# Commerce 2QA3
# Finding Data & Statistics

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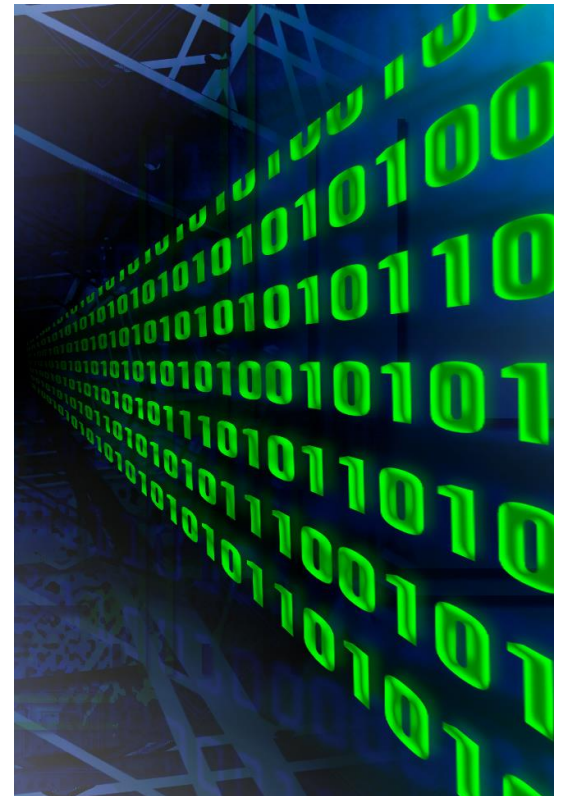Mills Memorial Library, L-104/C

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**September 2016**

# 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

**library**
.mcmaster.ca

| **Catalogue** | Articles/Databases | eJournals | Subject Guides |

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

Search the catalogue **baseball statistics** in Anywhere ▼ FIND

Advanced Search | Classic Catalogue | New Items | Other Catalogues

- 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

# Library Catalogue: Sample Search Results

**Narrow Search**

| Location | ▲ |
|---|---|
| Online | 16 |
| Mills Library | 14 |
| Thode Library | 3 |
| Innis Library | 1 |
| Map Library | 1 |

| Format | ▼ |
|---|---|

| Subject | ▲ |
|---|---|
| Baseball | 13 |
| Statistics | 12 |
| Baseball players | 7 |
| History | 6 |
| Sports | 4 |
| Biography | 2 |
| more … | |

**Refine results** using filters

| Author | ▼ |
|---|---|
| Language | ▼ |
| Era | ▼ |
| Region | ▼ |

Showing **1 - 20** of **35** for search: **'baseball statistics'**, query time: 0.15s
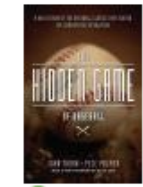
☐ Select Page | with selected: Add to Book Bag

☐ 1 **Baseball** and economics
by Koht, Alicia Marie.
Published 2005
**Subjects:** '; "…Major League **Baseball** (Organization)…"
💬 Access this resource
`Manuscript`

☐ 2 The hidden game of **baseball** : a revolutionary approach to **baseball** and its **statistics** /
by Thorn, 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`

☐ 3 The numbers game : **baseball**'s lifelong fascination with **statistics** /
by Schwarz, Alan.
Published 2004
**Subjects:** '; "… **Baseball** United States **Statistics** History…"

| Location | Call Number | Item Type | Status |
|---|---|---|---|
| MILLS LIBRARY - Mills Bookstacks | GV 877 .S385 2004 | Book | |

💬 Contributor biographical information
💬 Publisher description
`Book`

**Results per page** [20 ▼]
**Sort** [Relevance ▼]

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

⊕ Add to Favourites

Use your **MAC ID** to access **e-books** anywhere

⊕ Add to Favourites

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

# 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/
2. Click ⚙ Settings
3. Click **Library Links** (in left navigation)
4. In the *Library Links* section, find and select **McMaster University Library**

**Library Links**
(what's this?)

| mcmaster | | Find Library |

e.g., *Harvard*

Show library access links for (choose up to three libraries):

☑ McMaster University Library - get it @ Mac ⟵

5. Click **Save**

How **library** stuff **works**
video tutorials

# Get It! via Google Scholar

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

# Get it! @ Mac Menu

⌃ **Basic**

> MAC ID may be required to access full-text of articles.

