COM 360
Resources for Research

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Frequently Asked Questions

- How do I begin?
- How can I quickly find info on my topic?
- How do I find academic sources?
- What if I get stuck?
How do I begin?

Research Cycle

- Clarify/revise question
- Brainstorm & plan
- Gather info
- Evaluate
- Report

How do I begin? Research Cycle Clarify/revise question Brainstorm & plan Gather info Evaluate Report
How do I begin?

- Report
- Clarify/revise question
- Brainstorm & evaluate
- Gather info

Gather info & evaluate

Clarify & evaluate

Brainstorm & plan

Gather info

Brainstorm

Clarify & evaluate

Evaluate & report
Brainstorm!
Write down as many keywords & search combinations for your topic *before* searching for information
Think about broader, narrower, or related terms
Use other sources to help you brainstorm
### How can I quickly find info?

**Best tip: Know how to search**

<table>
<thead>
<tr>
<th>Search Tips:</th>
<th>Examples:</th>
</tr>
</thead>
<tbody>
<tr>
<td>✓ Think of multiple related key words</td>
<td>oral communication</td>
</tr>
<tr>
<td>Think of synonyms or related terms</td>
<td><em>More specific:</em> public speaking</td>
</tr>
<tr>
<td>Use broader or narrower terms</td>
<td><em>Related:</em> speech communication</td>
</tr>
<tr>
<td>Use nouns and unique words/phrases</td>
<td></td>
</tr>
<tr>
<td>✓ Put phrases in quotes</td>
<td>“mass media”</td>
</tr>
<tr>
<td>Search for words as a phrase, not separate words</td>
<td></td>
</tr>
</tbody>
</table>
How can I quickly find info?

<table>
<thead>
<tr>
<th>Search Tips:</th>
<th>Examples:</th>
</tr>
</thead>
<tbody>
<tr>
<td>✓ Combine main ideas</td>
<td>“public relations” advertising survey</td>
</tr>
<tr>
<td></td>
<td>“united arab emirates” tourism</td>
</tr>
<tr>
<td>✓ Use truncation</td>
<td>communication technolog*</td>
</tr>
<tr>
<td>Try a * to find variations of a term</td>
<td>Searches for variations:</td>
</tr>
<tr>
<td>Useful for plurals</td>
<td>communication technology</td>
</tr>
<tr>
<td></td>
<td>communication technologies</td>
</tr>
</tbody>
</table>
How do I find academic sources?

- What does “academic” mean?
- What sources do you need, and where would you find those types of sources?
  - Books? *Library catalog*
  - Articles? *Library databases*
  - Both books & articles? *Quick Find*
How do I find academic sources?

- What is **Quick Find**?
  - Like Google for our library
  - New service that combines searching library catalog and most library databases
How do I find academic sources?

- Library research databases
  - Communication & Mass Media Complete
  - Academic Search Complete
  - Business Source Complete
  - ProQuest
  - JSTOR
- Communication ZU LibGuide
How do I find academic sources?

General Academic Web Sites

- Intute
- InfoMine
- Google Scholar
How do I find academic sources?

Academic Web Sites on Communication

- Communication ZU LibGuide
- Communication Studies Subject Guide
- MCS: Media & Communication Studies
- Pew Research Center for People & the Press
What if I get stuck?

Ask Your Librarian

- Email, chat, call, stop by
- Jennifer Snoek-Brown, AUH
  - jennifer.snoek-brown@zu.ac.ae
  - Office phone, 02 599 3127
- Anthony Pash, DXB
  - anthony.pash@zu.ac.ae
  - Office phone, 04 402 1611
- Reference Desk, ZU Library