

The background features a dark grey upper half and a white lower half, separated by a solid blue horizontal bar. Faint, concentric circles are visible in the background, centered behind the text.

Academic Resources and Research Tools

USC Annenberg School, Summer 2010

Katherine Ognyanova (Katya)

Academic Resources: Overview

Research: Finding Academic Texts

- Google Scholar
- USC Databases, Homer Library Search
- ILL Document Delivery Services

Research: Other Resources

- News Search (LexisNexis, Factiva, ProQuest)
- Statistical Data & Public Opinion
- Image Banks and Archives

Writing: Bibliography Managers

- Endnote (Thomson Reuters)
- Refworks (ProQuest LLC)
- Zotero

Organizing: PDF & Web Management

- Create, Organize and OCR PDF files (Mendeley Desktop & PrimoPDF)
- Web Clipping: Collect online data
- Academic RSS Feed Collection

Searching for Academic Texts



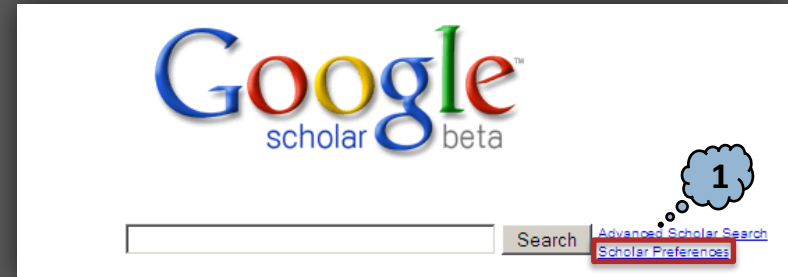
URL: scholar.google.com

- ❖ Use *quotes* to find phrases: *"communication theory"*
- ❖ Use *minus* to exclude terms: *communication -telecom*
(find communication articles that do not look at telecommunications)
- ❖ Use *author:* to find articles from a specific author: *author:Barthes*
- ❖ Use *site:* to get results from a specific website: *syllabus site:usc.edu*
(find pages from the usc.edu site containing the term "syllabus")
- ❖ For books you may also want to try books.google.com

Configure Google Scholar for USC Resources

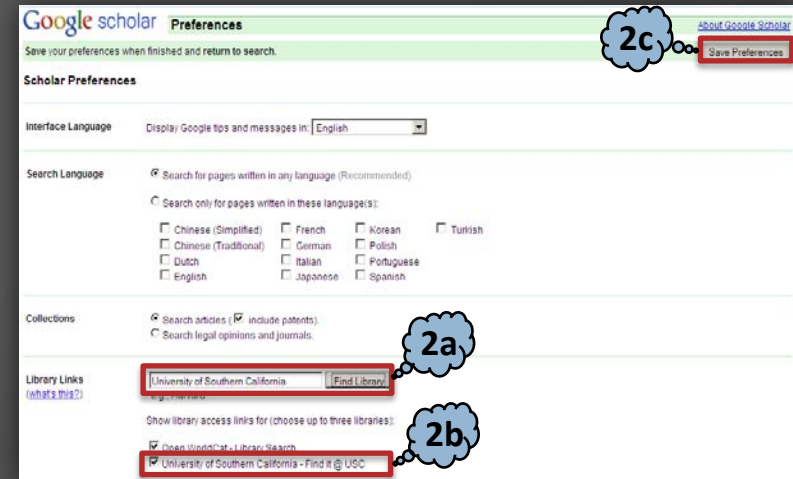
1

- Go to Google Scholar and click on the link “**Scholar Preferences**”.



2

- Go to “**Library Links**”, type in “**USC**” and click on the “**Find Library**” button.
- Select the library “**University of Southern California - Find it@USC**”.
- Click on “**Save Preferences**”.



3

- Next time you search for academic articles, you should see a link with the text “**Find it @ USC**”.



Google Scholar: Other Features

The screenshot shows the Google Scholar interface. At the top, the search bar contains 'communication research' and the 'Search' button. To the right are links for 'Advanced Scholar Search' and 'Scholar Preferences'. Below the search bar is a green navigation bar with 'Scholar' and a 'New!' notification. It includes dropdown menus for 'Articles and patents', 'anytime', and 'include citations', and a 'Results' label on the right. The main content area displays a search result for 'Computer-mediated communication: Impersonal, interpersonal, and hyperpersonal interaction' by JB Walther. It includes the article title, author, journal information, DOI, and a 'Cited by 1529' link. Below the search result, four blue cloud-shaped callouts with numbers 1, 2, 3, and 4 point to the 'Cited by 1529', 'Related articles', 'All 4 versions', and 'Import into EndNote' links respectively.

1

2

3

4

1. Number of citations

This number will be high for important, foundational papers. Click on “Cited by...” to see all articles that cite certain work.

2. Related Articles

When you find a relevant paper on your research topic, use this feature to look for other works in the same area.

3. Versions

Some articles have multiple versions available online from different websites. If you can't access the paper, try looking for a different version.

4. Import Citations

You can import citations directly into your bibliography manager. Check out Slide 21 to find out how to set up Scholar for that.

USC Library Resources



USC Library Portal: www.usc.edu/libraries

This is a one-stop place for all USC resources.



Access USC resources when you're not on campus:
libproxy.usc.edu (USC login, enable cookies in browser)



Scholars Portal: Find electronic articles in the online databases available through USC [here](#) (you need to be logged in)



Find books at USC Libraries (Homer)

www.usc.edu/homer



Interlibrary Loan and Document Delivery (request PDFs of book chapters & articles) : usc.illiad.oclc.org/illiad/logon.html

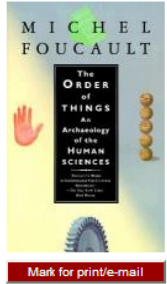
Homer: Find books in USC libraries

Brief Record | **Full Record**

The order of things : an archaeology of the human sciences
Foucault, Michel.

Publisher: Vintage Books,
Pub date: 1994.

