

Can I get a little more
source: academic online
search and EAP

Tim Leigh

Deputy Director of Education, Faculty of Arts & Humanities

Manchester Metropolitan University

Context of BALEAP 2025

- exploration of a collaborative project between a university language centre, an academic department, and a university library working on an initiative that reaches across the institution.
- collaboration across disciplines and amongst participants who are differently positioned within the institution and society.

University context

10% international students

110 UCAS point

25% Polar quintiles 1 and 2.

40% vocational qualifications

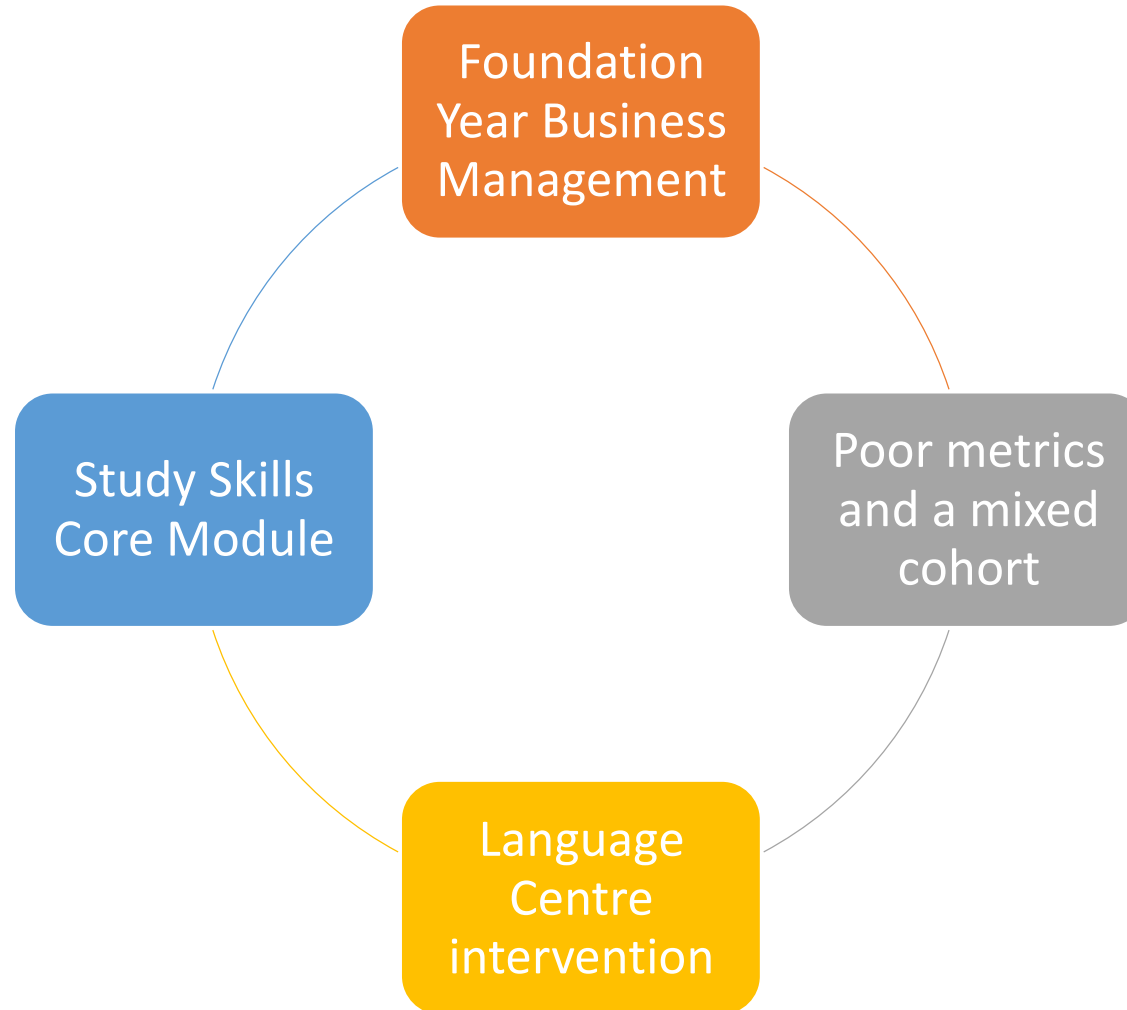


**Manchester
Metropolitan
University**

50% from the North West

50% BAME student profile

The project's context



Feedback from the programme team

- The average grade is 46%.
- 10% of the students do not submit.
- Module student feedback suggests support needed in assessment.
- Both vocational entry and overseas entry perform worse (approximately an 8-10% percent gap in performance).
- Marking team feedback: weaknesses in the quantity and quality of citations and references.

The Project: Finding and evaluating sources

Snapchat is an effective tool for marketing and advertising in the UK.

To what extent do you agree or disagree with this statement?

- 40%: use an appropriate range of secondary sources.
