

Library Instruction: Theories of Persuasion

Exercise 1: Developing a research question

Instructions

The exercise below is designed to help you use the library's reference collection to formulate a research question, which will be the focus of your Research Project assignment for this course. Specifically, this exercise will help you gather information and ideas for Part I: Search Strategy Report [parts 1) and 2)].

Do each step of the exercise below and, on a separate sheet of paper, write your response to the directives for the steps. The exercise is due on September 21, 2006. Bring your completed exercise to your class' library session in STL 18 on that day.

Exercise

Step 1: Name a general topic of interest to you. (E.g., internet advertising)

Step 2: Using summaries from reference sources relevant to your topic,^{*} such as a subject dictionary or encyclopedia (e.g., *Encyclopedia of Advertising*), **identify 3-4 important concepts or issues** that are more specific than the general topic but related to it (e.g., consumer protection, ethics, advertising media, new technologies).

Step 3: After reading summaries and overviews from reference sources^{**} relevant to these concepts or issues, **briefly define and elaborate what you already know** about each concept or issue [using a minimum of 25 words for each].

Step 4: Summarize how the concepts are related to each other and to your original, more general topic [50 words maximum].

Step 5: With steps 3 and 4 as starting points (i.e., given what you already know about the topic), **state a question** expressing what you *do not know but would like to know* about the original topic (e.g., Does the present code of advertising ethics, when applied to internet advertising campaigns, adequately protect consumers?).

Step 6: Briefly elaborate why answering this question is important for understanding your topic in particular and, more broadly, for understanding persuasion practices and principles in general [50 words maximum].

* For help in finding relevant reference sources, consult the "Areas to Research: Communication and Media" web page (http://lib.newpaltz.edu/research_areas/communication.html) or do an advanced search of the STL Online Catalog for your subject area(s) and limit the search to the Reference Collection.

** In a reference list included with your completed exercise, use proper APA form to cite all the reference sources you used for this exercise. For help with APA form, see the STL web page on "Citation and Style Guides" (http://lib.newpaltz.edu/assistance/citation_guides.html) or consult the APA Publication Manual at the reference desk [Reference Desk BF76.7.P83 2001].