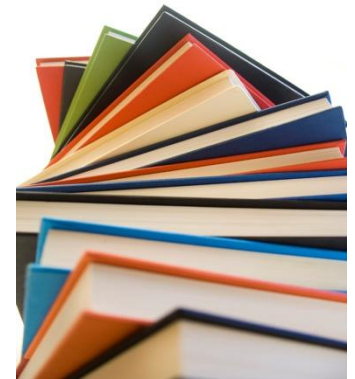




COMMERCE 1E03: INNIS LIBRARY TUTORIAL



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Before we get started...

- **Log on** to computers with your MAC ID
- Open **Internet Explorer**
- Go to **McMaster Library Home Page**
 - <http://library.mcmaster.ca>
- Get the **script** for this tutorial
 - <http://library.mcmaster.ca/innis/find/beotutorial.pdf>



Poll

I typically start my research

- a) with an Internet search engine (e.g., Google)
- b) at the Library or using the Library Web site
- c) by talking to a friend
- d) by talking to my instructor
- e) all of the above
- f) other





Agenda

- Examine different types of resources used in business research
- Find journals, magazines, and newspapers
- Search for materials related to your topic of research in a business databases



What does “peer-reviewed” mean?

Scholarly or scientific experts evaluate manuscripts before they are published. Most scholarly journals are peer-reviewed (also known as “refereed”).

How can I tell if a journal is peer-reviewed?

- Some interfaces let you limit your search to peer-reviewed (e.g., Scholars Portal, EBSCO)
- Check for info. in the introductory pages of the journal or on its website (e.g., the editorial statement)
- Check the library database: Ulrichsweb.com



Newspapers, cont.

References:

- Sources are sometimes cited, but not always

Publisher:

- Commercial publisher

Frequency:

- Daily or weekly

Advertisements:

- Contains photos, graphics, and advertisements





Popular Magazines

Content:

- Current events, news, opinion, interviews, factual information, and analysis

Audience:

- Audience is general public

Authors:

- Authors are often journalists

Peer Reviewed:

- No





Popular Magazines, cont.

References:

- Original sources can be obscure; little or no documentation

Publisher:

- Commercial publisher

Frequency:

- Weekly or monthly

Advertisements:

- Many graphics, photos, and advertisements





Your Task...

What kind of periodical
do you have?

- Scholarly journal?
- Trade magazine?



What to look for....

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



Trade or Industry Magazines

Content:

- Industry-specific trends, news, analysis and opinion

Audience:

- Audience of professionals in a specific industry

Authors:

- Authors are staff, freelance writers or industry professionals

Peer Reviewed:

- No





Trade or Industry Magazines, cont.

References:

- May or may not include documentation

Publisher:

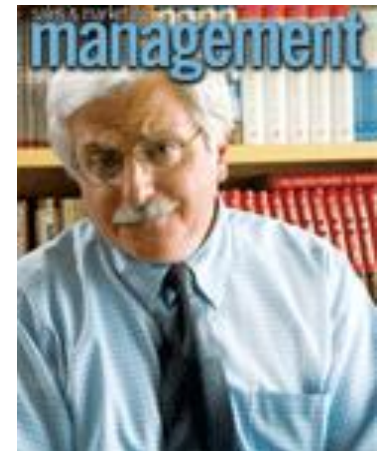
- Published for profit or by an industry association

Frequency:

- Monthly, bi-monthly, weekly

Advertisements:

- Often include advertisements and/or classifieds





Scholarly Journals

Content:

- Original research
- In-depth analysis of topics
- Statistical info

Audience:

- Scholars, professionals & students

Authors:

- Authors are researchers, academics & scholars

Peer Reviewed:

- Often





Scholarly Journals, cont.

References:

- Extensive documentation of sources

Publisher:

- Published by professional organizations, universities and research institutes

Frequency:

- Monthly, bi-monthly, or quarterly

Advertisements:

- Usually none



Other Business Resources?

