Information Research for Business Administration

Learning Outcomes
At the end of the workshop you will understand:

- the information search process
- where and how to search for literature and
- how to select & analyse readings for your research & study.
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The Learning Hub team and AIS Librarians are available to support you in your academic journey and provide:

• Research consultations;
• Assistance with in-depth information queries and the identification of key resources;
• Advice on search strategies for finding information;
• Help with citing, referencing and bibliographies;
• Academic literacy and e-skills training workshops and events
• And much more...
Information Search Process

Information Search Strategy

1. What to search for? Use keywords to construct and manage your search;
2. How to search? Apply key principles of online database searching;
3. Where to search? Access academic sources online;
4. What to do with hundreds of relevant results? Evaluate and select your readings;
5. Apply found information, data & readings in your academic work by paraphrasing, summarizing, quoting, citing and referencing using APA 7th referencing style format.
WHAT to search for? Using keywords to manage search

Topic:

The benefits of marketing to a company

<table>
<thead>
<tr>
<th>Keyword 1</th>
<th>Keyword 2</th>
<th>Keyword 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>benefits</td>
<td>marketing</td>
<td>company</td>
</tr>
<tr>
<td>Synonyms</td>
<td>Synonyms</td>
<td>Synonyms</td>
</tr>
<tr>
<td>influence</td>
<td>advertising</td>
<td>business</td>
</tr>
<tr>
<td>relevance</td>
<td>&quot;marketing strategy&quot;</td>
<td>organisation</td>
</tr>
<tr>
<td>impact</td>
<td>promotion</td>
<td>corporation</td>
</tr>
</tbody>
</table>

HOW to search? Key principles of database searching

- The more keywords you combine with **AND**, you will retrieve less results but more specific to your topic;
- To further reduce number of results to more current and relevant ones, apply **database limits** (e.g. limit to full-text, peer-reviewed, publication year/date range, subject/topic search or simply add more search terms combined by **AND** to specify your topic);
- **To expand your search** use synonyms combined with **OR**.

**TIP:**

By replacing your keywords with their synonyms in the search box, you will retrieve different but still relevant set of results on the same topic.
ProQuest Database Search example

**Step 1**: Basic key word search "benefits AND marketing AND company"

![Basic search results](image1)

**Step 2**: Specify search further by selecting a Subject:

![Subject selection](image2)

3,716 results
**Step 3:** Replace keyword combination to obtain a different set of results on the same topic, for example:

![ProQuest Central search results](image)

Different (new) results are found

**Step 4:** Add more keywords to your search combined by AND to obtain even more specific results. For example:

![ProQuest Central search results](image)

828 results
WHERE to search? Accessing academic sources online

To access ALL AIS Library databases online, visit **AIS Moodle Library Resources** page: [https://moodle.ais.ac.nz/course/view.php?id=1579](https://moodle.ais.ac.nz/course/view.php?id=1579)

Search **AIS Library Catalogue online** to find printed (physical) materials:

1. To access Catalogue online, from AIS Library homepage ([https://www.ais.ac.nz/student-life/library](https://www.ais.ac.nz/student-life/library)) go to **Find, request & renew books online** > Library catalogue:

2. Apply the same keyword search principles as in the Library databases:
Apart from searching AIS Library databases (ProQuest, EBSCO, O’Reilly Tech) and AIS Library Catalogue, you can find academic, peer-reviewed and research-based materials from following sources:

**Google Scholar**

[https://scholar.google.com/](https://scholar.google.com/)

Google Scholar is a freely accessible web search engine that indexes the full text or metadata of scholarly literature across an array of publishing formats and disciplines. Released in November 2004, the Google Scholar retrieves most peer-reviewed online academic journals and books, conference papers, theses and dissertations, preprints, abstracts, technical reports, and other scholarly literature, including court opinions and patents.
Google Scholar Advanced Search

Open Access eResources

Open Access is academic research and literature freely available on the internet. Open Access includes online journals, research reports, eBooks and eBook chapters, conference proceedings, theses, multimedia outputs, data and images.

You can access the AIS Library’s selection of open access academic resources at the AIS Moodle Library Resources page:
https://moodle.ais.ac.nz/course/view.php?id=1579, including the Finding Statistical Data Online directory:

Here are some of the selected open access resources you can use effectively to find readings for your assignment and research topics:

DOAJ (https://doaj.org/) Directory of open access journals:
**CORE** ([https://core.ac.uk/](https://core.ac.uk/)) The world’s largest collection of open access research papers:

**SO WHAT now? How to select readings from hundreds of relevant results?**

*Does this source pass the CRAAP Test?*
Evaluating information - A checklist

**Currency**
- What is the purpose of the information - to inform, teach, sell, entertain, or persuade?
- Do the authors make their intentions clear?
- Is the information fact or opinion?
- Does the point of view appear objective and impartial?
- When was the information published or posted? (If your assignment requires recent material, currency will be important)
- In the case of a website, when was it last updated?

**Purpose**
- Where does the information come from?
- Is the site from a government, educational body, commercial organisation or an individual?
- Does the site have links to other reliable sites on the topic?
- Can you verify any of the information in another source or from personal knowledge?
- Are there spelling, grammar, or other typographical errors?

**Accuracy**
- Who is the author/publisher/source/sponsor?
- Are the author's credentials or organisational affiliations given?
- Is there contact information, such as a publisher or email address?
- In the case of journal articles, is the journal peer-reviewed or refereed? (This indicates that the articles were selected or edited by experts in the subject)
- Does the URL reveal anything about the author or source? (Examples: .com .edu .gov .org .net)

**Relevance**
- Does the information relate to your topic or answer your question?
- Are the important issues covered in enough depth by the source?
- Is the content at an appropriate level? E.g. 'scholarly' for an academic essay or assignment?
- Who is the intended audience?
APPLY information, data & readings in your academic work

Paraphrase, summarise and quote
In your assignments you will be expected to draw on the writing of experts in your field of study to demonstrate your understanding of key concepts, ideas and debates. The techniques that will assist you to achieve this are: paraphrasing, summarising and quoting combined with correct referencing.

The Paraphrasing, Summarising & Quoting online guide from Monash University can help you in your writing and thinking process.

Cite & reference your sources
To help you cite and reference readings and sources in your academic writing and study, you can use free web-based referencing software, such as Mendeley (https://www.mendeley.com) and Zotero (https://www.zotero.org/). Learn more about using Microsoft Word from the AIS Moodle Study Skills module.

Format in-text citations, reference lists and bibliography using APA 7th Referencing Style
To format in-text citations, reference lists and/or bibliographies in your assignments, reports and research outputs, apply APA 7th Referencing Style format (requirement for all students and staff at Auckland Institute of Studies). To help you do that, you can use free APA 7th referencing tools online, such as:

- QuickCite (University of Auckland): https://www.cite.auckland.ac.nz/2.html
- OWL (Massey University): http://owl.massey.ac.nz/referencing/apa-style.php