Master of Communications Management

Library Services & Resources

Ines Perkovic
Business Librarian

October 11, 2019
Session Outline

• Libraries

• Accessing Collections
  o Eduroam
  o MAC ID
  o McMaster ID card
  o Discovery
  o Interlibrary Loan
  o Reciprocal Borrowing

• Research Databases
  o Accessing
  o Selecting
  o Searching
  o Exporting

• Citing

• Help
McMaster Libraries

1. Mills (Humanities & Social Sciences)

2. Innis (Business)
   - located in Kenneth Taylor Hall (KTH), Room 108, just above Celebration Banquet Hall

3. Thode (Science & Engineering)

4. Health Sciences (HSL)
   - located in the Health Sciences Centre (HSC), 2nd floor, purple section
Graduate and PostDoc Study Room
Mills Library, 4th floor (L405)

- intended for reading, writing & other quiet research activities
- available to current McMaster graduate students or postdoctoral fellows from all disciplines
- apply for access – Library Home Page > About > Policies & Forms > Forms - select Graduate and PostDoc Study Room)
Eduroam (Education Roaming)

- 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 MAC ID and the realm identifier @mcmaster.ca (e.g., janedoe@mcmaster.ca)
- Access to another institution’s licensed online resources will likely be restricted
Accessing e-Collections via McMaster Libraries

• Your MAC ID gives you access to all the Library’s online resources (e-books, e-journals, 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 MAC ID

Login to access Library e-Resources

Username: MAC ID
Password: ""
McMaster ID Card – Library’s Physical Collections

• **Library Card:** McMaster ID card

• **Loan Period for Graduate Students:**
  – 3 months (Mills, Innis & Thode)
  – 2 weeks (Health Sciences Library)

• **Renewals:** All books can be renewed (unless they have been recalled) up to 6 times online. Select [My Library Account](#) on Library home page. Login with your **14 digit barcode** on your ID card (e.g., 29005...) or **MAC ID**.
To access your library account you will need to login with your **MAC ID** or **McMaster ID barcode** and **PIN**

**NOTE:** First time users, leave your **PIN** blank
Discovery
Library home page > Discovery [default Search tab]
Find articles, books, reports, DVDs, etc.

Discovery = Catalogue + content from some Databases

- Search Discovery by title, author, subject headings, keyword(s) and more.
- Use Advanced Search for more guided searching
- Consult FAQ/Search Tips for more info
To find an item on the shelf, take note of the location (library & location within library), call number & status.

Select Request it to put a hold on an item. It will be retrieved and held for you for 5 days.

To access an online item, click the link in the record (i.e., Access this e-book, McMaster only, Available online, etc.) to view full-text.
Scan and Send
Print Only Periodicals & Books

• Use for journal & magazine articles or book chapters only available in print @ Mills, Innis & Thode libraries

• Select the scan and send or scan one chapter button in the full record/description and input your citation in the form.

• A link to the requested article or chapter will be delivered for free via email within 48 hours (M-F).
**Interlibrary Loan (I.L.L.)**
Get Items *Not Held* in McMaster Libraries

<table>
<thead>
<tr>
<th>Articles</th>
<th>Books</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Use <a href="#">RACER</a> to submit an I.L.L. request (link on homepage).</td>
<td>• Currently no program in place that would allow pickup of <strong>books</strong> at a different institution.</td>
</tr>
<tr>
<td>• One time <a href="#">registration</a> required.</td>
<td>• Use <a href="#">I.L.L.</a> at your <strong>local public library</strong> if books need to be <strong>picked up elsewhere</strong>.</td>
</tr>
<tr>
<td>• <strong>Articles</strong> requested via RACER will be delivered to you via <a href="#">email</a>.</td>
<td>• <strong>eBooks</strong> not eligible for I.L.L. for licensing/copyright reasons.</td>
</tr>
<tr>
<td>• Can take <strong>2-5 days or longer</strong> to arrive.</td>
<td></td>
</tr>
<tr>
<td>• No charge</td>
<td></td>
</tr>
</tbody>
</table>
RACER Login is your 14 digit McMaserd ID barcode.
Borrowing Books In Person at other University Libraries

- Use a [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. McMaster University Library will subsidize $250 towards the cost of these cards, for **graduate students only**. Complete this [application form](#).
- Some material exclusions (e.g., reserves, reference) and borrowing limitations (shorter loan period, limit on # of items borrowed) apply
- For full details on program, read the [Canadian University Reciprocal Borrowing Agreement](#) and visit the reciprocal institution’s website for specific policies
What are Databases?