- 70%: use deep, broad and wide-ranging sources.

Everyday Search

Satisficing

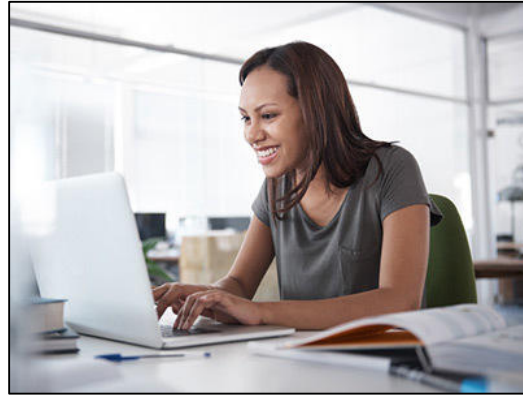


Search Engine
Optimisation (SEO)

Natural Language
Processing (NLP)

Academic Search

Citation chasing



Academic Databases
(indexing)

Boolean
Operators

When university students meet academic search...



students and academic search: the literature

A collaborative project

- ▶ • Mandatory 1-hour workshop
- Online search task.
- ▶ • Recorded screencasts.
- Retrospective think aloud interviews.
- Source evaluations.

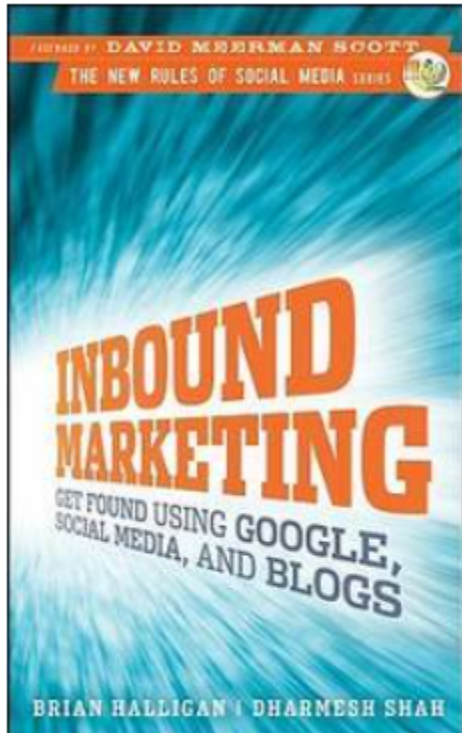
Findings (L1 speakers)

Search stage	Search 1	Search 2	Search 3	Search 4	Search 5
Participant					
L1 speaker 1	snapchat marketing UK	snapchat marketing UK			
Search engine	Google	Science direct			
L1 speaker 2	is snapchat a relevant source for advertising in the uk	is snapchat an effective tool for marketing and advertising in the uk			
Search engine	Google	Man Met library			
L1 speaker 3	snapchat marketing in the UK	advertising on snapchat	is snapchat and effective marketing tool	snapchat and marketing	snapchat marketing campaigns
Search engine	Man Met library	Man Met library	Google scholar	Google scholar	Google scholar
L1 speaker 4	is snapchat an affective tool for marketing	is snapchat an effective tool for marketing			
Search engine	Google	Google			

