HOW TO RESEARCH

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Researching is no easy task. There's a right way to do it, and a wrong way to do it. Do it right and save yourself time and frustration. Do it wrong and end up in tears. **Let's do it right!**

Glossary

Search engine – A program that helps you to find information on the Internet by looking up keywords. Example: Google, Yahoo, Bing.

Source – Where you got your information from.

Citing (to cite) – Telling the reader where you got your information.

Plagiarism – Getting information from somewhere and not citing it. This leads others to believe that you are claiming someone's work as your own.

Let's Begin! (by planning)

What am I looking for?

Are you looking for people's opinions? statistics about people's salaries in a given area? a news report about a recent event?

Where can I find it?

Think of places where you can find that kind of information. You could find a news report in the New York Times.

Opinion ————	Blogs
News Report ————	NYTimes
Statistics about U.S population ————	U.S census reports

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Evaluating sources

The world is filled with different information. Not all of it is accurate though.

Basic questions for evaluating sources

1. Is the source **outdated**? Has there been a new development in your topic recently?
2. **Validity:** Who is the author? Does he have good credentials? Is he qualified?
3. Can you **verify** the information in other sources? Is it accurate?

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Remember, Internet sources are not edited and reviewed like print sources. Anybody can put up anything on the Internet. Print sources are reviewed and checked for facts multiple times to ensure quality of publication.

Citing (APA format)

How to Cite

In-text citations:

Citations always have: the **author's family name** + **year** of publication + **page numbers** when needed

Author's family name

Page number (needed if you are using a direct quote from a source)

Cheung (2012, p. 48) notes that "universities in Hong Kong … "

Year of publication

The reference list

"The reference list provides full biographic details for all the sources referenced in your essay so that readers can easily locate the sources." (ELC, HKPU, 2012)

The reference list is titled 'References' and must be arranged alphabetically by the author's family name.

Complete name of organisation, with parent name if necessary, followed by a comma.

Title of web page in italics followed by a full stop.

Census and Statistics Department, The Government of Hong Kong Administrative Region. (2012). *Population and vital events statistics in Hong Kong - births, deaths, marriages and domestic households.* Retrieved from: http://www.censtatd.gov.hk/hong_kong_statistics/statistics_by_subject/index.jsp

5 spaces

URL of the website.

Date of the webpage in round brackets followed by a full stop.

NOTE: this poster only teaches you the Internet format of a reference list. There are others including book format and journal format.

English Language Centre, The Hong Kong Polytechnic University (2012)

Effective Googling

Googling can be a great way to find information, if you use it to it's **full capacity!**

What you want: nytimes articles about test scores in college but not SATs written from 2007-2012

How to search for it:

Only searches the pages of that site

Looks up the exact phrase

Shows all results from this time range

site:nytimes.com ~college "test scores" -SATs 2007..2012

looks up related terms such as "university"

excludes this term from the search

tip: NEVER EVER ASK GOOGLE QUESTIONS.
Think of how an answer would be phrased.

What you want: A report on the top speeds of different squirrels

How to search for it:

Limits it to this file type

Replaces itself with common terms such as indian palm squirrel

filetype:pdf top intitle:speed of *squirrels

makes sure this term is in the title

HackCollege.com (2012)

References

English Language Centre, The Hong Kong Polytechnic University. (2012). *The APA 6th edition referencing system.* Hong Kong: The Hong Kong Polytechnic University

Ellerby, J. L., Pinto, L. E., & Hiltz, K. L. (2008). Business technology today. Toronto: Nelson Education.

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Purdue Online Writing Lab. (2012). *Evaluating Sources: Overview* Retrieved from: http://owl.english.purdue.edu/owl/resource/553/01/

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