Research Tips for Marketing Environment and Strategy
Course guide: guides.libraries.psu.edu/berks/bbtc

Demographic Information
1. Access U. S. Census Bureau
2. Select Access Local Data from the Quick Facts menu
3. Search for Pennsylvania and then for Lebanon (select Lebanon city, Pennsylvania).
4. Confirm your table has three data columns for Lebanon, PA and USA.
5. Compare demographic data. What is notable to you? Be prepared to share!

Economic Information
1. Access Social Explorer
2. Select Use as Guest and then Explore
3. Search for Lebanon, PA and select a postal code location.
4. Use the Change Data menu to explore and map data sets.
5. Adjust the Geography ("Show data by") and Visualization Type as needed. (Bonus: Create a side-by-side to compare two locations, or one location past and present.)
6. Use your data visualization map to tell a story. Be prepared to share!

Cultural Information
1. Access NewsFinder
2. Set PA County to Lebanon and browse news sources.
3. Identify a current news publication for Lebanon, PA: ________________________________
4. Connect to the news source online and skim recent headlines / articles. What have you learned about the local culture? Be prepared to share!

Research Coach
Meet with a librarian for help finding demographic, economic, and cultural information – and APA!

Sarah Hartman-Caverly  Alex Chisholm  Brett Spencer
smh767@psu.edu | Thun 107  aec67@psu.edu | Thun 106  dbs21@psu.edu | Thun 108
libraries.psu.edu/berks  Thun Library @ Berks  S. Hartman-Caverly Spr 2019