

FUNDAMENTAL OF INFORMATION LITERACY

"YOUR LIFELONG LEARNING JOURNEY"

LEARNING OUTCOMES

1. Students will be able to identify the concepts and importance of Information Literacy
2. Students able to perform information search by using library system.
3. Students will be able to locate information through a variety of sources.
4. Students will be able to evaluate information and information sources
5. Students will be able to use information and information technologies ethically and legally

INTRODUCTION

The purpose of this module is to familiarise students with the library and the various resources to improve information literacy skills as a basic requirement assessment and lifelong learning.



WHY INFORMATION LITERACY

Ahmad's First Assignment

Ahmad received his first assignment and has to complete the given topic. Since this is his first assignment, Ahmad wants to impress his lecturer.

He has some basic knowledge on his topic and knows that the library can help him, but he does not know where to start.



What can the Library do for Ahmad?

- offers training - equip to use and understand the library
- Recognise information - variety of formats
- Evaluate the quality of information
- Use information ethically and legally
- Library resources to assist Ahmad with his academic journey

Why does Ahmad Need Information Literacy Skills?

- Use information legally
- Apply information for different purposes
- Develop into a well-rounded student - lifelong learning
- Save time: Knowing what he is looking for
- Find better sources: scholarly information and just Google
- Receive better marks: Using a variety of high-quality sources.

GETTING TO KNOW THE LIBRARY

Welcome to PTAR

By visiting the library **physically** or **virtually**, students should be able to learn all about the **library services, facilities, and variety of sources** to successfully complete their assignment.



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e-Games

Smart Classroom

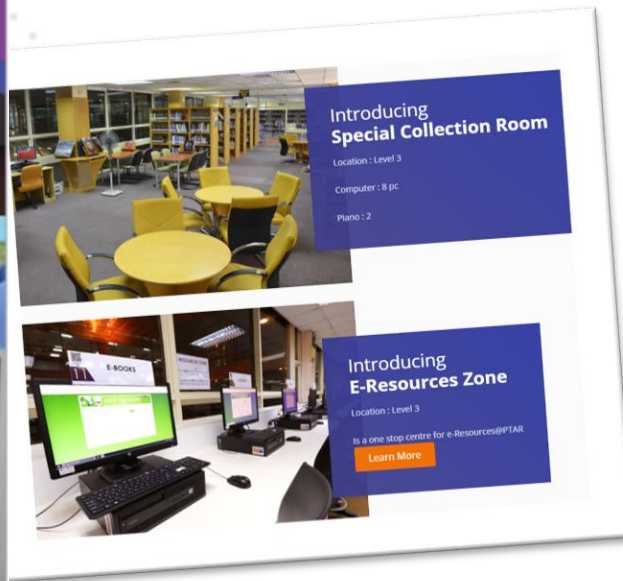
e-Resources Zone

Happy Learning Space

Research Writing Rooms

24-hour Reading Room

- e-Games
- IT Centre
- Smart Classroom
- e-Resources Zone
- Happy Learning Space
- Research Writing Room
- 24-hour Reading Room
- Library Community Engagement Space

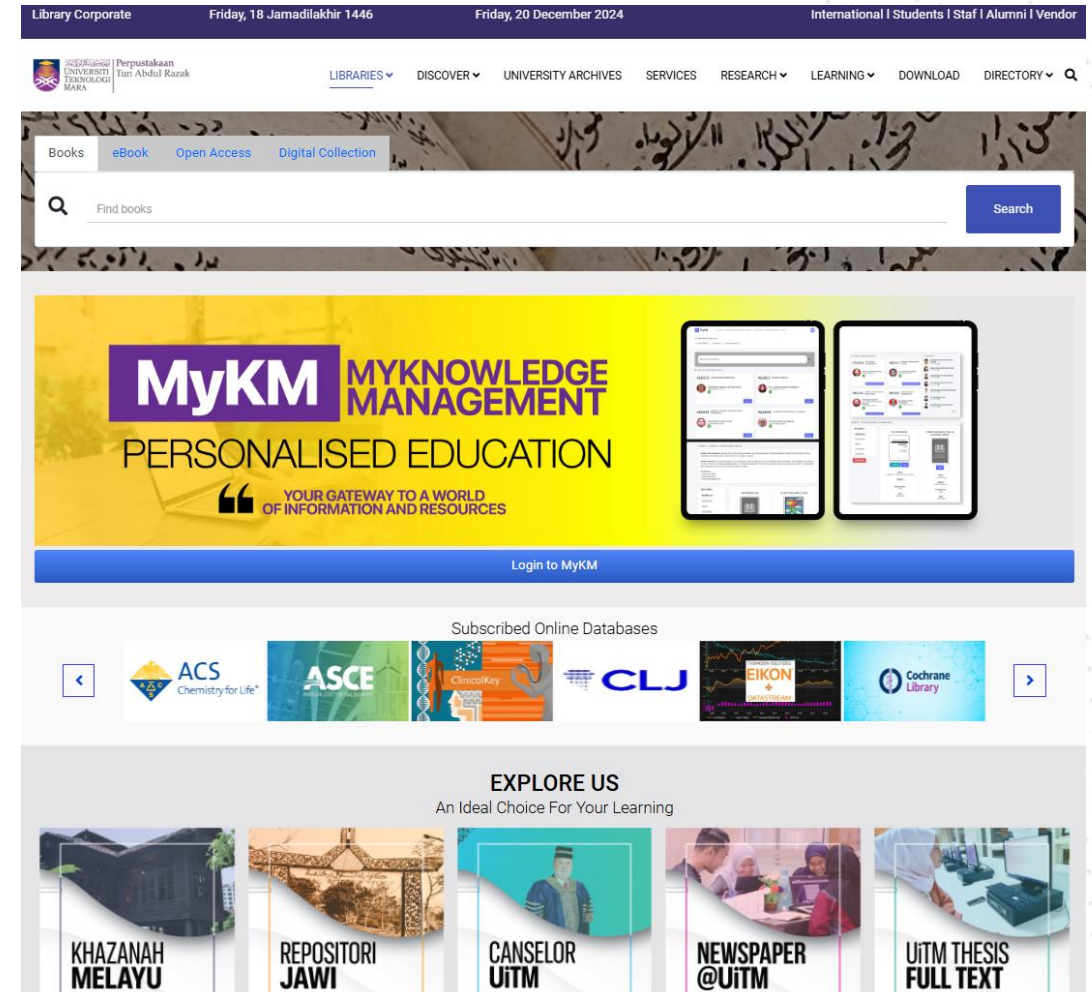


Introducing Special Collection Room
Location : Level 3
Computer : 8 pc
Plano : 2

Introducing E-Resources Zone
Location : Level 3
It is a one stop centre for e-Resources@PTAR
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2. Quick Overview of Library Portal

- <https://library.uitm.edu.my>



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• e-Question Papers (EQP)
• e-Resources

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@ 3rd FLOOR, PTAR 1, UITM ISHARAH

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RESEARCH SUPPORT DIVISION



“

You can't go back and change the beginning, but you can start where you are and **change the ending.**

-C.S. Lewis

Field of Expertise

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and Technology
Studies

Multidisciplinary
Studies

Social Science
and Humanities

Health and
Medicine Studies

Business
Management and
Economics Studies

Regional and
Religious Studies



<https://ptar.uitm.edu.my/libguides/subjects/guide.php?id=80>



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Information Literacy Class

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'THINK Critically, CLICK Wisely'.

We look forward to welcoming students to join our Information Literacy Class for **FREE!**

Book your SLOT now!



