Why read this handout?

- Everybody knows about Google...
- ...but very few know about databases
- The best information is not free: the Library pays a LOT for database subscriptions
- These tools will help you be more efficient and effective:
  
  Don’t work harder – work smarter!
FORMAL TOOLS: LIBRARY DATABASES

- Database subscriptions cost us well over $200K/yr.

- Add in electronic access to journals; it's about $300K.
  
  - We are trying to supply good resources so you can work more quickly, efficiently, and effectively
  
  - So use them. 😊
There is no one way to do this, no “one best place to look” or “one database to use” – especially for market or strategy research. (Sometimes with specific questions in other kinds of research, there might be times when I would say “use this database to do that.”)

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**# 2: Iterate your search**

- **Don’t try one search, get little or nothing, and give up.**
  - Adjust your search a few times making incremental changes
  - (and then stop if you’re still not getting anything or not getting the right kind of thing, and get in touch with me)
- In order to iterate effectively, you may need **SYNONYMS** for your terms, or simply different forms: adhoc ≠ ad hoc ≠ “ad hoc” (similarly: yogurt ≠ yoghurt ≠ yogourt …)

There are things you can do to become better researchers:

Don’t try just one thing and give up – incremental changes: change one word, add a synonym, change from Boolean AND to a proximity operator, adjust the date range...

In order to iterate effectively, you may need to come up with SYNONYMS for one or more of your terms - this is more rigorous thinking, not just the first words that came to mind. You need to be ready to do a little work! – which brings us to:
# 3: Be Flexible with your Terms

- Your terms may not be someone else’s terms
  - Someone may have written about your concept, but used different words. I know, unbelievable, right? “This is how I express this – doesn’t everyone?” well… maybe not.

- How do I come up with alternate terms?
  - Brainstorm with colleagues
  - Try Thesaurus.com
  - Learn from your results (see next slide)

# 4: Learn from your results

- Always be ready to learn from your results:
  - Start with your terms – but then notice, are there other terms that appear frequently, that mean what you meant, in the “best results” that you got?
  - Google Scholar is especially useful for this
  - If you are in a library database, check the Subject Headings on the “best” results

- Learn other things besides terms:
  - Learn which publications (journals, magazines) seem to be publishing the “best” results for you
  - Learn which authors seem to be talking your topic

- *Keep your eyes – and your mind! - open*
# 5: YOU MAY NEED TO LEARN SOME NEW SKILLS

- Some databases treat words entered consecutively as a phrase, others (more often) don’t. Enclose phrases in “double quotes”
- Be ready to refresh your Boolean logic skills
- New skills: truncation (*), proximity searching (SAME, W/#)
- Notice what’s on the screen, both in the search interface and the results screen

You mean because you search Google all the time you’re not an expert searcher?!!! Amazingly enough, NO.

Boolean Logic – after George Boole. Refers to the use of AND, OR, and NOT to govern the intersection of sets (do the words “Venn Diagram” ring any bells?). When you tell a database you want [ConceptA] AND [ConceptB] – it will return only records in which *both* concepts are mentioned. If you say [SynonymX] OR [SynonymY] you will get all the records that mention only SynonymX, plus all the records that mention SynonymY, plus all the documents that mention both. Like, A LOT of records. “You always get more with OR.” A very powerful search strategy combines both AND and OR, e.g.:

- Hydroelectric power generator*
- AND
- (dams OR waterfalls OR “wave action”)

Be alert! Especially look for “Filter” or “Refine” options – look on the left or right side of the screen for a special panel of options. Just looking over these “Filters” you can learn something about your topic and the set of results you are looking at: you are again “learning from your results.”

OK OK – I’M READY TO SEARCH! WHERE ARE THE DATABASES?

- First: the Library Resources page in Blackboard
  - Every course in Blackboard has a Library Resources page that is created expressly for that course

Note:
- Please please please do not Google for market research! We have good databases for market research reports.

Each course in Blackboard has a Library Resources page associated with it, containing library databases hand picked by – me – as the most likely to be useful for that course. Sometimes this page is linked to a “Library Resources” button on the left side; sometimes you need to click the Course Tools button, and the Library Resources page is then available from that page.

Googling for market research reports is an exercise in frustration – don’t do it!
**WHAT IF I NEED MORE/DIFFERENT LIBRARY DATABASES?**

The complete
- **Business Resources Subject Guide** is available at: [http://libguides.lib.rochester.edu/bizguide](http://libguides.lib.rochester.edu/bizguide)

You can also browse the lists of databases for other subjects (for example, if you needed to find which databases are best for “education” topics) by clicking the Databases tab on the Library Homepage, and then Browse by Subject.

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**CAN I ACCESS THEM FROM OFF-CAMPUS?**

**YES!**

- **Option 1:** use a link from a library page, e.g.:

  ![Business Article Databases](image)

  *Installing and Using VPN*
  - Information for the \& Business (Medical Library)
  - Instructions for the \& Business (Medical Library)
  - Instructions for the \& Business (Medical Library)

- **Option 2:** set up “VPN”
  - VPN information page: [www.rochester.edu/vpn](http://www.rochester.edu/vpn)

This site provides links to lists of business databases organized by what they offer (magazine/journal articles, industry and market research reports, company directories, etc.) – to try and help you navigate and get to the ones most appropriate for whatever your current need is. Both of them link to the entire list of ALL business databases the library subscribes to... and of course we subscribe to non-business databases as well... We have a LOT of databases. ;)

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Dearly as I love you all and want to say “I have an open door policy” and all that... I would strongly advise NOT just trying to drop in on me over at Rush Rhees: I have a crazy schedule, so you might well have made the long walk for nothing, and – the honest truth is I don’t do well in “interrupt mode.” It’s really much, much better for both of us if you plan ahead and let me know when you’d like to meet – even if you just call or email to say “can I come by in 10 minutes?” – it’s better. Trust me on this. ;)

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**WHAT IF I NEED HELP??**

**Contact Me!**
- Tuesdays & Wednesdays, 4-6 pm, Schlegel 4th floor
- By email almost any time
- Make an appointment – on campus or off, evenings, weekends, early morning at Starbucks*... I’m very flexible. Email or call me to set something up. (275.9917)

*The Elmswood has wifi. Just sayin’.

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**ONE LAST NOTE...**

- Please give credit where credit is due:

  **Cite Your Sources!**

- As little as [Title], [Date], [page #] is better than nothing. For example: