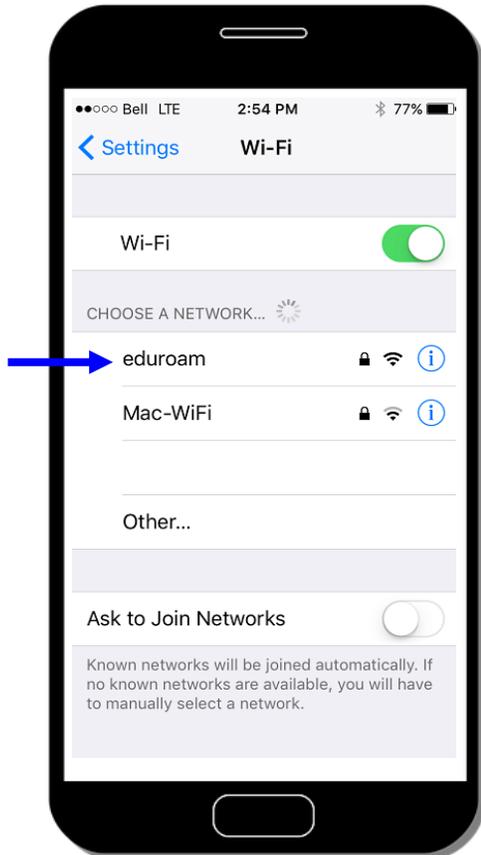
- **Eduroam** provides secure, free, Wi-Fi roaming service to McMaster students, faculty & staff when visiting **research & education institutions** anywhere in the world.

- Open your device and log into the eduroam network of a **participating institution** with your **MacID** and the realm identifier **@mcmaster.ca** (e.g., maud@mcmaster.ca)

- Access to another institution's licensed online resources will likely be restricted.

SEARCH STRATEGIES

SEARCHING

- The GOAL of a successful search is to retrieve relevant information without being bogged down by irrelevant sources.

- Every word is a COMMAND.

1. Identify main concepts of your research topic
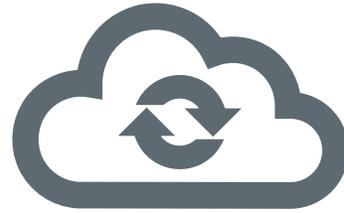
2. Brainstorm alternate words and phrases for each concept
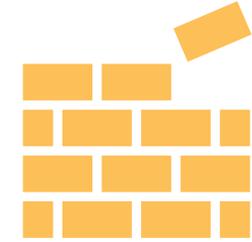
3. Create search strings using Boolean operators & modifiers

BEFORE BEGINNING A SEARCH

1. IDENTIFY MAIN CONCEPTS

How do public relations handle scandals by corporations?

1. IDENTIFY MAIN CONCEPTS

How do public relations handle scandals by corporations?
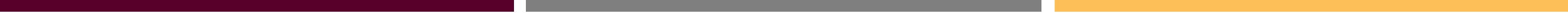
public relations

scandal

corporation

2. BRAINSTORM ALTERNATE WORDS

public relations

pr

communications

scandal

crisis

misconduct

corruption

fraud

corporation

company

business

2. BRAINSTORM ALTERNATE WORDS

3. CREATE SEARCH STRINGS

- Communicate with databases using directive language and techniques

- Combine your main concepts and alternate words and phrases with Boolean Operators and Modifiers

Boolean Operators

AND

OR

NOT

Boolean Modifiers

" "

*

( )

BOOLEAN OPERATOR: AND

- Use between search words to retrieve items with **ALL** words present.

- If nothing is specified between words, AND is often the default operator

- **Narrows** search **& reduces** number of results.

scandal **AND** corporation
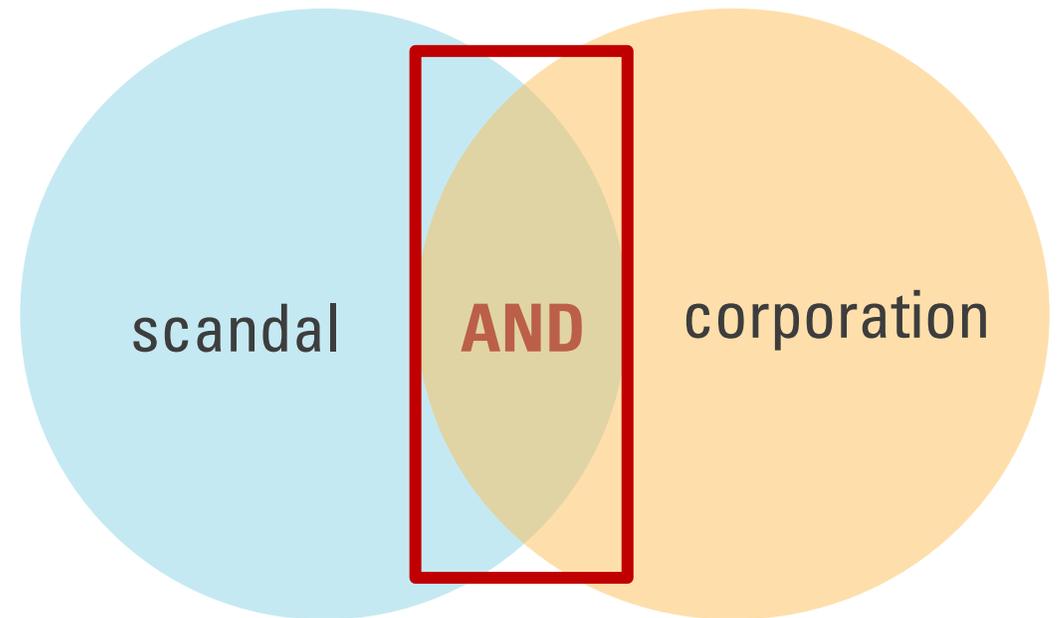
BOOLEAN OPERATOR: OR

