



University Library
UNIVERSITY OF WISCONSIN
The Resource
WHITEWATER

Spring Semester 2006

Spring Semester Hours

Library

Sunday
1:00pm - midnight

Monday - Thursday
7:30am - midnight

Friday
7:30am - 6:00pm

Saturday
9:00am - 5:00pm

Reference Desk Hours

Sunday
1:00pm - 5:00pm
6:00pm - 10:00pm

Monday - Thursday
8:00am - 10:00pm

Friday
8:00am - 5:00pm

Saturday
1:00pm - 5:00pm

How to Contact Reference

- ◆ In-person
- ◆ Email: refdesk@uww.edu
- ◆ Phone: (262) 472 - 1032

**Archives
Special Collections
Area Research Center**
(University Library L2210A)

Monday-Friday.
9:00am - 5:00pm



**Seeking:
Undergraduate/Graduate Research
Papers & NCUR Presentations**

By Joyce Huang, Library Director

This is a great opportunity to expose local works for external use and a wonderful means to distinguish and market the University! The University Library is seeking to preserve local scholarship by participating in **MINDS@UW** (Multi-disciplinary Institutional Networked Digital Storage), a UW System project which enables individual universities in the System to create and store electronic content of campus research products in the collective site managed by UW-Madison.

We have added recent UW-W Master's theses to this site, and will be scanning back issues of Muse, the UW-W literary and arts magazine. We consider undergraduate/graduate research papers, NCUR presentations and honors theses to be good candidates for the repository too.

The benefits of placing documents here are many:

- ◆ Search engines will be able to find them which means great marketing for the students.
- ◆ Students can list the publications in resumes and graduate school applications.
- ◆ Faculty can use this to showcase their students' works.

We have heard stories from other universities of students being contacted by publishers about commercial publishing opportunities through exposures in digital repositories like MINDS@UW.

Content is not limited to student output. Faculty and staff may consider using this site for research papers, conference power-point presentations, pre-prints, datasets, photographs and posters,

videos, software applications, learning objects, or other digital intellectual property.

MINDS@UW is committed to providing long-term physical storage and management of digital items in a secure, professionally managed repository including standard operating procedures such as backup, mirroring, refreshing media, and disaster recovery. It is OAI compliant (Open Archives) so crawlers such as Google can crawl and retrieve the files. A persistent identifier is assigned to each contributed item to ensure its retrievability far into the future. **Check it out** at <http://minds.wisconsin.edu/>

Interested in this project?
Please contact Joyce Huang,
x5516, huangj@uww.edu.

Database Changes, Oh My!

By Ronna Hoeper, Reference & Instruction

These valuable resources have recently been added to the University Library's list of indexes & databases
< <http://library.uww.edu/indexes/alpha.htm> >:

- ◆ ChoiceReviews.online (see article page 2)

- ◆ CINAHL Plus with Full Text (EBSCOhost)
- ◆ Humanities International Index (EBSCOhost)
- ◆ Library, Information Science, & Technology Abstracts (EBSCOhost)
- ◆ ProQuest Historical Newspapers - The New York

Times (1851-2002) (cross-listed under N and P)

These were recently removed:

- ◆ American Humanities Index (EBSCOhost)
- ◆ CINAHL (ProQuest)
- ◆ ProQuest Nursing Journals

Managing Research with SuperSearch

By Jennie Vano, Reference & Instruction Librarian

It was a dark and stormy night. Professor X needed to start a major research paper and the power had flickered once already. How would Professor X get the research started in time? Professor X turned to SuperSearch.

With SuperSearch's ability to search up to 8 databases at one time, Professor X was able to quickly search major databases and download essential articles. Using SuperSearch's My Space features Professor X was also able to save relevant articles to a folder for later research and save the search queries that found the best articles – moments before the power went out.



the SuperSearch screen using your Net-ID and password.

Once logged in, your user name appears in the upper right hand corner of the SuperSearch screen. Don't forget to click on Exit to log out when you are finished using My Space.

There are four My Space features that researchers will find most useful.

For detailed instructions on using them, see the University Library's *How to Use SuperSearch* guide at < <http://library.uww.edu/guides/supersearchfaqs.htm> >.

Create a Custom Set of Databases

Often, research crosses discipline lines and the predetermined Custom Search database sets will not meet your needs. You may form personal database sets that fit long or short term research needs. To see the Custom Database screens, click on My Space, and then click on My Resources in the upper toolbar.

Save Search Results

In most databases, you may mark articles for email or download during a session. SuperSearch takes this option one step further by allowing you to create folders to store relevant articles. To see the folders screen, click on My Space and then My eShelf in the upper toolbar.

Save a Search Query

When logged in to My Space, SuperSearch keeps track of your search history. Did a great search three searches ago? Find it again by clicking on My Space, and then My History in the upper toolbar to see what searches have been conducted in the current session. A search may be re-run by clicking on it or saved by clicking on the plus sign.