Personal author: Foucault, Michel.
Uniform title: [Mots et les choses. English]
Portion of title: Archaeology of the human sciences
Subject: Learning and scholarship.
Subject: Civilization--History.
ISBN: 0679753354
Item info: 2 copies or volumes available at Doheny.
Permalink: <http://library.usc.edu/uhbin/cgiirsi/x/0/0/5?searchdata1=18>



[Mark for print/e-mail](#)

View also
[Nearby items on shelf](#)
[Find more by this author](#)
[Find more on these topics](#)

Continue search in
[Google Scholar](#)
[WorldCat](#)
[Center for Research Libraries](#)
[Google Books](#)

Call numbers for: **DOHENY** ([map](#))

Call numbers	Copy	Holds	Loan Period	Location
AZ101.F6913 1994	1	NONE	4WK/SEMSTR	BOOKSTACKS: area containing books, periodicals, serials
	2	NONE	4WK/SEMSTR	BOOKSTACKS: area containing books, periodicals, serials

Call numbers for: **PHILOSOPHY** ([map](#))

Call numbers	Copy	Holds	Loan Period	Location
AZ101.F6913 1994	1	NONE	4WK/SEMSTR	MISSING: Item has been searched and cannot be found

Where do you go to find the book

Look for other books on this topic

Pay attention to this section: sometimes books that are supposed to be in the library have actually mysteriously disappeared

Note: You can use Homer to find DVDs available in USC libraries.

Click the "Power Search" button on the upper right, then limit "Format" to "Visual Materials"

Request Document Delivery

INTEGRATED DOCUMENT DELIVERY

- **Website:** usc.illiad.oclc.org/illiad/logon.html
- **Students:** request to be e-mailed a PDF copy of an article or book chapter that is **not** available through USC libraries.
- **Instructors:** request PDFs even if the book/article is available through USC.
- The ILL services can **not** be used for class textbooks.
- The ILL will provide no more than **2 chapters** (or 15% of the text) of a book.
- Separate requests need to be sent for each chapter.

USC: Area-Specific Resources



[Communication Studies Subject Guide](#) : A comprehensive list of communication-related databases available through USC



[USC Research Guide for Communication Studies](#): Contains helpful links and the option to contact a Comm librarian



[USC Research Guide for Journalism](#): Contains helpful links and the option to contact a journalism librarian



[Journalism-related Databases](#) : Another list of databases and resources tailored specifically for media/journalism research.



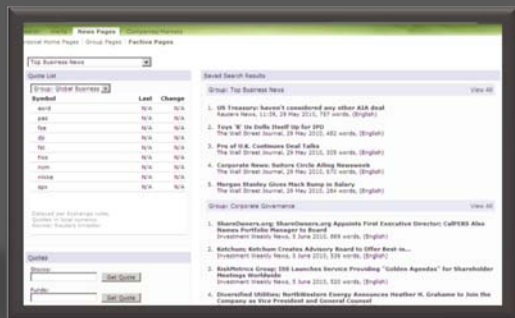
[Ask-A-Librarian](#): If you can't find the resources you need, you can ask for help 24/7 through live chat /phone/e-mail.

Find News Articles through USC



LexisNexis Academic Universe

Your best bet for US and International news sources. In addition to print, contains transcripts of broadcast news.



Proquest Research Library

Searches multiple databases, including many news sources.



Dow Jones Factiva

Business information and research – aggregates news from domestic and international sources, including broadcast transcripts and photos.

Statistical Data & Public Opinion



[LexisNexis Statistical Insight](#)



[Forrester Research](#)



[Gartner IntraWeb](#)



[UN Data](#)



[Data.gov](#)



[OECD Stats Database](#)



[US Census Bureau: American FactFinder](#)



[The Roper Center Public Opinion Archives](#)

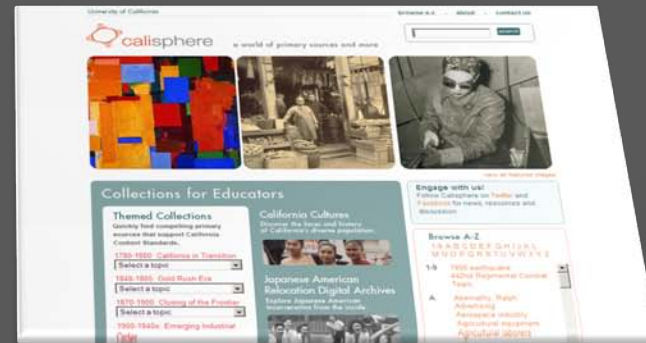


[Pew Internet & American Life Project](#)

Image Banks available through USC



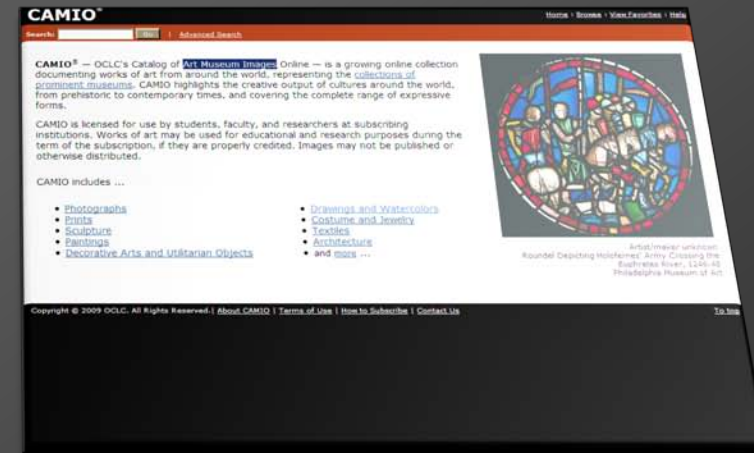
[Oxford Art Online](#)



[CaliSphere](#)



[ArtStor](#)



[OCLC Camio](#)

Citation Management

Purpose

- Collect, Organize, Store references
- Seamlessly embed references & bibliography into your documents