• The Library subscribes to hundreds of research databases covering different subject areas

• Usually contain articles from thousands of journals, magazines and newspapers, but can include other document types too

• Can contain full-text of document and/or citation only
Finding Databases

Use the **Search** (Discovery/Catalogue) or **Databases** tabs

- Find and connect to a relevant database first, then search for articles and other publications within the selected database.
Selecting Library Databases

Review description & click database name

**Communication Source**

**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.
Scholarly Article Databases for MCM

Subject Specific

- Communication Source
- Business Source Premier
- ABI/INFORM Collection
- PsycINFO

Multi-Disciplinary

- Web of Science
- Scholars Portal Journals
- Google Scholar

• search a wide range of publications (e.g., academic journals, reports, etc.) simultaneously

• limit to peer-reviewed articles

• view full-text by selecting HTML or PDF links noted in databases or click on
Searching Databases
Constructing a Search

1. Identify **main concepts** of your topic

2. Develop a list of **subject headings** and/or **keywords** (synonyms or related words) for your concepts

   🎥 **Video:** Choosing Keywords

3. Combine keywords using **Boolean operators** and **modifiers**

   🎥 **Videos:** Boolean Operators & Modifiers

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**Research Worksheet** - Blank & Sample Research Worksheets Available
## Boolean Search Operators

Use to Combine Keywords

<table>
<thead>
<tr>
<th>Operator</th>
<th>Description</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>AND</strong></td>
<td>Narrows or decreases results. Use between search words to retrieve items with <strong>ALL</strong> words present.</td>
<td>brand <strong>and</strong> reputation</td>
</tr>
<tr>
<td><strong>OR</strong></td>
<td>Broadens or increases results. Use between search words to retrieve items with <strong>ANY</strong> of the words present.</td>
<td>marketing <strong>or</strong> advertising <strong>or</strong> promotion</td>
</tr>
<tr>
<td><strong>NOT</strong></td>
<td>Narrows or decreases results. Removes unwanted words.</td>
<td>jobs <strong>not</strong> steve</td>
</tr>
<tr>
<td><strong>( )</strong></td>
<td>Searches using a mix of Boolean operators are processed left to right; AND first, OR second, NOT last. Words enclosed in parentheses ( ) will become first.</td>
<td>(volkswagen <strong>or</strong> VW) <strong>and</strong> emissions <strong>and</strong> scandal</td>
</tr>
</tbody>
</table>
Best Search String?

public relations | PR | corporate | scandal

1. public relations PR corporate scandal
   
2. public relations **and** PR **and** corporate **and** scandal
   
3. public relations **or** PR **and** corporate **and** scandal
   
4. (public relations **or** PR) **and** corporate **and** scandal

# of results

0 (539)

2

15,507

21
# Modifiers

## Control Word Variations

<table>
<thead>
<tr>
<th>Symbol</th>
<th>Description</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>*</td>
<td>Use a <strong>wildcard</strong> (or truncation) symbol to find <strong>variant</strong> spellings and word endings.</td>
<td>manag* finds: manage, manages, manager, managers management, managing, etc.</td>
</tr>
<tr>
<td>!</td>
<td></td>
<td>behavio*r finds: behavior, behaviour</td>
</tr>
<tr>
<td>?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>$</td>
<td><strong>NOTE:</strong> The symbol can vary by search tool – check Help section</td>
<td></td>
</tr>
<tr>
<td>&quot;</td>
<td>Use <strong>quotes</strong> around search words to find exact <strong>phrases</strong>; words appear together in the order specified</td>
<td>“big business” “public relations” “social media”</td>
</tr>
</tbody>
</table>
## Boolean & Modifiers at Work:

### Sample Search Results

<table>
<thead>
<tr>
<th>No Modifiers</th>
<th>Modifiers</th>
</tr>
</thead>
<tbody>
<tr>
<td>public relations</td>
<td>“public relation*”</td>
</tr>
<tr>
<td>corporate</td>
<td>corporat*</td>
</tr>
<tr>
<td>scandal</td>
<td>scandal*</td>
</tr>
<tr>
<td>15,505</td>
<td>15,551</td>
</tr>
<tr>
<td>30,024</td>
<td>40,974</td>
</tr>
<tr>
<td>2,137</td>
<td>2,232</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Boolean</th>
<th>Boolean + Modifiers</th>
</tr>
</thead>
<tbody>
<tr>
<td>public relations</td>
<td>“public relation*”</td>
</tr>
<tr>
<td>and</td>
<td>and</td>
</tr>
<tr>
<td>corporate</td>
<td>corporat*</td>
</tr>
<tr>
<td>and</td>
<td>scandal*</td>
</tr>
<tr>
<td>15,505</td>
<td>15,551</td>
</tr>
<tr>
<td>2,876</td>
<td>3,344</td>
</tr>
<tr>
<td>21</td>
<td>27</td>
</tr>
</tbody>
</table>
Develop a List of Keywords

- Develop a list of **keywords** and/or **subject headings** that express each concept
  - consider specific and general words (nouns, adjectives & verbs)
  - think of synonyms and related words
  - use a mix of natural and scholarly language
  - do away with less relevant terms
Concepts, Keywords & Boolean

1. **public relations** and 2. **corporate** and 3. **scandal**
   
or **pr**
or **communications**
or ...
or **business**
or ...

