**ENGL 282: Resources & Strategies for Multimodal Composition for the Web**

Librarian: Amanda Hornby, [hornbya@uw.edu](mailto:hornbya@uw.edu)

**1. Your PSA topic and audience**

Please respond to the following questions – be prepared to share them with a classmate:

What topic do you want to explore for your Public Service Announcement?

Who is your audience?

What action might you want your audience to take?

What research will your audience find credible?

**2. Open vs. Closed Web**

**Open Web**

Strengths:

Contains very current information

Includes information from professional organizations and blogs

There are billions of web pages available

Considerations:

Information may be inaccurate or biased because no one is reviewing the content

There is so much information available that it is hard to find what you are looking for

The information isn't organized

**Closed Web**

Strengths:

    The library pays for access to electronic databases, full-text journals, and ebooks

    Information has been carefully chosen and reviewed by experts

    The information is organized

Weaknesses:

    May not include the most current information on some topics

    The amount of information may be limited for some topics

**Credibility scale**: Evaluate your sources based on how credible they are for your audience, issue and purpose.

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**Sources for PSA Research:** [**https://canvas.uw.edu/courses/988878/pages/sources-for-psa-research**](https://canvas.uw.edu/courses/988878/pages/sources-for-psa-research)

**Research your audience:**

*International Data*

World Development Indicators

United Nations data - search by topic, country, country demographic data

*U.S. Census 2010 - most current U.S. demographic data*

national

WA state fact sheet

WA state, county & city data - Puget Sound Regional Council

Seattle

*Mintel Academic* - UW only

Filter by Sector - Health & Wellness, Personal Care

Filter by Theme - Healthy Lifestyle, Ethical & Green

Filter by Demographic - Teens, Kids

**Research your issue:**

*CQ Researcher - UW only*

Browse topics

Browse reports - Issue Tracker ; Pro/Con

*Libraries search - UW only* - http://lib.washington.edu

*Research guides - list of recommended resources by academic subject*

**Google search tip:**

Search Google for your PSA topic and filter by national, local or Seattle government organizations, for example:

hunger inURL:.gov

"emergency preparedness" inURL:wa.gov

"teen homelessness" inURL:seattle.gov

You can also search by inURL:.org