

FINE 2000 - Self-Paced Library Research Module: Video Transcripts

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Video 1: How to get research help

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Hi there. In this video I'm going to show you how to get business research help from YorkU Libraries.

Let's say you're working on a business research assignment for one of your graduate courses and you don't know how to find quality, authoritative resources. During the Covid-19 campus closure, you can get online help in a variety of ways.

First, you can send an email to bronfref@yorku.ca. This email address is monitored by library staff that specialize in business research help. We'll get back to you with suggestions on how to find the best research for your business assignment.

You can also use our online chat service, which is available seven days a week during the Fall and Winter semesters. YorkU Libraries has two chat services. The YorkU Libraries chat service is run by YorkU library staff, while the Ask A Librarian chat service is a consortial chat service. This means that it's staffed by librarians from publicly-funded universities from across Ontario. Both chat services are offered in French and English.

Let's take a look at how you can access the chat services through the library's website. Start at the library's home page, scroll down and click on the 'Ask a Question' image. You'll now be able to access the chat buttons for the YorkU Libraries chat and the Ask a Librarian consortial services chat. I recommend clicking on the 'Library virtual hours' button.

This will allow you to view the current hours for both chat services. You can now see the hours for both services, including the hours when the chat services are available in French.

If you need more in-depth research help you can also book a 60-minute Zoom consultation with a business librarian. You'll need to use our booking system to set up your consultation time and date. Let me show you how to do this.

Start on the library's home page, click on the 'Ask a Question' link again. Scroll down and click on the 'Book a consultation' icon. On this page you'll scroll down and click on the 'Graduate student or faculty at York University' link. You have the option to book with either a subject librarian or a data services librarian, depending on your information needs. If you select subject or disciplinary librarian you'll be taken to a new page and you'll have to scroll down and then click on the 'Book a consultation' link beside the business or economics area. You can now see our booking system. Scroll down to learn more about each librarian's area of expertise. Select the librarian that you would like to book with. Select your date and time and then click the 'Continue' button. Just fill out this form and your consultation request will be booked.

It's also useful to check out the business library's getting started resources. For example, we have business research guides that cover topics like company, industry, finance and market research. We also maintain a Business Databases A to Z list, which lists all of the business databases we subscribe to. You can access these resources by starting at the library's home page.

Hover over library branches and select 'Peter F. Bronfman Business Library' from the drop-down list. Scroll down and click on 'Business research guides'. Scroll down and you can now see all of our core business research guides and you can also access the 'Business Databases A to Z list'.

Finally, during the Covid-19 campus closure, I highly recommend bookmarking the 'Library Services during Covid-19 guide'. This guide provides updates on library services such as curbside pickup, on-campus study spaces, and accessing other library resources. Since the campus response to Covid-19 continues to adjust and change, this guide is an important resource that will provide you with the most up-to-date information on library services during Covid-19.

To access this guide, go to the library's homepage and click on the 'Covid-19 guide' link in the yellow box. This yellow box is embedded across all of the library's web pages. You'll now be able to explore all of the sections within the library services during Covid-19 guide.

Good luck with your business research assignments! And don't forget, you can always email the business library, use our chat services, or book a Zoom consultation with a business librarian whenever you need business research help.

Video 2: Why Should I Cite Sources?

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When you do research for papers and projects, you always need to cite your sources. To cite means to point to the evidence. You need to show where you found the information you used in your research. It doesn't matter what type of source it is. It can be in print or online. It can be an image or a conversation.

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