Session Outline

• Identify different types of secondary sources frequently used in business research
• How to locate known items
• How to construct a search
• Finding articles, reports & other secondary sources in business databases
• How to get more help!
Secondary Sources - Examples

• Books
• Textbooks
• Encyclopedias
• Industry Reports
• Company Profiles
• Market Research Reports
• Government Publications
• Directories

PERIODICALS
• Popular Magazines
• Trade Magazines
• Newspapers
• Scholarly Journals
• Statistics
• Maps
• Web Sites
... and more
Finding Secondary Sources @ McMaster Libraries

- **Catalogue** is the primary finding aid for materials (in *all available formats*) in Mills, Innis, Thode & Health Sciences libraries.

**Search by ...**
- title | journal title (all periodical types) | author | subject (i.e., subject headings) | anywhere (keywords)

**NOTE:** It is not possible to search the full-text content of secondary sources in our catalogue; only the descriptions (i.e., metadata) of secondary sources can be searched in the catalogue.
Included in the Catalogue?
Yes, No, or Sometimes

- Books: YES
- Websites: SOMETIMES
- eJournals: YES
- Newspapers: YES
- Articles: NO
- Company & Industry Reports: SOMETIMES
Periodicals
Newspapers, Magazines (Popular & Trade) and Journals
What makes a Periodical...periodical??

- published in **regular intervals**
  - (usually daily, weekly, monthly or quarterly)
- produced on an **ongoing basis**
- comprised of **many articles**
- coverage may be on **one or many subjects**
- sometimes referred to as a **serial**
How do you tell the difference between periodical types?

- What kind of content?
- Who is the intended audience?
- Who are the authors of the articles? Do they have credentials?
- Do the articles have references listed?
- Who is the publisher?
- Are there advertisements?
- Are the articles “peer reviewed”?

What does “peer-reviewed” mean?

- Experts in the field evaluate papers before they are published.
- Peer-reviewed is also known as “refereed”.
- Not sure if your periodical is peer-reviewed? Check the title in Ulrichsweb (a directory of periodicals).
<table>
<thead>
<tr>
<th>PERIODICALS</th>
<th>NEWSPAPERS &amp; POPULAR MAGAZINES</th>
<th>TRADE MAGAZINES</th>
<th>SCHOLARLY JOURNALS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Example Titles</strong></td>
<td><em>Globe &amp; Mail, Fortune, Canadian Business</em></td>
<td><em>CPA Magazine, Progressive Grocer, HR Focus</em></td>
<td><em>Human Performance, Human Relations, Journal of Business Ethics</em></td>
</tr>
<tr>
<td><strong>Content</strong></td>
<td>Current events, general interest. Topic coverage can be very broad.</td>
<td>Industry news &amp; trends. Topics related to a specific trade or profession.</td>
<td>Original research, in-depth analysis. Topics are usually discipline/subject specific. Language can be very specialized/technical.</td>
</tr>
<tr>
<td><strong>Authors</strong></td>
<td>Freelance writers, reporters or journalists.</td>
<td>Industry experts or practitioners.</td>
<td>Academics, researchers. Credentials &amp; institutional affiliations noted.</td>
</tr>
<tr>
<td><strong>Publisher</strong></td>
<td>Commercial publishers</td>
<td>Industry associations or organizations</td>
<td>Academic presses, research institutes, universities</td>
</tr>
<tr>
<td>PERIODICALS</td>
<td>NEWSPAPERS &amp; POPULAR MAGAZINES</td>
<td>TRADE MAGAZINES</td>
<td>SCHOLARLY JOURNALS</td>
</tr>
<tr>
<td>-------------</td>
<td>--------------------------------</td>
<td>-----------------</td>
<td>------------------</td>
</tr>
<tr>
<td>Frequency</td>
<td>Daily</td>
<td>Weekly</td>
<td>Monthly</td>
</tr>
<tr>
<td></td>
<td>Weekly</td>
<td>Monthly</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Monthly</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Abstracts/Summaries</td>
<td>No</td>
<td>Sometimes</td>
<td>Yes, most of the time</td>
</tr>
<tr>
<td>Article Length</td>
<td>Typically short</td>
<td>Varies, but usu. short to moderate in length</td>
<td>Varies, but often lengthy</td>
</tr>
<tr>
<td>Review Process</td>
<td>Reviewed by staff of publication</td>
<td>Reviewed by staff of publication</td>
<td>Often peer-reviewed by experts in a field</td>
</tr>
<tr>
<td>References / Bibliography</td>
<td>Not usually included</td>
<td>May be included</td>
<td>Always included</td>
</tr>
<tr>
<td>Advertisements</td>
<td>Yes, many of them</td>
<td>Yes, usu. industry related</td>
<td>Few or none</td>
</tr>
</tbody>
</table>
Video Recap
Scholarly vs. Popular Periodicals