- Use between search words to retrieve items with **ANY** of the words present.
- **Broadens** search & **increases** number of results.

scandal **OR** crisis
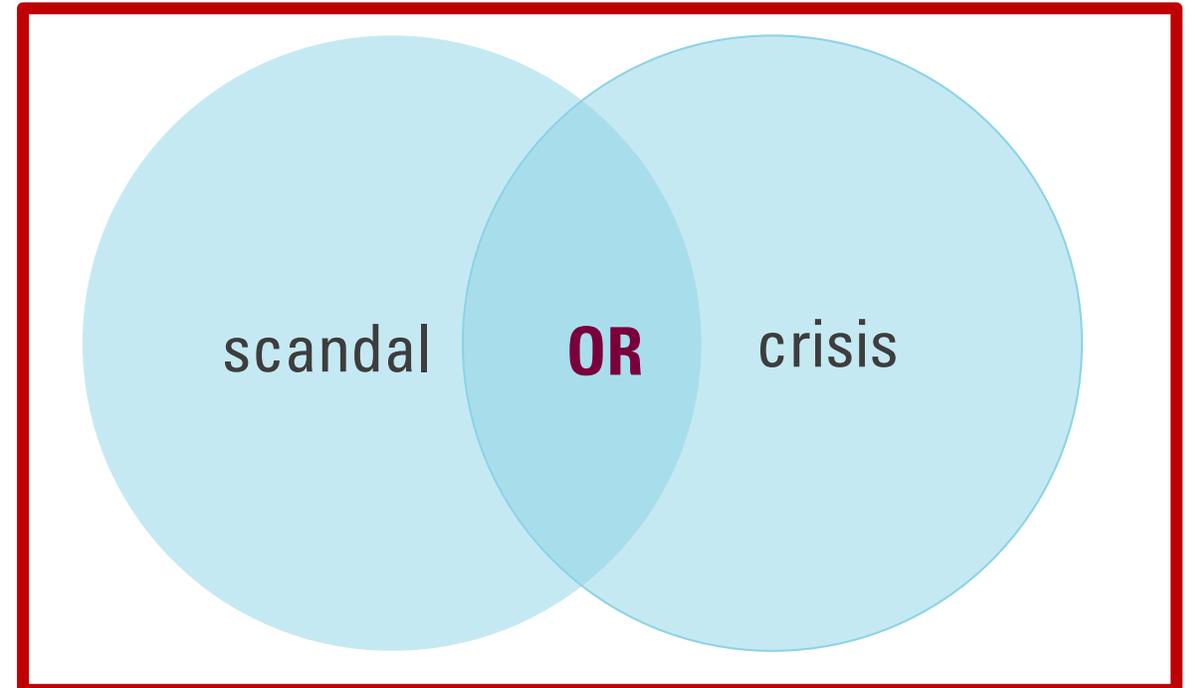
BOOLEAN OPERATOR: NOT

- Use to exclude unwanted words from results.

  ⚠️ **May result in the inadvertent loss of relevant results. Can eliminate items that include both wanted and unwanted words.**

- **Narrows or reduces** number of results.

scandal **NOT** political

" **"**

"public relations"

Will only retrieve results featuring exact phrase.

*

corporat*

Will retrieve alternate endings: corporat**ion**, corporat**ions**, corporat**e**, etc.

( )
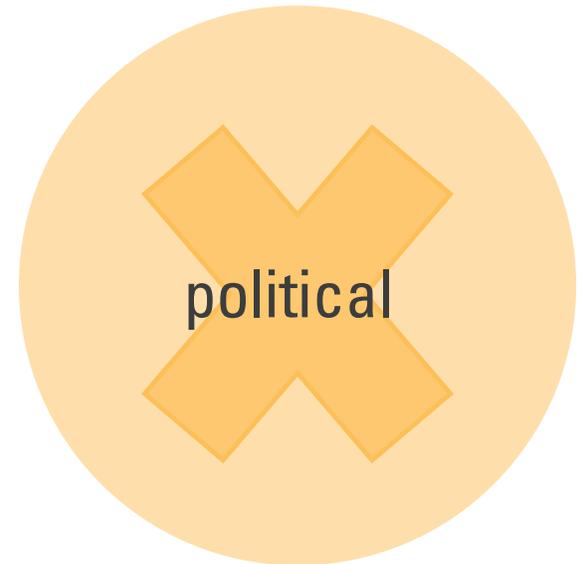
corporation AND (scandal OR crisis)

When a search string uses a mix of Boolean operators, AND is processed first, OR second. Words enclosed in brackets ( ) become first. NOT usually appears at the end and is processed last.

