Workshop 1a: Focus on Fact-Finding

**Focus on Fact-Finding**

Start with a dozen keywords - the more specific, the better. Too general and you’ll be searching through a haystack for a needle.

Make a list of questions that you want to search for factual answers.

Google offers a variety of very powerful, free tools:

* [*Google Scholar*](http://scholar.google.com/): Access academic references and citations in support of your research much like JSTOR or ProQuest. Google Scholar is an invaluable search engine for in-depth, subject-specific information.
* [*Google Maps*](http://maps.google.com/):  Looking to research your story’s landscape and create a sense of place? Use Google Maps—especially with advanced search options— for inspiration.
* *Google Finance*: Tracking market news and corporate profits.
* [*Google Translate*](http://translate.google.com/):  An imperfect, but swift gadget for foreign language translation.
* [*Google Alerts*](http://google.com/alerts):  Advises you of new information on your topic and current publications in your field. By selecting relevant key words, you can be notified by email of recent references to new content.

Twitter also belongs in a reporter’s toolkit. Reporters use it to find sources. Tweet a question or tweet request for sources willing to be interviewed. How?

#hashtags – how they work

@, follow, retweet, reply, lists

Facebook is another resource. Use the search bar with your keyword list. Facebook Pages are another avenue to track down interesting informants to interview. The new Facebook Graph Search is in beta. https://www.facebook.com/about/graphsearch Facebook is promoting this as a tool for reporters to find sources.

Also check out LinkedIn.

For more information, visit www.swensonbookdevelopment.com.