SIRS Issues Researcher Enhancements
Covering the period August 2015 to August 2016
The All New SIRS Issues Researcher!

- Mobile accessible
- Optimized for all devices
Home Page

- Intuitive visual design
- Trending Leading Issues highlighted

Pro/Con Leading Issues

Elections 2016
The United States 58th quadrennial presidential election will be held on Tuesday, November 8, 2016. On that day, voters will select the next president and vice president of the United States.

Explore this issue
Home Page

- New Pro/Con Issues Browse!
- New Recently Added Articles!

Browse all Pro/Con issues

- Abortion *
- Abortion, Moral and Ethical Aspects
- Abstinence
- Abstinence Education
- Abused Women
- Access to Contraception
- Acculturation and Assimilation
- ADHD
- Adoption *
- Advertising *
- Advertising and Children
- Advertising in Schools

THAT'S DEBATABLE!

Should gun regulations be tightened?
- Yes
- No
- Unsure

Vote

Related Articles

RECENTLY ADDED ARTICLES

- Weed Users Found to Have Poorer Verbal Memory in Middle Age
  Washington Post, Kellly, Kimberly; and Lucilia Tale / 18t 11, 2016 / pg.A1

- The Next Great Expansion

- Why Facebook DWARFT New Jersey's Medical Marijuana Pages
  American Journalism Review, Richt, Robin / March 1995 / pg.197

- New Report Exposes the World's Greatest Animal Attractions
  Chicago Magazine, Fig, Jonathan / Jan 1999 / pg.58

- Can the 'Largest Cleanup in History' Save the Ocean?
  Washington Post, Kellly, Kimberly; and Lucilia Tale / April 12, 2016 / pg.A1

After
Browse Issues

Since its inception in the mid 1800s, advertising has been responsible for the brand management of some of the world’s most successful companies. Through market research, advertisers can discover target audiences and more effectively entice them to buy a product. | more...

**PRO/CON Issues and Essential Questions**

- **Advertising and Children**
  Should restrictions be placed on marketing that targets children?

- **Advertising in Schools**
  Should there be a ban on advertising in schools?

- **Internet and Mobile Advertising**
  Do the benefits of personalized online and mobile ads outweigh the risks for consumers?
Browse Issues

Leading Issues > Advertising

Advertising

Modern advertising has been responsible for the brand management of some of the world's most successful companies. Through market research, advertisers can discover target audiences and more effectively entice them to buy a product. Highly targeted advertising has raised concerns that businesses could use ads and marketing campaigns to mislead consumers and even encourage harmful behavior.

PRO/CON ISSUES AND ESSENTIAL QUESTIONS

Advertising and Children
Should restrictions be placed on marketing that targets children?

Advertising in Schools
Should there be a ban on advertising in schools?

Internet and Mobile Advertising
Do the benefits of personalized online and mobile ads outweigh the risks for consumers?

Marijuana Advertising
Should there be stringent restrictions on marijuana advertising?

Prescription Drug Advertising
Do prescription drug advertisements undermine the doctor-patient relationship?

Tobacco Advertising
Is the regulation of tobacco advertising by the Food and Drug Administration necessary?

After
Leading Issues

Internet and Mobile Advertising

At Issue: Internet and Mobile Advertising

Internet advertising is a rapidly growing type of advertising that people see when they are surfing the Web. Mobile advertising, another popular form of advertising that is also growing at a rapid pace, is advertising that is delivered through smartphones and other wireless mobile devices...

Pro/Con Issues and Essential Questions

Do the benefits of personalized online and mobile ads outweigh the risks for consumers?

Yes:
- Personalized ads provide consumers with lower costs and better services and information on products that are useful to them.
- Hats Off to Web Advertising. No, Really!
- The Way the Digital Cookie Crumbles
- Many Consumers Would Allow Online Tracking by Retailers

No:
- Personalized ads narrow consumers' choices, are an invasion of privacy and have the potential for identity theft.
- What 'Free' Really Costs
- The Slow Death of 'Do Not Track'
- Taming the Spies of Web Advertising

Before
Leading Issues

Internet and Mobile Advertising

ESSENTIAL QUESTION

Do the benefits of personalized online and mobile ads outweigh the risks for consumers?