Findings (L2 speakers)

Search stage	Search 1	Search 2	Search 3	Search 4	Search 5
Participant					
L2 speaker 1	snapchat	snapchat sources	snapchat stories	snapchat news stories	
Search engine	Man Met library	Yahoo	Google	Google	
L2 speaker 2	Snapchat	snapchat			
Search engine	Man Met library	Google			
L2 speaker 3	snapchat for marketing	snapchat for marketing for business			
Search engine	Man Met library	Google			
L2 speaker 4	"snapchat" "marketing and advertising"	"snapchat"	"marketing on snapchat"	marketing on snapchat	
Search engine	Man Met library	Man Met library	Man Met library	Google	

Findings (sources)



BUSINESS / MEDIA

Snapchat: Catching the Eye of Fashion

Brands are beginning to mine the marketing potential of the digital company's ephemeral messages.

By RACHEL STRUGATZ  MAY 19, 2014, 12:02AM

- f Forget sexting – fashion brands are beginning to mine the marketing potential of Snapchat's ephemeral messages. While brands like the
- x buzz around Snapchat and its younger user base, they are still
- experimenting with the service and have yet to quantify its impact on
- p their bottom line. The three-year-old messaging service is also still
- +

working out some kinks, recently reassuring users following Federal Trade Commission privacy allegations.



Image: Getty)

NEWS POLITICS FOOTBALL CELEBS TV SHOPPING ROYALS

Snapchat is set for a HUGE redesign after boss Evan Spiegel admits app is 'difficult to understand'

The selfie-sharing app looks set to completely change how it works

By Jeff Parsons, Tech/Science reporter
12:56, 8 Nov 2017

Snapchat is one of the biggest apps on the planet - despite being utterly incomprehensible to most people over the age of 25.

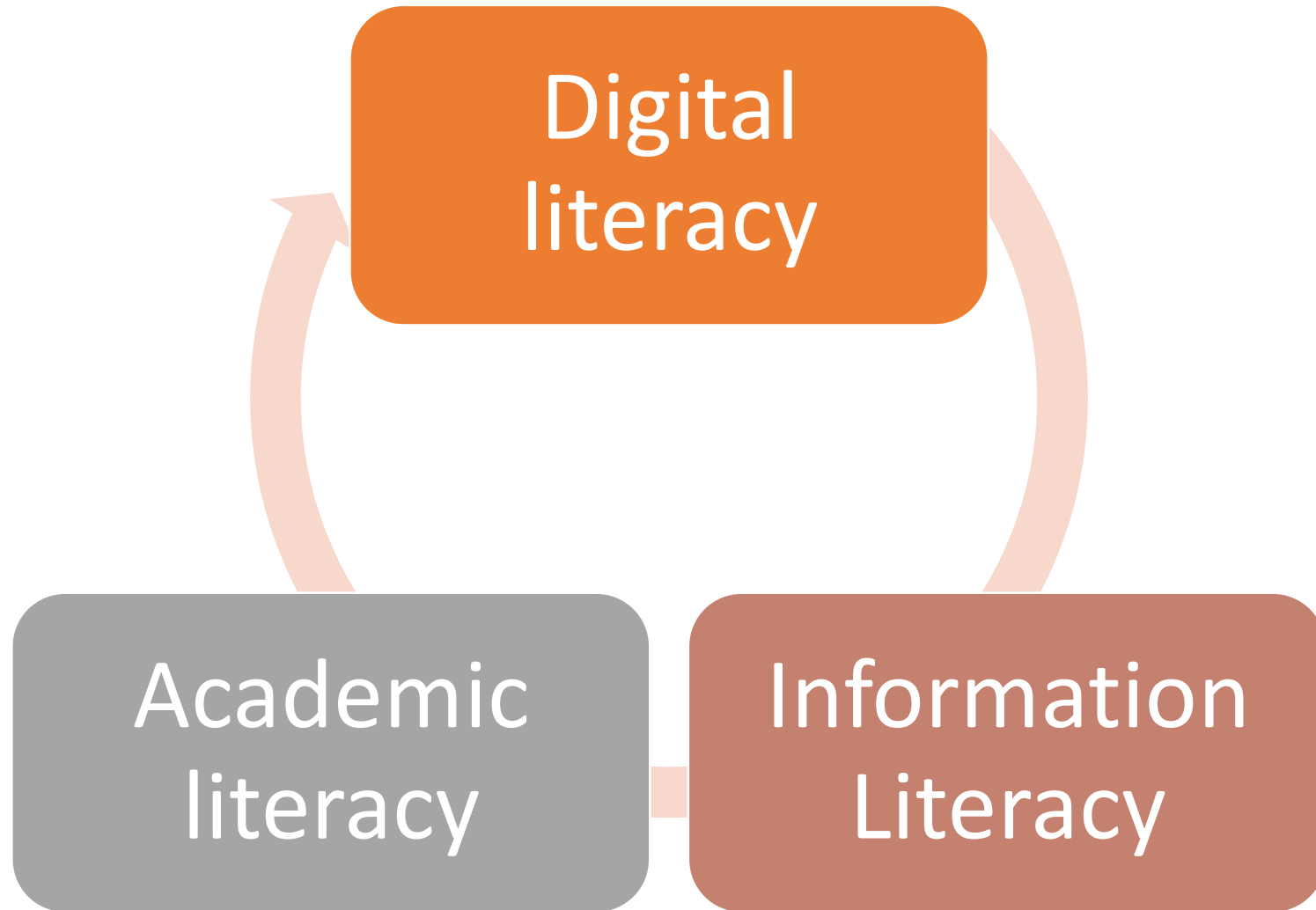
There are no on-screen instructions and filters and effects are accessed through a range of different swipes that users have to commit to memory.

