



ETLA 100 (ENGAGING THE LIBERAL ARTS)
TRANSITIONS I: A Starbucks Society

GETTING STARTED IN THE LIBRARY (AND ON YOUR TOPIC)

First, make sure that you have visited the library's website at www.library.ehc.edu. Many of the resources listed in this handout will be accessed or located there. Second, unless you are already an expert on your topic, some background information or a general overview might be useful. The titles listed below, all located in the reference section of Kelly Library, have entries that might be useful in this class. They are examples of **specialized encyclopedias**—they focus on a particular subject, as compared to **general** encyclopedias, such as *Americana* or *World Book*.

Encyclopedia of Emerging Industries REF/HC/102/.E54

Encyclopedia of Globalization REF/JZ/1318/.E63/2007

Encyclopedia of Recreation and Leisure in America REF/GV/53/.E53/2004

Oxford Encyclopedia of Food and Drink in America REF/TX/349/.E45/2004

Salem Press Decades Series REF/E/169.12

St. James Encyclopedia of Popular Culture REF/E/169.1/.S764/2000

In addition to many print resources in the reference section, there are several databases that contain reference-type material. A few examples are:

[Credo Reference](#)

[Gale Virtual Reference Library](#)

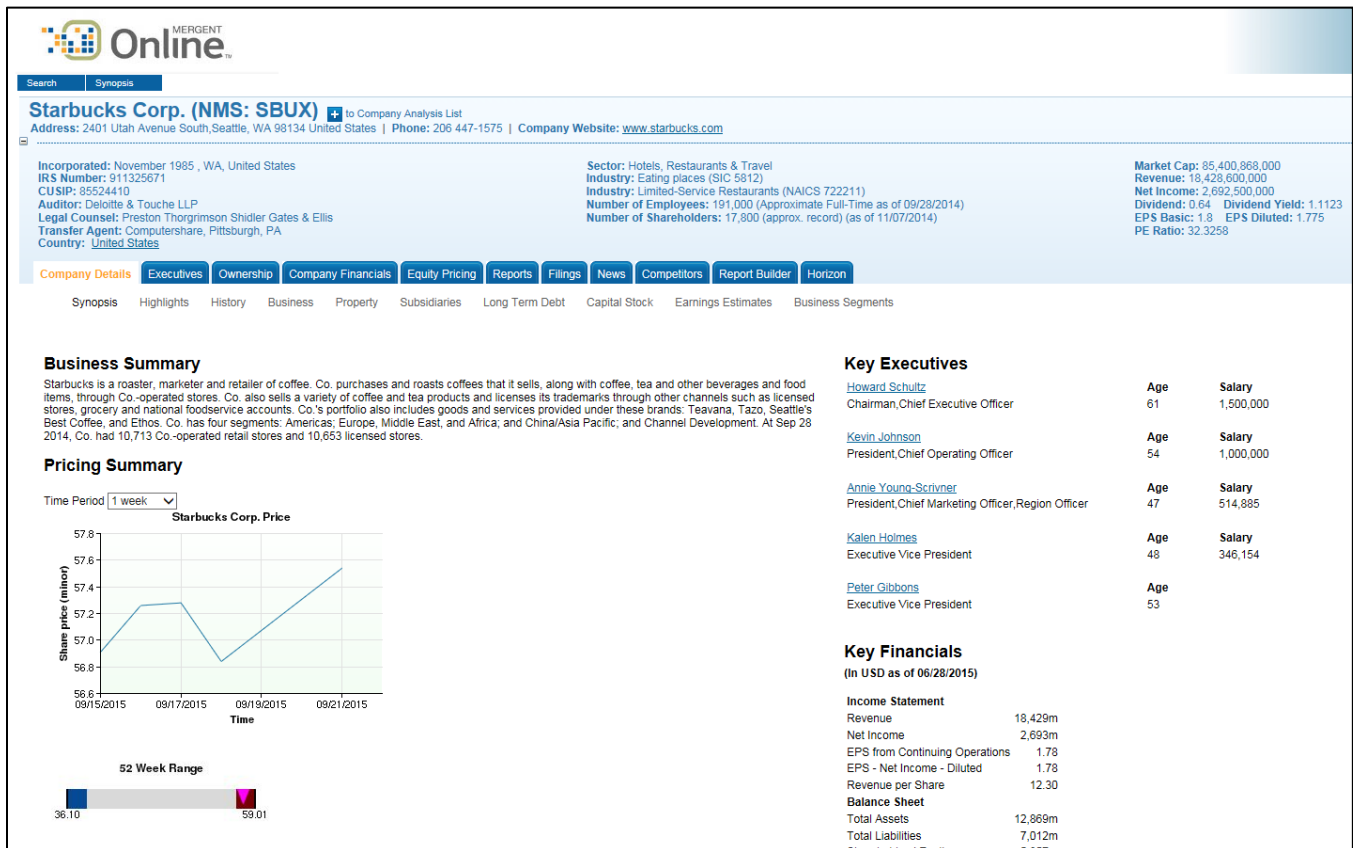
[Oxford Reference Online](#)

