



6TH
EDITION

FIND IT FAST

Extracting Expert Information
From Social Networks, Big Data,
Tweets, and More

ROBERT I. BERKMAN

6TH
EDITION

FIND IT FAST

A wonderful book . . . highly recommended.

—Library Journal

A valuable reference work for anyone digging for information.

—Journalism Quarterly

For serious researchers, this book is a gold mine.

—Choice

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CyberAge Books

Medford, New Jersey



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To Sol, Pat, Budd, and Don



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Preface to the Sixth Edition

It's simple to go on the web and find information. So why would you need a book about doing research?

Perhaps if you Google that question you'll find the answer.

Actually . . . no. Googling that question won't get you a good answer. There are, in fact, still countless queries and information problems for which the answer won't be found via Google. Or Wikipedia. Or Twitter. And that's one of the points of this newly revised book on how to find credible information and perform good research.

Find It Fast, first published in 1987, was last revised for its fifth edition in the year 2000. That's eons ago in the information world, and an awful lot has happened in that world since then. For example Web 2.0, Wikipedia, Twitter, citizen reporting, sentiment detection, real-time search, social media, Google+, Pinterest, Instagram, Tumblr, YouTube, Vine, tagging, cloud collaboration, the wisdom of crowds, collaborative filtering, LinkedIn, Klout, Siri, Snapchat, social media monitoring, Facebook, Foursquare, and Flickr—and more!

Back in the year 2000, all those concepts and sites were either not around or barely emerging. That's an enormous amount of change in the information world.

But a lot has *not* changed—specifically, the elements of doing good research. For example, understanding how sources differ, knowing which resources to use, finding and evaluating experts, verifying information, understanding surveys, controlling one's biases, asking the right questions, assessing source credibility, disregarding the noise, understanding what's truly significant, and knowing when to conclude a project.

The More Things Change . . . ?

Can we say, then, that doing good research has not fundamentally changed, but that the sources, tools, and strategies have changed?

Well, not quite. Not only have the sources, tools, and strategies clearly changed, they have, in fact, changed *so* dramatically that they have produced a revolutionary rethinking in many aspects of what constitutes good research.

Why are these changes truly *revolutionary*? We have to start by looking back to the mid-1990s, with the arrival of the internet, of course, which demolished the high barriers to entry for becoming a publisher. The last time we had a change *that* revolutionary for creating and distributing information was over 600 years ago when a German by the name of Johannes Gutenberg came up with the concept of movable type.

By the early 2000s we saw the emergence of the social web—or Web 2.0 as it was then known. Initially, interaction on the web was primarily in the form of blogs, but this innovation was quickly followed by an explosion of other two-way information-sharing platforms: Flickr, YouTube, Tumblr, MySpace, Facebook, and many others. The social web permitted anyone to share his or her opinions, knowledge, and content, and to become part of a larger global *conversation*. As a result, we have all had to rethink some fundamental assumptions about what constitutes a credible source and, therefore, what it means to do “good” research.

Who's an Expert?

Who counts as a trusted source today? Before the social web, an individual established his or her authority on a subject through credentials (e.g., a PhD in history, an MA in design, etc.) or with their published works, professional presentations, or other means that demonstrated recognition by institutional gatekeepers such as universities, publishers, and editors.

If a person could manage to clear those hurdles—write the dissertation, get a presentation approved, have an article published, be quoted in a news story—then he or she was given the mantle of legitimate authority. The rest of us could then feel certain that he or she was in fact a credible source of expertise.

The internet and, more recently, social media have forced us to reconsider, or at least expand, our criteria for who should be considered an authority and whose views and knowledge are worth taking seriously.

Today we live in an information-rich environment, where the views of countless people without any formal—or even informal—credentials, who have never been peer reviewed or quoted in a

newspaper, never presented at a conference or even created a piece of work, are given a great deal of credence. Consider, for example, the popularity and sometimes even prominence of certain bloggers, “citizen-journalists,” YouTube producers, prolific Wikipedia entry writers, or just someone with a high “Klout” score. These people are sometimes trusted as credible sources. Should they be given that recognition just because they are popular? Should popularity really confer authority and expertise?

These critical questions will be discussed later in this book.

And what about the whole “wisdom of the crowd” meme: that, in certain circumstances, a larger group of ordinary people is smarter and more likely to come to a more accurate decision than any one individual—even if that individual is an expert?

These are the kinds of questions that are creating major—in fact revolutionary—changes in how we all create, find, and assess information sources, and they will be treated in detail.

Big Data and Big Challenges

The question of expertise—who currently deserves to be considered a legitimate authority and credible source—is not the only dramatic change faced by information searchers today. Of course, there is little difficulty these days in finding a simple fact or answer, or even turning up a good description of a place, person, or thing. Link to a search engine, key (or speak) a few words into Google, and get matching results instantly—that’s as easy as it gets.

But significant challenges are still faced by those with more involved research tasks. One is simply how to sort through and make sense of the countless streams of incoming real-time data continually washing over us. The fact that we are *all* becoming publishers and broadcasters means that more and more data is generated—from tweets to video clips—making it that much harder to discern what truly deserves our precious and limited attention.

One increasingly popular approach for making sense of the growing ocean of information is to rely on “big data,” perhaps the hottest buzzword in the business and technology world. The term describes the use of super-powerful computers to collect, crunch, and analyze the enormous and ever-increasing quantities of

information being produced these days. There are countless sources of data, ranging from people's social media profiles to sensors on household objects, supermarket scanners, weather station reports, and smartphone geolocation data.

The promise of big data lies in its ability to deeply analyze so much disparate data, find correlations, and surface previously hidden patterns to provide new insights and drive more informed decisions. The big data phenomenon also presents challenges for the researcher, described later in this book.

The Value of *Find It Fast* in the Digital Age

Finally, you may be wondering about the value of some of the items included in this book or even the concept of the book itself.

Why, for instance, have I bothered to include certain seemingly old-fashioned print directories and indexes in the library chapter? While there are a few reasons print is still valuable, as discussed in Chapter 2, one subtle but quite important reason is that using these types of sources serves as an important check on your internet searching, which generally gives the highest rankings to the most popular sites. This is fine as far as it goes (much more on that process in Chapters 3 and 5), but what it means is that while you are likely to get a lot of results published by the best known and most used news and information sources, such as *The Huffington Post*, *The New York Times*, *CNN*, the *Guardian*, *TMZ*, etc., you are much less likely to turn up articles published in very small, niche, and lesser-known journals and news sites. And sometimes these turn out to be your best sources.

By adding an old-fashioned print index and directory to your set of research tools, you can at least complement this search-engine ranking method by using a source with a different mechanism for discovery, and thereby override the built-in biases of the search engines. You then have a more rounded set of results than you would receive from a Google search alone—and that's a good thing.

Given the speed of change in this arena, you may also wonder how long a book like this can remain relevant and useful. That's a good question.

It is certainly true that the websites and search tools referenced in this book are bound to change, so I've addressed this issue in two ways: first, by including only sources that have been around—or are most likely to be around—for a long time. But even more importantly, the heart of this book is not a list of sites or the technologies of the moment. It is all about cultivating a deeper understanding of the critical principles of research and what it means to be a good researcher in the digital age.

Finally, a few more words on the journey this book has taken since its first edition in 1987.

The introduction to that initial edition began with the remark that “it may come as a surprise to you, but for virtually any subject, facts and information are out there—by the truckload.” The book promised to provide the necessary know-how so the reader would “be able to get the kind of information that’s normally available only to a select few.”

But by fifth edition, published in 2000, the power of the internet—as a source of an unfathomable amount of information to anyone, anywhere, anytime—was becoming more fully realized. And that edition of the book concluded with some thoughts on the potential of this amazing new technology:

The internet provides explanations for problems or concerns that may have stumped us for years . . . The sum total of all of our knowledge and thoughts, in fact, is increasingly being made public, linked and accessible. All sorts of artifacts of knowledge are being digitized, made searchable and available . . .

Of course, the internet will never answer the deepest human questions . . . or will it? And finding answers to one set of questions allows for, and even compels, the emergence of a new set . . . and so our questioning will surely continue.

And so it continues today.

Here's to getting your questions answered—and then generating new and even better ones!

Introduction

Who's in Charge of Your Research, Anyway?

If someone were to ask you who's in charge when you do some casual searching on the web, your response would likely be something like, "Well, I decide what I'm looking for online. Most of the time I go to Google, enter the words for what I want to find, and I get my results. So I'd say that *I'm* in control."

Well, not to get too Matrix-like on you, but there are a whole host of hidden entities that are jockeying for your attention and working to control what you are able to do, how you are able to do it, and what results you will view. Among the most powerful behind-the-scenes forces are the following.

Google Itself

As will be examined in detail in Chapters 3 and 5, Google prioritizes the pages that are most popular—these are the ones with lots of incoming links. It also prioritizes web pages that, according to its calculations, are supposed to be of highest interest to you personally, based on your past search history, geographic location, and other individual factors.

Search Engine Optimizers (SEOs)

SEOs use a variety of techniques—some approved by Google, others more iffy, to try to drive their clients' pages to the top of the returned list. This means that what you see from your research not only reflects your search statement and Google's own ranking algorithm, but also the skill and intent of other entities trying to get their pages ranked highest.

Clickbait Creators

Clickbait is the term used to describe those ridiculous yet oddly alluring headlines crafted just for the purpose of getting you to click and read the story. Unfortunately, research shows that these absurd techniques often do work, due to creating what's called a "curiosity gap" in us, causing our minds to seek the missing information.¹

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So what's a good researcher to do?

First we might ask, Why is any of this a big deal? Haven't there always been external forces directing how we do research?

No, not really; at least not in the same way.

In "the old days"—let's put that before the mid-1990s or so—when a researcher went to consult his or her sources, whether it was an encyclopedia, reference book, journal, magazine, primary document such as a letter or photo, or a traditional searchable online database, the primary forces that determined what the researcher would find included only the following:

- The scope, content, and timeliness of that resource (archive, timeliness, quality controls, etc.)
- The methods and limitations of the tool employed for searching a set of data or sources (ability to find a citation vs. abstracts vs. full text; ability to do advanced keyword searches, etc.)
- The researcher's own skills and abilities to construct an effective research strategy and search statement
- The method selected by the publisher/database to define what constitutes a relevant result (keyword match, recency of item, etc.)

But now we all must contend with external forces whose larger goals don't necessarily coincide with our own as researchers.

The fact is, unlike a library database or other traditional information provider, these entities do not have the same overriding goals as we do. They include a larger mission that typically means attracting more users, luring in paid subscribers, selling advertising, collecting data, and ultimately turning a profit. And so what we ultimately end up seeing as searchers in some manner serves those overriding goals.

