

**The J50 Treasure Hunt** assignment, which you will receive separately, tests your Internet and library databases search skills. In our weekly labs, we review these skills along with the different search strategies and various online databases and web search engines that can be useful to you when searching for specific information.

**Treasure Hunt practice instructions:** The following exercise is similar to the Treasure Hunt assignment, and is meant to provide you with example questions. Please read each question carefully. Use Internet search engines and the UNC libraries databases to find the answers to the questions.

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A-C: Pim Techamuanvivit uses the TypePad Internet service to write a weblog. Often she offers her recipes for authentic Thai dishes. From her site, answer these questions:

- A. What company does Pim work for?
1. Microsoft
  2. Cisco
  3. Reebok
  4. thaicuisine.com
  5. Marubeni Thailand Co., Ltd
- B. What does she say the best use of a teabag is?
1. for making tea to accompany your grandmother's scones
  2. for warding off mosquitoes that carry the malaria parasite
  3. for reading the future
  4. for ridding your plastic containers of the smelly oily residue
  5. for a snack for your pet pot-bellied pig
- C. Who taught her grandmother's famous – but secret – recipe for Nam-prik pao to Pim?
1. her uncle
  2. her mother
  3. her father
  4. her grandmother's driver
  5. her aunt
- D. On January 28, 2003, Wired News published an article about an online encyclopedia that uses 'wiki' software to allow anyone to contribute information. This article says that the encyclopedia project employs a \_\_\_\_\_?\_\_\_\_\_ policy.
1. College degree required
  2. Free speech doesn't exist
  3. Neutral point of view
  4. Controversy first
  5. A Winston Smith meets O'Brien
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E. Who were the co-writers for the 1999 film 'The Runner'?

1. Joe Eszterhas and Dustin Abraham
2. Dustin Abraham and Anthony Zuiker
3. Dustin Hoffman and Anthony Zuiker
4. Dustin Hoffman and Anton Zuiker
5. Anton Zuiker and Jeff Nolan

F. In an article published in October 2000, Cathy M Russo of Stanford University writes that it "is easier to treat acute pain than chronic pain because" \_\_\_\_\_? \_\_\_\_\_.  
[hint: Encyclopedia of Life Sciences]

1. chronic pain can lead to maladaptive behaviour
2. acute pain can be treated with two aspirin and a follow-up phone call
3. acute pain should be treated with multidisciplinary pain management
4. chronic pain is really just in someone's head
5. patients with acute pain don't need to be fully evaluated.

G-J: You will be moving to Atlanta next month, and your Aunt Bea has found you an apartment. You will be moving to: 2657 LENOX ROAD, APARTMENT#160, ATLANTA, GEORGIA

G. While noting down the mailing address you forgot to ask the zip code. Now you want to find the expanded ZIP Code called "ZIP+4," which is composed of the original five-digit code plus a four-digit add-on that helps the Postal Service direct mail efficiently and accurately. The expanded ZIP Code for your new address is [hint: United States Postal Service home page]

1. 30324-3192
2. 30324-3191
3. 30324-0000
4. 30324-3178
5. You cannot tell from the information given here

H. Based on the above information, you will be living in \_\_\_\_\_ county:

1. Albany
2. Fulton
3. Peachtree
4. None of the above
5. You cannot tell from the information given here.

I. After a few months of living in Atlanta, you find that your landlord is an illegal drug dealer, so you wish to contact your local U.S. senator, who you've heard has sponsored tough anti-drug laws. Which of the following elected officials occupies the "District Senior Seat" in the U.S. Senate from your area? [hint: Project Vote Smart]

1. Senator Vincent D. Fort
2. Senator C. Saxby Chambliss
3. Senator Zell Bryan Miller
4. 1 and 2
5. 1, 2 and 3

J. When was that Senator first elected to his seat?

1. June 2000
2. November 1988
3. He wasn't elected – he was appointed by George H.W. Bush
4. February 1997
5. January 2004

K. You are interested in an article by Craig Anderson and Karen Dill titled "Video Games and Aggressive Thoughts, Feelings, and Behavior in the Laboratory and in Life." It was published in the *Journal of Personality and Social Psychology* in 2000, and you'd like to find out how much it has been cited by other article authors to assess its contribution and find similar authors who have done further research. How many times has this article been cited? [Hint: ISI Web of Knowledge.]

1. 0-10
2. 10-20
3. 20-30
4. 30-60
5. 60-100

L. In 1983, Dolf Zillman and Jennings Bryant published an item in the *Journal of Communication*. What was it about? [Hint: CIOS.]

