# Table of contents

Library resources ........................................................................................................... 2  
  Library website ........................................................................................................... 2  
  Research guides ........................................................................................................... 3  
  Library databases ........................................................................................................ 4  
  Learning spaces .......................................................................................................... 5  

Marketing strategy ....................................................................................................... 6  
  Find books and eBooks .............................................................................................. 6  
  Loan information ........................................................................................................ 8  
  Gartner ......................................................................................................................... 9  
  Kanopy ....................................................................................................................... 10  
  CrossSearch .............................................................................................................. 11  

Industry research tools ............................................................................................... 16  
  IBISWorld .................................................................................................................. 17  
  Passport - Euromonitor ............................................................................................. 21  
  ABI/INFORM ............................................................................................................. 25  
  Business Source Complete ....................................................................................... 27  

Find journal articles ................................................................................................. 29  
  How to develop your search strategy ......................................................................... 30  
  Google Scholar .......................................................................................................... 32  

Find news articles ..................................................................................................... 36  
  Factiva ....................................................................................................................... 36  

Google search tips .................................................................................................... 47  

Business trends ......................................................................................................... 49  

ABS data .................................................................................................................... 50  

Ask for help ................................................................................................................ 51
Library resources

Library website

How to access

Go to library.sydney.edu.au

Alternatively, go to the University of Sydney's website www.sydney.edu.au and click on the Library link at the top right of the screen.

Key features

You can access many of the Library's resources while you're off campus.

- **MyLoans** - view/renew your loans + request items from other Libraries
- **Study** - access subject and referencing guides
- **CrossSearch** - find articles and books about a subject
- **Databases** - find journal articles, news, industry reports etc.
- **Catalogue** - does the Library have a particular book, eBook or journal?

Opening hours:
- Mon 9am - 8pm
- Tue 9am - 8pm
- Wed 9am - 8pm
- Thu 9am - 8pm
- Fri 9am - 6pm
- Sat 9am - 5pm
- Sun Closed
Research guides

The Library has compiled a series of guides that cover:
- The best research databases in a particular subject area
- The most appropriate resources for common research tasks
  e.g. where to find industry information, statistics and Australian Standards

How to access

1. Go to library.sydney.edu.au
2. Click on the Study drop-down menu and select Subject guides.
3. Click on the Business menu and select a particular guide e.g. Marketing, Journal articles and business literature, or Company, Industry and Country information.
Library databases

The Library’s research databases provide access to credible information that you can use for your assignments including:

- Company profiles and industry reports
- News
- Scholarly and professional/trade articles
- eBooks

How to access

1. Go to library.sydney.edu.au
2. Click on the Databases link that appears beneath the main search box.

You’ll then be presented with the following page.

Databases and eresources

Search / browse databases A-Z by title

Search / browse databases A-Z by title - the A-Z list is useful if you’re trying to find a specific database e.g. Factiva.

By subject - view a list of the key databases for your subject area e.g. Marketing.
Learning spaces

**Fisher Library**

Now open 24/7

You can book a group study room for up to 2 hours per day via library.sydney.edu.au

**ThinkSpace**

**ThinkSpace**

*Play and experiment with new technologies*

Where? - Lounge above the SciTech Library

**Technology available**

- MakerBot 3D Printer + Scanner
- Carvey: 3D carving machine
- One Button Studio
- BB-8
- Google Cardboard - virtual reality viewer
Marketing strategy

Find books and eBooks

You can use the Library’s catalogue to:
- Find out if the Library holds a specific book or journal (both print and online)
- Locate books, eBooks and journals on a particular topic
- Borrow books from other universities via BONUS+

How to access

Go to library.sydney.edu.au

Click on the Catalogue link that appears beneath the main search box.

You’ll then be presented with the following screen. You can use the tabs at the top of the page to run more specific searches e.g. the title of a book/journal, eBooks etc.

Keyword search

The main search box lets you search for keywords that relate to your research topic.

Search tips
- Enter at least 2-3 keywords
- Use quotation marks to search for an exact phrase e.g. “human rights”
- The catalogue automatically places the AND search operator between each word.

If you get too many results:
- Enter additional words to narrow your search
- Click on the advanced search link to the right of the catalogue search box

A note on journal articles - You can’t search for the title of a particular article via the catalogue. You instead need to search for the name of the journal in which the article is published.
Key features within a catalogue record

Request an item that’s on loan or held at another campus

BONUS+ request the book from another University

Can’t find that book? Try BONUS+

Browse - view a list of books with similar call numbers

Subjects - view a list of items that were assigned the same subject classification

BONUS+

The University of Sydney Library is part of a resource sharing arrangement with 13 other academic libraries.

If a book isn’t available via the catalogue, click on the BONUS+ icon to see if the item is available from a participating Library.

If the book is available, click on the REQUEST THIS ITEM link.

You’ll then be prompted to provide the following information:

- Select Uni of Sydney from the drop-down list of registered Libraries
- Enter your UniKey and password
- Select your preferred collection point on campus e.g. Fisher, SciTech etc.