Library INFORMATION LITERACY CLASS

MODULES AVAILABLE

- LSC100** FUNDAMENTAL OF INFORMATION LITERACY
- LSC101** ONLINE DATABASE FOR LITERATURE
- LSC200** ADVANCED LITERATURE SEARCH I (SCOPUS: WORLD'S LARGEST SCIENTIFIC DATABASE)
- LSC201** ADVANCED LITERATURE SEARCH II (IDENTIFY COLLABORATORS USING WEB OF SCIENCE)
- LMS300** REFERENCE MANAGEMENT SOFTWARE- ENDNOTE
- LMS301** REFERENCE MANAGEMENT SOFTWARE- MENDELEY
- LMS302** EASY WRITE WITH MICROSOFT WORD USING MZJ FORMATTING METHOD
- LSA400** PUBLICATION ETHICS & PUBLISHING TOOLS



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THROUGH
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LIBRARY



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اوسها. تقوى. موليا

فبوداياءن علهو مبنقوق اديواغسا
Pembudayaan Ilmu
Membentuk Adiwangsa

MEDIUM:
FACE TO FACE /
ONLINE

Speed Reading

Perpustakaan
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**SPEED READING
MODULE PACKAGE**

MODULE PACKAGE A
1 DAY PROGRAMME

- What is Effective Reading
- What is Speed Reading
- What Helps Speed Reading
- What Hinder Speed Reading
- Basic Technique in Speed Reading: Fixation
- Fixation Exercise
- Scanning & Skimming
- Scanning & Skimming Exercises
- Reading Speed Assessment
 - Pre-Test 1: Online Materials
 - Pre-Test 2: Printed Materials
- Quiz (Perception Quiz)
- Brain Gym
- More Exercise in Speed Reading

MODULE PACKAGE B
1/2 DAY PROGRAMME

- What is Effective Reading
- What is Speed Reading
- What Helps Speed Reading
- What Hinder Speed Reading
- Basic Technique in Speed Reading: Fixation
- Fixation Exercise
- Reading Speed Assessment
 - Pre-Test 1: Online Materials
 - Pre-Test 2: Printed Materials
- Quiz (Perception Quiz)

MODULE PACKAGE C
2 HOURS PROGRAMME

- What is Effective Reading
- What is Speed Reading
- What Helps Speed Reading
- What Hinder Speed Reading
- Basic Technique in Speed Reading: Fixation
- Fixation Exercise
- Reading Speed Assessment
 - Pre-Test 1: Online Materials
 - Pre-Test 2: Printed Materials

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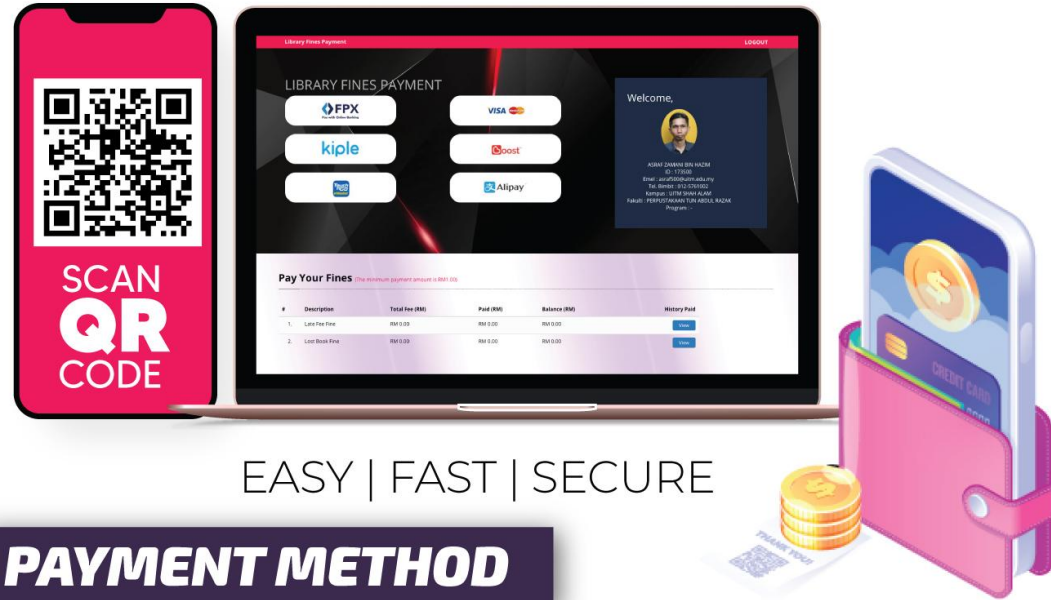


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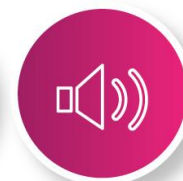
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CAPACITY



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IT CENTER 1



IT CENTER 2



AUDIO



SCREEN



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LEVEL 5



CAPACITY



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DISCUSSION



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LEVEL 4



CAPACITY



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DISCUSSION



PRESENTATION

Smart Classroom

Perpustakaan
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LEVEL 4



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AUDIO



DISCUSSION



SMART TV



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LEVEL 4



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LEVEL 5



CAPACITY



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DISCUSSION



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Seminar Room

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CAPACITY



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PRESENTATION



AUDIO



SMART TV



BOOKING

24 Hours Room

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STUDY
SPACE



DISCUSSION



HOURS



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LEVEL 4



CAPACITY



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DISCUSSION



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CAPACITY



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DISCUSSION



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MY KNOWLEDGE MANAGEMENT v4

EMPOWERING PERSONALISED LEARNING NETWORK

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By Research Performance
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For Knowledge Sharing
- 4 Borderless Platform**
For Knowledge Sharing
- 5 Personalised Resources**



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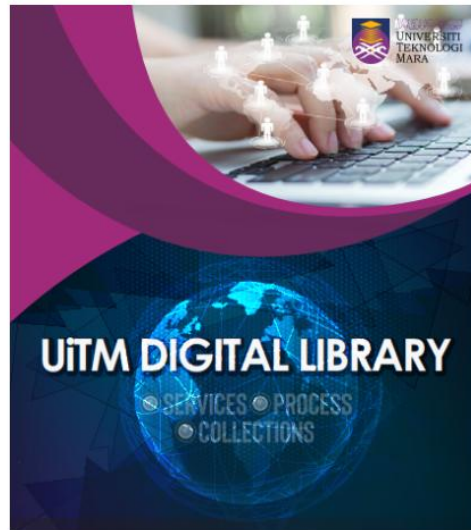
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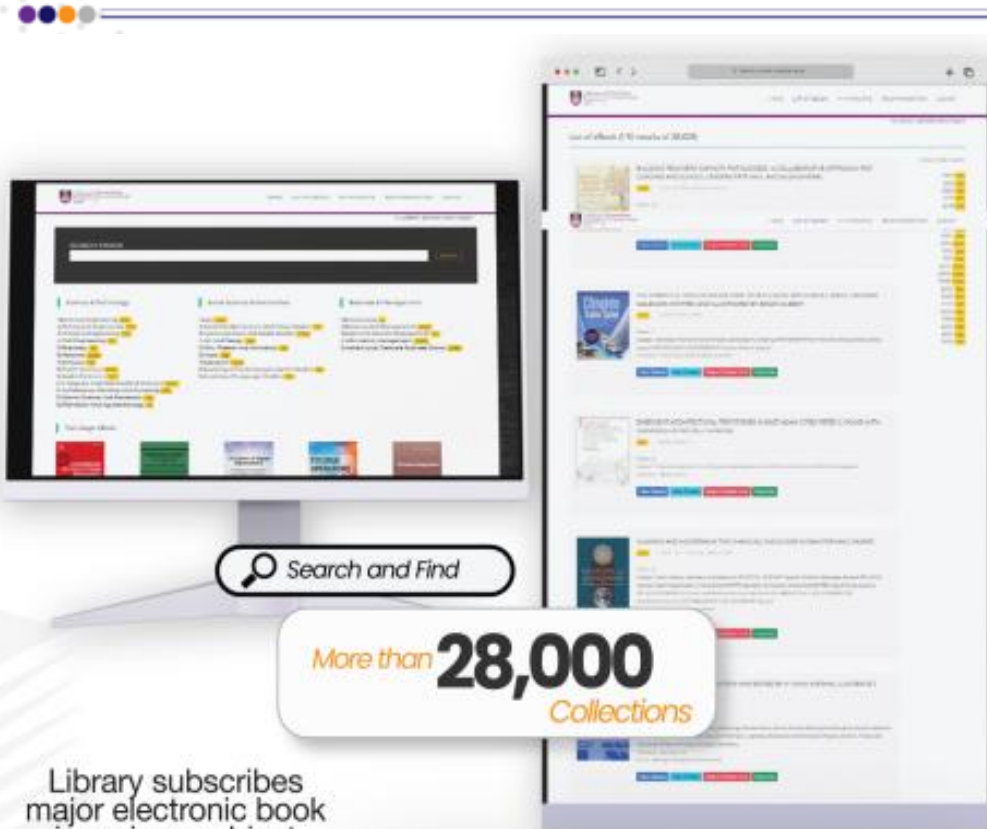