**Full Text Online** DOAJ Directory of Open Access Journals

**Terms of Use**

**Full Text Online** PubMed Central

**Full Text Online** SpringerOpen Free

**Check for a print copy** in our Library Catalogue

● **Request document on Interlibrary Loan via RACER** Scholars Por...

Note: You have to have registered in RACER previously in order to u...

● **Broken links? Report problems** to librarians

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Research                    Open Access

**Are fast food restaurants an environmental risk factor for obesity?**

Robert W Jeffery*[1], Judy Baxter[1], Maureen McGuire[2] and Jennifer Linde[1]

Address: [1]Division of Epidemiology & Community Health, University of Minnesota School of Public Health, 1300 South 2nd Street, Suite 300, Minneapolis, MN 55454-1015, USA and [2]Guidant Corporation, Cardiac Rhythm Management Group, 4100 Hamline Ave., St. Paul, MN 55112, USA

Email: Robert W Jeffery* - Jeffery@epi.umn.edu; Judy Baxter - baxter@epi.umn.edu; Maureen McGuire - maureen.mcguire@guidant.com; Jennifer Linde - linde@epi.umn.edu

* Corresponding author

**Abstract**

**Objective:** Eating at "fast food" restaurants has increased and is linked to obesity. This study examined whether living or working near "fast food" restaurants is associated with body weight.

**Methods:** A telephone survey of 1033 Minnesota residents assessed body height and weight, frequency of eating at restaurants, and work and home addresses. Proximity of home and work to restaurants was assessed by Global Index System (GIS) methodology.

**Results:** Eating at "fast food" restaurants was positively associated with having children, a high fat diet and Body Mass Index (BMI). It was negatively associated with vegetable consumption and physical activity. Proximity of "fast food" restaurants to home or work was not associated with eating at "fast food" restaurants or with BMI. Proximity of "non-fast food" restaurants was not associated with BMI, but was associated with frequency of eating at those restaurants.

**Conclusion:** Failure to find relationships between proximity to "fast food" restaurants and obesity may be due to methodological weaknesses, e.g. the operational definition of "fast food" or "proximity", or homogeneity of restaurant proximity. Alternatively, the proliferation of "fast food" restaurants may not be a strong unique cause of obesity.

**Introduction**

Rapid increases in the prevalence of obesity in the US over the last 20 to 30 years have been well documented and their causes much discussed [1-4]. Because of the speed of the change, it has been argued that the cause is more likely to be environmental change, broadly conceptualized to include physical and social factors, than to biological change. Exploration of data on environmental trends has identified a variety of potential environmental contributors. One trend that has attracted particular attention in both the scientific and lay press is the dramatic increase in eating away from home, and particularly at "fast food" outlets. The scientific case for "fast food" restaurants as a causal factor in obesity is based on several observations. First, time trends in eating away from home roughly parallel the national time trends in obesity prevalence [5-10]. Second, although there is no clearly agreed upon definition of the concept, "fast food" outlets have been by far the most rapidly expanding sector of the U.S. food distribution system [9,11,12]. Third, cross-sectional and longitudinal data on self-reported "fast food" restaurant use per se and consumption of foods frequently sold at "fast food" restaurants (e.g. hamburgers and French fries) have been shown to be positively associated with body weight

# 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 

## Multi-Disciplinary Databases

- EBSCOhost Databases
- Journals @ Scholars Portal
- ProQuest Databases
- Web of Science

