

Research should be focused

Almost all research should begin with a clear definition of the problem or question to be addressed.

Problem: Dr. Mason's car broke down and it's too expensive to fix.

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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 <http://infomine.ucr.edu/>
 - Librarian's Internet Index <http://lii.org/>
 - FAU Library

Research strategies, search engines

- Understanding search engines; algorithms
- Keywords and synonyms
- Boolean operators
- Beware:
 - Google bombing
 - Other [misleading](#) manipulations (try “whois” search)
 - .org, .edu


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 Web users manipulate a popular search engine so an unflattering description leads to the president's page.
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 A search for **miserable failure** on Google brings up the official George W. Bush biography from the US White House web site. Dismissed by Google as not a ...
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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