Poll: Show of Hands

The next time you have to do academic research what will you use first, Google or a library resource?
Using Free Internet

PROS
• Familiar
• Available after graduation
• Easy to access
• Helpful items on 1st page

HOWEVER...
• Insufficient for Academia
  – Discourse, Peer Review
• It’s just one type of tool
• This tool has limits
  – Keeping track, citation help
• Only skimming the surface
• Minority views buried
  – How search a negative?
  – Filter Bubbles
Filter Bubble: top results for a Google search on “Mercury” on 3 different computers

• A middle-aged woman who tends to search a lot for science and health topics

• Her youngest son is a nineteen year old college student who likes classic cars.

• Her oldest son is a 20-something student interested in video games, literature, and anthropology.

For more see this Ted Talk:
http://www.ted.com/talks/eli_pariser_beware_online_filter_bubbles.html

Are you this Person?

No matter the product, when they see a search box they type in simple keywords, assuming it will perform like Google

81.5% (679/829 searches observed)

They rely on the search tool’s relevancy ranking, only looking at the first page of results

92% (598/649 resources used)

Internet Search

- Throwing in some keywords will get you results
- You do the evaluation
- Are they academic?

8 billion URLs? 1 trillion URLs? More?

1st page of results = .

How many of these are have commercially driven motives?

People whose opinions I respect have all been echoing the same sentiment — Google, the once essential tool, is somehow losing its edge. The spammers, scrapers, and SEO‘ed-to-the-hilt content farms are winning.
Be Investigative
Who’s Authoring?
Why?
When?
What’s the audience?
Be Iterative

• Try several different searches

• Where is the Boldface?

• “Harvest” Search terms from results

• Think of Different Ways to Say it

• Pay attention to unfamiliar words e.g. Remittances
Be Systematic
Record these somewhere:

Where have I search?
What terms have I Used?
Where have I kept my results?
Do I have enough information to create a citation?
Be Strategic

• Let the search tool do the **searching** for you, **NOT** the **thinking** for you

• Go Past the First Page!

• [Get More Out of Google Infographic](#)
Advanced Search Tips

• Quotation Marks for exact phrase
  – “food politics”, not “political implications of food use”
• Essential Words only (no question formats)
• “Field Searching” and Boolean Operators
• Control F
• Think before you begin – choose where to go
Pre-limit Search to Trusted Sites

**site:mpr.org sugar beets**

- Stock Market | Markets | Minnesota Public Radio News
- 30+ items - Become a Member; Join Now - Sustaining Members - Member ...
- Read our first-ever conversation with Mars. September 27, 2013. Hershey
- Midday Report: Sugar Subsidies Could Send ... March 13, 2013. hershey

- Crop forecast: soybeans up, corn down | Minnesota Public Radio ...
- feeds.mpr.org/~r/MPR_Business/~3/wQ1lOrwe5Tw/
- Sep 10, 2010 - The state’s sugar beet harvest is estimated at 28 tons per acre. That’s up 18 percent from last year’s crop. Corn, soybeans and sugar beets ...

- Crystal Sugar union plans counteroffer | Minnesota Public Radio News
- feeds.mpr.org/~r/MPR_NewsFeatures/~3/DNgVZpItFkms/
- May 22, 2012 - After more failed talks, Crystal Sugar says ‘window is closing’ ... About 1,300 union workers at Crystal sugar beet processing plants in North ...

- Narrow row farming good for some in Minnesota | Minnesota Public ...
- feeds.mpr.org/~r/MPR_Business/~3/KfmUufK8YJ/
- Nov 29, 2009 - The system works well with their equipment for planting sugar beets. "There’s the same total number of plants in that acre, but they’re being ...

**site:gov sugar beets**

- USDA ERS - Sugar & Sweeteners - Background
- www.ers.usda.gov/~sugar.../background...
- Economic Research Serv... by S Haley - 2011
- Unlike most other producing countries, the United States has both large and well-developed sugarcane and sugar beet industries. Since the mid-1990s, ...

- Roundup Ready® Sugar Beet News - USDA - APHIS - Biotechnology
- www.aphis.usda.gov/biotechnology
- Aug 7, 2012 - On July 19, 2012, APHIS announced the availability of a record of decision and determination of nonregulated status in regards to a petition for ...

- [PDF] Glyphosate-Tolerant H7-1 Sugar Beet - aphis - US Department ...
- www.aphis.usda.gov/~03_32301p_feis...

- USDA Blog » Sweet News about Sugar Beets
- blogs.usda.gov/.../sweet-news-about-sug... United States Department...
- Feb 19, 2013 - Sugar beet pulp is mixed with melted polyactic acid and passed through a twin-screw extruder. This results in pastilike strands (the brownish ...
Pre-limit Search to Local Sites

**site:und.edu sugar beets**

About 981 results (0.35 seconds)

[PDF] Sugar Beet Journal - University of North Dakota
engineering.und.edu/.../sugarbeet-optimiz... University of North Dakota
by E Donkoh - 2012 - Cited by 3 - Related articles

**site:ndsu.edu sugar beets**

About 2,270 results (0.35 seconds)

Sugarbeets — Extension Entomology - North Dakota State University
www.ag.ndsu.edu/.../field/.../sugarbeets North Dakota State Unive...
Jan 13, 2014 - North Dakota Insect Management Recommendations - Sugarbeets, Sugar Beet. E-1205, Springtails in Sugarbeets. e1205-png-thumb ...

