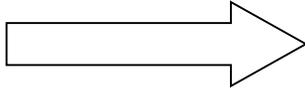
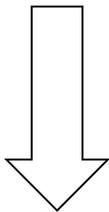


## How Online Research Works



**Hard Research**=scientific, objective, facts, figures, statistics...must be a very credible source  
\*academic journals, government publications, scientific/medical content  
\*this is the type you should use for Career Display

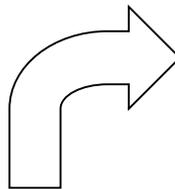
**Soft Research**=subjective, cultural, opinions  
\*blogs, forums/discussion sites, product review sites, commercial driven sites  
\*this is the type to stay away from for Career Display



### Search Engines and Keywords

1. **Broad initial research**
2. **Narrow and deepen with different combinations of keywords and phrases**
3. **Go beyond Google!**

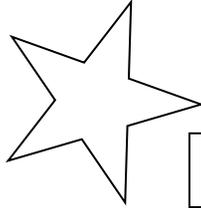
\*Scirus=scientific research  
\*Internet Archive=backwards-search current events  
\*Surfwax=knowledge focused, less commercial driven  
\*US Government Library of Congress  
\*instagrok.com=research by topic  
\*yippy.com=no ads, cloud capability



### **Bookmarks**

1. **CTRL-Click interesting search engine links.**
2. **After 3-4 new tabs, browse for credibility.**
3. **Bookmark the ones you think are credible.**
4. **Close the tabs.**
5. **Repeat.**
6. **After about 30 minutes, you will have dozens of bookmarks to wade through more carefully.**





## Filtering and Validating Content

1. Carefully consider the author/source, and date of publication. *Is the author an authority with credentials? Is the page undated or really old? Is the page from some obscure page buried somewhere on another website?*
2. Be suspicious of personal web pages.
3. Be suspicious of commercial pages that have an amateurish presentation.
4. Be suspicious of scientific or medical pages that display scientific or medical advertising.
5. Be suspicious of ranting, overstating, overly-positive or overly-negative commentary.
6. Commercial websites can be good, but be suspicious of every comment you read. *Just because 7 people rave about some dog food does not make it healthy for your pet. Likewise, if 5 people out of 600 complain about a vendor, that doesn't necessarily mean the vendor is bad. Be slow to judge and keep reading.*
7. Use your intuition. *If you get a "feeling" that something is not right, it probably isn't. Move on to another source.*
8. Use Google 'link' ... *This technique will list incoming hyperlinks from the major websites that recommend the web page of interest. These backlinks will give you an indicator how much respect the author has earned around the internet. Simply go to Google and enter "link:www. (the web page's address) to see the backlinks listed.*

