



School of Professional and Graduate Studies  
BAC

## Starting your Research

**Collins Library Home Page:**

<http://www.bakeru.edu/library/>

### Books

Consult the automated card catalog for books on your subject or company. The card catalog also contains listings of maps, government documents, audio-visual materials, titles of periodicals, and digitized books.

The card catalog does **NOT** contain:

- **contents** of periodicals

(Specialized periodical indexes report the contents of periodicals)

**In the card catalog,**

If you search by:	You will retrieve:	Original Card Catalog:
Subject words	Items that appeared <b>ONLY</b> in the original library card's subject field. To search for a person's name as a subject, type the name in either order, for example, GRISHAM JOHN or JOHN GRISHAM (no comma needed).	<p>CALL No. Author Title. Publisher, date. Summary about book. info, info, info, info 1. Subj. 2. Subj. 3. Subj.</p>
Words or phrase	All indexed fields of the record; not just the author, title, or subject fields. This is generally the easiest type of search to do, especially when you don't know the official Library of Congress subject heading.	<p>CALL No. Author Title. Publisher, date. Summary about book. info, info, info, info 1. Subj. 2. Subj. 3. Subj.</p>

### Electronic Books

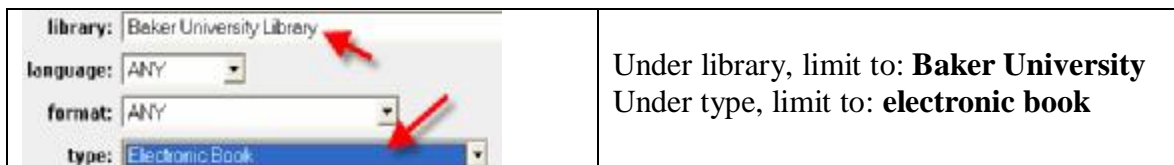


**netLibrary** is the leading provider of e-Books for the institutional library market. Thousands of libraries throughout the United States and internationally are currently providing netLibrary e-Books to their patrons.

Baker university e-books must be found in the card catalog, through the **Power Search Screen**:

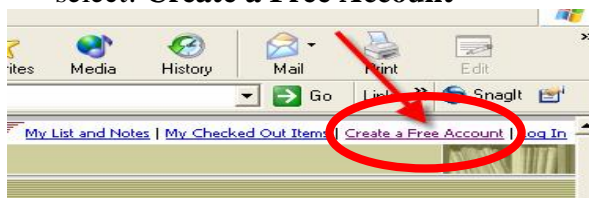


Once you click on Power Search, your screen should look like this:



**Create a free account** for access to NetLibrary by getting into its database through the Electronic Databases page:

1. Start at the Collins Library Electronic Databases page:  
<http://www.bakeru.edu/library/edatabases/edatathome.php>
2. From the alphabetical list, select **N**, then: **netLibrary**
3. Fill in your library card number and pin in the authorization screen
4. Once the netLibrary screen comes up, go to the top right area of the screen and select: **Create a Free Account**



## SPGS

<http://www.bakeru.edu/library/spgs/index.htm>

The SPGS link will lead you to a variety of resources targeted to SPGS students. On the main page you will find links provided by three of our largest vendors with help guides or **web tours**.

<a href="#">Course Specific Guides</a>	Special guides targeted to specific classes
<a href="#">Presentation Handout for BAC</a>	Copies of this handout
<a href="#">Presentation Handout for BBA, BBIS, BSM, MBA, MSM</a>	Copies of this handout
<a href="#">Electronic Databases</a>	Connect to all the licensed databases that Baker makes available to all students.
<a href="#">Tutorial: General</a>	Self paced modules that cover the basics of doing research
<a href="#">Tutorial: Specialized</a>	Self paced modules that cover special topics in research
<a href="#">ILL</a>	Fill out an <b>Interlibrary Loan</b> request form for any book or article you need.
<a href="#">E-Reserves</a>	Leads you to any articles that have been posted by an instructor for a particular class to read

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## Periodicals

A periodical is a publication that appears at regular intervals (daily, weekly, monthly, etc.) including both magazines and journals. Magazines contain articles written for a general audience while journals contain lengthy, scholarly articles that disseminate current research in a particular field.

