Maureen and Mike
Mansfield Library
UNIVERSITY OF MONTANA

C&I 287 Business Communication:
Research Resources, Tips, Evaluation, & Ethics

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Education, Human Sciences, and Psychology Librarian

Spring 2014

Overview

Course Objectives and Outcomes

Research Resources

Research Tips

Evaluating Sources

Research Ethics

Course Objectives and Outcomes

Course Objective

- Find, evaluate, and use information effectively and ethically (i.e., Information Literacy Standards)

Course Outcome

- Demonstrate skill in composing and writing well-researched proposals and short reports that illustrate effective use of online information sources and appropriate documentation formats.

Business Ethics – Workforce Diversity – Distance Conferencing
Preparing for Business Trips Abroad
Preparing for Behavioral Interview Questions
Resolving Conflicts – E-Portfolios

Research Resources on the Internet

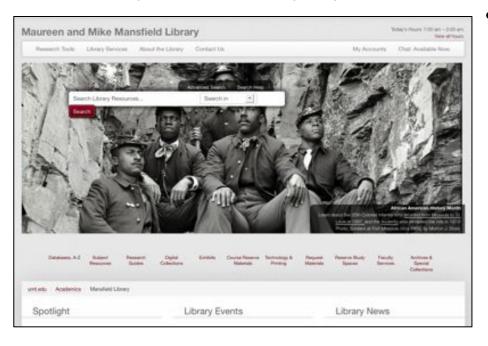## Web Sites

Search Engines

Meta-Search Engines
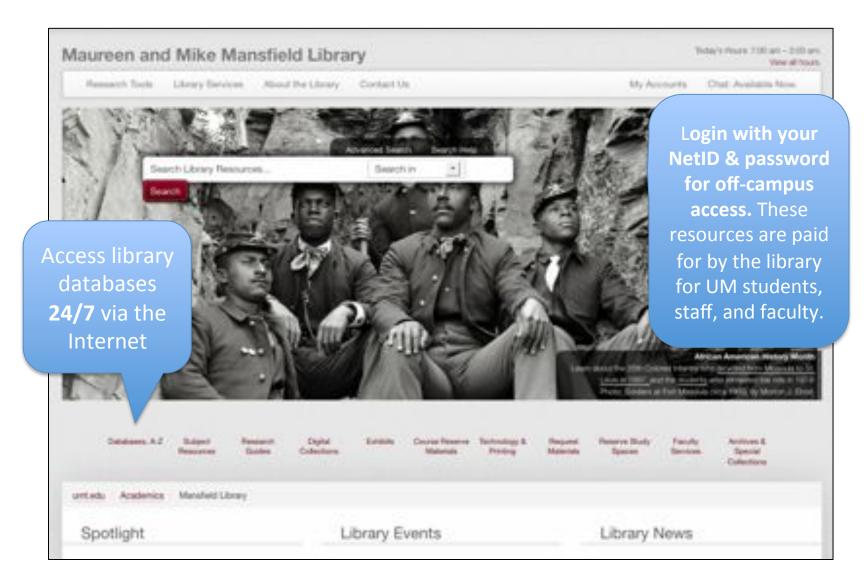
Research Resources on the Internet

- Career and Job Centers
  - [Career Services](), The University of Montana
  - [Workforce Services Division](), Department of Labor & Industry, State of Montana
- Product Web Sites
  - [GoToMeeting]()
  - [WebEx]()
  - [Twitter]()
- Professional Association Web Sites
  - [National Business Education Association]()

Business Ethics
Workforce Diversity
Distance Conferencing
Digital Dirt
Job Interviews
Resolving Conflicts

Research Resources at the Library

- Research Assistance:
  - Librarians – face-to-face
  - Chat/IM, Email, Text
  - Phone
- Study spaces
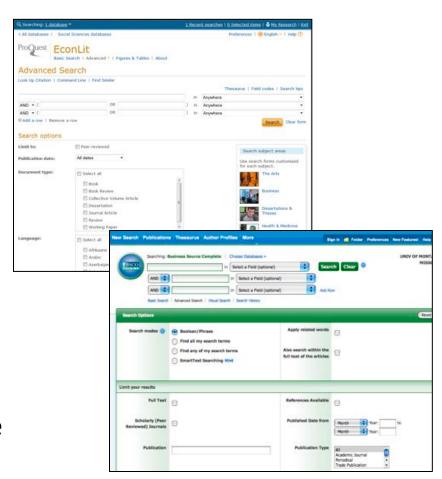- Computers and laptops

- Search Tools and Collections:
  - Catalog
  - Databases (Indexes and Full-Text)
  - Search Library Resources (searches multiple databases and the Catalog)
  - Research Guides
- Sources:
  - Articles,
  - Books,
  - Product Reviews
  - Media, etc.

