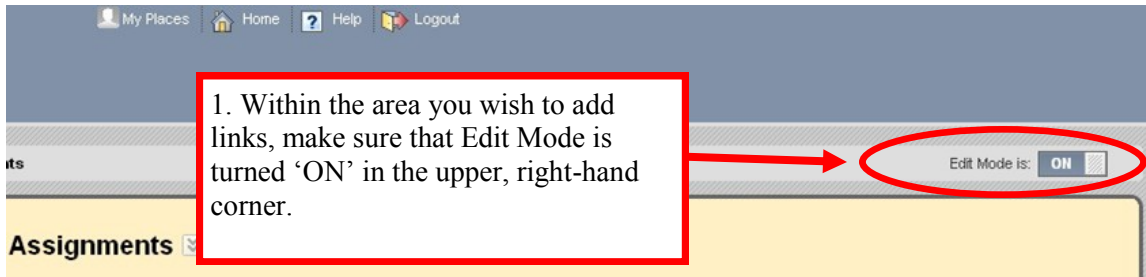
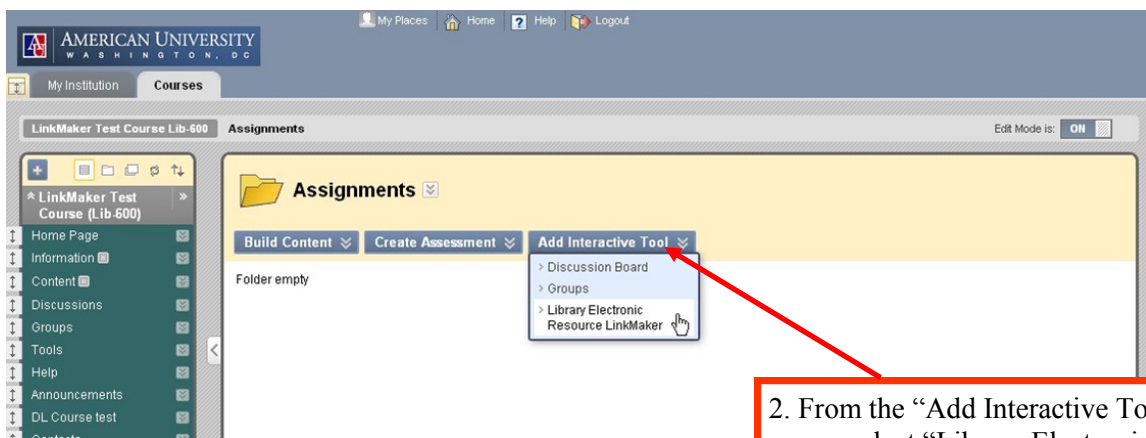


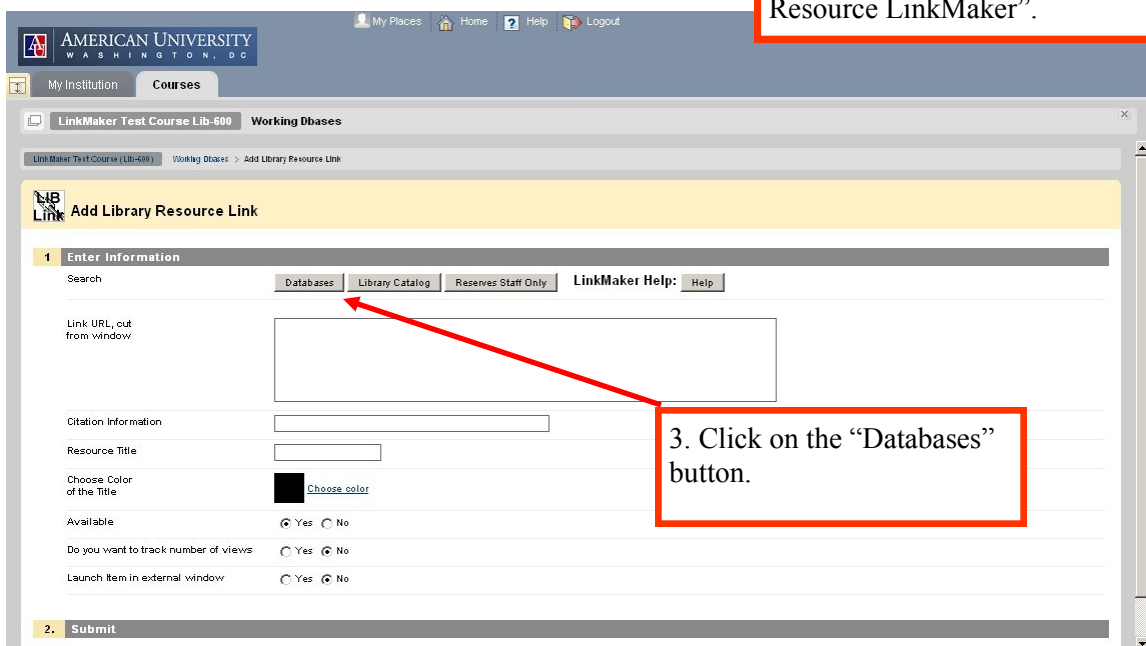
# Using Blackboard's LinkMaker program with *Oxford University Press* journals