BOOLEAN MODIFIERS

BOOLEAN OPERATORS & MODIFIERS

" "	Use quotes around search words to find exact phrases	"big business", "social media"
* ! ? $	Use a wildcard symbol to find word variations **NOTE:** This symbol can vary by search tool – check Help section	behavio***r** finds: behavi**o**r, behavi**our** manag***** finds: manag**e**, manag**es**, manag**er**, manag**ers**, manag**ement**, mana**ging**, etc.
AND	<u>**Narrows**</u> results. Use between search words to retrieve items with **ALL** words present	brand **AND** reputation
OR	<u>**Broadens**</u> results. Use between search words to retrieve items with **ANY** of the words present	marketing **OR** advertising **OR** promotion
NOT	Use to get rid of unwanted words	icebreaker **NOT** ship
( )	When a search string uses a mix of Boolean operators, AND is first, OR is second. Words enclosed in brackets ( ) will become first. NOT is usually put at the end of a search string and is processed last.	**(**volkswagen **OR** VW**) AND** scandal **NOT** emissions

CONSTRUCT YOUR SEARCH

("public relation*" **OR** pr **OR** communication*)

AND

(scandal* **OR** crisis **OR** misconduct* **OR** corrupt* **OR** fraud*)

AND

(corporat* **OR** compan* **OR** business*)

PRACTICE ACTIVITY (5 MINUTES)

Create a search string based on a research question or topic of interest

Identify words for each concept	Concept A		Concept B		Concept C
		AND		AND	
OR					
OR					
OR					

Search string: (word* OR word) AND ("words" OR word) AND word

DATABASES

Use when you …

- need to do targeted, precise searching
- when looking for subject-specific information
- when content not found or included in Omni

POTENTIALLY USEFUL DATABASES FOR MCM

Subject Specific

- Communication Source
- Business Source Premier
- ProQuest One Business
- PsycINFO

Multidisciplinary

- Web of Science
- Scopus
- Statista – reports + statistics
- Factiva – news + corporate data

DATABASES

Databases - Search **by Name** and/or **by Filters**
(Subjects, Database Types, User Types)

McMaster has over **600 databases**

communication source

All Subjects ⌄

Filters:

Classics
Communication Studies and Media Arts
Computing and Software
Earth Environment and Society
Economics
Education
Electrical and Computer Engineering

All # A

All Database Types ⌄

All Database Types
Articles
eBooks
Images
News
Patents & Standards
Primary Sources
Reference
Reports
Statistics & Data
Videos & Audio

All User Types ⌄

Clear

T U V W X Y Z

Pick from 52 subject areas
&
10 database types

ⓘ Review database description to confirm relevance & click Connect to search

Communication Source   Connect →

Alternative Title: Communication Abstracts | Communication & Mass Media Complete | CMMC
Allowable Uses:
Access is available on and off campus to current McMaster University students, faculty and staff.

View Detailed Terms of Use

Notes:
Formed from the merger of *Communication Abstracts* and *Communication & Mass Media Complete*.

Description:
Coverage: 1915 to the present; varies by title
Communication Source supports research on mass media, communications theory, linguistics, organizational communication, phonetics and speech pathology. Content is derived from academic journals, conference papers, conference proceedings, trade publications, magazines and other periodicals. Provides indexing and abstracting for over 1,100 core titles and contains the full text for more than 700 journals.

Report a Problem →

User Type:
McMaster - MacID required

Database Type:
Articles

Subjects:
Business
Communication Studies and Media Arts
Human Resources and Management
Linguistics and Languages
Marketing

Option 1: Using a single search string in one box

Option 2: Guided Search with Boolean drop-down menus

Communication Source

New Search   Publications   Cited References   Thesaurus   Images   More ▼

EBSCOhost

Searching: **Communication Source** | Choose Databases

("public relation*" OR pr OR communication*) AN | Select a Field (optional) ▼ | Search

AND ▼ | Select a Field (optional) ▼ | Clear ?

AND ▼ | Select a Field (optional) ▼ | ⊕ ⊖

Basic Search   Advanced Search   Search History ▸

The option to specify the **fields** or location of words (e.g., in Title) is common in research databases. Can help retrieve more precise/relevant results.

New Search   Publications   Cited References   Thesaurus   Images   More ▾

EBSCOhost

Searching: **Communication Source** | Choose Databases

"public relation*" OR pr OR communication* | Select a Field (optional) ▼ | Search

AND ▼   scandal* OR crisis OR misconduct* OR c | Select a Field (optional) ▼ | Clear ?

AND ▼   corporat* OR compan* OR business* | Select a Field (optional) ▼ | ⊕ ⊖

Basic Search   Advanced Search   Search History ▸

Select **+/-** to add or remove search **boxes**

Sample Results from Communication Source

Search Results: 1 - 10 of 2,092

"Silence" as a strategy during a corporate crisis – the case of Volkswagen's "Dieselgate".

By: Stieglitz, Stefan; Mirbabaie, Milad; Kroll, Tobias; Marx, Julian. Internet Research. 2019, Vol. 29 Issue 4, p921-939. 19p. DOI: 10.1108/INTR-05-2018-0197.

