Incorporating Information Literacy into your Research Process

ABIZ 7950
October 5, 2018

Bill Poluha
Learning Objectives

• At the end of this session participants will:
  • Identify the Information Literacy Steps as applied to their research process
  • Differentiate between background and foreground questions
  • Choose resources appropriate to their research questions
  • Identify academic and peer reviewed articles
  • Understand the role of reference managers in their research process
Library Card
Library Account and Online Access

UMNetID@myumanitoba.ca

https://signum.umanitoba.ca/
<table>
<thead>
<tr>
<th>Categories</th>
<th>Display Name</th>
<th>Add Selected to Cart</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enrolled Student</td>
<td>Enrolled Student</td>
<td>Add to Cart</td>
</tr>
<tr>
<td>Former Employee</td>
<td>Provisioning Role - Former Employee</td>
<td>Add to Cart</td>
</tr>
<tr>
<td>Future Support Staff</td>
<td>Provisioning Role - Future Support Staff</td>
<td>Add to Cart</td>
</tr>
<tr>
<td>ICM</td>
<td>ICM</td>
<td>Add to Cart</td>
</tr>
<tr>
<td>IPA (UNIX)</td>
<td>Unix/Linux Access</td>
<td>Add to Cart</td>
</tr>
<tr>
<td>Leave</td>
<td>Provisioning Role - Leave</td>
<td>Add to Cart</td>
</tr>
<tr>
<td>Library</td>
<td>Library Services</td>
<td>Add to Cart</td>
</tr>
<tr>
<td>Non-Employment</td>
<td>Provisioning Role - Non-Employment</td>
<td>Add to Cart</td>
</tr>
</tbody>
</table>
umanitoba.ca/libraries
Libraries’ My Account

• Sign in with UMNet ID
• Renew your books
• Queries – save searches and create alerts
• Favourites – save selected items to a folder
• Pay fines
Chat Help

- Great for quick questions
- Assistance accessing resources
- Evening and Weekends
Finding Journal Articles

If you are looking for journal articles in Agribusiness and Agricultural Economics, these are the databases to use:

- **Academic Search Complete**
  
  Academic Search Complete is a comprehensive, scholarly, multi-disciplinary full-text database. It includes numerous full-text periodicals, many of which are peer-reviewed. In addition to full text, this database offers indexing and abstracts for a number of journals and other publications including monographs, reports, conference proceedings etc. The database features PDF content going back as far as 1887, with the majority of full text titles in searchable PDF format.

- **AgEcon Search: Research in Agricultural and Applied Economics**
  
  AgEcon Search serves as a permanent archive for the collection, indexing and distribution of full text copies of scholarly research in the field of agricultural economics, including sub disciplines such as agribusiness, food supply, natural resource economics, environmental economics, policy issues, agricultural trade, and economic development.

- **CANSIM II**
  
  Please note: CANSIM has updated their data/search options to reflect data structure changes made by StatCan: new/removed subjects, keywords, hierarchies, etc. However, changes apply only to data entered in CANSIM after June 4, 2018.
Other Subject Guides

• Graduate Student Resources
  http://libguides.lib.umanitoba.ca/grad_resources

• Thesis Toolkit
  http://libguides.lib.umanitoba.ca/thesis

• E-books at the University of Manitoba
Liaison Librarians

• Your liaison librarian can provide:
  • One-on-one consultation
  • Develop research strategies tailored to your needs
  • Customized and automated literature searches
  • Reference management tools
  • And More!
Information Literacy Steps:

1. Determine extent of information needed
2. Access needed information effectively and efficiently
3. Evaluate information and it’s sources critically
4. Incorporate selected information into one’s knowledgebase
5. Use information effectively to accomplish a specific purpose
6. Understand the economic, legal and social issues surrounding the use of information and use information ethically and legally
CASE

Sharp increases in agricultural commodity prices between 2008 and 2010 has triggered debate on the causes of such price bubbles.

• Are speculative bubbles present in agriculture commodity prices?
• What factors contribute to such price increases?

Where do you begin?
Information Literacy Step #1

Determine extent of information needed
Ask the Right Question

“Paper or plastic?”

copyright The New Yorker
Types of Questions

• A two-model framework can be used to frame your question:
  - Background Questions
  - Foreground Questions

• This framework helps you to identify appropriate resources to better answer your question
Questions

Undergraduate  Graduate  PhD/Researcher
Background Questions

topics + definitions
facts

Background Questions

Examples:

*Why is the sky blue?*

*What does a commodity index measure?*

*How do commodity futures work?*
Background Resources

Textbook

Reference

Monograph
Definition

Monograph:

A detailed written study of a single specialized topic (distinguished from general studies in which the topic is dealt with as part of a wider subject such as a textbook).

