



## Starting your Research

**Collins Library Home Page:**

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

### Books

Consult the automated card catalog for books on your subject.



The card catalog also contains listings of:

- digitized books
- government documents
- maps
- audio-visual materials
- titles of periodicals



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**:

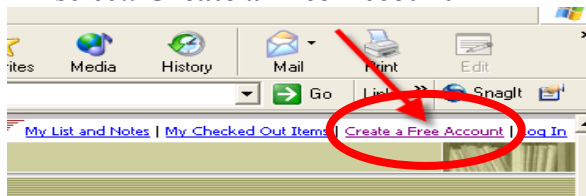
A screenshot of a search interface. At the top, there is a search box with a dropdown menu set to 'words or phrase' and a 'Search' button. Below this, there is a 'library:' dropdown menu with 'Baker University Library' selected. At the bottom, there is a button labeled 'Advanced Search' which is highlighted with a red box and has two red arrows pointing to it from the left and right.

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

A screenshot of search filters. The 'library:' dropdown is set to 'Baker University Library'. The 'language:' dropdown is set to 'ANY'. The 'format:' dropdown is set to 'ANY'. The 'type:' dropdown is set to 'Electronic Book'. Red arrows point to each of these dropdown menus.	Under library, limit to: <b>Baker University</b> Under type, limit to: <b>electronic book</b>
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**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**



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## Finding Company and Industry Information

- Follow the step-by-step procedure outlined in the handout titled, "How to find information about companies". You can find it on the web at the following URL:  
<http://www.bakeru.edu/library/spgs/shortbus1.html>
- Locate background information, profiles, and history that are written by independent analysts.

### In EbscoHost

#### ·Business Source Premier

Provides indexing and abstracts for over 4,000 periodicals, with full text from over 3,000 of them, including more than 1,000 peer-reviewed journals. Subject coverage includes business, management, economics, banking, finance, accounting and much more. Features 10,000 substantial multi-page company profiles of the largest U.S. companies (many international ones, too), along with 1,600 industry reports furnished by Datamonitor.

From the Electronic Databases choose:

[EBSCOhost Research Databases:](#)

Then, select: **Business Searching Interface**

### In InfoTrac

#### ·Business and Company Resource Center

Includes "company profiles, company brand information, rankings, investment reports, company histories, chronologies" as well as periodical articles and current news about the companies.

From the Electronic Databases choose:

*Business and Company Resource Center*

### In Lexis/Nexis

#### ·Disclosure

Information on 12,500 public U.S. companies. Includes highlights from the annual report and numerous financial data.

From the Electronic Databases choose *Lexis-Nexis*

-->Business

----->Company Financial

----->Source: Disclosure

#### ·Hoover's Company Reports

Profiles cover approximately 4,000 of the largest, most influential, and fastest-growing public and private companies worldwide. Each profile includes a company's history and strategy, officers, competitors, in-depth financials, news, and selected Web links.

From the Electronic Databases choose *Lexis-Nexis*

-->Business

----->Company Profiles

----->Source: Hoover Company Reports

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## Newspaper Indexes

Newspapers can be valuable in highlighting regional characteristics of a story.

### •Lexis-Nexis

Lexis-Nexis Academic Universe provides access to a wide range of news, business, legal and reference information.

	<p>At the opening search screen, click on: <b>Guided News Search</b></p>
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	<p>Use the two drop down boxes together to isolate your searches.</p>
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Also useful:

### [Custom Newspapers:](#)

Provides full-text of more than 160 newspapers, including New York Times, L.A. Times, The Arizona Republic, Atlanta Journal Constitution, Boston Herald, Denver Rocky Mountain News, The Plains Dealer (Cleveland), St. Louis Post Dispatch and many more. Updated 24-48 hours.

### [National Newspaper Index:](#)

Indexes The New York Times (Late and National Editions); The Wall Street Journal (Eastern and Western Editions); The Christian Science Monitor (National Edition); The Washington Post (Final Edition); and The Los Angeles Times (Home Edition).