Subjects: Crisis communication; Social impact; **Business** planning; Social network analysis; **Crises**

Cited References: (63) Times Cited in this Database: (2)

get it! **Get Full Text @ Mac** ← **Select get it! to view full-text access options.**

Why Legitimacy Matters in Crisis Communication: A Case Study of the "Nut Rage" Incident on Korean Air.

By: Yim, Myungok Chris; Park, Hyun Soon. Journal of **Business** & Technical **Communication**. Apr2019, Vol. 33 Issue 2, p172-202. 31p. DOI: 10.1177/1050651918816360.

Subjects: **Crisis** management; **Public relations**; Organizational **communication**; **Communication** in management; Ethics; Korean Air Lines Co. Ltd.; Organizational legitimacy

Cited References: (75) Times Cited in this Database: (3)

get it! **Get Full Text @ Mac**

Media Frames and Crisis Events: Understanding the Impact on Corporate Reputations, Responsibility Attributions, and Negative Affect.

By: Mason, Alicia. International Journal of **Business Communication**. Jul2019, Vol. 56 Issue 3, p414-431. 18p. 4 Charts. DOI: 10.1177/2329488416648951.

Subjects: **Crisis communication**; **Crisis** management; Stakeholders; Multivariate analysis; **Crises**

Show all 4 Images

Cited References: (53) Times Cited in this Database: (4)

📄 **HTML Full Text** 📄 **PDF Full Text** (373KB) get it! **Get Full Text @ Mac**

Select HTML Full Text or PDF Full Text or get it! to view article.

Omni | McMaster University

Sign in   Menu ▾

"Silence" as a strategy during a corporate crisis – the case of Volkswagen's "Dieselgate"
Stieglitz, Stefan; Mirbabaie, Milad; Kroll, Tobias; Marx, Julian
ISSN: 1066-2243 , 2054-5657; DOI: 10.1108/INTR-05-2018-0197
Internet research , 2019, Vol.29(4), p.921-939
⊘ Check holdings Mills Library Mills Library Journals (3rd floor) (TK 5105.5.E42) ›
⊘ Available Online ›

Citation

Top
Send to
View Online
Get It
Virtual Browse

Send to

Citation | Email | Permalink | Export BibTeX | Export to Excel
Export RIS | EndNote | Mendeley | Print

View Online

Full text availability

Emerald Management 120
Available from 1994 volume: 4 issue: 1.
📄 *Terms of Use*

ProQuest One Business
Available from 01/01/1995.
Most recent 1 year(s) not available.

Scholars Portal Journals: Emerald
Available from 01/01/1993 volume: 3 issue: 1 until 02/28/2023
volume: 33 issue: 7.

Related reading
recommended items that are related to the record

Restoring reputations in times of crisis: An
An-Sofie Claeys,, An-Sofie
Public relations review.2010,
Vol. 36(3), p. 256-262

ARTICLE suggested by bX

Stakeholder reactions to company crisis
Sparks Lynette
Public relations review.2010,
Vol. 36(3), p. 263-2271

Available – Several online options for full-text of this article available at McMaster.

When a link is selected, you will be prompted for your MacID before viewing the full-text.

If one link doesn't work, try another.

"Silence" as a strategy during a corporate crisis – the case of Volkswagen's "Dieselgate"

The case of Volkswagen's "Dieselgate"

921

Stefan Stieglitz
University of Duisburg-Essen, Duisburg, Germany
Milad Mirbabaie
Department of Computer Science and Applied Cognitive Science,
University of Duisburg-Essen, Duisburg, Germany
Tobias Kroll
Department of Computer Science and Applied Cognitive Science,
Fakultat fur Ingenieurwissenschaften,
Universitat Duisburg-Essen, Duisburg, Germany, and
Julian Marx
University of Duisburg-Essen, Duisburg, Germany

Abstract
Purpose – The purpose of this paper is to investigate the communication behaviour on Twitter during the rise of a preventable corporate crisis. It aims to contribute to situational crisis response strategies, and to broaden the authors' understanding of legitimacy management. In September 2015, Volkswagen's (VW) emission scandal became public and caused debates also in social media. By applying complementing tools of data analysis to the Twitter communication around the "Dieselgate" crisis, this study unfolds a field of tension between corporate strategy and public perception.
Design/methodology/approach – The authors collected Twitter data and analysed approximately 2.1m tweets relevant to the VW crisis. The authors approached the data by separating the overall communication in peak and quiet phases; analysing the peaks with social network analysis techniques; studying sentiments and the differences in each phase; and specifically examining tweets from VW's corporate accounts with regard to the situational crisis communication theory (SCCT) and legitimacy.
Findings – VW's very few tweets were not able to reduce the emotionality and sentiment of the ongoing Twitter discussion. Instead, even during quiet phases, the communication remained rather negative. The analysis suggests that VW followed a strategy not covered by SCCT, i.e. keeping silent.
Practical implications – The discovered strategy of keeping silent extends the SCCT and is linked to legitimacy management. Learnings from this study help decision makers to put social media response strategies into practice to swiftly recover from crises or refrain from certain strategies to avoid further reputational damage.
Social implications – Examining the underlying communication patterns of a crisis case with societal magnitude such as "Dieselgate" helps sensitising customers and executives to utilise social media channels more comprehensible in future crises.
Originality/value – The study uncovers the unconventional and yet barely addressed crisis response strategy of a global enterprise while devising unique realisations for practitioners and communication researchers. It contributes to existing knowledge about situational crisis response strategies, and broadens the authors' understanding of legitimacy management in times of social media ubiquity.
Keywords Twitter, Social media, Communication, Social media analytics
Paper type Research paper

