

The Associated Press Guide to Internet Research and Reporting

By Frank Bass
Perseus Publishing
168 pages, \$15

By Joe Marren

Those of us already making our way in the brave new media world won't need this book. Or so we think, but I'll get to that in a byte.

For the rest of the world that doesn't know a DOS from a Duh! this book is a godsend. It explains how to a realistic Internet search (in other words, one that won't return several gigamillion entries); gives tips on how to verify online "facts"; and even breaks things down to topical beats for stressed out reporters facing that ever-encroaching deadline as tempus fugits.

But let me start by being honest. I smugly put this book down after reading it sometime after it came out in 2001 and said to myself, "Hey, Joe, you already know most of this stuff. Why did you read this book?" Then I did a reality check: I was supposed to know it. After all, I wrote a manual for my newspaper on how to do searches and write for an online site. (To see it, go to my "Web Guide" at www.joemarren.com) But Bass didn't write this book for me **now**, it wrote it for me **then**. This book can help turn the novice into a lean, mean researching and reporting machine. (In my case, forget the "lean" part.)

The assumption that we're all stumbling along trying to learn new media so we can hold intelligent conversations with grade school kids is an apt one. And it's the strength of this book. No one needs to feel left out or have to sit in a corner with a 21st century dunce cap on their head.

Bass, who has been director of computer-assisted reporting at the Associated Press since 1997, has written **THE** online guide of choice for novices. Trust the AP to do such a thing. After all, its stylebook has been the bible of copy editors ever since there was news fit to print. Now the AP's newest guide helps modern journalists find info fast on deadline and lead them through the forests of information when not on deadline.

And it doesn't stop there. Reporters are notoriously math phobic – after all, if we weren't we'd be rocket scientists – but Bass offers quick primers on spreadsheets, databases, mapping and stats. In short, it gives reporters enough confidence to attempt those computer-assisted reporting projects that are almost guaranteed to win them a Pulitzer Prize, or at least an Employee of the Month parking space in the always overflowing lot.

Earlier in this review I wrote that Bass wrote the book for novices. But so-called "experts" such as myself can learn much from the book if we accept the premise that

attending a seminar or three doesn't make us infallible. There is still much to learn, especially once we deflate our egos and accept that there is sooooo much out there that we don't even realize we don't know.

For us, Bass includes a chapter on listservs and newsgroups and a tutorial on Internet copyright, written by George Galt. For example: What protection does a copyright give? The answer is on page 147.

The market for this book is vast and it can help even the Luddites in our midst.

Joe Marren is an assistant professor in the communication department at Buffalo State College. He can be reached at marrenjj@buffalostate.edu

Amazon Exclusive!!
Order a Segway now!
It's only at Amazon

amazon.com

VIEW CART | WISH LIST | YOUR ACCOUNT | HELP

James's Gold Box

WELCOME JAMES'S STORE BOOKS APPAREL & ACCESSORIES ELECTRONICS TOYS & GAMES VIDEO CAMERA & PHOTO SEE MORE STORES

SEARCH BROWSE SUBJECTS BESTSELLERS MAGAZINES CORPORATE ACCOUNTS E-BOOKS & DOCS BARGAIN BOOKS USED BOOKS

Summer Clearance Blowout
Up to 25% off toys, small appliances, software, and more [Start saving](#)

SEARCH

WEB SEARCH

Powered by Google

BOOK INFORMATION

buying info

[editorial reviews](#)[customer reviews](#)[look inside](#) **NEW!**

RECENTLY VIEWED ITEMS



[The Changing South of Gene Patterson: Journalism of Civil Rights, 1960-1968 \(Southern Dissent\)](#) by Roy Peter Clark (Editor), et al

RATE THIS ITEM

I dislike it

I love it!

