

MC 4843 Research for Communication

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Communication and Art Subject Librarian

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Where do I Locate Basic Information about the Library?

The library [hours](#) and [maps](#) are posted on the Web. Materials are arranged in the library using the [Library of Congress Classification System](#). For a virtual reality tour of the library, try the [John Vaughan Library Physical Overview tutorial](#).

Where can I find Information about Research Strategies in Mass Communication?

The Search: Information Gathering for the Mass Media Ref. P 91.3.K45 1992

Search Strategies in Mass Communication Ref. P 91.3.W37 1997 (Also in Main Collection)

How do I find a topic to research?

Watch the news and browse popular periodicals to determine interesting trends. Read current issues of professional journals (example: *Communication Research Reports* Per P87 .C65) and annual compilations of research, such as [Communication Yearbook](#) (P87 .C5974, third floor) to determine the hot topics. Look for research articles that might include sections on areas for further study. Examine conferences and see what topics will be discussed. Locate "Calls for Papers" ([ICA](#)) in either professional journals or Web sites.

[Arbitron](#)

<http://www.arbitron.com/home/content.stm>

[The Pew Research Center](#)

<http://www.people-press.org/>

[Newsweek Media Research](#)

<http://www.vmr.com/research/>

[Nielsen Media Research](#)

<http://www.nielsenmedia.com/>

How do I find my Topic in Books?

Do a subject search on the topic (example [Communication Research](#)) using the [Library Catalog](#). Also try [WorldCat](#) . Use [Interlibrary Loan](#) for any materials that NSU does not own (Although some requests can be received

sooner, allow two weeks for requests).

Try the following headings:

[Campus violence--United States--Prevention](#)

Universities and colleges--Security measures

Creating and Maintaining Safe College Campuses LB2866 .C74 2007

[Content Analysis--Communication](#)

What Reference Materials are Available for my Topic?

There are directories and biographies available in the Reference area. Below is a sample of books that might be useful. All reference books are on the first floor of the library and are accessible through the [Library Catalog](#).

American Demographics Per. HB 3505.A66 (Periodical--Browsing area on first, back issues on second)

Demographics USA Ref. HF 5415.1.S7152

Encyclopedia of Associations Ready Ref. HS 17.G334

Facts on File Ref. D 410.F3

Gallop Poll Monthly Per. HM 261.A1G34

Industry Surveys Ref. HC 106.6.S74

Lifestyle Market Analyst Ref. HF 5415.33.U6L54

Market Share Reporter Ref. HF 5410.M37

[Mergent Online](#)

Standard Rate and Data Service Ref. HF 5861 (Call numbers vary)

[Statistical Abstract of the United States](#) Ready Ref. HA 202

[Thomson](#) (financial information on companies)

[U.S. Census](#) C 3

How can I find my Topic in Periodicals?

Content Analysis:

["Partisan Patterns in Presidential Campaign Speeches, 1948-2000"](#)

Crisis Management:

["After VA Tech, Campuses Rush to Add Alert Systems"](#)

["Crisis-Management Plans are Untested"](#)

["Connecting the Dots: Lessons from the Virginia Tech Shootings"](#)

["Is Your Campus Safe?"](#)

["Oklahoma College Security Task Force Moving Swiftly"](#)

Journalism periodicals are located on the second floor in the PN 4700 section. To locate subjects in these and many other journals, use the following indexes:

[ABI/INFORM ProQuest](#) (Business)

[Academic Search Premier](#) (General journal index)

[Business Source Elite](#)

[*Communication and Mass Media Complete](#) (subject headings include content analysis and (campaign speeches or speeches)

[ERIC](#) (Education) For crisis management: try using universities and security.

[NewsBank](#) (Oklahoma newspapers)

[PsycINFO](#)

Links to journal titles available in full text in:

[Communication and Mass Media.](#)

[Journalism](#)

[Radio and TV Broadcasting](#)

The library also provides access to additional [Databases by Subject.](#)

Where can I go for Assistance?

If you have any questions, please ask a librarian at the first floor Reference Desk for assistance. They are also accessible by phone (ext. #3240) or through [IM](#). Sarah Brick Archer is the librarian for Communications. Gary Cheatham is the Business and Technology librarian. There is also a complete [list](#) of subject librarians and their specialities.

Where can I find Access to the Web?

There are computer workstations located in the Reference area on the first floor. The library also has computer labs in rooms #105 and #118. The hours for the lab/electronic classroom will vary. Try the [Mass Communications](#) and [Communications](#) subject pages. Also, try the list of [Web search engines](#). Be sure and analyze the contents and validity of all web pages.

[FEMA](#)

[NSU Department of Public Safety](#)

[UCO Central Alert System](#)

[U.S. Dept of Homeland Security](#)

[Candidate Speeches](#)

How can I Acquire Materials not Available at NSU?

[Interlibrary loan](#) is available free of charge in which books and copies of articles can be borrowed from other libraries. Allow approximately two weeks for interlibrary loan requests to be received.

Where can I find an APA Style Manual for Internet Sources?

The style manual is available at Ready Ref. BF 76.7.P83. For citing Internet sources, see the [APA's Web Page](#). For additional assistance, try the [KnightCite Citation Service](#).

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