Sugarbeets — Publications
www.ag.ndsu.edu/.../crops/.../sugarbeets North Dakota State Unive...
Nov 30, 2011 - Cercospora commonly occurs, can result in considerable loss in yield and quality and reduces storability of sugar beet roots in piles. Bacterial ...

Comparison of Cercospora and Bacterial Leaf Spots on Sugar B...
www.ag.ndsu.edu/pubs/.../pp1244.pdf North Dakota State Unive...
Mohamed F. R. Khan, Extension Sugar Beet Specialist, North Dakota State University/University of Minnesota. Carol E. Windels, retired Plant Pathologist, ...

Sugar Beet Economics in the Red River Valley - NDSU Agricult...
www.ag.ndsu.edu/...ag113%20sugarbeets North Dakota State Unive...

How Much Biofuel From Unharvested Sugar Beet Acres?
www.ag.ndsu.edu/.../new-energy-econo... North Dakota State Unive...
Last week, American Crystal Sugar Co. informed its growers that they will be allowed to deliver sugar beets to the plant for processing from only 70 percent of ...
1. Authorship: Authors should be identified, with appropriate credentials evident.

2. Currency: Dates should be provided for each source, which are current or timely enough to be appropriate to the research paper topic. Web resources, both individual pages and databases, should be updated regularly.

3. Recommendations: It should be evident that Web resources have been through some review process or recommended by reliable outside sources. Web resources include online databases, which moderate information like their print counterparts, as well as personal pages.

4. Perspective: Biases and affiliations should be evident on Web resources, including commercial affiliations.

5. Audience: Intended audiences (laypersons, fans, professionals, specialists, educators, etc.) should be evident.

6. Style and tone: Style and tone should be appropriate to the topic. Web resources should meet the same criteria for grammar, spelling, and documentation that print resources meet. Sites should be user-friendly and in good taste to be appropriate for research papers.

7. Quality of content: Content should be timely, documented, verifiable, and accurate. Limitations should be pointed out. Information should be detailed enough to be appropriate to the research paper topic. Information should be relevant to the topic.

8. Organization of information: Resources should be well organized, easy to follow and use, with reliable links.

9. Publisher, source, host: Publishers, hosts, and sources provide some of the authority associated with any Web resource. They should be evident to the user and appropriate to the topic.

10. Stability of information: Web sites and the information on them should be relatively stable over time, as should basic information. Changes in information (or updates) should be indicated.
Problems with Checklists

.edu does not guarantee “scholarly”

.com is not always “bad”

.orgs need the most evaluation

.gov is reliable information
Evaluating a Results List Item from this Google Search:

intext:"Bringing It to the Table: On Farming and Food" intext:"food politics"

I skip first several without opening and then see this:

• Actual article (PDF)
• Published in an (Agricultural) Journal
  – In this case, a .com url is fine
• Book Review
  – Some reviews can be very helpful, written by experts and scholars but some are PR blurbs (Booklist, Library Journal) and just get in the way of results
• Published 2010
  – There could be a new farm bill passed soon
Dawn Thilmany McFadden is a professor of agribusiness and an agribusiness extension economist with Colorado State University. She also serves on the Markets Advisory Board and Farmers Market Working Group and is a past Farm Foundation Fellow. Dawn’s research and extension focus on two distinct areas of inquiry: small agribusiness management and local-food entrepreneurs as a part of rural development. In her Extension role, she currently leads a local food systems initiative for CSU Extension, and co-leads the CSU teams for the Northern Colorado Regional Food Assessment and Colorado Building Farmers program.
Example Searches

In Google:
CSU Extension filetype:pdf local food

About 34,100 results (0.22 seconds)

In Google Scholar: author:Dawn Thilmany McFadden

About 43 results (0.32 sec)
Google Scholar

- Access via Quicklinks on library.und.edu
- Enter IDM if off-campus
- On the Results Page look on the Right hand side for pdfs/Find it@UND
Value of Libraries

A library isn’t like Amazon. There’s a staff of librarians working closely with your faculty to select specific books out of all the books published to be most useful, credible, stable. We do the same for article, image, & statistical databases.

(AP Photo/Scott Sady)
Value of Librarians

We want to convey the specialized knowledge that we’ve gained by using search tools every day. We have Master’s Degrees and continually train on search products.
Value of Smart Searching

These are excellent life skills and needed on the workplace –

• Overall, our findings suggest there is a distinct difference between today’s graduates who demonstrated how quickly they found answers online and seasoned employers who needed college hires to use a combination of online and traditional methods to conduct comprehensive research.