http://www.youtube.com/watch?v=VeyR30Yq1tA
Source: Vanderbilt University
Question:
What type of periodical is *Canadian Business*?

*Canadian Business* in Library Database (Business Source Complete)

*Canadian Business in Print*

*Canadian Business on the Web*
Question: What type of periodical is the *WSJ*?

*WSJ* on Web

*WSJ* in Library Database (Factiva)

*WSJ* in Print
Citing Sources in Different Formats
e.g., Same newspaper article via various platforms


Citing

• Use the Fall 2016 *Citation Guide for Business* exactly. Included in Comm 1E03 courseware, A2L & on Library’s website.
• Based on *Chicago Manual of Style* (CMOS) 16th edition - available online
• Track citations as you do your research
• Don’t leave it till the last minute!
Locating a Known Item
(citation from a bibliography, recommended readings, etc.)

Where Do I Search? What Do I Search?

- Author: McCord, Patty.
- Article Title: “How Netflix Reinvented HR.”
- Publication Name/Periodical Title: Harvard Business Review
- Volume: 92
- Issue: no. 1/2
- Publication Date: January 2014
- Pages: 70-76.
To Find a Specific Article ....
Search **periodical title** (not article title) in

**Catalogue or eJournals**

---

**Catalogue**

Includes all formats (print, microform, online, etc.)

Find **books, journal titles, online resources** and other materials in all four campus libraries and affiliates.

Search the catalogue **harvard business review** in **Journal Title ↓** FIND

Advanced Search | Classic Catalogue | New Items | Other Catalogues

---

**Includes online only**

**eJournals**

Find **online full-text journals, magazines** and **newspapers**. NOTE: If a particular publication is not listed here, try searching our **Library Catalogue** by Journal Title.

**harvard business review** in **Title Keyword(s) ↓** GO

Go to e-Journals by Subject | e-Journal Portal
To View an **Online** Copy of a Periodical ...

**click get it!** in Catalogue **or** eJournals

---

**Take note of years before clicking**
Citation:
Finding Items on a Topic

• For COMM 1B03, you need ...
  – recent (2015 to current) secondary research on a business organization (i.e., company)

• Identify which types of items you want or need for your topic
  – articles from periodicals
  – company/industry/SWOT reports

• Use appropriate library database(s) to find needed items
What are Library Databases?

- are search engines with a well defined scope (i.e., covering specific years, specific types of materials, specific subjects).
- can be subject specific or general (finance vs. social sciences)
- can contain articles, reports, statistics, images, and more.
- contain content that is not readily available on the open web

Source: NEIU Ronald Williams Library
Top Business Databases @ McMaster
Include many types of secondary sources
Finding Library Databases

- **Catalogue** and **Articles/Databases** tabs do not include individual articles.