Internet advertising is a rapidly growing type of advertising that people see when they are surfing the Web. Mobile advertising, another popular form of advertising that is also growing at a rapid pace, is advertising that is delivered through smartphones and other wireless mobile devices. In 1993, one of the first websites to offer clickable ads was created by the commercial website Global Network Navigator. The following year saw the appearance of the first Internet banner advertising. Banner ads were modeled after the banner.

Read More

Critical Thinking  Timeline  Research Guide (PDF)

VIEWPOINT 1

Personalized ads provide consumers with lower costs and better services and information on products that are useful to them.

- Hats Off to Web Advertising: No, Really.
- The Way the Digital Cookie Crumbles
- Many Consumers Would Allow Online Tracking by Retailers and Service Providers if They Finds

VIEWPOINT 2

Personalized ads narrow consumers’ choices, are an invasion of privacy and have the potential for identity theft.

- What ‘Free’ Really Costs
- The Slow Death of ‘Do Not Track’
- Taming the Spies of Web Advertising

After
Google Integration

• New enhancement!
  • Link to Google Account
  • Save articles to Google Drive
  • Add articles to Google Classroom

Some States Seek Payday in Daily Fantasy Sports Sites

By Elaine S. Povich

At a time when state taxes from traditional gambling like lotteries and casinos are flat or declining, a majority of states are now seeking to regulate – and possibly raise revenue from – daily fantasy sports sites.

Sites such as DraftKings and FanDuel contend they run games of "skill" in which knowledgeable sports fans put together teams of players based on their abilities and compete against other fans. But many states have balked, calling the sites unregulated gambling. Some states have shut them down, and at least 30 states either have approved or are considering legislation to bring the games under state governance.

Entry fees for daily fantasy sports were more than $2 billion last year and could reach $14 billion by 2020, according to Adam Krejcik of the research firm Eilers & Krejcik Gaming LLC.
Results List

Search from every page
Sort by date, relevance, Lexile Measure
Filter by source type

Showing results for “Greenhouse gases”

How Climate Change Is Altering Earth’s Cloud Cover
Christian Science Monitor | Orttung, Nicole | Jul 12, 2016 | Lexile: 1519 | SIRS® Issues Researcher

“Nicknamed the wild cards of climate change, clouds have evaded most scientists’ attempts to nail down their long-term patterns. But one team just found some answers. An innovative study published Monday (July 11, 2016) in Nature pieces together vaporous cloud data, providing the first credible demonstration that the cloud changes scientists expected from climate change are really happening and could speed up global warming. An analysis of satellite data between 1983 and 2009 reveals that cloud tops are reaching higher into the atmosphere and that cloudy storm tracks are shifting toward Earth’s poles, confirming the predictions of climate change models. Both these trends suggest that clouds will be exacerbating — rather than mitigating — climate change” (Christian Science Monitor). This article discusses how climate change impacts the shifting cloud patterns.

State Pulls Plug on Clean-Car Subsidy
Los Angeles Times | Dillon, Liam, and Chris Megerian | p. A. 1 | Jun 26, 2016 | Lexile: 1450 | SIRS® Issues Researcher

“California took the lead in getting Teslas, Chevrolet Volts, Nissan Leafs and other low- and zero-emission cars on the road through a generous state incentive program that for years has offered thousands of dollars to people who want to buy them. But in the state budget passed this month, Gov. Jerry Brown and lawmakers have cut the $900 million originally earmarked for this popular subsidy and other efforts to make heavy-duty trucks more environmentally friendly down to zero, the result of a political impasse and questions over the future of the state’s climate change programs. Without the funds, the clean-car program, which has helped put 150,000 low- and zero-emission vehicles on the road since 2009, is running out of money. Thousands of consumers applying for the subsidies each month now are pushed to a waiting list.” (Los Angeles Times) This article discusses why California cut funding to the clean-car subsidies program.
Advanced Search

Pull-down option on any page
- Specify Lexile Range
- Search by product (where available)