A primary purpose of this book is to help put you back in control of your own research. This means having a level of digital information literacy so you are aware of the various forces that impact what you find and why, and enough knowledge and understanding of today's information environment so you are in the driver's seat—finding what you need and seeing and working with sources that are going to best fulfill your research needs.

What can you do to ensure that you are in charge, that you're steering the ship and finding the best—most relevant, insightful, timely, and credible—information?

That's where this book comes in.

What's Inside This Book

A preliminary section, “Getting Started,” will help you define what information you're really after and organize your plan of attack. Part I consists of two chapters that identify specific information sources and provides tips on how best to find and use each of them. Chapter 1 is a compilation of my favorite all-purpose and powerful “super sources,” ranging from associations to museums to government data, which are among the best resources for virtually any research endeavor. This chapter also identifies some of my favorite open access sources. These are scholarly books, journals, and other resources that were created to be free and available to anyone, reflecting the goals of the open access community to make information more freely available and outside of expensive and restrictive paywalls. Chapter 2 explores how to find the right library, why libraries are still valuable in the age of the internet, some of the best ways to use your library, and even when it is most effective to use print sources.

Part II looks at what it really means to be an effective information searcher on the internet. Chapter 3 examines the birth and development of search engines: how they work, getting the best results out of your search, alternatives to Google, and a discussion of lesser-known internet discovery tools that are not even search engines at all. Chapter 4 explores the recent rise of “social searching”—using your social network as a source of information, when it makes sense to do so, and practical search strategies you can employ for the most popular social networks including Facebook, Twitter, and LinkedIn. Finally, Chapter 5 takes on the particularly tough and perplexing issue of source credibility, examining both traditional scholarly and journalistic methods for assessing a source, and also the latest thinking and methods for verifying citizen journalism and social media posts. This chapter also analyzes the notion of the wisdom-of-crowds, explaining how that principle works, under what circumstances it can be relied on, and when it does not apply.

The last major segment of the book, Part III, is about finding and interviewing experts. In Chapters 6 through 8 you'll discover how to locate the best type of experts for your research, and the pros and cons of each type. You'll also learn how to make contact with the experts and how to get them to open up and share their knowledge.

Finally, the last chapters offer advice on how to tell when it's time to wind up your project and some tips on writing up your results. Chapter 10 includes a "Researchers Road Map," a guide to choosing and understanding the varying types of information sources.

At the end of this book are two appendices. One lists useful research and verification tools, and in the other I share my favorite books, journals, and other resources on doing research and understanding how to better leverage knowledge in the digital age.

Note

1. For a detailed analysis on how the site Upworthy refines this process of creating the most attention-grabbing headlines possible, see this piece in *New York* magazine: nymag.com/daily/intelligencer/2014/03/upworthy-team-explains-its-success.html.

Getting Started

Before plunging into your project, take a few minutes to consider your endeavor. Try to determine for yourself exactly what kind of information you need and why. What are your reasons for wanting to find this information? What are your overall goals? Try to be as specific as possible, even though it may be difficult to do so at the earliest stage. The more you can narrow your scope and break your task into subprojects, the easier your search will be and the more likely it is that your project will be a success.

TIP: Deciding What to Research

How do you decide what to research when the research topic is up to you? The best guide that I've come across is called "Identifying Your Interests and Establishing a Research Plan" (<http://tinyurl.com/p8w8sjp>) written by Professor Shannon Mattern at the School of Media Studies at the New School for Public Engagement. While geared for media studies students, Mattern's inspiration and advice is invaluable for any researcher.

For example, say your goal is to find information on how newspapers are rethinking their business models in the digital age. With a little reflection, you can break that topic into its major components: What were the traditional business models before the internet? What elements provided revenue, and how much? Which of those elements are no longer viable? What new methods are being tried out to generate revenue? Who are the leaders in creating a workable business model—what did they do, and how did they do it? Are there differences in other countries or lessons that can be learned—what are they? What do readers say they want and like in a newspaper today? Will they pay for those features, and if so, under what circumstances? And so on.

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Now you have some specific and concrete subtopics to zero in on. If during your research you discover that your subject is too broad for you to adequately handle it within the strictures of your plan, you can decide whether to choose one or more of your subtopics instead. And if you are not familiar enough with your subject at the outset to identify the subdivisions, you'll find that you will discover them once you begin your research.

The first step in the information-gathering process is to find the best “nonhuman” published sources—whether in print, in databases, or on the web. Although some of your best results will eventually come from talking to experts, you don't want to begin your project by contacting them. It's much better to first read and learn about your subject, and then speak with the experts. This way, when you do eventually talk to the authorities in the field, you'll be knowledgeable enough to ask the right questions and get the most out of your conversation.

Before you actually start your research, you should also come up with a method for capturing the information you'll be gleaning from your published and expert sources. Your approach to note taking and organization is important because it will affect the course of your entire project. If you need advice on this, see Chapter 9. If, however, you feel confident enough to jump right in to the information search, continue on to the first chapter.

Part I

Sources



Chapter 1

Super Sources: The Cream of the Crop

The resources described in this chapter are the cream of the information-source crop. They range from museums to the federal government, from the state business filing registry offices to other storehouses of information, but they all have a few things in common. Each contains information on an enormous scope of subjects. Each can easily be tapped for answers and advice. And each provides answers either free of charge or nearly free.

I've organized these sources into the following broad categories:

- The Best of the Library Sources
- The Best of the U.S. Government Sources
- Business Super Sources
- Statistical Sources
- Scholarly Databases, Theses, and Journals
- Open Access and Public Data Sets
- Other Super Sources

The Best of the Library Sources

In Chapter 2, I examine the continuing value of libraries in the digital age and how to make the best use of libraries when doing research. Here I'll simply list a handful of the very best individual libraries and library-oriented resources that you can turn to in order to find information on virtually any topic you are researching. This section is broken up into two subcategories: "The Best of the Best" and "The Rest of the Best."

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The Best of the Best

Source: *Library of Congress*

The U.S. Library of Congress in Washington, D.C., is the largest library in the world. Its collection includes millions of volumes and pamphlets, technical reports, maps, manuscripts, photographs, negatives, prints, and slides. The library is also known for its collection of rare books and foreign publications.

Using the Library of Congress's vast resources can be tricky—not only because there is so much information available but also because the library's policy discourages extensive reference usage when the same materials are available on a more local level. However, it does assist users in researching topics unique to the library (such as copyright, legislative research, and international law).

There are also certain services and sections of the Library of Congress that are set up specifically to help the public find and use its resources:

- Ask a Librarian. Click on a specific subject area and see a page with the range of the Library of Congress's resources, and have the opportunity to pose your research question to a librarian. You should receive a response within five cases. In some cases, you can even have a live chat.
- Virtual Reference Shelf. A list of sites and resources recommended by the Library of Congress on topics ranging from architecture to statistics.
- Searchable databases. While many of these powerful databases are available only for in-library use at the Library of Congress itself, others are free and available remotely.

There's a lot more—spend time browsing and searching the site and you'll see for yourself!

Source: *WorldCat (OCLC)*

Do you have need to find the library closest to you that has a copy of a particular book (or music CD or DVD)? Just enter the name of the

item and your zip code into WorldCat and you'll get an immediate listing of which libraries nearest you have that item on their shelves. (You can do a lot more on WorldCat too, including finding journal articles and downloading ebooks, but its fundamental purpose is to seamlessly search about 10,000 of the world's library catalogs to help people find the books or other content they seek.)

TIP:

Remember that WorldCat only surfaces titles and other bibliographic information about a book or content, so you'll need to track down the original item yourself. However, Hathi Trust, a consortium of major leading research libraries around the world, is another excellent resource that not only allows searching across millions of public domain and private books, journals and other resources, but also permits a certain amount of free fulltext searching as well.

Note that when you find a book on Google Books, the dropdown menu under "Get this book in print" includes a "Find in a library" link to the WorldCat entry for that title.

Source: *The New York Public Library*

The New York Public Library (NYPL) is a tremendous source of all kinds of information. The library's mid-Manhattan branch is especially rich in its holdings and regularly answers inquiries from around the country via its ASK NYPL reference service, which accepts phone calls at 917-ASK-NYPL from 9:00 AM to 6:00 PM, Monday through Saturday. Email requests are also accepted. Its collections cover the fields of art, business, education, history, literature and language, and science. In addition, the library contains an extensive image collection.

Specialized research collections of the NYPL include the George Arents Collection on Tobacco; Berg Collection of English and American Literature; Dorot Jewish Division; Jean Blackwell Hutson Research and Reference Division, which focuses on peoples of

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African descent throughout the world; Jerome Robbins Archive of the Recorded Moving Image; Lionel Pincus and Princess Firyal Map Division; Rodgers and Hammerstein Archives of Recorded Sound; Schomburg Center for Research in Black Culture; Science/Industry and Business Library; Spencer Collection of illustrated word and book bindings of all periods and all countries and cultures; and the Theatre on Film and Tape Archive. There is also the Performing Arts Research Center, which answers inquiries regarding music, dance, and theater at no charge.

Here are just a few of the ways you can start learning about the resources of the NYPL:

Research Guides. The NYPL has created detailed step-by-step instructions on how to begin research in the library on many different subject areas, ranging from historical photographs to maps to patents.

Digital Collections: The NYPL has digitized over 800,000 items from its holdings and made them available online. There are digitized photographs, audio, and other formats, on topics ranging from the arts to maps, birds, immigration, and social conditions.

Articles and Databases: All of these are free to use when visiting the NYPL in person; online, there are a mixture of free and fee-based databases.

The Rest of the Best

Source: *The Center for Research Libraries (CRL)*

The Center for Research Libraries (CRL) is an international consortium of university, college, and independent research libraries headquartered in Chicago and it makes its catalog of holdings available for free searching on the web. Documents themselves are available on loan free to member libraries or to nonmember libraries for a fee. CRL's holdings include international newspapers, doctoral dissertations, and much more.

Source: *CiteSeer*

CiteSeer is a digital scientific literature library that focuses primarily on computer and information science.

The Best of the U.S. Government Sources

The U.S. government is a gold mine of information. Although some government resources and information services have been eliminated over the years, an awesome amount of advice, data, and information is still available—and since the mid-2000s or so the focus of the government has been to make much of that information freely and easily available over the internet. Information is available from the government on a vast number of topics. The following table of departments and agencies, along with selected topics each covers, should give you a good feel for what's available.