0 to 3 points	Very questionable source. Don't use.
4 to 7 points	OK for info, but don't cite it.
8 to 11	Good source to use and cite.
12 to 15	Excellent source

Findings (cognitive processes)

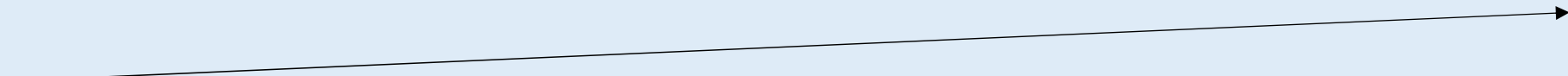
themes codes	Initiation	Selection	Exploration	Formulation	Collection	Completion
(feelings)	certainty	optimism	clarity	clarity	confidence	satisfaction
	uncertainty	pessimism	confusion	confusion	pessimism	disappointment
(thoughts)	focused			focused		
	vague			vague		

An uneven playing field




Connecting practices and disciplines

A model of academic online search

	Initiation	Selection	Exploration	Formulation	Collection
Cognitive	certainty	optimism	clarity	clarity	confidence
	 <p>Focus</p>				
Behavioural	Exclusive use of academic search engines.	Critical evaluation of SERPs.	Competent navigation of academic search engines.		
Linguistic	Key words extraction and formulation.		Query formulation and reformulation		


Curriculum embedded workshops



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Search...

[EDIT](#) | [MANAGE PARTICIPANTS](#) EVALUATION TOKEN: 

23rd April to 14th May



RESTRICTED CONTENT

25

Digital Literacy for International Students

Gain experience supporting a class of international students as they undertake a series of digital literacy workshops delivered by the University's Language Centre.

Associated Badges:



In A Nutshell...

- **Attend...** classes and workshops with experts
- **Develop...** your cross-cultural competencies
- **Contribute...** meaningfully to global discourse
- **Enjoy...** international social activities and events
- **Build...** Go Global Rise points for taking part
- **Earn up to 25 Rise points ...** which can be recognised within your degree.
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[Schedule](#)

Genre approach to online searches

‘Without doubt, the negotiation of reference questions is one of the most complex acts of human communication’

Robert Taylor, Information Studies Scholar (1968: 180).

“thank” AND “you”

Tim Leigh

t.leigh@mmu.ac.uk