**MAC ID required to access library databases**

## Business Databases

- Business Source Complete
- ProQuest Business Collection

# 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 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.
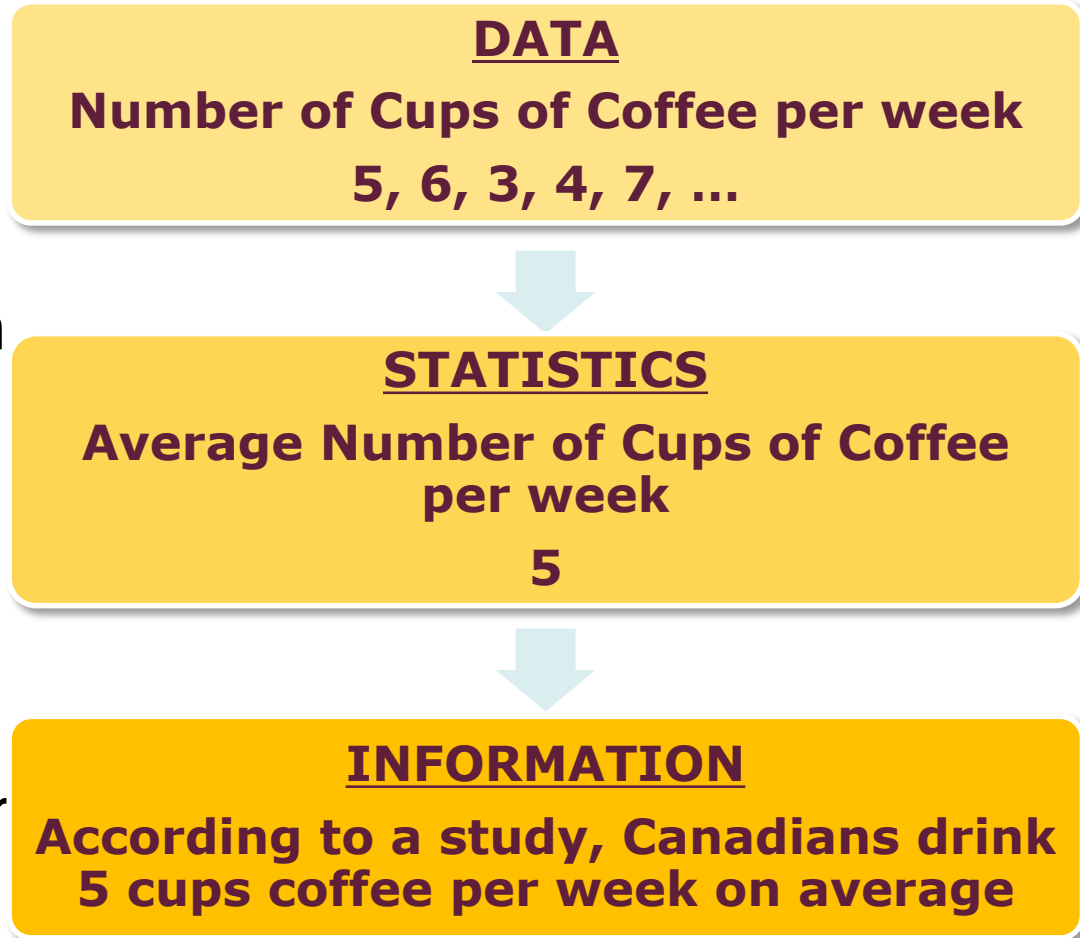
```
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700099970000097000999709700010001149898981898041000497979797 1
07012112299999997979999999797999999797070711097970970 11
12010008101036948101221204204970900971097002979709797010111 0011
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05912122200200000070020000007002000000703050000704297222
12010010200439243201221304204970900971097002979709797020222 0011
09701221059797979797000970970009711975500000000010970120110 3212
229720000000001000169898000000000000000009700065106520000000 00
7000999700000970009997097000100001032215012209011000497979797 2
0622112220000067501000006750100000675019898000979709 7011
120100141008640244081097042049708009709970029797097970202220 011
097052109797979797970009709700097125097970000000212613170703 141
210920000000010001660970000000000000000009700452997200000000 0
700099970000097000999709700010000118010608210402100049797979 72
093212222999999999905500000079999998989808000704297111
12010015101646146902221004204970900971097002979709797010111 0011
09702610979797979797000970970009712409797000000109713171201112
22971212222220103046421800000000000000000009700652997200000000 0
```