Oxford English Dictionary Online Edition
Information Literacy Step #2

Access needed information effectively and efficiently
Finding Background Resources

Simple Search

Searches journal articles and books

Can request items from other UM Libraries
• More advanced search options
e.g. Searching by title only
CASE

Your task:
Begin your research on agricultural commodity price bubbles.

EXERCISE
• Identify two background questions related to the case
Foreground Questions

- Research based
- Specific – narrowly focused
- Data is collected and analyzed to answer the question
Foreground Questions

Examples:

What is the price impact of financial index investments in grain futures markets during bubble and non-bubble periods over January 2004-June 2015?

Is financial speculation with agricultural commodities harmful or helpful?
Consumed by the real
A conceptual framework of adjective consumption and its freaky vicissitudes
George Rossatos
University of Kassel, Kassel, Germany

Abstract
Purpose - This paper furnishes an inaugural melding of adjective consumption by drawing on Acevedo's psychosocial theory of adjective within the sociocultural consumer research. It offers a conceptual framework that rests on three pillars, viz. etymology, connotations, denotations and affect.

Design/methodology/approach - Qualitative research design and documentary ethnographic approach, in combination with a case study from the TV series “My Strange Addiction”.

Findings - The findings from this analysis point to different orders of adjective discourse that are strategically operative in different areas' frames i.e. modeling, medical, in Goffman's terms, yet none of which attains to address the phenomenon of adjective consumption to its full-blown extent.

Research limitations/implications - Although some degree of line is bound to be inferred in the data because of their unconnected status, they are particularly useful in the least because the data is to a ‘difficult sample’ in qualitative methodological terms.

Practical implications - The real-life demonstration of adjective consumption opens up a new vista on markets in terms of adding novel dimensions to the message structure of their competitive programs, in line with the times-faustian order.

Social implications - The adoption of a consumer psychosocial perspective allows significant attention to fully demark the behavior of adjective consumption subjects, by becoming sensitive to other than symbolic aspects that are endemic to consumer behavior.

Originality/value - This paper contributes to the extant consumer cultural research literature by furnishing the novel conceptual framework of adjective consumption, as further elaborating on the consumer psychosocial approach to adjective consumption, as well as by constraining this interpretative frame via the conceptual and methodological implications.

Keywords - Goffman, Adjective, Framing, Consumer cultural research, Documentary ethnography, Krisen

Paper type Research paper

Introduction
To effectively contextualize adjective consumption within the conceptual terrain of consumer cultural research, it is prudent to begin by engaging in a contrastive reading between this newly articulated mode of consumption, fundamental issues of consumer behavior and the time-bound perspective of symbolic consumption. The differences that will emerge through this reading will aid us in the following sections to appreciate more narrowly why adjective consumption is a useful perspective within the conceptually overpopulated domain of consumer behavior:

Consumption (...) includes any form of acquisition, usage or disposal discretion toward consumption in the satisfaction of needs and wants. This means that consumption encompasses
Finding Foreground Resources

http://umanitoba.ca/libraries
Forefront Resources: Databases

• Subject Specific
  
  EconLit
  
  ABI/INFORM®
  
  CBCA Complete

• Multidisciplinary
  
  Clarivate Analytics
  
  Web of Science™
  
  Scopus
  
  Google Scholar
CASE

Your task:
Begin your research on agricultural commodity price bubbles.

EXERCISE
• Would you use a multidisciplinary database for this case?
• Justify your choice
Finding articles using a journal database

William R. Newman webpage:
https://libguides.lib.umanitoba.ca/agbiz-agecon
Finding articles using a journal database

- Select a database
- Go to Advanced Search
- Search Tips:
  - Use "", *, AND, OR, NEAR to build your search
  - Too many results? Narrow your search by Date
  - Remember to select peer-reviewed journals
- Print, save, email, and cite an article
- If we don't have it, fill out request for document delivery
When we don’t have it and you NEED it!