Try doing a search on “Coffee Industry” (or a topic of your choice) in the [Gale Virtual Reference Library](#).

You can find links to these databases on Kelly Library's [A-Z Databases](#) list.

FINDING COMPANY INFORMATION

The [Mergent Online](#) database can be very useful in researching corporations. It includes company histories, annual reports, stock prices, lists of executives, and much more. The screenshot below shows a search for information on Starbucks Corp. in *Mergent Online*.











FINDING MATERIAL WITH THE CATALOG

After you have found some general information, you might want longer, more detailed information. One great place to look is in the [online catalog \(www.hal.org\)](http://www.hal.org). Emory & Henry College belongs to a group, or a consortium, of four libraries called **Holston Associated Libraries**, and they share a common catalog. Sometimes you will hear library staff members refer to the catalog as **HAL**. All types of items are in our catalog; besides books, there are DVDs, CDs, videocassettes, audiocassettes, electronic books and other electronic resources. You can search for material in several different ways: by **subject**, **title**, **author** and **keyword**. The screenshot below is from a subject search on **Starbucks**.


SUBJECT Starbucks View All Locations System Sorted Sort Search
 Limit search to available items

Add Marked to Bag Add All On Page

SUBJECTS (1-12 of 12) Starbucks Coffee Company.

1	 Book	 Reviews & More	Everything but the coffee : learning about America from starbucks Simon, Bryant. Berkeley : Univ Of California Press, 2011. 2011	E&H Kelly	<table border="1"> <thead> <tr> <th>Copies</th> <th>LOCATION</th> <th>CALL #</th> <th>STATUS</th> </tr> </thead> <tbody> <tr> <td></td> <td>E&H Kelly Reserves</td> <td>TX415 .5523 2011</td> <td>CHECK SHELVES</td> </tr> <tr> <td colspan="4">1 copy available at E&H Kelly Reserves Click here to view full record</td> </tr> </tbody> </table>	Copies	LOCATION	CALL #	STATUS		E&H Kelly Reserves	TX415 .5523 2011	CHECK SHELVES	1 copy available at E&H Kelly Reserves Click here to view full record											
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2	 Book	 Reviews & More	It's not about the coffee : leadership principles from a life at Starbucks Behar, Howard. New York, N.Y. : Portfolio, 2007. 2007	E&H Kelly	<table border="1"> <thead> <tr> <th>Copies</th> <th>LOCATION</th> <th>CALL #</th> <th>STATUS</th> </tr> </thead> <tbody> <tr> <td></td> <td>E&H Kelly Reserves</td> <td>HD57.7 .B444 2007</td> <td>CHECK SHELVES</td> </tr> <tr> <td colspan="4">1 copy available at E&H Kelly Reserves Click here to view full record</td> </tr> </tbody> </table>	Copies	LOCATION	CALL #	STATUS		E&H Kelly Reserves	HD57.7 .B444 2007	CHECK SHELVES	1 copy available at E&H Kelly Reserves Click here to view full record											
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4	 Book	 Reviews & More	Onward : how Starbucks fought for its life without losing its soul Schultz, Howard. West Sussex [England] : Wiley & Sons, 2011. 2011	King Bristol																					

Here is the full record of an individual title from the previous list. It gives you information about the book, its call number and availability status.