Learn more via - library.sydney.edu.au/libraries/borrow.html
Loan information

You can use your student card to borrow books from the Library.

Loan periods

<table>
<thead>
<tr>
<th>Library collections</th>
<th>Loan period</th>
<th>Renewals *</th>
<th>Number of Items *</th>
<th>Late Fines</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12 weeks (when available)</td>
<td>Unlimited (unless recalled)</td>
<td>Unlimited</td>
<td>Fines only apply to the late return of recalled items</td>
<td></td>
</tr>
<tr>
<td>2 Hour collections</td>
<td>2 hours or overnight</td>
<td>No</td>
<td>2 items at a time</td>
<td>$10.00 per hour</td>
</tr>
<tr>
<td>Journals</td>
<td>2 hours</td>
<td>No</td>
<td>2 items at a time</td>
<td>$10.00 per hour</td>
</tr>
<tr>
<td>BONUS* (students and staff only)</td>
<td>21 days</td>
<td>Unless requested by another borrower</td>
<td>10 (staff, post graduates)</td>
<td>$10.00 per day</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>5 (undergraduates)</td>
<td></td>
</tr>
</tbody>
</table>

Recalled items

If another student requests an item that’s on loan to you, you’ll receive a recall notice via your university email address.

Recalled loans must be returned within 7 days, unless the due date is earlier.

Overdue recalled items incur a fine of $10 per day until returned.

How to view and renew your loans

You can view and renew your loans via the MyLoans Login button at the top right of the Library homepage.

MyLoans - opac.library.usyd.edu.au/patroninfo

The Renew All button lets you renew all of your loans at once. Otherwise, you can place a tick in the checkbox next to selected titles and click on the Renew Marked button.
Gartner

library.sydney.edu.au/databases

Gartner is a leading provider of technology research, predictions and insights.

Its technology market research covers a range of industries including financial services, education, energy, government, healthcare, manufacturing and retail.

Gartner also produce marketing related research including reports on data-driven marketing; customer experience; mobile marketing; digital commerce; and social marketing.

Gartner is particularly well known for the following report series:

- **Magic Quadrants** - evaluate competing technology providers within a market
- **Hype Cycles** - examine the maturity and adoption of particular technologies

Search activity - locate Gartner reports

Search across Gartner for reports on the following topics:

1) Marketing
2) Customer
Kanopy

Kanopy is the Netflix of higher education. The site provides access to over 26,000 films and documentaries. Kanopy also provides captions and transcripts.

To access a list of marketing-related films:

- Click on the Subjects drop-down menu at the top left of the screen
- Select Marketing, Advertising & PR from the Media & Communications menu
CrossSearch

CrossSearch is the main search box that appears on the Library’s homepage.

library.sydney.edu.au

CrossSearch lets you conduct a broad search across the Library catalogue and several research databases.

CrossSearch can be used to find:

- Articles on your research topic (scholarly, trade/professional and news)
- A specific journal article - just enter the title e.g. “When Marketing is strategy”
- Relevant books (print and eBooks) within USYD’s collection

Search activity

Use CrossSearch to find full-text, peer-reviewed journal articles on the following topic:

> How can Porter’s five forces analysis be used in relation to marketing?

1. Access the Library website - library.sydney.edu.au

2. Enter the following search terms into the main search box:
   marketing AND "five forces"

3. From the left-hand menu of your results page, navigate to the REFINE YOUR SEARCH menu.
   Click on Full Text Online and Peer-reviewed articles links.
Working with your search results

You can use the left-hand menu to filter your search results based on content type, subject area and date.

You can also limit your results list to only display items that are:

- Available in full-text online
- Scholarly articles
- Peer-reviewed articles

Clear your search filters

If you’d like to run a brand new search from the results page, click on the Clear Filters link at the top left of the screen.
CrossSearch search operators

You can combine your search terms (keywords) with the following search operators to generate a more relevant list of results.

