TE WHARE WĀNANGA O TE ŪPOKO O TE IKA A MĀUI

VICTORIA
UNIVERSITY OF WELLINGTON

School of Information Management

INFO544 ONLINE SEARCHING

Trimester 2, 2015

COURSE OUTLINE

Names and Contact Details

Jennifer Campbell-Meier
Room RH 423, Rutherford House
Tel +64 4 463-3549
Email: Jennifer.campbell-meier@vuw.ac.nz

Senior Tutor (Other distance students and Wellington): Kathryn Oxborrow
Room RH 512, Rutherford House
Tel +64 4 463 **6557**
Email: kathryn.oxborrow@vuw.ac.nz

Senior Tutor (Auckland): Li Wang
Office: Auckland
Phone: 021 1691886
Email: li.wang@vuw.ac.nz

Programme Administrator: Chris King
Room RH 521, Rutherford House
Tel +64 4 463 **5875**
Email: chris.king@vuw.ac.nz

If you are phoning from outside Wellington: Freephone 0800 116 299 and ask to be connected to the appropriate staff member.

Trimester Dates

From Monday 13th July to Friday 16th October

Withdrawal from Course

1. Your fees will be refunded if you withdraw from this course on or before Friday 24th July 2015.

2. The standard last date for withdrawal from this course is Friday 25th September After this date, students forced to withdraw by circumstances beyond their control must apply for permission on an '*Application for Associate Dean's Permission to Withdraw Late*' form including supporting documentation. The application form is available from either of the Faculty's Student Customer Service Desks or online.

Class Times and Room Numbers

INFO 544 will be held in the second trimester (July – October) of the 2015 academic year. There will be no sessions for two weeks during the Mid-trimester break (24 August 2015 – 6 September 2015).

Class meets online via SABA on Mondays from 5:00 to 6:30pm.

Course Delivery

Course Materials

Study guides, additional readings, database tutorials, and additional materials will be made available on Blackboard.

Online Discussion

The Blackboard online discussion board will be used to discuss course topics.

IST programmes information

Information relating to the Information Studies Programmes will be found in the Blackboard Community *Information Studies*, and through the IST-students email list.

iConferencing

iConferencing sessions are conducted using the interactive Saba Classroom platform, you will need an Internet-connected device, microphone, headphones/speakers (webcam is optional). Further information about using the iConferencing software and the platform requirements are available in the Information Studies Community on Blackboard.

Expected Workload

To achieve satisfactory grades, you should spend approximately 10–12 hours per week on INFO 544, including time spent in the class sessions. The remaining time should cover:

- reading set texts and articles — you are expected to have read these before the weekly session;
- doing any assigned practical exercises provided with the readings – you are expected to have completed these before the weekly session;
- Reviewing any tutorials or online content provided;
- thinking about the module and taking notes on assigned practical exercises in preparation for the weekly session; and
- preparing for the assignments.

Prescription

Searching and information services in the online environment, including both the free Internet environment and subscription databases.

Course Learning Objectives

By the end of INFO 544, students should be able to:

1. Exploit the full range of features available to carry out searches on the Internet and subscription databases
2. Carry out searches using effective strategies and tactics
3. Evaluate and compare search platforms
4. Critically evaluate a search result and the information retrieved
5. Understand the structure and sources of information in the specialist subject areas of government, statistical, and scientific and technical information.

Course Content

INFO 544 focuses on advancing your knowledge of reference and information work gained in INFO 523, Information Sources and Client Services. INFO 544 covers more advanced online searching skills.

We will explore advanced online searching skills and strategies, using both subscription databases and Web search engines as examples. We discuss how to evaluate search results, and database platforms. We also investigate searching for information in some specific areas not covered elsewhere in the IST programmes: Government, statistical, and scientific and technical information.