Document Delivery
Hands-On With EconLit

• Advanced search
• Boolean Operators OR, AND
• Proximity Operator Near (N): N5 finds words if they are within 5 words of each other regardless of order in which they appear
• Truncation *: searches root word with variations of endings
  • Random*: random, randomized, randomly, etc.
• Phrase searching “ ”: searches words within quotation marks in exact order
• Limits: Publication Type; Published Date; Peer Review
• Search History
Data sources

• Common types of data with related sources (aggregate and microdata):
  • **Survey** data: collected from a specific unit of observation, e.g. an individual, household or a family, aka “microdata”
    • Relevant Data Source: odesi
  • **Census** data: form of aggregate data, used for statistical analysis
    • Relevant Data Source: Statistics Canada
  • **Financial** data: comprised of financial data such as equities, bonds, indices, commodities
    • Relevant Data Source: WRDS* contact Jim Kelso for access
  • **Time series** data: observations of data obtained through repeated measurements over time
    • Relevant Data Source: CANSIM
Finding data sources at UM Libraries

- From [umanitoba.ca/libraries](https://umanitoba.ca/libraries), click **Subject Guides**
- Type "statistics data" into search box, click Search
- Consult **Statistics and Data** subject guide for:
  - Census data, survey data, polls, open data
- Consult **Data & Statistics (Management Library)** research guide for:
  - Financial data, economic data + other
Information Literacy Step #3

Evaluate information and it’s sources critically
Academic Journals

- Peer-reviewed periodicals
- Institution, corporation, a professional or scholarly society
- Researchers publish current news or reports in the form of articles of their research work.
Definition

Peer-review:

“... a system... used by scientists to decide which research results should be published in a scientific journal. The peer review process subjects scientific research papers to independent scrutiny by other qualified scientific experts (peers) before they are made public.”

How Scientific Peer Review Works

Finding Full Text: Other Options

• Search Citation

• Library Access Browser Extension
  https://libguides.lib.umanitoba.ca/libraryaccess

• Proxy Bookmarklet
  http://umanitoba.ca/libraries/tools/proxy_bookmarklet.html
Search Citation

• Appears on the Advanced Search screen or after Login to Search
• Can look up journal articles by entering journal name, volume, issue, page or DOI
Search Citation (Search with a citation)

Enter as much accurate information as you can below in the starred fields (*). Do not use abbreviations.
If you use DOI or PMID you do not need to enter anything else.

- Article
- Book
- Journal

- Article Title
- Journal Title*
- Year
- Month
- Day
- Volume*
- Issue*
- Start Page*
- End Page*
- ISSN
- DOI
- PMID
- Author Last Name
- Author First Name
- Author Initials
- Publisher
- Publication Date
Library Access

• **Off-Campus** access to UM Libraries Licensed:
  • Articles
  • Journals
  • Databases

• Browser Extension download:
  [https://www.leanlibrary.com/download](https://www.leanlibrary.com/download)
Proxy Bookmarklet

• Reloads webpage through the Libraries’ proxy server

• Add Proxy Bookmarklet to your browser

• Google – University Manitoba Libraries Proxy bookmarklet to go to where you can download

• Some journals do not work with the proxy bookmarklet – double check One Stop Search if you can’t find the full-text article
Proxy Bookmarklet – Use when an e-journal requests payment or other login to get access to full text
Next click on Proxy Bookmarklet that you bookmarked in your browser

The journal page you are on will now refresh/reload
It is a curious feature of studies of recognition memory that the experimental subjects are almost always tested alone. They may be asked to scan a set of landscape pictures and later recognize having seen them before or to study a set of words or faces. For a social species such as ourselves—and mammals in general—being tested alone is a curious state of affairs. Social memory, social companions, and reciprocity have been major driving forces in brain evolution (1), and the effect of social interactions on memory deserves more attention. This experimental lacuna is now being put right, not only in social and evolutionary psychology and in work on “joint attention” by infants and their mothers, but also in animal studies that seek to identify the areas of the brain and the mechanisms mediating recognition of a familiar conspecific. On page 1536 of this issue, Okuyama et al. supplement behavioral analysis with an arsenal of modern viral vector-based, optogenetic, and imaging techniques to examine social memory (2). They identify the ventral hippocampus in the brain as critical for storing a social memory, or engram, with connectivity to the nucleus accumbens as key to the expression of such a memory (see the figure).

In this project, the RIKEN team waded into a long-standing controversy fueled by experiments using older techniques (e.g., brain lesions) about whether and how the hippocampal formation is involved in recognition memory. One prominent view is that the hippocampus is always involved in this type of memory (2); another is that it only becomes involved in recognition memory when the particular associations or relationships of a stimulus must be processed to achieve later recall (4, 5). In this latter view, the ostensibly simpler identification of stimulus familiarity may be successfully realized in another part of the brain—the neocortex—at earlier stages of perceptual processing. Is social memory any different? Judging that someone is “familiar” is much simpler than full recall of the time or context of any preceding encounter. A further issue is whether all of the hippocampus, or just parts of it, might be involved in recognition memory (6, 7).