- Select a relevant database first, then search for articles or reports within the selected database.
Accessing Library Databases
Read Description & Click Hyperlinked Name

**Business Source Complete**

*Business Source Complete*

Business Searching Interface - Recommended)*

Standard EBSCOhost Interface)

Coverage: 1886 to the present; varies by title

Note: NOTE: On August 1, 2013, *five hundred Harvard Business Review articles* in *Business Source Complete* will become read-only

(i.e., the full-text cannot be printed or saved).

Business Source Complete provides selected full text from 11,200 sources, including more than 1,100 scholarly business journals. Covers all areas of business, including accounting, economics, finance, management, management information systems, marketing and international business. Additional full text, non-journal content includes financial data, books, monographs, major reference works, book digests, conference proceedings, case studies, investment research reports, industry reports (by Datamonitor/Marketline), market research reports, country reports, company profiles, SWOT analyses and more. Also includes a **Company Information** section, a company directory of more than a million public and private companies worldwide. Entries include address, revenue, top executives, subsidiaries, NAICS & SIC codes, and more.

More Info / Permalink

Includes links to online tutorials, subject coverage, more database details, etc.
Browsing a Library Database

**Business Source Complete (BSC)**

Browse > Company Profiles

1. **Company Profiles**
2. **Browse for:** Netflix
3. **Netflix, Inc.**
Click links in Related Information box for periodical articles and other documents about this company within the BSC database.

BSC: Company Profile
e.g., Netflix
Searching a Library Database
Constructing a Search

• Identify **main concepts** and list key keywords for search

• Identify **synonyms** or similar words/ideas for main concepts

• Use **search symbols** (e.g., wildcard) to pick up **variant spellings** and **word endings**

• **Combine keywords** using **Boolean search operators** (i.e., AND, OR, NOT)
# Database Search Tips

<table>
<thead>
<tr>
<th></th>
<th>Use quotes around search words to find exact phrases</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>“operations management”</td>
</tr>
<tr>
<td>* ! ?</td>
<td>Use a wildcard symbol to find word variations</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>AND</td>
<td><strong>Narrows</strong> results. Use between search words to retrieve items with ALL words present</td>
</tr>
<tr>
<td>OR</td>
<td><strong>Broadens</strong> results. Use between search words to retrieve items with ANY of the words present</td>
</tr>
<tr>
<td>NOT</td>
<td>Use to get rid of unwanted words</td>
</tr>
<tr>
<td>( )</td>
<td>Use brackets to search for words in a particular, logical order when you mix AND, OR and NOT in a single search box</td>
</tr>
</tbody>
</table>
Sample Topic:
Human Resource Practices at Amazon, Inc.

ProQuest Business Collection

Search Results

<table>
<thead>
<tr>
<th>Search #1</th>
<th>Search #2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amazon and human resources</td>
<td>Amazon and &quot;human resource*&quot;</td>
</tr>
<tr>
<td></td>
<td>or recruit*</td>
</tr>
<tr>
<td></td>
<td>or hir*</td>
</tr>
<tr>
<td></td>
<td>or promot*</td>
</tr>
<tr>
<td>and human resources</td>
<td>and &quot;human resource*&quot;</td>
</tr>
<tr>
<td>recruitment</td>
<td>recruit*</td>
</tr>
<tr>
<td>hiring</td>
<td>hir*</td>
</tr>
<tr>
<td>promotion</td>
<td>promot*</td>
</tr>
<tr>
<td>106,492</td>
<td>106,492</td>
</tr>
<tr>
<td>478</td>
<td>359</td>
</tr>
<tr>
<td>624</td>
<td>797</td>
</tr>
<tr>
<td>1,043</td>
<td>1,903</td>
</tr>
<tr>
<td>1,933</td>
<td>4,154</td>
</tr>
</tbody>
</table>
Constructing Searches in Databases

The option to specify the location of search words is common in databases. Can make results more precise.
Library Databases Often Use Controlled Vocabulary (subjects, index terms, descriptors)

Review the details of a relevant result & redo/refine your search using words found in the database.