Department/Agency	Topics
Department of Agriculture	animal and plant health; consumer affairs; family nutrition; food safety and inspection; human nutrition; veterinary medicine
Department of Commerce	business outlooks; economic and demographic statistics; engineering standards; imports and exports; minority-owned businesses; patents and trademarks; technology; travel; weather and atmosphere
Department of Defense	atomic energy; foreign country security; mapping; military history; nuclear operations and technology; tactical warfare
Department of Education	adult education; bilingual education; civil rights; educational statistics; elementary and secondary education; handicapped services; higher education; libraries; special education
Department of Energy	coal, gas, shale, and oil; conservation; energy emergencies; fusion energy; inventions; nuclear energy; nuclear physics; radioactive waste; renewable energy
Department of Health and Human Services	AIDS; alcohol abuse; disease; drug abuse; drug research; family planning; food safety; minority health; occupational safety; smoking; statistical research data; toxic substances; veterinary medicine; NIH institutes for cancer; eyes; heart, lung, and blood; arthritis and musculoskeletal and skin diseases; dental and craniofacial research;

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Department/Agency	Topics
Department of Health and Human Services (cont.)	diabetes and kidney diseases; environmental health; neurological and communicative disorders and stroke; human development services; aging; children, youth, and families; developmental disabilities; Native Americans
Department of Housing and Urban Development	block grants; elderly housing; energy conservation; fair housing; urban studies
Department of Homeland Security	border security; citizenship and immigration services; civil rights and civil liberties; cybersecurity; disasters; economic security; human trafficking; immigration enforcement; terrorism prevention; transportation security
Department of the Interior	archaeology; fish and wildlife; geology; mapping; minerals; Native Americans; natural resources; water
Department of Justice	antitrust; civil rights; drug enforcement; immigration; justice statistics; juvenile justice; prisons
Department of Labor	employment training; labor-management relations; labor statistics; occupational safety and health; pension and welfare benefits; productivity and technology; veterans' employment; women
Department of State	African affairs; arms control; Canadian and European affairs; East Asian and Pacific affairs; human rights; inter-American affairs; international environmental affairs; international narcotics; Near Eastern and South Asian affairs; nuclear and space arms negotiations; passport inquiries; prisoners of war/missing in action; refugees; visa inquiries
Department of Transportation	automobile safety; aviation safety; aviation standards; boating; hazardous materials transportation; highway safety; mass transit; National Highway Traffic Safety Administration; railroad safety; shipbuilding; vehicle accident statistics; vehicle crashworthiness
Department of the Treasury	coin and metal production; currency production; currency research and development; customs; saving bonds; Secret Service protection; taxpayer assistance; tax return investigation

Department/Agency	Topics
Consumer Product Safety Commission	burn hazards; product safety assessment; mechanical hazards; injury information; electrical shock hazards; safety packaging; chemical hazards
Environmental Protection Agency	air and radiation; pesticides and toxic substances; acid deposition; climate change; environmental monitoring and quality assurance; solid waste and emergency response; water; noise control
Federal Communications Commission (FCC)	cable television; broadcast stations; radio regulation
Federal Trade Commission (FTC)	advertising practices; competition and antitrust matters; consumer protection; financial statistics
General Services Administration (GSA)	consumer information; government audits and investigations; fraud hotlines; federal property; purchasing of equipment and supplies; information management; public buildings management
National Aeronautics and Space Administration (NASA)	aeronautics and space technology; life sciences; astrophysics; earth sciences; solar system exploration; space shuttle payload; Mars observer program; microgravity science; upper atmosphere research; solar flares
National Archives and Records Administration	naturalization records; census data; military records; land records; passenger lists; passport applications; selected vital statistics; presidential documents; audio and other media
National Endowment for the Arts and Humanities	literature; museums; folk arts; visual arts; music arts; theater arts and musical theater; opera; media arts; history; language
National Science Foundation	atmospheric/astronomical and earth–ocean sciences; mathematical and physical sciences; Arctic and Antarctic research; anthropology; engineering; biology; genetic biology; chemistry; computer science; earthquakes; economics; ethics in science; meteorology; galactic and extragalactic astronomy; geography; geology; history and philosophy of science; nutrition; linguistics; marine chemistry; metallurgy;

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Department/Agency	Topics
National Science Foundation (cont.)	minority research; nuclear physics; science and technology to aid the disabled; small business research and development; sociology
National Transportation Safety Board	accident investigations involving aviation, railroads, highways, and hazardous materials
Small Business Administration	women's businesses; veteran affairs; disaster assistance; financial assistance; management assistance; minority small businesses; statistical data; export advice

Table U.S. Government Sources by Topic

To get connected to the best research resources for each of these departments or agencies, access their website (a simple Google search with the name of the department or agency will bring you there) and look for assistance right on the homepage.

The government is so huge that it is impossible to describe in a single chapter (or an entire book for that matter) the full range of information available. However, to give you a taste of what you can find, I have listed below a selection of my favorite clearinghouses and all-purpose resources for locating the most broadly useful information. Note that none of these is completely comprehensive, and many federal search sites are disappointingly subpar when it comes to navigation, design, and interface. But I have found that the following sites represent the best of what the federal government offers today to help ordinary people find the resources, documents, reports, or other sources of expertise they need.

One-Stop Government Clearinghouses

Source: *Data.gov*

Data.gov is an open-site source with a collection of tools and data sets for researchers who want to use government data to inform their own research or create new types of applications. There are over 100,000 data sets from dozens of agencies, which can be searched on topics such as weather, the economy, health records, international trade, civil rights, criminal justice, geographic data, and much more.

Source: *FedStats*

FedStats offers researchers access to the full range of official statistical information produced by the federal government without having to know in advance which federal agency produces which particular statistic. You can search and link to more than 100 agencies that provide data and trend information on such topics as economic and population trends, crime, education, health care, aviation safety, energy use, farm production, and more.

Source: *GPO Federal Digital System (FDSYS)*

FDSYS provides free online access to official publications from all three branches of the federal government and permits users to search for, browse, and download documents and publications. Sample documents include *The Federal Register*; *The 9-11 Commission Report*; *The Budget of the U.S. Government* (by year); congressional committee reports; congressional bills and hearings; Supreme Court decisions; and historical documents such as the *Wilderness Act of 1964* or *The Surgeon General's Report on Smoking and Health*.

Source: *MetaLib*

MetaLib lets users search across a set of dozens of U.S. federal government resources, including agencies, data sets, and reports, and retrieves actual documents and links to the original source material. I have found it to be one of the most powerful and advanced search sites created by the federal government.

Source: *USA.Gov*

This clearinghouse is geared for consumers and small businesses that need general information and questions answered. It includes information on making a consumer complaint, starting a business, and similar topics. One particularly useful part of the site is its Business Data section, where you can find data on banking, earnings data/statistics, labor data, economic analysis, regional business information, trade statistics, and more.

Source: *Contact Your Government, by Topic*

A browsable directory of contacts for key government agencies and departments

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Source: *Demographics*

A listing and links to the most comprehensive sources from the federal government that provide demographic data

Searchable Databases

In addition to the one-stop clearinghouses we've just considered, look for government sites that don't merely provide general information about the relevant program, its scope, and links to resources, but actually offer free searchable databases. Such sites allow you to conduct advanced, precision keyword searches across large amounts of data, reports, findings, and the like. Following are a number of agency databases, listed by broad topic, that I recommend.

Agriculture

Agricola: U.S. Department of Agriculture, National Agriculture Library
Library of Agriculture Decisions

Banking/Financial

FDIC datasets: Federal Deposit Insurance Corporation
Federal Reserve Board materials: Federal Reserve Board
Home Mortgage Disclosure Act: Federal Financial Institutions Examination Council
Credit Union Data: National Credit Union Administration

Country Information

U.S. Bilateral Relations Fact Sheets: U.S. Department of the State
CIA Factbook: CIA
Country Studies: Federal Research Division, Library of Congress

Economy/Economic Data

Economic Report of the President: Council of Economic Advisors
Federal Reserve Archive System for Economic Research: Federal Reserve Bank
Federal Reserve Economic Data: Federal Reserve Bank
Economic Indicators: Council of Economic Advisors

Employment/Labor

Bureau of Labor Statistics Search: Bureau of Labor Statistics
National Labor Relations Board Search: National Labor Relations Board
O*Net Occupational Requirements: U.S. Department of Labor

Energy and Environment

ADAMS Nuclear Information: UN Nuclear Regulatory Commission
DOE Research and Development Project Summaries: Department of Energy
Energy Citations Database: Department of Energy
EnergyFiles: Department of Energy
Envirofacts: Environmental Protection Agency
International Energy Annual: Department of Energy
National Climatic Data Center Search: NOAA, Department of Commerce
Superfund Site Information: Environmental Protection Agency
The Information Bridge: Department of Energy

Government Procurement

Federal Business Opportunities: General Services Administration

Health

CDC Wonder: Department of Health and Human Services
Entrez: National Institutes of Health; National Library of Medicine; National Center for Biotechnology Information
Household Products Database: National Institutes of Health, National Library of Medicine
Medline Plus: National Institutes of Health, National Library of Medicine
National Center for Health Statistics Search: Centers for Disease Control and Prevention, Department of Health and Human Services
National Library of Medicine Databases and Electronic Resources: National Institutes of Health, National Library of Medicine
National Toxicology Program: National Institutes of Health, National Toxicology Program

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PubMed Central: National Institutes of Health, National Library of Medicine

TOXNET: National Institutes of Health, National Library of Medicine

TIP: PubMed

Be sure to try out PubMed Central for virtually any medical- or health-related research (or even personal research query) you may have. It's one of the most comprehensive and valuable free government databases available anywhere.

Import/Export/Trade

Exporter Database: Department of Commerce, International Trade Administration

Foreign Trade Statistics: Census Bureau

Interactive Tariff and Trade Database: U.S. International Trade Commission

Market Research Library: Department of Commerce, U.S. Commercial Service

Trade Compliance Center: Department of Commerce, International Trade Administration

Trade Data & Analysis: Industry Data: Department of Commerce, International Trade Administration

TradeStats Express: U.S. Department of Commerce, International Trade Administration

Virtual World Trade Reference Room: Department of Commerce, International Trade Administration

Patents, Trademarks, and Copyright

Search Copyright Records: U.S. Library of Congress

Trademark Electronic Search System (TESS): U.S. Patent and Trademark Office

USPTO Search: U.S. Patent and Trademark Office

Transportation

Fatality Analysis Reporting System (FARS): U.S. Department of Transportation, National Center for Statistics & Analysis

TRIS: Online Transportation Research Information Services: U.S. Department of Transportation, Transportation Research Board

Miscellaneous Searchable Federal Databases

Federal Trade Commission: Search: Federal Trade Commission
Global Legal Information Network: Library of Congress

The Rest of the Best

Source: *Census Bureau*

Do you want to know which neighborhoods have the highest concentration of people over 65 years of age? How many women work in the medical field? Which sections of Florida are the wealthiest? The U.S. Census Bureau can supply you with figures on these and countless other data-oriented questions. Major areas covered include agriculture, business, construction, foreign nations, foreign trade, geography, governments, housing, manufacturing, mineral industries, people, retail trade, service industries, and transportation.

