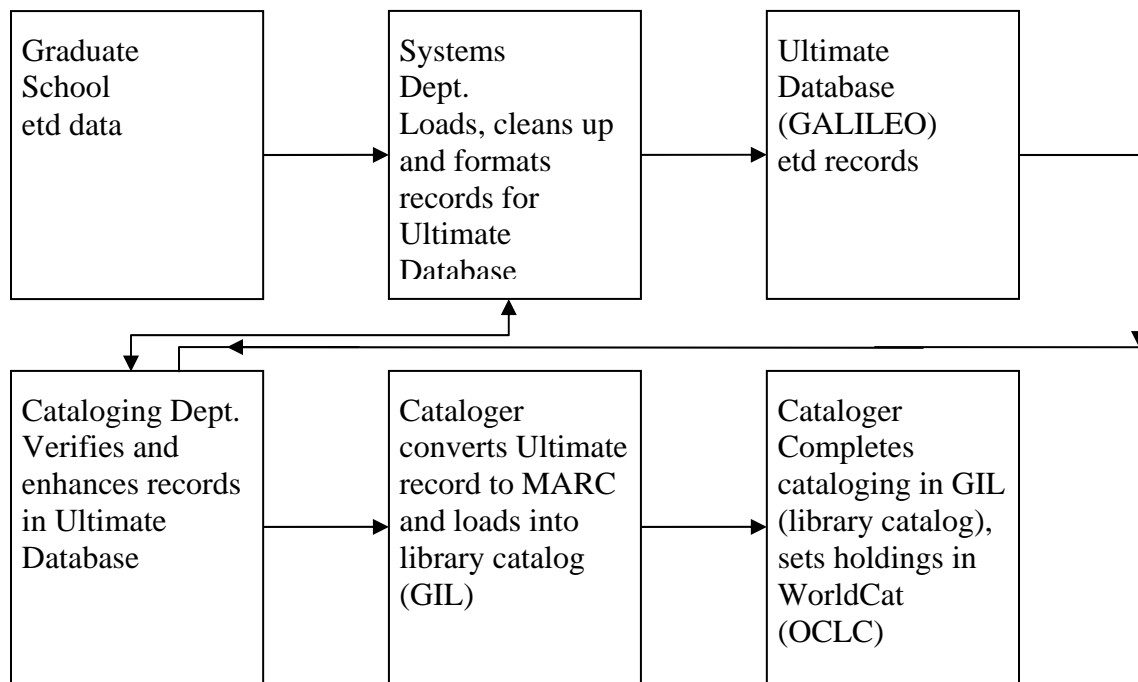


Cataloging electronic theses & dissertations (ETDs) summary



After the theses and dissertation records are received by the Libraries' Systems Department, the data is cleaned up accordingly, abstracts are added, and the theses records are loaded into an Ultimate database, whose access is available via the GALILEO database links, [Electronic Theses and Dissertations \(University of Georgia\)](#) also listed as the [University of Georgia Electronic Theses and Dissertations](#).

Once the records are loaded into the Ultimate database by Systems, the Libraries' Cataloging Department begins their work of cataloging, thus providing accurate access to these materials. Cataloging of these materials follows current practices and LC (Library of Congress) standards.

The goal of cataloging theses records in the Ultimate database is to verify information in the record and provide a cataloged record for the Libraries' online catalog, GIL (also known by the product name, Voyager), which will give accurate holdings information in GIL and will also create holdings information in WorldCat (via GALILEO at [WorldCat \(books and publications owned by libraries worldwide\)](#))

Holdings information in WorldCat (also known as OCLC) allows patrons from all over of the world to find information about the materials that the UGA Libraries own, and gives patrons access to Interlibrary Loan, a library service which allows materials to be lent from one library to another.

In a brief overview of the cataloging process, the cataloger compares the actual .PDF file to the existing record in the Ultimate database, enhances the record and makes changes as needed to accurately reflect the thesis (in terms of description, such as paging, bibliographical references, illustrations, etc.)

Once changes are made in the theses Ultimate record, it is converted into the standard library catalog format, MARC (MACHine-Readable Cataloging), and exported for use into the Libraries' catalog. After the record is imported into the online catalog (GIL), the cataloger completes the cataloging process, by adding UGA Libraries' location and holdings information (Internet is the Libraries' location for these) and adding a code string to set holdings in WorldCat (OCLC).

If at any point the load from one database to another does not work correctly, problems occur. If the data coming from the graduate school does not load properly or has other problems, it may cause problems in the loading process to the Ultimate database and it may cause additional problems down the line with Cataloging. Additionally, if problems occur in the database's programming either in the conversion script or in the structure of the database itself, problems will occur with these records. Finally, the records may be rejected by OCLC if the records have problems or if the data in anyway, does not meet current standards. At each step of the way, time intensive investigation has to occur to resolve the problem. Staff from the Libraries' Systems and Cataloging Departments have developed an internal error list to facilitate problem resolution.

From the GALILEO information screen regarding ETDs:

University of Georgia Electronic Theses and Dissertations

- **University of Georgia Electronic Theses and Dissertations** is a collection of the theses and dissertations submitted electronically to the Graduate School at the University of Georgia since the summer of 1999.