1. Within the area you wish to add links, make sure that Edit Mode is turned 'ON' in the upper, right-hand corner.



2. From the "Add Interactive Tool" menu, select "Library Electronic Resource LinkMaker".



3. Click on the "Databases" button.

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**LinkMaker Databases**

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Last Updated: Apr 11, 2012 | URL: <http://subjectguides.library.american.edu/linkmaker> | [Print Guide](#) | [Email Alerts](#)

**LinkMaker Databases** [Print Page](#) Search:  This Guide

**Instructions & Help**

This page includes a list of all resources that have been tested and confirmed compatible with Blackboard LinkMaker. As the American University Library adds new resources that are compatible, this list will be updated.

- [Help using LinkMaker with Blackboard](#)  
Includes platform-specific documentation (in development) to help you set up your links with a minimum of confusion and bother.

**Journal Finder**

**Search for a title**

**Browse e-journals by title**  
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**Browse e-journals by subject**

**Working Databases**

- [ABI/Inform \(Business and Management\)](#)  
Contains bibliographic citations, abstracts, and full text of articles appearing in international business journals, and trade magazines published worldwide.
- [Academic Search Premier](#)  
This scholarly database contains over 3,600 peer-reviewed publications in full-text on every subject.

4. From the Database List, use the Journal Finder to search for the desired journal.

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1 record retrieved for the search: Title begins with "Public opinion quarterly"

**Public opinion quarterly** ([0033-362X](#))  
 from 1937 to 2008 in [AU Library Print Journal Collection](#)  
 from 01/01/1937 to 12/31/2006 in [JSTOR](#)  
 from 03/01/1965 to 1 year ago in [Business Source Premier](#) and [Communication & Mass Media Complete](#)  
 from 1996 to present in [Oxford University Press Journals](#)

5. Select the Cambridge University Press link.

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2000s	2000	2001	2002	2003	-	-	-	-	-
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19  
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6. Select the desired year...

# Public Opinion Quarterly

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- Summer 2005; 69 (2) : 179 - 339
- Fall 2005; 69 (3) : 341 - E33
- Winter 2005; 69 (4) : 507 - 634
- Special Issue 2005; 69 (5) : 635 - 796
- Special Issue: Polling Politics, Media, and Election Campaigns

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- Conference Report**  
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8. Select the desired article by clicking on the View PDF link.

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poq.oxfordjournals.org/content/69/3/429.full.pdf+html

Public Opinion Quarterly, Vol. 69, No. 3, Fall 2005, pp. 429-438

### WHAT'S IN A NAME? PREFERENCE FOR "BLACK" VERSUS "AFRICAN-AMERICAN" AMONG AMERICANS OF AFRICAN DESCENT

LEE SIGELMAN  
STEVEN A. TUCH  
*George Washington University*  
JACK K. MARTIN  
*Indiana University*

**Abstract** This research note examines the preferences of Americans of African descent for the label "black" versus "African-American." Racial labels have long been associated with majority-group attitudes toward minority-group members, and minorities themselves have changed their preferred terminology over time. We trace the evolution of racial labels from "Negro" to "black" to "African-American" and examine predictors of terminological preference among a national sample of Americans of African descent. Our respondents are nearly equally divided in their preference for the label "black" versus "African-American." Significant correlates or predictors of terminological preference include the racial composition of the grammar school that respondents attended, respondents' degree of racial group consciousness, and age, region, and size of city of residence.