### [ABI/INFORM Dateline](#)

**Business, Economics: local and regional business publications**

Search a unique resource focusing on hard-to-find local and regional business news coverage of large corporations, privately held companies, local start-ups, executive profiles, marketing,

finance, and industry news. Provides access to business information not typically found in national news sources. Contains news and analysis, information on local markets, and more gathered from major business tabloids, magazines, daily newspapers, wire services, and city, state, and regional business publications. Coverage: 1985-current

## [ABI/INFORM Global](#)

### **Business, Finance, Economics: journals, company profiles, Wall Street Journal**

Most scholarly and comprehensive way to explore and understand business research topics. Search nearly 1800 worldwide business periodicals for in-depth coverage of business and economic conditions, management techniques, theory, and practice of business, advertising, marketing, economics, human resources, finance, taxation, computers, and more. Expanded international coverage. Fast access to information on 60,000 + companies with business and executive profiles. Now includes **The Wall Street Journal**

Here is how to get to the **Wall Street Journal**:

1. Once you open up ABI/Inform Global, click on the Advanced Search tab.



2. Type: **Wall Street Journal** in the first search box and change the field to: **Publication title**.
3. Use the second and third search boxes for your topic.
4. In the Database box, change to: **Business – ABI/Inform Global**
5. In the Date range: select the date or dates you are looking for.

The screenshot shows the 'Advanced Search' form. It has a table with three rows for search criteria. The first row has 'wall street journal' in the search box and 'Publication title' in the dropdown menu. The second and third rows have 'AND' in the dropdown menu and empty search boxes. Below the table are links for 'Add a row' and 'Remove a row', and 'Search' and 'Clear' buttons. At the bottom, there is a 'Database:' dropdown menu set to 'Business - ABI/INFORM Global' and a 'Date range:' dropdown menu set to 'All dates'. There is also a link 'Select multiple databas'.

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## Statistics

(Try this interactive module: <http://www.bakeru.edu/library/spgstutorial/index.php>)

Use statistics in research to provide valuable data for making comparisons and determining historical trends. The U.S. government is one of the largest and most important publishers of statistical information.

- **Fedstats**

<http://www.fedstats.gov>

The full range of official statistical information available to the public from the Federal Government. Track economic and population trends, health care costs, aviation safety, foreign trade, energy use, farm production, and more. Access official statistics collected and published by more than 100 Federal agencies without having to know in advance which agency produces them.

- **Statistical Universe** (Lexis/Nexis)

From the Electronic Databases choose, *Lexis-Nexis*

From the Navigation Bar on the left side, under the heading, "Search for Other Information", choose *Statistical*

Fast and easy access to statistics produced by federal agencies.

- **Stat-USA**

From the Electronic Databases choose, *STAT-USA*

A service of the U.S. Department of Commerce. It is the site for the U.S. business, economic and trade community, providing authoritative information from the Federal Government, such as general economic indicators, national income, employment, and sales. In addition, it offers daily trade leads from the Trade Opportunities Program. Finally, the NTDB (National Trade Data Bank) provides access to Country Commercial Guides, Market Research reports, Best Market reports. The NTDB also provides U.S. import and export statistics, as well as over 75 other various reports and programs.

- **Tablebase**

From the Electronic Databases choose, *Tablebase*

TableBase is a database comprised of tabular information. The tables provide information such as: market share, market size, capacity, production, imports, exports, sales, product and brand rankings, forecasts, healthcare statistics and demographics. Tables are drawn from the more than 1000 sources that go into the Business & Industry database and from statistical annuals, brokerage reports, trade association reports, and governmental reports.

