LITERATURE REVIEW FOR RESEARCH METHODS

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Image: https://www.unc.edu/
Today: Review Search Process

- Translate from your proposal topic to search terms
- Arrange your terms into a Venn diagram
- Search in EBSCO with your terms
- Find EBSCO at http://guides.lib.unc.edu/madc716

- Meet with Stephanie in Zoom Sept. 16-19
  - https://unc.zoom.us/j/9198438300
  - Quick video on using Zoom https://youtu.be/KR8pFTF0FD4

- Email Stephanie a link to your best EBSCO search before we meet!
Meg’s topic: Journalists’ social media use/effects on perceptions of objectivity
Meg’s topic: Journalists’ social media use/effects on perceptions of objectivity

Enhanced Search Terms

journalis* OR reporter*

social media OR twitter OR facebook OR snapchat OR instagram

objectiv* OR bias*
Venn Diagram \(\rightarrow\) EBSCO Search

Each circle is a search row:
- (social media OR twitter OR facebook OR snapchat OR instagram)
- AND (journalis* OR reporter*)
- AND (objectiv* or bias*)

http://guides.lib.unc.edu/madc716
YOUR Search Terms Worksheet

Topic

Related words

Who has similar issues?
Sample Terms

Topic: Corporate involvement in social issues

Related words: Corporate / company / brand AND (social issues OR social responsibility)

Who has similar issues? Nike, Walmart, Starbucks
YOUR Search Terms
Formal or Informal

- Memes or humor
- Flu shot or HPV vaccine
- College student or undergrad
Search, Save, & Share Before We Meet

• Search in EBSCO
• Save articles you find useful
  • Log in to EBSCO first!
• Email Stephanie the URL for your best search!
  • Click the SHARE button at the top of the search results
  • Copy the Persistent Link
• Send to swbrown@unc.edu
Reminder: Citing in EBSCO

Variability in Twitter Content Across the Stages of Disaster: Implications for Crisis Communication

Authors: Spence, Patric R.  
Lachlan, Kenneth A.  
Lin, Xialing  
del Greco, Maria

Source: Communication Quarterly.  
10.1080/01463373.2015.1049315

APA (American Psychological Assoc.)

References


*SOCIAL media  
NATURAL disasters  
EMERGENCY management  

Permalink
Zotero Training @ Park

Fri., Sept. 20 @ 1 p.m. Register at:
http://guides.lib.unc.edu/mejo703
Reminder: Before We Meet

1. Write your proposal topic, related words, and entities that have similar issues
2. Put those into a Venn diagram
3. Search in EBSCO &
4. Email Stephanie a link to your search results

• Questions?
  • Email Stephanie swbrown@unc.edu or
  • Chat!