

## A Show-Me-To-Win-Me-Over Method of Visually Indexing Strategic Research Instruction

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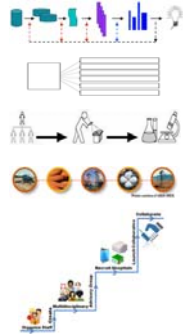
## Visually Indexing Information

What it is.  
Why it works.  
How to do it.



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## Visually Indexing Information - in 5 or 6 Steps



1. Re-focus to a strategic approach
2. Identify actionable steps
3. Conceptualize steps visually
4. Collect/create your pictures
5. Execute conceptual image
6. Code image mapping and links

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## 1. Re-focus to a Strategic Approach

Can your research guide be made visual?

**Business Reference Services**

**Country Information: A Study from the UCLA Rosenfeld Library**

BOTH pages cover country profiles and related sources

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## 2. Identify the Actionable Steps

**Assignment Topic**

**Key & Actionable:** (users can relate to)

- Questions
- Arguments
- Considerations

**Avoid Library Jargon:**

Subject Headings:

- General Works

Formats:

- Periodicals

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## 3. Conceptualizing Visually - Tools

Tools for Image Ideas and Copyright-Free Use

- AP Images database  
<http://www.apimages.com/>
- Bettmann Archive  
<http://www.corbis.com/BettMann100/Archive/BettmannArchive.asp>
- Google Images Advanced Search  
[http://www.google.com/advanced\\_image\\_search](http://www.google.com/advanced_image_search)

Tool Hint: *Google Images* Advanced Search  
Public domain images more likely  
at government sites, use limit - site:.gov  
Caveat, .gov images not always public domain, see:  
Prints & Photographs Div., Library of Congress  
[http://www.loc.gov/rr/print/195\\_copr.html](http://www.loc.gov/rr/print/195_copr.html)

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### 4. Collect Ideas ...

**Country Information - A Briefing from the UCLA Rosenfeld Library**  
last updated: April 14, 2012

Overview | Forecasts | Trade Policies | Operations | Capital Markets | News | Resources

The sources listed below cover most countries, simply select the country of your choice.

Compiled for AMR/CAP/DMR Trade Study Support  
[\*] = Access from off-campus requires the [Anderson Link Proxy](#)

**Overview**

- \* [EIU Country Select](#) - The Economist Intelligence Unit - country profiles, updated monthly
- \* [World Factbook](#) - U.S. Central Intelligence Agency - country profiles
- \* [Department of State](#) - U.S. Department of State - profiles with contacts
- \* [Congressional Guide](#) - Library of Congress - country profile, history, statistics

**Forecasts**

- \* [Country Forecasts](#) in [Financial Risk Yearbook](#) via [Business Source Complete](#) - risk analysis
- \* [Country Risk](#) via [Business Monitor Online](#) - country profiles on political risk
- \* [World Bank](#) - via [Business Monitor Online](#) - league tables

Country Information (UCLA Rosenfeld Library) <http://internal.anderson.ucla.edu/staff/virtual.library/country.html>

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### 4. ... Create Your Own Pictures

**Identifying Information Stakeholders**  
last updated: September 18, 2010

A research tool especially prepared for AMR/CAP/DMR teams

**Why Information Stakeholders?**  
Use well-informed industry matches, ready to share information.

**Top Information Stakeholders?**  
• Associations • Trade magazines • Trade Show • Government

**How to Find Information Stakeholders?**

**A. ASSOCIATION WEBSITES & MEDIA CONTACTS**  
EXPECT: news, statistics, white papers, directory of members  
FINDING TOOLS: [Business Topics](#) | [Industry Pages](#)  
(See listings in [SRO2-Business Publication Advertising Source](#))

**B. TRADE MAGAZINES**  
EXPECT: news, trends, issues, rankings, surveys  
FINDING TOOLS: [Business Topics](#) | [Industry Pages](#)  
(See listings in [SRO2-Business Publication Advertising Source](#))

Identifying Information Stakeholders (UCLA Rosenfeld Library) <http://internal.anderson.ucla.edu/staff/virtual.library/stakeholders.htm>

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### 5. Insert Conceptual Image

insert HTML Code: ``

*How to insert an image with HTML* (eHow.com)  
- [http://www.ehow.com/how\\_4745649\\_insert-image-html.html](http://www.ehow.com/how_4745649_insert-image-html.html)

*How to insert images in HTML* (wikiHow.com)  
- <http://www.wikihow.com/Insert-Images-with-HTML>

OR, follow your Web authoring software, e.g. Dreamweaver, etc.

- A word about Content Management Systems (CMS)
- A word about LibGuides (SpringShare)

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### 6. Code the image mapping and links

Tools for Image Mapping - many online, just one:  
*Online Image Mapper* - <http://www.image-maps.com/>

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Assessing Global Markets (UCLA Rosenfeld Library) <http://www.anderson.ucla.edu/x17216.xml>

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### To Recap ...

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### Questions ?

**Picture This**

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