Okuyama et al. used two behavioral techniques to look at social memory in mice. One involved social discrimination, the other a resident-intruder test, and both tested whether a second mouse involved in the test was familiar or novel. Arguably, the resident-intruder test involves a context association. Using ingenious viral-based techniques, which allowed selective inhibition of neurons in specific subregions of the hippocampus or their afferent terminals in brain regions to which they project, the RIKEN team enabled the neural activity of specific cells to be
Google Scholar

• To find full text of articles:
  • install the *Library Access Browser Extension*
    OR
  • change your Settings
    • Click on “*Library Links*”
    • Enter *Manitoba* and “*Find Library*”
    • Select *University of Manitoba*
    • *Check Library Access* link will appear your results list
Efficacy and effectiveness of an rVSV-vectored vaccine expressing Ebola surface glycoprotein: interim results from the Guinea ring vaccination cluster-randomised trial

AM Henao-Restrepo, IM Longini, M Egger, NE Dean... - The Lancet, 2015 - Elsevier

Background A recombinant, replication-competent vesicular stomatitis virus-based vaccine expressing a surface glycoprotein of Zaire Ebola virus (rVSV-ZEBOV) is a promising Ebola vaccine candidate. We report the results of an interim analysis of a trial of rVSV-ZEBOV in ...
Efficacy and effectiveness of an rVSV-vectorised vaccine expressing Ebola surface glycoprotein: interim results from the Guinea ring vaccination cluster-randomised trial
Ana Maria Henao-Restrepo; Ira M Longini; Matthias Egger; Natalie E Dean; W John Edmunds; Anton Camacho; Miles W Carroll; Moussa Doumbia; Bertrand Draguze; Sophie Duraffour; Godwin Enwere; Rebecca Grais; Stephan Gunther; Stefanie Hossmann; Mandy Kader Kondé; Souleymane Kone; Eeva Kuiska; Myron M Levine; Sema Mandal; Gunnstein Norheim
ISSN: 0140-6736, 1474-547X; DOI: 10.1016/S0140-6736(15)61117-5

Full text available at: CRKN Elsevier ScienceDirect
Available from 1823 volume: 1 issue: 1

Click on blue hyperlink to go to full text
MSpace  http://mspace.lib.umanitoba.ca/

- Locate other U of M theses
- Upload your thesis
Reciprocal Borrowing

• Visiting other universities?

• Obtain COPPUL card from any University of Manitoba Library service desk. You must return materials to the lending library directly (in person or by mail).

• Canadian University Reciprocal Borrowing Agreement http://www.curba.ca
Information Literacy Step #4

Incorporate selected information into one’s knowledgebase
Reference Managers

- Import citation information from databases and publisher sites
- Organize and annotate citations and PDFs
- Automatically create bibliographies and in-text citations
Reference Managers

• Common Reference Managers
  • EndNote
  • Mendeley
  • Zotero

• Comparison Chart
  http://libguides.lib.umanitoba.ca/citationmanagers
Mendeley – Mendeley.com

• PDF management – renames files, watch folder, annotation

• Can import PDFs – often need to correct citation information though

• Free (2 GB free storage on web, additional storage and extra groups for a fee)

• Syncing desktop and web application not automatic

• Mendeley overview video [https://youtu.be/Gv6_HuCYExM](https://youtu.be/Gv6_HuCYExM)
Zotero – zotero.org

- Open Source
- Can take snapshot of websites
- Works with your browser (Chrome, Safari, Firefox)
- Works best with journal publisher websites (can’t capture citations from all databases)
- Limited free online storage (300 MB)
- Zotero overview video https://youtu.be/7FOu94Ah85Y
EndNote – endnote.com

- Full-featured software
- Journal abbreviation support
- Find full-text feature
- PDF management
- Costs $149.00 from bookstore - updates also cost $$
- EndNote overview video https://youtu.be/TVEgjyY4Oj4
Information Literacy Steps #5 & #6:

Use information effectively to accomplish a specific purpose

Understand the economic, legal and social issues surrounding the use of information and use information ethically and legally
GradSteps Workshops offered by the Libraries

• EndNote, Basic and Advanced
• Keeping Current, Keeping Alert
• Maximizing your Research Identity
• Mendeley, Basic and Advanced
• Zotero
• GIS Workshops
• Search like a Pro
• Predatory Publishing: What You Need to Know
• Everything You Need to Know about Research Metrics
Thesis Writing Life Cycle

- Research
- Literature Search/Review
- Information Management
- Grant Applications
- Teaching
- Presentations
- Publications
- Writing
- Revising
- Submitting
- Defending
- Finishing-up

- Candidacy Exam (PhD)
- Thesis Proposal
- Course Work