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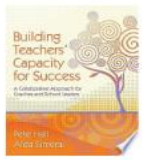
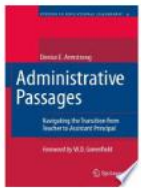
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SEARCH TITLE/AUTHOR/PUBLISHER/ISBN

qualitative research Search

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2.College of Engineering (Mechanical) 343	2.Administrative Science And Policy Studies 152	2.Business And Management 2,521
3.College of Engineering (Chemical) 346	3.Communication And Media Studies 1,826	3.Hotel And Tourism Management 20
4.College of Engineering (Civil) 250	4.College of Creative Arts (Art And Design) 211	4.Information Management 3,942
5.Pharmacy 100	5.College of Creative Arts (Film, Theater And Animation) 57	5.Arshad Ayub Graduate Business School 2,521
6.Medicine 3,076	6.College of Creative Arts (Music) 182	
7.Dentistry 44	7.Education 1,786	
8.Health Sciences 2,479	8.Academy of Contemporary Islamic Studies 101	
9.Applied Sciences 683	9.Academy of Language Studies 865	
10.Computer And Mathematical Sciences 5,989		
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INFORMATION SOURCES & SEARCH STRATEGIES



Results on "Qualitative Research"

List of eBook (1-10 results of 17)

QUALITATIVE RESEARCH IN IS ISSUES AND TRENDS [EDITED BY] EILEEN M. TRAUTH.

Views: 2
Subject : Electronic data processing Research,Information technology Research.
Publisher : IGI Global (701 E. Chocolate Ave. Hershey PA 17033 USA)

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Views: 2
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QUALITATIVE RESEARCH CHALLENGING THE ORTHODOXIES IN STANDARD ACADEMIC DISCOURSE(S) EDITED BY SANDRA G. KOURITZIN, NATHALIE A.C. PIQUEMAL, RENEE NORMAN.

Views: 0
Subject : Social sciences Research,Qualitative research,SCIENCE Research & Methodology,bisach



Qualitative Research in IS: Issues and Trends

Eileen M. Trauth (Pennsylvania State University, USA)

Copyright: © 2001 | Pages: 308

ISBN13: 9781930708068 | ISBN10: 1930708068 | EISBN13: 9781930708945

DOI: 10.4018/978-1-93070-806-8

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This book addresses the need for materials that can help the IS researcher determine which qualitative methods are most appropriate for addressing their particular research questions. It draws upon the collective expertise of distinguished scholars to explore concrete issues they have encountered in the use of a particular qualitative methods. The details of specific research projects provide the backdrop for the discussion of methodological issues.

The audience for this book includes students, scholars and researchers. Anyone currently engaged in conducting IS research who would like to learn more about employing qualitative methods will be interested in **Qualitative Research in IS: Issues and Trends** to learn more about the latest issues and challenges facing IS researchers throughout the world.

Table of Contents

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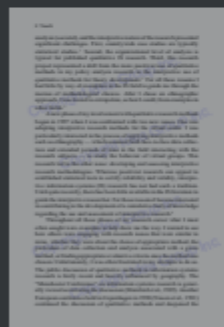
Chapters

- PDF Trends in the Choice of Qualitative Methods
- PDF Chapter 1
The Choice of Qualitative Methods in IS Research (pages 1-19)
Eileen M. Trauth (Northeastern University, USA)
In this introductory chapter I set the stage for the remaining chapters by discussing factors that influence the choice of qualitative methods for information systems research. In doing so, I provide examples from my own work as well...
- PDF Chapter 2
Mobius Transitions in the Dilemma of Legitimacy (pages 20-45)
Eleanor Wynn (Intel Corporation, USA)
While qualitative research can be analytic, rational and positivist (Myers ongoing), it tends to be associated within IS with more relativistic, descriptive and phenomenological approaches. This poses something of a problem in...
- PDF Issues for the IS Research
- PDF Chapter 3
Action Research: Helping Organizations to Change (pages 46-77)
Enid Mumford (Manchester Business School, UK)
This chapter has been written to provide some guidance to researchers who wish to be actively associated with assisting change taking place in the organizations that they are studying. This means that they will not be detached...

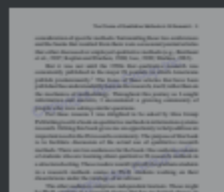




1



2



Chapter I

The Choice of Qualitative Methods in IS Research

Eileen M. Trauth
Northeastern University, USA

INTRODUCTION

In this introductory chapter I set the stage for the remaining chapters by discussing factors that influence the choice of qualitative methods for information systems research. In doing so, I provide examples from my own work as well as that of other qualitative researchers in the IS field. I consider these influencing factors in order to highlight the interplay between methodological choices and the context within which they occur. Just as decisions about information systems need to be considered within their contexts of use, so too do choices about qualitative methods for information systems research.

In successive waves throughout my career, I have broadened the scope of the qualitative research methods I have chosen to use. In doing so, I have also expanded the range of issues I have had to confront. My qualitative research initially took the forms of case study and policy analysis as I followed the telecommunications privatization movement

Qualitative Research in IS: Issues and Trends

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- › Title Page
- › Copyright Page
- › Preface

