LANG 2070

Library Workshops

- Fri. March 13  3:00 – 4:20pm  https://hkust.zoom.us/j/443068320
- Mon. March 16  12:00- 1:20pm  https://hkust.zoom.us/j/421587603
- Tues. March 17  1:30 to 2:50pm  https://hkust.zoom.us/j/611346537

http://libguides.ust.hk/lang2070

Victoria Caplan
lbcaplan@ust.hk
Welcome

- Go to http://libguides.ust.hk/lang2070
Meeting Controls – Student (Participant)

Remember how to turn on video? 
Click on 🕵️‍♂️ 
What do you see?

Remember how to view participants?

Remember how to chat with instructor and students?

Zoom Group Chat
Zoom Reminders (b)

Remember how to raise hand?

- Launch the Participants window
- Click once to Raise Hand
- Click again to Lower hand
Zoom Reminders (c)

Remember how to respond with buttons?

Launch the Participants window

Quick polling
- Click to YES to respond
- Click NO to respond
Zoom Reminders (d)

Meeting Controls – ‘In Gallery View'

Will show all videos of participants
Zoom Reminders (e)

Can’t see your web browser while in Zoom?

Press Esc on keyboard if you need to exit Zoom full screen.
Library Workshop Goals:

As a result of this workshop, you will be able to....

1. Name some of the important scholarly source types & search tools for university level research in HSS
2. Apply appropriate search methods & techniques to these sources & tools
3. Wisely select & use these sources & tools to begin to carry out university-level SHSS research
4. Use browsing methods to do more reading in SHSS

In order to....
- Complete your LANG 2070 assignment (short term)
- Develop your knowledge & skill as an HSS researcher
- Become a thoughtful & critical information consumer & creator
Mandarin Chinese will become East Asia’s lingua franca by 2050

The use of Search Engines in education has compromised creativity among students

Ethnic minority Hong Kong citizens are discriminated against in the workplace in Hong Kong

Globalisation has widened the gap between the rich and the poor in Asia
What are we doing here?

Question Reality
But... How do we question reality?

• Ask good questions
• Find out how other people have asked and answered the same or similar questions.
• Ask new questions
• Share our findings & theories

Where do I look,
    how do I look,
and what do I do when I find things?

Poll: Search & Research
What’s a Problem with a “search” mindset?

• Lack of coherence
• Failure to see connections
  – Between scholars, institutions, fields of study, research questions, journals...

What is this?
See a bigger picture with context

Data -> Information -> Knowledge -> Wisdom?

Reading, Information, & Knowledge

---

**Johnson Quotes**

**Things to think about...**

“The greatest part of a writer’s time is spent in reading, in order to write: a man [sic] will turn over half a library to make one book.”


Knowledge is of two kinds. We know a subject ourselves, or we know where we can find information upon it. When we enquire into any subject, the first thing we have to do is to know what books have treated of it. This leads us to look at catalogues, and the backs of books in libraries.


“Wisdom comes when we take an experience, reflect on it, and grow in understanding as a result.

We gain wisdom when we can apply what we have learned to the experience of living that still lies before us in the days ahead.

While we tend to learn only from things we’ve experienced ourselves and are too often unwilling to take advantage of the experience of others...wisdom is achieved when we can effectively share what we have learned with others.”

- Kerry M. Olitzky
Classification of Knowledge in HKUST Library (1)

LibGuides @ HKUST Library

DS701-799.9
DS730-731
DS733-779.32
DS781-796
DS781-784.2
DS785-786
DS796.H7
DS798
DS798.92-799.9

China
Ethnography
History
Local history and description
Manchuria
Tibet
Hong Kong
Outer Mongolia. Mongolian People's Republic
Taiwan
Polling - My usual research info types are...

- How’s you’re information diet?
Reminder: Information Types in HSS

https://libguides.ust.hk/lang2070/info-types
Read to build knowledge & Understand context

Browsing shelves – physical or online
Read to build Knowledge & Understand Context

- Browzine

Browsing journals online
Growing Up in (and Out of) Shenzhen: The Longer-Term Impacts of Rural-Urban Migration on Education and Labor Market Entry

Charlotte Goodburn

ABSTRACT

Estimate research has shown that due to urban-rural migration children in China face significant barriers to an urban public, primary school education and other up to primary, migrant's non-private schools. However, much less is known about what happens after children leave parent home. This article therefore shows on two models of interviews with mothers of children who have been in migration during the last decade. The findings suggest that higher investment in education, urbanization aspirations, and public rather than primary migrant status is associated with better education-quality, primary, migrant's primary and junior high schools. This is carried out in the context of parents that their children belong to the urban public primary school education that is operated by the Chinese and the state vocational school, private, migrant's primary, and state vocational schools. The study also highlights the importance of the role of state and local policies in perpetuating migrant mobility.
What’s another problem with over-reliance on search & public search engines?