All dissertations are included, although some may not be viewable from off campus. The record for an individual document is always viewable, and will indicate the availability of the document. The author of a dissertation or thesis, in conjunction with his or her major professor, makes the determination if the work will be publicly available.

The ETD database can be searched by keywords, author, title, department, major, major professor, committee members, etc. For additional information, click the "Instructions" button on any search screen. Since an individual's name may appear in the database in various ways (especially for faculty members on the advisory committees), use the Browse Search to find all variations.

Most of the documents are in the PDF format. A helper application called Adobe Acrobat Reader is needed to view PDF documents. If this application is not loaded on your workstation, click [HERE](#) for information on how to get and load the free Reader software. Use your browser's BACK button to return to this screen.

NOTE: The complete text of the dissertations and theses is not searchable in this database. However, for those that are publicly available, use the Adobe "Find" feature (binoculars icon) to search the text of an individual thesis or dissertation.

Coverage Dates: Summer 1999-

Update Frequency: Ongoing

Audience: Research

Keywords: Dissertation | dissertations | graduate school | theses | thesis | ETD

Subject Categories: All Databases, News/Facts and Reference, Other (conferences, dissertations)

Format Categories: Full-Text Databases, Full-Text Books, Reference Sources

http://neptune3.galib.uga.edu/cgi-bin/homepage.cgi?style=&_id=80c07283-1108693294-8038&_cc=1

Author: [Edwards, Heidi Hatfield, 1966-](#)

Title: 60 miles of meaning : understanding the Avon 3-Day Walk [electronic resource] / by Heidi Hatfield Edwards.

Publisher: 2002.

Description: ix, 159 leaves : ill

Summary: This dissertation investigates the audience role in shaping corporate involvement in social issues - identified as cause-related corporate outreach. Drawing upon a cultural studies perspective, I assert that, more than consumer, voter, or passive receptor of corporate message the audience is an active participant in the communication process. Specifically, I examine the participant experience of the Avon Breast Cancer 3-Day Walk. Grounded in a rhetorical theory of public relations, this study uses a variety of qualitative data-collection methods, including in-depth interviews, audio journals kept by walkers, participant observation, and post-walk focus groups to develop an audience-centered understanding of the walk experience and draw implications for public relations research and practice.

Notes: Directed by Peggy J. Kreshel

Thesis (Ph. D.)--University of Georgia, 2002.

Includes bibliographical references (leaves [135]-144).

Electronic reproduction. [Athens, Ga. : University of Georgia Libraries, 2002]. Mode of access: World Wide Web. System requirements: Adobe Acrobat reader.

Other Contributors: [University of Georgia. Dissertation. Mass Communication. 2002. Kreshel](#)

Link Resource: <http://purl.galileo.usg.edu/uga%5Fetd/edwards%5Fheid%5Fh%5F200208%5Fphd>

Location: "Internet Resource

Call Number: Internet

[LXC16 2002 Edwards, H.](#)

Number of Items:

Status: No Information Available

Online catalog view of cataloged etd record. Status: No information available is standard terminology when there is no physical item to be barcoded. Below is a view of the same record in the Technical view, showing the MARC fields.

000 01985ctm 2200289Ka 45e
001 2917141
005 20030423203441.0
007 cr -----
008 030417s2002 sxx a sbm 000 0 eng d
035 __ |a (OCoLC)ocm52082437
040 __ |a GUA |c GUA
049 __ |a [Internet] GUAA
099 __ |a LXC16 |a 2002 |a Edwards, H
100 1_ |a Edwards, Heidi Hatfield, |d 1966-
245 10 |a 60 miles of meaning : |b understanding the Avon 3-Day Walk |h [electronic resource] / |c by Heidi Hatfield Edwards.
260 __ |c 2002.
300 __ |a ix, 159 leaves : |b ill.
502 __ |a *Thesis* (Ph. D.)--University of Georgia, 2002.
500 __ |a Directed by Peggy J. Kreshel.
504 __ |a Includes bibliographical references (leaves [135]-144).
520 __ |a This dissertation investigates the audience role in shaping corporate involvement in social issues - identified as cause-related corporate outreach. Drawing upon a cultural studies perspective, I assert that, more than consumer, voter, or passive receptor of corporate messages, the audience is an active participant in the communication process. Specifically, I examine the participant experience of the Avon Breast Cancer 3-Day Walk. Grounded in a rhetorical theory of public relations, this study uses a variety of qualitative data-collection methods, including in-depth interviews, audio journals kept by walkers, participant observation, and post-walk focus groups to develop an audience-centered understanding of the walk experience and draw implications for public relations research and practice.
533 __ |a Electronic reproduction. |b [Athens, Ga. : |c University of Georgia Libraries, |d 2002]. |n Mode of access: World Wide Web. |n System requirements: Adobe Acrobat reader. |7 s2002 gaun s
710 2_ |a University of Georgia. |t Dissertation. Mass Communication. |f 2002. Kreshel.
856 4_ |u <http://purl.galileo.usg.edu/uga%5Fetd/edwards%5Fheid%5Fh%5F200208%5Fphd>
910 __ |a CA |x 2003.04.17