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- › Section 1: Trends in the Choice of Qualitative Methods
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- 2. Mobius Transitions in the Dilemma of Legitimacy
- › Section 2: Issues for the IS Research
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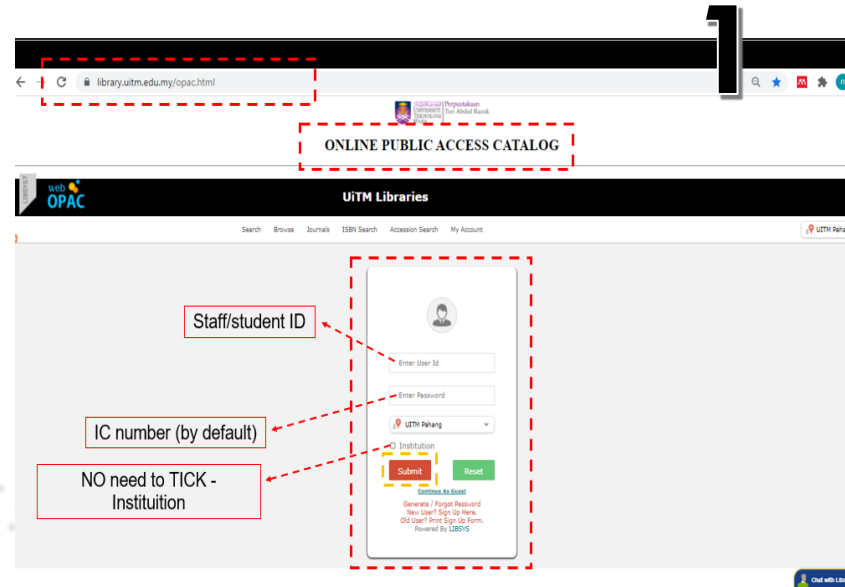
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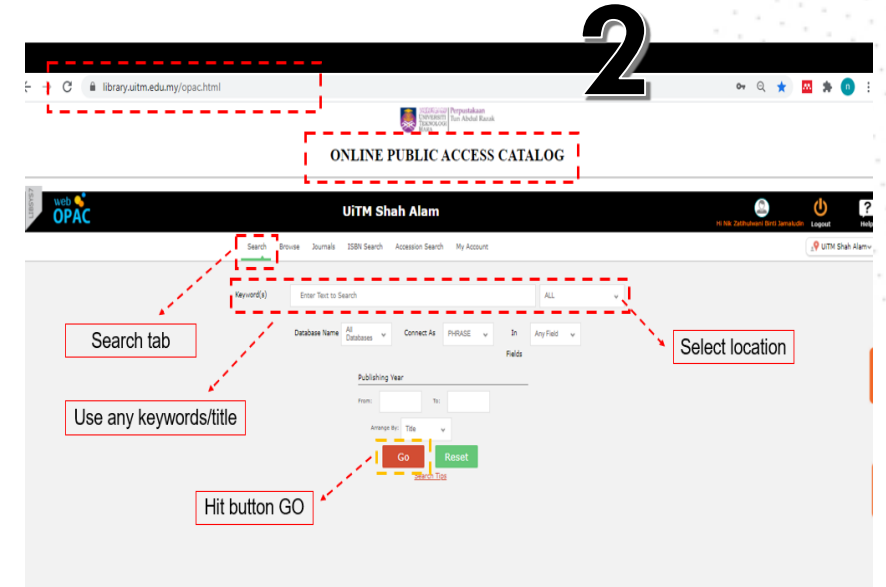
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Search tab

Use any keywords/title

Hit button GO

Select location

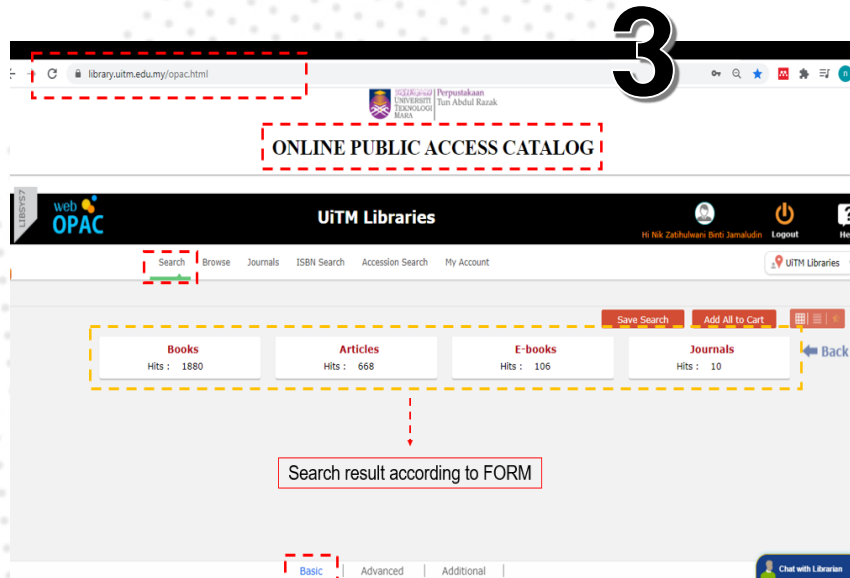
Keyword(s) Enter Text to Search ALL

Database Name All Databases Connect As PHRASE In Any Field Fields

Publishing Year From To

Arrange By Title

Go Reset



3

ONLINE PUBLIC ACCESS CATALOG

UTM Libraries

Search Browse Journals ISBN Search Accession Search My Account UTM Libraries

Save Search Add All to Cart

Books Hits : 1880

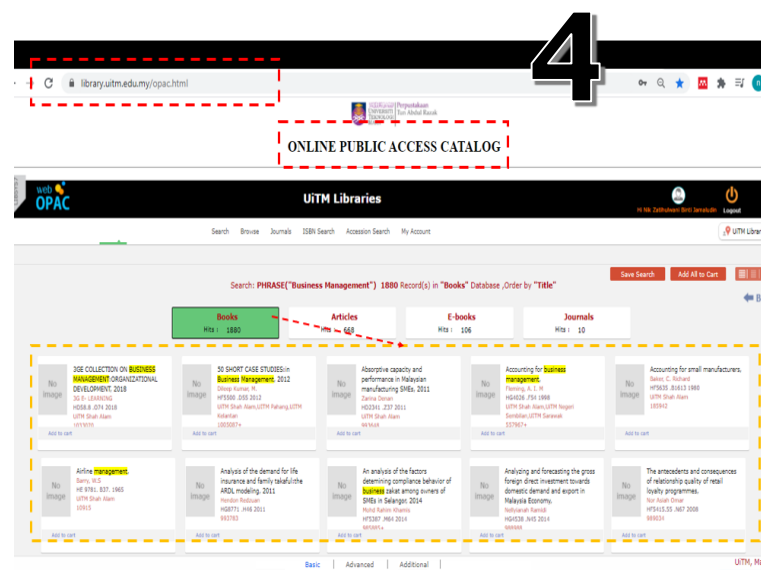
Articles Hits : 668

E-books Hits : 106

Journals Hits : 10

Search result according to FORM

Basic Advanced Additional



4

ONLINE PUBLIC ACCESS CATALOG

UTM Libraries

Search Browse Journals ISBN Search Accession Search My Account UTM Libraries

Search: PHRASE("Business Management") 1880 Record(s) in "Books" Database, Order by "Title"

Books Hits : 1880

Articles Hits : 106

Journals Hits : 10

USE COLLECTION ON BUSINESS MANAGEMENT ORGANIZATIONAL DEVELOPMENT 2012

50 SHORT CASE STUDIES in Business Management 2012

Absorptive capacity and performance in Malaysian manufacturing SMEs 2011

Accounting for business management

Accounting for small manufacturers

Active business

Analysis of the demand for life insurance and family life/ulife ADU modeling 2011

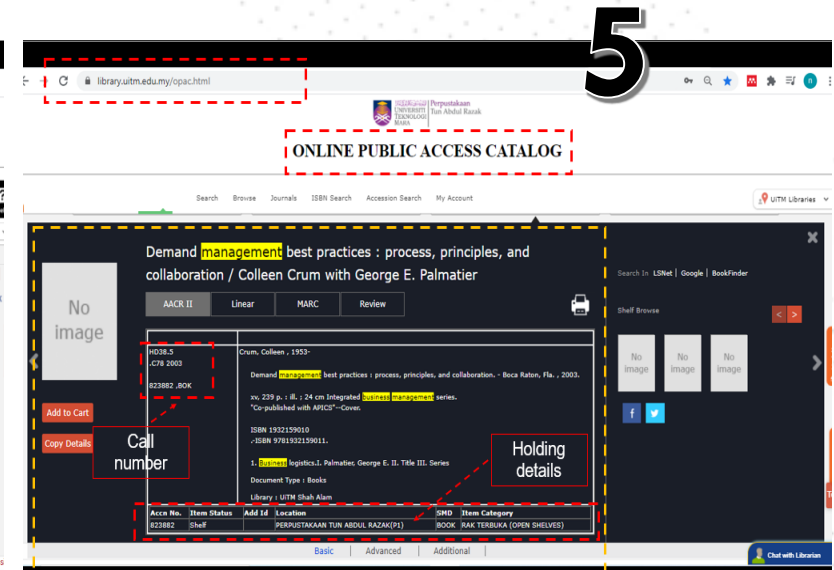
An analysis of the factors determining compliance behavior of SMEs in Pahang 2014

