# INLS 151 Retrieving & Analyzing Information Fall 2015

# MIDTERM EXAM

NAME:

"On my honor, I have neither given nor received unauthorized aid on this assignment"

Your initials: KTC

This competency examination will test your information literacy and research skills. To complete the examination you will employ concepts and resources taught in INLS 151. Using library resources (catalog, databases, library guides) you will conduct advanced searches to identify appropriate material on your selected topic. The steps will guide you through this literature search:

1. identify and skim one or two entries in a reference source to get a brief overview of your selected topic (this will help you identify appropriate keywords with which to craft search strings)

[2 points possible]

1. determine initial keywords and search strings relevant to the topic

[1 points possible]

1. identify appropriate subject headings from each database that reflect the nature of topic

[2 points possible]

1. construct and perform several searches using appropriate Boolean operators, phrases, truncation, limits/facets, and other advanced search techniques to identify material that supports one or more aspects of your selected topic

[6 points possible]

1. include search limits/facets to scope the searches by the stated parameters (e.g. publication date range, peer-review, etc.)

[included in 6 points above]

1. revise/modify search strategies as needed to identify the information that best fits the stated information need

[included in 6 points above]

1. evaluate and justify your selections using criteria we’ve discussed in class

[3 points possible]

You must complete the entire exam using this document/form, so the first thing you should do is save this document locally (to your personal computer, a flash drive, etc.) so that you don’t lose any work. When you have completed the exam, save & submit the entire document to me as a .doc or .docx via email: [rclemens@unc.edu](mailto:rclemens@unc.edu)

Please use the subject heading: *Midterm\_Lastname*

**Completed exams are due to me via email by 5:00 pm on Wednesday, October 14.**

I am happy to meet with you and answer any specific questions about the exam, email me to set up an appointment.

Please select **one** of the following information-need scenarios with which to complete the exam.

**Factory Farms**

You are taking an environment and sustainability course and need to write a paper on a current environmental topic. In the news recently you’ve heard about some of the concerns surrounding factory farms, the large industrial facilities that produce food in high volume (cattle lots, chicken warehouses, etc.). You’ve seen media coverage regarding the use of hormones and antibiotics in animals, pollution from the waste generated by such large concentrations of animals, small farms failing, inhumane treatment of animals, etc. To begin preparing for this paper you need to understand some of the issues relating to factory farming. You need to collect some basic information about one or more of the concerns that have been raised regarding **factory farming** – this could include both scholarly and popular sources. This is not a new issue so information from the past 10 years should be helpful.

**Digital Journalism**

In your journalism class you have been reading about the changes in where people get their news and the impact of social media on this phenomenon. One article from The Atlantic (<http://tinyurl.com.libproxy.lib.unc.edu/o7ev4jv> ) notes that, computer-generated algorithms funnel stories on particular subjects or from particular viewpoints to users based on profiles developed from stories they followed in the past. Increasingly, people are referred to news via their friends on Facebook, Twitter, Instagram or other services rather than seeking out news sites on their own.

You want to write a paper that explores whether this sort of self-selective process combined with algorithmic feeds are narrowing the kinds of information Americans are exposed to. So you need to find some background information on *digital journalism* and look into how researchers are tracking this phenomenon. As this is a time-sensitive issue, you will probably want to limit your search to the past 5 years but both popular and scholarly sources may be helpful.

**Consumer decision-making and marketing**

In your psychology class you are studying about decision-making and decision-theory and need to write a term paper relating to this area. A lot of the research in this area comes from economics – how people make rational choices (or irrational choices) in terms of economic decisions. You get the idea to investigate decision-making from a marketing/advertising perspective. How do companies influence or appeal to consumer decision-making? Do they play to certain emotions (cute puppy, adorable baby), to your social identity or social status (trendy brands or expensive products), to your sense of environmental concern (green products), etc.? What do marketing/advertising experts know about **consumer behavior and decision-making**? And how do they use that to try to influence our decisions? So you might look for some specific case studies or examples of how certain products are marketed or more general information on consumer perceptions of quality and value. You will probably want to limit your search to the past 10 years but both popular and scholarly sources may be helpful.