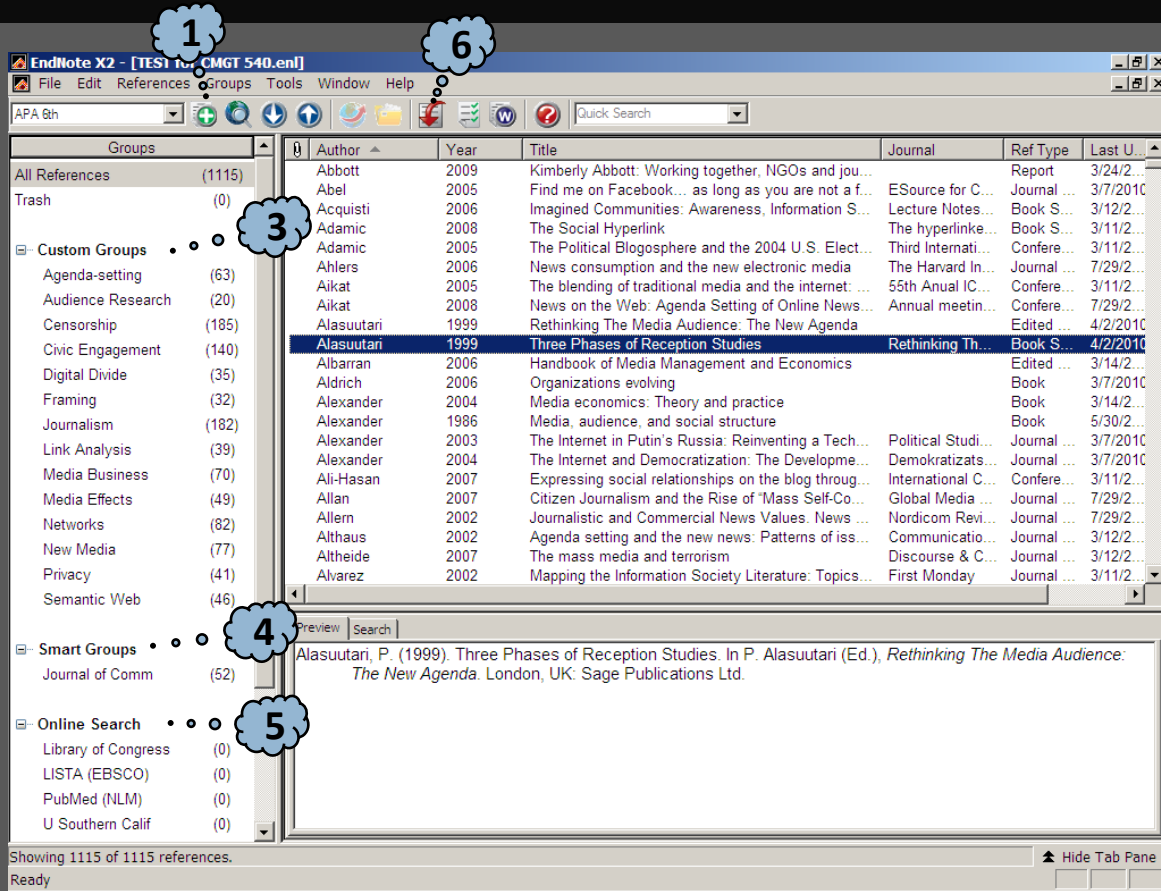
Input

- Manually enter the reference
- Get the reference from an online source (Google Scholar, etc.)
- Have the manager pull references from online databases

Some Available Solutions

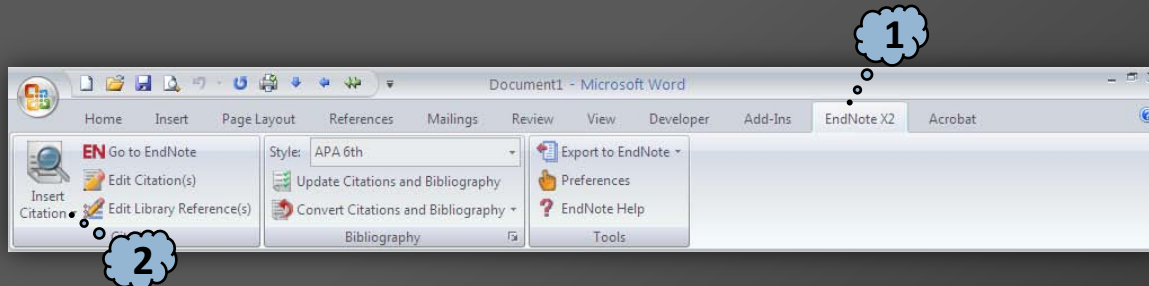
- [Endnote](#) : Most robust. Stand-alone software. Student copy costs around \$109.
- [RefWorks](#) : Online solution. Free for USC students.
- [Zotero](#) : Browser plugin. Good web features. Free.
- All three offer add-ons for word-processing software.

Citation Management: Endnote



Endnote (Thomson Reuters)