An analysis of the factors determining compliance behavior of SMEs in Pahang 2014

Analyzing and forecasting the gross foreign direct investment towards domestic demand and export in Malaysia Economy

The antecedents and consequences of relationship quality of retail loyalty programmes

Basic Advanced Additional



5

ONLINE PUBLIC ACCESS CATALOG

UTM Libraries

Search Browse Journals ISBN Search Accession Search My Account UTM Libraries

No image

Add to Cart

Copy Details

Call number

Holding details

Demand management best practices : process, principles, and collaboration / Colleen Crum with George E. Palmatier

AAICR II Linear MARC Review

Crum, Colleen, 1953-
Demand management best practices : process, principles, and collaboration. Boca Raton, Fla., 2003.
xx, 239 p. : ill. ; 24 cm Integrated subject-verb series.
"Co-published with APICG" - Cover.
ISBN 9781932159010
-ISBN 9781932159011.

1. Business--logistics. I. Palmatier, George E. II. Title III. Series

Document Type : Books

Accn No.	Item Status	Add Id	Location	SHD	Item Category
E23882	Shelf		PERPUSTAKAAN TUN ABUL RAZAK(P1)	BOOK	RAK TERBUKA (OPEN SHELVES)

Basic Advanced Additional

SEARCHING STRATEGY

WHY?

- To get relevant results
- To save time going through irrelevant information
- To go beyond Googling: retrieving anything and everything

HOW?

- Enable you to quickly retrieve relevant information from the thousands of records in a database.
- By using the following methods below you can make your search statement specific and increase the chance of retrieving relevant information.

TYPES OF SEARCH STRATEGY

1. Use keyword and specific terms
2. Boolean operator (**AND, OR, NOT**)
3. Quotation marks (“”)
4. Wildcard (*)
5. Truncation (?, #)

Search Strategy

A search string is a combination of **keywords**, **truncation** symbols, and **Boolean** operators you enter into the search box of an electronic library resource or an Internet search engine.



2 Using quotation marks for exact phrases

1 Use keyword and specific term

- For example:

Job performance in the organization



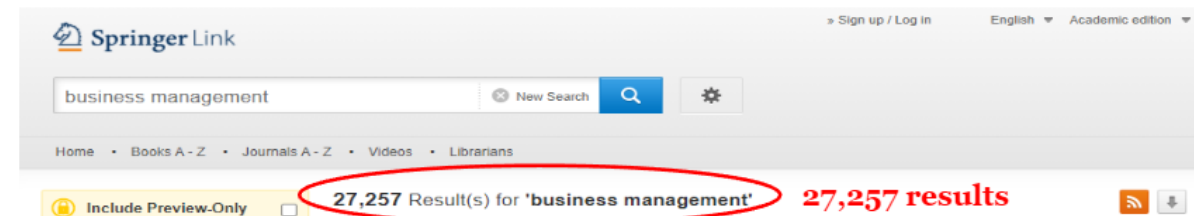
Search for peer-reviewed journals, articles, book chapters and open access content.

job performance | author name | Journal/book title | Volume | Issue | Pages | Advanced search

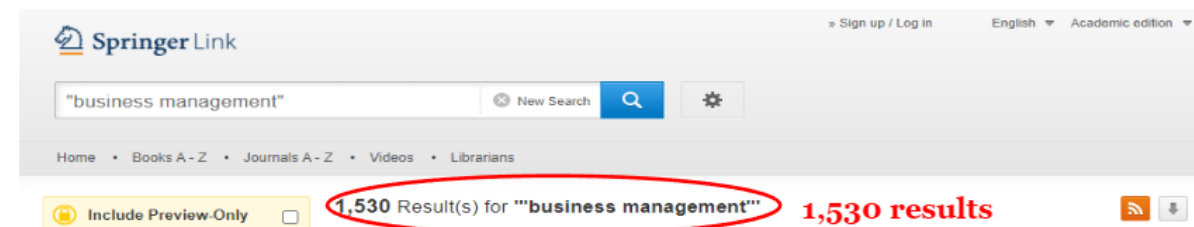
- When was the first computer invented?
 - How do I install a hard disk drive?
 - How do I use Adobe Photoshop?
 - Where can I learn more about computers?
 - How to download a video from YouTube
 - What is a special character?
 - How do I clear my Internet browser history?
 - How do you split the screen in Windows?
 - How do I remove the keys on a keyboard?
 - How do I install a hard disk drive?
- ComputerHope.com

Do not enter stop words in databases. Examples of stop words in databases are **a, an, about, after, all, also, and, any, are, as, at, based, because, been, between,** and so on...

Before use quotation marks

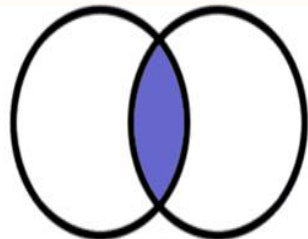
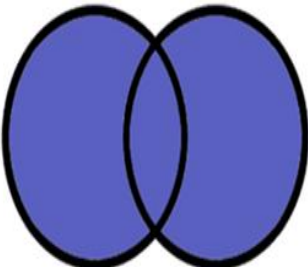
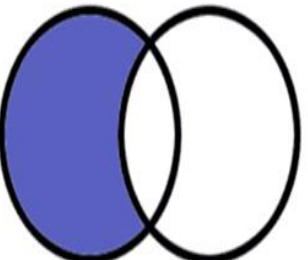


After use quotation marks



When searching by topic, use the AND OR or NOT Boolean searching to get the best search results.

USE BOOLEAN OPERATORS (AND, OR, NOT)

	Example	Diagram
AND	Accounting and Auditing	
OR	Accounting or Auditing	
NOT	Accounting not Auditing	

1. Use **AND** between search terms to find records that use all of the terms. For example, searching Accounting AND Auditing will find articles that have both Accounting and Auditing in the data fields.
2. To be sure that you find all articles on your topic, use **OR** between search terms to search for synonyms of a concept, for example, search for Accounting OR Auditing
3. If your search results contain items that you want excluded, you can use the **NOT** connector. If you are searching for articles on Accounting, and keep getting results for the Auditing. Searching for Accounting NOT Auditing will exclude those results.

3 Boolean Operators are simple words (**AND**, **OR**, **NOT**) used as conjunctions to combine or exclude keywords in a search, resulting in more focused and productive results.

Example : AND

teenager AND juvenile

Search by title, author, keyword, ISBN, DOI and more | Advanced search

Home / Search results

Search results 1 - 10 of 314

Per page 10 20 50 Sorted by relevance

(0) Citations: download RIS

Content available

Article
Publication date: 1 September 2004
HTML
PDF (74 KB)
Reports & Permissions

Recent lesbian/gay/bisexual/transgender fiction for teens: are Canadian public libraries providing adequate collections?

Michele Hilton Boon and Vivian Howard

Analyzes selected Canadian public libraries' holdings of young adult fiction with gay, lesbian, bisexual and/or transgender content published between 1998 and 2002 in...

