

BU390 Library Resource Sheet / Fall 2010

All the information below can be found on the library's website, which can be accessed both on campus and off campus using your username and password. Also, please stop by the library anytime and check with a librarian if you need any help or have any other questions!

RESEARCH ASSISTANCE =

Citing Sources – how to cite different types of sources in different formats

Evaluating Web Pages – what to look for in a website

Searching with Boolean Logic – gives explanations and searching examples

WORLD WIDE WEB =

If you are looking for up-to-date information and statistics from a corporate or government source, the internet is, of course, the place to be. Just make sure to consider the source when looking at the information! For company websites, start with:

www.mcdonalds.com www.wendys.com www.bk.com www.tacobell.com

Although you can find lots of information on the internet, it will take much longer to sift through than the information found in the library's databases. Keep in mind that you might want to avoid outdated sources, blogs and opinion editorials and stick to facts.

NEWSPAPERS =

The library houses the current and past month of 3 local papers.

We also have the current month and previous year of the **Wall Street Journal**, since it is not available free online and none of our online databases carry it. The best way to use the WSJ is to search for articles within the past year at www.wsj.com then come to the library and make a copy of the article (there is no charge for newspaper copies).

LEXIS NEXIS =

Lexis Nexis is a database that contains full-text articles of newspapers from around the world. It is also the only database that has the **New York Times** is available in full-text (back to 1984). There is a link on the Databases page of the library's website – open Lexis Nexis and go to the *Power Search*. Type in the name of the newspaper you would like to search in the Select Source box. Other major newspapers such as the *Washington Post* are also available on this database. The default date range is set to 'all available dates' – use this one unless you are looking only for recent articles.

In the list of results, you can search within the results or click on the Subjects link on the left hand side of the screen to see a list of narrower subjects. In the 'Show' drop down box, try the KWIC feature to look at where your search terms occur in each article, giving you a good idea of how relevant the article is. Make sure and check the length and type of articles found – stay away from anything less than 2-3 pages (less than 1,000 words) and anything that appears to be an editorial. Use the Mark feature to tag your records, 'View Tagged' then print or email.

COMPANY INFO. IN LEXIS NEXIS=

Also in Lexis Nexis, a search for Company Information can be done on the *Basic Search* page. Along with financial and legal information about the company, an 'In the News' link will direct you to articles about the company as well.

INFOTRAC =

On the library's Databases page, choose **Business and Company Resource Center**

The search is defaulted to a Company Search.

Type in the name of the company you are looking for and choose the correct link from the list.

There is a huge amount of information to be found about a company in this database and it will include information about both domestic and international issues:

Company profile, including website info.

Investment Reports (including 12 month forecasts), Financials, Rankings, etc.

****Note: When searching for McDonald's and Wendy's in this database, make sure to include the apostrophe in each word to find the correct company information.***

For articles about the company:

On the left side of the company profile page, a list of subjects of articles dealing with the company.

Place close attention to the one at the bottom – STRATEGY AND PLANNING

Make sure and avoid any sources that are too short or insubstantial.

Also, the NEWS/MAGAZINES TAB lists all articles about the company.

A blue link below the article citations shows whether the article is a citation, abstract, or text. Only text is available full-text in Infotrac.

Over 18,000 articles are listed for McDonalds

Click the Limit Search button at top left - limit search to Full-Text = still over 15,000 results!

Click Limit Search button and limit to Peer-Reviewed also = now about 40 results

For advanced searching of articles, click on the tab at the top to open the ADVANCED SEARCH.

The best method is to start with broad ideas and then narrow your search with more terms.

Boolean operators (and, or, not) – “and” is most commonly used (the more terms you string together the narrower your search will be and the fewer results you will have). Also, use “” (quotes). Any term in quotes will be searched as those words together in the same order.

Try: *mcdonald's and competition, limit to full text = over 100 results*

“burger king” and mcdonald's, limit to full-text = over 600 results

**See 1st result: “McDonald's dominates in breakfast wars”*

**See 7th result: “McDonald's to accept rivals' coupons in food fight”*

You can Mark records in Infotrac, just make sure and Update your Mark List each time you mark records on a page. When you view your Mark List, you can print or email the citations and the full-text of your articles if it is available. **Make sure to use your Bethany email address, since emails to yahoo, hotmail, etc. don't go through!**

Infotrac has good information about companies, but many of the articles come from newspapers and may not be as long or detailed as you need. For more sources concerning the automotive industry, EBSCOHost also has a business database that will be helpful.

EBSCOHOST =

Open EBSCOHost on the Library's Databases page.

Choose EBSCOHost Web - Choose the **Business Source Premier** Database.

The same searching strategies and ways to limit your search can be used.

On the home page, you can also limit your search by number of pages.

It may be best to start with a general search – using the name of the company or industry you are researching.

In the Business Source Premier Database, try:

“burger king”, limit to full-text = over 2,000 results

On the left side of the screen, click on ‘Show More’ to see several Source Types, including:

- Trade Publications
- SWOT Analyses
- Industry Profiles
- Market Research Reports

You can also scroll over the icon on a citation and see the abstract without having to open the article.

Typically you want to narrow your searches to less than 100 results so you have the most relevant materials to work with.

Add *and competition* to the previous search = now approx.75 full-text results

1st result = “Product positioning and competition: the role of location in the fast food industry”

As you find relevant articles in EBSCO, make sure and add them to your folder. After you finish searching, you can open your folder and print all your full-text material at once instead of as you go. You can also email them to yourself, **but make sure to use your Bethany email.**

When you are looking at a list of sources, make sure and look closely at the citations. The journal title, year, and page numbers all give you an idea of what kind of article it is (and how long it is). Many articles from newspapers may only be a few hundred words – usually less than a page, and some may be editorials. While you may want to consider editorials for your project, make sure and keep in mind where these articles are coming from and who is writing them. Also, when you are looking at the article description (after clicking on the citation), the abstract will give you a really good idea of what’s in the article and how relevant it is to your topic.

Remember: Database searching is different than the natural language searching that is used more commonly on the internet. Make sure to use correct spelling and always combine your terms with “and” or quotes for the best results. And don’t forget – the librarians are always happy to help with any questions you might have!