 Book	<p>Author Schultz, Howard. Title Onward : how Starbucks fought for its life without losing its soul / Howard Schultz with Joanne Gordon. Imprint [Emmaus, Pa.] : Rodale, c2011.</p>																				
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	<p>Descript xv, 350 p., [16] p. of plates : ill. (chiefly col.) ; 24 cm. Note Includes index. Summary In 2008, eight years after stepping down as Starbucks' CEO, Schultz returned to oversee the company's operations during a moment in history that was unscathed. "Onward" tells the remarkable story of Schultz's return and the company's ongoing transformation. Subject Starbucks Coffee Company. Schultz, Howard. Coffee industry -- United States. Coffee -- United States -- Marketing. Organizational change -- United States. Leadership -- United States. Restaurateurs -- United States -- Biography. Alt Author Gordon, Joanne. ISBN 9781605292885 (hbk : acid-free paper) 1605292885</p>																				

These sample searches are very basic; there are many ways you can limit or tailor your search. We won't go deeply into that now, but the library staff wants you to be aware of the catalog and that it has the holdings in all kinds of formats of its member libraries. The most important thing to remember is to ask for help!

WHAT DO THESE STRANGE LETTERS AND NUMBERS MEAN?

After you have found books and other material in the catalog, how do you find these things in the library? The call numbers may not look like what you are used to in your school learning resource center or local public library. That's because Kelly Library uses the [Library of Congress classification system](#), and your school or public library probably used the **Dewey Decimal** system. Both classification schemes do the same thing: group library materials together by subject. To help make things clearer, take a look at this interactive [tutorial](#) (<http://uri.libguides.com/c.php?g=42388&p=268465>) from the University of Rhode Island to help you decipher Library of Congress call numbers. Also, if you are having a tough time finding items on the shelves, do not hesitate to ask any circulation staff member or reference librarian for help.

In general, most of the circulating items are on the top floor of the library. The reference collection, periodicals and newspapers are on the main floor. The ground floor has the IT Help Desk, an open computer lab (Kelly Lab), the McGowan Lab, and a government documents collection.

FINDING MATERIAL BY USING DATABASES

Besides books, you will want articles. Articles generally fall into two groups: popular magazines and scholarly periodicals. You have online access to both kinds of articles through the many databases this library subscribes to. Kelly Library subscribes to many online full-text and partially full-text databases that would be helpful in locating material for your research assignments in this class. You may access them from the library web page (www.library.ehc.edu) by clicking on the [A-Z Databases](#) link.

[Academic Search Complete](#)

Academic Search Complete is a periodical database that includes both popular and scholarly journals. It has full text articles as well as indexing and abstracting for many more journals. Another similar database to try is [General Onefile](#).

[JSTOR](#)

JSTOR is an online journal collection that has the backfile of hundreds of journals, usually with a moving wall of three to five years.

[Congressional Quarterly \(CQ\) Electronic Library](#)

As mentioned previously, CQ offers comprehensive, balanced reporting on important issues, and the ability to track issues over time.

[America's Newspapers \(Newsbank\)](#)

The America's Newspapers database from Newsbank provides the full text of over 700 U.S. newspapers. Although newspapers may not be considered scholarly sources, they can be helpful in giving you information as the event was, or is, unfolding; tracing a story through the newspaper can give you a day-by-day breakdown of it.

Kelly Library also subscribes to over 400 print journals, magazines, and newspapers. Print periodicals are kept on the main floor of the library, with current issues in the periodicals alcove.

WHAT DOES “SCHOLARLY” VERSUS “POPULAR” MEAN?