| | VERDATE | REFPER | SAMPLEID | PERSONID | GEO_PRV | GEODPC | GEODHR4 | GEODLHN | GEODDA06 | GEODDA01 | GEODFED | GEODCSD | GEODCD | GEODSAT | GEODCMA6 | GEODCMA1 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 1 | 20080603 | 200701-200712 | 0000001 | | 10 | A1K1B2 | 1011 | 9996 | 10010780 | 10010351 | 10006 | 1001509 | 1001 | 1 | 1 | 1 |
| 2 | 20080603 | 200701-200712 | 0000002 | | 10 | A1B2C4 | 1011 | 9996 | 10010246 | 10010246 | 10006 | 1001519 | 1001 | 1 | 1 | 1 |
| 3 | 20080603 | 200701-200712 | 0000003 | | 10 | A1E5E7 | 1011 | 9996 | 10010168 | 10010168 | 10007 | 1001519 | 1001 | 1 | 1 | 1 |
| 4 | 20080603 | 200701-200712 | 0000004 | | 10 | A1L0E1 | 1011 | 9996 | 10010617 | 10010158 | 10006 | 1001517 | 1001 | 1 | 1 | 1 |
| 5 | 20080603 | 200701-200712 | 0000005 | | 10 | A2H5Z8 | 1013 | 9996 | 10050100 | 10050072 | 10003 | 1005018 | 1005 | 3 | 0 | 0 |
| 6 | 20080603 | 200701-200712 | 0000006 | | 10 | A1E6G1 | 1011 | 9996 | 10010207 | 10010207 | 10007 | 1001519 | 1001 | 1 | 1 | 1 |
| 7 | 20080603 | 200701-200712 | 0000007 | | 10 | A1E1M1 | 1011 | 9996 | 10010304 | 10010304 | 10007 | 1001519 | 1001 | 1 | 1 | 1 |
| 8 | 20080603 | 200701-200712 | 0000008 | | 10 | A8A3J1 | 1013 | 9996 | 10050090 | 10050016 | 10003 | 1005004 | 1005 | 5 | 0 | 0 |
| 9 | 20080603 | 200701-200712 | 0000009 | | 10 | A1W4W5 | 1011 | 9996 | 10010589 | 10010141 | 10006 | 1001485 | 1001 | 1 | 1 | 1 |
| 10 | 20080603 | 200701-200712 | 0000010 | | 10 | A2H7J6 | 1013 | 9996 | 10050133 | 10050030 | 10003 | 1005018 | 1005 | 3 | 0 | 0 |
| 11 | 20080603 | 200701-200712 | 0000011 | | 10 | A1E1E4 | 1011 | 9996 | 10010490 | 10010205 | 10007 | 1001519 | 1001 | 1 | 1 | 1 |
| 12 | 20080603 | 200701-200712 | 0000012 | | 10 | A2V1G8 | 1014 | 9996 | 10100089 | 10100018 | 10004 | 1010032 | 1010 | 6 | 0 | 0 |
| 13 | 20080603 | 200701-200712 | 0000013 | | 10 | A2A1K1 | 1012 | 9996 | 10060110 | 10060028 | 10002 | 1006017 | 1006 | 3 | 0 | 0 |
| 14 | 20080603 | 200701-200712 | 0000014 | | 10 | A2V1T1 | 1014 | 9996 | 10100097 | 10100019 | 10004 | 1010032 | 1010 | 6 | 0 | 0 |
| 15 | 20080603 | 200701-200712 | 0000015 | | 10 | A1C5G3 | 1011 | 9996 | 10010221 | 10010221 | 10007 | 1001519 | 1001 | 1 | 1 | 1 |
| 16 | 20080603 | 200701-200712 | 0000016 | | 10 | A2N1N7 | 1013 | 9996 | 10040087 | 10040024 | 10005 | 1004019 | 1004 | 6 | 0 | 0 |
| 17 | 20080603 | 200701-200712 | 0000017 | | 10 | A1C4W5 | 1011 | 9996 | 10010234 | 10010234 | 10006 | 1001519 | 1001 | 1 | 1 | 1 |
| 18 | 20080603 | 200701-200712 | 0000018 | | 10 | A1B3A6 | 1011 | 9996 | 10010250 | 10010250 | 10006 | 1001519 | 1001 | 1 | 1 | 1 |
| 19 | 20080603 | 200701-200712 | 0000019 | | 10 | A2N2R3 | 1013 | 9996 | 10040080 | 10040023 | 10005 | 1004019 | 1004 | 6 | 0 | 0 |
| 20 | 20080603 | 200701-200712 | 0000020 | | 10 | A2H7S2 | 1013 | 9996 | 10050101 | 10050037 | 10003 | 1005017 | 1005 | 3 | 0 | 0 |
| 21 | 20080603 | 200701-200712 | 0000021 | | 10 | A2B1K7 | 1012 | 9996 | 10060096 | 10060024 | 10002 | 1006017 | 1006 | 3 | 0 | 0 |
| 22 | 20080603 | 200701-200712 | 0000022 | | 10 | A1N4W6 | 1011 | 9996 | 10010661 | 10010439 | 10007 | 1001542 | 1001 | 1 | 1 | 1 |
| 23 | 20080603 | 200701-200712 | 0000023 | | 10 | A1L1R4 | 1011 | 9996 | 10010610 | 10010154 | 10006 | 1001517 | 1001 | 1 | 1 | 1 |
| 24 | 20080603 | 200701-200712 | 0000024 | | 10 | A1V2V1 | 1012 | 9996 | 10060059 | 10060045 | 10002 | 1006009 | 1006 | 6 | 0 | 0 |
| 25 | 20080603 | 200701-200712 | 0000025 | | 10 | A2V1S5 | 1014 | 9996 | 10100099 | 10100013 | 10004 | 1010032 | 1010 | 6 | 0 | 0 |
| 26 | 20080603 | 200701-200712 | 0000026 | | 10 | A2V1C4 | 1014 | 9996 | 10100090 | 10100017 | 10004 | 1010032 | 1010 | 6 | 0 | 0 |
| 27 | 20080603 | 200701-200712 | 0000027 | | 10 | A1V2B2 | 1012 | 9996 | 10060061 | 10060049 | 10002 | 1006009 | 1006 | 6 | 0 | 0 |
| 28 | 20080603 | 200701-200712 | 0000028 | | 10 | A1B5C8 | 1011 | 9996 | 10010243 | 10010243 | 10006 | 1001519 | 1001 | 1 | 1 | 1 |
| 29 | 20080603 | 200701-200712 | 0000029 | | 10 | A2H2J3 | 1013 | 9996 | 10050112 | 10050039 | 10003 | 1005018 | 1005 | 3 | 0 | 0 |
| 30 | 20080603 | 200701-200712 | 0000030 | | 10 | A1V2A8 | 1012 | 9996 | 10060064 | 10060049 | 10002 | 1006009 | 1006 | 6 | 0 | 0 |
| 31 | 20080603 | 200701-200712 | 0000031 | | 10 | A0K3Y0 | 1014 | 9996 | 10100102 | 10100042 | 10004 | 1010008 | 1010 | 6 | 0 | 0 |
| 32 | 20080603 | 200701-200712 | 0000032 | | 10 | A0J1K0 | 1012 | 9996 | 10080212 | 10080093 | 10003 | 1008064 | 1008 | 7 | 0 | 0 |
| 33 | 20080603 | 200701-200712 | 0000033 | | 10 | A2A2W5 | 1012 | 9996 | 10060099 | 10060025 | 10002 | 1006017 | 1006 | 3 | 0 | 0 |
| 34 | 20080603 | 200701-200712 | 0000034 | | 10 | A5A4N4 | 1011 | 9996 | 10070562 | 10070046 | 10005 | 1007013 | 1007 | 6 | 0 | 0 |
| 35 | 20080603 | 200701-200712 | 0000035 | | 10 | A2V1A5 | 1014 | 9996 | 10100093 | 10100017 | 10004 | 1010032 | 1010 | 6 | 0 | 0 |
| 36 | 20080603 | 200701-200712 | 0000036 | | 10 | A2N1G5 | 1013 | 9996 | 10040083 | 10040023 | 10005 | 1004019 | 1004 | 6 | 0 | 0 |
| 37 | 20080603 | 200701-200712 | 0000037 | | 10 | A2B1K8 | 1012 | 9996 | 10060121 | 10060024 | 10002 | 1006017 | 1006 | 3 | 0 | 0 |