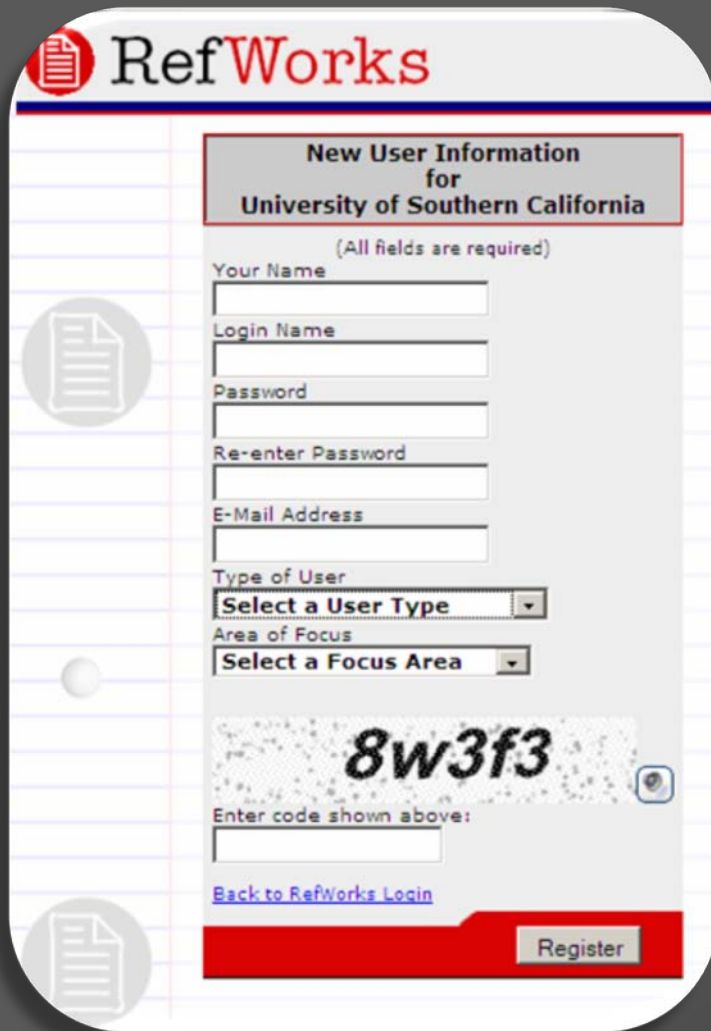
1. Manually enter references
2. Import refs from online sources with a web browser
3. Organize in folders (Groups)
4. Save search in Smart Groups
5. Find references in online databases like the Library of Congress or USC Libraries
6. Paste all selected citations in an open Word document



Word Integration

1. Endnote tab menu appears
2. Insert all selected references from the open Endnote library

Citation Management: RefWorks Registration



The screenshot shows the RefWorks registration page for the University of Southern California. The page title is "New User Information for University of Southern California" with a note "(All fields are required)". The form includes fields for "Your Name", "Login Name", "Password", "Re-enter Password", and "E-Mail Address". There are also dropdown menus for "Type of User" (with "Select a User Type" selected) and "Area of Focus" (with "Select a Focus Area" selected). A CAPTCHA image displays the code "8w3f3" with the instruction "Enter code shown above:". A link "Back to RefWorks Login" is provided, and a red "Register" button is at the bottom right.

RefWorks: How to sign up for an account (Free for USC students)

1. Go to [this link](#). If you are ever asked for a "Group Code" (you probably won't be), enter **RWUSC**.
2. Enter the requested information and hit the "Register" button.
3. That's it. You should be ready to start using your account. If you have previously used a citation manager like Endnote, you can import references from it to RefWorks.

Keep in mind: RefWorks is mostly Internet-based which has its pros & cons.

Their web design is not exactly slick. More the opposite. You'll have to get used to it.

Citation Management: RefWorks

Welcome, Katherine Ognyanova. RefWorks 2.0 RefMobile Log out
University of Southern California

References | Search | View | Folders | Bibliography | Tools | Help

EndnoteImport- May2010 Folder Switch to: One line/Cite View

References to Use: Selected Page All in List
Add to My List Put in Folder... Remove from Folder Global Edit Delete Sort by Authors, Primary

Go to Page: 1 2 3 4 5 6 Next Last

<input type="checkbox"/>	Cite View Abbott, K.	2009 Kimberly Abbott: Working together, NGOs and journalists can create stronger international reporting
<input type="checkbox"/>	Cite View Abel, M.	2005 Find me on Facebook... as long as you are not a faculty member or administrator
<input type="checkbox"/>	Cite View Acquisti, A.	2006 Imagined Communities: Awareness, Information Sharing, and Privacy on the Facebook
<input type="checkbox"/>	Cite View Adamic, L.	2008 The Social Hyperlink
<input type="checkbox"/>	Cite View Adamic, Lada	2005 The Political Blogosphere and the 2004 U.S. Election: Divided They Blog
<input type="checkbox"/>	Cite View Ahlers, D.	2006 News consumption and the new electronic media
<input type="checkbox"/>	Cite View Aikati, D.	2005 The blending of traditional media and the internet: Patterns of media agenda setting and web search trends before and after the September 11 attacks
<input type="checkbox"/>	Cite View Aikati, D.	2008 News on the Web: Agenda Setting of Online News in Web Sites of Major Newspaper, Television and Online News Services
<input type="checkbox"/>	Cite View Alasuutari, P.	1999 Rethinking The Media Aud
<input type="checkbox"/>	Cite View Alasuutari, P.	1999 Three Phases of Reception
<input type="checkbox"/>	Cite View Albarran, Alan B.	2006 Handbook of Media Manag
<input type="checkbox"/>	Cite View Aldrich, H.	2006 Organizations evolving
<input type="checkbox"/>	Cite View Alexander, Alison	2004 Media economics: Theory z
<input type="checkbox"/>	Cite View Alexander, M.	2004 The Internet and Democr
<input type="checkbox"/>	Cite View Alexander, M.	2003 The Internet in Putin's Rus
<input type="checkbox"/>	Cite View Ali-Hasan, N.	2007 Expressing social relationsh
<input type="checkbox"/>	Cite View Allan, S.	2007 Citizen Journalism and the I
<input type="checkbox"/>	Cite View Allern, S.	2002 Journalistic and Commercia
<input type="checkbox"/>	Cite View Althaus, S.L.	2002 Agenda setting and the new York Times.
<input type="checkbox"/>	Cite View Altheide, D.L.	2007 The mass media and terrorism
<input type="checkbox"/>	Cite View Avarez, I.	2002 Mapping the Information Society Literature: Topics, Perspectives, and Root Metaphors
<input type="checkbox"/>	Cite View Amnesty International	2009 Amnesty International Report 2009
<input type="checkbox"/>	Cite View Anderson, C.	2006 The Long Tail: Why the Future of Business Is Selling Less of More

RefWorks (ProQuest)

1. Manually enter a new reference
2. Import refs from online sources with a web browser
3. Organize references in folders
4. Search your library – or find references in online catalogues
5. Clicking on the “Cite” link (5a) opens a popup window (5b). Copy the citation from it and paste it into a Word doc.
6. Click on Bibliography to format properly said Word doc (below).

