



THE UNIVERSITY OF
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Information Services



Postgraduate Enrichment Program Economics & Commerce Online Research Skills

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Information & Education Services

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This session will cover -

- Information management strategies
- Locating literature for your assessment task
- Defining 'academic' & 'mainstream' journals
- Searching for literature using SuperSearch and electronic indexes
- Essential literature indexing databases
- Locating full text journal articles
- Keeping current

Can't I just use Google ?

Why use the library for research?

- Specialised collections
- Selected quality resources
- Time-saving tools to help you locate specific information on your topic
- You can do a lot of research from off-campus too!

Academic journal articles

- also known as ‘scholarly’ journals,
- usually ‘refereed’ or ‘peer-reviewed’ journals,
- undergo vigorous assessment by peer group before publication,
- written by academics or professionals,
- include a bibliography,
- may be theoretical or empirical,
- often have ‘journal’ or ‘research’ in title,
- e.g. Journal of Organizational Behaviour, Academy of Management Review
- use online [Ulrichs Directory](#) to check titles

Mainstream or business press

- written for general population,
- may focus on the more popular aspects of research that has been published in a journal article,
- may not have bibliography,
- generally shorter articles,
- may be written by journalists,
- may include photos,
- e.g. Business Review Weekly, Forbes, HR Magazine

Information Management Strategies

- Be organised & systematic in your approach to research
- Keep a research diary – list keywords, successful search strategies, notes about indexes/databases
- Keep accurate citation details as you go
- Allow lots of time to locate the best resources
 - Successful search strategies are often ‘fine-tuned’ a number of times . Different strategies may be required for different indexes.
 - Finding full-text (print, MBS, other universities)
- Consider using [EndNote](#) software (bibliographic management software)

Strategies and issues when searching for literature

- Unpick the key concepts /issues
 - Establish terminology & key words
- Construct a search strategy
- Determine scope of review
 - Comprehensive or selective in coverage?
 - Books or journals?
 - Date range ...how far back should you search?Define current
 - Academic literature or mainstream press?
 - Working papers or eprints?

Most electronic indexes...

- Offer simple and advanced searching
- Allow the use of “Boolean Operators” AND, OR , NOT to narrow or broaden searches.
- Allow use of truncation symbols * ? \$
 - **strateg?** will find **strategy, strategic**
 - **globali*ation** will find **globalization & globalisation**
- Allow limiting – date range, type of literature
- E.g. [Business Source Premier](#) journal index - Search for articles on the topic ‘brands’ and ‘new products’

Locating literature for your research (1)

Library Catalogue

- Use the catalogue to find books, journal titles (print and electronic), conference papers, newspapers.
- The library catalogue does not index what is in these resources.
- Demo: Keyword search [*](#)

Locating literature for your research (2)

- Use **Reading Lists** provided by your lecturer/supervisor
- Use dictionaries & encyclopaedia in the **Giblin Reference Collection** for definitions, summaries of topic, to find suitable keywords, etc.
- Use the **Bibliographies** of your key articles for related articles.
- Use [SuperSearch Subject](#) menus to access time-saving **journal indexes** for your topic

Key literature indexes for Economics & Commerce

- EconLIT (EBSCO) **
 - Expanded Academic *
 - Business Source Premier (Ebsco)*
 - Business Australia (Informit)
 - Web of Science (ISI)**
 - Lexis Nexis Academic (international newspapers)
 - Factiva (International newspapers)
- * option to limit to academic/refereed publications
- ** includes only academic/scholarly publications

Other resources to consider



- Google Scholar
- E-print repositories (UMER)
- Theses indexes
- Company & industry information databases
- IT Research databases e.g. Gartner

What is SuperSearch?

SuperSearch is the library's gateway to electronic resources.

Features:

- Live, simultaneous searching across several databases *including* the library catalogue returning results in a single format - [MetaSearch](#)
- Find electronic journal titles - [Find e-Journal](#)
- Find individual databases - [Find Database](#)
- Find individual resources such as journal articles - [Find an item](#)
- Personalise features such as save searches, results, alerts – [My Stuff](#)

How to find citations & references using SuperSearch

Creedy, John (2001) 'Starting research', *The Australian Economic Review*, Vol.34, (1), pp.116-124.

Find the example reference above using the Find an Item Tab in SuperSearch.

Type in as much information as available and set the drop down box to 'Exact Match'.

Keeping Current

- Saved search in Library Catalogue
- Electronic Indexes – most allow ‘saved searches’, RSS feeds & automatic email alerts for new material on your topic See web page at -
- <http://www.lib.unimelb.edu.au/collections/ecocom/currentawareness.html>

Need more help?

- Research support
 - individual consultations
 - Jennifer Warburton jrwarb@unimelb.edu.au
 - Lesley Caelli Lesley@unimelb.edu.au
 - Trish Wilson trish@unimelb.edu.au
- Research help page -
<http://www.lib.unimelb.edu.au/sg/tools.html>
- Seek help from Information Librarians at Library Information Desks