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search smart,
not hard



April 2004

Newsletter of Temasek Polytechnic Library

Quarterly

What's Your Learning Style?



PHYSICAL

VERBAL

VISUAL

MARKET RESEARCH – IT'S EASY • NEW LOAN PRIVILEGES • EVACUATION EXERCISE

Get More from EBSCOhost

Find more stuff on our online database EBSCOhost! Not only are there new databases and more options, you can now choose the language of the display as well!

Firstly, there are two additional databases — **American Humanities Index (AHI)** and **Communication & Mass Media Complete (CMMC)**.

AHI can be used to search for articles from literary, scholarly and creative journals published in the United States and Canada. Over 1000 journals published from 1975 to present are included. This database provides citation on articles, essays and reviews, as well as original creative works including poems, fiction, photographs, paintings and illustrations. Full-text can also be retrieved if they are available.

CMMC provides over several hundred research journals on all aspects of communication and mass media. Full-text for over 200 titles, major journalism reviews, recent encyclopedias and handbooks in the area of communications studies are included.

Secondly, the **Business Source Premier** database now offers an expanded coverage with more companies added to the **Company Profiles** option. Want to know more about Unilever? Want a SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis of the Levi Strauss company? Just select the Business Source Premier database, and look for the Company Profiles button.



And that's not all! Are you on the FAST track and taking French, Japanese or business Mandarin? Need practice reading these **languages** while you are learning them? Then the new language features in EBSCOhost are just for you.



You can change the EBSCOhost search screens to **French, Japanese or Chinese** just to name a few of your choices. The language option is near the top right corner of the screen.

You also have the option to **translate full-text articles** in HTML format to Spanish, French or German. When you see the "Translate" button, just select the language of your choice to translate the article.

—Debby Wegener



To see these improvements for yourself, access EBSCOhost via the Digital Library @ <http://spark.tp.edu.sg>.

Market Research

— Just A Click Away!

Statistics, market reports, country reports, consumer or lifestyle profiles, company reports and other gems are all found in one place. Sounds too good to be true? Wait till you see GMID ("g-mid"). No, not a market consultant but an online database.

See how it worked for Benjamin, a second year Business student.

Ben had just been given his assignment topic:

Charms! A European fragrance company is looking to market their products internationally. They are considering two potential markets — South Korea or Brazil.

Study these two markets and give recommendations on which market to target, the reasons why they should be targeted with recommended entry strategies.

Easy Does It

First, Ben needed to find information on the fragrance market of either South Korea or Brazil. Sounds tough. Are there any books on this topic? A quick search on the online catalogue did not retrieve anything that seemed relevant. Internet? The search on Google turned up lots of cosmetics advertisements. There seemed to be one market report but it turned out to be an abstract of an article that you need to pay to view.

Stuck, Ben thought he would try his luck and ask the Librarian at the Information counter.

The Librarian suggested using the Digital Library (<http://spark.tp.edu.sg>) to access an online database called Global Market Information Database.

Below was what Ben had done with the help of a Reference Librarian.

First, sign in.

Click on the link under "Research Gateway".

On the left of the screen, find "Resource Categories". Select "Databases" from the drop-down list and click "Go".

On the list of databases displayed, click on the arrow button next to GMID.

SEARCHING GMID

Step 1: SELECT GEOGRAPHY

Click on the + button beside Latin America & Caribbean or Asia Pacific to get a list of countries. Select either Brazil or South Korea.



Step 2: SELECT CATEGORY

Click on the "Category" tab and you will see a list of all categories available. You can either select from the list of the categories, or type in your keyword to "Filter categories". This will retrieve relevant categories of data.



Step 3: RUN SEARCH

Select the relevant categories and click on "Run Search".



Step 4: UNDERSTANDING RESULT LIST

Various types of information will be retrieved. Reports include: retail volume, market and country reports as well as company profiles (net sales figures, market share and brands) of the different players in the market.



Step 5: MORE RESULTS

Find additional statistics on all sorts of related topics such as socio-economic data, lifestyle and leisure information by clicking on the various selections on the left column.





What Type of Learner Are You?

Contrary to popular opinion, there are many ways to learn effectively. The first thing you have to do is find out what works for you. What type of studying best suits you? What time of the day are you most effective? What environment is the most conducive to your study? Find out more about your individual learning style and double your effectiveness!

LEARNER TYPES

VISUAL LEARNERS

You learn best when the material is graphic. You prefer looking at charts, tables and diagrams because they "speak" better to you. Visualisation comes easily to you. You also typically love drawing, scribbling and doodling.

Some of your commonly used phrases may be:

- Can we look at this differently?
- I can't quite picture it.
- I never forget a face.

When in class

You should look at your lecturers when they speak and take detailed notes.

When studying

- Study alone with no visual distractions e.g. at study carrels. Avoid sitting near places where there is constant activity (e.g. near lifts, doors or windows). Sit away from wall posters or bulletin boards.
- Whenever possible, make drawings, graphs or charts to illustrate abstract or complex concepts.
- Make flash cards.
- Highlight important information.