Welcome, Katherine Ognyanova. RefWorks 2.0 RefMobile Log out
University of Southern California

References | Search | View | Folders | Bibliography | Tools | Help

Bibliography List of Output Styles | Request an Output Style | Modify an Output Style Back to Reference List

Output Style: APA 5th - American Psychological Association, 5th Edition Edit... New Preview Styles

Format Paper and Bibliography How to Enter Citations into your Document

Document to Format: Browse

Format a Bibliography from a List of References

File Type to Create: HTML

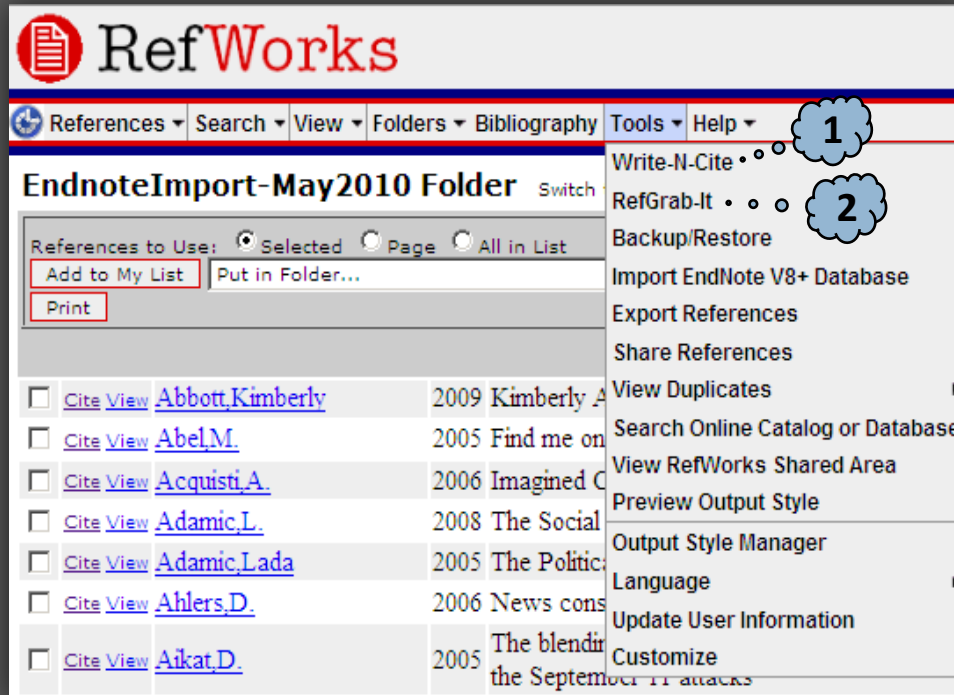
References to Include: All References (1075) My List (0) References from Folder: Choose a Folder

Create Bibliography

Format Bibliography and References

1. Select the formatting style (say APA)
2. Upload your paper. It should contain the copied refs as in 5b. RefWorks will return a paper with formatted references & bibliography.

Citation Management: RefWorks – Additional Tools



The screenshot shows the RefWorks web interface. At the top, there is a navigation bar with menus: References, Search, View, Folders, Bibliography, Tools, and Help. The 'Tools' menu is open, showing options like Write-N-Cite, RefGrab-It, Backup/Restore, Import EndNote V8+ Database, Export References, Share References, View Duplicates, Search Online Catalog or Database, View RefWorks Shared Area, Preview Output Style, Output Style Manager, Language, Update User Information, and Customize. Two blue callout boxes with numbers '1' and '2' are placed over the 'Tools' and 'RefGrab-It' items respectively. Below the menu, there is a section for 'EndnoteImport-May2010 Folder' with options for 'References to Use' (Selected, Page, All in List) and buttons for 'Add to My List', 'Put in Folder...', and 'Print'. A table of references is visible below, with columns for checkboxes, 'Cite View' links, author names, and publication years.

Checkbox	Cite View	Author	Year	Other Info
<input type="checkbox"/>	View	Abbott, Kimberly	2009	Kimberly A
<input type="checkbox"/>	View	Abel, M.	2005	Find me on
<input type="checkbox"/>	View	Acquisti, A.	2006	Imagined C
<input type="checkbox"/>	View	Adamic, L.	2008	The Social
<input type="checkbox"/>	View	Adamic, Lada	2005	The Politic
<input type="checkbox"/>	View	Ahlers, D.	2006	News cons
<input type="checkbox"/>	View	Aikat, D.	2005	The blandin