PRACTICE ACTIVITY (5 MINUTES)
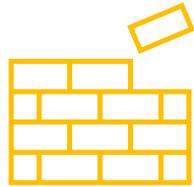
Connect to the database Communication Source and enter a search string

Locate a relevant article
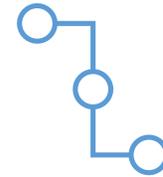
Find the full-text of the article

OFF-CAMPUS ACCESS OPTIONS FOR LIBRARY E-RESOURCES

- [Directly from the Library website](#)
- [Configure Google Scholar](#)
- [Install a browser bookmarklet](#)
- Install browser extensions
  - [Lean Library](#)
  - [EndNote Click](#)
  - [Google Scholar button](#)
- [Linking to Library e-Resources](#)

ACCESSING MCMASTER RESOURCES VIA GOOGLE SCHOLAR

1. Go to https://scholar.google.ca/

2. Locate side menu ≡ and select ⚙ Settings

3. Select Library links (in left navigation)

4. In the *Library links* section, search and select McMaster University

5. Click Save button

NOTE: If using Google Scholar on more than one device, these settings will need to be saved on each one.

Once Library links has been configured, Google Scholar search results should display a GetIt@Mac link if available at McMaster libraries

Corporate scandals and regulation

L Hail, A Tahoun, C Wang - Journal of Accounting Research, 2018 - Wiley Online Library

... to the incidence of future **corporate scandals**, if those **scandals** benefit the special ... **corporate** wrongdoing to areas beyond the scope of the new regulation. Similarly, **corporate scandals** ...

☆ Save 99 Cite Cited by 107 Related articles All 13 versions

[PDF] ssrn.com

GetIt @ McMaster

A theory of **corporate scandals**: Why the USA and Europe differ

JC Coffee Jr - Oxford review of economic policy, 2005 - academic.oup.com

... Yet, no corresponding wave of financial **scandals** involving a ... kinds of **scandals** characterize different systems of **corporate** ... Instead, the characteristic **scandal** in such systems is the ...

☆ Save 99 Cite Cited by 573 Related articles All 14 versions

[PDF] columbia.edu

GetIt @ McMaster

Corporate scandals: It's time for reflection in business schools

PS Adler - Academy of Management Perspectives, 2002 - journals.aom.org

... We also urge our colleagues to join us in critical self-reflection, for we believe that these **scandals** may have something to do with the way our own institutions function. Questions such ...

☆ Save 99 Cite Cited by 305 Related articles All 5 versions Getit @Mcmaster ≪

[PDF] researchgate.net

[BOOK] A financial history of modern US **corporate scandals**: From Enron to reform

JW Markham - 2015 - books.google.com

... , set off another **corporate scandal** when it was discovered that he had not paid New York sales taxes on millions of dollar's worth of paintings. That **scandal** widened after Kozlowski ...

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[PDF] mcferet.com

CITATION GUIDES & TOOLS

How Do I Cite?

- Covers citation elements, using style guides, major styles (APA, Chicago, MLA, Harvard, etc.)

- APA style recommended for MCM program
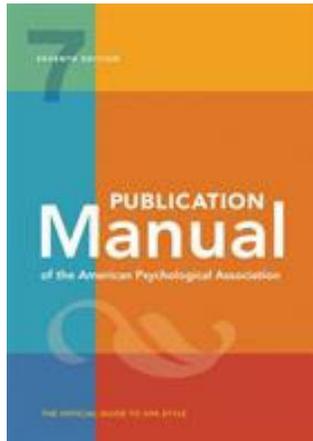
Citation Management Software

Includes comparison chart of three popular CMS tools.

EN EndNote (McMaster has a site license) – Guide

Mendeley (free) - Guide

Zotero (free) - Guide

RESEARCH GUIDES & VIDEOS

Research **Guides**
https://libguides.mcmaster.ca/

- Graduate Studies > **MCM** Research Guide
- How Do I **Cite**?
- How Do I Find **News**?
- A Guide to **Omni**
- A Guide to **LinkedIn Learning**
- & more

How Library Stuff Works **Video** Series
https://library.mcmaster.ca/research/how-library-stuff-works

- **Scholarship as Conversation**
- Choosing a **Research Question**
- How to Choose **Keywords**
- **Boolean** Searching – Part I and II
- plus infographics
- & more

How **library stuff works** video tutorials

Introduction to LinkedIn Learning

What is LinkedIn Learning?