### POPULAR MAGAZINES

- aimed at a general audience
- articles are usually written by professional writers or journalists
- there are usually no bibliographies
- published by commercial presses
- used to inform, update, or introduce a topic to a general reader
- examples include *Time*, *PC Magazine*, *Rolling Stone*

### SCHOLARLY, or PROFESSIONAL JOURNALS

- aimed at scholarly readers (researchers, professors, students).
- journals usually have a narrow subject focus
- articles are written by experts in the field
- articles have references or bibliographies that cite the previous research that aided in the construction of the article
- articles are often reviewed by an author's peers before publication (refereed)
- often published by academic or association presses
- often include original research, reviews, or essays that will help advance thinking in the field. Examples include *American Historical Review*, *Journal of Applied Social Psychology*

### TRADE PUBLICATIONS

- aimed at practitioners in a particular profession, trade, or industry.
- published by professional or trade associations
- useful for examining issues in a particular profession or industry
- an example is *Advertising Age*

**Database subject areas you are most likely to use for BAC Research:**



**Truncation Symbols and Wild Cards**

	Truncation symbol	If you type...	You will get.....	Wild card	If you type...	You will get.....
EbscoHost	*	comput*	computer or computing	? stands for one character	ne?t	neat, nest or next
FirstSearch	*	instruction*	instruction, instructions, or instructional	? alone, or with a number to represent 0-9 characters	colo?r colo?1r	color, colour, colonizer, or colorimeter color, colour
InfoTrac	*	pigment*	pigment, pigments, or pigmentation	? stands for one character	relev?nce, defen?e, or psych????y	Relevance, defense or defence Psychology or psychiatry
Lexis/Nexis	!	acqui!	acquire, aquired, acquiring, acquisition	* stands for one character	Bernst**n wom*n bank***	Finds "ei" or "ie" woman, women banker, banking

**Hints for finding articles in full text:**

1. If the database you are using does not provide a link to the full text of the article, check the **Journal Finder** to see if the periodical is available in a different database:

- a. From the Electronic Databases page,

<http://www.bakeru.edu/library/edatabases/edatathome.php>

Select:

**Journal Finder:** Click here to see if your journal is available full text.

2. If the periodical is not available in any of our databases, request the article on interlibrary loan, using the ILL form at:

<http://www.bakeru.edu/library/Services/ill.html>

## Hints for getting targeted results

### 1. Divide the search statement into “searchable” segments

Marketing	Movies	Teenagers
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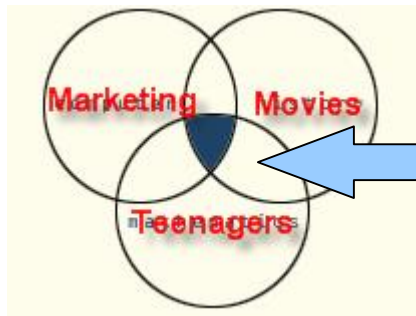
### 2. Think of all the possible synonyms

Marketing	Movies ↓ xxx xxx	Teenagers Adolescents Juveniles Youth Youngsters
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### 3. Use truncation or wild cards when necessary

Marketing	Movies	<del>Teenagers</del> <del>Adolescents</del> <del>Juveniles</del> <del>Youth</del> <del>Youngsters</del>	<b>Teen*</b> (teen, teens, teenager, teenagers) <b>Adolescen*</b> (adolescent, adolescents, adolescence) <b>Juvenile*</b> (juvenile, juveniles) <b>Youngster*</b> (youngster, youngsters)
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### 4. Use the correct connectors to find every possible combination.