## 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.

Criteria	Scholarly	Trade	Popular
			
	More examples: •Harvard Educational Review •Nature •Journal of Marriage & the Family	More Examples: •Psychology Today •Industry Week •Progressive Grocer	More Examples: •Newsweek •Time •Cooking Light •Fortune
<b>Who wrote the article?</b>	Scholars, or Researchers in the field, or Experts	Specialists in a certain field or industry	Staff writers or journalists
<b>Who is the intended audience?</b>	Scholars, or Researchers in the field, or Experts	Specialists in a certain field or industry	Non-professionals; broad based audience
<b>Language? Tone?</b>	Serious, academic, specialized jargon	Jargon of the industry or profession.	Entertaining, simple language
<b>Content? Purpose?</b>	Original research, experiments, theories	<b>News and information. Examines problems in a particular industry or profession.</b>	Entertaining, less depth
<b>Sources? References?</b>	Uses footnotes, bibliography; sources cited	Sources usually not cited or provided.	Sources rarely cited

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## Periodical Indexes

**Click on a subject to browse a list of relevant databases.**

- |   |   |
|---|---|
| <p><b>Art</b></p> <p><b>Biology</b></p> <p><b>Books</b></p> <p><b>Business</b></p> <p><b>Chemistry</b></p> <p><b>Communication</b></p> <p><b>Computer Science</b></p> <p><b>Dictionaries</b></p> <p><b>Education</b></p> <p><b>Encyclopedias</b></p> <p><b>Genealogy</b></p> <p><b>Government</b></p> <p><b>Health and Medicine</b></p> | <p><b>History</b></p> <p><b>Language</b></p> <p><b>Law</b></p> <p><b>Literature</b></p> <p><b>Mathematics</b></p> <p><b>Multidisciplinary: [GENERAL]</b></p> <p><b>Music</b></p> <p><b>News</b></p> <p><b>Philosophy</b></p> <p><b>Physics</b></p> <p><b>Psychology</b></p> <p><b>Religion</b></p> <p><b>Sociology</b></p> <p><b>Statistics</b></p> |
|---|---|

### **Databases you are most likely to use for Business Research:**

<p><b>Business</b></p> <p>ABI-Inform</p> <p>Business &amp; Company Resource Center</p> <p>Business &amp; Company ASAP</p> <p>Business Source Premier</p>	<p><b>Health</b></p> <p>Health Reference Center – Academic</p> <p>Health and Wellness Resource Center</p>
<p><b>Education/Training</b></p> <p>ERIC</p>	<p><b>Psychology</b></p> <p>PsycInfo</p>
<p><b>Lexis/Nexis</b></p>	<p><b>Sociology</b></p> <p>Sociological Abstracts</p>

## Hints for getting targeted results

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

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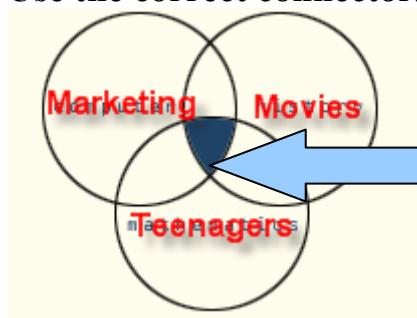
### 2. Think of all the possible synonyms

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

<b>Marketing</b>	<b>Movies</b>	<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

## 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 Searching the business databases:**

- **To find How-to articles, use terms like:**
  - guidelines
  - methods
  - procedures
  - techniques
  - implementations
  - criteria
  
- **To find theoretical information, use terms like:**
  - studies
  - analysis
  - economic theory
  - statistical analysis
  
- **Other useful terms:**
  - surveys
  - trends
  - impacts
  - advantages
  - disadvantages
  - business conditions
  - economic conditions
  - responsibilities
  - market surveys
  - economic impact

### **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/edatahome.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>

### **Hint for citing your sources correctly:**

**Use the database, Refworks.**

### **Find the tutorial at:**

<http://www.refworks.com/tutorial/>

## Hints for Searching strategies:

Here is a simple (?) question:

