

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

Kate Zoellner  
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

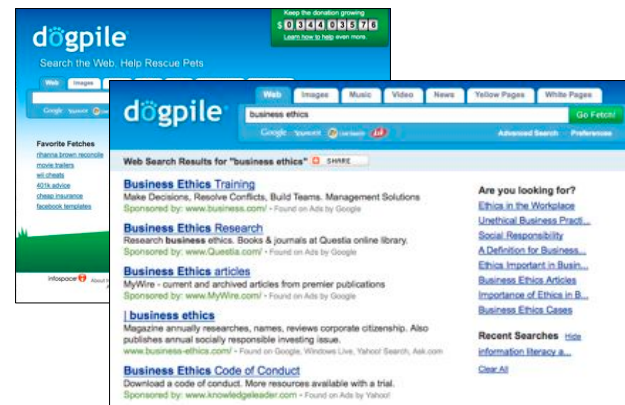
# Research Resources on the Internet

## Search Engines

### Web Sites



## 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

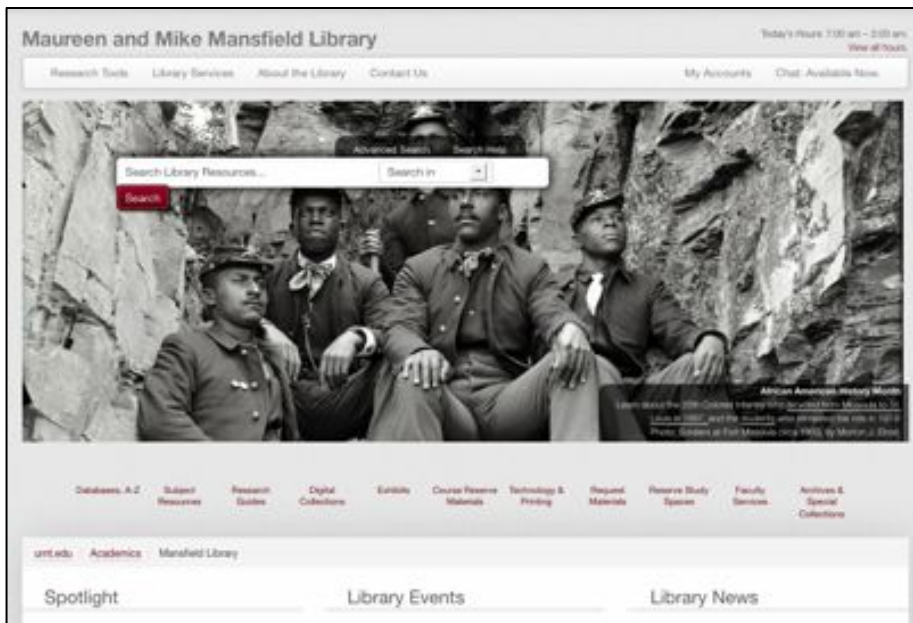
Digital Dirt

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

The screenshot shows the homepage of the Maureen and Mike Mansfield Library website. At the top, the library's name is displayed, along with today's hours (10:00 am - 2:00 pm) and a link to view all hours. A navigation bar includes links for Research Tools, Library Services, About the Library, Contact Us, My Accounts, and Chat. The main content area features a large search bar with the text "Search Library Resources..." and a "Search in" dropdown menu. Below the search bar is a red "Search" button. The background of the main area is a historical photograph of four African American men in military uniforms. A blue callout bubble on the left states: "Access library databases 24/7 via the Internet". A blue callout bubble on the right states: "Login with your NetID & password for off-campus access. These resources are paid for by the library for UM students, staff, and faculty." At the bottom of the page, there is a row of links: Databases A-Z, Subject Resources, Research Guides, Digital Collections, Exhibits, Course Reserve Materials, Technology & Printing, Request Materials, Reserve Study Spaces, Faculty Services, and Archives & Special Collections. The footer includes links to umt.edu, Academics, and Mansfield Library, as well as sections for Spotlight, Library Events, and Library News.