**STEP ONE**: Identify and skim one or two entries in a reference source to get a brief overview of your selected topic (this will help you identify appropriate keywords with which to craft search strings). Locate one article/entry from a REFERENCE SOURCE that provides background information relating to your topic. Read it to identify some keywords that you might not have thought of yet.

1. Go to the UNC Libraries Homepage: <http://www.lib.unc.edu/>

2. Click on E-Research By Discipline

3. Select the **PUBLIC ISSUES** and/or **REFERENCE** category

4. Suggested resources from these two lists:

* *CQ Researcher (*covers the most current and controversial issues of the day with complete summaries, insight into all sides of the issues, bibliographies and more)
* *Issues and Controversies on File* (a reference database that contains full text articles on current topics of interest, arranged in opposing points of view)
* *SAGE eReference* (provides full-text access to high quality reference works in many areas of the social sciences)
* *Oxford Reference Online (a*llows searching hundreds of basic reference sources)
* *Reference Universe (*access to over 28,000 print and online encyclopedias and similar reference works)

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| Citation for the entry you selected that seemed to provide a good overview of your topic | Title of entry:  Factory Farming  Author of entry:  Aaron S. Gross  Year of publication:  2015  Publisher:  SAGE Publications, Inc  Title of encyclopedia/handbook which contains the article/entry:  The SAGE Encyclopedia of Food Issues  APA Citation:  Gross, A. (2015). Factory farming. In K. Albala (Ed.), *The SAGE encyclopedia of food issues.* (pp. 430-435). Thousand Oaks,, CA: SAGE Publications, Inc. doi: http://dx.doi.org/10.4135/9781483346304.n143 |
| In which reference compilation source did you find it? (e.g. CQ Researcher, Issues & Controversies, SAGE eReference, etc.) | SAGE eReference |
| Keywords or aspects of the topic that you gleaned from this and will incorporate into your search strategy | * Chicken’s TBC1D1 gene has been genetically mutated to increase obesity (more meat). * This is painful for birds can lead to skeletal developmental obesity as well as heart and lung functionality problems. * Chickens are kept in overpopulated coops. * Farming pig and cattle have followed suit, and pigs and cattle have kept in intensive confinement. * Cattle have better life initially where animal husbandry is practiced. However, they often end their lives in massive feedlots. * With factory farms, the animal population is extremely dense. This causes more manure to be produced. * This manure can get into various water supplies, thus disrupting and polluting the local ecosystems. * In addition, in order to treat the pain that the animals are dealing with due to their genetically mutated obesity, as well as the fact that diseases can be easily spread due to the large population density, animals in factory farms are often given drugs such as antibiotics. There is concern that through consuming meat with such antibiotics, humans may be creating an increase in tolerance to antibiotics, or developing allergies, which cause antibacterial diseases harder to cure and treat. * Keywords: * factory farms, confined animal feeding operations (CAFO)*,* pollution, animal welfare, animal disease, antibiotics, overpopulation, genetic mutation, inhumane |
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**STEP TWO:** Determine initial keywords and search strings relevant to the topic. Generally, what keywords, phrases and search strings do you think will be most helpful? Are there aspects of the topic that you should break into parts? If so, what are they?