Money: $ ¥ € £
USD $ 42.00 for an article! 😞
Pay Wall & Subscriptions

- Videos & Music
- Games
- Many academic articles, books
- Data
Get through the pay-wall

• University affiliation = Library subscriptions
• Off-campus Access via EZ Proxy
  – Via PowerSearch ( “Full text” or “Access via... link) 
  – Via Database Search
PowerSearch – gets you through the Paywall

https://library.ust.hk/

https://libguides.ust.hk/lang2070
PowerSearch – Through the Paywall

Search Scope: Library Catalog + Primo Central

Title contains teaching culture english lingua franca
AND Author contains wen

Material Type: All items
Language: Any language
Publication Date: Any year

Refine results

ARTICLE/multiple sources exist see all
Teaching culture(s) in English as a lingua franca in Asia: dilemma and solution

Full text available
View Issue Contents
Full text available at: ProQuest Research Library
Available from 2013.
Most recent 6 month(s) not available.

Additional services

Get this item via Interlibrary Loan
PowerSearch – Through the Paywall EZ-Proxy Prompt

Remote Access

Status: Enter your ITSC or Alumni e-mail account name and password.

Your ITSC or Alumni E-mail Account Name: Ibcaplan
(e.g. abcd - not abcd@ust.hk)

Password: ********

Login

Skip / Bypass
I’ve gone through the paywall!
Pre-session - Search Techniques -

https://libguides.ust.hk/lang2070/search-techniques

• Classic method (look for things cited in your reading)
• Citation Chaining
• Phrase searching
• Boolean (AND OR NOT)
• Pre-search settings
• Post-search facets
• Date setting
Search Techniques: Meta-data = Fields to search

Data about data/information... more than just “keywords

Select fields for your Boolean or phrase searching
Exercise 3: Explore Databases & Report Out (a)

https://libguides.ust.hk/lang2070/search-tools
<table>
<thead>
<tr>
<th>Search Tool</th>
<th>Description of content</th>
<th>Recommendation for when to use it for what</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Demo: Passport</strong></td>
<td>Who makes it (name of publisher or company or association)?</td>
<td>What do you think it would be <strong>really</strong> useful for?</td>
</tr>
<tr>
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<td>- Reports?</td>
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<td>- Help you cite tools?</td>
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</table>

Follow along!
Passport (c)
Passport (d)

HKUST Library Resource

Download Instructions - Passport

Enter "lbpassport@ust.hk" for Name and Academic Email in pop up box when you download, share and save your search results.

Access the Database Now

If you encounter other access problems, please contact libref@ust.hk for assistance.
Terms and Conditions

Subscriber: Hong Kong University of Science and Technology
Access to this service is subject to the following conditions of use:

1. Authorised use
1.1. You may use this service for the following non-commercial purposes and in the following ways:
- Personal use
- Research and academic purposes

1.2. You may make and save digital copies or extracts from market reports, articles, written materials and data in any digital format supported by this service and access and retrieve such copies.

1.3. You may search and display market reports, articles, written materials and data on screen.

1.4. You may print out copies of market reports, articles, written materials and data and make photocopies of such print-outs for use in the course of research or private study for academic purposes.

1.5. You may make such digital copies and photocopies available to other authorised users of this service.

Course packs and scholarly use
1.6. You may reproduce insubstantial and limited amounts of market reports, articles, written materials and data in your course work, reports, essays, projects and similar materials which you create for academic purposes only.

2. Restrictions on use
2.1. You must be a current student, member of faculty or member of staff of the Subscriber to use this service. For the avoidance of doubt, alumni are not authorised users.

2.2. No form of commercial use of market reports, articles, written materials and data is permitted. You may not publish, re-distribute or make available to third parties any such content which you extract from this service, whether by itself or as part of any work or other material.

2.3. Furthermore, any other form of use of market reports, articles, written materials and data beyond that specified above requiring, but not limited to making it available via an internet or extranet shall require Euromonitor’s prior written consent.

2.4. You may not remove, obscure or modify any copyright or other notices included in market reports, articles, written materials and data nor any metadata or digital rights management information that may be associated with them.

2.5. Your right to reproduce market reports, articles, written materials and data and to distribute it in course packs shall cease immediately on termination of the Subscriber’s licence agreement with Euromonitor International.

By using this system you are agreeing to those terms and conditions.

Accept
1 report?
7.5 years old Not too exciting, but let me explore...
Hmmm... term High net worth individuals, maybe take that as a search term for later

Let me look at whole report
Whole report has some OK info & links to “related statistics..
Cool statistics & recent too... So this database may be better than I first thought....
### Economies and Consumers Annual Data

#### Historical

<table>
<thead>
<tr>
<th>Geography</th>
<th>Category</th>
<th>Data Type</th>
<th>Unit</th>
<th>Current Commodity Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>World</td>
<td>Universities and Higher Education Establishments</td>
<td>Socio-economic indicators</td>
<td>Number</td>
<td>-</td>
</tr>
<tr>
<td>World</td>
<td>Higher Education Students (Incl. Universities)</td>
<td>Socio-economic indicators</td>
<td>'000'</td>
<td>-</td>
</tr>
<tr>
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<td>Higher Education Teaching Staff (Incl. Universities)</td>
<td>Socio-economic indicators</td>
<td>'000'</td>
<td>-</td>
</tr>
<tr>
<td>World</td>
<td>Total Graduates in All Programmes</td>
<td>Socio-economic indicators</td>
<td>Number</td>
<td>-</td>
</tr>
</tbody>
</table>

**Opening Passport_Stats_12-03-2020_0356_GMT.xls**

You have chosen to open:

- **Passport_Stats_12-03-2020_0356_GMT.xls**
  - which is: Microsoft Excel 97-2003 Worksheet (103 KB)
  - from: https://www.portal.euromonitor.com

**What should Firefox do with this file?**

- [ ] Open with Excel (default)
- [ ] Save File
- [ ] Do this automatically for files like this from now on.