View summary and detail

Access
 Only content I have access to
 Only Open Access

Year
Last month (2)
Last 3 months (6)
Last 6 months (8)
Last 12 months (10)
All dates (314)
From Year To Year Go

Example : OR

teenager OR juvenile

Search by title, author, keyword, ISBN, DOI and more | Advanced search

teenager OR juvenile

Home / Search results

Search results 1 - 10 of over 8000

Per page 10 20 50 Sorted by relevance

(0) Citations: download RIS

Content available

Article
Publication date: 1 March 2000
HTML
PDF (126 KB)
Reports & Permissions

The attitudes of juveniles toward the police: A comparison of black and white youth

Yolander G. Hurst, James Frank and Sandra Lee Browning

The relationship between race and attitudes toward the police has been the subject of numerous studies since the 1960s. Unfortunately, only a limited number of studies...

View summary and detail

Access
 Only content I have access to
 Only Open Access

Year
Last week (9)
Last month (48)
Last 3 months (179)
Last 6 months (325)
Last 12 months (583)
All dates (8836)
From Year To Year Go

Example : NOT

teenager NOT juvenile

Search by title, author, keyword, ISBN, DOI and more | Advanced search

teenager NOT juvenile

Home / Search results

Search results 1 - 10 of 312

Per page 10 20 50 Sorted by relevance

(0) Citations: download RIS

Content available

Article
Publication date: 1 March 2000
HTML
PDF (126 KB)
Reports & Permissions

The attitudes of juveniles toward the police: A comparison of black and white youth

Yolander G. Hurst, James Frank and Sandra Lee Browning

The relationship between race and attitudes toward the police has been the subject of numerous studies since the 1960s. Unfortunately, only a limited number of studies...

View summary and detail

Access
 Only content I have access to
 Only Open Access

Year
Last month (2)
Last 3 months (6)
Last 6 months (8)
Last 12 months (10)
All dates (312)
From Year To Year Go

- ## 4
- Truncation is useful for finding singular and plural forms of words and variant endings.
- Shorten your keyword to its 'stem' or 'trunk' and add the truncation symbol.
 - Many databases use an asterisk (*) as their truncation symbol

Truncation

ProQuest Dissertations & Theses Global

Basic Search | Advanced Search | Publications | Browse | About | Change databases

comput*

Doctoral dissertations only

3,737,037 results

Modify search | Recent searches | Save search/alert

ProQuest Dissertations & Theses Global

Basic Search | Advanced Search | Publications | Browse | About | Change databases

"information technology" NOT comput*

Doctoral dissertations only

49,379 results

Modify search | Recent searches | Save search/alert

Comput* will match all words that begin with:

1. Computer
2. Computing
3. Computational

- ## 5
- Wildcard finds variant spellings of words.
 - Use it to search for a single character or replace letters within a word.
 - Many databases use a question mark (?) or hashtag (#)

Wildcard

EBSCOhost

Searching: Academic Search Complete | Choose Databases

colo#r

Select a Field (optional)

Search

AND

Select a Field (optional)

Create Alert

AND

Select a Field (optional)

Clear

Basic Search | Advanced Search | Search History

Showing results for: color

Search instead for: colo#r

EBSCOhost

Searching: Academic Search Complete | Choose Databases

m#n

Select a Field (optional)

Search

AND

Select a Field (optional)

Create Alert

AND

Select a Field (optional)

Clear

Basic Search | Advanced Search | Search History

Showing results for: men

Search instead for: m#n

ELECTRONIC QUESTION PAPER SYSTEM (EQPS)



Exam Papers

Utm Digital Library

INTRODUCING THE
NEW EQPS
ELECTRONIC QUESTION PAPER SYSTEM
Version 2.0

url | <https://ptarapps.uitm.edu.my/login>

1. Click Sign in with Google

Staff : staf@uitm.edu.my
Student : student@student.uitm.edu.my

2. Click --> Exam Question Paper System (EQPS)

Note:
The system only provides exam papers not ANSWERS SCHEME

UiTM Exam Paper Collection

Perpustakaan
Tun Abdul Razak

Eza Etiana Binti A Wahid

Dashboard

MENU

Search

List Exam Paper

Digital Library Collection

Digital Library Services

Quick Search Exam Paper

Total Files Upload: 86,332

Total Login: 684,399

Student: 166,244

Staff: 20,448

Latest Upload

Show 10 entries

NUM	FACULTY	COURSE CODE	DATE	SESSION	
1	CENTRE OF FOUNDATION STUDIES	LAW033	2023/02/22	SESSION 1 - PRA-DIPLOMA DAN DIPLOMA	
2	CENTRE OF FOUNDATION STUDIES	MAT099	2023/02/22	SESSION 1 - PRA-DIPLOMA DAN DIPLOMA	
3	CENTRE OF FOUNDATION STUDIES	PHY094	2023/02/22	SESSION 1 - PRA-DIPLOMA DAN DIPLOMA	
4	CENTRE OF FOUNDATION STUDIES	TSL041	2023/02/22	SESSION 1 - PRA-DIPLOMA DAN DIPLOMA	
5	CENTRE OF FOUNDATION STUDIES	CSC099	2023/02/22	SESSION 1 - PRA-DIPLOMA DAN DIPLOMA	
6	CENTRE OF FOUNDATION STUDIES	LAW034	2023/02/22	SESSION 1 - PRA-DIPLOMA DAN DIPLOMA	
7	CENTRE OF FOUNDATION STUDIES	LAW036	2023/02/22	SESSION 1 - PRA-DIPLOMA DAN DIPLOMA	
8	CENTRE OF FOUNDATION STUDIES	LAW083	2023/02/22	SESSION 1 - PRA-DIPLOMA DAN DIPLOMA	
9	CENTRE OF FOUNDATION STUDIES	LAW084	2023/02/22	SESSION 1 - PRA-DIPLOMA DAN DIPLOMA	
10	CENTRE OF FOUNDATION STUDIES	BIO091	2023/02/22	SESSION 1 - PRA-DIPLOMA DAN DIPLOMA	

Total Upload

Show 10 entries

NUM	FACULTY	TOTAL UPLOAD
1.	ACADEMY OF CONTEMPORARY ISLAMIC STUDIES	1,881
2.	ACADEMY OF LANGUAGE STUDIES	2,201
3.	ACCOUNTANCY	3,012
4.	ADMINISTRATIVE SCIENCE AND POLICY STUDIES	1,960
5.	APPLIED SCIENCES	11,419
6.	ARCHITECTURE, PLANNING, AND SURVEYING	12,410
7.	ARCHITECTURE, PLANNING, AND SURVEYING (PERAK)	653
8.	ART AND DESIGN	1,296
9.	BUSINESS MANAGEMENT	7,908
10.	CENTRE OF FOUNDATION STUDIES	194

The Electronic Question Paper System (EQPS) is an innovative digital repository designed to store and provide access to past year examination question papers. It serves as a centralized platform that allows students, lecturers, and academic staff to easily retrieve and review previous exam papers for academic preparation and research purposes.

EQPS enhances the learning experience by offering a comprehensive archive of examination materials, promoting self-assessment, and helping students familiarize themselves with the format and type of questions that have appeared in previous assessments. This system plays a crucial role in supporting academic success by ensuring that exam resources are readily accessible, well-organized, and easy to navigate.