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| **Keywords and search strings using Boolean logic**  Examples:  *coping AND grief*  *(death or dying) AND grief*  *cop\* AND (grieve OR grief)*  \*the asterisk is used to truncate root works in almost all databases | **Keywords and Search Strings:**   * (factory farms OR confined animal feeding operations OR CAFO) AND pollution * (factory farms OR confined animal feeding operations OR CAFO) AND animal welfare * (factory farms OR confined animal feeding operations OR CAFO) AND disease * (factory farms OR confined animal feeding operations OR CAFO) AND antibiotics * (factory farms OR confined animal feeding operations OR CAFO) AND genetic mutation * (factory farms OR confined animal feeding operations OR CAFO) AND overpopulation |
| Should you break the overarching topic into different components for better searching? If so, how?  Topical example:  Information on the effects of concussions in college athletes  You could break it down to:  (college OR university)  AND  (athlete\* OR sport\* OR football OR gymnastics)  AND  (concussion OR head injury)  AND  (treatment OR prevent\* OR effect\*) | Yes, I can break the overarching topics into more specific components to better define my search.  **Break down of Search Strings:**   * (factory farms OR confined animal feeding operations OR CAFO) AND pollution AND (waste\* OR manure) AND (ecosystems OR environment) * (factory farms OR confined animal feeding operations OR CAFO) AND disease AND (drug\* OR antibiotics) * (factory farms OR confined animal feeding operations OR CAFO) AND genetic mutation AND (inhumane treatment OR pain) * (factory farms OR confined animal feeding operations OR CAFO) AND (housing OR storage OR living space) AND overpopulation |

**STEP THREE**: Search two of the library databases (suggestions below) to identify appropriate subject headings (controlled vocabulary/database thesaurus – ‘what they call something’) from each that reflect the nature of the topic.

The **library catalog** will provide access to books and multimedia material about your topic

1. Go to the UNC Libraries Homepage: <http://www.lib.unc.edu/>
2. Enter keywords in the search box near the top of the page

In addition, these suggested library databases should provide access to articles about your topic

* **Academic Search Premier:** Covers popular and scholarly journal articles – many are full-text or use *Find @ UNC*
* **Communication and Mass Media Complete:** Indexes over 400 journals in the areas of Communication Studies and Journalism & Mass Communication - many are full-text or use *Find @ UNC*
* **Business Source Premier:** provides full-text business journals and hundreds of scholarly, peer-reviewed journals covering all aspects of business - many are full-text or use *Find @ UNC*
* **Education Full-Text**: covers more than 600 periodicals in the field of education
* **PsycINFO**: the most comprehensive international database of psychology; includes relevant materials from related disciplines such as medicine, psychiatry, education, social work, law, criminology, social science, and organizational behavior. Some full-text or use *Find @ UNC*
* **JSTOR:** Provides an image archive of important scholarly journal literature in nearly all the humanities and social sciences disciplines, international and foreign areas studies, and many of the sciences

1. Go to the UNC Libraries Homepage: <http://www.lib.unc.edu/>
2. Click on E-Research By Discipline
3. Databases are recommended in a variety of categories here – but there is also an alphabetical listing in the lower right-hand corner. Use whichever way works for you to access specific library databases.
4. Once you are in the selected database – look around to find access to their **subject headings** – usually called ***thesaurus*** *or* ***subject terms*** *or* ***descriptors*** *or* ***index***
5. Browse/search through this list to see what subject headings this particular database uses in regard to your topic. For example, in Business Source Premier, they use the phrase “viral marketing” instead of “viral advertising” in tagging articles by topic. Academic Search Premier uses “e-mail” instead of “email” in tagging articles by topic. *Please note that not all databases provide the value-added service of assigning subject headings – for example, JSTOR does not*.