The U.S. Government on Social Media

What about finding information from the government via social media? Is that a good option for researchers? While some agencies, such as the Census Bureau and the U.S. Department of Commerce's International Trade Administration, among others, do maintain a presence on Twitter and Facebook, these sites are not necessarily the place to do in-depth research. However, if your research requires keeping up with breaking news, announcements, and information on the latest reports and data releases, social media can be a useful source. You can find a listing and a source for a regularly updated list of government agencies on social media from a regularly updated wiki simply called "Federal Agencies" created by Josh Shpayher, an attorney and partner at Shpayher Bechhofer LLP in Chicago, IL and founder of GovSM.com—see the appendix for the URL.

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If you link to the Bureau's main page you'll get a good sense of the wealth of information available at your fingertips. Some of my favorite all-purpose sections of the site are the American Fact Finder and the American Community Survey, State and County Quick Facts, its A to Z topic listing, and data from the 2010 Census. If you're looking for business data, be sure to check out the sections on economic censuses, state trade data, the industry statistics portal, USA Trade Online, and Statistics of U.S. Businesses.

Source: *Statistical Agencies*

The government is an enormous creator of all kinds of statistics, including tons of data related to business, industry, and trade. Many, though not all, of these sites are part of the Census Bureau. Here are a few of my favorite all-purpose sources:

- USA Trade Online
- U.S. Bureau of Labor Statistics
- U.S. International Trade Center DataWeb
- U.S. TradeStats Express
- U.S. International Trade Administration: Trade Statistics
- U.S. International Trade Administration: Data and Analysis

You may have come across a prominent book that has sometimes been called the “bible for statistics” of all types, the *Statistical Abstract of the United States*, an annual compilation published by the Census Bureau with tens of thousands of statistics ranging from the number of eye operations performed to the amount of ice cream consumed, and so on. Unfortunately, the Bureau stopped publishing the guide in 2011 due to budget cuts. On the bright side, a private information and publishing company, ProQuest, picked up the job of compiling the data and continued publishing new versions beginning in 2012, in both print and digital versions. So you can still find this ultimate government statistics source at many libraries.

Finally, there is one “catch-all” government super source that is worth mentioning: Congressional Research Service (CRS) reports. These are in-depth, objective, fact-filled reports undertaken by

TIP: What About Finding International Statistics?

While the above Census sources focus on providing statistical data about the United States, there are several sites on the web that specifically link to the equivalent official statistics from national offices around the world. My favorite sources that have compiled these links are OFFSTATS from the University of Auckland in New Zealand and the UN Statistics Division.

researchers at the Library of Congress upon request by members of Congress who need a deep and unbiased treatment of some issue of public concern. Topics can vary quite a bit, but sample titles include, for instance, Armed Conflict in Syria: Overview and U.S. Response; Protection of Trade Secrets: Overview of Current Law and Legislation; Unaccompanied Children from Central America: Foreign Policy Considerations; China and the United States—A Comparison of Green Energy Programs and Policies; Reform of the Foreign Intelligence Surveillance Courts: A Brief Overview; and Nanotechnology: A Policy Primer.

The tricky thing is that CRS reports are not readily available to the public—they are created for members of Congress. The protocol for an ordinary citizen to get one of these has been to ask one's representative for a copy. Fortunately, several sites on the web have emerged that have worked to compile as many of these reports as possible, make them browsable and searchable for the public, and permit free downloads. These sites include the U.S. Department of State, the University of North Texas, and Archive-It.

TIP: Use Google to Find CRS Reports!

You can find CRS reports through a Google search by following this format:

site:assets.opencrs.com "your key words"

Business Super Sources

As with government sources, one could easily fill a book with just the top business-related research resources. Still, there are a batch that stand out as substantive, information-packed sources that are most likely to be valuable to the broadest audience of business researchers.

Below are my selections, organized into key subcategories. I am not covering sites that are geared primarily for choosing stocks, making investments, and the like. As with the other sources listed in this chapter, you can find the specific URLs for each at the end of this chapter.

Note that some of the sites listed are derived from the government, whose top sources were covered previously, but I have chosen to place them here in one of these more specific subcategories.

- Advertising and Marketing
- Company Research
- Demographics
- Economics
- Finance
- Industry and Labor Research
- Market Research

Advertising and Marketing

Source: *The Ad*Access Project*

Source: The Emergence of Advertising in America: 1850–1920

These two sites represent two free searchable databases of advertising images collected and made available by the same institution. The Ad*Access project provides searchable images for over 7,000 advertisements printed in U.S. and Canadian newspapers and magazines between 1911 and 1955, covering five broad subject areas. The other collection is a browsable database of over 9,000 advertising items and publications dating from 1850 to 1920.

Source: *AdBrands*

This site provides news of recent advertising campaigns, profiles of leading advertisers by sector and geography, recent popular ads,

new campaigns and other information of interest to those following the global advertising industry.

Source: *Marketing Charts*

This site provides access to a collection of about 2,500 charts and data files related to marketing, with a special focus on marketing in the media industry.

Company Research

Source: *EDGAR (SEC)*

Search for public companies' registrations, financial information, and other required filings on this site.

Source: *Company-Registers.info*

This site provides links and describes offices around the world where companies must register in order to do business in that country.

Source: *Annual Reports Service*

Browse or search for the annual reports of 3,000 North American and European firms and receive the reports by mail or electronically, at no cost.

Source: *Bloomberg Business Research*

Enter the name of a public or private company and get a timely snapshot of key data such as sales, employees, recent news, products, and much more.

Source: *Index of U.S. Business Search Databases*

This browsable map-based directory surfaces and links the visitor to sites of official state business registries around the country.

Source: *Mint*

Mint provides basic directory information for companies around the globe. Users can search and screen companies by four categories: type of activity, region, size, and name.

Source: *Research Roundup: Business Filings Databases*

This directory provides links to corporate and business filing offices and their searchable databases of filings for all 50 states.

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Source: *Business Registries*

This is a collection of links, with brief descriptions, to official company registry sites around the world.

Source: *Find the Best*

Provides information on 30 million public and private companies, including descriptions, employee names and titles, size, ownership, competitors, products, contracts, and suppliers.

Source: *Glassdoor*

Find salary data, job interview questions, company profiles, ratings, and rankings of what it's like to work at thousands of organizations, submitted by current and past employees.

Source: *LinkedIn*

This extremely popular business social network provides profiles of companies, job openings, names and titles of current and past employees, analytics, and much more.

Source: *Rank and Filed*

A collection of tables, charts, and visualizations of key data culled from recent SEC document filings from public companies in the U.S.

Source: *Secretaries of State*

A listing and links to Secretaries of State offices in all 50 states, along with links directly to online services in those state offices that facilitate querying and searching its database.

Source: *Who Operates Where*

A searchable database with information about U.S.-based firms that operate in other countries; as well as non-U.S.-based firms that operate in the United States.

Source: *Global Brand Database*

This site allows users to conduct a search, either by text or image, of trademarks from 15 intellectual property offices and registration sites around the world.

Demographics

Source: *Business Analyst Online*

Business Analyst Online provides geographic-based data on consumers and businesses, generated and displayed in map form.

Source: *Social Explorer*

Social Explorer provides web-based tools so users can search and visually display demographic information of specified segments of the United States, individual states, counties, and census tracts.

Economics

Source: *EconPapers*

EconPapers includes over a million searchable working papers, articles, books, and other digital materials on economics.

Finance

Source: *BizStats*

BizStats provides access to financial ratios, benchmarking, and more.

Source: *Seeking Alpha*

Seeking Alpha aggregates and edits opinion, analysis, and recent news from 2,000 individual contributors on matters related to finance and investing.

Source: *Journalist's Resource: Economics*

This is a compilation of the most valuable and interesting news, articles, reports and studies broadly related to economics, which includes banking, jobs, workers, real estate, taxes, and other general business topics.

Industry and Labor Research

Source: *Industry News*

This is a collection of news and links for more than two dozen industries, ranging from advertising and aerospace to travel and utilities.

Source: *Industries at a Glance*

This site contains snapshots of national (and sometimes state and regional) data for more than 100 industries, organized by the North American Industry Classification System (NAICS).

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Source: *ILOSTAT*

ILOSTAT provides annual and infra-annual labor market statistics for over 100 indicators and 230 countries, areas, and territories.

Source: *LEGOSH*

This database compiles the wealth of legislation in occupational safety and health (OSH) and serves as a snapshot of the current major national legislative requirements around the globe.

Source: *Working Papers and Technical Reports in Business, Economics and Law*

A listing with links to business and economics working papers and technical reports from universities and institutes around the world.

Market Research

Source: *Country Risk Reports*

A collection of short reports for 100+ countries around the world that quantifies and analyzes the economic, political, and financial risks of investing and doing business for each.

Source: *Free Report Library*

A collection of data-packed reports aggregating U.S. trade data. Specific topics include top import and export commodities by value; largest shippers, consignees, and carriers; trade statistics, and more.

Source: *Marketing Charts*

This site provides access to a collection of about 2,500 charts and data files related to marketing, with a special focus on marketing in the media industry.

Source: *MarketsandMarkets: Press Releases*

These are recent abstracts and summaries of the results and topline data of recent research reports published by MarketsandMarkets, a market research firm with corporate offices in Dallas and researchers based in India.

Source: *Market Potential Index*

A yearly updated chart that ranks the market potential of 87 countries around the globe based on several key indicators.

Source: *Market Research Library*

This is a searchable collection of the full text of U.S. government-written studies and analyses of hundreds of different products and services for countries around the world.

Source: *ReportLinker*

ReportLinker is a search engine that uses special software to scour the open web, including portions of the deep web, and indexes open-source market research reports and studies. Sites indexed include governmental agencies, trade associations, publishers, universities, and other selected entities that publish substantive market information.

Statistical

Source: *Statista*

Statista is a keyword searchable portal integrating over 1.5 million statistical pieces of data on over 60,000 topics from over 18,000 sources.

Source: *Aneki*

Aneki aggregates a great deal of data to surface world rankings on thousands of different topics, primarily related to places: countries, states, and cities. Aneki also includes ranking on topics such as jobs, diseases, sports, entertainment, and more.

Source: *Harris Vault*

A searchable archive of surveys and polls conducted by The Harris Poll all the way back to 1970.

Source: *Worldometers.info*

This site provides a stream of real-time, continually updated data on a wide range of social, business, and cultural metrics such as births, cars produced, forests being lost, tweets sent today, deaths from malaria, water being consumed, energy consumption, and world spending on illegal drugs.

Source: *Zanran*

A searchable collection of a wide range of statistical data.

Scholarly Databases, Theses, and Journals

There are a wide range of resources that stem from or are devoted to the academic community. Many of these references are open source or free-to-access scholarly journals and publications, or directories and databases of research-related materials and other materials by and for colleges, universities, and research institutes. Here are my favorites:

Databases

When doing online searching it's sometimes important—even necessary—to move away from searching the entire internet and to focus on a special, filtered set of articles, reports, papers, and other documents that are specifically geared for researchers. These include fee-based databases from companies such as ProQuest or EBSCO that we will discuss in the following chapter on libraries, but also include special academic databases that can be freely searched on the internet.