Maureen and Mike Mansfield Library

Today's Hours: 10:00 am - 2:00 pm  
[View all hours](#)

[Research Tools](#) [Library Services](#) [About the Library](#) [Contact Us](#) [My Accounts](#) [Chat: Available Now](#)

Search Library Resources... Search in [dropdown] [Search]

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.

[Databases A-Z](#) [Subject Resources](#) [Research Guides](#) [Digital Collections](#) [Exhibits](#) [Course Reserve Materials](#) [Technology & Printing](#) [Request Materials](#) [Reserve Study Spaces](#) [Faculty Services](#) [Archives & Special Collections](#)

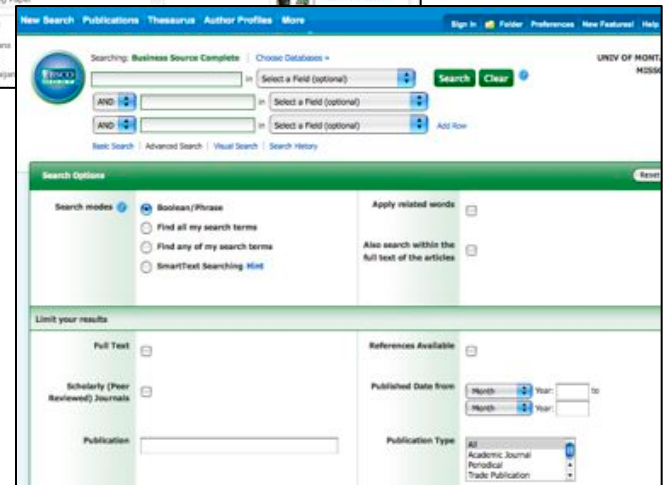
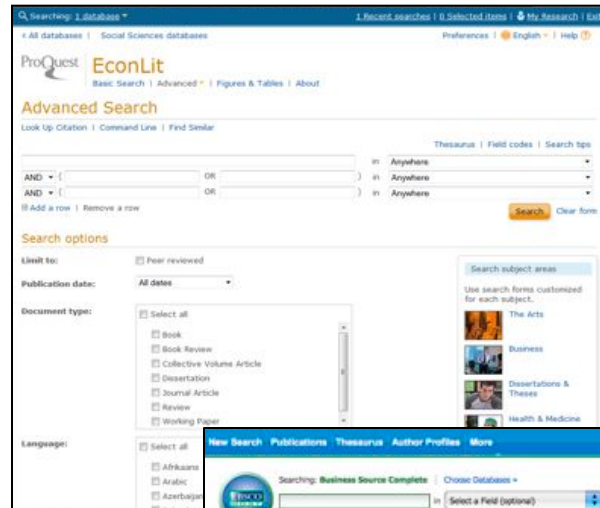
[umt.edu](#) [Academics](#) [Mansfield Library](#)

Spotlight Library Events Library News

# Research Resources at the Library

## Databases

- Index
  - EconLit
  - ERIC
- Full Text
  - Business Insights
  - Business Source Complete
  - Education Full Text
  - LexisNexis Academic
  - Academic Search Complete