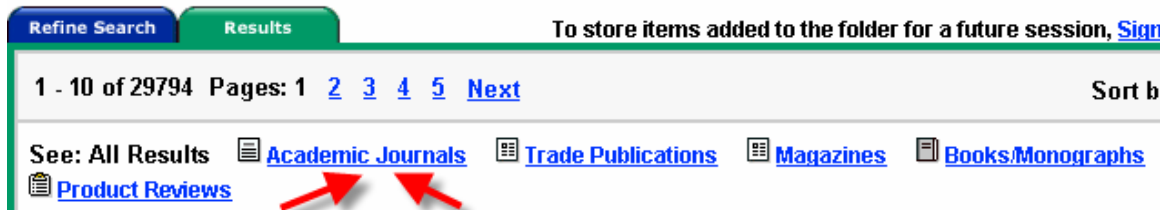
If a retail company invests in a good planning of its workforce, (who does what and when), how much will the sales go up? Is there a proven correlation between the two?

<b>Option #1:</b>
Check any of the business databases to find articles on the topic. Use search words like: retail?, plani?, operati?, schedule?, workforce, payoff, sales, impact, correlation  Some additional terms: ROI (Return on investment), metrics, strategic planning
<b>Option #2</b>
Rather than looking for words that meet your REQUEST, think about how the ANSWER would look. <b>Eg.:</b> search for the phrase “ <b>best practices</b> ” in conjunction with <b>HR</b> and the word <b>retail</b>
<b>Option #3</b>
Still another approach is to define what you mean by “invest in the workforce”. Do you mean training for the work force, more staff, etc. You can dissect the question and reformulate the search based on other search concepts and terms.
<b>Option #4</b>
Contact professional associations that monitor news, legislative concerns, and, most productively, data, analysis, and trends for their industry. <b>Eg:</b> ·Society for Human Resource Management ·National Association of Medium-Sized and Large Retailers Look for studies/surveys/polls that may involve benchmarking retail organizations and/or associations that may be involved in taking surveys and publishing reports in this field.
<b>Option #5</b>
Try a few phone calls to the HR departments of some of the large retail chains. Someone’s bound to be able to give you some pointers. It would be especially helpful if any of the chains had corporate libraries you could call.

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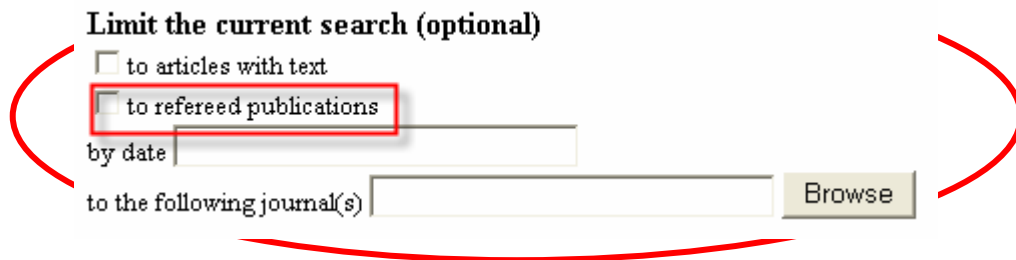
## Finding “scholarly” articles In EbscoHost

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

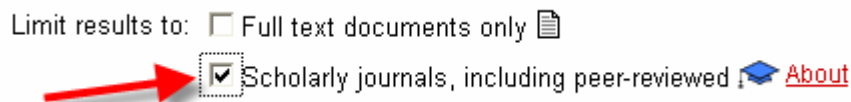
Find the phrase, “Limit the current search”  
Then, click in the box that says, “to refereed publications”



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

## In ProQuest

**Before** you start your search, find the Limit results to: phrase and select Scholarly journals.



### Another option:

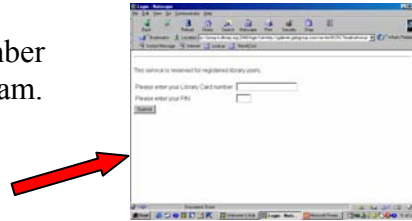
Once you have your search results, click on: Scholarly Journals



## 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

### 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>

### Refworks

<http://www.refworks.com/tutorial/>

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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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