Commerce 2QA3
Finding Data & Statistics

Vivek Jadon (Data Specialist)
vivek@mcmaster.ca
Library Data Service
Mills Memorial Library, L-104/C

Ines Perkovic (Business Librarian)
perkovic@mcmaster.ca
Innis Library, KTH-108

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Session Outline

• Literature Review Sources
  – Books
  – Articles
  – Search Engines / Databases

• Data & Statistics
  – Data vs. Statistics
  – Data & Statistics Sources

• Support
  – Video Tutorials & Guides
  – Research Help
Literature Review

• “summarizes previous research addressing the same or related problem”
• “allows you to position your work with respect to other efforts addressing the issue of interest (that may involve previous or contemporary scholars with whom you may or may not agree on the subject)”
• “include at least 4-6 references, including books, journal papers, websites that are relevant to your work”

Source: Comm 2QA3 Final Project Guidelines
To Find Books ...

McMaster’s Library Catalogue

- includes print and online books (among other materials) on thousands of topics (multi-disciplinary)
- search by keyword(s), subject, title, etc.
- books can be useful for general & background info on a topic

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

Search the catalogue **baseball statistics** in Anywhere

Advanced Search | Classic Catalogue | New Items | Other Catalogues
Library Catalogue: Sample Search Results

Refine results using filters

Use your MAC ID to access e-books anywhere

Change sort order – by date, by title, etc.

Note the library, location & call number of printed books to find it on the shelf. Borrow books with your McMaster student ID card.

Baseball and economics
by Koht, Alicia Marie.
Published 2005
Subjects: "...Major League Baseball (Organization)"
Access this resource
Manuscript

The hidden game of baseball: a revolutionary approach to baseball and its statistics /
by Thom, John, 1947-
Published 2015
Table of Contents: "...The music of sphere and ash -- What's wrong with traditional baseball statistics -- The new..."
Access this resource - One simultaneous user - "McMaster only
eBook

The numbers game: baseball’s lifelong fascination with statistics /
by Schwarz, Alan.
Published 2004
Subjects: "...Baseball United States Statistics History..."
Location: MILLS LIBRARY - GV 877 .S385
Mills Bookstacks 2004
Book

Select Page | with selected | Add to Book Bag

Select Page | with selected | Add to Favourites
To Find Articles ... **Google Scholar**

- a subset of Google results
- retrieves *scholarly/academic materials* in a variety of subject areas
- full-text access to materials *may* be available via McMaster libraries
  
  1. **look up the source** noted in the citation (i.e., journal title) in McMaster’s [library catalogue](#) on the Library home page

  2. **adjust the settings in Google Scholar** to connect to the full-text directly from the results page
Accessing McMaster Resources via Google Scholar

1. Go to [http://scholar.google.ca/](http://scholar.google.ca/)
2. Click 🔄 Settings
3. Click **Library Links** (in left navigation)
4. In the **Library Links** section, find and select **McMaster University Library**

**NOTE:** If using Google Scholar on more than one device, these settings will need to be saved on each one.

5. Click **Save**
Get It! via Google Scholar

- Results should now have a **get it @Mac (or find it @ Mac)** link near the entry if available at McMaster libraries

Google Scholar

- About 35,200 results (0.03 sec)

1. Articles
2. Case law
3. My library
4. Any time
   - Since 2016
   - Since 2015
   - Since 2012
   - Custom range...
5. Sort by relevance
6. Sort by date
7. **Include patents**
8. **Include citations**

Refine searches
Get it! @ Mac Menu

MAC ID may be required to access full-text of articles.
To Find More Articles ...

Library Databases

- select a **broad subject** from the drop-down menu **OR** type in a **specific database name**
- **once connected to a database**, search for your **keywords** in thousands of journal, magazine and newspaper articles simultaneously
Potentially Useful Library Databases for Comm 2QA3

• search a **wide range of publications** (e.g., trade magazines and academic journals)
• good **exploratory** strategy for developing project topics
• **view full-text** by selecting HTML or PDF links noted in databases or click on \(\text{get it!}\)

**Multi-Disciplinary Databases**
- EBSCOhost Databases
- Journals @ Scholars Portal
- ProQuest Databases
- Web of Science

**Business Databases**
- Business Source Complete
- ProQuest Business Collection

MAC ID required to access library databases
Data & Statistics
Data vs Statistics vs Information

• These terms are often used interchangeably, but they are actually very different, as shown in the adjacent image.

• Statistics are generally presentation-ready.

• Data, whereas, need to be manipulated in order for it to be meaningful.