- Different from LinkedIn, but owned by the same company (Microsoft)

- LinkedIn Learning is the learning part of LinkedIn

- Develop critical technical and non-technical skills and earn LinkedIn Learning certificates to upload to your LinkedIn profile or share/download

Benefits of LinkedIn Learning

- FREE for all McMaster registered students, staff and faculty

- Just-in-time training, to supplement in-class courses

- Use to grow personal and professional development

- Over 20,000 online modules (courses, videos, podcasts, blogs, and more) including learning software, IT, business skills and digital literacy skills

- Taught by experts in their fields who are passionate about teaching

- View from a computer, tablet, or mobile device

- Self-paced and self-directed learning

How to Access LinkedIn Learning

- Currently, all McMaster staff, faculty and students have access to LinkedIn Learning

McMaster LinkedIn Learning :

- https://uts.mcmaster.ca/services/teaching-and-learning/linkedin-learning/

- Use your MacID to login

How to get it

LINKEDIN LEARNING →

LinkedIn Learning – Mobile Access

- Mobile apps available for iOS and Android

- Download from either App Store or Google Play

  - Launch the LinkedIn Learning app

  - select **Already a member?**

  - select **Organization** tab

  - scroll to Web Portal section on screen and enter **mcmaster.ca**

  - click **Log in** button

  - enter your **MacID** at the prompt
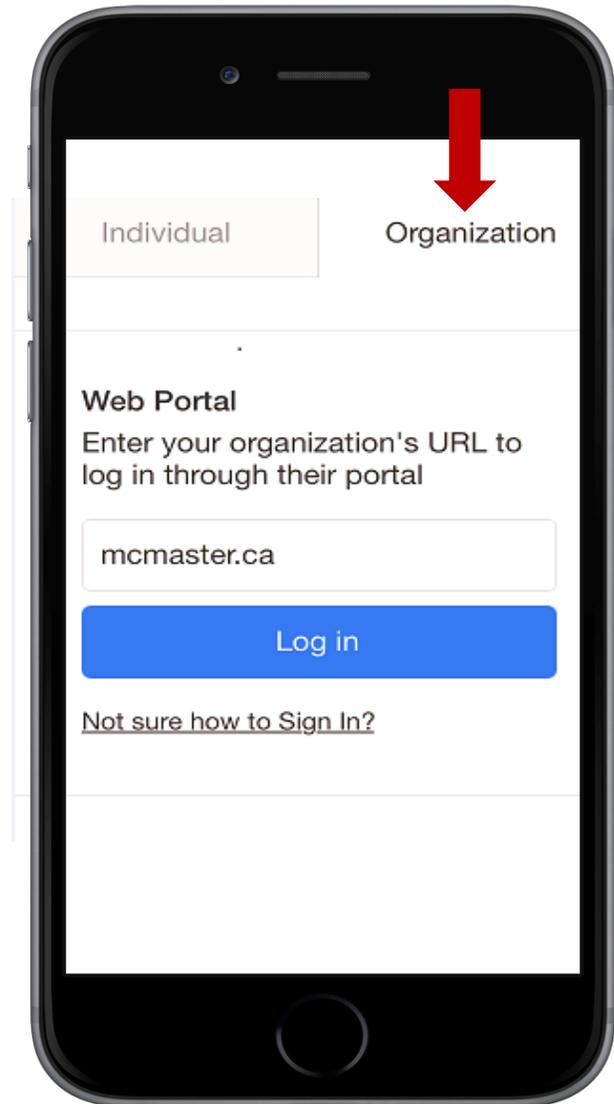
LinkedIn Learning – Business Topics

Business Topics

Show All

Business Analysis and Strategy

Data Analysis

Business Intelligence

Business Strategy

Data Visualization

Operations Management

Show All

Business Software and Tools

Data Analysis

Spreadsheets

Data Visualization

Personal Productivity Software

Artificial Intelligence for Business

Show All

Career Development

Career Management

Job Searching

Personal Branding

Show All

Customer Service

CRM Software

Customer Service Skills

Customer Service Management

Contact Centers

Service Metrics

Show All

Diversity, Equity, and Inclusion (...

Inclusive Leadership

Workplace Equity

Allyship

Accessibility

Recruiting Diverse Talent

Show All

Finance and Accounting

Corporate Finance

Cryptocurrency

Small Business Finance

Accounting Skills

Personal Finance

Show All

Human Resources

Talent Management

Artificial Intelligence for Business

HR Strategy

HR Administration

Hiring and Interviewing

Show All

Leadership and Management

Communication

Leadership Skills

Business Strategy

Inclusive Leadership

Teams and Collaboration

Show All

Marketing

Social Media Marketing

Artificial Intelligence for Business

Personal Branding

Advertising and Promotion

Content Marketing

Show All

Professional Development

Well-Being and Self-Care

Communication

Personal Development

Teams and Collaboration

Time Management

Show All

Project Management

Operations Management

Project Management Skills

Project Management Software

Business Analysis

Agile Project Management

Show All

Sales

Artificial Intelligence for Business

CRM Software

Sales Skills

Social Selling

Sales Management

Show All

LinkedIn Learning – Creative Topics

Creative Topics

AEC
Rendering
3D Modeling
2D Drafting and Drawing
Real-Time
BIM

Animation and Illustration
Rendering
3D Modeling
3D Animation
Illustration
Drawing

Audio and Music
Digital Audio Workstations
Music Production
Audio Engineering
Music Business
Music Lessons

Graphic Design
Asset Management
Drawing
Digital Publishing
Typography
Creativity

Motion Graphics and VFX
Rendering
Motion Graphics
Typography
Compositing
Visual Effects

Photography
Image Editing
Asset Management
Analog Photography
Artificial Intelligence for Design
Portrait Photography

