Researching Media Law & Ethics

Resources to improve your research and make your life easier
• Scholarly vs. Popular Sources
• Strategic Searching
• Resources
• Source Evaluation
• Work Time
### Popular vs. Scholarly

<table>
<thead>
<tr>
<th>Question</th>
<th>Popular</th>
<th>Scholarly</th>
</tr>
</thead>
<tbody>
<tr>
<td>Who writes the articles?</td>
<td>Journalists / the public</td>
<td>Researchers / Scholars</td>
</tr>
<tr>
<td>Who is the primary audience?</td>
<td>The general public</td>
<td>Other researchers and scholars</td>
</tr>
<tr>
<td>Does the author cite their sources?</td>
<td>Typically no formal references</td>
<td>Reference list or endnotes</td>
</tr>
<tr>
<td>Are there ads?</td>
<td>Often</td>
<td>Rarely</td>
</tr>
<tr>
<td>Are current events covered?</td>
<td>Often</td>
<td>Rarely – the peer review process is time consuming</td>
</tr>
</tbody>
</table>
Peer Review Process

- Author writes draft article
- Author submits article to journal
- Journal editor sends to reviewers (experts in the field)
- Does the research methodology sound?
- Does this work contribute to the field?
- Does the author use credible sources?

- Article rejected
- Article accepted as is
- Article accepted with revisions
- Article revised
- Article published
Defining your topic – Refining your search

Keyword Searching
Mapping your topic

Example Topic: “Deceptive Investigative Reporting Techniques”
Your COM 340 page can help!

COM 340 - Media Law and Ethics: Welcome

Welcome | Library Resources | From the Web | Scholarly or Popular? | MLA Style

**Evaluation Tutorial**

Evaluation

This tutorial is a great introduction to the many things you should consider when evaluating sources.

This Evaluation Rubric provides excellent tips on evaluating authors, publications, and identifying bias and perspective.

**Research in Media Ethics**

This guide features resources found in the library’s collection and on the web. Remember to always evaluate your sources - researching ethical issues means delving into a lot of gray areas and half-truths. Find a media ethical code you believe in, and stick to it as you explore your research topic.

I am available for individual research consultations, and the Writing, Reading, and Speaking Lab provides an invaluable service when it’s time to shape your research into your paper.

**Subject Guide**

Ashley McHose

Email Me

Contact:
Vogel Library
Room 210
Wartburg College
319-353-8448

Subjects:
- Business & Economics
- International Relations
- Journalism & Communication
- Leadership Studies
- Political Science
- Women's and Gender Studies

[Image of Ashley McHose]
Critically evaluating your sources

<table>
<thead>
<tr>
<th>Purpose</th>
<th>Authority</th>
<th>Timeliness</th>
<th>Scope</th>
</tr>
</thead>
<tbody>
<tr>
<td>• What is the point of this article?</td>
<td>• Who is the author or organization providing this information?</td>
<td>• How current is the info?</td>
<td>• How in-depth is the information?</td>
</tr>
<tr>
<td>• Who is the intended audience?</td>
<td>• Are they a credible source on this topic?</td>
<td>• How old is the supporting evidence in the article?</td>
<td>• Is this an overview source? A peer-reviewed article</td>
</tr>
</tbody>
</table>

I see you're using a source without determining its credibility

I too like to live dangerously
Search for your five scholarly sources:

- Use the guide as a starting point
- Use the key words and concepts you brainstormed today
- Be sure to evaluate your sources carefully
- When you find a promising source, get the MLA citation
  - Citing in MLA now will save you lots of time on your reference page later!