1. Narrative innovations in the *Star Wars* films.
2. The effects of watching boxing on audience aggression and mood.
3. A history of early efforts to put radios in automobiles.
4. Parody newspapers and their readership.
5. Pornography research.

M. A May 1996 article in *Physician and Sportsmedicine* titled “Sparring and Cognitive Function in Professional Boxers” studied boxers, their sparring habits, and potential effects. From only reading the abstract in the Educational Resource Information Center (ERIC) database, what can be said about the study?

1. Boxers with winning records had less neurological damage than those with losing records.
2. Boxers who had sparred more in the past tended to have lower performances in attention, concentration, and memory tests.
3. On average, boxers had less neurological impairment than Rugby League players.
4. There was no connection between sparring and neurological impairment.
5. The authors recommend a ban on amateur boxing in the United States.

N. A Supreme Court case pertaining to copyright, *Eldred v. Ashcroft* (No. 01-618), was decided in January by the United States Supreme Court. Who delivered (wrote) the opinion of the Court?

1. Scalia
2. Rehnquist
3. Ginsburg
4. O’Connor
5. Brandeis

O. Which country celebrates its national holiday closest to the 4th of July?  
[Hint: CIA The World Factbook 2002]

1. Afghanistan
2. Cuba
3. Germany
4. Iraq
5. New Zealand

P. When Google.com first went on the stock market, at what price did it trade per share?

1. \$10-20.
2. \$5-\$10.
3. Less than one cent.
4. Over \$100.
5. It has never been on the stock market.

Q. According to *Funk & Wagnall's New World Encyclopedia*, the Galapagos Islands sit in what ocean, are owned by what country and lie how many miles from the mainland?

1. Indian Ocean, Madagascar, about 250 miles
2. Pacific Ocean, Columbia, about 965 miles
3. Pacific Ocean, Ecuador, about 600 miles
4. Atlantic Ocean, Venezuela, about 50 miles
5. Atlantic Ocean, Brazil, about 300 miles

R. Martha Stewart Living Omnimedia, Inc., reported an 8-K quarterly on April 30, 2003. From what source did the company derive its largest share of revenues? (Hint: Where are financials reported for public companies?)

1. E-commerce (Internet sales)
2. Television
3. Publishing
4. Merchandising
5. Production (distribution and editorial)

S. Journalist Michael Specter wrote a November 26, 2001 feature story about the Finnish company Nokia (which makes cell phones, natch). Find the PDF version of Specter's article. Who illustrated the picture of Frank Nuovo on page 62?

1. Jim Henson
2. Gary Trudeau
3. Jeff Danziger
4. Andy Warhol
5. Gerald Scarfe

## PATHFINDERS

A,B,C: google.com search for 'typepad pim' and then surfing through chez-pim.com and chezpim.typepad.com/blogs/

D:

E: imdb.com

F: lib.unc.edu > Encyclopedia of Life Sciences > Browse by author or title

G: ZIP+4 Lookup at [http://www.framed.usps.com/nesc/lookups/lookup\\_zip+4.html](http://www.framed.usps.com/nesc/lookups/lookup_zip+4.html)

I: <http://www.vote-smart.org/index.phtml>

K: ISI Web of Science full cited ref search for ANDERSON C\* in J PERS SOC PSYCHOL year 2000

L: CIOS search in the *Journal of Communication* for Zillman

M: ERIC search for the title or a part of it. Refine ERIC search with “exact words” choice for title.

N: LexisNexis “Get a Case” feature and enter Eldred v. Ashcroft. Note that you have to use LexisNexis “Academic” then “Legal Research” links, not the Lexis Nexis for law students. The opinion’s author is in the document, and can be found quickly by using the ctrl-f find feature to search for “opinion” and browse through occurrences of the word.)

O: Academic Universe / CIA The World Factbook 2002 / Field Listing / National Holiday

P: multiple sources available. A web search of "Google" and "IPO," for example, would show articles indicating it remains private

Q: “Funk and Wagnall’s New World Encyclopedia” database / “Galapagos Islands” / Select entry #2, #3 or #4 for the complete answer

R: Lexis Nexis/Academic Universe / EDGAR/SEC / Martha Stewart Living / 8-K posting for April 30, 2003 OR EDGARIQ.com / Martha Stewart Living / 8-K posting for April 30, 2003

S: <http://www.michaelspecter.com/> or Google advanced search for PDF