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Research is a process, and with any research-based task, it is important to develop a strategy for getting from point A to point B. In order to do this, researchers must be aware of the tools and resources that are available to aid them in their journey. Exploring options and planning research strategies may include articulating an information need, writing a research question, or recognizing when a strategy needs to be modified.

In the contemporary research environment, information is seemingly ubiquitous. It is essential for researchers to not only identify the types of information that exist, but to know where to find the appropriate information for their research needs. Identifying an information need and accessing that information may entail identifying subject-specific databases, understanding methods for discovering additional sources, or learning how to access materials beyond the UNC Libraries.

Today's researcher lives in a world of 'fake news' and 'alternative facts.' In order to be a discerning information consumer and creator, it is important to critically analyze and evaluate information from various sources. Analyzing and evaluating information may include identifying evaluation criteria, understanding how social, political, economic, and professional contexts shape information sources, or articulating the value of the peer review process in academic writing.

The ethical use and creation of information is paramount for the modern researcher. In the information age, it is the responsibility of every researcher to understand the value of organizing information and providing proper attribution to the work of others. This may entail articulating the importance of avoiding plagiarism, exploring when to use direct quotes or paraphrasing, or using citation management tools.

Effectively conveying a point or an argument is an essential trait of a savvy researcher. In order to join in the scholarly conversation, a researcher must synthesize information from multiple sources and integrate their own thoughts, ideas, and original work. The skills needed to do this may involve synthesizing information or determining an appropriate audience for a piece of information.

Platforms for sharing knowledge and information have grown exponentially. Researchers must recognize and evaluate the various avenues for publication of their work. This may include concepts such as understanding the value of journal impact factors, working with institutional repositories, or knowing their rights as authors.