Library Instruction: Theories of Persuasion

Seeking Scholarly Research Studies about Persuasion

1. Use reference sources to identify and explore concepts/theories

   - **Browse Select an Area to Research** from STL Homepage
   - **Advance search the STL Catalog** by subject of interest, limiting search to Reference Collection
   - **Consider the following sources:**
     - **Sources for overviews of communication theories and concepts**
       Encyclopedia of Communication and Information [Ref P87.5 .E53 2002]
       Encyclopedia of International Media and Communication [Ref P87.5 E532 2003]
       Encyclopedia of Social Theory [HM425.E47 2005]
       Encyclopedia of Sociology [Reference HM425.E5 2000]
     - **Sources for research summaries and overviews:** E.g.,
       Communication Yearbook Series [Stacks P87.C5974 v.1-]
       Sage Annual Reviews of Communication Research Series [Stacks P91 .S35 v.1-]
     - **Sources for research methods overviews and definitions:** E.g.,
       The Tao of Statistics: A path to understanding (with no math) [Stacks QA276.K253 2006]

2. Use databases to find scholarly research article(s)

   - For finding scholarly journals in Communication: Communication & Mass Media Complete (EBSCO)
     - Search via Advanced Search with limiters [limit to Scholarly (Peer-reviewed) articles]
     - Browse Thesaurus to build search query
     - Revise & manage results: narrow results, revise search, place items in folder
     - Print, email, save, or export
     - Physically locating documents outside the database searched
       1. In other electronic databases (via Find it @ New Paltz or Serials Solutions)
       2. In the STL physical collection (via STL online catalog)
       3. From other libraries (via ILLiad—interlibrary loan)
   - For related disciplines:
     - Psychology: PsychINFO (EBSCO)
     - Sociology or social services: CSA Illumina
     - Social Sciences or Sciences: Science Direct
     - Multi-disciplinary [limit to Peer-reviewed articles]: Onefile (Infotrac), or Academic Search Premier (EBSCO)

(OVER)
3. **Use Serials Solutions to find an article from a citation in a bibliography**

- If you have located an article from a reference list or bibliography, note relevant details of the article’s citation (author, title, source, dates, etc.)
- Check the library’s subscription to the journal
  - Click on the **Find Journals** tab and enter in the journal title (not the article title)
  - If we subscribe to the journal, view the list of dates and locations (database and/or catalog) and compare to the date of the journal’s year, Volume, and issue that contains the article you are looking for
- Click on the appropriate database link to browse or search that journal in the database for an electronic form of the article
- Click on the STL catalog link to view the library’s holdings in print form

4. **Use STL Catalog to locate books relevant to your research subject**

- Basic and Advanced searching: **Word(s) Anywhere**
  - Allows for searching chapter content notes for word(s) entered
- Basic searching: **Subject begins with**…
  - Provides list of Library of Congress Subject Headings beginning with the word(s)
- Basic and Advanced searching: **Subject Word(s)**
  - Searches item records for word(s) anywhere in subject field
- Basic searching: **Title begins with**…
  - Provides alphabetical list of titles of items beginning with the word(s)
- Advanced searching: **Title** or **Author**
  - Searches item records’ Title or Author field for the word(s)

5. **Seek additional help with library resources**

**STL online guides and research assistance pages**
- STL Research Assistance page: [http://lib.newpaltz.edu/assistance/assistanceindex.html](http://lib.newpaltz.edu/assistance/assistanceindex.html)
- How to identify a scholarly article: [http://lib.newpaltz.edu/assistance/scholar.html](http://lib.newpaltz.edu/assistance/scholar.html)
- Glossary of Library Terms: [http://lib.newpaltz.edu/assistance/tutorials/gloss.html](http://lib.newpaltz.edu/assistance/tutorials/gloss.html)
- Effective Library Research: [http://lib.newpaltz.edu/assistance/tutorials/seven.html](http://lib.newpaltz.edu/assistance/tutorials/seven.html)
- Citation and Style Guides: [http://lib.newpaltz.edu/assistance/citation_guides.html](http://lib.newpaltz.edu/assistance/citation_guides.html)
  - Especially see,
    - APA (Purdue): [http://owl.english.purdue.edu/workshops/hypertext/apa/index.html](http://owl.english.purdue.edu/workshops/hypertext/apa/index.html)