Research Resources at the Library

Access library databases **24/7** via the Internet

Login with your NetID & password for off-campus access. These resources are paid for by the library for UM students, staff, and faculty.

Research Resources at the Library

Databases
- Index
  - EconLit
  - ERIC

- Full Text
  - Business Insights
  - Business Source Complete
  - Education Full Text
  - LexisNexis Academic
  - Academic Search Complete
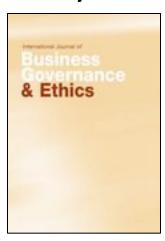
Research Resources at the Library

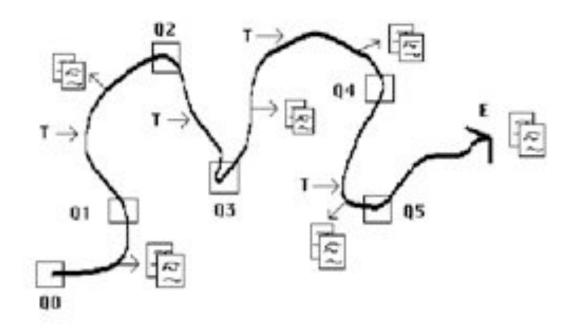## Popular, Newspaper, Trade, and Scholarly Articles

- Cullison, A. (2013, March 18). Dissidents fleeing Russia get chilly welcome in west. *Wall Street Journal* (Eastern Edition), pp. J, A1.
- Kliegman, E. J. (2012). 'Management-purposes only' financial statements. *Accounting Today*, *26*(11), 11, 42.
- Leonard, D. (2013, January 14). The stars of Wikia's geeky universe. *Bloomberg Businessweek*, 4312, 32-34.
- Microsoft. (2013). Using Skype in your business. Retrieved from http://www.skype.com/en/business/
- Moez, K., & Sahut, J. M. (2013). Evaluation cost of venture capital for investors and entrepreneurs in the French market. *International Journal of Business*, *18*(1), 81-98.

Content, Scope, Audience, Publishing Processes, Availability

Research Tips

Research is a cyclical and iterative process that evolves as you go.

Start your searches broad, then narrow.

From: Bates, M. (1989). The design of browsing and berrypicking techniques for online search interface. *Online Information Review*, *13*(5), 407-424. Retrieved from http://www.gseis.ucla.edu/faculty/bates/berrypicking.html

Research Tips

1,369 retrieved

Too many results?

- Limit your results (e.g., publication date)
- ?
- ?
- ?

Research Tips

4 retrieved

Too few results?

- Use different and broader keywords
- ?
- ?
- ?

Evaluating Sources

- Accuracy
- Authority
- Coverage
- Currency
- Objectivity

- Who
- What
- When
- Where
- How
- Why

Research Ethics

The Student Conduct Code embodies and promotes honesty, integrity, accountability, rights, and responsibilities associated with constructive citizenship in our academic community at the University of Montana.
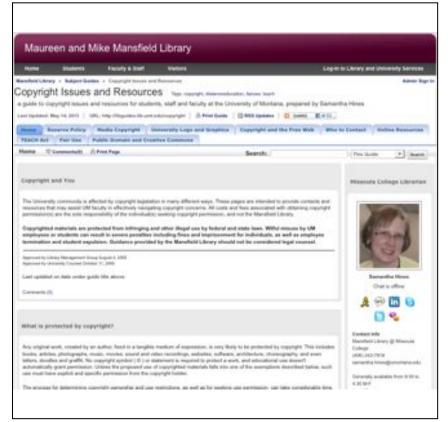
Student Conduct Code

- Academic Honesty
  - Citing sources
    - Plagiarism: Representing another person's words, ideas, data, or materials as one's own.

Research Ethics

Copyright Issues and Resources

Public Domain and Creative Commons

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QUESTIONS?