



## Chemeketa Community College Library

## Library Instruction for: WR227

Bob LeRoy – Spring 2009

| Library Hours     |                    | Contact Us     |   |
|-------------------|--------------------|----------------|---|
| Monday – Thursday | 8:00 am – 8:30 pm  | Website        | <a href="http://library.chemeketa.edu">http://library.chemeketa.edu</a> |
| Friday            | 8:00 am – 5:00 pm  | E-mail         | <a href="mailto:reference@chemeketa.edu">reference@chemeketa.edu</a>    |
| Saturday          | 10:00 am – 3:00 pm | Phone          | 503.399.5231  |
| Sunday            | Closed             | Reference Desk | Building 9, Salem campus  |

Goal: To use online and print trade publications and association websites to choose a topic that meets the requirements for the research proposal and report.

### Where To Begin

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Think about how you've chosen topics for papers in the past. Did the instructor give you a list of topics to choose from or let you choose any subject you wanted? **Topic selection for the WR227 research project is different. You're trying to find a topic, not think of one. Follow these steps:**

1. Identify a *field, profession, or area of study* you are interested in.
2. Using trade publications and/or association web sites, identify an issue in that field/profession/area that is a problem or needs resolution. The topic should require analysis that leads to your conclusions or possibly your recommendation for a solution.
3. Do some preliminary research to determine that you have access to enough information to meet the requirements of the paper. *Librarians can help you with this step!*
4. Write your research proposal and get approval from your Bob LeRoy.

### What is a Trade Publication?

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Trade publications are in magazine or newspaper format. They are targeted toward a specific profession. Trade publications typically include articles, letters from readers, announcements, news, book reviews and/or advertisements of interest to that profession.

### Finding Trade Publications

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**Subject List of Periodicals:** This is an easy, low-tech option. This list is in a large grey binder at the reference desk. The front pages are pink. They are your guide to the contents of the binder. Look up your field/profession/area of study in the pink pages. They will refer you to the white pages. The white pages list periodicals that the library subscribes to in print.

For example, under **Engineering**, you will find two periodicals listed: ENR and Machine Design.

Print periodicals are located in the Periodical Collection. They are organized alphabetically by title. They check out for one week with your Chemeketa ID card.

An online list of periodicals that Chemeketa subscribes to is available on the library's website at <http://library.chemeketa.edu/information/persub.htm>

## Finding Trade Publications - continued

**Electronic Journals List:** The library has online access to thousands of full text periodicals, including trade publications. One way to access these, is from the Electronic Journals list available at <http://library.chemeketa.edu/information/journals.htm>.

Find e-journals by title or ISSN

Title contains all words

Option 1: Search the electronic journals by Title Contains All Words and enter the field, profession, or area of study.

Browse e-journals by subject

Business & Economics

Option 2: Browse by subject. This gives you a "drill-down" list of subjects to choose from. This is especially helpful if you need to narrow down a broad subject.

**Vocational and Career Collection:** This is an EBSCOhost database of full-text articles in trade publications. You'll be using other EBSCOhost databases for this paper, also. You may have used EBSCOhost databases in the past for other classes.

To access all library databases, start at the library's website and click on the Articles & Databases link at <http://library.chemeketa.edu/information/database.htm>. This will give you an alphabetical list to choose from. Accessing these databases from off campus requires your My Chemeketa username and password.

[New Search](#) | [Subjects](#) | [Publications](#) | [Dictionary](#) | [More](#) ▾

First, be sure to select the Publications tab at the top of the screen.

Browsing: Vocational and Career Collection -- Publications

Alphabetical  By Subject & Description  Match Any Words

Browse by *Subject & Description* for the field, profession, or area you are interested in. Keep it simple.

### [Restaurant Hospitality](#)

*Bibliographic Records:* 07/01/1993 to present; *Full Text:* 07/01/1993 to present  
Notes: Chemeketa owns this periodical; check library holdings

 PDF Full Text;  HTML Full Text

The results list publications. Look for PDF or HTML full text. This means the articles in that publication are available online.

**Title:** Restaurant Hospitality

**Full Text:** [07/01/1993 to present](#)

**Publication Type:** Trade Publication

Select a publication and look at the publication type – "Trade Publication" means you're on the right track. Clicking on the Full Text link takes you to the available full text articles.