# 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



**Table 203-0028**[3, 4]
Survey of household spending (SHS), detailed food expenditures Canada, regions and provinces
annual (dollars)

| Data table | Add/Remove data | Manipulate | Download | Related information | Help |

The data below is a part of CANSIM table 203-0028. Use the Add/Remove data tab to customize your table.

**Time**

Selected items [Add/Remove data]
Geography= Ontario → **Geography**
Statistic= Average expenditure per household

| Food expenditures, summary-level categories | 2010 | 2011 | 2012 |
|---|---|---|---|
| Bakery products | 578 | 551 | 493 |
| Cereal grains and cereal products | 350 | 328 | 396 |
| Breakfast cereal (except infant cereals) | 111 | 99 | 131 |
| Cereal bars | 49 | 40 | 64 |
| Cereal-based snack food | 61 | 59 | 75 |
| Other cereal grains (unmilled or milled) | 6 | 7 | F |
| Fruit, fruit preparations and nuts | 739 | 672 | 707 |
| Preserved fruit and fruit preparations | 232 | 207 | 188 |
| Vegetables and vegetable preparations | 581 | 629 | 544 |
| Dairy products and eggs | 852 | 841 | 773 |
| Meat | 1,008 | 1,007 | 1,033 |
| Fish and seafood | 202 | 220 | 146 |
| Non-alcoholic beverages and other food products | 1,247 | 1,275 | 1,298 |
| Food purchased from restaurants | 2,151 | 2,308 | 2,075 |