These scholarly databases contain thousands of articles published in peer-reviewed scholarly journals in disciplines ranging from anthropology to marketing to psychology to waste management, and are typically written by professors and academic researchers who are deeply immersed in their field and exploring the boundaries of new knowledge in their discipline. In addition to the journal articles, scholarly databases may include other academic materials, such as conference presentation transcripts, preprints and working drafts (see the sidebar) and other items of a scholarly nature.

From a researcher's perspective, accessing these materials provides several unique benefits: you'll find reliable research vetted by some of the best minds in the discipline, learn of the latest thinking in the field, and obtain the names of experts that you can track down and interview yourself.

There are some downsides to academic literature, too. Because the scholarly publishing process can be slow, sometimes what you read could have been written many months or even a year ago or more; sometimes academic writing itself can be dense and jargon filled, and the coverage may be too theoretical for your needs.

But there's no question that these free scholarly databases should be a component of virtually any research project. While there are several places on the web to do this research—the library databases we'll look at in Chapter 2, as well as certain open access sites described later in this chapter—there are two specific “super sources” that offer a comprehensive, powerful, but simple way to find these materials: Google Scholar and the Social Science Research Network (SSRN).

Source: *Google Scholar*

Google launched Google Scholar back in 2004, as a site where researchers could search the collection of thousands of peer-reviewed journals, as well as other scholarly documents such as technical reports, theses, certain books, and even a selection of web pages that Google classified as scholarly. While some academics and librarians have noted certain problems with Google Scholar regarding matters such as coverage, ranking methods, and other flaws, the fact is that the search engine has become a powerful and easy-to-use tool for conducting scholarly research.

Running a search on Google Scholar is not, on the surface, too different from doing a search on Google (see Figure 1.1). You enter your keywords, get back a list of matching items, and click on the items of interest to view them. But there are two important differences to keep in mind when searching this database:

- While many items that Google Scholar returns are PDFs of full articles or reports, others are only bibliographic citations or abstracts of the full piece. In order to get the entire article or document (full text) you will need to either get it from a library or link to the publisher's page to purchase it directly online.

TIP: Where's the Rest?

In some cases, Google Scholar won't have the full text of the item freely available, but if you copy the title of the item and then search for it on the open web, you might find a free version that someone posted on another site.

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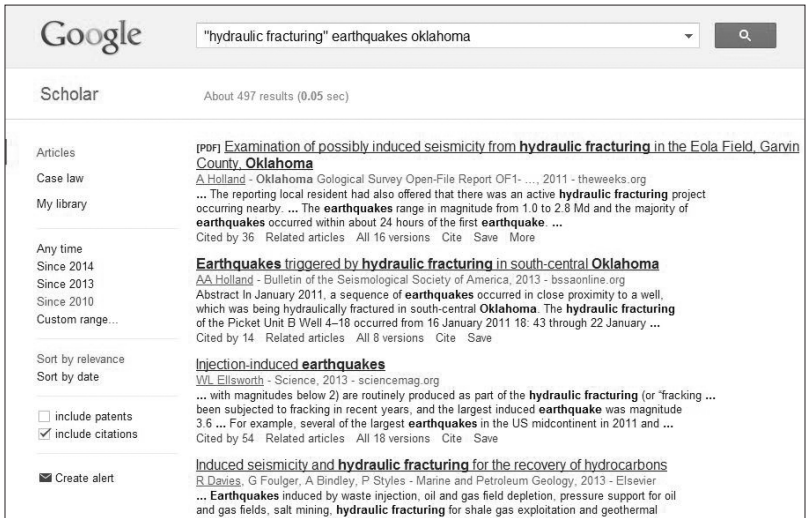


Figure 1.1 Results of a search on “hydraulic fracturing” and Oklahoma and Earthquakes on Google Scholar retrieves results from academic journals, documents, and proceedings

- The way Google Scholar ranks results is different from how it ranks its regular web searches. Here Google’s algorithm integrates other criteria, such as how many times the paper has been cited by others and the prominence of the publication, following certain academic traditions in assigning a level of prestige to authors whose works are cited often as well as to the reputation of various publications.

Source: SSRN

The SSRN was launched in 1994 by five people who wanted to create a repository where professors, other scholars, and academic institutions could submit their research to obtain wide dissemination to others. Most of the hundreds of thousands of items in the SSRN collection are free and available to view in PDF (see Figure 1.2).

One interesting feature of SSRN is how it ranks its search results, with items downloaded most often getting the highest ranking. This rating system has even resulted in a kind of informal competition

A Few Tips for Searching Scholarly Literature

Conducting academic and scholarly research is not all that different than searching other literature, but there are some distinctions. Academic research itself has its own jargon, including the use of specialized terms to describe different types of publications. The following are some of the most common terms you're likely to come across:

- **Preprint:** A draft of a scholarly article, circulated to colleagues and others, typically before it undergoes the rigorous peer review conducted by a scholarly journal for approval before publication. Preprints may be accompanied with the phrase “submitted to . . .” or “will appear in . . .”
- **Working draft:** A work in progress. The author of a working draft typically solicits comments from peers to make progress toward a final report.
- **Open access journal:** A scholarly journal that makes its articles available free on the internet. The accepted definition of “open access” was established by the Open Society Institute and reads as follows: “free availability on the public internet, permitting any users to read, download, copy, distribute, print, search, or link to the full texts of these articles, crawl them for indexing, pass them as data to software, or use them for any other lawful purpose, without financial, legal, or technical barriers other than those inseparable from gaining access to the internet itself. The only constraint on reproduction and distribution, and the only role for copyright in this domain, should be to give authors control over the integrity of their work and the right to be properly acknowledged and cited.”¹

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TIP: Click the Open Access Button to Ferret Out the Free

A download called “The Open Access Button” was created by two students, David Carroll and Joseph McArthur, medical and pharmacology students at Queen’s University and University College, London. This slightly subversive research tool can help uncover free versions of journal articles you come across but can’t access because they are kept behind a pay-wall. The “button” is a freely downloadable bookmark that works on all major browsers. When you link to an article behind a paywall, you then click the button and it will automatically search for the item on Google Scholar and on a repository of open access articles, and will even send an email to the author of the article. The project is supported by The Right to Research Coalition, a Washington, D.C.–based organization devoted to making scholarly research publicly available. The Coalition itself is supported by SPARC, the Scholarly Publishing and Academic Resources Coalition, an international alliance of academic and research libraries working to create a more open system of scholarly communication.

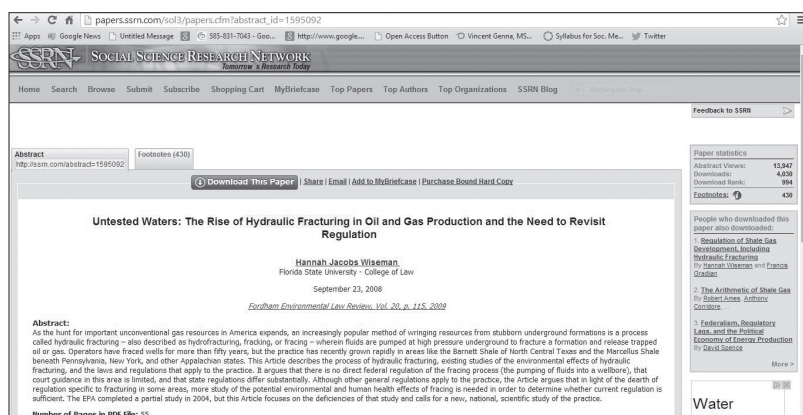


Figure 1.2 SSRN provides free searching of thousands of published and unpublished academic papers, conference presentations, articles, and other scholarly materials

among some university faculty as to whose work is downloaded most often, according to a *New York Times* article titled “Now Professors Get Their Star Rankings Too!” (Note that users of SSRN can alter the ranking method to be alphabetical or most recent if so desired.)

Another interesting feature of SSRN is the inclusion of various statistics that the site provides on the items in its database. For example, after clicking on an item the user can see how many times the abstract was viewed, the number of downloads, its overall download rank, and a “people who downloaded this paper also downloaded” feature. There are lots of other interesting features and capabilities of SSRN—the great thing is, it’s free to use and search, so you can go and explore all these yourself!

Additional scholarly search engines include Microsoft Academic Search, Ingenta, and social media-oriented sites such as ResearchGate and Academia.edu, which include a search function for papers and works uploaded by its members.

TIP: Use Repositories

Sites like SSRN and others that collect open access documents, materials, reports, and so forth are typically called “repositories” of open access data, and there are many of these around the globe. A site called DOAR, which stands for the Directory of Open Access Repositories, lets users not only freely browse and find repositories, but also perform a keyword search of all the items contained in those repositories, and does so via a “custom Google search engine” allowing the user to employ the familiar Google search commands and limits to create a custom and precise search on these sources. A similar site, called Global Open Access Portal, also lists repositories, but organizes them into subject categories such as arts and humanities, science, social science, and so forth.

Theses and Dissertations

Less common but potentially valuable sources of information for researchers are masters theses and doctoral dissertations. For many years these works were only available on traditional fee-based

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databases, if at all, but with the growth of the open access movement they are increasingly available at no charge on a wide range of open access sites. Below are several sites where you can browse or perform a keyword search to find a relevant document. Note that the first site is a collection of repositories around the world that provide free access to theses, while the remaining sites are searchable collections made available directly by individual institutions.

Source: *Registry of Open Access Registries (ROAR): Theses*

Over 200 repositories of theses collections from around the world.

Source: *MIT Theses and Dissertations*

Over 30,000 selected digital and digitized theses from MIT, going back to the mid-1980s.

Source: *University of Toronto Research Repository*

Searchable work from the faculty of the University of Toronto.

Source: *University of Michigan Deep Blue Project*

Provides searchable access to “the best scholarly and artistic work done at Michigan.”

Source: *CalTechAuthors*

A repository of over 25,000 research papers authored by Caltech faculty and other researchers at Caltech.

TIP: Try WorldCat

You can search for theses and dissertations on the world library catalog WorldCat (described earlier), by specifically choosing to perform an advanced search and then selecting “thesis/dissertations” in the pull-down box under the category of “heading.” Note that, as a catalog, WorldCat will only alert you to the *existence* of these documents; in order to access them you will need to use WorldCat to locate a library near you that has a copy in its holdings and then either go to the library to access it or ask your local library if it can be borrowed via an interlibrary loan.

