

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**
- Descriptive data analysis. Hypothesis testing. Predictive Analytics. Analysis results/ Synthesis. Project report and class presentation.

QEP Rubric for Information Literacy

Information Literacy	Capstone 4	Milestone 3	Milestone 2	Benchmark 1
Identification and Access of Information / Evidence	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.	Demonstrates consistent identification and access of credible, relevant sources to support ideas that are situated within the discipline and genre of the writing.	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.	Has difficulty identifying and accessing sources to support ideas in the writing.
Use Information Effectively to Accomplish a Specific Purpose	Skillfully communicates, organizes and synthesizes information from sources to fully achieve a specific purpose, with clarity and depth.	Communicates, organizes and synthesizes information from sources. Intended purpose is achieved.	Communicates and organizes information from sources. The information is not yet synthesized, so the intended purpose is not fully achieved.	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.



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.
- Is College Really Worth the Cost? Analysis of Labor Force, Median Earnings, Unemployment Rate for selected degrees between 1992-2016
- 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.


QMB3302 Research Guide / CANVAS

The screenshot shows a web browser window with the address bar displaying `fgcu.libapps.com/libguides/admin_c.php?g=956789`. The page title is "QMB 3302 - Business Analytics: Home". The navigation bar includes "LibGuides", "Home", "Content", "Tools", "Discussions", "Statistics", and "Help". The user is logged in as `rmbeard@fgcu.edu`. The main content area is titled "QMB 3302 - Business Analytics: Home" and includes a "Published" status. The page URL is `https://fgcu.libguides.com/c.php?g=956789`. The page is divided into several sections:

- Home** and **Citing Business Sources** tabs.
- 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**:
 - Mergent 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 Group**:
 - 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.
- Contact the Business Librarian**: Regina Beard

Topic Handout CANVAS

 Business Analytics - QMB 3302

Sources for datasets --*this 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
 - [Mergent Online](#)
 - [S&P NetAdvantage](#)
- 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 rates](#)
 - Government (public) debt
 - [CD rates](#)
 - [Commercial paper rates](#)
 - [S&P NetAdvantage](#) – interest rates
- Sales, revenues, profits per company, sector, term
 - [Mergent Online](#)
 - [S&P NetAdvantage](#)
- Analysis of specific publicly traded companies
 - Library resources for company profiles
 - [Mergent Online](#)
 - [S&P NetAdvantage](#)
 - [Business Insights: 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 rates
 - [National Center for Education Statistics \(NCES\)](#)
- Analysis of real estate, available from [FRED](#)
 - [Median home prices in the US](#)
 - [New Residential Construction](#)

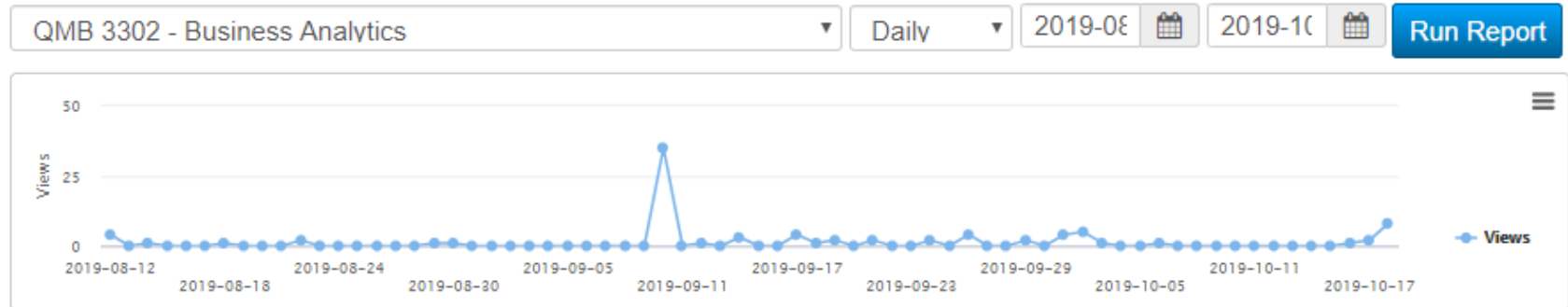
- [Houses sold](#)
- [Financing](#)
- [Home ownership rates](#)
- [Consumer expenditures](#) (historical data)
 - Bureau of Labor Statistics (BLS)
- Comparison of median home prices for SW Florida or for U.S.
- **Population versus unemployment rate**
 - [Unemployment](#)
 - [Population](#)
- **Trend of marriage and divorces in U.S.**
 - [National Vital Statistics systems \(NVSS\)](#)
 - [Statistical Abstract of the U.S.](#)
- **Relationship between average salaries and cost of living**
 - [Consumer Price Index](#)
 - [Labor Force Statistics](#)
 - [Pay and benefits](#)
- **Statistical analysis of primary factors that affect housing in Florida**
 - [Housing Vacancies and Home Ownership Rates by state & MSA](#)
 - [Mortgage information](#) – St. Louis Federal Reserve (FRED)
- **Alcohol related motor vehicle accidents and geographical location**
 - [National Highway Traffic Safety Administration](#) – Fatality Analysis Reporting System
 - [Crashes: time, location, circumstances](#)
 - [Alcohol](#)
 - [By vehicle type](#)
 - [People](#)-victims, drivers, alcohol, restraints, rollover, motorcyclists, school bus, pedestrians, cyclists
 - [By state](#)
 - [Fatalities](#)
- **Automobiles**
 - [Production statistics](#) – (OICA)
 - [Total vehicle sales](#)
- **Workplace fatalities**
 - [Occupational injuries/fatalities](#)
 - [Workplace homicides](#)
- **Sports statistics**
 - [National Football League \(NFL\)](#)
 - [NASCAR](#)
 - [Various sports: professional/college](#)
 - [Various](#)
 - [Sports facilities](#)
 - [National Collegiate Athletic Association \(NCAA\)](#)
 - [division I](#)
 - [division II](#)
 - [division III](#)
- [National Prison Statistics](#)

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Research Guide – Student Views

Guide Tracking - Total Views



1 guides, 88 views, 68 days

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Guide		Views
ID	Guide Name	
956789	QMB 3302 - Business Analytics	88

Show entries

First Previous **1** Next Last





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:



THANK YOU

References

Olshausen, M. (2018). A Statistical Approach to Assessing Research Guide Use at Central Washington University. *PNLA Quarterly*, 82(3/4), 23–34.

That's THE FGCU EFFECT
What effect will it have on you?