Set Up an Alert

To turn a saved query into an email alert, click on the bell icon. A window will pop up and ask for basic information regarding the alert. Alerts are sent to the email of your choice from "MetaLib User" with a subject of "MetaLib Alert Report".

Question? Contact the Reference Desk at 262-472-1032 or refdesk@uww.edu.

Need to Make a Choice? Try ChoiceReviews.online

By Ronna Hoepfer, Reference & Instruction Librarian

Selecting books for your department and looking for a book review trusted by librarians and educators alike? Can't find those helpful (but messy) piles of *Choice* review cards provided by the Library? You're in luck! *Choice*, that venerable review periodical, is now available in an online database available to both on- and off-campus users. No more messy piles!

ChoiceReviews.online provides full text access to current reviews of both books and electronic resources "of interest to those in higher education," as well as to older reviews dating back author, or ISBN directly from the main search screen, or broadly. Advanced searching allows you to define limits example, search for all reviews of items with a copyright undergraduates in the field of chemistry (and if you were wondering, there are 86).



to September 1988. Search by title, click on Advanced Search to search more and find all reviews within those limits. For year of 2004-2005 written for upper-division

Search results show citation information, price, and the print issue containing the review. You can also choose to have the full text of reviews appear. Records can be marked and then emailed or printed as a group. There is a 30-minute inactivity time-out feature, so if you have many reviews to read, you may want to email them to yourself in order to read them at your leisure.

A search interface redesign is being planned by the publisher for release sometime in spring 2006. This new interface will include more powerful features such as Boolean search capabilities and the ability to save searches. For more information, see < <http://www.ala.org/ala/acrl/acrlpubs/choice/choicereviews/cro2info.htm> >.

ChoiceReviews.online is **limited to one user at a time** and can be accessed through the University Library's alphabetical list of indexes and databases at < <http://library.uww.edu/indexes/alpha.htm> >. Due to the new online availability, *Choice* cards will no longer be provided to departments, so take a few minutes and check out this great new resource!



You Heard it Here First: Library Adds Audio Books on CD

By Carol Elsen, Reference & Instruction Librarian

If you'd like to make your commuting or workout time productive, try the Library's new audio book collection.

across from the Circulation Desk. As with other McNaughton titles, audiobooks may be checked out for four weeks and renewed once. Use the Library Catalog to find the new audiobooks by doing a keyword search for the publisher,

"brilliance audio." Finding them on the shelf is easy – they're shelved by the author's last name.

For years, the Library has had a handful of books available on audio cassette or CD in the Media Center, but most of the titles are abridged or adapted. Since more patrons have been expressing interest in audiobooks, the Library is experimenting with a new collection of unabridged, original titles on CD. Because audiobooks are pricier than their print counterparts, Library staff will gauge ongoing demand for the new format before continuing to build the collection. To keep the collection growing, you'll want to start listening now!

Currently, the collection features 20 works ranging from classic fiction (*Treasure Island*, *The Scarlet Pimpernel*) to modern fiction (*The Death Collectors*, *Year of Pleasures*) and non-fiction (*All Fisherman are Liars*).

Audiobooks in McNaughton Collection

- ◆ *All Fishermen are Liars: True Tales From the Dry Dock Bar*. Linda Greenlaw
- ◆ *Comfort & Joy: A Novel*. Kristin Hannah
- ◆ *Conversations With My Dog*. Zig Ziglar
- ◆ *Creepers*. David Morrell
- ◆ *Death Collectors*. Jack Kerley
- ◆ *Great Expectations*. Charles Dickens
- ◆ *Hard Truth*. Nevada Barr
- ◆ *In The Company of Liars*. David Ellis
- ◆ *Last of the Mohicans*. James Fenimore Cooper
- ◆ *Picture of Dorian Gray*. Oscar Wilde
- ◆ *Poison Heart: A Novel of Suspense*. Mary Logue
- ◆ *President's House: A First Daughter Shares The History and Secrets of the World's Most Famous Home*. Margaret Truman
- ◆ *Razor's Edge*. W. Somerset Maugham
- ◆ *Scarlet Pimpernel*. Baroness Orczy
- ◆ *Stroke of Midnight*. Laurell K. Hamilton
- ◆ *Treasure Island*. Robert Louis Stevenson
- ◆ *Uncle Tom's Cabin*. Harriet Beecher Stowe
- ◆ *Virgin Of Bennington*. Kathleen Norris
- ◆ *Year Of Pleasures*. Elizabeth Berg

Popular Fiction & Non-Fiction in Print

For popular literature aficionados, the McNaughton Collection offers a wide variety of fiction and non-fiction titles in print. Librarians select 30 new books each month to add to this "revolving" collection. Books stay in the cycle for two years and then are either returned to the vendor or transferred to the Main Collection to make room for new ones. The audiobooks, however, will be kept permanently.

Help Us Build the Collection

Are there popular authors you'd like to read? Help select titles for the McNaughton Collection by

emailing Denise Gullikson at gulliksd@uww.edu. She emails each month to let you know when the selection list is at the Circulation Desk, so you can stop by and select titles.