Ejournals

These days, an increasing number of scholarly journals are in digital form, and many of these fall under what is called “open access”—freely available directly to the user. That is a simplified definition, since the open access movement is actually a complex area with multiple types of open access (termed “Green” and “Gold”), but the thrust behind the movement is to support a faster, more accessible, and more flexible means of getting a scholar’s work out to those who want it, relative to the expensive scholarly journals that academic libraries subscribe to. Open access publications may or may not go through the same rigorous editorial and peer review processes as do their more traditional scholarly brethren; the primary distinction is in how these publications may be accessed, shared, and utilized.

As part of this open access movement, several sites have created search engines, clearinghouses, directories, and other aids so researchers can better find relevant open access journals and articles published in those articles. Here are the sources I know of and can recommend as worth trying:

Source: *JURN*

JURN is a curated academic search engine, indexing thousands of free ejournals.

Source: *JSTOR*

JSTOR includes more than 2,000 academic journals and thousands of monographs, and has digitized more than 50 million pages. (Note: In order to search JSTOR you either need to have an affiliation with a library or purchase a “JPASS.”)

Source: *Directory of Open Access Journals (DOAJ)*

DOAJ indexes and provides access to over 7,000 scientific and scholarly peer-reviewed journals and is fully searchable.

Source: *Library of Congress E-Resources:
Business and Management*

A listing and links to free ejournals that cover topics in business and management. Note that you can also navigate to higher levels of the domain to locate ejournals for other topical areas as well.

Open Access and Public Data Sets

In the age of big data, an increasing number of data sets are being made available for public consumption. This allows researchers to integrate and manipulate data in order to find patterns and gain new insights into whatever topic is being studied. Although not geared toward the layperson, for those who have some skill in using, manipulating, sorting, and understanding data these sets can provide valuable source material for one's endeavor, whether that involves analyzing health statistics, crime, business trends, social media usage, demographics, or some other topic.

What Exactly Is Big Data?

Other than being about the hottest business buzzword around, what exactly is big data? Big Data is one of those phrases that's somewhat imprecise, as you can find varying definitions from different sources; however, it is possible to come up with a reasonable and meaningful description.

I would say that the term Big Data can most usefully be defined as *the enormous amounts of numerical, quantitative, statistical, digital, and primarily unstructured data that is speedily being produced by all the different ways people, companies, processes, and objects are generating data.*

According to IBM, the world creates 2.5 quintillion bytes of data per day (www-01.ibm.com/software/data/bigdata). This data includes, for instance, user-generated data on oneself or one's company posted on social networking sites such as LinkedIn, Facebook, or Twitter; transactional and purchasing data collected online or via digital supermarket scanners; digital sensors for picking up weather, traffic, or other external data; digital images and videos; data generated via QR codes placed on objects; location-generated data via GPS-enabled phones; demographic and user preference data from search engines and apps; and so on.

But Big Data also has embedded in its meaning a reference to a *process*—that is, it implies not just the generation of this raw data itself but also the ability of super-

powerful computers to crunch all this data in novel and interesting ways to uncover and display new patterns, visual graphs, and insights that could be used for making more informed and effective decisions. The tools, software, and strategies used to get to hidden data in an organization, as well as the process itself, is usually called data mining.

The types of new insights and potential enhancements in decision making that are promised, at least in theory, by big data and its proponents are seemingly limitless. Claims run the gamut of human experience and enterprise: better government policies for introducing new laws, regulations, economic and social programs; improved medical diagnoses, procedures, and best practices; better scholarly research; improved scientific understanding of phenomena by identifying previously hidden data; more accurate predictive models for organizations, governments, and companies; more efficient and more effective business decision making in areas such as target marketing, customer relations management, strategic planning, and possibly every other business operation.

What does this mean for today's researcher? While it's not likely that you will be generating big data sets yourself, you are increasingly going to come across charts, graphs, analyses, and summaries that were created via some kind of big data analysis. Sometimes these are very enlightening, as they reveal important patterns in whatever you were researching that are not easily or apparently detectible.

But good researchers need to watch out for two of the biggest pitfalls when looking at "insights" generated by a big data process. The first is the most basic principle that correlation is not the same as causation—just because, say, an analysis shows that people on Facebook are twice as likely as the rest of the population to be diagnosed with OCD, this does not mean that being on Facebook *causes* OCD. The second pitfall concerns determining how really *meaningful* are any coinciding factors that a big data analysis unearths. Keep in mind the "so what?" factor.

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For example, if you see an analysis that unearths the fact that 28 percent of Amazon's DVD buyers make their purchases on Tuesdays—and that on those Tuesdays they buy 8 percent more documentaries than on other days—that should prompt your “so what?” response mechanism.

You can learn much more about what to pay attention to, and what to disregard, in Nate Silver's enlightening book on big data, *The Signal and the Noise*.

The following list includes three of the most popular sites on the web for browsing and searching for specific data sets.

Source: *Enigma.io*

Enigma.io provides access to over 100,000 data sources, many derived from the federal government, ranging from patent information to H-1B visa applications, federal campaign contributions, and many more. The site is fee-based and expensive, but a free trial is offered for new users.

Source: *Google Public Data Explorer*

This site is free and geared for those new to data analytics. Sets include the World Development Indicators, Global Greenhouse Gas Emissions, and the Global Competitiveness Report.

Source: *Windows Azure Marketplace*

This site offers a combination of free and fee-based data sets, ranging from California Commercial Properties in Foreclosure to Zip Code demographics.

Other Super Sources

Source: *The New York Times Archive*

The New York Times is a newspaper of record with historical significance. And that's why the ability to freely search its archives of over 13 million articles (back to its very beginning in 1851) and view

results is such a useful and important resource. While you can find information on anything considered newsworthy, you may find it of particular value for locating extensive obituaries on prominent persons. Note that to get full access you may need to be a digital subscriber or else search at a local library with a subscription.

Source: *Associations*

Professional associations can offer a bountiful harvest of information. They are staffed by knowledgeable and helpful people whose job is to provide information about their field to those who need it. There are thousands of associations, one for nearly every conceivable purpose and field of interest: browse or search and you'll find the Abrasive Engineering Society, the Antique Barbed Wire Society, the Glass Manufacturing Institute Council, the Dolphin Research Center, the Autism Research Institute, the World Cocoa Association, and the Flying Funeral Directors of America—for funeral directors that own and operate their own planes, of course.

TIP: Accessing Association Publications

Associations often produce reports and studies that are of interest to researchers. Many of these will be available for free on the web as downloadable white papers or PDFs. In other cases, they are only available to members of the association or are very expensive—and you may only need a single statistic or data point from just a portion of the study. Try contacting either the association's library or, if it publishes a magazine of some kind, the publication's editor. Sometimes the staffers at those departments won't mind finding the report and reading you the significant information you need. (Sales staff may only agree to sell you the entire study.)

Associations can also be a quick source of industry statistics and news. For example, if you want to find out how the sales of potatoes were last year, you need only inquire of the Potato Association of America or, if you prefer, the U.S. Potato Board.

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How to Find: To find the name of an association that deals with your area of interest, a simple Google search with the name of the field followed by the word “association” will normally turn up relevant organizations. However, you can also use some standard reference directories to dig deeper and learn more about various associations that focus on your topic. The bible for this type of research is the *Encyclopedia of Associations*, published by Gale/Cengage. Nearly all libraries have a current edition. (Gale/Cengage also publishes companion association directories on international organizations, as well as local and regional associations.)

Source: *Conferences and Conventions*

Every day, hundreds of conventions and professional conferences are held around the country—the National Accounting Expo, the American Academy of Sports Physicians, the Beekeepers Convention, Computers in Libraries, and the Nuclear Power Expo, to name a few. These meetings are especially good sources of information for keeping up with changes in fast-changing subjects such as digital trends and technological advancements. The seminars and talks presented at these events typically reflect the state of the art in a profession or field. And if there is an accompanying exhibit hall for vendors, the latest and most interesting new products are often displayed as well.

How to Find: As with finding associations, the fastest and often most fruitful way to locate a conference of interest is via a simple Google search in which you input the topic you are researching followed by the words “conference” or “convention.” And since many associations hold one or more national conferences, if you have already found a relevant association you will likely find the details on the upcoming meetings on its website.

Two major activities typically take place at these conferences: technical presentations by authorities in the field and product exhibits by vendors who set up booths to try to sell their wares to conference attendees. Although it is sometimes inexpensive or even free to visit the exhibition hall, it may run into the upper hundreds or even thousands of dollars to attend the information sessions. However, there are several strategies for tapping into the knowledge embedded in and the information presented

at a conference without actually attending. Here are two such methods:

- Search for the name of the conference on Google and link to the main page. Then look for the program or agenda of the speakers. By browsing the program you can not only get an instant sense of what the hottest topics are in that field but also uncover the names and affiliations of experts you can later contact and interview as part of your research project.
- Speakers from past conferences sometimes make PowerPoints, videos, slides, or other documentation from their presentations available right on that site (or on social media sites like SlideShare or YouTube), allowing you to glean at least some of the knowledge from the event, even though you did not attend.

TIP: Getting Presentation Documents

If there was a presentation by a past speaker at a conference that looked particularly valuable and relevant for your research, but there are no PowerPoint files or other materials on the conference website, you may be able to find these on other parts of the web, uploaded by the speaker. Do a quick Google search on the speaker's name, along with the title of the presentation or the name of the event and see what comes up—you may find that the expert put the materials up on his or her own personal or professional site. If you still don't find anything, you may have luck simply emailing the speaker and seeing if he or she will share the documents with you directly. (See Chapters 7 and 8 on finding and interviewing experts.)

Locating Conference Bloggers and Tweeters

One of the great services that bloggers and tweeters have done for researchers is live blogging and tweeting the highlights of conference presentations. These people can be great sources for getting direct quotes as well as sometimes interesting color commentary,

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offering observations on matters not available from any official materials, such as the mood of the audience or presenters, reactions from audience, and other more subtle aspects of the event.

How can you find out if anyone was blogging or tweeting at an event you would have liked to have attended, or if someone will do so for upcoming ones? The best way is to see if there is any kind of official hashtag created by the conference organizer that was or will be used to indicate and organize social media commentary about the event. So, for example, on the main page of the 2014 RSA Cyber-Security conference the organizers told visitors, “To participate in Twitter conversations around RSA Conference, please add the hashtag #RSAC to your tweets.” Not only that, the page had a link to all the tweets that included that hashtag.

Not all conferences are going to be so helpful and solicitous as to provide a relevant hashtag, but sometimes you’ll be able to find it on your own simply by searching Twitter for the conference name and looking to see if a high percentage of posts about it included a certain tag or tags, which you can then use for future searches. Even if there is no tag, you can simply search Twitter with the exact name of the conference to find any relevant tweets.

TIP: Get in Touch

If you find a blogger or tweeter who seems to have done a great job in covering an event, consider contacting that person and interviewing him or her for more information regarding your specific questions.

