

# Research should be focused

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Having goals or specific questions allows you to decide what sources/methods/ depth of research is necessary.

## Research Terminology

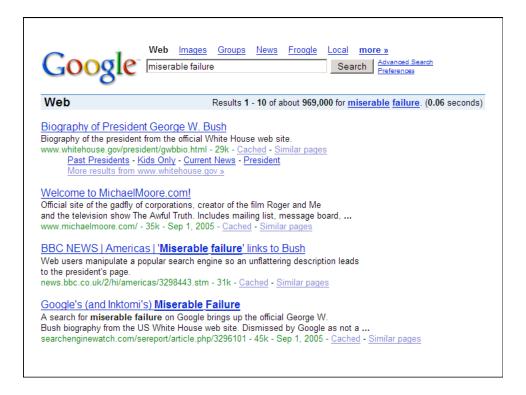
- Primary Research: Gathering raw data firsthand.
  Includes observations, interviews, experiments, testing, questionnaires
  - Using a valid research methodology and recording useful information are key here
- Secondary Research: gathering information or data that's already been compiled with, analyzed, evaluated or otherwise organized. Includes books, articles, web documents, business documents, brochures, etc.
  - Evaluating your source is key here.

## The Internets (all of them)

- the open Web
- Invisible, Hidden Web, Gated Web
  - Infomine <a href="http://infomine.ucr.edu/">http://infomine.ucr.edu/</a>
  - Librarian's Internet Index <a href="http://lii.org/">http://lii.org/</a>
  - FAU Library

#### Research strategies, search engines

- Understanding search engines; algorithms
- Keywords and synonyms
- Boolean operators
- Beware:
  - Google bombing
  - Other <u>misleading</u> manipulations (try "whois" search)
  - .org, .edu



## **Determining Source Credibility**

Authority, accuracy, bias, currency CARS Method

- Credibility: source listed, reputation, professionalism
- Accuracy: facts accurate, site updated, written well
- Reasonableness: objective statements, labeled biases, purpose of website
- Support: well documented sources, updated links