Product and Manufacturing
Rendering
3D Modeling
2D Drafting and Drawing
Real-Time
Product and Industrial Design

User Experience
UX Design
Content Strategy
Design Thinking
Interaction Design
User Interface Prototyping

Video
Video Editing
Video Post-Production
Shooting Video
Video Production
Artificial Intelligence for Design

Visualization and Real-Time
Rendering
3D Modeling
3D Animation
Real-Time
Architectural Visualization

Web Design
Web Standards
Interactive Web Content
Web Graphics
Responsive Web Design
Web Design Business

LinkedIn Learning – Technology Topics

Technology Topics

Artificial Intelligence (AI)
Machine Learning
Artificial Intelligence Foundations
Generative AI
Neural Networks and Deep Learning
Natural Language Processing (NLP)

Show All

Cloud Computing
IBM Center for Cloud Training
Cloud Platforms
Cloud Services
Tech Career Skills
Cloud Administration

Show All

Data Science
Data Analysis
Business Intelligence
Data Visualization
Tech Career Skills
Data Engineering

Show All

Database Management
Database Development
Database Administration
Data Resource Management
Data Centers

Show All

DevOps
DevOps Tools
DevOps Foundations
Agile Software Development

Show All

IT Help Desk
Client Operating Systems
Help Desk Skills
Operating System Distribution
Upgrade and Maintenance
Software Support

Show All

Mobile Development
Cross-Platform Development
iOS Development
Android Development
Mobile Game Development

Show All

Network and System Administra...
Network Administration
Server Administration
Virtualization
Internet of Things
Enterprise Content Management

Show All

Security
Tech Career Skills
Governance, Risk, and Compliance
Network Security
Vulnerability Management
Security Testing

Show All

Software Development
Programming Languages
Software Development Tools
Database Development
Tech Career Skills
Programming Foundations

Show All

Web Development
Front-End Web Development
Web Development Tools
Content Management Systems (CMS)
Full-Stack Web Development
Back-End Web Development

Show All

LinkedIn Learning – Role Guides

Business

Role Guides

Explore foundational content and tools to help you understand, learn, and improve at the skills involved in trending industry roles.

Accountant	Business Analyst	Customer Service Representative	Business Development Manager
Customer Service Manager	Human Resources Manager	Operations Manager	People Manager
Social Media Manager	Supply Chain Specialist	Financial Analyst	Human Resources Specialist
Marketing Manager	Marketing Specialist	Product Manager	Program Manager
Project Manager	Recruiter	Sales Manager	Salesperson

Role Guides – Social Media Manager

Social Media Manager

Explore foundational content and tools to help you understand, learn, and improve at the skills involved in this role. Connect with the professional community and explore opportunities to advance your career.

Interested in this role? Set a goal to become a Social Media Manager to personalize your experience

Set career goals

Where to get started   Learn from peers and experts   Get certified

1. Where to get started
2. Learn from peers and experts (community of practice)
3. Get certified

Finding Content – Browse Mode

Using Filters to Enhance Your Results

- By using filters "python" results narrowed to 39 results from 8,371 search results
- Results are sorted by best match but can also be sorted by view count and newest

New! Skills Evaluations

- In LinkedIn Learning, there are 42 Skills Evaluations available so far, including communication, time management, excel, decision-making

- Understand your proficiency level for various topics within a skill by taking a guided self-evaluation

- Actionable recommendations to start learning from several courses that are at the right level for you

Guide your Communication learning with a Skill Evaluation
Get course recommendations based on your confidence in addressing Communication topics. There are no wrong answers, and only you can see your results.

Start Skill Evaluation

- You can re-take skill evaluation at any time

Certifications

Certification Preparation   Show All

IBM IBM Center for Cloud Training	Meta	Atlassian
LinkedIn Marketing	LinkedIn Talent Insights	Microsoft

Continuing Education (CEU)   Show All

Project Management Institute (PMI)®	NASBA Continuing Professional Education (CPE)	HR Certification Institute® (HRCI®)
Society for Human Resource Management (SHRM®)	International Institute of Business Analysis (IIBA®)	Computing Technology Industry Association (CompTIA®)

Professional Certificates   Show All

Microsoft	LambdaTest	SS&C Blue Prism
CSCMP	ServiceNow	Zendesk

Browse

Professional Certificates

Showcase your skills with professional certificates on LinkedIn Learning, featuring courses and assessments developed with leading brands like Microsoft, Twilio, Zendesk, and more. Professional certificates make it easy to complete courses, take an assessment, and share your credentials without leaving LinkedIn.