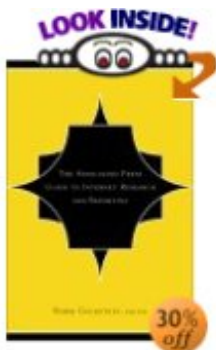
1 2 3 4 5

I own it

[Edit your ratings](#)

The Associated Press Guide to Internet Research and Reporting

by [Frank Bass](#)

[Look inside this book](#)**List Price:** \$45.00**Price:** **\$10.50** & eligible for **FREE Super Saver Shipping** on orders over \$25. [See details.](#)**You Save:** \$4.50 (30%)**Availability:** Usually ships within 24 hours**38 used & new** from **\$3.00****Edition:** Paperback[See more product details](#)

READY TO BUY?

or

[Sign in](#) to turn on 1-Click ordering.

MORE BUYING CHOICES

38 used & new from **\$3.00**

Have one to sell?

[Sell yours here](#)Don't have one?
We'll set one up for you.

Better Together

Buy this book with [The Associated Press Stylebook and Briefing on Media Law](#) by Norm Goldstein (Editor), Associated Press today!

+

**Total List Price:** \$32.00**Buy Together Today:** **\$22.40**

Customers who bought this book also bought:

- [The Associated Press Stylebook and Libel Manual: With Appendixes on Photo Captions, Filing the Wire](#) by Associated Press, Eileen Alt Powell (Photographer) (Paperback)
- [Associated Press Guide to Newswriting \(Study Aids/On-the-Job Reference\)](#) by Rene J. Cappon (Paperback)
- [The Associated Press Guide to Punctuation](#) by Jack Cappon (Editor), Rene J. Cappon (Paperback)
- [Associated Press Reporting Handbook](#) by Jerry Schwartz (Paperback)
- [The Elements of Journalism: What Newspeople Should Know and the Public Should Expect](#) by Bill Kovach, et al (Paperback)

[Explore Similar Items:](#) [19 in Books](#), and [1 in Kitchen & Housewares](#)

Customers interested in this title may also be interested in:

Sponsored Links ([What's this?](#)) [Feedback](#)

- [Web Data Mining](#)
Download tools to extract anything from the Web
[www.lencom.com](#)
- [For web research only](#)
Save information on competitors & markets to a searchable database.
[www.internet-research-toolbar.com](#)
- [Internet Research Tool](#)
Collect, Annotate, Organize **and** Share **Internet** Information.
[www.netsnippets.com](#)

Favorite Magazines!



Explore our new

[Magazine](#)

[Subscriptions](#) store.

Visit the [Kitchen & Housewares Store](#)



[George Foreman](#)
[GR10AWHT Champ Grill](#)

Something to Talk About



Get the [Nokia 3650](#) for free after rebates! Hurry, offer ends soon.

So You'd Like to...



[Search safely online for the](#)

[b...: A guide by Windwalker](#)

Books, Author and
bookseller

► [Create your guide](#)

Product Details

- **Paperback:** 156 pages ; Dimensions (in inches): 0.51 x 8.98 x 7.00
- **Publisher:** Perseus Publishing; 1st edition (January 8, 2002)
- **ISBN:** 0738205338
- **Average Customer Review:** ★★★★★ Based on 1 review. [Write a review.](#)
- **Amazon.com Sales Rank:** 29,912

Look Inside This Book!

[Back cover](#)



[Excerpt](#)



[Full index](#)



This book has **20** sample pages. [See all pages.](#)

Our Customers' Advice

See what customers recommend in addition to, or instead of, the product on this page.

► [Recommend an item!](#)

- **1 person recommended** [Copy Editing for Professionals](#) in addition to The Associated Press Guide to Internet Research and Reporting

► [See more customer buying advice](#)

Editorial Reviews

Book Description

From the editors at the world-renowned Associated Press, a guide to research, writing style, and reporting using the Internet.

How does a reporter go about researching a story on the Internet and how does one fact check and cite online sources? What are the copyright issues involved in quoting Internet sources? How does one go about selling a story to Internet sites? How does one physically file a story on-line? Answers to these and many more twenty-first-century journalism questions can be found in *The Associated Press Guide to Internet Research and Reporting*. The final word on the rules of Internet reporting, this comprehensive guide will be the on-line style guide of choice for AP staff, stringers, and journalism students alike.