Readings

Week 1 – 13 July
Topics: •   Overview, concepts, definitions
Before class read: •   Jansen, B. J. and Rieh, S. Y. (2010), The seventeen theoretical constructs of information searching and information retrieval. J. Am. Soc. Inf. Sci., 61: 1517–1534.
Week 2 – 20 July
Topics: •   Strategies and Identifying sources
Before class read: •   Bell, S. (2012). "The Searcher's Toolkit: Part 2" in *Librarian's guide to online searching.* 2nd Edition. Westport, Conn. : Libraries Unlimited.   •   Bates, Marcia J. "The Design of Browsing and Berrypicking Techniques for the Online Search Interface." Online Review 13 (October 1989): 407-424.
Week 3 – 27 July
Topics: •   Controlled vocabulary and search behavior
Before class read: •   Nahl, D., & Tenopir, C. (1996). Affective and Cognitive Searching Behavior of Novice End-Users of a Full-Text Database. *Journal Of The American Society For Information Science*, *47*(4), 276-286.   •   Fisher, K. E. and Julien, H. (2009), Information behavior. Ann. Rev. Info. Sci. Tech., 43: 1–73.
Week 4 – 3 August
Topics: Evaluating & Teaching databases   •
Before class read: •   Avdic, A. and Eklund, A. (2010). Searching reference databases: What students experience and what teachers believe that students experience. *Journal of Librarianship and Information Science 42*(4). 224-235   •   Spina, C. (2014). Finding, evaluating, and sharing new technology. *Reference & User Services Quarterly, 53*(3), 217-220.   •   Sult, L., Mery, Y., Blakiston, R., & Kline, E. (2013). A new approach to online database instruction: Developing the guide on the side. *Reference Services Review, 41*(1), 125-133.
Assessment 1 due 9 August
Week 5 – 10 August
Topics: •   Web Searching
Before class read: 1.   Notess, G. R. (2013). Search engine to knowledge engine? *Online Searcher, 37*(4), 61-63.   2.   Notess, G. R. (2007). Switching your search engines. *Online, 31*(3), 44-46.

Week 6 – 17 August
Topics:
• Resource discovery services
• Statistical and Technology searching
Before class read:
• Notess, G. R. (2014). Computational, numeric, and data searching. Online Searcher, 38(4), 65-67.
• Von Hendy, M. (2014). Fifty shades of scientific and technical grey literature. Online Searcher, 38(3), 60-65.
• How do users search and discover? http://www.exlibrisgroup.com/files/Products/Primo/HowDoUsersSearchandDiscover.pdf
Mid-Trimester Break
Week 7 – 7 September
Topics:
• Open access and Humanities
Before class read:
• East, J. W. (2007). Subject Retrieval from Full-Text Databases in the Humanities. *Portal: Libraries & The Academy*, *7*(2), 227-241.
• Van Noorden, R. (2014). Google scholar pioneer on search engine's future. Nature, doi:10.1038/nature.2014.16269 [linked below]
Practical exercise: Humanities search due before 7 September Saba session
Week 8 – 14 September
Topics:
• Sciences and Social Sciences
Before class read:
• Papaioannou, D., Sutton, A., Carroll, C., Booth, A. and Wong, R. (2010), Literature searching for social science systematic reviews: consideration of a range of search techniques. Health Information & Libraries Journal, 27: 114–122.
• Sheeja, N. K. (2010). Science vs social science. *Library Review, 59*(7), 522-531.
• Yan, E. (2014), Finding knowledge paths among scientific disciplines. Journal of the Association for Information Science and Technology, 65: 2331–2347
Practical exercise: Science OR Social Science search due before 14 September Saba session
Week 9 – 21 September
Topics:
• Big data, Government
Before class read:
• Herther, N. K. (2014). Mining for gold: 21st-century search arrives with text mining. *Online Searcher, 38*(4), 38-43.
• Sherman, C. (2014). What's the big deal about BIG DATA? *Online Searcher, 38*(2), 10-16.
• Gilhool, B., & McMahan, J. (2014). Searching secrets of professional cybersleuths. *Online Searcher, 38*(3), 56-59.
Practical exercise: Data search due before 21 September Saba session
Week 10 – 28 September
Topics:
Competitive Intelligence
Before class read:
• Reuser, A. H. P. (2013). Trends in the current information landscape and their significance for researchers. *Online Searcher*, *37*(1), 51+.
• Bartlett, J. A. (2014). Perils and pleasures of prediction: Searching for business, news, and social trends. *Online Searcher,38*(4), 56-61.