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| **Name of 1st database**  **Subject headings (and subheadings if available) that look appropriate** | Below are lists of subject headings and subheadings for topics related to factory farms. I have highlighted in yellow all headings and subheadings related to my research.  Academic Search Premiere -> Subject Terms:  FACTORY farms  Broader Terms:   * ANIMAL industry * LIVESTOCK –Housing * LIVESTOCK farms * MEAT industry   Narrower Terms:   * FEEDLOTS * Narrower Terms: * FEEDLOT runoff * Used for: * FEEDYARDS * POULTRY processing plants   Used for:   * ANIMAL factories * CAFOS (farms) * CONCENTRATED animal feeding operations * CONFINED animal feeding operations * FACTORY farming * FACOTRY-sized livestock farms * FARM factories * INDUSTRIAL livestock farms * LIVESTOCK factories * MEGA-livestock farms   AGRICULTURAL wastes  Broader Terms:   * ORGANIC wastes * RURAL waste management   Narrower Terms:   * ANIMAL waste * CATTLE –Housing –Waste disposal * CROP residues * DAIRY farms – Waste * DAIRY waste * FARM manure * FEEDLOTS – Waste * HERBICIDE residues * PLANTS – Residues * POULTRY processing plants – Waste   Used for   * AGRICULTRUAL by-products * AGRICULTURAL residues * AGRICULTURAL waste * BY-products, Agricultural * FARM waste * RESIDUES, Agricultural * WASTE, Agricultural * WASTES, Agricultural   AGRICULTURAL antibiotics  Broader Terms:   * Agriculture   Narrower Terms:   * ANTIBIOTICS in animal nutrition * EFFECT of antibiotics on plants   Related Terms:   * ANTIBIOTICS in nutrition   Used for:   * ANTIBIOTICS in agriculture |
| **Name of 2nd database**  **Subject headings (and subheadings if available) that look appropriate** | ProQuest -> Thesaurus (subjects)   * Factory farming (does not go narrower than factory farming)   Broader Terms:   * Agribusiness   Related Terms:   * Livestock industry   Agricultural Pollution  Broader Terms:   * Pollution   Related Terms:   * Runoff * Soil Contamination   I searched for subject headings and subheadings related to agriculture, factory farming, as well as agricultural antibiotics and agricultural pollution. The above search returned fewer results than the other database. |

**STEP FOUR, FIVE AND SIX:** Construct and perform several searches using appropriate Boolean operators, phrases, truncation, limits/facets, and other advanced search techniques to identify material that supports one or more aspects of your selected topic. Do you need to add search limits/facets to scope the searches by the stated parameters (e.g. publication date range, peer-review, etc.)? Do you need to revise/modify search strategies to identify the information that best fits the stated information need?

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| **Name of 1st database** | EBSCOhost’s Academic Search Premiere |
| **Search strings you try**  e.g. (term OR term) AND term\*  **Limits/facets you set**  e.g. (peer-reviewed, publication date 2007-2012), etc.)  **Revisions/modifications of search**  (e.g. you get too many results so you add in another search term; you get too few results so you choose other keywords) | 1. Factory farming AND pollution  2. (factory farms OR confined animal feeding operations OR CAFO) AND pollution  3. (factory farms OR confined animal feeding operations OR CAFO) AND antibiotics  4. (factory farms OR confined animal feeding operations OR CAFO) AND overcrowding  LIMITS/ Facets Set   1. Full Text, peer-reviewed journals, document type: abstract, article, book chapter, editorial, interview, letter, reference entry, report, or speech. Publication Type: All, Language: all, References Available 2. Full Text and peer-reviewed 3. Full Text and peer-reviewed 4. Full Text and peer-reviewed   **Revisions/modifications of search**   1. Returned zero articles, revised the search using the same search strings, but changed the limits to only by Full Text, peer-reviewed journals. This returned three articles, which is now too little. So I then changed the search string to “Agriculture AND Pollution” which returned over 1500 results, which again is too many. I next searched using the same limitations but changing the search strings to “farm manure AND pollution”. This returned 15 articles related to pollution caused by cattle manure which may be too specific. 2. This search returned 18 entries related to industrial farming and pollution caused by industrial farming. This seems to be a better search than the prior “factory farms AND pollution”. 3. This search returned 19 entries related to antibiotics and factory farming. This is a decent number of returns. 4. This search only returned 1 entry, which is too few. I revised the search string to be (factory farms OR confined animal feeding operations OR CAFO) AND housing. This returned 5 articles about housing animals on factory farms. This is still too few. I then searched using the string (factory farms OR confined animal feeding operations OR CAFO) AND livestock housing. This returned one article that focused on the concentrated living situation of livestock. I will likely return to the search of (factory farms OR confined animal feeding operations OR CAFO) AND housing. |
| **Name of 2nd database** | JStor |
| **Search strings you try**  e.g. (term OR term) AND term\*  **Limits/facets you set**  e.g. (peer-reviewed, publication date 2007-2012), etc.)  **Revisions/modifications of search**  (e.g. you get too many results so you add in another search term; you get too few results so you choose other keywords) | 1. Factory farming AND pollution  2. Factory farming and antibiotic use  3. Factory farming and overcrowding  4. Factory farming and genetic mutation  LIMITS/ Facets Set   1. Only content accessible. 2. Only content accessible. 3. Only content accessible. 4. Only content accessible.   **Revisions/modifications of search**   1. Returned 50 results. This is a good number of results. All results appear to be relevant to factory farming and pollution. No modifications need to be made at this moment. 2. Returned 303 results. This result is too many, however, all of the articles appear to be relevant to the topic, and beneficial. 3. This only returns 2 results both of which are not related to factory farms. I will change the search string to include “factory farms AND overpopulation of animals”. This results in 404 entries, which is too many. Thus, the results are inconclusive. I can sift through the 404 results, to see what I come across based upon title, and better evaluate based upon author and publication source. 4. This returns 18 results which is a fairly good number for easy evaluation, however, the results are not all related to the query. I will adjust the query to (Factory farming AND genetic mutation AND livestock). This returns over 400 results which is too many. I will then change the query to ( factory farming AND genetic mutation AND obesity And livestock). This returns 8 results, but again are not all related to the query. I will then adjust the query to be (factory farming AND obesity gene). This returns 52 results, of which most are related to obesity among animals and factory farming. |