Explore Professional Certificates topics

(Aha!)   (CSCMP)   (LambdaTest)   (Microsoft)   (SS&C Blue Prism)   (ServiceNow)   (Twilio)   (Zendesk)

New: Professional **Career Essentials** Certificate by **Microsoft and LinkedIn**

Earn Career Essentials in:

- Generative AI
- Data Analysis
- Project Management
- Systems Administration
- Administrative Assistance
- Business Analysis
- Software Development

Requires completion of learning path and exam

LEARNING PATH
Career Essentials in Generative AI by Microsoft and LinkedIn
Provided by Microsoft and LinkedIn · Updated 2 months ago
Certificate Eligible · 172,579 learners · Skills: Generative AI, Computer Ethics
3h 49m

LEARNING PATH
Career Essentials in Data Analysis by Microsoft and LinkedIn
Provided by Microsoft and LinkedIn · Updated Aug 2022
Certificate Eligible · 101,874 learners · Skills: Data Analysis, Data Analytics
9h 14m

LEARNING PATH
Career Essentials in Project Management by Microsoft and LinkedIn
Provided by Microsoft and LinkedIn · Updated Oct 2022
Certificate Eligible · 93,816 learners · Skill: Project Management
15h

POPULAR
COURSE
Career Essentials in System Administration by Microsoft and LinkedIn
Provided by Microsoft and LinkedIn · By: Robert McMillen · Aug 2022
Certificate Eligible · 4.7 Average rating 4.7 out of 5 (3,311) · 70,287 learners
4h 53m

Certification of Completion

- Share completed courses directly to your LinkedIn profile, share the course, and see what to watch next

- LinkedIn Learning Certificates of Completion

- Use download tab to download and print or share them out

Certificates of Completion Help

From the LinkedIn Learning Help? Page:

in Help | Learning ▼ | certificate of completion
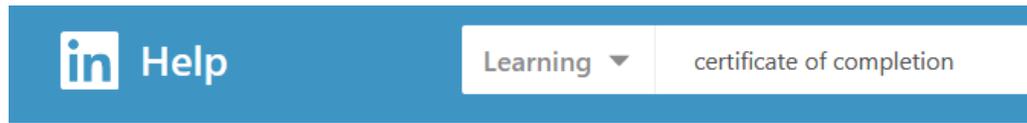
Detailed instructions on how to view and download your Learning Certificates of Completion

View and download Learning Certificates of Completion
Certificates of Completion and Skills

Viewing your Certificates of Completion is an easy way to quickly see what courses and learning paths have been identified as completed. To ensure that you have Certificates of Completion readily available to add to your resume, or share with others...

Use the Follow skills feature in Learning
Certificates of Completion and Skills

The Follow skills feature includes skills, interests, and keywords associated with your career path and your LinkedIn Learning coursework. You can use this feature to discover relevant courses that support your current skills and interests. By...

Add Learning Certificates of Completion and Skills to your LinkedIn profile
Certificates of Completion and Skills

When you complete a course or learning path on LinkedIn Learning, you'll be prompted to add the certificate for the course or the learning path and new skills to your LinkedIn profile. You can access the courses or learning paths you've completed...

Share Certificates of Completion - FAQ
Certificates of Completion and Skills

You can create and share a link to your Certificate of Completion with others on LinkedIn Learning. Clicking on the link will direct viewers to a page with details about your certificate and the course. Check out the following frequently asked...

Learning Certificates of Completion - Overview
Certificates of Completion and Skills

Certificates of Completion are certificates that you may receive when you watch a course on LinkedIn Learning. They're a great way to document the progress you've made, and can be used with clients, employers, colleagues, and friends to share more...

LinkedIn Learning Resource Guide

A Guide to LinkedIn Learning

Search this Guide | Search

Getting Started

- LinkedIn Learning
- Quick Tips to Get Started

Features

Recommendations

FAQs

Feedback & Contact List

LinkedIn Learning

| What is LinkedIn Learning? | Why use LinkedIn Learning? | How to access LinkedIn Learning? |

LinkedIn Learning is an online database of over 16,000 video-based courses taught by industry experts that can help anyone learn the business, software, technology, and creative skills they need to achieve personal and professional goals.

Through McMaster's subscription, students, faculty, and staff members have access to this continually growing collection of engaging, top-quality courses and all the other features of a LinkedIn Learning account.

🎥 **Introduction to LinkedIn Learning - Student Edition** (13:04) (McMaster University Library)

- 📄 Introduction to LinkedIn Learning - Student Edition

Welcome to LinkedIn Learning

Meet Professor Jane!
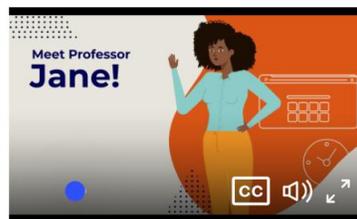
How to access LinkedIn Learning

If you have not used LinkedIn Learning before, you can easily access it by following these steps:

1. Navigate to https://uts.mcmaster.ca/services/teaching-and-learning/linkedin-learning

2. Click on the **LinkedIn Learning** button.

Where to start learning? Recommended content

How to Use LinkedIn Learning (43m 26s)

Rock Your LinkedIn Learning Profile (1h 22m)

Excel Essential Training (Microsoft 365) 2h 28m

Excel Quick Tips (43m)

LinkedIn Learning Resources

Login: LinkedIn Learning

Email: linkedin@mcmaster.ca

Library Resource Guide

GET HELP FROM THE LIBRARY

- E-mail: library@mcmaster.ca
- Phone: 905-525-9140
  - ext. 22077 Mills Service Desk
- Face to Face:
  - Drop by the Service Desk anytime, Monday to Friday
- Live Chat/Text: http://library.mcmaster.ca/justask/

Ask a Librarian

Library Events

Library News

X
@maclibraries

Instagram
@maclibraries

LIBRARY NEWS, EVENTS & SOCIAL MEDIA