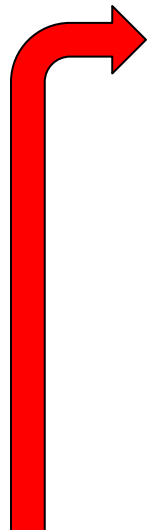
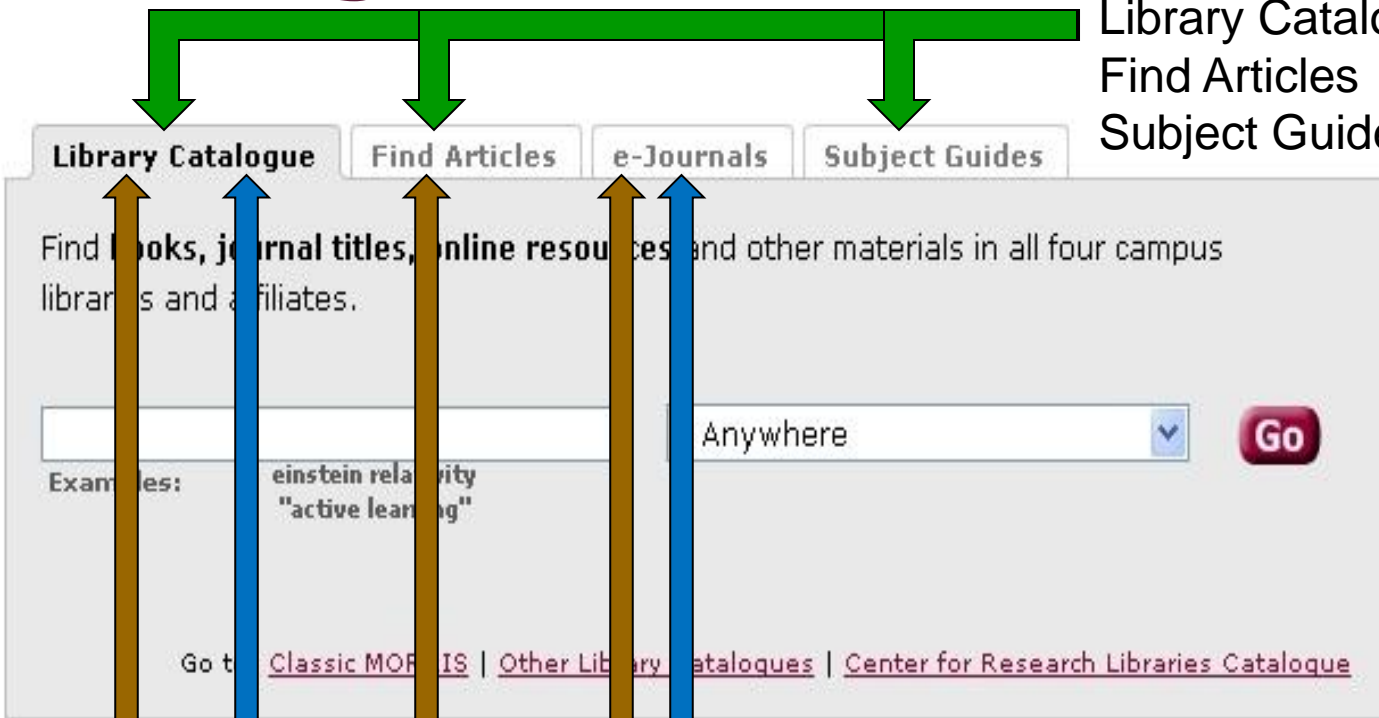
- Books
- Encyclopedias
- Industry profiles
- SWOT Analyses
- Market research reports
- Government publications
- And many more....



Accessing Resources

Business Databases

Library Catalogue
Find Articles
Subject Guides (& course guides)



BOOKS

Library Catalogue (all formats)

Journals, Magazines & Newspapers

Library Catalogue (all formats)

e-Journals (online only)

Articles in Journals, Magazines & Newspapers

Library Catalogue (all formats)

Find Articles (in databases)

E-Journals (online only)



Citation Elements

Author



Article Title



Prokesch, Steven. "How GE
Teaches Teams to Lead
Change." *Harvard Business
Review*, 87, no. 1 (January
2009): 99-106.

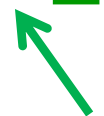
Publication Title



Volume



Issue



Date



Pages





Locating Cited Item

- Where should I look to find this item?
 - Library Catalogue or e-Journals
- What citation element do I search by?
 - Publication title (**not** article title).
- Does McMaster have access to the full-text?
 - Yes
- What format(s) are available?
 - Paper @ INNIS (last 5 years) and MILLS Periodicals (1922-2000) HF 5001.H33
 - Online via subscription databases



Database Search Tips

“ ” Use quotes around search words to find phrases “identity theft”

* ! ? Use a “wildcard symbol” (most commonly *) to find word variations labo*r finds: labor or labour

AND **Narrows** results. Use between search words to retrieve items with ALL words present wal-mart **and** unions

OR **Broadens** results. Use between search words to retrieve items with ANY of the words present marketing **or** advertising **or** promotion

NOT Use to get rid of unwanted words apple **not** computer

() Use brackets to search for words in a particular, logical order when you mix **AND**, **OR** and **NOT** in a single search box (enron **or** worldcom) **and** accounting **and** scandal



Search Challenge!

Which search statement is likely to retrieve the MOST articles?

a) Footwear

b) Boots **AND** Shoes

 Boots **OR** Shoes **OR** Footwear

d) Boots **OR** Shoes