Modifiers & Search String

(“public relation*” or pr or communication*) and 
(corporat* or compan* or business*) and (scandal* or controvers* or misconduct* or crisis or crises or wrongdoing* or corrupt*)
The option to specify the location of words is common in research databases. Can make results more precise/relevant.

**Option 1:** Using a single search string in one box

**Option 2:** Guided Search with Boolean drop-down menus

Select +/- to add or remove search boxes.
Sample Results from Communication Source

Search Results: 1 - 10 of 2,646

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

By: Silbiger, Stefan; Mirbabaie, Milad; Kroll, Tobias; Marx, Julian. Internet Research. 2019, Vol. 29 Issue 4, p921-939. 15p. DOI: 10.1108/INTR-03-2016-0197.

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

Cited References: (63)

Get Full Text @ Mac

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


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

Show all 4 images

Select HTML Full Text or PDF Full Text to view article.

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


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

Cited References: (75)

Get Full Text @ Mac
Title: “Silence” as a strategy during a corporate crisis – the case of Volkswagen’s “Dieselgate”.


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 complementary tools of data analysis to the Twitter communication around the “Dieselgate” crisis, this study unties the field of tension between corporate strategy and public perception.

Design/methodology/approach – The authors collected Twitter data and analysed approximately 2.6m 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 emotional intensity and sentiment of the ongoing Twitter communication. 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. Learning 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.

Originality/value – The study uncovers the unconventional and yet rarely addressed crisis response strategy of a global enterprise while deriving 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 chaos.

Keywords Twitter, Social media, Communication, Social media analytics

Paper type Research paper

This study is based on the authors’ conference paper “Better not respond? Analysing the Twitter communication of Volkswagen during a global crisis” presented at the 2015 International Conference on System Sciences (HICSS) authored by Stieglitz, N., Mirbabaie, M. and Peutschl, T. (2019).
To enable get it! in Google Scholar

Setup Library Links

1. Go to **https://scholar.google.ca/**
2. Go to side menu and select **Settings**
3. Select **Library links** (in left navigation)
4. In the **Library links** section, find and select McMaster University Library
5. Click **Save**

**NOTE:** If using Google Scholar on more than one device, these settings will need to be saved on each one.
Get It! (or Find It!) @ Mac in Google Scholar

Articles

About 127,000 results (0.06 sec)

Any time
Since 2019
Since 2018
Since 2015
Custom range...

Sort by relevance
Sort by date

☑ include patents
☑ include citations

Create alert

A theory of corporate scandals: Why the USA and Europe differ
A wave of financial irregularity in the USA in 2001–2 culminated in the Sarbanes-Oxley Act. A worldwide stock market bubble burst over this same period, with the actual market decline being proportionately more severe in Europe. Yet, no corresponding wave of financial irregularity in the USA.

Corporate scandals: It's time for reflection in business schools
PS Adler - Academy of Management Perspectives, 2002 - journals.aom.org
The article presents a speech by Paul S. Adler entitled “Corporate Scandals: It's Time for Reflection in Business Schools.” The speech was given at an Academy of Management meeting held in August, 2002 in Denver, Colorado. Adler addressed the need for business...

Self-interest and business ethics: Some lessons of the recent corporate scandals
TL Carson - Journal of Business Ethics, 2003 - Springer
The recent accounting scandals at Enron, WorldCom, and other corporations have helped to fuel a massive loss of confidence in the integrity of American business and have contributed to a very sharp decline in the US stock market. Inasmuch as these events have brought...

The anatomy of corporate fraud: A comparative analysis of high profile American and European corporate scandals
B Soltani - Journal of business ethics, 2014 - Springer
This paper presents a comparative analysis of three American (Enron, WorldCom and HealthSouth) and three European (Parmalat, Royal Ahold and Vivendi Universal) corporate failures. The first part of the analysis is based on a theoretical framework including six areas...
Factiva

- Contains articles from hundreds of worldwide news sources (newspapers, newswires, blogs & more)
- Sample titles include *The Hamilton Spectator*, *Globe & Mail* and *The New York Times*
- **Date coverage** varies by publication, but generally mid 1990’s to present
- Majority of articles will be full-text
- **Search** [default] or **Browse** [News Pages] for news articles.
- **News Pages** tab includes the most recent articles from selected publications by category (e.g., Health Care)
Pick a date range

If desired, limit your search to a particular source, company, language, etc.