→ **Variables**

**Summary table: 3 years of Survey of Household Spending data**

# *Canadian Social Trends*
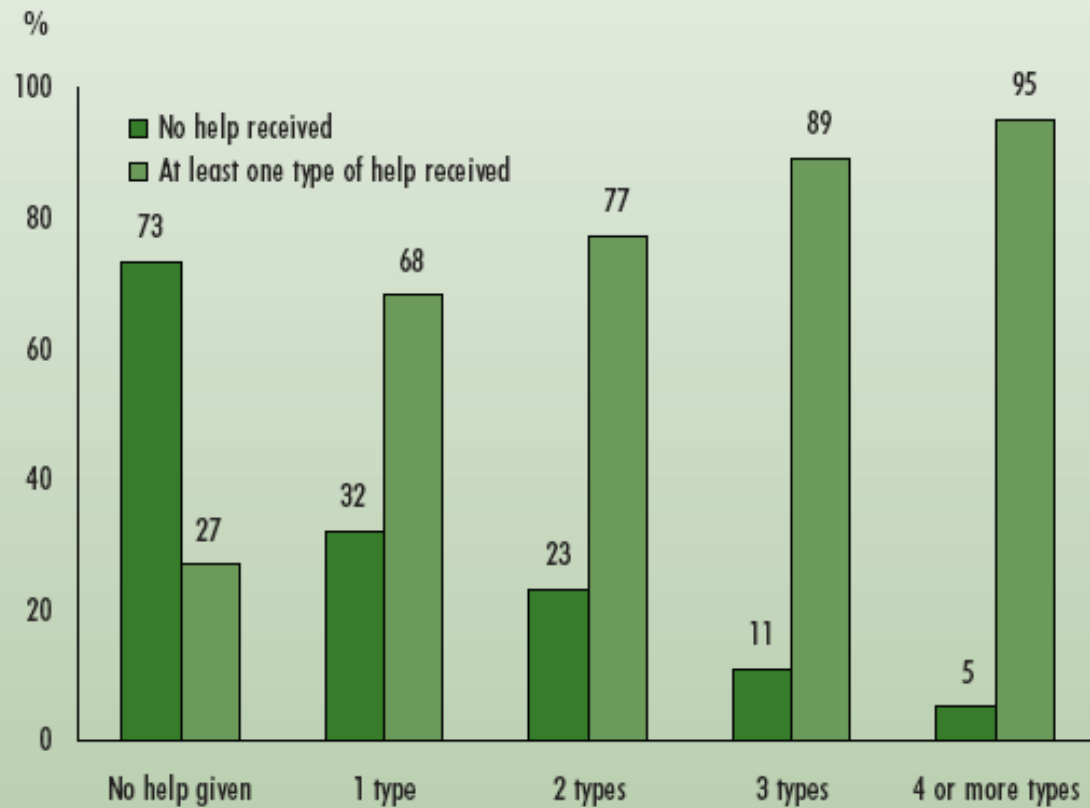
# Data & Statistics Sources

## 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)
- Survey of Household Spending (1997 – 2010)
- 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.

# &lt;odesi&gt; 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.

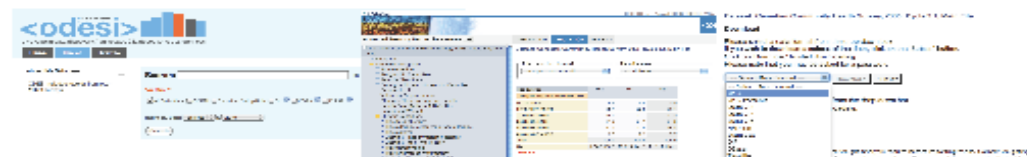## How does &lt;odesi&gt; support your research?

## 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.



**SEARCH**          **EXPLORE**                    **DOWNLOAD**

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

**Find out more at:**
**www.odesi.ca**

&lt;odesi&gt; technical support:
odesi-help@scholarsportal.info


Scholars Portal
A Service of the Ontario Council of University Libraries

# To Find Corporate & Financial Info…
## Mergent Online

**Basic Search**

- ☑ USA Company Database (Active)
- ☐ USA Company Database (Inactive)
- ☑ International Company Database (Active)
- ☐ International Company Database (Inactive)
- ☐ D&B Private Company Database

Company Search - Enter symbol or Company Name ^

LinkedIn  [Go]

- 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
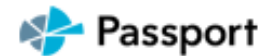
# Mergent: Sample Company Profile