INFORMATION SOURCES & SEARCH STRATEGIES



List Exam Paper

EPE491 - ELECTRICAL POWER AND MACHINES

Show 10 entries Search:

NUM	YEAR	SESSION	
1.	2020	SESSION 1 - DEGREE	
2.	2019	SESSION 1 - DEGREE	
3.	2019	SESSION 2 - DEGREE	
4.	2018	SESSION 1 - DEGREE	
5.	2018	SESSION 2 - DEGREE	
6.	2017	SESSION 1 - DEGREE	
7.	2017	SESSION 2 - DEGREE	
8.	2016	SESSION 1 - DEGREE	
9.	2016	SESSION 2 - DEGREE	
10.	2015	SESSION 1 - DEGREE	

Showing 1 to 10 of 15 entries

Previous 1 2 Next

UiTM Exam Paper Collection

Quick Search Exam Paper

1 / 6 | 80% |

List Faculties

- Business & Management (5)
 - BM - FACULTY OF BUSINESS MANAGEMENT
 - AC - FACULTY OF ACCOUNTANCY
 - HM - FACULTY OF HOTEL & TOURISM MGT.
 - IM - FACULTY OF INFORMATION MANAGEMENT
- Social Science & Humanities (9)
 - ED - FACULTY OF EDUCATION
 - AD - FACULTY OF ART AND DESIGN
 - AM - FACULTY OF ADMINISTRATIVE SCIENCE & POLICY STUDIES
 - CA - COLLEGE OF CREATIVE ARTS
 - LW - FACULTY OF LAW
 - FF - FACULTY OF FILM, THEATRE AND ANIMATION
 - MC - FAKULTI KOMUNIKASI DAN PENGAJIAN MEDIA
 - MC - FACULTY OF COMMUNICATION AND MEDIA STUDIES
 - MU - FACULTY OF MUSIC
- Science & Technology (13)
 - HS - FACULTY OF HEALTH SCIENCES
 - EE - FACULTY OF ELECTRICAL ENGINEERING
 - DS - FACULTY OF DENTISTRY
 - EM - FACULTY OF MECHANICAL ENGINEERING
 - AP - FACULTY OF ARCHITECTURE, PLANNING & SURVEYING
 - SR - FACULTY OF SPORTS SCIENCE & RECREATION
 - AS - FACULTY OF APPLIED SCIENCES
 - MD - FACULTY OF MEDICINE
 - EC - FACULTY OF CIVIL ENGINEERING
 - AT - FACULTY OF PLANTATION AND AGROTECHNOLOGY
 - CE - COLLEGE OF ENGINEERING
 - CS - FACULTY OF COMPUTER AND MATHEMATICAL SCIENCES
 - EH - FACULTY OF CHEMICAL ENGINEERING
 - PH - FACULTY OF PHARMACY
- Center of Study (4)
 - APB - ACADEMY OF LANGUAGE STUDIES
 - IC - ACADEMY OF CONTEMPORARY ISLAMIC STUDIES

CONFIDENTIAL

MC/JAN 2018/ADV442/550/556

UNIVERSITI TEKNOLOGI MARA
FINAL EXAMINATION

**COURSE : APPROACHES TO CREATIVE ADVERTISING/
CREATIVE STRATEGY IN ADVERTISING**

COURSE CODE : ADV442/550/556

EXAMINATION : JANUARY 2018

TIME : 3 HOURS

INSTRUCTIONS TO CANDIDATES

- This question paper consists of three (3) parts: PART A (5 Questions)
PART B (2 Questions)
PART C (1 Question)
- Answer ALL questions from in the Answer Booklet. Start each answer on a new page.
- Do not bring any material into the examination room unless permission is given by the invigilator.
- Please check to make sure that this examination pack consists of:
 - the Question Paper
 - an Answer Booklet – provided by the Faculty
- Answer ALL questions in English.

INFORMATION SOURCES & SEARCH STRATEGIES



1

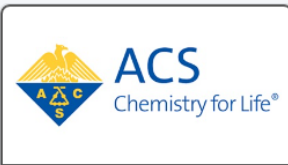
MyKM = Dashboard Information Resources Services My Account Verification Status Admin

ONLINE DATABASE
DASHBOARD > ONLINE DATABASE



ACM Digital Library
A community engaged with a repository of resources to support computing research and practice

MORE



American Chemical Society Journals (ACS)
ACS Publications commitment to publishing high-quality content continues to attract impactful research that addresses the world's most important challenges

MORE



American Society of Civil Engineers Journals
ACS Publications is dedicated to helping researchers advance scientific excellence to solve global challenges through journals, eBooks, scientific programs, and the newsmagazine Chemical & Engineering News

MORE

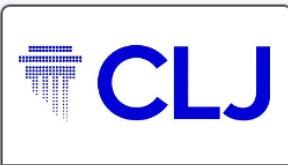
BY FIELD OF STUDY

- ALL
- ACCOUNTING (3)
- AGRICULTURE (3)
- ARCHITECTURE (5)
- ART & DESIGN (6)
- BANKING & FINANCE (4)
- BUSINESS (4)
- CHEMICAL (2)
- CHEMISTRY (3)
- CITATION (2)
- CIVIL (3)
- COMMUNICATION STUDIES (5)
- COMPANY INFORMATION (3)
- COMPUTER SCIENCE (5)
- COUNTRY & ECONOMIC INFORMATION (3)
- DENTISTRY (3)
- EDUCATION (6)
- ELECTRIC & ELECTRONICS (3)
- ENGINEERING (6)
- GENERAL (4)
- HEALTH & SCIENCES (4)
- HOSPITALITY & TOURISM (3)



ClinicalKey
ClinicalKey is a clinical search engine that supports clinical decisions by making it easier to find and apply relevant knowledge

MORE



CLJ PRIME
Provides subscribers access to databases containing a vast pool of legal information at a very competitive rate. The databases include cases, articles, practice notes, legislative forms, precedents, sample agreements and legislation

MORE



Cochrane Library
Cochrane Library is a collection of databases in medicine and other healthcare specialties provided by Cochrane and other organizations.

MORE

2



The portal **Open Access Discovery**, provides searching across journal, ebook and thesis discipline, and easily accessing relevant information, and resources.



3 LOCAL CONTENT HUB PORTAL

Niche Collection

- Shah Alam: Khazanah Melayu
- Perlis: Harum Manis
- Kedah: Industrial Design
- Perak: Green Technology
- Pulau Pinang: Industrial Disaster
- Melaka: Islamic Banking
- Negeri Sembilan: Food Technology
- Selangor: Genome
- Johor: Investment
- Sabah: Kadazan-Dusun
- Sarawak: Melanau
- Terengganu: Kelulut
- Kelantan: Batik
- Pahang: Solar
- Hospital Al-Sultan Abdullah (HASA): Health Innovation



Local Content Hub is a Digital Collection service initiative for materials published by writes and local agencies in **MALAYSIA**

Types of Document

- Article
- Entrepreneurship
- Book Section
- Monograph
- Conference/Workshop
- Book
- Thesis
- Video
- Pamphlet
- Website
- Newspaper

4 KHAZANAH MELAYU REPOSITORY



Khazanah Melayu Repository is a repository for Malay collections and a reference for the study of Malay culture and institutions.

UiTM INSTITUTIONAL REPOSITORY



University Institutions Repository is the initiative of the Digital Collection Services for the university's intellectual property material published by the authors of **UiTM** and indexed by Google Scholar.

INDEXED BY



DOCUMENT TYPES



FACTS & FIGURES



Welcome to UiTM Institutional Repository

Search Title in Repository

Article
 Monograph
 Book
 Research Reports
 Video
 Conference or Workshop Item
 Thesis
 Student Project
 Other

Filtered by

Latest Additions (Top 3)

View items added to the repository in the past week.