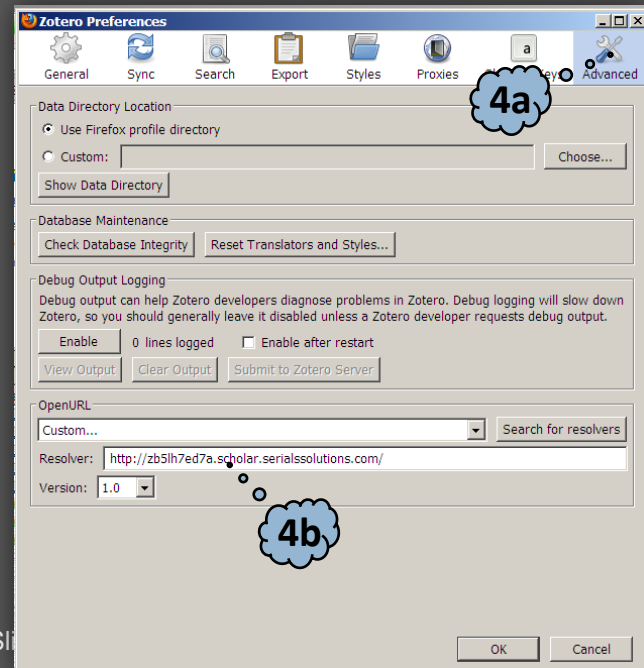
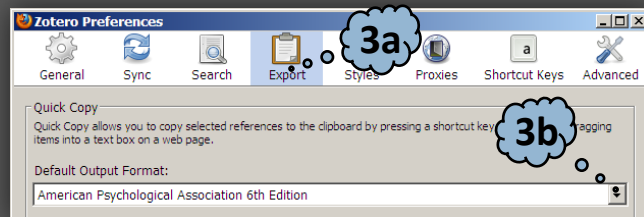
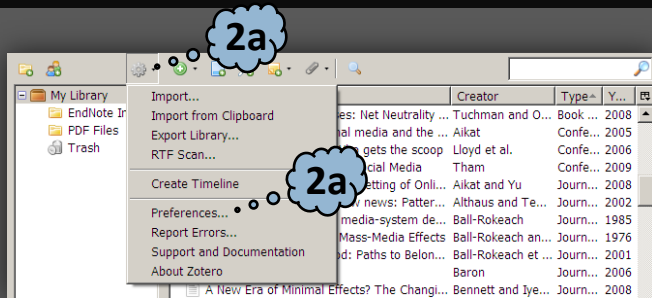
1. Write-N-Cite

You can [download this add-on](#) for free. It allows integration between RefWorks and Word (PC & Mac). This way you can format the references directly in your word processor rather than through the RefWorks online interface.

2. RefGrab-It

[RefGrab-it](#) is a browser plugin that will allow you to capture references directly from web pages. If a web page contains an ISBN or DOI, the plugin will search online databases to get additional information about it. RefGrab-It works with IE, Firefox and Netscape on PCs and Macs.

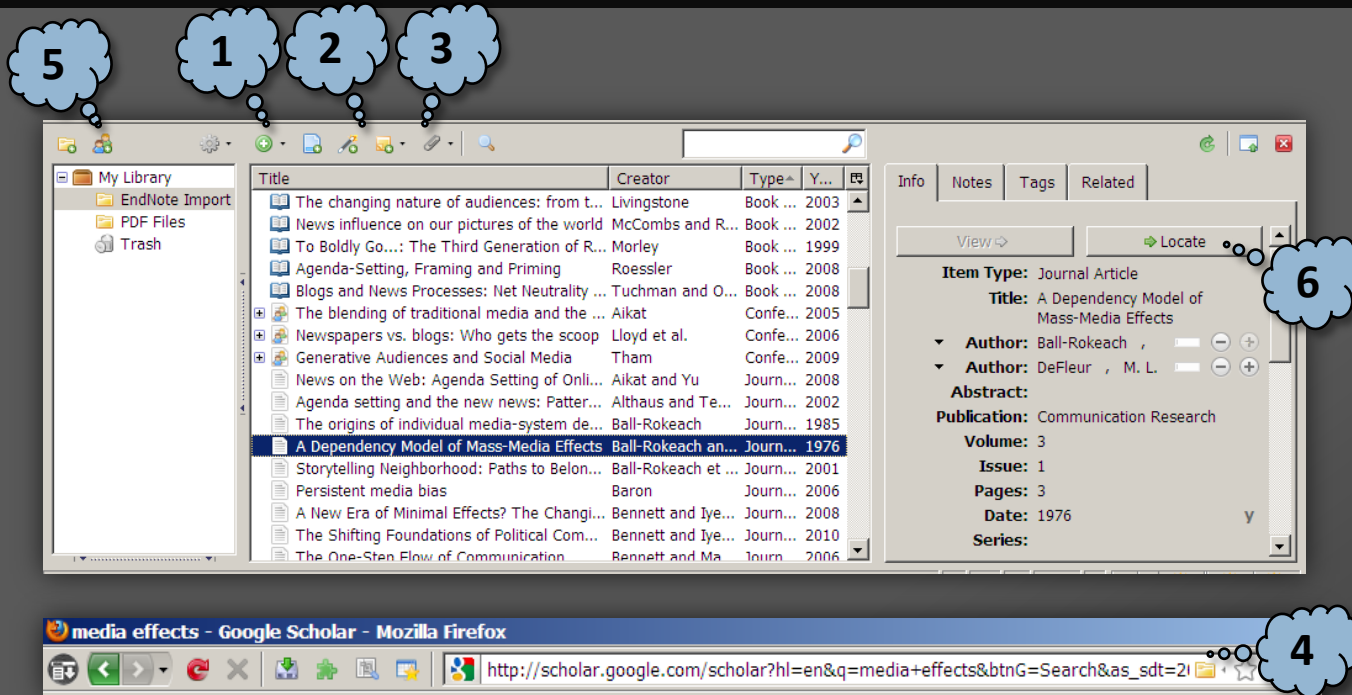
Citation Management: Setting up Zotero



Zotero: How to set it up for USC resources

1. Go to the [Zotero website](#), register and download the browser plugin (it's free). Install the plugin.
2. Click on the 'lil cog' button & select Preferences.
3. Go to the **Export** tab. In the "**Default Output Format**" field select the appropriate format (say American Psychological Association 6th Ed.)
4. Go to the **Advanced** tab. Go to **OpenURL** and paste the following URL in the "**Resolver**" field: `http://zb5lh7ed7a.scholar.serialssolutions.com/` This is the OpenURL resolver address for the USC libraries. Now if you ask Zotero to find an article for you, it will know to look for it using the USC library online resources.