[OK] [Cancel]
Passport (k)

Disruptors: Harnessing Sustainability to Revolutionise Consumer Markets

Looked at “Economies”
-> Sustainability
See they have country reports... & Statistics..
Passport ()

Scroll down further:
Has dashboards to visualize data as well,
Passport (m)

Search & browse a bit hard to use

No field search

No phrase searching

Typing in a few basic words: auto-fill
Desk research
With industry events, corporate activity, trends and new product introductions tracked year round by our industry team, desk research provides a starting point for the in-country research programme. Our in-country researchers will access the following sources:

- National statistics offices governmental and official sources
- National and international trade press
- National and international trade associations
- Industry study groups and other semi-official sources
- Company financials and annual reports
- Broker reports
- Online databases
- The financial, business and mainstream press

Accessing sources is only the first step. The ability to interpret and reconcile often conflicting information across multiple sources is a key aspect of the added value we provide.

Store checks
Store checks are an integral part of our methods for product industries. Carried out on the ground across a relevant mix of channels, the information gained provides first-hand insights into the products we are researching, specifically:

- Place: We track products in all relevant channels, selective and mass, store and non-store
- Product: What are innovations in products, pack sizes and formats?
- Price: What are brand price variations across channels, how do private label’s prices compare to those of branded goods?
- Promotion: What are marketing and merchandising trends, offers, discounts and tie-ins?
Description of content

• Who?
  • Company named Euromonitor
• What does it have?
  • Statistics & raw data
  • Reports & analysis
• Language?
  • Seems to be mostly English
• Time period?
  • At least the last 5 years, maybe have to explore further
• Data sources
  • National statistical offices & their own researchers
• Search?
  • Can search by keywords or statistical variable
  • No field search, except can filter by date”
• Can export (download) .csv and pdf
  • but must provide email (lbpassport@ust.hk)
• No help me cite tools
• Interface a bit mafaan, especially getting in
• Can be discouraging if my first kw search turns up little

Recommendation?

• Really useful for people doing business research or sociological research about consumption
• Good stats on economics and finance
• Good market & business analysis
• Not good for people looking for academic peer reviewed articles
• Can be a source for academic research
• Excellent source for business research
Your Turn

Workshop schedule & Links for the Zoom Session

Class One  Fri 13th  T01 class time  3-4:20 pm -  https://hkust.zoom.us/j/443068320
Class Two  Mon 16th  T03 class time  12-1:20 pm -  https://hkust.zoom.us/j/421587603
Class Three Tue 17th  T05 class time  1:30-2:50 pm -  https://hkust.zoom.us/j/611346537

- This is a compulsory class for all students.
- You need to sign up for the workshop via a link sent to you. If the workshop you attend is not held during the lesson 8th of your class, that class will be cancelled.
- Availability of the workshops is on a first-come-first-serve basis.

Workshop Materials:

- Open this on your computer -  https://libguides.ust.hk/lang2070
- Worksheet for Exploring Databases (word doc format)
**Exercise 3: Explore Databases & Report Out**

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</table>

- Victoria will assign everyone a number (1-6)
- ~8 minutes to explore & prepare to describe
Share with Whole Class

~ 15 minutes

http://farm9.staticflickr.com/8384/8550541887_67f0fe2e9f_z.jpg  cc (some rights reserved)
### Share with Whole Class – 6 Search Tools

<table>
<thead>
<tr>
<th>Search Tool</th>
<th>What’s it good for?</th>
<th>What’s it not so good for?</th>
<th>When Would You Advise someone to use it?</th>
</tr>
</thead>
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<td>Web of Science</td>
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<td>Bibliography of Asian Studies</td>
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</tbody>
</table>
Your Search Reflection

https://libguides.ust.hk/lang2070/search-self-reflection

Has rubric to guide you

it’s OK to use Google, if you justify how and why you chose it. Describe how you used it thoughtfully. Definitely should NOT be your only tool & stuff found on the open web should NOT be your only sources. Try to use some of the tools & techniques mentioned in this class!
Think carefully about

• What type of information or data you want to find
• What search tools may be most appropriate
• What type of search methods may be best

Use a variety of

• Search tools
• Search techniques
• Information types

Select the information or data you will use in your infographic carefully

Write your Self-reflection carefully & thoughtfully
Thanks & Evaluate this Class Session

Fill out the Online form