# 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.)



**Statistics**

**Back To Results**

| Convert Data | ▶ |
| Change Time Series | ▶ |
| Change Categories | ▶ |
| Change Geographies | ▶ |
| More Results | ▶ |

Forecast | US$ mn | Current Prices | Year-on-Year Exchange Rates    Passport

Key:  ⊟ Related Analysis   ıl View Chart

| Change View ▼ | | 2015 ▼ | 2020 ▼ | 2025 ▼ |
|---|---|---|---|---|
| Annual Disposable Income | | | | |
| ☐ ⊟ıl | Mexico | 844,625.2 | 1,105,496.9 | 1,513,317.9 |
| ☐ ⊟ıl | Canada | 921,781.1 | 1,145,442.9 | 1,443,319.5 |
| ☐ ⊟ıl | USA | 13,423,654.3 | 16,683,205.6 | 20,402,146.7 |

Category Definitions | Region Definitions | Calculation Variables

Research Sources:
1. Annual Disposable Income: Euromonitor International from national statistics

**Sample Table**

# To Find Canadian University Statistics …

- McMaster's Office of Institutional Research & Analysis
  - *McMaster Fact Book* (1992-2015)
- CUDO (Common University Data Ontario)
- CAUT (Canadian Association of University Teachers)
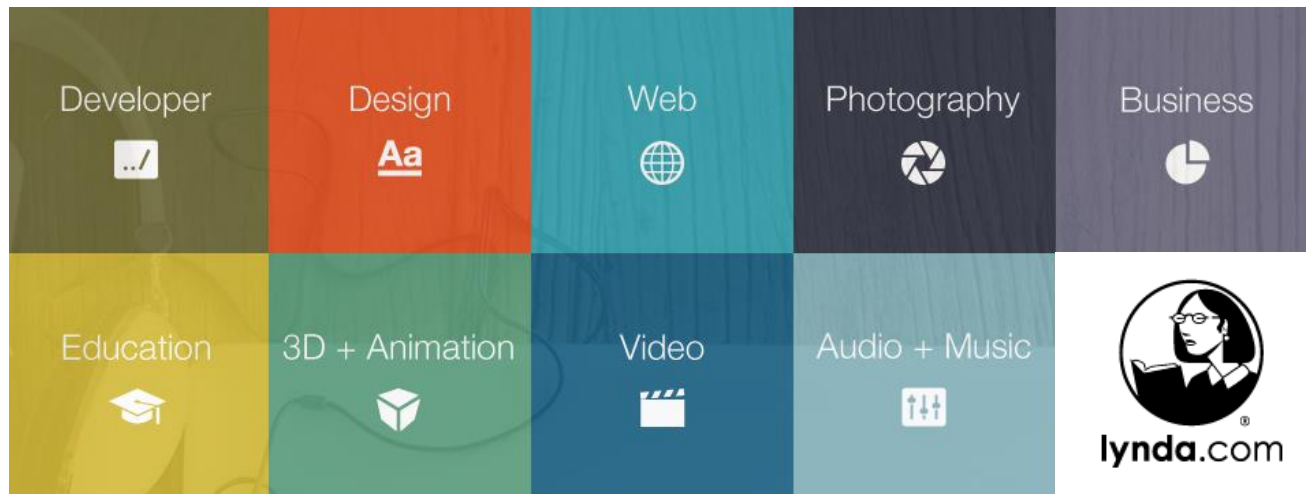  - *Almanac of Post-Secondary Education* (2002-2015), also includes colleges
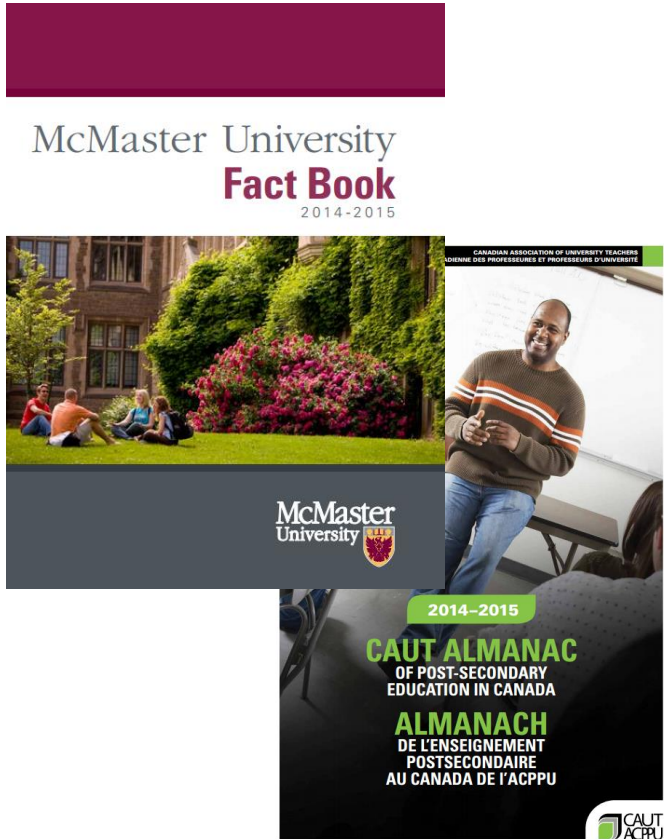
Sources provide statistics on student **enrolment**; **graduation rates**; **class size**; **admissions**; **revenues** & **expenses**, etc.