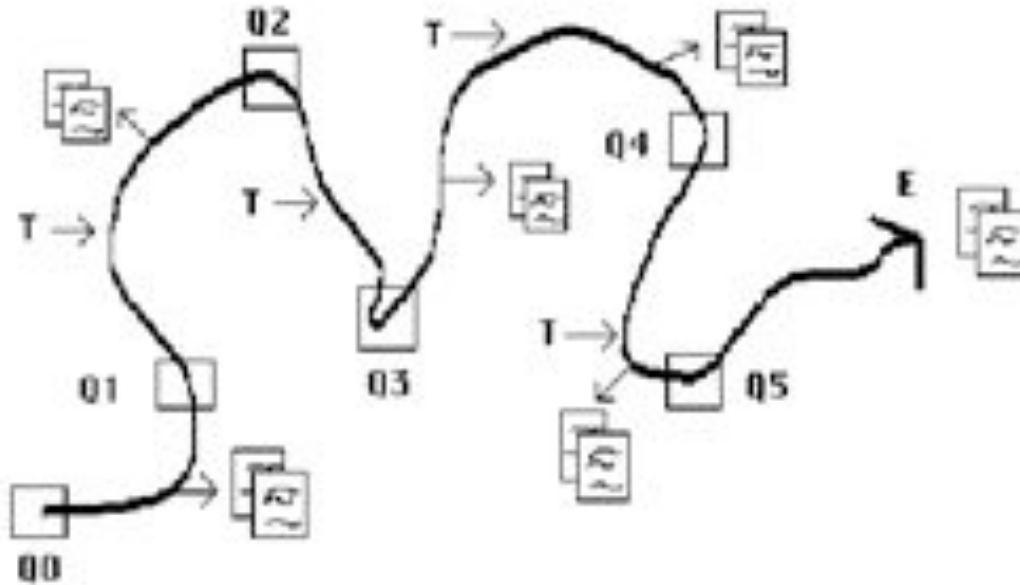
# Research Resources at the Library

## 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

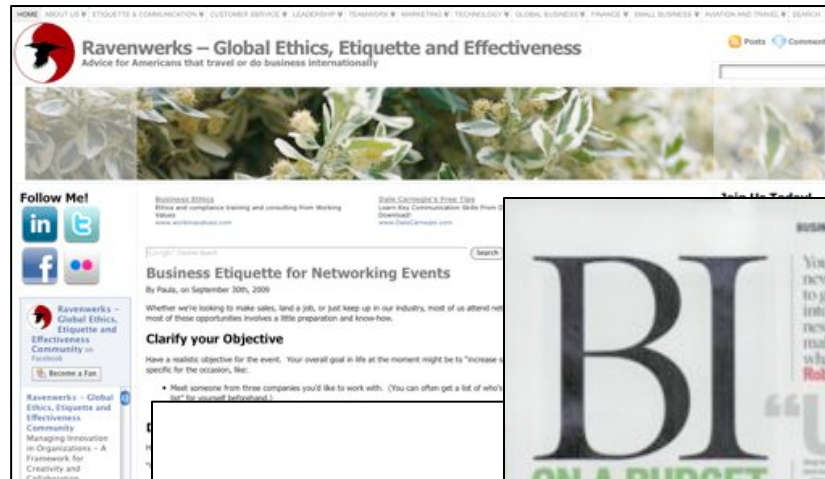
Too few results?

- 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.

REVISED AUGUST 27, 2013	
UNIVERSITY OF MONTANA STUDENT CONDUCT CODE	
Revised August 27, 2013*	
Table of Contents	
	Page
I. Introduction.....	1
A. Definition of "Student".....	1
B. Administrative vs. Legal Proceedings.....	1
C. Relationship of the University Process to the Legal/Criminal Justice Process.....	1
D. Administrative Responsibility for the Student Conduct Code.....	2
II. Jurisdiction of the University of Montana & Application to Off-Campus Offenses.....	2
III. Discrimination, Harassment, Sexual Misconduct, Stalking and Retaliation.....	2
IV. Student Rights.....	3
A. Rights to Confidentiality.....	3
B. Rights to Due Process.....	4
1. Respondent.....	4
2. Complainant.....	4
V. Academic Conduct.....	5
A. Standards of Academic Conduct.....	5
B. Penalties for Academic Misconduct.....	6
1. Academic Faculty[en] by the Course Instructor.....	6
2. University Sanctions.....	6
C. Disciplinary Procedures for Academic Misconduct.....	6
1. Investigation by the Course Instructor.....	7
2. Sanctions by the University.....	9
3. Student Appeal of Academic Penalties and/or University Sanctions.....	10
4. Academic Conduct Board.....	10
5. Review by the President of the University.....	11
6. Hearing Officer Option.....	12
VI. General Conduct.....	12
A. Standards of Student Conduct.....	12
B. Attempts and Complicity.....	14
C. Disciplinary Sanctions.....	14
D. Interim Actions.....	15
E. General Misconduct in the Classroom.....	16
F. Disciplinary Records.....	16
G. The Role of Attorneys.....	17
H. Disciplinary Procedures.....	17
1. Evidentiary Standard.....	17
2. Residence Hall Cases vs. Other Campus Cases.....	17