The collective term that members of a group use to refer to themselves can provide interesting clues about the group's status in society and its strategy for advancement. For Americans of African descent, that terminology has undergone many changes over the years. During the first two-thirds of the twentieth century, the prevailing usage evolved from "colored" to "Negro" and then to "black." In the late 1980s a group of civil rights leaders began to press for a newer label still, "African-American," a term that implied "a shift from race to ethnicity or culture as the defining characteristic of the group and consequently . . . evoke[d] the notion of similarities between this group and other ethnic groups" (Grant and Orr 1996, p. 138). The new term quickly gained a

This research was supported by grant RO1-AA-10243 from the National Institute on Alcohol Abuse and Alcoholism. Address correspondence to Lee Sigelman; e-mail: lees@gwu.edu.

doi:10.1093/poq/nfi026  
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  - > Nonresponse Rates and Nonresponse Bias in Household Surveys
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Editing tip: Use your keyboard "Ctrl" + "c" keys to copy and "Ctrl" + "v" keys to paste highlighted text, or access an editing menu by highlighting the desired information and right-clicking your mouse.

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LinkMaker Test Course (Lib-600) Assignments > Add Library Resource Link

## Add Library Resource Link

**1 Enter Information**

Search    LinkMaker Help:

Link URL, cut from window

Citation Information

Resource Title

Choose Color of the Title

Available  Yes  No

Do you want to track number of views  Yes  No

Launch Item in external window  Yes  No

**2. Submit**

10. Copy and paste the permalink and the citation information into LinkMaker. Edit the citation information as necessary.

11. Complete the LinkMaker screen:
- Choose the color for the title.
  - Leave the “Yes” button selected for “Available” to make the link appear on your course page.
  - Select whether or not you wish to track the number of views.
  - Select whether the link launches in an external window (recommended).
  - Submit the durable link to LinkMaker.

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## Content Added

Content has been added. This link is **durable**; it is independent of your current session & will be proxied if needed for off-campus access.  
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Friday, April 20, 2012 11:05:51 AM EDT

12. LinkMaker will report that the link has been made durable. Click “OK” to continue.

The screenshot displays the Blackboard LinkMaker interface for a course titled "LinkMaker Test Course Lib-600". The top navigation bar includes the American University logo and user options like "Mark Winek", "My Places", "Home", "Help", and "Logout". Below this, there are tabs for "My Institution", "Courses", and "System Admin". The main content area is titled "Assignments" and features a sidebar with a navigation menu containing items like "Home Page", "Information", "Content", "Discussions", "Groups", "Tools", "Help", "Announcements", "DL Course test", "Contacts", "Lectures (Video)", "Working Dbases", "Non-working Dbases", "Library Services", "Discussion Board", and "External Links". The main area shows a list of assignments with a single entry: "What's in a Name? Preference for 'Black' versus 'African-American' among Americans of African Descent". This entry includes a small icon, a title, and a citation: "Public Opin Q (Fall 2005) 69 (3): 429-438" with a "Click here to view" link. Above the list are buttons for "Build Content", "Create Assessment", "Add Interactive Tool", and "Assign Textbook".

13. LinkMaker will display the link and citation as it will appear under the "Assignments" tab in your course. Use the drop-down menu to make any changes or delete the link.

This help document was developed by the Electronic Resources Management Unit at the American University Library. Feedback and suggestions on the documentation are welcome and may be sent to [liberm@american.edu](mailto:liberm@american.edu).

Blackboard's LinkMaker extension was developed by Kathy Kilduff and Don Gourley at WRLC.