Book Info

From the editors at the world-renowned Associated Press, a guide to research, writing style, and reporting using the Internet. An on-line style guide of choice for AP staff, stringers, and journalism students alike. Softcover.

► [See all editorial reviews...](#)

Customer Reviews

Avg. Customer Review: ★★★★★

[Write an online review](#) and share your thoughts with other customers.

42 of 43 people found the following review helpful:



Only worthwhile if you've never used a computer, April 13, 2002

Reviewer: **Andrew Flynn (see more about me)** from Scottsdale, AZ

I was extremely disappointed with this book. This book is aimed either at people who have never used a computer, or at first-graders. The fact that most first graders have already used computers and the Internet probably won't help matters.

Coming from the Associated Press (who publishes other worthwhile books), one would guess that this is a fairly detailed guidebook on how to cite online resources, use of the Internet in the modern reporting environment, and also key information on online copyright and publishing in the digital age. Not even close.

Instead, this book proceeds to explain what the Internet is. Then it delves into what the "www" means, why there's a "." or "dot" between that and what's known as a "domain". It continues in this vein for the entire book.

The chapters entitled "Searching the Web", "Spreadsheets" and "Databases" aren't focused on how these can be leveraged with online reporting, they're primers. "Searching the Web" explains the concept of a "search engine" and why and how anyone would use one (such as the concept of "keywords" and "search results"), and provides examples of valuable resources called "Google" and "AltaVista". The same for the Spreadsheet and Database chapters.

The only value this book has is that chapter one has an interesting summarization of the personal computer and internet industries in about six pages. It sheds absolutely no new light, but as a quick read, it can get you up to speed (browser wars explained in twenty-five words or less). Chapter 12, which deals with online copyright, also explains at a first-grade level what a copyright is, etc. There's about four interesting paragraphs on "fair use", and the rest is filler.

Bottom line - you're reading this online, so you have already mastered 10 out of the 12 chapters without ordering the book. The other two chapters can be skimmed in about 4 minutes, and mostly are common sense. Avoid.

Was this review helpful to you?

Customers who bought titles by Frank Bass also bought titles by these authors:

- [Rene J. Cappon](#)
- [Associated Press](#)
- [Jerry Schwartz](#)
- [Bill Kovach](#)
- [William E. Blundell](#)

► [Explore similar authors](#)

So You'd Like To...

- [become a Journalist or Reporter](#): by [Alan T. Peto](#), Freelance Journalist
- [Avoid libel and slander as a freelance writer](#): by [David W. Taylor](#), Editor, Author
- [be a copyeditor/proofreader](#): by [rockysquirrel](#), university teacher, writer, web content developer, plain language consultant. See my website www.saywhatyoumean.com for helpful information on writing for the Web.

Listmania!

- [Journalism](#): A list by [Summer Sparger](#), Journalist
 - [Reference > Writing > Style Guides & Manuals - 18](#): A list by [John Kelly](#), Reader
 - [General Reference](#): A list by [typographyfan](#), Student of Typography
-

Look for similar books by subject:

Browse for books in:

- [Subjects](#) > [Reference](#) > [Education](#) > [Research](#)
- [Subjects](#) > [Reference](#) > [Writing](#) > [Academic & Commercial](#)
- [Subjects](#) > [Reference](#) > [Writing](#) > [Journalism](#)
- [Subjects](#) > [Reference](#) > [General](#)
- [Subjects](#) > [Computers & Internet](#) > [Home & Office](#) > [Internet](#) > [Online Searching](#)

Search for books by subject:

- [Reference](#)
- [Language Arts & Disciplines](#)
- [Journalism](#)
- [Composition & Creative Writing - Academic](#)
- [Research](#)

i.e., each book must be in subject 1 AND subject 2 AND ...

- **I have read this book, and I want to [review](#) it.**
- [E-mail a friend about this item.](#)
- [Write a So You'd Like to... guide.](#)
- [Correct](#) errors and omissions in this listing.
- Is there a specific product you'd like us to sell?
[Tell us](#) about it.