# 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.com** is an online training site providing access to thousands of high-quality instructional videos on a broad range of topics in the areas of business, education, design, photography, programming, animation, video, audio and music.

Watch entire courses or single video tutorials as you need them on your computer or mobile device.

**Sign In**

DeGroote School of Business students, staff, and faculty already have Lynda.com accounts. Click the button to sign in.

**Sign In**

Having trouble? **Contact us.**

# 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
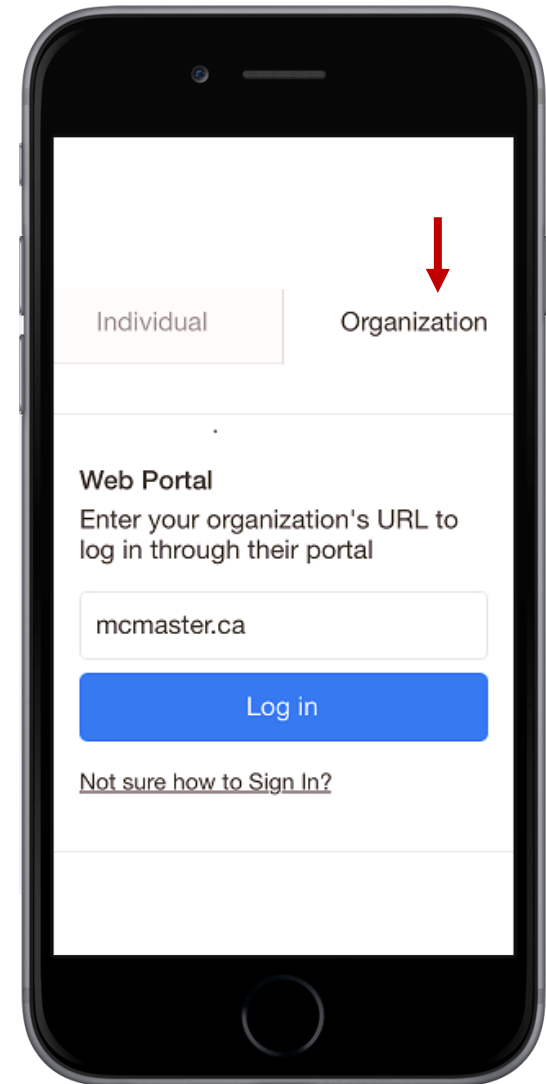
# Library Video Tutorials

- 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

Search and Browse Data/Statistics Collection

Displaying 1 - 30 of 179 ⟵

🌐 All Users | Ⓜ McMaster Users

| Subject | Type | Search All Fields | | |
|---|---|---|---|---|
| - Any - ▾ | - Any - ▾ | | GO | Reset |

**1**  2  3  4  5  6  next ›  last »

### 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

## Type
- Statistics (121)
- Open Data (90)
- Microdata (24)

## Subject
- Population and Demography (127)
- Society and Community (106)
- Economics (99)
- Education (77)
- Health (74)
- Labour (70)
- Business/Financial (66)
- Political Science (58)
- Science and Technology (50)
- Industries (40)
- Languages (38)
- International Trade (32)
- Census (29)
- Environment (26)
- Crime (21)
- Agriculture (19)
- Travel and Tourism (17)
- Public Opinion (13)
- Sports (9)

## Country
- International (90)
- Canada (85)
- US (64)

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

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- [Library Data Service](#)
  Mills Library, Rm L104/C
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- 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](mailto: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/

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- Snapchat - maclibraries   NEW!