

Navigating online information

Know your source—

Don't be taken for a ride!

“Information anxiety”

- Sheer volume of information available to us through technology can be overwhelming.
- “Information Society” or “Knowledge Age”
 - Information is a commodity

"The most meaningful way to differentiate your company from your competition ... is to do an outstanding job with information. *How you gather, manage, and use information will determine whether you win or lose.*"

Bill Gates, Business at the Speed of Thought

Research “anxiety”

Project Information Literacy-- Surveyed 8, 353 students on 25 U.S. campuses

- 84% had problems “getting started.”
- Many found steps of research process difficult.
 - 66% had problems defining a topic
 - 62% had problems narrowing a topic
 - 63% had problems finding resources
- Rather than using library resources, students relied on familiar
 - 92% used search engines
 - 70% used Wikipedia

Words for research

Fear,

Dread,

Angst,

Tired,

Excited,

Anxious,

Annoyed,

Stressed

Disgusted,

Intrigued,

Confused and

Overwhelmed

“Everyday life information”

P.I.L. cont.'

- Sources: 95% of students used a search engine for every day life information
- Prevalent finding was that they used internet for personal decision-making in everyday lives.
 - Product or service—74%
 - Health/wellness—74%
 - Jobs or career—67%
 - Traveling or trip planning—61%

Research is research...

Sources are different, but process is the same:

First step: Brainstorm....

What do I know?

What do I want/need to know?

From where and/or from who will I find the information?

Characteristics of information

Factual vs. Analytical

Subjective vs. Objective

Primary vs. Secondary

Evaluating Internet Information

- **A**uthor: Is an author identified? Who? Qualified?
- **C**urrent: Is this information current?
- **C**ontent: Where does the information come from? Are sources identified? How is it presented?
- **E**du or .gov or .org
- **P**urpose: What is purpose and nature of sponsoring organization?
Intent?
- **T**one: Objective or biased?

Some practice

- "Buying a used car."
- "Reliability ratings on hundreds of used cars."
- Cars.com

It's all about the source...

For class assignments and scholarly research, the best sources are from the library!

- Licensed databases are designed for research;
- Multiple tools to help you get started;
- Scholarly articles are readily available;
- Librarians are available and happy to help!

<http://libguides.uwc.edu/aecontent.php?pid=561172>