Marketing AND Movies AND Teenagers

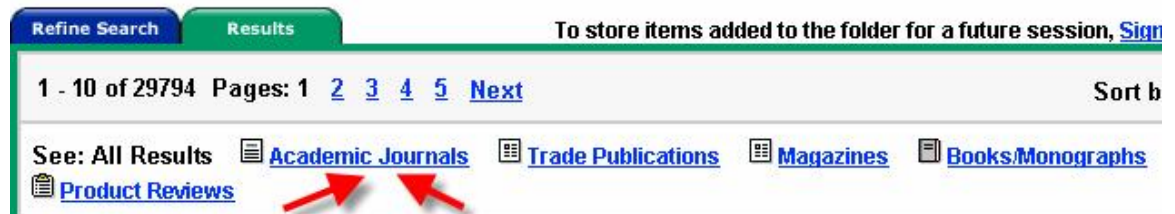
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## Finding “scholarly” articles

### In EbscoHost

Depending on the database, the instructions differ. Some of the databases cover only scholarly material; therefore there is no need to limit to “scholarly”.

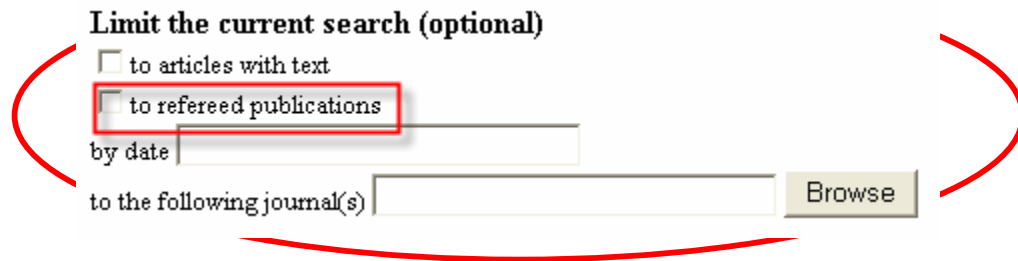
For **Business Source Premier** and **Academic Source Premier**, simply click on the “Academic Journals” link once you see the search results.



### In InfoTrac

Find the phrase, “Limit the current search”

Then, click in the box that says, “to refereed publications”



Some databases require that you check the box marked, “Peer-reviewed journals”

### In FirstSearch

In the Advanced Search screen, do your search.

Then, in the last line, add the word *studies* and highlight the *Subject* field.

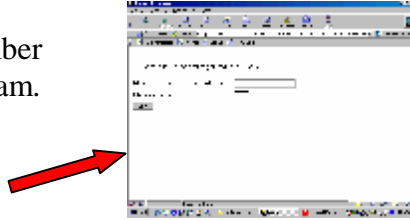


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## Proxy Server

In order to access the periodical indexes and databases that Baker makes available to you, you will have to go through the Baker University Proxy Server.

Your Baker library card number and pin number were given to you when you began the program.



When you click on any database, you will see the screen on the right. Simply fill in your library card number and pin number to get access to the databases. You will only have to do this once during any Internet session.

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## Tutorials for Searching

### FirstSearch

<http://www.oclc.org/firstsearch/about/tour/default.htm>

### InfoTrac

<http://www.galegroup.com/servlet/CSSubjectPageServlet?region=9&imprint=000>

- Select from the subject list of product titles
- Then, select the database you want to see in a guided tour

### EbscoHost

<http://support.epnet.com/custsupport/Tutorials/advancedSearchGuided.html>

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## Helpful Contacts:

Irene Weiner – SPGS Librarian  
785-594-8445

[iweiner@bakeru.edu](mailto:iweiner@bakeru.edu)

Claudia Gillentine – Computer Helpdesk  
785-594-4544 (M-F, 8-4:30 p.m.)

[helpdesk@bakeru.edu](mailto:helpdesk@bakeru.edu)

<http://www.bakeru.edu/library/Services/ask.html>

Collins Library

785-594-8414

785-594-6721 (fax)

[reference@bakeru.edu](mailto:reference@bakeru.edu)

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