Too many irrelevant results? Consider limiting your search to a particular section of an article (e.g. headline).

In the Free Text Search box, key in your search words using Boolean operators and modifiers. For a more guided search, select Search Form link.
Use filters to refine your results

Output options – email, save, etc.

THE TIMES OF INDIA

Corporators see red over high pay for consultants

423 words
15 October 2015
The Times of India - Mumbai Edition
TOIMUM
English
Copyright © 2015 Bennet, Coleman & Co., Ltd.

The civic standing committee may have recommended to temporarily halt the pay of BMC's media advisor Ram Dotonde on Wednesday, but enquiries by TOI reveal that there are several other consultants who draw much more than him. This has prompted a section of the administration to say that politicians in the BMC are trying to get at civic chief Ajay Mehta, who has been instrumental in hiring Dotonde, as he has taken several steps to crack down on corruption in the civic body. Dotonde was working at the state government-owned Mahavtarman when he was appointed on deputation in the BMC on a monthly salary of Rs 1.48 lakh, the same pay he was drawing at the power utility. Dotonde retired from Mahavtarman a month after taking charge at the BMC and afterwards the civic body continued his services on contract. There are other consultants in the BMC getting salaries higher than Rs 2 lakh a month, like three senior IT consultants.

Dotonde has become a target of disgruntled civic officials and politicians as he is considered to be a trusted aide of Mehta. "We are raising the issue because the municipal..."
Citing

• **Major Styles** (APA, Chicago, MLA, etc.)

  • **APA Style Guide** (McMaster U.)
    Brief guide to APA citation style, based on the 6th edition of the Publication Manual of the American Psychological Association (2010). If the type of entry you want to cite is not included, please consult the manual. See also:
    - APA Formatting and Style Guide (Purdue OWL (Online Writing Lab))
    - What’s New in the Sixth Edition? (APA)
    - Learning APA Style (APA; includes tutorials)
    - How to Write APA Citations (video) (McMaster University Library)
    - APA videos and guides (Memorial University Libraries)

• **Citation Management Software** (3 Free Popular Options)

  - Zotero
  - Mendeley
  - EndNote Basic
**Exporting Citations**

**Discovery and many library databases offer a variety of export options**

" = Export the citation for this item to RefWorks or EndNote

**Communication Source**

**Cite**

Copy and paste a formatted citation or use one of the links to import into a bibliography manager.

**MLA**


**APA**


**Chicago**

How Library Stuff Works

Online Tutorials

**RESEARCH**

**Finding Articles**

**Finding Books**

**Using the Library**

**Citing**

### Research

**Authority is Constructed and Contextual (video)**

This video explains why we should critically analyze sources of authority in our research and daily lives. (3:09)

Transcript (PDF) | Transcript (.doc)

### Finding Articles

**Google vs Google Scholar vs Library Databases (infographic)**

What are the pros and cons of these three very different types of databases?

**How to Find and Choose a Database (video)**

There are so many databases to choose from! This video outlines how to decide which you should use. (2:20)

Transcript (PDF) | Transcript (.doc)

**How to Find a Journal Article (video)**

You need journal articles for your essay? Watch this video to learn how to access them online. (5:06)

Transcript (PDF) | Transcript (.doc)
LinkedIn Learning

- Contains thousands of online courses to build technology, business and creative skills.
- Go to: www.mcmaster.ca/uts/linkedinlearning/ and sign in with your MAC ID.
- Sample courses:
LinkedIn Learning – Mobile Access

- Mobile apps available for **iOS** & **Android**
- To connect to LinkedIn Learning on your mobile device
  - launch the **LinkedIn Learning** app
  - select **Sign in with your organizational portal**
  - enter your organization’s name or domain
    - input `mcmaster.ca` and select **Sign in with your organizational portal**
  - continue with your organization
    - select **Continue**
  - type in your **MAC ID** when prompted
Research Help

• E-mail: library@mcmaster.ca

• Phone: 905-525-9140
  – ext. 22081 Innis Service Desk
  – ext. 22077 Mills Service Desk

• Live Chat: http://library.mcmaster.ca/justask
  – Monday to Thursday: 10am-10pm
  – Friday: 10am-5pm
  – Sat. & Sun: 12pm-6pm
McMaster Library Session Evaluation
Give Us Your Feedback!

mcmaster-ca.libwizard.com/evaluation

Thank You!