

How to Research Like a Pro



**Researching *anything* can
be a daunting task.**

**The internet is
ENORMOUS.**

**How do you know what is
good information?**

What can you trust?

Have you ever seen these images before?



“Golden Eagle snatches infant in park” (2013)

MOON LANDING IS...



<https://voiceofpeopletoday.com/moon-landing-fake-stanley-kubrick-admits-he-helped-nasa-fake-moon-landings/>

In 1995, Fox News showed a 1947 autopsy from an alien who landed in Roswell, New Mexico--it was aired in 33 countries!



<https://ufotoday.com/extra-terrestrial/encounter/1947-roswell-ufo-incident-chronicles-and-original-alien->

Emma Gonzalez, a Parkland Shooting Survivor Rips up the U.S. Constitution

After this tweet was originally posted to Twitter on March 25, 2018, it had 1500 retweets and 2900 likes within a few hours!

<https://www.cnn.com/2018/03/26/us/emma-gonzalez-photo-doctored-trnd/index.html>



Today, more than ever, information is easy to fake and manipulate.

Videos are fairly easy to fake--a Generic Adversarial Network or GAN can change algorithms within footage

Audio files are even more simple to change--with certain software, one can feed any word into a text-to-speech algorithm to manipulate what we hear

Consider the variety of free software that can be accessed to edit, recreate and resize images:

IrfanView

Photobie

GIMP

Photoplus

ACDSee

Mspaint

Adobe Photoshop

It is the duty and role of journalists and writers to cross-reference and verify facts before publishing.

When we research a topic, we depend on the integrity of the author/website/database to be accurate and truthful.

**So...how do you determine
a resource to be credible?**

**You use the CRAAP
test, of course!!**

C= CURRENCY (timeliness of information)

- **When was the information published or posted?**
- **Has the information been revised or updated?**
- **Is the information current or out-of date for your topic?**
- **Are the links functional?**

R= RELEVANCE

- **Who is the intended audience?**
- **Is the information at an appropriate level (i.e. not too elementary or advanced for your needs)?**

A= AUTHORITY (look at the source)

- **Who is the author/publisher/source/sponsor?**
- **Are the author's credentials given?**
- **Does the URL reveal anything about the author or source? [examples: .com (commercial), .edu (educational), .gov (U.S. government), .org (nonprofit organization), or .net (network)]**

A= ACCURACY

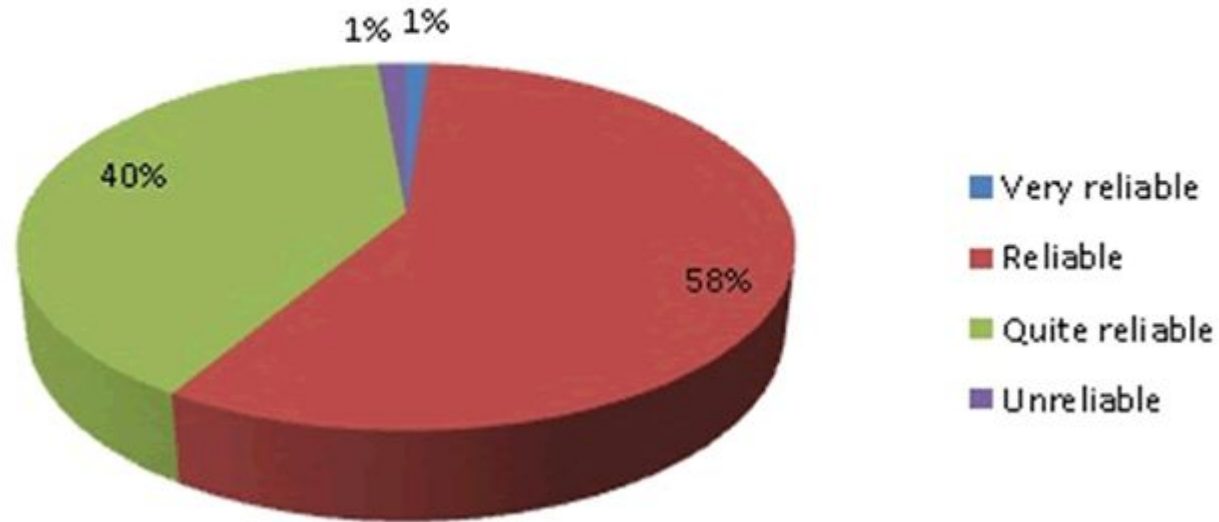
- **Is the information supported by evidence?**
- **Has the information been reviewed?**
- **Can you verify any of the information in another source or from personal knowledge?**
- **Does the language or tone seem biased?**
- **Are there spelling or grammar errors?**

P= PURPOSE

- **What is the purpose of the information? to inform? teach? sell? entertain? persuade?**
- **Is the information fact? opinion? propaganda?**
- **Are there political, ideological, cultural, religious, institutional, or personal biases?**

Wikipedia: What's your opinion?

Wikipedia's Perceived Reliability
(355/412)



Keep CRAAP in your mind as you are looking for information!



GOOGLE does not verify information for you. However, the VIRTUAL LIBRARY does all of the background checking for you, as well as providing the source information clearly.

Let's look at both of these sources.

Google Search Like a Pro

1. **Open Your Google Drive and then open another tab**
2. **Type J.K. Rowling into the Search bar**
3. **Change search to J.K. Rowling and Entrepreneur**
4. **Use other terms to get more accurate results. For example, you could use the word “Business”, “company” or “Characteristics”(instead of the word Entrepreneur)**

What else does Google offer?

- Advanced Search
- All/Image/News/Video
- Scroll to bottom to see recommended searches

Use the Virtual Library Like a Pro

- **Open a new tab: library.wrdsb.ca**
- **Scroll to Secondary and click on GALE ONLINE RESOURCES**
- **Click on Business and then select Business Collection**
- **Let's do the same search for J.K. Rowling Entrepreneur**
- **Narrow down your search by selecting Brief ARTICLES**
- **A great feature of GALE is that you can download information to your Google Drive! Open article and Download to Drive--it will appear in a new folder in orange-coloured text**

KPL Sources

- **Business Databases - free for you to use at school or home (Need KPL card).**
- **Has business plans for many company to help you plan your own**
- **Gives you access to census and demographic information to help you plan your own business.**

Learning to research takes practice!