State Pulls Plug on Clean-Car Subsidy

"California took the lead in getting Teslas, Chevrolet Volts, Nissan Leafs and other low- and zero-emission cars on the road through a generous state incentive program that for years has offered thousands of dollars to people who want to buy them. But in the state budget passed this month, Gov. Jerry Brown and lawmakers have cut the $500 million originally earmarked for this popular subsidy and other efforts to make heavy-duty trucks more environmentally friendly down to zero, the result of a political impasse and questions over the future of the state's climate change programs. Without the funds, the clean-car program, which has helped put 150,000 low- and zero-emission vehicles on the road since 2009, is running out of money. Thousands of consumers applying for the subsidies each month now are pushed to a waiting list." (Los Angeles Times)
Educators’ Resources

Communication

- Featured: Share This Blog
  Blog posts feature product updates, training opportunities, and curriculum ideas for SIRS Issues Researcher. Also see Facebook ProQuest Homework Central.

- Edmodo Community
  Educator community offers ways to connect with educators and ProQuest staff and integrate collection content directly into classroom or library activities.

- Newsletters
  Subscription newsletters showcase the latest on ProQuest products and services, upcoming events, industry trends, and marketing resources.

- Pinterest
  Boards offer 12-oriented resources including Educator Activities, Current Events in the Classroom, and Food and Recipes.

- RSS Feeds
  Feeds furnish the latest articles and updates on all leading issues to stay informed of content additions.

- Schools Resource Page
  Product page hosted on ProQuest com showcases information on what’s new, products and services, support, training, downloads, and marketing tools for school libraries and classrooms.

- Widgets
  Widgets for search and most popular articles serve as a way to promote usage of the product embedded on any website.

Tools

- Featured: Curriculum Guides
  Teacher and student-ready PDFs with editable fields are aligned to curriculum and help teach information literacy skills. Also available in MS Word format: editorial cartoons, infographics, primary sources, research guides, statistics, and assessment writing.

- Editorial Cartoons
  Editorial and political cartoon collection offers content for visual literacy and critical thinking.

- Infographics
  Gallery view presents visual display of infographics available in SIRS Issues Researcher.

- Maps of the World
  Over 5,600 detailed, printable maps are available as online reference material.

- Note Organizers
  A set of five Guided Research Note Organizers give students tools to organize and synthesize research. Each PDF may be filled in and saved. Writing to Inform 1, Writing to Inform 2, Writing to Inform 3, Writing to Persuade 1, Writing to Persuade 2.

- Standards Correlations
  Page provides four sets of standards correlated to ProQuest SIRS Knowledge Source content including Common Core, U.S. States, and International Decadecent.

- World Almanac

Training

- Featured: Training Webinars
  Portal provides an opportunity to explore a variety of training webinars about ProQuest products and services. Live and recorded sessions are available to meet scheduling needs.

- Human Element
  Animated video illustrates how SIRS Issues Researcher offers a superior experience to aggregate products and the open web due to editorial selection and compilation.

- LibGuide
  Site offers training and promotional materials for SIRS Issues Researcher that may be easily copied into an existing LibGuide.

- Product Page
  Page provides overview, title list, support, product literature, and library marketing tools for SIRS Issues Researcher.

- Product Training Videos
  Videos offer tips and instructions on the resources and benefits of a variety of guided research tools.

New Tools!
- Curriculum Guides
- Note Organizers
- Maps and World Almanac

Guided Research Note Organizer

- Writing to Inform
  Writing to Inform 1, Writing to Inform 2, Writing to Inform 3, Writing to Persuade 1, Writing to Persuade 2.

- Supporting Evidence
New Leading Issues

- Biological and Chemical Terrorism
- Concealed Weapons
- Concussions in Sports
- Conflict Minerals
- Education Reform
- Executive Pay
- Government Ethics
- Indigenous Peoples
- Islamic State Group (ISIS)
- Refugees
- Religion and Science
- Religious Minorities
- Zika
Content Updates

✓ 13 New Leading Issues
out of 345+ issues covering complex social topics

✓ 7,000+ New Articles

✓ 1,000+ New Graphics

✓ 29 New Sources
For more information…
http://www.proquest.com
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