**STEP SEVEN:** Select three resources that best meet the information need you selected. Evaluate and justify your selections using criteria we’ve discussed in class (described on next page). Evaluate each source on 2-3 criteria (sentence structure or bullets).

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| **Resource #1**  **Citation**  **Evaluation / justification** | APA:  Managing waste from confined animal feeding operations in the United States: the need for sanitary reform.*Journal Of Water & Health* [serial online]. December 2010;8(4):646-670. Available from: Academic Search Premier, Ipswich, MA. Accessed October 14, 2015.  Evaluation:  Author:  The authors of this publication are Jay Graham and Keeve Nachman. Both authors are part of the Division of Environmental Health Engineering Department of Environmental Health Sciences at John Hopkins Bloomberg School of Public Health. John Hopkins is a very reputable university. I did a quick Google search for these authors and John Hopkins University and came across their webpages. Thus, these authors are legitimate and reputable sources. In addition, contact information is given for the authors, and thus even further legitimizes them as a source.  Sources:  The authors for this article have cited a variety sources. These sources are both located in-text as well as referenced at the end. These sources appear to be reputable, seeing as some of the in-text citations reference government agencies such as the EPA.  Type of information:  The purpose of this article is scholarly. The authors are looking at the waste produced from food-animal operations in the US. The purpose of this article is to look at and evaluate the concerns of pollution being produced from animal agriculture. Its purpose is to inform the public of the effects of such pollution, and the harm associated with it. It also looks at possible ways to improve such waste management. They look at this information objectively, and even mention that food wastes can be seen as a resource, but not at the volume that they are being produced. This important that the author produces the information in a non-biased format. |
| **Resource #2**  **Citation**  **Evaluation / justification** | [**From Resilience to Resistance: Political Ecological Lessons from Antibiotic and Pesticide Resistance**](https://www.jstor.org/stable/20622625)  Kathryn M. Orzech and Mark Nichter  [*Annual Review of Anthropology*](http://www.jstor.org/action/showPublication?journalCode=annurevianth) Vol. 37, (2008) , pp. 267-270, C1-C2, 271-282  Published by: Annual Reviews  Stable URL: <http://www.jstor.org/stable/20622625>  Evaluation:  Information:  Authors: The authors are faculty at the University of Arizona. They both have provided their contact information, which helps to legitimize them as valued sources. In addition, after doing a quick Google search, it can be found that their existence is legitimized.  Sources:  Their sources include organizations such as the WHO. They have both references and in-text citations.  Type of Information:  The authors wrote this for scholarly intents. However, it looks at it from a political perspective. There is some bias, as that they believe that the government is in the wrong in terms of the lack of limitations that the government puts on factory farms and feed lots. However, their findings coincide that problems do exist when these limitations are not properly put in place. They are able to come to a conclusion on the steps to be taken in the future to limit the side-effects of antibiotic use and livestock. |
| **Resource #3**  **Citation**  **Evaluation / justification** | APA:  References  Nimmermark, S. A., Jacobson, L. D., Schmidt, D. R., & Gay, S. W. (2005). Predictions by the Odor From Feedlots, Setback Estimation Tool (OFFSET) Compared with Observations by Neighborhood Monitors. *Journal Of The Air & Waste Management Association (Air & Waste Management Association)*, *55*(9), 1306-1314.  Evaluation:  Authors:  The authors are from various locations. Each author is part of a Biosystems team at their respective institutions. They all provide contact information, which helps to legitimize them as sources.  Sources:  They have a list of 30 references as well as use in-text citations. This helps to show that their information is not fabricated. Their sources include references from all over, thus providing a variety of backgrounds. This is beneficial because they did not simply choose sources from people with the same backgrounds. For example one source is from the American Society of Testing and Materials and another is from the Comite Europeen de Normalisation: Brussels, Belgium.  Type of Information:  It appears that the purpose of this publication is for scholarly intent, and for the good of the general public. They are looking at the odors being produced in neighborhoods nearby factory farms, and trying to evaluate these odors based on different criteria. This means that there is little room for bias, and they are even using control factors such as wind. The authors even note that their studies are inconclusive, and there is need for further research in this area. This important to note that they said this because it validates that they are aware of their short-comings in their research, and that they may not be the best source to use. |