Source: *Library Finder Guides*

Many public and academic libraries create print and digital research finder guides that list, and help patrons identify and find, the very best sources for certain common research areas, and most libraries have now put these guides up on the web. The UCLA library’s finder guide research page, for example, offers guides to dozens of topics ranging from Africa and Applied Linguistics to Urban Planning and World Arts and Culture.

How to Find: Do a simple Google search on the topic you are researching and add the words “library research guide” and you will likely find more than one relevant webpage. (If your topic is very narrow, you may need to find a broader umbrella subject that includes your topic: for example, perhaps rather than “hydraulic fracturing” you may need to use the word “energy.”)

Source: *Docuticker, The ResourceShelf, and FulltextReports.com*

I am grouping these three resources together because they all do such a great job at a similar task: finding and sharing some of the best, highest quality—and free—research-related reports and documents on the web. Each one is a bit different, though, and I’ve quoted directly from each one’s own description so you can get an idea of each one’s special focus.

DocuTicker is a professionally curated service that finds and collects abstracts from “grey literature,” including reports in pdf published by government agencies, think tanks, NGOs, research institutes, and other public interest groups. You can subscribe to the free newsletter or conduct a keyword search of its archive. The vast majority of resources located by DocuTicker are free. A similar information-finding service, also published by the same company (FreePint, located in the United Kingdom) is the ResourceShelf which identifies and describes free resources available on the web, including databases, lists and rankings, real-time sources, and multimedia. Finally, FullTextReports, edited by prominent and well-known librarian and editor Gary Price along with his colleague Shirl Kennedy, calls itself “A top-tier research professional’s hand-picked selection of documents from academe, corporations, government agencies (including the CRS), interest groups, NGOs, professional societies, research institutes, think tanks, trade associations, and more.”

How to Find: Link to Docuticker, ResourceShelf, and Fulltext Reports.com directly.

Source: *The Wayback Machine*

Would you like to go back in time? Well, you can (sort of) on this site, as you’ll be stepping back into the web of yesteryear. The Wayback Machine is a creation of the nonprofit organization Internet



Figure 1.3 This page retrieved via the Wayback Machine shows the front page of the September 15, 2008 *New York Times* at the height of the financial crisis when Lehman Brothers announced its Chapter 11 bankruptcy

Archive, whose mission is digital artifact preservation. It is an attempt to create a snapshot of as many public webpages as possible since 1996.

So you can key in the URL of any site—perhaps a newspaper like *The New York Times*, or a store like L.L. Bean, or any other entity with a website—and browse a calendar of dates for which the Wayback Machine has crawled the site and snapped a picture of it (see Figure 1.3). The site is not perfect for sure: you can't do a keyword search, not every site and not every date is captured, and results are occasionally spotty. Still, this can be an amazing resource if you are doing any kind of historical research and want to know how an organization presented itself and what its site looked like many years ago.

How to Find: Link to The Wayback Machine.

Source: Museums

There are museums for countless topics—antiques, whaling, theater, and much more—and many of these have libraries that accept

written, email, and telephone inquiries on subjects in their specialty areas. For example, The Paley Center (once known as the Museum of Broadcasting) in New York City, which has a holding of 150,000 radio and television programs and advertising broadcasts spanning back to a 1918 radio speech made by labor leader Samuel Gompers, has a library that will respond to reference questions on a limited basis. (Its full collection is open to the public and can be searched online, but viewing is only available to those who come into the library itself.)

TIP: Tracking Down Old TV Broadcasts

To find an actual video of a television news broadcast—and even check out a lending copy of what you find!—you can search the database of Vanderbilt University's Television News Archives, which contains broadcasts of ABC, CBS, NBC, CNN, and Fox News all the way back to 1968. The database contains over a million items. You can conduct an advanced keyword search, find abstracts of actual news programs, and then get the full program or relevant excerpt copied to a DVD for a minimal fee (see Figure 1.4).

How to Find: To find a museum that matches your subject of interest, you can do a simple Google search with your keyword followed by “museum” to see what turns up. Or you can conduct a much more focused search by using a print copy of the *Official Museum Directory*, which lists over 15,000 museums, planetariums, science and technology centers, art galleries and centers, aquariums, and zoological parks, and even includes a personnel directory for the institutions listed. You'll need to look at a copy in a library; and although the publisher does allow for online searching of the directory, it is only available for institutional and other paid subscribers.

One very famous museum with extensive resources on an enormous number of different subjects is the Smithsonian Institution in

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VANDERBILT Television News Archive
[Home](#) | [Search](#) | [Requesting Videos](#) | [About the Archive](#) | [Institutional Subscriptions](#) | [Contact](#) | [login to my account](#)
found 41 items where the Title or the Abstract contains the word(s) **harry truman death**. Showing item 9 of 41.
[◀ PREVIOUS](#) [RETURN TO LIST](#) [NEXT ▶](#) search:

[Home](#) > [Search](#) > [View result listing](#) > [View Item Details](#) > [Select](#) > [Checkout](#)
**NBC Evening News for
Tuesday, Dec 26, 1972**
Headline: Truman Death
Abstract:
(Studio) Former President **Harry Truman** dies, age 88, in Kansas City hospital today.
REPORTER: John Chancellor

(Independence, Missouri) At Research Hospital doctors report **Truman's death**. Mrs. **Truman** and daughter Margaret **Truman** Daniel notified of **death** while resting at home in Independence. [Hospital spokesperson - announces **death**.] [Family spokesperson Randall JESSEE - says **Truman** a winner.] President Nixon orders flags to be flown at half-mast. Will visit **Truman** family tomorrow. Visitation at Carson Funeral Home will be for invited guests only, but tomorrow public can pay respects when **Truman** taken to **Truman** Library to lie in state. Thursday afternoon will be private funeral service. **Truman** will be buried in ctyard at his library.
REPORTER: Lou Davis

(Studio) Nixon proclaims Thursday day national mourning. Flags to be flown at half-mast for 30 days. In Austin, Texas, L.B. Johnson eulogizes **Truman**.
REPORTER: John Chancellor

(Austin, Texas) [L.B.J. - says 20th cen. giant gone.]
REPORTER: No reporter given

(Studio) Queen Elizabeth, Prime Min. Willy Brandt and most leaders West countries express sorrow at **Truman's death**. Historian Arnold Toynbee recalls **Truman's** firmness in office.
REPORTER: John Chancellor

Broadcast Type: Evening News **Segment Type:** News Content
Program Time: 05:30:30 pm - 05:35:20 pm. **Duration:** 04:50
Record Number: 462078

Figure 1.4 Vanderbilt University offers free archives of television broadcast shows back to 1968

Washington, D.C. Its specialties include art, history, air and space, zoology, horticulture, and marine life. Its website has a whole range of finder tools and database search services for researchers, and its reference librarians will accept reference queries from the public as well.

Source: *Ebook Collections*

There are several sites on the web that have made hundreds of thousands of ebooks available, making it easy to browse or search for the ones you want. Many of these focus only on freely downloadable ebooks that are either out of copyright or are otherwise free to use. Others identify all ebooks; it's then up to you to either purchase it or find a local library where you can get a lending copy.

How to Find: Try any of these clearinghouses of ebooks: The Online Books Page (University of Pennsylvania); Ebooks on the Web (University of Buffalo Libraries); the Directory of Open Access Books; or the Open Library Project.

Source: *The Foundation Center*

If you are researching grants, how to write a grant proposal or other matters related to fund raising, you'll need to dig into the resources of The Foundation Center. The institute has created a searchable database of the contents of the Foundation Center's five libraries, called the Catalog of Non-Profit Literature, which consists of over 33,000 citations (65 percent of these include abstracts) of books, articles, federal regulations, research reports and other materials on fundraising, philanthropy, proposal development, and related topics of interest to non-profit organizations.

How to Find: The actual documents are available at one of the Foundation Center's primary libraries in New York and Washington, D.C.; and many are available at one of its three field office libraries in Atlanta, Cleveland, and San Francisco.

TIP: Learning More About Finding Donors and Funds

A set of advisory documents and guides available on the Web called Donor ID Techniques consists of a collection of documents and advisories on sources and strategies for finding donors and other individuals who could contribute to non-profits, universities, and other institutions that need to identify prospects and donors.

URLs and Chapter Note

Library Resources

Center for Research Libraries: www.crl.edu/content.asp?l1=1&l2=10&l3=14&l4=5 and www.crl.edu/content.asp?l1=5

CiteSeer: citeseer.ist.psu.edu

Hathi Trust: <http://www.hathitrust.org>

Library of Congress Ask a Librarian: www.loc.gov/rr/askalib

Library of Congress Reference and Research: www.loc.gov/rr

Library of Congress Searchable Databases: eresources.loc.gov

Library of Congress Virtual Reference Shelf: www.loc.gov/rr/askalib/virtualref.html

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New York Public Library Articles and Databases: www.nypl.org/collections/articles-databases

New York Public Library AskNYPL: www.nypl.org/ask-nypl and www.nypl.org/ask-nypl/phone-us for phone numbers to ask reference questions at the main branch

New York Public Library Research Guides: www.nypl.org/collections/nypl-recommendations/guides

New York Public Library Schomburg Center for Research in Black Culture: www.nypl.org/locations/schomburg

New York Public Library Science, Industry and Business Library: <http://www.nypl.org/locations/sibl#!>

WorldCat: worldcat.org

Government Resources

Clearinghouses

Contact Your Government by Topic: <https://www.usa.gov/contact-by-topic>

Data.gov: data.gov

Demographics: <http://www.sbdcnnet.org/industry-links/demographics-links>

Federal Agencies on Social Media: http://govsm.com/w/Main_Page

FedStats: fedstats.sites.usa.gov

GPO Federal Digital System: www.gpo.gov/fdsys

MetaLib: metalib.gpo.gov

USA.Gov: usa.gov

USA.Gov: Business Data: www.usa.gov/Business/Business-Data.shtml

Individual Sites

Agricola

ADAMS Nuclear Information: www.nrc.gov/reading-rm/adams.html

Bureau of Labor Statistics Search: <http://www.bls.gov/search/osmr.htm>

CDC Wonder: wonder.cdc.gov/

CIA Factbook: <https://www.cia.gov/library/publications/the-world-factbook/>

Country Studies: <http://memory.loc.gov/frd/cs/>
Credit Union data: <http://researchcu.ncua.gov/Views/FindCreditUnions.aspx>
CRS Reports Archive-IT: archive-it.org/collections/1078
CRS Reports U.S. Department of State: <http://fpc.state.gov/c18185.htm>
CRS Reports University of North Texas: digital.library.unt.edu/explore/collections/CRSR/
DOE Research and Development Project Summaries
Economic Indicators: <https://www.whitehouse.gov/administration/eop/cea/economic-indicators>
Economic Report of the President: <http://www.gpo.gov/fdsys/browse/collection.action?collectionCode=ERP>
Energy Citations Database: <http://www.osti.gov/scitech/>
Entrez: <http://www.ncbi.nlm.nih.gov/gquery/>
EnviroFacts: <http://www.epa.gov/enviro/>
Exporter Database: <http://tse.export.gov/EDB/SelectReports.aspx?DATA=ExporterDB>
Fatality Analysis Reporting System (FARS): www.fars.nhtsa.dot.gov/
FDIC datasets: <https://www.fdic.gov/open/>
Federal Business Opportunities: <https://www.fbo.gov/>
Federal Research Board: <http://www.federalreserve.gov/econresdata/default.htm>
Federal Reserve Archive System for Economic Research: <https://fraser.stlouisfed.org/>
Federal Reserve Economic Data: research.stlouisfed.org/fred2/
Federal Trade Commission: www.ftc.gov
Foreign Trade Statistics: <http://www.census.gov/foreign-trade/index.html>
Global Legal Information Network: <http://www.loc.gov/lawweb/servlet/Glic?home>
Government & Social Media Wiki: govsm.com/w/Federal_Agencies
Home Mortgage Disclosure Act: <https://www.ffiec.gov/hmda/>
Household Products Database: <http://householdproducts.nlm.nih.gov/>
Interactive Tariff and Trade Database: dataweb.usitc.gov/
International Energy Annual: <http://www.eia.gov/cfapps/ipdbproject/IEDIndex3.cfm>