Where's My Stuff? <ul style="list-style-type: none">• Track your recent orders.• View or change your orders in Your Account.	Shipping & Returns <ul style="list-style-type: none">• See our shipping rates & policies.• Return an item (here's our Returns Policy).	Need Help? <ul style="list-style-type: none">• Forgot your password? Click here.• Redeem or buy a gift certificate.• Visit our Help department.
--	--	--


Searchfor


Your Recent History[Learn More](#)

Recently Viewed Products


 [The Changing South of Gene Patterson](#)
by Roy Peter Clark (Editor), et al


Recent Searches

 In books: [The Associated Press Guide to Internet Resea](#)

 In books: [the changing south of gene patterson](#)

Customers who bought items in your Recent History also bought:



 [Scotty](#)
by John F. Stacks

[Visit the Page You Made](#)

James L. Franklin, make \$\$\$
Sell [your past purchases](#) at Amazon.com today!

[Text Only](#)

[Top of Page](#)

[Books Search](#) | [Browse Subjects](#) | [Bestsellers](#) | [Magazines](#) | [Corporate Accounts](#)
[e-Books & Docs](#) | [Bargain Books](#) | [Used Books](#)

http://www.amazon.com/exec/obidos/ASIN/073820...%3D11-1/ref%3Dsrf%5F11%5F1/104-2840753-5622357 (4 of 5) [7/20/2003 9:53:52 AM]

[Amazon.com Home](#) | [Directory of All Stores](#)

Our International Sites: [Canada](#) | [United Kingdom](#) | [Germany](#) | [Japan](#) | [France](#)

[Contact Us](#) | [Help](#) | [Shopping Cart](#) | [Your Account](#) | [Sell Items](#) | [1-Click Settings](#)

[Investor Relations](#) | [Press Releases](#) | [Join Our Staff](#)

Bottom of the Page™ Deals for July 20

Amazon.com = low prices. Save up to **50%** on these **one-day-only** deals.

	Our Price	You Save
Similac Infant Formula with Iron, 2 Economy Size Tubs (556 total fl. oz.) Similac's trusted infant formula with iron, at a savings moms will love.	\$44.90	\$19.00 (30%)
Clorox Automatic Toilet Bowl Cleaner (24 Cleaners) The no-hassle, no-scrub way to keep toilets clean, with free shipping.	\$30.56	\$25.28 (45%)
Bit Bull 880210 70-Piece Bit Magnetic Storage System The most user-friendly and efficient way to store and use power-tool accessories.	\$27.99	\$31.00 (53%)
ZonePerfect All Natural Nutrition Bar, Variety Pack (36 Bars) The quick and easy way to get into the Zone Diet, shipped free.	\$38.49	\$36.69 (49%)
Memorex 4.7 GB DVD+RW Discs (10-Pack) Memorex DVD+RW discs hold 4.7 GB of data or 4 hours of video each.	\$29.99	\$20.00 (40%)
One Touch Ultra Soft Sterile Lancets (400 Lancets) Lancets test glucose levels comfortably and quickly, and ship free!	\$31.68	\$16.28 (34%)
Kodak Max One-Time Use Camera, 6 Cameras (162 exposures) Kodak Max one-time-use cameras for less than club-store prices.	\$31.98	\$33.96 (52%)
Dove Intense Moisture Conditioner, 12 Ounces (6 Bottles) Intensely hydrate and restore dry or damaged hair with Dove conditioner.	\$25.99	\$9.00 (26%)
Altoids, Wintergreen (24 Tins) The tin is in. Save 60% on Altoids, the curiously strong breath mint.	\$29.30	\$44.66 (60%)

 **FREE Super Saver Shipping on orders over \$25.** [See details.](#)

Amazon.com now offers bargains on brand-name essentials, all priced so low they've sunk to the bottom of the page! We take up to 50% off standard retail prices and deliver right to your door--no club fees, no hassle, no parking lot. These offers are only good until they're gone, and only for today. Check back tomorrow for all-new Bottom of the Page™ Deals.