Week 11 – 5 October
Topics:
• Impact Factors and Citation Searching
Before class read:
• Garfield, E. (1955). "Citation Indexes for Science: A New Dimension in Documentation through Association of Ideas." *Science*, Vol. 122, No. 3159, pp. 108-111
• Seglen, Per O. "Why the impact factor of journals should not be used for evaluating research." *British Medical Journal* 15 Feb. 1997: 498+.
• Barnes, C. (2015). The Use of Altmetrics as a Tool for Measuring Research Impact. *Australian Academic & Research Libraries*, *46*(2), 121-134
Week 12 – 12 October
Topics:
• Search Environment
Before class read:
• Larivière V, Haustein S, Mongeon P (2015) The Oligopoly of Academic Publishers in the Digital Era. PLoS ONE 10(6): e0127502.
Assessment 2 Due October 12

Mandatory Course Requirements

In addition to obtaining an overall course mark of 50 or better, students must submit all assignments by the deadlines specified in the course outline, unless an arrangement has been made with the course coordinator prior to the deadline, or a major personal emergency prevents submission (evidence supporting this must be supplied as soon as possible to the course coordinator).

If you cannot complete an assignment or sit a test or examination, refer to
www.victoria.ac.nz/home/study/exams-and-assessments/aegrotat

Any student who is concerned that they have been, or might be, unable to meet any of the mandatory course requirements because of exceptional personal circumstances, should contact the course coordinator as soon as possible.

Materials and Equipment

Verbal participation in this class is strongly encouraged. Students participating via SABA should have a microphone and speakers (a USB headset is highly recommended). In-class activities will be enhanced for all if microphones are used.

Assessment

The Assessment Handbook will apply to all VUW courses see
http://www.victoria.ac.nz/documents/policy/staff-policy/assessment-handbook.pdf.

Assignment	Date due	Value	Length
Annotated online search (relates to Learning Objectives 1,2,3,4)	9 August	40%	Length varies by search strategy
Choice of essay or report (relates to Learning Objectives 1,2,3,4)	12 October	40%	approximately 2000 words
Practical exercises (relates to Learning Objectives 1-5)	Before class: September 7 September 14 September 21	20%	See Blackboard

Penalties
Assignments submitted after they are due will have a 10% penalty imposed. Assignments submitted more than one week late without an extension will be given a zero grade. All requests for extensions must be made in writing or via email before the due date and must state a reason for the extension.

Use of Turnitin
Student work provided for assessment in this course may be checked for academic integrity by the electronic search engine http://www.turnitin.com. Turnitin is an on-line plagiarism prevention tool which compares submitted work with a very large database of existing material. At the discretion of the Head of School, handwritten work may be copy-typed by the School and submitted to Turnitin. A copy of submitted materials will be retained on behalf of the University for detection of future plagiarism, but access to the full text of submissions will not be made available to any other party.

Class Representative
The IST programmes have a student committee which provides a communication channel to liaise with the Programmes Director and course coordinators on behalf of students.

Communication of Additional Information
Additional information or information on changes will be conveyed to students via Blackboard.

Student feedback
Student feedback on University courses may be found at
www.cad.vuw.ac.nz/feedback/feedback_display.php

Link to general information
For general information about course-related matters, go to
http://www.victoria.ac.nz/vbs/studenthelp/general-course-information

Note to Students
Your assessed work may also be used for quality assurance purposes, such as to assess the level of achievement of learning objectives as required for accreditation and academic audit. The findings may be used to inform changes aimed at improving the quality of VBS programmes. All material used for such processes will be treated as confidential, and the outcome will not affect your grade for the course.

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