Memorandum

Digital Library Research Assignment

Introduction:

This assignment was assigned on October 5th, 2010 and is due October 12th. We recently met at the business library and discussed the variety of private and public databases that we have access to as MSU students. During this assignment we will investigate several of these databases and learn how to use them to find journal entries, articles, and official publications.

1. I used the Simmons Choices3 software in the Gast Business Library to look up several pieces of data. First I identified my age group (22-24) and looked up information regarding people in these age groups. I looked up the data for 22 to 24 year olds who were actively interested in electronics and received an answer of approximately 18%. This percentage means that 18% of people in my age group are interested in electronics.

   Next I switched to the Media tab to discover what type of media is influencing my age group. It appeared that internet media was very popular with this age group so I decided to find the percentage of 22-24 year olds who use the internet at least once a week to check their email. I found that approximately 48.1% of 22-24 year olds check their email at least once a week. I then added another filter to my search, and decided to find out the percentage of males,22-24 years old, that use the internet at least once a week to check their email. It turns out that only 31.6% of 22-24 year old males use the internet at least once a week to check their email.

2. The top ten lifestyles for people in the Lansing area are hunting (127), freshwater fishing (118), belonging to a veteran’s community (111), camping (110), power boats (107), belonging to a country club (105), salt water fishing (104), gardening (104), civic clubs (102), and painting/drawing/sculpting (100). I would agree with most of the lifestyles such as camping, freshwater fishing, hunting, and power boats because the Lansing area has a large quantity of
lakes, parks, and forests. One of the lifestyles that I do not believe is very popular in the Lansing area is salt water fishing because there is no access to salt water anywhere near the Lansing area.

3. I chose the Detroit Free Press for my local daily newspaper. The Detroit Free Press is produced in Detroit and is circulated around the metro-Detroit area, specifically Wayne and Oakland County. A major retail outlet in Oakland County is the Somerset Collection and various taxi and bus options, such as the Smart Bus, are available for consumers.

4. Two indexes that I have found to contain information on my area of interest are Environmental Studies and Biological Sciences. Searching the Environmental Studies Index produces various references, one of which being GreenFile. GreenFile is a database of publications about sustainability and new “green” technologies. A quick search for articles containing the word “sustainable” produced several options.


The Biological Sciences Index produced a list of scientific references. The Science Citation Index is a database of scientific journals and articles related to various scientific studies. A search for articles containing the word “energy” produced an assortment of journal entries and articles.


5. I used MSU Library’s Electronic Resources to locate the IEEE Xplore Digital Library, which is a database that lists journals and articles. I used this online reference tool to search for “sustainability”. One of the results was an article on “Optimal Energy Storage Sizing and Control for Wind Power Applications”.

Another quick search of journals in the Digital Library produced a journal article titled “Design, Modeling and Simulation of a Green Building Energy System”. This article was published in a publication called the Power and Energy Society.


Summary:

This assignment familiarized me with several of the scientific databases that I have access to as an MSU student. I learned how to narrow my search to specific types of reference material and how to broaden my search to multiple indexes. I also learned how to find full-text versions of these publications online.