## Professional Associations

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There are thousands of associations ranging from the AAA Foundation for Traffic Safety to the ZZ Top International Fan Club. Almost every trade, profession, and area of study has at least one association. Association sites are a great place to find out what the issues are in that field.

Look for "Publications," "Newsletters," "Press Room," or "Archives" on the webpage. That's usually a good bet for finding issues in the field. Keep in mind that content available for free on association sites varies. If you can't get the publication free online, ask a librarian! We may be able to find the full text in a library database or at one of Chemeketa's partner libraries.


## Finding Professional Associations

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There's more than one way to find an association.

**Before you go to Google...**Have the name of a particular association in mind and use Google to find its website. The resources listed below will help you identify association names. If you must do a keyword search, there are ways to use Google to make it more likely that you will find association websites.

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|                                     | 1. Start by using the Advance Search option on the Google homepage. |
| <p>Find web pages that have...<br/>all these words: <input type="text" value="telecommunications"/></p>              | 2. Enter keywords to describe your topic.                           |
| <p>Search within a site or domain: <input type="text" value=".org"/><br/><small>(e.g. youtube.com, .edu)</small></p> | 3. Search within the .org domain.                                   |

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Of course you'll still get sites like Wikipedia and advocacy groups, but there are probably links to professional associations somewhere in the list of results.

**Encyclopedia of Associations:** This print directory is available in the library's reference collection at REF 060 En1. There are three volumes with the index in the third. Use the index to find associations.

**TIP: You aren't necessarily looking for an association of your paper topic. You are looking for an association that would be concerned with/talking about/working on a solution for your topic.** For example, there's not an association for pothole repair, but listed in the index under "Roads" there is

Road Runners Club of America [24150]  
Road & Transportation Builders Association; America [6275]  
Roadracing; WERA Motorcycle [23846]

The entry in the directory for Road & Transportation Builders Association [6275] includes contact information, a description of the association membership and publications. There's also a web address – <http://www.artba.org/>.

## Finding Professional Associations – continued

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**Online Directories:** There are two good websites to help you find associations online. Links to both of these online directories are available on the library’s WR227 research guide at <http://library.chemeketa.edu/instruction/handouts/WR227.htm>.

1. Gateway to Associations Online at <http://www.asaecenter.org/Directories/AssociationSearch.cfm>.

|   |   |
|---|---|
| Association name contains:<br><input type="text" value="forestry"/> | This is a searchable database. Use keyword(s) that are likely to be in the name of associations in the field. The results page will list associations. Once you have the name of the association, you may still have to do a Google search for the association’s website. |
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2. Associations on the Net at <http://www.ipl.org/div/aon/>

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| <p><a href="#">Home</a> » <a href="#">Special Collections</a> » <a href="#">Associations on the Net</a> » <a href="#">Science &amp; Technology</a></p> <p><b>Science &amp; Technology</b><br/>The natural and physical sciences and their practical applications.</p> <p>SEE ALSO <a href="#">Subject Collections</a> <a href="#">Magazines</a></p> <p><b>Sub-headings:</b></p> <p><a href="#">Agriculture &amp; Aquaculture</a><br/>The science and art of farming, including the work of cultivating the soil, prod</p> <p><a href="#">Astronomy</a></p> | This is a “drill-down” list of associations, organized by broad and then increasingly specific subject areas. This example shows the broad topic “Science & Technology” with the first two of several sub-topics, “Agriculture & Aquaculture” and “Astronomy.” Clicking on either one of those two sub-categories takes you to a list links to related associations websites. |
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### WR227 Topic Selection Exercise

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What is the profession, field of employment, or area of study your periodical would appeal to?

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Identify two potential research topics in the publication – these would be some kind of decline, problem, or issue that the field/profession/area of study is debating and trying to resolve.

1. \_\_\_\_\_

2. \_\_\_\_\_

Rephrase one of the two potential research topics as a question

\_\_\_\_\_?

You can browse trade publications online by

- Going to Chemeketa’s Journals List page at <http://library.chemeketa.edu/information/journals.htm>
- Using the EBSCOhost Vocational and Career Collection database at <http://library.chemeketa.edu/information/database.htm>. Select the “Publications” tab.