From Catalogue: Innis Bookstacks Z 473 .A485 S76 2013

Also check on sources noted in description and/or reference lists.
Library Databases Often Have Filters
Use them to refine and/or narrow search results

Refine Results
Current Search
Limit To
Source Types
- All Results
- Trade Publications (341)
- Magazines (213)
- Academic Journals (83)
- Newspapers (71)
- Industry Profiles (18)
Show More

Narrow results by
- Full text
- Peer reviewed
- Scholarly journals
- Source type
  - Wire Feeds (1228)
  - Newspapers (980)
  - Trade Journals (968)
  - Scholarly Journals (209)
  - Magazines (182)
  - More options...
- Publication date
- Publication title
- Document type
- Subject
- Classification
- Company/organization
- Location
- Person
- Language

Export

Factiva

Subjects
Industries
Languages
Regions
Executives
Authors
Keywords
Overwhelmed? Don’t Know Where to Start?

Comm 1B03 Course Research Guide

- includes numerous library databases, web sites and other sources useful for your research project

http://library.mcmaster.ca/guides/commerce-1be03
Self-Serve Help

SELF SERVE

Subject Guides
Resources specific to your subject area

How to Find
Guides and Videos on How library Stuff Works

Questions related to Borrowing Materials
InterLibrary Loans/RACER
borrow materials not owned by Mac.
PrintSmart
Your Library Account
FAQs
Forms
retrieve a book from storage, can’t find a book on the shelf
Book a Study Room

Business

- Accounting & Finance
- Business Data & Statistics
- Career & Job Resources
- Country Specific Statistics
- Human Resources & Labour Relations
- Knowledge Management
- Top Business Databases

Business and Law

- How to Find Business Cases
- How to Find Canadian Case Law
- How to Find Collective Agreements
- How to Find Company Annual Reports
- How to Find Financial Ratios (Industry & Company)
- How to Find Industry Reports
- How to Find McMaster Business Theses
- How to Find McMaster Business Working Papers
- How to Find Market Share
- How to Find a SWOT Analysis
- How to Find Top Business Databases

http://library.mcmaster.ca/justask
How to Find a Journal Article (video)
You need journal articles for your essay? Watch this video to learn how to access them online. (5:07)
Transcript (PDF) | Transcript (.doc)

How to Choose Keywords (video)
This video explains how to choose keywords for database searching when doing research. (2:43)
Transcript (PDF) | Transcript (.doc)

Peer Review (video)
Confused by what ‘peer reviewed’ means? This video will tell you and explain how it works. (2:11)
Transcript (PDF) | Transcript (.doc)

http://library.mcmaster.ca/instructional-videos
Research Help @ Innis

- E-mail: library@mcmaster.ca

- Phone: 905-525-9140
  - ext. 22081 Innis Service Desk
  - ext. 21359 Business Librarian

- Face to Face:
  - Drop by the Service Desk at anytime, Monday to Friday

- Live Chat:
  http://library.mcmaster.ca/justask/
Stay Connected!

- “Follow” Us on Twitter!
  https://twitter.com/innisbizlib

- “Like” Us on Facebook!
  http://www.facebook.com/innislibrary

- “Follow” Us on Instagram!
  https://instagram.com/innisbizlib

- SnapChat
  maclibraries
Study better later? More of a night owl?

Innis has LATE NIGHT SILENT HOURS
Monday to Thursday!

Starting Mon. Oct 17

| Mon - Thurs: | 8:30am - 2:45am |
| Friday:      | 8:30am - 6:45pm |
| Saturday:    | CLOSED          |
| Sunday:      | 1pm - 7:45pm    |
LIAM THE LIBRARY DOG IS BACK THIS YEAR!

October 6th & 20th

Innis: 11-11:30am
Mills: 1-2pm
Thode: 3-3:30pm

(1st floor, Connection Centre)