Citation Management: Zotero



1. Enter a reference manually.

2. Create a new reference for the web page currently open in your browser.

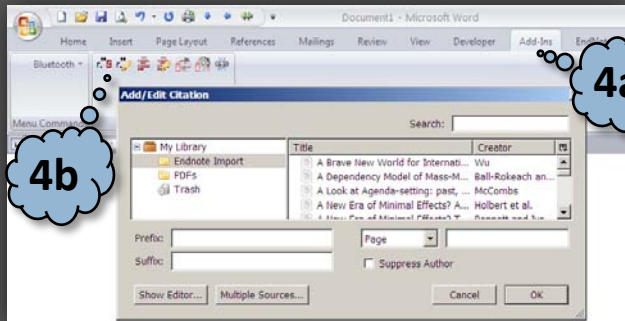
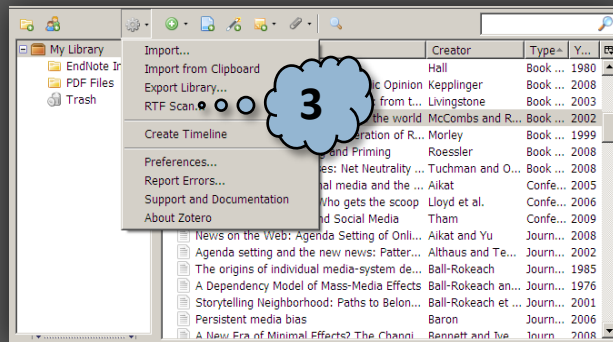
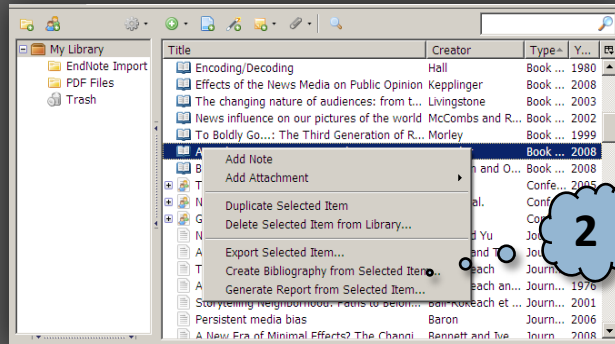
3. Create a reference from an ISBN or DOI.

4. Create a list of references from an online resource (Google Scholar, Wikipedia, etc.)

5. Use Zotero as a platform to create online groups and share references .

6. Click on the “Locate” button to have Zotero locate the actual paper for any reference. If you have set the resolver to the USC Library, Zotero will look for the cited work in USC’s electronic resources.

Citation Management: Writing with Zotero



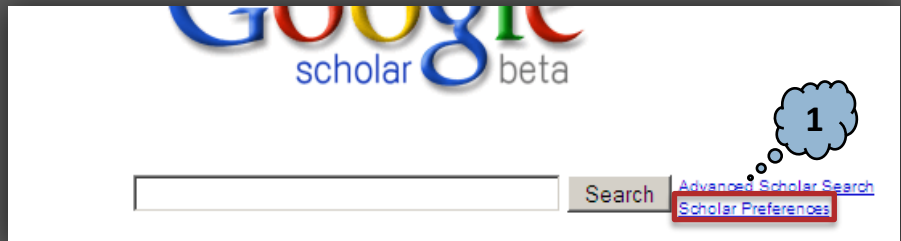
Zotero: How to insert citations into your paper

1. Dragging and dropping references from Zotero to a text editor (or a text field in your browser) will produce properly formatted citations.
2. You can select a number of references, right-click on them and select “Generate Bibliography”
3. You can have Zotero format the citations in a paper for you. In the appropriate places in the paper use {AuthorName, Year} ([more options](#)). Then select “Scan RTF” from Zotero’s menu.
4. The easiest way to format citations is to install a plugin for Word or OpenOffice ([available here](#)). In Word, the buttons allowing you to insert/edit citations or bibliographies will appear in the Add-Ins tab.

Set up Google Scholar for your citation manager

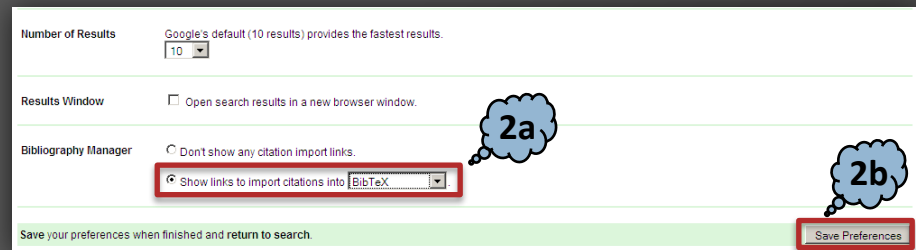
1

- Go to Google Scholar and click on the link “**Scholar Preferences**”.



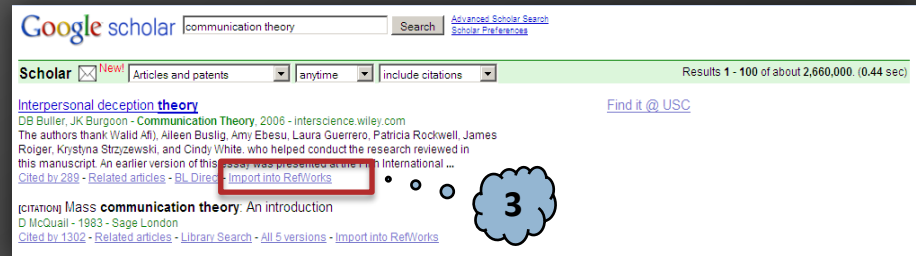
2

- Go to “**Bibliography Manager**” at the very bottom of the preferences page.
- Select “**Show links to import citations into**” and choose from the menu:
 - **Endnote** if you use Endnote
 - **RefWorks** if you use Refworks
 - **RefMan** if you use Zotero
- Click on “**Save Preferences**”



3

- Next time you search for academic articles, you should see a link with the text “**Import into (Name)**”
Note: be sure to inspect the imported citations. They will often be incomplete and sometimes inaccurate – particularly in terms of the **type** of the cited work.



Working with PDFs

Create

- [Adobe Acrobat Pro](#) – best option, extensive features, integration with other programs. Price: \$450.
- Free alternative: [Primo PDF](#). Prints documents to PDF files (through the regular “Print” menu) from any program – word processor, browser, etc.