VERBAL LEARNERS

This style involves both the spoken and written word. You typically can express yourself well both verbally and in writing. You love reading and writing. You can typically sing, play a musical instrument or identify the sounds of different instruments.

You may use phrases such as:

- That sounds OK.
- In other words..
- Let's talk.

When in class:

Your lecture notes may be scanty because you prefer to listen. You may need to expand them by discussing the lecture topic with your classmates or extracting more information from textbooks.

When studying

- Read and record your notes to a tape recorder.
- Use your own words to rewrite important ideas, principles, and concepts.
- Arrange information into hierarchies and points.
- Spend time in quiet places to recall the information.
- Discuss ideas in groups. You learn best when you are doing the explaining or elaboration to your friends.

PHYSICAL LEARNERS

You can't sit still. You have to pace around the room, listen to CDs, or have TV on in the background. You can be easily distracted. You prefer hands-on learning. You like sports and other physical activities. Sitting in a lecture and listening to your lecturer talk can be boring.

You may say:

- That feels OK to me.
- I follow what you mean.
- Get in touch.

When in class

Actively participate in discussions and laboratory work. Whenever possible, build models rather than give oral or written presentations.

When studying

- Take frequent breaks while studying.
- Study in a place that allows you to move around.
- Use practice, play-acting or modeling to prepare for tests.
- Recite lists while you exercise.
- Use calculators and computers.

For more information on learning styles, visit these websites:

<http://www.learning-styles-online.com>

Gives details on other learning styles not covered in this article. Includes links to recent research on learning styles.

<http://www.vark-learn.com/english/index.asp>

Free online quiz to determine your unique learning style.

Question: How many books can students borrow?

Answer: 7 books for 2 weeks.

That's right. But that's not ALL. Find out what else you can borrow from the Library and for how long.

Students

Item	Max No	Loan Period	Overdue Fines
Open Shelf	7 books	14 days	\$0.10 /day
Red Spot	1 item	2 hours	\$0.50 /hour
Reference		No Loan (Use in Library only)	
Magazines (current issues)		No Loan (Use in Library only)	
Magazines (back issues or bound volumes)	3 issues or volumes	3 days	\$0.10 /day
AV/Multimedia			
General	3 titles	7 days	\$1 /day
Restricted	1 title	3 hours	\$0.10 /hour

Academic and Senior Administrative Staff

Item	Max No	Loan Period	Overdue Fines
Open Shelf	30 books	28 days	\$0.30 /day
Red Spot	3 items	3 days	\$0.30 /hour
Reference	5 books	3 days	\$0.30 /day
Magazines (current issues)	5 issues	3 days	\$0.30 /day
Magazines (back issues or bound volumes)	5 issues or volumes	7 days	\$0.30 /day
AV/Multimedia			
General	10 titles	7 days	\$1 /day
Restricted	1 title	3 days	\$1 /day

Administrative Staff

Item	Max No	Loan Period	Overdue Fines
Open Shelf	10 books	28 days	\$0.30 /day
Red Spot	1 item	2 hours	\$0.30 /hour
Reference	5 books	3 days	\$0.30 /day
Magazines (current issues)	5 issues	3 days	\$0.30 /day
Magazines (back issues or bound volumes)	5 issues or volumes	7 days	\$0.30 /day
AV/Multimedia			
General	10 titles	7 days	\$1 /day
Restricted	1 title	3 days	\$1 /day

Music to My Ears!

If you're feeling the heat of pressing assignment deadlines and looming exams, it's time to "decompress". Music is a great way to relieve stress and a balm to the soul.

Head to the Learning Resource Centre on Level 4 to borrow our CDs!

A peek at some of the hottest stuff there:

Album: **Fallen** by **Evanescence**
Call No.: M1630.18 Eva

Album: **Hotel Paper** by **Michelle Branch**
Call No.: M1630.18 Bra

Album: **Meteora** by **Linkin Park**
Call No.: M1630.18 Lin

Album: **Metamorphosis** by **Hilary Duff**
Call No.: M1630.18 Duf

Album: **Dangerously in Love** by **Beyonce Knowles**
Call No.: M1630.18 Know

LIBRARY ETIQUETTE



Fresh Picks

JUST LIKE WEARING new clothes, it feels good to open a new book and be its first reader. And now, you won't even need to go to a bookshop.

Drop in to the Library at the beginning and middle of every month and treat yourself to the new offerings. Located just outside the Red Spot section on Level 2, you can browse and borrow any book on the shelves. Reference books are displayed on Level 5. New fiction and lifestyle books are displayed

on the shelves of the Lifestyle Section on Level 3.

Of course, you don't even need to come to the Library to find out what the new books are. Get a sneak preview of some new books and multimedia material featured on the Digital Library. Or, go to the online Library catalogue @ <http://spark.opac.tp.edu.sg>. Click on "New Titles/ Special Collections" on the top menu bar to get a complete listing of the latest books and multimedia.

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