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Library of Agriculture Decisions: <http://www.dm.usda.gov/oalj/decisions/decision-index.htm>

Market Research Library: <http://www.export.gov/mrktresearch/>

Medline Plus: www.nlm.nih.gov/medlineplus/

National Center for Health Statistics Search: <http://www.cdc.gov/nchs/>

National Climatic Data Center Search: <https://www.ncdc.noaa.gov/cdo-web/search>

National Labor Relations Board Search: <http://www.nlrb.gov/search/cases>

National Library of Medicine Databases and Electronic Resources:
https://wwwcf2.nlm.nih.gov.nlm_eresources/eresources/search_database.cfm

National Toxicology Program: <https://ntp.niehs.nih.gov/>

NIST Data Gateway: srdata.nist.gov/gateway/

O*Net Occupational Requirements: <https://www.onetonline.org/find/>

OFFSTATS: www.offstats.auckland.ac.nz/

ProQuest: Statistical Abstract of the United States: www.proquest.com/products-services/statabstract.html

PubMed Central: <http://www.ncbi.nlm.nih.gov/pmc/>

Search Copyright Records: <http://www.copyright.gov/records/>

Superfund Site Information: <http://www.epa.gov/superfund/sites/cursites/>

The Information Bridge: <http://www.osti.gov/scitech/>

TOXNET: toxnet.nlm.nih.gov/

Trade Compliance Center: tcc.export.gov/

Trade Data & Analysis: <http://www.export.gov/tradedata/>

Trademark Electronic Search System (TESS): <http://tmsearch.uspto.gov>

TradeStats Express: tse.export.gov/TSE/TSEHome.aspx

TRIS: Online Transportation Research Information Services:
<http://www.trb.org/InformationServices/InformationServices.aspx>

U.S. Bilateral Relations Fact Sheets: <http://www.state.gov/r/pa/ei/bgn/>

U.S. Bureau of Labor Statistics: www.bls.gov

U.S. Census Bureau Economic Censuses: www.census.gov/econ/census/
U.S. Census Bureau Industry Statistics Portal: www.census.gov/econ/isp/
U.S. Census Bureau State Trade Data: <https://www.census.gov/foreign-trade/statistics/state/>
U.S. Census Bureau Statistics of US Businesses: <https://www.census.gov/econ/susb/>
U.S. Census Bureau USA Trade Online: <https://usatrade.census.gov/>
U.S. Census Bureau: www.census.gov
U.S. International Trade Administration: Data and Analysis: trade.gov/data.asp
U.S. International Trade Administration: Trade Statistics: www.trade.gov/mas/ian/tradestatistics/
U.S. International Trade Center DataWeb: dataweb.usitc.gov/
U.S. TradeStats Express: tse.export.gov/TSE/TSEHome.aspx
UN Statistics Division: unstats.un.org
USA Trade Online: usatrade.census.gov/
USPTO Search: <http://www.uspto.gov/trademarks-application-process/search-trademark-database>
Virtual World Trade Reference Room: http://www.trade.gov/mas/ian/referenceinfo/tg_ian_002086.asp

Business Sources

Ad*Access Project: library.duke.edu/digitalcollections/adaccess
AdBrands: adbrands.net
Aneki: aneki.com
Annual Reports Service: investorcalendar.com/research/index.asp
BizStats: www.bizstats.com
Bloomberg Business Research: <http://tinyurl.com/ngwzhfo>
Business Registries: investigativedashboard.org/business_registries/
Company-Registers.info: www.obchodni-rejstriky.cz/en
Country Risk Reports: <http://www3.ambest.com/ratings/cr/crisk.aspx>

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EconPapers: econpapers.repec.org

EDGAR: www.sec.gov/edgar.shtml

The Emergence of Advertising in America: [library.duke.edu/digitalcollections/ea/Global Brand Database: http://www.wipo.int/branddb/en/](http://library.duke.edu/digitalcollections/ea/GlobalBrandDatabase/)

Find the Best: <http://findthebest.companies.com>

Free Report Library: <http://www.datamyne.com/free-report-library/>

Harris Vault: <http://www.harrisinteractive.com/Insights/HarrisVault.aspx>

ILOSTAT: tinyurl.com/ksqap94

Index of U.S. Business Search Databases: businessjournalism.org/registration/llc/

Industries at a Glance: bls.gov/iag/

Industry News: www.headlinespot.com/subject/industry

Journlist's Resource: Economics: <http://journalistsresource.org/studies/economics>

LEGOSH: http://www.ilo.org/safework/info/publications/WCMS_217849/lang--en/index.html

Market Potential Index: <http://globaledge.msu.edu/mpi>

Market Research Library: www.buyusainfo.net

Marketing Charts: www.marketingcharts.com

MarketsandMarkets: www.marketsandmarkets.com/press-release-2.html

Mint: mintportal.bvdep.com

Rank and Filed: <http://rankandfiled.com>

ReportLinker: www.reportlinker.com

Secretaries of State: <http://www.coordinatedlegal.com/SecretaryOfState.html>

Seeking Alpha: seekingalpha.com

Social Explorer: www.socialexplorer.com/pub/home/home.aspx

Statista: www.statista.com

Worldometers: www.worldometers.info

Who Operates Where: <https://www.uniworldbp.com/template1.ph>

Working Papers and Technical Reports in Business, Economics and Law: <http://www.loc.gov/rr/business/techreps/techrepshome.php>

Zanran: www.zanran.com/q/

Scholarly Sources

Academia.edu: academia.edu
CalTechAuthors: authors.library.caltech.edu
Directory of Open Access Journals: www.doaj.org
DOAR: www.open_doar.org/search.php
Docuticker: www.docuticker.com
Enigma.io: enigma.io
FulltextReports.com: fulltextreports.com
Global Open Access Portal: www.unesco.org/new/en/communication-and-information/portals-and-platforms/goap/
Google Public Data Explorer: www.google.com/publicdata/directory
Google Scholar: scholar.google.com
Ingenta: www.ingentaconnect.com/
JSTOR: jstor.org
JURN: jurn.org
Library of Congress E-Resources: <http://tinyurl.com/pslfgne>
Microsoft Academic Search: academic.research.microsoft.com/
MIT Theses and Dissertations: dspace.mit.edu/handle/1721.1/7582
Open Access Button: openaccessbutton.org
Registry of Open Access Registries (ROAR): roar.eprints.org/view/type/theses.html
ResearchGate: www.researchgate.net
Social Science Research Network: ssrn.com
The Resource Shelf: www.resourceshelf.com
University of Michigan Deep Blue Project: deepblue.lib.umich.edu/community-list
University of Toronto Research Repository: <https://tspace.library.utoronto.ca/handle/1807/9944>
Windows Azure Marketplace: datamarket.azure.com/

Other Super Sources

Directory of Open Access Books: www.doabooks.org/
Donor ID Techniques: http://majorgivingnow.org/expand/donor_id_techniques.html
Ebooks on the Web: libweb.lib.buffalo.edu/ft/EBooks.asp
Foundation Center: <http://catalog.foundationcenter.org/>

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Open Library Project: openlibrary.org

The New York Times: www.nytimes.com/ref/membercenter/nytarchive.html

The Online Books Page: onlinebooks.library.upenn.edu/

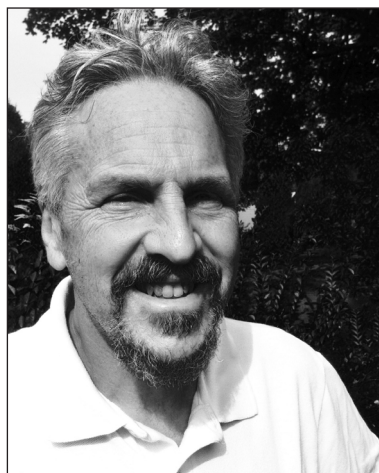
The Wayback Machine: web.archive.org

UCLA Library Finder Guide: guides.library.ucla.edu/

Note

1. <http://www.budapestopenaccessinitiative.org/read>

About the Author



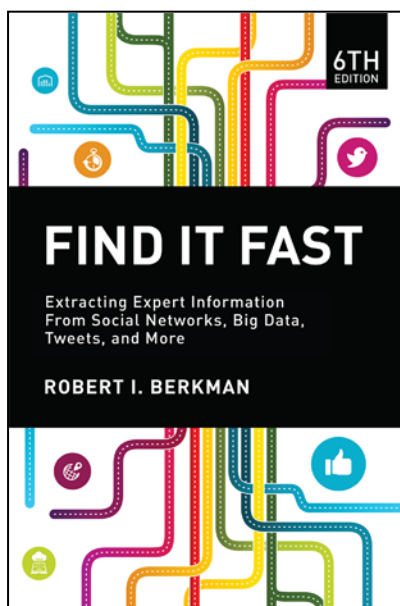
Robert I. Berkman is a professor, author, and editor who researches and analyzes trends on emerging communication and media technologies and explores their impact on business, education, and culture. His work is directed toward journalists, librarians, market researchers, media studies students, and others who have a need to understand the information ecosystem.

Berkman currently serves as a part-time assistant professor at the School of Media Studies of The New School for Public Engagement, where he has developed and taught online masters level courses on research methods, social media, big data, new media ethics, the social enterprise, and other media and technology topics. He is co-editor of *The Information Advisor's Guide to Internet Research*, a monthly international journal for business researchers and information professionals; a contributing editor and blogger for *MIT Sloan Management Review's* Social Business research project; a director and lead analyst at Outsell Inc.; and a country analyst for Euromonitor Inc.

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