**DATA**
Number of Cups of Coffee per week
5, 6, 3, 4, 7, …

**STATISTICS**
Average Number of Cups of Coffee per week
5

**INFORMATION**
According to a study, Canadians drink 5 cups of coffee per week on average.
What are Data?

- Set of values of qualitative or quantitative variables
- The lowest level of abstraction, from which information and then knowledge are derived.
Types of Microdata Files

• Confidential Microdata
  • Master files
  • Share files

• Public access Microdata
  • Public use Microdata files (PUMF)
  • Synthetic files
Public Access Microdata

• Public Use Microdata Files (PUMF)
  – These microdata files are specially prepared to minimize the possibility of disclosing or identifying any of the cases or observations e.g., by removing all personal identifiers, by including only gross level of geography, by collapsing detailed information into fewer general categories or cap values or by suppressing the value of a variable.
  – The original data from the master file are edited to create a public use microdata file
  – Almost are cross-sectional, that is, represent data collected at one point in time
Where to Get Access?

- **Author Divisions** at Statistics Canada “may” create them.
- Available through Statistics Canada’s **Data Liberation Initiative (DLI)**.
- All PUMFs, that are part of DLI collection, are available through **Odesi (ScholarsPortal Data Portal)**.
What are Statistics?

- A type of information obtained through mathematical operations on numerical data
- May still be manipulated
- There are always 3 parts:
  - Location or Geography
  - Variable(s)
  - Time

Summary table: 3 years of Survey of Household Spending data
Canadian Social Trends

The more help young adults give, the more they receive

Data & Statistics Sources

Statistics:
- CANSIM
- Canadian Business Database
- Economist Intelligence Unit (EIU)
- Financial Information of Universities and Colleges Survey (FIUC)
- Global News Open Data
- McMaster University Office of Institutional Research & Analysis
- Mergent Online
- Passport
- Statistics in Sports
- World DataBank

Data:
- Postsecondary Student Information System (1992/93 – 2010/11)
- Uniform Crime Reporting Survey (1977 – 2011)
- ICPSR - mostly US microdata and some international
- Odesi Data portal

Please visit Library Data Service’s Data/Statistics Collection for more resources.
Odesi Data Portal

- a web-based data extraction system delivered through Scholars Portal, provides access to diverse, quality, numeric data sets including demographic data from Statistics Canada and polling data from Gallup.
- this application facilitates the exploration (searching, data manipulation, creation of summary statistics, graphing and export) of multiple, sophisticated data sets.
- access is open to all OCUL institutions and is controlled by IP address.
<odesi> is an intuitive data portal for researchers, teachers and students; inspiring, developing and supporting research excellence.

The product of a unique partnership between university libraries, business, and government, ODESi improves access to data for researchers, teachers, and students.

How does <odesi> support your research?

Comprehensive
One-stop access to data from Statistics Canada, Gallup Canada, Ipsos Reid, and more.

Powerful
Search across surveys at the variable level, with multiple options for refining results.

Versatile
View summary statistics, create tabulations, graph your results online, and export to your desktop.

Get assistance with finding and using data from your institution's data library service:

Find out more at: www.odesi.ca

<odesi> technical support: odesi-help@scholarsportal.info
To Find Corporate & Financial Info...

Mergent Online

- contains active **publicly traded companies worldwide**
- find companies by name, ticker symbol, industry code, index, exchange, or country
- includes **company financials** for the past **15 years** or more in **Excel** format
Mergent: Sample Company Profile

LinkedIn Corp (NYS: LNKD) to Company Analysis List
Address: 2029 Stierlin Court, Mountain View, CA 94043 United States | Phone: 650 687-3600 | Company Website: www.linkedin.com

Incorporated: March 2003, DE, United States
CUSIP: 53578A10
Auditor: Deloitte & Touche LLP
Legal Counsel: Wilson Sonsini Goodrich & Rosati
Transfer Agent: Computershare Trust
Company, N.A., Canton, MA
Country: United States

Sector: Internet & Software
Industry: Computer programming services (SIC 7371)
Industry: Custom Computer Programming Services (NAICS 541511)
Number of Employees: 6,897 (Year End
Average Staff as of 12/31/2014)
Number of Shareholders: 97 (record class A), 25 (record class B) (as of 12/31/2014)

Market Cap: 22,436,884,800
Revenue: 2,561,119,000
Net Income: -111,006,000
EPS Basic: -0.88  EPS Diluted: -0.88

**Company Financials**

- As Reported
- Prelims
- Restated
- Ratios
- Analysis

Download:
- Annuals
- Balance Sheet
- 5 Years/Quarters
- Show Footnotes

As Reported Currency
As Reported Scale
Refresh

Exchange rate used is that of the Year End reported date
To Find Consumer Related Statistics ... **Passport**

- Includes **worldwide** statistics on **industries, economies (cities, countries), consumers** & more.
- Statistical tables can be **manipulated & customized** by a variety of criteria (date, geography, etc.)
To Find Canadian University Statistics …

