Faculty-Library Collaboration to Enhance UG Research and Information Literacy Skills

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Librarians and LibGuides

What is a LibGuide?
• Online handout or research guide

Electronic Handout Pros
• Students more likely to use a class guide vs a subject guide (Olshausen, 2018)
• Guides students to vetted resources (library and Internet)
• Facilitates a discussion about information evaluation

Electronic Handout Cons
• May not link directly to data sets but to the sites
• Too many choices OR results that may not correspond with students’ research questions
• Students may avoid if content is stale
Lib Guide Example:
Librarian-created electronic research guide for QMB3302 (Business Analytics)

- **Course**: QMB 3302, Business analytics, a required course for juniors in business and engineering, also a scholarly-enriched course emphasizing critical thinking, writing and information literacy.

- **Project Assignment**:
  - Identify a research problem that will lead you to collect and analyze data. Describe the issue, its significance, what you would like to achieve at the end of your study.
  - Data collection method and procedure: Source of data: Primary (you are collecting through survey, interview, focus group) or secondary (web site, data bases, company data). **Use of Library Guides**
## QEP Rubric for Information Literacy

<table>
<thead>
<tr>
<th>Information Literacy</th>
<th>Capstone 4</th>
<th>Milestone 3</th>
<th>Milestone 2</th>
<th>Benchmark 1</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Identification and Access of Information / Evidence</strong></td>
<td>Demonstrates skillful identification and access of high-quality, credible, relevant sources to develop ideas that are appropriate for the discipline and genre of the writing.</td>
<td>Demonstrates consistent identification and access of credible, relevant sources to support ideas that are situated within the discipline and genre of the writing.</td>
<td>Demonstrates an attempt to identify and access credible and/or relevant sources to support ideas that are appropriate for the discipline and genre of the writing.</td>
<td>Has difficulty identifying and accessing sources to support ideas in the writing.</td>
</tr>
<tr>
<td><strong>Use Information Effectively to Accomplish a Specific Purpose</strong></td>
<td>Skillfully communicates, organizes and synthesizes information from sources to fully achieve a specific purpose, with clarity and depth.</td>
<td>Communicates, organizes and synthesizes information from sources. The information is not yet synthesized, so the intended purpose is not fully achieved.</td>
<td>Communicates and organizes information from sources.</td>
<td>Communicates information from sources. The information is fragmented and/or used inappropriately (misquoted, taken out of context, or incorrectly paraphrased, etc.), so the intended purpose is not achieved.</td>
</tr>
</tbody>
</table>
Student project topics

- Relationship between GDP and HDI for developing and developed countries
- Prices differences between Walmart and Publix for 50 food, cleaning, personal care products
- Can Universal compete with Disney? Last 11 years comparison of revenues and stock prices
- Number of houses sold and sale prices of single-family homes of Fort Myers, Jacksonville, Naples, Orlando, and Tampa, between 2013-2018.
- Trends in Underage drinking in the USA, gender, race comparisons, between 1993-2017
- Android versus Apple sales. Apple sales linked to phone model launches.
- Analysis of total vehicle sales and gasoline and diesel prices for the last 24 years
- Survey on college debt and entry salary, major, age, degree factors analyzed.
- Relationship between rainfall and citrus crop in Florida from 1996 to 2017.
### Short List of Sources for Datasets

**Business Analytics - Sources for Datasets**

Use the pdf document to help identify and locate datasets for your assignment. There are links to datasets on topics including company stock prices, interest rates, demographics, sports statistics, and more from the **St. Louis Federal Reserve Economic Data (FRED)**.

- **Business Analytics** – dataset sources for term projects
- Stock prices per term, company financials – Library resources
  - **Merger Online**
    - Business descriptions, financial statements, and annual reports for public companies, both U.S. and international, country profiles, industry surveys, key competitors, more.
  - **Standard & Poor's NetAdvantage**
    - Extensive company profiles include detailed history, stocks & bond issues, earnings, financials, and more. The Industry Surveys trends, forecasts, major players and market share data, key ratios, and statistics.

**Sort Database Groups**

**U.S. economic trends and indicators**

- Bureau of Economic Analysis (by industry)
- Federal Reserve Bank of St. Louis – Economic Research

### Additional Resources for this Assignment

- **Business Analytics** by Regina Beard
  - Last Updated: Sep 26, 2019
  - 331 views this year

- **Company and Industry Research** by Regina Beard
  - Last Updated: Sep 5, 2019
  - 470 views this year
Topic Handout CANVAS

Business Analytics - QMB 3592

Sources for datasets - what list is not exhaustive. The Business Analytics research guide includes additional sources.

- U.S. economic trends and indicators
  - Bureau of Economic Analysis (by industry)
    - Federal Reserve Bank of St. Louis – Economic Research (FRED)
      - Consumer Price Index
      - Gross National Product
      - Gross Domestic Product
  - Stock prices per term, company financials
    - MarketWatch
    - S&P 500 Performance
  - Major indices (Dow, Nasdaq, FTSE, Nikkei)
    - Wall Street Journal Market Data
    - Yahoo Finance Indices
  - Interest rates
    - Federal Reserve Bank of St. Louis – Economic Research (FRED)
      - Interbank rate
      - Government (public) debt
      - CD rates
      - Commercial paper rate
    - S&P 500 Advantage – interest rates

- Sales, revenues, profits per company, sector, term
  - MarketWatch
  - S&P 500 Advantage

- Analysis of specific publicly traded companies
  - Library resources for company profiles
    - MarketWatch
    - S&P 500 Advantage
  - Burden balances, essentials
    - Federal Reserve Bank of St. Louis – Economic Research (FRED)
  - Student college debt
  - U.S. Salaries
  - Federal Reserve Bank of St. Louis – Economic Research (FRED)
  - Education
  - U.S. Census, Educational Attainment

- Analysis of graduation rates per school, state, versus employment ratios
  - National Center for Education Statistics (NCES)

- Analysis of real estate, available from FRED
  - Median home prices in the US
  - New Residential Construction
Research Guide – Student Views

Guide Tracking - Total Views

QMB 3302 - Business Analytics

1 guides, 88 views, 68 days

Guide
ID  Guide Name
956789  QMB 3302 - Business Analytics

Show 10 entries
Observations / Further Improvements

What worked
• Guides are always available
• Guides can be updated at anytime

What did not
• Students may have been overwhelmed by the amount of info
• Surprised that they still had to search for the info

Audience Comments:
References