Throughout your college career, you will hear professors and librarians mention popular magazines and scholarly journals. Or, your professors may tell you to rely on scholarly, not popular sources. What does that mean? Generally, articles in popular magazines, such as *Time*, *Sports Illustrated*, *Glamour*, *Psychology Today*, etc. are geared toward a large audience. Scholarly journals, such as the *American Historical Review*, *American Journal of Psychology*, *Mind*, *International Journal of Ethics*, etc. are aimed at scholars and students in specialized fields. *People* is a magazine about celebrities and popular culture; the *Journal of Popular Culture* studies and analyzes it. There is a [helpful chart](http://lib.skidmore.edu/library/index.php/how-do-i-homepage/37-how-do-i-category/418-scholarly-vs-popular-articles) (<http://lib.skidmore.edu/library/index.php/how-do-i-homepage/37-how-do-i-category/418-scholarly-vs-popular-articles>) on the Skidmore College’s Library website that will help you distinguish the differences between the two types of publications.

WHAT DO YOU DO IF AN ARTICLE IS NOT FULL-TEXT IN A DATABASE?

If you’re looking, for example, in [Academic Search Complete](#), and you find an article that is not full-text, what do you do? Go to our [E-Journals by Title](#) list! An article citation that may not be full-text in one database may very well be full-text in another one of the library’s dozens of databases. Just search for the title of the journal to retrieve a list of databases that offer it in full text, along with which years are available.

DOCUMENTATION AND PLAGIARISM

Plagiarism is serious academic misconduct. The **E&H Academic Code** clearly states that it is a student’s responsibility to give credit to another person’s exact words or unique ideas. The **Honor Code** reinforces this concept with the statement that one of its elements is “A commitment to abstain from all forms of cheating and plagiarism.” Documenting sources correctly will help you avoid this mistake in your papers and presentations. In high school, you may have already had some experience with the Turabian style of documentation. Your professors will talk to you more in-depth about this issue. Three other common styles you may hear your professors mention are **MLA** (Modern Language Association), **APA** (American Psychological Association) and the **Chicago Manual of Style**. The library has guides for all of them. Also, on the library’s [Research Tips](#) page, there are links to several helpful sites.

FINDING GOOD INTERNET SITES

There are lots of good web pages, and some that are not so good. In high school your teachers and media specialists have probably given you some advice on telling the good from the bad. Widener University’s Wolfgram Library has a good YouTube [tutorial](#) on evaluating web sites. (http://www.widener.edu/about/campus_resources/wolfgram_library/evaluate/default.aspx)

In addition to pages you find on your own with your favorite search engines, the librarians in Kelly Library have pulled together high-quality web sites, subscription databases and print resources by subject. Take a look at the

library's [Subject Resources](#) ; you may see a resource you can use. [Google Scholar](http://scholar.google.com/) (<http://scholar.google.com/>) is another good way to locate more academic-oriented material on the web.

YOUR BEST RESOURCE

Your best resource in the library is the people who work here! **If you are having problems** locating or using any of these resources, **please ask a library staff member for assistance**. We're here to help you with your information needs. Kelly Library is open **92.5 hours** a week during the regular semester, and a reference librarian is available until 9pm Sunday-Thursday, and all day Friday and Saturday.

Circulation Staff

David Lyons
Holly McCormick
Melissa Phelps
Jennifer Bassett
Adam Alley

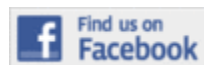
Reference Librarians

Lorraine Abraham (director)
Jane Caldwell
Patty Greany
Jody Hanshew
Janet Kirby
Robert Vejnar (archivist)

Another valuable resource available to you on this campus is the E&H [Writing Center](#) in McGlothlin Street room 233. It is not an editing service; the tutors there can work with you to improve your papers by giving you advice on grammar, organization and documentation matters. For information on operating hours and tutor schedules, call ext. 6723 or check the [Writing Center](#) webpage (<http://www.ehc.edu/academics/resources/academic-support/writing-center>).

Remember: We're here to help you with your information needs. Please don't hesitate to ask us for help. You can reach us by calling the Circulation Desk at **ext. 6208**, emailing askalibrarian@ehc.edu, or visiting the library in person.

www.library.ehc.edu
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276.944.6208



<https://www.facebook.com/KellyLibrary>

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