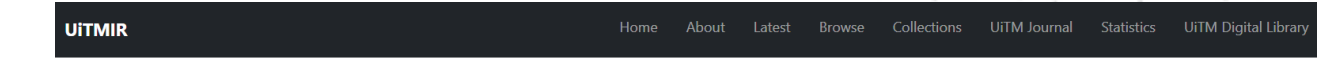
[RSS 2.0](#)

TOTAL COLLECTIONS

90341

RANKING WEB OF REPOSITORIES

40



Browse by Collections

- Please select a value to browse from the list below.
- Special Collections (1)
 - AIMS UiTM (2889)
 - Buletin IQRA' (111)
 - H-IMPAK (6)
 - Innovation (90)
 - Innovative and Creative Circle (ICC) (90)
 - Operational Excellence (2)
 - Kolaborasi PTAR (4)
 - Laporan Anugerah Kualiti Naib Canselor (AKNC) (118)
 - Nusantara (91)
 - Penerbitan Jabatan Arkib Universiti (1)
 - Hari ini dalam Sejarah (1)
 - Memori Korporat (2)
 - UiTM MoU / MoA (303)
 - UiTM Sarawak Publication (1)
 - UiTM Vice Chancellor (197)



Browse Items

Items may be browsed by the following:

- Document Language
- Types of Thesis
- Year
- Journal in UiTM
- Collections
- Item with Physical Location
- Faculties
- Subject
- Division
- Author
- Types of Document
- Publication Title
- Types of Monograph



Browse by Faculties

Please select a value to browse from the list below.

- Faculties (2386)
 - Academy of Contemporary Islamic Studies (ACIS) (883)
 - Academy of Language Studies (1871)
 - Accountancy (1216)
 - Accounting Research Institute (ARI) (171)
 - Administrative Science and Policy Studies (2386)
 - Applied Sciences (4249)
 - Architecture, Planning and Surveying (4245)
 - Arshad Ayub Graduate Business School (AAGBS) (235)
 - Art and Design (1960)
 - Business Management (8583)
 - Chemical Engineering (753)
 - Civil Engineering (809)
 - College of Built Environment (484)
 - College of Computing, Informatics and Mathematics (1040)
 - College of Computing, Informatics and Media (186)
 - College of Creative Arts (1614)
 - College of Engineering (444)
 - Communication and Media Studies (471)
 - Computer & Mathematical Sciences (3605)
 - Dentistry (162)
 - Education (955)
 - Electrical Engineering (4192)
 - Film, Theatre and Animation (284)
 - Health Sciences (913)
 - Hotel & Tourism Management (1149)
 - Information Management (1632)
 - Law (449)
 - Mechanical Engineering (2182)
 - Medicine (375)
 - Music (257)
 - Office Management and Technology (137)
 - Pharmacy (963)
 - Plantation and Agrotechnology (743)
 - Sport Science and Recreation (458)

▲ Up a level

- Faculties (2386)
 - **Administrative Science and Policy Studies (2386)**

Please select a value to browse from the list below.

- Article (55)
- Book Section (83)
- Monograph (269)
- Conference or Workshop Item (184)
- Book (3)
- Thesis (131)
- Teaching Resource (114)
- Student Project (1213)
- Entrepreneurship Project (311)
- Research Reports (23)

Browse by Faculties

APPLICATION OF STRATEGIES (EVALUATE)

Skills are increasingly important because of the amount of information available and the variety of sources providing information

1. **Identify** the question
2. **Select** the **appropriate sources** of information
3. **Evaluate** the **credibility of the information** and sources
4. **Choose** the **best** information
5. **Make this information** part of your own understanding
6. **Use** the information to answer your question
7. **Obtain** and **use** the information in an **ethical and legal manner**
8. **Obey copyright laws, cite** information used and use technology appropriately

Evaluation Criteria

- Students must remember to always evaluate information before decided to use it, regardless of the information source (books, journals, newspapers, Internet)

Currency : Timeliness of Information

Authority : Source of Information

Validity / Accuracy : Credibility of Information

Relevance : Importance of Information

Point of View : Reason Information Exists

CITATION – REFERENCE - BIBLIOGRAPHY

CITATION	REFERENCE	BIBLIOGRAPHY
<p>Appears within the text of your assignment and acknowledges that the words or ideas belongs to another.</p> <p>Author focus: According to Adams (2001),</p> <p>Information focus:(Adams, 2001).</p>	<p>Appears at the end of your assignment . This list contains ONLY the sources you cited in your assignment.</p>	<p>Appears at the end of your assignment . It is a list of ALL sources you used to formulate your assignment.</p>

Referencing

- Referencing means acknowledging someone else's work or ideas.
- Also known as 'citing' or 'documenting' another person's work.
- A basic university requirement
- Without appropriate referencing students are in effect "stealing" the work of others - this is lead to academic fraud @ Plagiarism

Writing Style

APA (American Psychological Association) style is most frequently used within the social sciences, in order to cite various sources.

This style offers examples for the general format of APA research papers, in-text citations, endnotes/footnotes, and the reference page.

When citing, you need:

- ✓ **WHO** created the work
- ✓ **WHEN** it was published, created, or performed
- ✓ **WHERE** it was published, created, or performed
- ✓ **WHAT** is the format (Book, Report, play, study, proceeding)
- ✓ When using online resources, you need: The **URL (Website)** or **Database** Name, **WHEN** the URL (Website) or database was visited

APA Style Common Rules

It is important to remember that:-

- APA follows the Author, Year format either Adam (2012) or (Adam, 2012)
- Only " Author's last name or surname is used. For Malay name, full name/ first name can be used
- In the reference list, the cited sources are listed in alphabetical order (From A to Z)

1. Book

Author	Date	Title	(SOURCE) Publisher Name	(SOURCE) URL
Author, A. A.	(2020).	<i>Title of book.</i> <i>Title of book (3rd ed).</i> <i>Title of book [Audiobook].</i>	Publisher name.	https://doi.org/xxx https://xxx.xxxx

Examples:

References:

Stegenga, J. (2018). *Care & cure: An introduction to philosophy of medicine*. The University of Chicago Press. <https://doi.org/10.7208/chicago/9780226595177.001.0001>

In-text Citation (Paraphrase):

(Stegenga, 2018)

In-text Citation (Direct Quote):

(Stegenga, 2018, p. 52)

2. Journal Article-One Author & DOI (Electronic or Print)

Author	Date	Title	(SOURCE) Periodical Information	(SOURCE) URL
Author, A. A.	(2020). (2020, August). (2020, September 28).	Title of article.	<i>Title of Periodical</i> , 23(5), 35-39. <i>Title of Periodical</i> , 44(3), e34876.	https://doi.org/xxxx

Examples:

References:

Milligan, C. K. (2006). Yoga for stress management program as a complementary alternative counseling resource in a university counseling center. *Journal of College Counseling*, 9(2), 181-187. <https://doi.org/10.1002/j.2161-1882.2006.tb00105.x>

In-text Citation (Paraphrase):

(Milligan, 2006)

In-text Citation (Direct Quote):

(Milligan, 2006, p. 185)

3. Webpage

Author	Date	Title	(SOURCE) Website Name	(SOURCE) URL
Author, A. A. & Author, B. B.	(2020). (2020, August). (2020, September 28). (n.d.).	<i>Title of work.</i>	Site Name.	https://xxx.xxxx Retrieved December 22, 2020 from https://xxx.xxxx

Examples:

Reference

Tucker, M. E. (2018, May). *An occupational therapist may benefit your care*. Diabetes Forecast. Retrieved on 13 July 2024 <http://www.diabetesforecast.org/2018/03-may-jun/an-occupational-therapist-may.html>

In-text Citation (Paraphrase):

(Tucker, 2018)

In-text Citation (Direct Quote):

(Tucker, 2018, para. 1)

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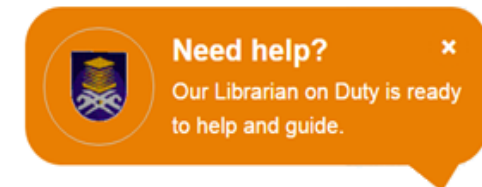
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