Project 4 Research Guide: College Drinking
ART 343 - Prof. Estomin - Fall 2014

Figure 1  Alcohol: Trends in 30-day prevalence among college students vs. others 1 to 4 years beyond high school (twelfth grader included for comparison).

SOURCE: The Monitoring the Future study, the University of Michigan.
NOTE: Others refers to high school graduates 1 to 4 years beyond high school not currently enrolled full time in college.

Research Help Desk Hours

<table>
<thead>
<tr>
<th>Day</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday-Thursday</td>
<td>8:00 am—Noon</td>
</tr>
<tr>
<td></td>
<td>1:00 pm—4:00 pm</td>
</tr>
<tr>
<td></td>
<td>6:30 pm—9:30 pm</td>
</tr>
<tr>
<td>Friday</td>
<td>8:00 am—Noon</td>
</tr>
<tr>
<td></td>
<td>1:00 pm—4:00 pm</td>
</tr>
<tr>
<td>Sunday</td>
<td>1:00 pm—4:30 pm</td>
</tr>
</tbody>
</table>

Melissa Correll - Research Help Librarian - correll@lycoming.edu

Please contact me for personalized research help!
**ZERO IN ON YOUR TOPIC**

Focusing on a certain aspect of discrimination can help you craft a stronger argument and a more compelling poster. What do Lycoming College students need to know about drinking? Have the repercussions of drinking touched you or someone you know? What message do you want to send?

**IDENTIFY AND ADDRESS YOUR AUDIENCE**

Who is your intended audience? The message and tone you’d use to reach a perpetrator might not be an effective way to address a bystander. Consider delivery as well as content! Keep your client in mind as well as the audience you’re addressing.

**GET THE FACTS**

Your opinion is important, but The Dude’s words of wisdom ring true: until supported by facts, it’s just your opinion.
A note on general strategy

Computers can’t think. They can only follow directions.

When you type words into a search box, the computer does not search for resources related to your topic or ideas. It searches only for the words you typed.

So a good search strategy is vital. You will likely change and refine your strategy as you progress – and that’s OK!

Choosing search terms

Brainstorm synonyms, broader, and more specific terms. Some databases include a thesaurus of subject terms, which you can use to find terms for your topic in that database. Subject headings of relevant articles may also be useful search terms!

Diversify your research

Use a variety of information sources. It’s useful to start with reference resources first, and then add more in-depth information. You might include quantitative data such as statistics, as well as qualitative data like personal stories. You may find useful information in scholarly articles, books, newspapers, and magazine stories.

Research is exploration. You’re not married to the first scrap of information you find. Keep looking, and you will find the information that’s right for your project. And if you want some help, contact a librarian!
Reference Resources: Specialized Encyclopedias

Three good reasons why you should start with an encyclopedia:

1. Efficiently get solid background information
2. Quickly get a handle on key terms and synonyms you might need for an effective search.
3. The reference lists at the end of articles are a fast way to find further reading.

1: Enter Your Search Terms

Reference Universe is located on the Reference tab. Use simple keywords and avoid punctuation.

Search Reference Universe for print reference articles:

college alcohol

Search Credo for online reference entries:

2: Click to see your terms in the index

Reference Universe searches the indexes of the books in the print reference collection. Use it to find a relevant article.

Encyclopedia Of Communication And Information

Publishers: Gale Group Year: 2001

1 Article Titles 2 Index Entries

3: Get the call number & find the book on the shelf

Locate this Book
**SNOWDEN SUPER SEARCH**

searches many databases at the same time. Find newspaper and magazine articles, books, articles from scholarly journals, and more.

Because it casts such a wide net, you will likely receive too many results. Narrow your search to zoom in on relevant sources.

**1: Enter Your Search Terms**

Super Search tab on the library homepage

**2: Refine Your Search**

Refine your results by **subject**, **date**, or **type of source**. Click **Show More** to see all the subject headings included in your search.
3: Select and acquire the most relevant article

Refined keywords = fewer, more relevant results

PDF full text = includes images, charts

No full text link? Click Check for Lycoming Access

- If we have it in online in another database, you’ll get a link to the article.
- If it’s available in print, you’ll get the link to the Periodicals A-to-Z List.
- If we don’t have it, you’ll get a link to “Request this item.”
  - Log in with your Lycoming username and password.
  - Can take 2 days to 2 weeks, so plan accordingly!
Statistics

Numbers are power. Statistics are persuasive.

The **Subject Links** on the library website have a link to guide to **polling resources** available through the library, including print books and databases.

Statistics and public opinion polls can also be found in books and articles on your topic, however, so remember to search for those types of resources as well!

### SUBJEC CT LINKS

- Accounting
- American Studies
- Archaeology
- Art
- Astronomy and Physics
- Biology
- Business and Management
- Chemistry
- Communication
- Criminal Justice
- Economics
- Education
- English
- French
- German
- History
- International Studies
- Mathematical Sciences
- Music
- Philosophy
- Political Science
- Psychology
- Religion
- Sociology-Anthropology
- Spanish
- Theatre
- Women’s Studies

### Research Guides

- Biography Resources
- Book Reviews
- Citing Sources
- Decade Resources
- Film Resources
- Legal Resources
- Polling Resources
- Tests and Instruments

**ICPSR** makes available raw data files from surveys, studies, and other research. You can search by keyword or browse by topic. Data files are available in various formats, with many requiring SPSS for processing. In order to access the data available through ICPSR, you must set up a free account using your Lycoming email address.

**iPoll** is a database of public opinion poll questions and answers. Because there are no subject classifications, only the questions and answers, it’s important to diversify your keyword search strategy to increase your chances of finding relevant statistics from this database. Keep track of different keyword combinations that you try so that you avoid retracing your own steps!
WEB SOURCES

National Institute on Alcohol Abuse and Alcoholism provides a web page and fact sheet about college drinking.

Harvard School of Public Health College Alcohol Study includes a guide to important publications studying college students’ alcohol use. This study has been ongoing since 1993, and has surveyed more than 14,000 college students.
http://archive.sph.harvard.edu/cas/

National College Health Assessment from the American College Health Association makes available data from hundreds of thousands of students who participated in the survey since the year 2000.
http://www.acha-ncha.org/

The Core Institute Alcohol and Other Drug Survey from Southern Illinois University Carbondale surveys thousands of students at colleges and universities across the US. Their data is freely accessible.
http://core.siu.edu/index.html

Monitoring the Future is conducted by the Institute for Social Research at the University of Michigan for the National Institute on Drug Abuse. Their report, Monitoring the Future national survey results on drug use, 1975-2013: Volume II, college students and adults ages 19-55, is relevant to your research.

A WORD ABOUT WEBSITES

Websites can be useful for finding statistics and personal stories. As we all know, there’s a lot of garbage on the internet. You must be evaluate the quality of the information presented on each website you read. Read the About page. From what sources does their information originate? Who are the authors or publisher of the website? Are they trustworthy researchers? Data from academic or government researchers is generally preferable to private sources.