

DIGITAL LITERACY

2.5 Researching Credible Connections

Objectives:

- Recognize how digital literacy tools and knowledge will assist with lifelong learning.
- Evaluate information using a variety of digital technologies.
- Communicate information using a variety of digital technologies.
- Apply digital literacy tools and techniques to academic tasks, career activities and professional development.



Finding information has become easier with the growth of digital tools and technologies. However, not all information can be deemed *reliable* or *trustworthy*. With the proper evaluation, research will help you to support and validate the information that you have collected and shared.

Time to Complete: 11 hours

Instructions:

For this activity, you will choose a company that you respect and want to learn more about. You will research articles about this company, using the research databases available through the Full Sail library and a public search engine. Once you have read the articles, you will use the provided evaluation guide to determine their credibility. You will create a presentation to share your evaluations and results. This assignment has four parts as outlined below. (You might structure your presentation to correspond to each part.)



Part 1

Choose a company that you respect. Use the "Get Company Info" search feature in the LexisNexis database to find information about your chosen company. Once you have found this information, use the "Capture" feature on the Diigo Toolbar to take a screenshot of the page with the information. Save this screenshot in a new list in your Diigo account.

You will include this screenshot in your presentation, along with a paragraph explanation as to why you respect the company and chose it for this assignment.

Part 2

Use the library databases LexisNexis and/or EBSCOhost to find two recent articles about the company. After reading the articles, use the included [evaluation guide](#) to analyze the credibility of these articles.

In your presentation include your responses to the evaluation guide prompts along with a separate paragraph for each article, explaining whether you found the articles credible and why. You must also include the permalink to or a screenshot of your database articles.

Part 3

One of the benefits of using a research database instead of a search engine to find information is that research databases often have additional resources and filters that assist you in finding what you are looking for.

However, there are techniques you can use with search engines that will fine tune your results. One of these techniques involves the use of "search operators". Read this [article](#) on how to use search operators and use the search engine of your choice to find two additional articles about your chosen company.

Once you have found two additional articles bookmark them to the Diigo list you created in Part 1. Use the included [evaluation guide](#) to analyze the credibility of these articles. As in Part 2, include your responses to the evaluation guide prompts *along with* a separate paragraph for each article, explaining whether you found the articles to be credible and why (or why not) in your presentation.

Part 4

The Full Sail Library gives you access to a variety of tools and multimedia which you can use in presentations, reports and other works. One of these tools is the AP Images Collection. You have access to this image collection through the Full Sail library. Using the "search operators" technique from Part 3, search this collection for images that fit the company and theme of your presentation. Download four images and include them in your presentation, adding them where you think appropriate. You must include the numerical ID tag of the images you use in your presentation.

You can use any tool you feel would best display the required information. Some examples of presentation tools that students have used in past include: *Powerpoint, Keynote, Google Drive, and Prezi.*

For the best experience, reach out to your instructor early in the week for feedback on your research.

Include the following in your presentation:

- Name, student ID number, and a link to your *public* Diigo list (containing the company info screenshot and links to two search engine articles)
- The screenshot of your company information page and a paragraph explaining your reasons for choosing this company
- Your [evaluation guide](#) results and separate analysis of:
 - two library research database articles
 - two search engine articles
- Four images from AP Images Collection with corresponding numerical ID tags

Requirements:

Upload one compressed file (.zip). Compress the presentation file or if a web-based tool is used, compress a document that contains your name, student number and link to the online presentation.

Compressed file must be named appropriately:
LastName_FirstName_AssignmentName

Students that fail to use the file-naming protocol will earn fewer points on activities regardless of quality.