Process

- Optical Character Recognition (OCR) : convert scanned articles (PDFs or images) to text. Makes your PDFs **searchable!**
- Commercial software: [Adobe Acrobat Pro](#) , [ABBYY FineReader](#)
- Free alternative: [FreeOCR](#) (it does have its drawbacks)

Organize

- You can use your citation manager to link references and PDFs
- Or use a PDF manager to organize your files:
Commercial software: [Adobe Acrobat Pro](#)
Free alternative: [Mendeley Desktop](#)

Collect Web Information



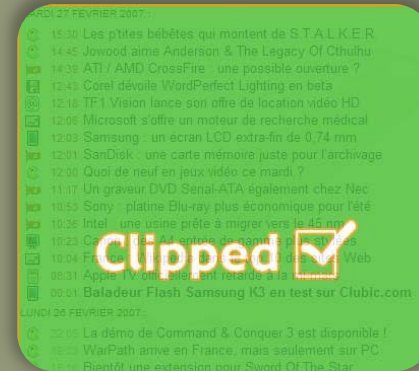
Evernote

standalone app
& browser
add-on



ScrapBook

Firefox
extension




Clipmarks

Browser add-on
for IE and
Firefox

RSS: Keep Track of Academic Journals



RSS and Academic Feeds

1. Most academic journals today offer syndication through RSS. Electronic databases will also provide RSS feeds of academic works based on search terms.
2. There are many free RSS readers. If you don't have a favorite one, try [Google Reader](#).
3. Go to the journal's web page and look around for the term "RSS" or the 'lil orange icon. 
4. Click on it and select "Add to Google Reader".
5. Alternatively, copy the feed URL. Go to [Google Reader](#), click on "Add a subscription", then paste the address and click "Add".
6. Try [this link](#) for a bundle of many of the major communication journals.



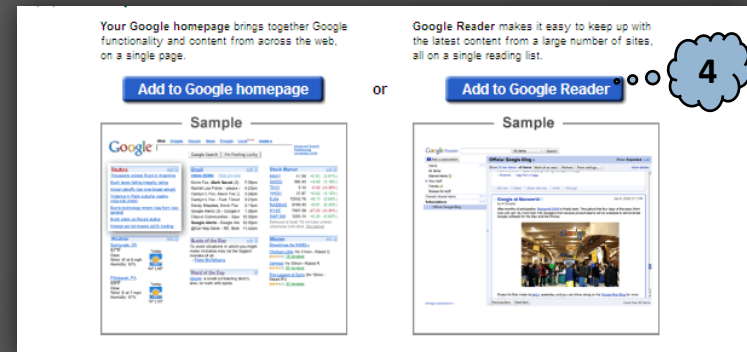
JOURNAL OF COMMUNICATION

Journal of Communication

© 2010 International Communication Association

- Get Sample Copy
- Recommend to Your Librarian
- Save Journal to My Profile
- Set E-Mail Alert
- Email this page
- Print this page
- RSS web feed (What is RSS?)

3



Your Google homepage brings together Google functionality and content from across the web, on a single page.

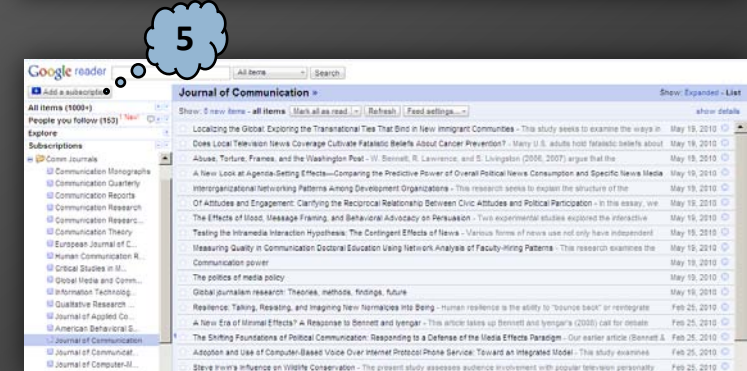
or

Google Reader makes it easy to keep up with the latest content from a large number of sites, all on a single reading list.

Add to Google homepage

Add to Google Reader

4



Google reader

Journal of Communication

Show: 5 new items - all items

- Localizing the Global: Exploring the Transnational Ties That Bind in New Immigrant Communities - This study seeks to examine the ways in which...
- Does Local Television News Coverage Cultivate Fatalistic Beliefs About Cancer Prevention? - Many U.S. adults hold fatalistic beliefs about...
- Abuse, Torture, Frames, and the Washington Post - W. Bennett, R. Lawrence, and S. Lindigler (2006, 2007) argue that the...
- A New Look at Agenda-Setting Effects—Comparing the Predictive Power of Overall Political News Consumption and Specific News Media...
- Interorganizational Networking Patterns Among Development Organizations - This research seeks to explain the structure of the...
- Of Attitudes and Engagement: Clarifying the Reciprocal Relationship Between Civic Attitudes and Political Participation - In this essay, we...
- The Effects of Mood, Message Framing, and Behavioral Activation on Persuasion - Two experimental studies explored the interactive...
- Testing the Intra-media Interaction Hypothesis: The Contingent Effects of News - Various forms of news use not only have independent...
- Measuring Quality in Communication Doctoral Education Using Network Analysis of Faculty Hiring Patterns - This research examines the...
- The politics of media policy
- Global/journalism research: Theories, methods, findings, future
- Resistance, Taking, Repeating, and Imagining New Normatives into Being - human resilience is the ability to "bounce back" or reorganize...
- A New Era of Animal Effects? A Response to Bennett and Lyengar - This article takes up Bennett and Lyengar's (2005) call for debate...
- The Shifting Foundations of Political Communication: Responding to a Critique of the Media Effects Paradigm - Our earlier article (Bennett &...
- Attitudes and Use of Computer-Based Voice Over Internet Protocol Service: Toward an Integrated Model - This study examines...
- Steve Jobs's Influence on 1000th Celebration - The present study assesses audience involvement with popular television personality...

5

Recap: Research Process Made Simple

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