- McMaster’s Office of Institutional Research & Analysis
- CUDO (Common University Data Ontario)
- CAUT (Canadian Association of University Teachers)
  - *Almanac of Post-Secondary Education* (2002-2015), also includes colleges

Sources provide statistics on student enrolment; graduation rates; class size; admissions; revenues & expenses, etc.
Support
Lynda.com

- Contains 1000s of self-paced online video tutorials on software, creative and business skills
- 24/7 learning at all skill levels

Examples:

- **Finance** - 48 courses, 1,671 tutorials
- **Excel Tutorials and Training** - 108 courses, 4,138 tutorials
- **Business Skills Training** - 299 courses, 6,345 tutorials
Accessing Lynda

- Available exclusively for DSB faculty, staff & students on & off-campus
- Go to: lynda.degroote.mcmaster.ca and sign in with your MAC ID.
Lynda – Mobile Access

• Mobile apps available for iOS and Android: https://www.lynda.com/apps

• To connect to Lynda with your mobile device
  – Launch the Lynda app
  – select Already a member?
  – select Organization tab
  – scroll to Web Portal section on screen and enter mcmaster.ca
  – click Log in button
  – type your MAC ID when prompted
Library Video Tutorials

• Library’s self-paced video tutorials available 24x7 to specifically provide support for COMM 2QA3

1. Literature Review
2. Data & Statistics
3. Variables
4. Time Series & Cross-Sectional Data
5. Primary & Secondary Data
6. Statistics Canada
7. CANSIM
Business Data & Statistics Library Guide

Business Data & Statistics

Data and Statistical resources are available from various sources such as Statistics Canada, Inter-University Consortium for Political and Social Research (ICPSR), OECDiLibrary, IMF etc. The links below will help you to identify data and statistical resources available for your research.

Statistics
...facts or figures
...proves a point using totals, sums or averages
- Canadian
- US & International

Data
...raw material used to calculate statistics
...used with software like SAS or SPSS
- Canadian
- US & International

- Financial Data

http://library.mcmaster.ca/guides/business-data-statistics
Data/Statistics Collection

African Census Analysis Project (ACAP)

In the initial phase of ACAP, we created a unique data bank that saved data from the 1970, 1980, and 1990 rounds of census enumerations from destruction, and we developed the Pan-African Census Explorer (PACE). ACAP continues to be the repository of African Census data. African census micro-data are an invaluable source of information for understanding demographic processes and history in Africa. Over the past decade, ACAP has assembled the largest collection of complete census data in the world. Our expanding data collection currently consists of census micro-data from 55 censuses for 26 African nations. New national censuses are added to the collection on a regular basis. Most African nations and various other regional organizations are collaborating with us in this international effort.

The Pan-African Census Explorer (PACE) will facilitate easy access to census data for demographic and statistical analysis. Eventually, country specific versions of PACE could be available to the government agencies to facilitate easy distribution of the data.

Afrobarometer

Afrobarometer is an independent, non-partisan research project that measures the social, political, and economic atmosphere in Africa.

Afrobarometer surveys are conducted in more than 30 African countries and are

http://library.mcmaster.ca/data-statistics-collection
DASH (Data Analysis Support Hub)

- Supported by Student Success Centre and McMaster University Library
- Provide statistical and software assistance in quantitative analysis of data
- Troubleshoot problems related to file formats, data retrieval and download
- Located in Mills Library L213D
  - Mon: 10:30 – 12 pm
  - Tue: 10 – 1 pm & 4 – 7 pm
  - Wed: 3 – 5 pm
  - Thurs: 12 – 1 pm
  - Fri: 1 – 2:30 pm & 3 – 4 pm
- Contact: mcmaster.dash@gmail.com
Questions?  
Contact Information

Vivek Jadon
• Data Specialist  
• Library Data Service  
  Mills Library, Rm L104/C  
• 905-525-9140 ext. 23848  
• vivek@mcmaster.ca  
• Office Hours (M-F):  
  ▪ 9:30 am – 1:00 pm  
  ▪ 2:00 pm – 5:00 pm

Ines Perkovic
• Business Librarian  
• Innis Library  
• Kenneth Taylor Hall, Rm 108  
• 905-525-9140 ext. 21359  
• perkovic@mcmaster.ca  
• Office Hours (M-F):  
  ▪ 9:00 am - 5:00 pm
Research Help

- **E-mail:** library@mcmaster.ca

- **Phone:** 905-525-9140
  - ext. 22081 Innis Service Desk

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

- **Live Chat:**
  [http://library.mcmaster.ca/justask/](http://library.mcmaster.ca/justask/)
Stay Connected!

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  https://instagram.com/innisbizlib

- Snapchat - maclibraries