Understanding How Information Works: Make Your Library Research Easier and More Efficient
Lady Gaga = information that you need.

The Egg = where that information is found (journal, newspaper, book)

Entourage = what you need to get past to get that information (indexing)
All Research = 4 Questions

- What information do I need?
- What kind of source would have that information?
- Where is that source kept?
- How can I access that source?
What Information Do I Need?

THERE ARE KNOWN KNOWNS
THERE ARE THINGS THAT WE KNOW THAT WE KNOW, THERE ARE
KNOWN UNKNOWNS
THAT IS TO SAY, THERE ARE
THINGS THAT WE NOW KNOW WE DON’T KNOW
BUT THERE ARE ALSO
UNKNOWN UNKNOWNS
THERE ARE THINGS

WE DON’T KNOW
AND EACH YEAR WE DISCOVER
A FEW MORE OF THOSE
UNKNOWN UNKNOWNS

Need information about which products Lady Gaga has agreed to market and endorse.

http://www.amiclarke.com/uu.htm
What source would have that information?

The Information Cycle
Newspapers: What and Where

• What?
  – Contemporaneous accounts of events
  – Ads
  – Marriage, birth, death announcements
  – Op /eds
  – Pictures

• Where?
  – Lexis Nexis
  – ProQuest Historical Newspapers
  – Times (London) Digital Archive
Magazines: What and Where?

• What?
  – Feature articles
  – Written for general audience
  – Ads
  – Pictures

• Where?
  – EbscoHost (Academic Search Complete)
  – Opinion Archives
  – Lexis Nexis
Scholarly Journals: What and Where?

• What?
  – In-depth examinations of a specific problem or topic
  – Possible jargon

• Where?
  – Check Database by Subject page on WVU Libraries’ website
  – EbscoHost is a good place to start

The neuroscience of Lady Gaga
by michael@godawesocks.com on June 28, 2019

“I was always not a cool kid, and then I suddenly feel like the cool kid,” she tells her screaming fans, all of whom are making monster claws into the air. “Tonight, you’re a cool kid,” she concludes with a giggle, blessing her thousands of adorers with approval that can only come from the Ga.

It’s becoming a point of conversation and agreement across the country. Lady Gaga is not just a pop star—she is a pop phenomenon. She’s stolen past the likes of Katy Perry. She’s bigger than Britney. And many say she’s passing up Madonna’s longstanding reputation as the supreme mover and shaker of female pop. So what is it that makes Gaga so potent? And will she continue to accelerate into outer space?”

Lady Gaga is a case study in the power of the populer. In delicious recursion, her
Reference Sources: What and Where?

• What?
  – General overview of a topic
  – Background reading
  – Quick facts
  – Lacks “human element”

• Where?
  – Check Database by Subject page (General & Reference)
  – Government websites (Census; American Factfinder; DOJ crime reports)
  – USA.GOV

http://avenuesq8.wordpress.com/page/12/?archives-list=1
“I Like Books!”*

• Where?
  – MountainLynx Catalog

**Secret Librarian Tip!**
Browsing the shelves is a great way to find a book or to get ideas.

*Don’t be afraid to ask for help finding a book!
How can I access that source?

**Books** = MountainLynx  
**Articles** = Databases  
**Reference Sources** = MountainLynx & Databases
The Google World is Flat

- Tabloid article: Keisha's new video
- Blog post about Katy Perry's clothes
- Government report on how much advertisers spend on product placement
- Chapter from Google books about viral marketing
- Coke announces a deal with Lady Gaga on their website
However, . . . The Library World is an Organized Hierarchy

“There is no better way in this world to lose something forever than to misfile it in a big library.” - Norman Maclean
What Does This Mean for You?

To access information, you need to know how it’s organized within databases and the Library.

Using databases and libraries = understanding cataloging, indexing and abstracting (how information is organized for retrieval)

Cataloging, indexing and abstracting is very human process . . .
The Great “Pop vs. Soda” Debate

Human beings just aren’t consistent . . .
Before you dive into the index / database . . .

• Keywords, search terms, & synonyms
  – Don’t be a “soda only” person using a pop database.

• Adjust specificity
  – Databases = specific
  – Catalog & Reference Works = broad
Periodicals are Funnels

Journal, Magazine, Newspaper

(Advertising Quarterly)

Article in a specific issue of a Journal, Magazine, Newspaper

(“Lady Gaga’s New Deal with Coke”)

Fact that you need

(Coke paid her 1 million to drink a Coke in a video.)
How Does That Help Me?

Journal, Magazine, Newspaper

(Advertising Quarterly)

Article in a specific issue of a Journal, Magazine, Newspaper

(“Lady Gaga’s New Deal with Coke”)

Fact that you need

(Coke paid her 1 million to drink a Coke in a video)

Very specific search terms work best.

Databases, like Lexis Nexis and Ebscohost, search at this level. (article keywords, article titles, article authors)
The Catalog is a Funnel

Book
(Product Placement in Mass Media)

Chapter in a book
("Music Videos and Viral Marketing")

Analysis that you need
(How marketers target the 18-29 demographic through YouTube.)
How Does That Help Me?

MountainLynx, the online book catalog, searches at this level. (Titles, authors, keywords, subject headings)

Very broad search terms work best.
To Sum Up:

• Think about what you need to know.
• What kind of source will provide that information?
• Choose a database / index / catalog / website that houses that source
• Adjust search terms for “level” that you’re searching.
• Over nine products were placed in the video for “Telephone.”