***Evaluating Resources***

*Here is a list of criteria you should use to evaluate your resources.*

*Each criterion includes a list of guiding questions to help you evaluate each resource.*

**Author**

* Does the author have authority on the topic?
* What are the author’s credentials?
  + Does the author have a graduate degree in the area she or he is writing about and/or do they teach at a college or university?
  + Are they associated with an organization that is concerned about the issues that the author is writing about?
* Has the author written any other works? [You might search the author’s name in other databases and/or the web]
* Consult Web of Science to see how many and what other publications the author has written
* If the content is located on a specific organization’s web site, what do you know about the organization?
* Is contact information provided for the author or creator?

**Publisher**

* What, if anything, do you already know about the publisher?
* Consult the publisher’s website to help answer the following questions:
  + Do they have a reputation for publishing quality information?
  + Does the publisher have a clearly articulated editorial policy?
  + Is the publisher a university press, a large commercial publisher, a small publisher, or an alternative press?
* Consult Ulrich’s Web Online (Guide to Periodicals) to learn more about the journal and publisher (scholarly or not, how long it has been published, etc.)
* Consult Web of Science to see measurement of impact of the journal

**Type of Information**

* Is the information scholarly, popular, governmental or from a private business? What influence does this have on how you use the information?
* Has the author looked at the material objectively?
* Is there a consensus of opinion on this topic? What are the important ideas?
* Does the source provide information relevant to your research focus/thesis argument?
* How does the source help answer your research questions?

**Purpose**

* What is the purpose of the source? How will it impact your research? Is the purpose to inform, entertain, teach, or to influence?
* Is the author giving a factual report, presenting a well-researched scholarly opinion, or relaying a personal opinion?
* Who is the intended audience--general public or other academics and researchers?
* Does the author offer several points of view?
* Can you identify objective writing (both sides of the argument) or a subjective bias (expressing one's own point of view)?

**Sources**

* Can you determine where the author gathered the information? (hint: in addition to citations and footnotes, look for in-text references to outside sources)
* Is the material from original research, experiments, observation, interviews, books or documents?
* Are secondary references (a bibliography, for example) provided?

**Currency**

* When was the material published? (NOTE: copyright date is not the same as publication date)
* Is the information accurate for when it was written?
* Does your research demand current information or is older information useful?
* How often is research updated in this discipline?
* Is the website updated frequently?

**Style**

* Is the writing style of the author clear and understandable? Does the author legitimately need to use complex language because of the subject matter, or is complex technical language used to possibly confuse the reader?
* Are helpful charts, graphs, or pictures provided?