# Research Ethics

## Copyright Issues and Resources

The screenshot shows the homepage of the Maureen and Mike Mansfield Library's 'Copyright Issues and Resources' page. The header includes the library's name and navigation links for Home, Students, Faculty & Staff, and Visitors. A secondary navigation bar lists 'Subject Guides', 'Copyright Issues and Resources', and 'Log-in to Library and University Services'. The main content area is titled 'Copyright Issues and Resources' and includes a subtitle 'a guide to copyright issues and resources for students, staff and faculty at the University of Montana, prepared by Samantha Hines'. It features a 'Last Updated' date of May 14, 2013, and a URL. Below this are tabs for 'Home', 'Resource Policy', 'Media Copyright', 'University Legal and Graphics', 'Copyright and the Free Web', 'How to Contact', and 'Online Resources'. The page is divided into two columns. The left column, titled 'Copyright and You', contains text about copyright legislation, a warning about illegal use, and a list of resources. The right column, titled 'Samantha Hines', includes a photo, a 'Chat is offline' status, and social media links for YouTube, Facebook, and Twitter. At the bottom, there is a 'What is protected by copyright?' section and a 'Contact Info' box for Samantha Hines.

Maureen and Mike Mansfield Library

Home Students Faculty & Staff Visitors Log-in to Library and University Services

Subject Guides Copyright Issues and Resources

Copyright Issues and Resources

a guide to copyright issues and resources for students, staff and faculty at the University of Montana, prepared by Samantha Hines

Last Updated: May 14, 2013 | URL: <http://libguides.lib.umt.edu/copyright/> | Print Guide | RSS Updates | Email | Facebook | Twitter

Home Resource Policy Media Copyright University Legal and Graphics Copyright and the Free Web How to Contact Online Resources

TEACH Act Fair Use Public Domain and Creative Commons

Home Comments Post Page Search This Guide Search

Copyright and You

The University community is affected by copyright legislation in many different ways. These pages are intended to provide contacts and resources that may assist UM faculty in effectively navigating copyright concerns. All costs and fees associated with obtaining copyright permission(s) are the sole responsibility of the individual(s) seeking copyright permission, and not the Mansfield Library.

Copyrighted materials are protected from infringing and other illegal use by federal and state laws. **Without release by UM employees or students can result in severe penalties including fines and imprisonment for individuals, as well as employee termination and student expulsion. Guidance provided by the Mansfield Library should not be considered legal counsel.**

Approved by Library Management Group August 6, 2009  
Approved by University Counsel October 11, 2009

Last updated on date under guide title above

Comments (0)

What is protected by copyright?

Any original work, created by an author, fixed in a tangible medium of expression, is very likely to be protected by copyright. This includes books, articles, photographs, music, movies, sound and video recordings, websites, software, architecture, choreography, and even letters, diaries and graffiti. No copyright symbol (©) or statement is required to protect a work, and educational use doesn't automatically grant permission. Unless the proposed use of copyrighted materials falls into one of the exceptions described below, such use must have explicit and specific permission from the copyright holder.

The process for determining copyright ownership and use restrictions, as well as for seeking use permission, can take considerable time.