The new audiobooks are shelved in the McNaughton Collection, the Library's popular fiction and non-fiction selections, located



A Sampling of Reference



By Vicky Topp, Reference & Instruction Librarian

These great new books, among others, have been added to the University Library Reference Collection within the last six months.

Gale Encyclopedia of Neurological Disorders (RC334 .G34 2005) This helpful encyclopedia includes information about a variety of diseases, syndromes, treatments, therapies and diagnostic and assistive technologies. Most entries have a glossary to explain terms that might be unfamiliar. Often, there is a list of sources to help with further research. One of the strengths of this encyclopedia is the clear language which is understandable but not so simple as to be annoying. Alternative names for many of the diseases, disorders and syndromes are given to help the reader who wishes to do more research in medical journals.

American Attitudes (HN90 P8 A527 2005) The fascinating tables in this book are the result of the General Social Survey of the University of Chicago's National Opinion Research Center, which is conducted through face-to-face interviews with a representative sample of 1,500-3,000 English speaking people over 18 living in the United States. Some show how attitudes changed over time; for example, in 1977 approximately 66% of those asked said they agree/strongly agree that preschool children suffer when their mother works, in 2002 that percentage had dropped to about 45%. Other tables focus only on current attitudes or experiences. In 2002 82.9% of the respondents had one or more computers in their home, 52.2% of those responding send 1-5 messages a day and 22.9% receive 1-5 messages a day. This is just one of statistical compilations by New Strategist in the Library.

Encyclopedia of African History (DT20 .E53 2005) This three volume encyclopedia set is unusual in that it encompasses both North Africa and Sub-Saharan Africa, areas that are often treated as separate and disconnected. The time period covered is comprehensive covering the evolution of human beings to the twenty first century.

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Editing, Layout & Design: Martha Stephenson

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serials@uww.edu

Archives: (262) 472-5520
archives@uww.edu

So What's New?

Find answers at
<http://library.uww.edu/whatsnew.htm>

Yeah. We can get that!

By Patty Fragola, Circulation Coordinator

Right. So you're working on a research project and you've come to the University Library to see what we've got. You look through the Library Catalog and all the online databases. You find that we have a lot of material on your topic, but as you get further into your research you start stumbling across titles that the UW-W just doesn't have. Great, now what do you do?



Whether it's a book, article, or video, if the library doesn't have it, we can help you get it through our interlibrary loan services. If the item is owned by another library in the UW system it can be requested through *Universal Borrowing* (UB for short). If the item you're looking for is an article or isn't owned by any UW library, it can be requested through *ILLiad*.

Both *UB* and *ILLiad* requests can be placed online. You will just need to enter your barcode (the middle seven digits on your UW-W ID card) and last name to log in. If you are an undergraduate there will be a \$1 fee per item ordered through *ILLiad* and received. *UB* requests are free for all students, faculty and staff.

For more information on these and other library services check out our website < http://library.uww.edu/services/ht_lib4.htm >.

Google Scholar @ UW-Whitewater!

By Barb Bren, Reference & Instruction Coordinator

The UW-Whitewater University Library is participating in Google Scholar's Library Links program, which means search results from Google Scholar will be annotated with links indicating whether a book is available from our Library's collections or whether you have access to the full text of articles via our online subscription resources. Access to subscription resources from off campus will require a login with a UW-W ID number and last name or Net-ID (campus e-mail account) and password.

[books Global Marketing and Advertising: Understanding Cultural Paradoxes](#)

[MK De Mooij, MK De Mooij - 1997 - books.google.com](#)

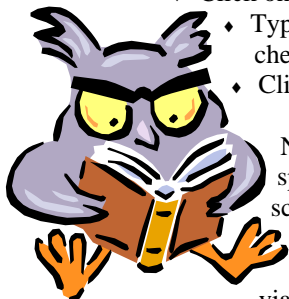
Page 1. GLOBAL MARKETING AND ADVERTISING Page 2. ... Page 3. GLOBAL MARKETING AND

ADVERTISING Understanding Cultural Paradoxes Marieke de Mooij ...

[Cited by 101 - Web Search - books.google.com - Find It \(UW-Whitewater\) - Library Search](#)

To make these links appear, simply access Google Scholar < <http://scholar.google.com> > from an on-campus location, or from an off-campus location follow these steps:

- ◆ Click on Scholar Preferences
- ◆ Type **whitewater** in the Library Links search box and then check the box alongside UW-Whitewater when it appears
- ◆ Click on the "Save preferences" button



Not familiar with Google Scholar? Basically, it is a way of using the Google search engine to search specifically for scholarly information on the Internet, including theses, books, peer-reviewed papers, scholarly publishers and universities. More information about Google Scholar is available at

< <http://scholar.google.com/scholar/about.html> > and < <http://scholar.google.com/scholar/help.html> >.

One thing it cannot do is search the contents of library subscription databases. They must be accessed via the Library website.

Read more about Google Scholar at < <http://library.uww.edu/whatsnew.htm#goos> >.