Samantha Hines  
Chat is offline

Contact Info  
Mansfield Library @ Montana College  
(406) 243-7018  
samantha.hines@umontana.edu

Generally available from 9:00 to 4:30 PM

## Public Domain and Creative Commons

The screenshot shows the homepage of the Maureen and Mike Mansfield Library's 'Public Domain and Creative Commons: A Guide to Works You Can Use Freely' page. The header includes the library's name and navigation links for Home, Students, Faculty & Staff, and Visitors. A secondary navigation bar lists 'Subject Guides', 'Public Domain and Creative Commons', and 'Log-in to Library and University Services'. The main content area is titled 'Public Domain and Creative Commons: A Guide to Works You Can Use Freely' and includes a subtitle 'Here is an in-depth guide to using public domain and Creative Commons materials for your theses, dissertations, publications, and other scholarly projects'. It features a 'Last Updated' date of Jan 27, 2014, and a URL. Below this are tabs for 'Introduction', 'Definitions', 'Is it a Public Domain work?', 'Is it a Creative Commons work?', 'Sources for Public Domain Works', 'Sources for Creative Commons Works', 'Sources of These Problem Areas', and 'Sources for Learning More'. The page is divided into two columns. The left column, titled 'Media Coordinator', includes a photo of Tammy Rance and a 'Contact Info' box. The right column, titled 'Are there materials I can freely use for my project?', contains text about public domain and Creative Commons (CC) licenses, a list of resources, and a 'Contact Info' box for Tammy Rance. At the bottom, there is a 'What is protected by copyright?' section and a 'Contact Info' box for Samantha Hines.

Maureen and Mike Mansfield Library

Home Students Faculty & Staff Visitors Log-in to Library and University Services

Subject Guides Public Domain and Creative Commons

Public Domain and Creative Commons: A Guide to Works You Can Use Freely

Here is an in-depth guide to using public domain and Creative Commons materials for your theses, dissertations, publications, and other scholarly projects.

Last Updated: Jan 27, 2014 | URL: <http://libguides.lib.umt.edu/PublicDomainandCC/> | Print Guide | RSS Updates | Email | Facebook | Twitter

Introduction Definitions Is it a Public Domain work? Is it a Creative Commons work? Sources for Public Domain Works Sources for Creative Commons Works Sources of These Problem Areas Sources for Learning More

Home Comments Post Page Search This Guide Search

Media Coordinator

Are there materials I can freely use for my project?

So, you're looking for that perfect **image, text excerpt, map, music score excerpt, photograph, movie, etc.** for your thesis, dissertation, class, or publication.

Consider using works in the **public domain** or works covered by a **Creative Commons (CC)** license.

- **Public Domain works:** You do not need to request permission or pay a license fee to use these works, and, for the most part, you can use these works in any way you wish because they are not covered by copyright law.
- **Creative Commons licensed (CC) works:** creators of these works allow certain uses under terms of a license—some of which may be more compatible with academic projects. The uses allowed by the CC license typically do not require you to request permission or pay a license fee.

This tutorial will cover five main points in regards to the **basics** of finding and using materials in the public domain as well as those covered by Creative Commons licenses for academic projects:

- (1) introduction to public domain and Creative Commons materials;
- (2) how to tell if a work is in the public domain or covered by a Creative Commons license;
- (3) sources to search for public domain and Creative Commons licensed works;
- (4) a few potential problems with using public domain and/or Creative Commons licensed material; and
- (5) sources for learning more about the public domain and Creative Commons licensed works.

A more comprehensive approach to public domain and CC materials can be found in many of the sources cited in this tutorial. The intent of this tutorial is to provide you with basic information to begin using public domain and CC materials.

Click on the tabs above to learn more about Public Domain and Creative Commons works.

If the material you wish to use is not in the public domain or covered by a Creative Commons license, you may also have other options under the copyright law to use copyrighted material without requesting permission including:

- Fair Use (Section 107 of the copyright law)
- Section 110 of the copyright law includes 110 (1) and the TEACH Act, 110 (2)

Tammy Rance

Contact Info  
Visual and Performing Arts Librarian  
and Media Coordinator  
Assistant Professor  
64JB 010  
Mansfield Library  
University of Montana  
Missoula, MT 59812-0036  
(406) 243-4402  
Tammy.Rance@umontana.edu

Links:  
Website | Blog

Kate Zoellner [kate.zoellner@umontana.edu](mailto:kate.zoellner@umontana.edu) 243-4421

**QUESTIONS?**