<table>
<thead>
<tr>
<th>SEARCH OPERATOR</th>
<th>WHAT DOES IT DO?</th>
<th>EXAMPLES</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot; &quot;</td>
<td>Search for an exact phrase</td>
<td>“social media”</td>
</tr>
<tr>
<td><strong>AND</strong></td>
<td>Results contain both words</td>
<td>Facebook AND Twitter</td>
</tr>
<tr>
<td>The AND must be in uppercase</td>
<td></td>
<td>Facebook Twitter</td>
</tr>
<tr>
<td><strong>Blank space between search terms</strong></td>
<td>Results contain both words</td>
<td>Facebook Twitter</td>
</tr>
<tr>
<td><strong>OR</strong></td>
<td>Results contain either word</td>
<td>Facebook OR Twitter</td>
</tr>
<tr>
<td>The OR must be in uppercase</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>NOT</strong></td>
<td>Exclude a word from your search results</td>
<td>Facebook NOT Twitter</td>
</tr>
<tr>
<td>The NOT must be in uppercase</td>
<td></td>
<td>Facebook NOT Twitter</td>
</tr>
<tr>
<td><strong>-</strong></td>
<td>Exclude a word from your search results</td>
<td>Facebook -Twitter</td>
</tr>
<tr>
<td>**<em>*</em></td>
<td>Truncation - locate variant endings of a word.</td>
<td>tax* = taxation, taxing etc.</td>
</tr>
<tr>
<td><strong>?</strong></td>
<td>Search for different variations of a single character e.g. either s or z.</td>
<td>globali?ation</td>
</tr>
<tr>
<td>Retrieves results that mention both globalisation (UK) and globalization (US).</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>( OR )</strong></td>
<td>Search for any of the words enclosed within the set of brackets</td>
<td>“social media” AND (Twitter OR Facebook OR Instagram)</td>
</tr>
<tr>
<td>(term A OR term B OR term C)</td>
<td>Results must contain the phrase social media and either Twitter, Facebook or Instagram.</td>
<td></td>
</tr>
<tr>
<td><strong>“ ”~N</strong></td>
<td>Search terms enclosed within quotation marks must appear within the specified number of words of each other.</td>
<td>“innovation business plan”~10</td>
</tr>
<tr>
<td>N can be any number</td>
<td>Results must contain the words innovation, business and plan within 10 words of each other.</td>
<td></td>
</tr>
</tbody>
</table>
**Advanced Search page**

If you click on the **CrossSearch** link beneath the main search box on the Library homepage, you’ll be directed to an **Advanced Search** page.

The **Advanced Search** page offers a range of options to limit and refine your search.

**Search tips**

- When entering your search terms, use a separate row for each new concept.
- Separate alternative search terms / synonyms with the OR search operator e.g. plan OR strategy
Search activity - find a specific article

A useful way to find relevant articles on your topic is to refer to the reference list/bibliography contained at the end of articles that you've already found.

If you want to find a particular article in full-text, CrossSearch is a great place to start.

Find the following article:


1. Access the Library website - [library.sydney.edu.au](http://library.sydney.edu.au)

2. Enter the title of the article into the main search box.

   **Tips:**
   - Use "quotation marks" to search for the title of the article as an exact phrase.
   - If the title of the article is really long, just search on the first few words e.g. "Fashion marketing of luxury brands"

3. If the article is available via CrossSearch, it should appear close to the top of your results list.

   **Learn more** - access the following page for step-by-step instructions - [libguides.library.usyd.edu.au/business_literature/articles](http://libguides.library.usyd.edu.au/business_literature/articles)
Industry research tools

Research tips

Think of variations in spelling (UK v US English)
Aluminium (UK/Aus) v Aluminum (US)
Organisation (UK/Aus) v Organization (US)

Is the company part of a larger parent company?
For example, the clothing retailer Zara is part of the Inditex fashion group. If you want to find information on Zara, you should also include Inditex as part of your search.

Think of the different ways that an industry may be described
For example, autonomous vehicles may also be referred to as driverless cars or self-driving cars.
If you can’t find information on a specific product, look for information on the broader market/industry.
chocolate → confectionery       yoghurt → dairy
lamb → meat                   iPad/tablets → consumer electronics

Is the information current?
If you’re planning to use company or industry data, check that it’s still up-to-date. You may need to refer to several databases/sources that contain similar information to check that you’re relying on the latest information.

Use Wikipedia with caution
www.wikipedia.org
Wikipedia generally provides a useful overview of a topic. The site may also contain links to other relevant sources in the reference list at the bottom of each page.
However, it’s not appropriate to cite Wikipedia as a source in your assignments. Wikipedia does not qualify as a scholarly resource as anyone can edit the site and you don’t always know who wrote the information.
You also need to check if the information and statistics referred to in a Wikipedia article are up-to-date and credible (produced by an official or well-regarded institution).
IBISWorld

IBISWorld is a major provider of Australian and global industry research.

How to access IBISWorld

1. Open the Library’s Databases page - library.sydney.edu.au/databases

2. Click on the letter I beneath the databases A-Z by title heading.

3. Click on the IBISWorld link from the list of available titles.
   If prompted, enter your UniKey and password.

IBISWorld homepage

The University of Sydney subscribes to four IBISWorld modules.
You can browse and search across each module via the IBISWorld homepage.
IBISWorld - content overview

The following reports and profiles are available via the University’s subscription:

1) **Australia Industry Reports (ANZSIC)**
   - 500+ Australian industry reports
   - Based on the Australian and New Zealand Standard Industrial Classification (ANZSIC) scheme
   - Reports provide an industry definition plus information and analysis on each industry’s performance; outlook; life cycle; products and markets; competitive landscape; major companies; operating conditions; and key statistics

2) **Australia Specialized Industry Reports**
   - 250+ reports on niche and emerging markets e.g. coffee shops, nightclubs, App developers, luxury hotels, personal trainers, online shoe sales etc.

3) **Australia Business Environment Profiles**
   - 200+ profiles on key drivers that may impact on an industry’s performance e.g. average weekly earnings, commodity prices, consumer sentiment, tech adoption etc.

4) **Global Industry Reports**
   - 70+ global industry reports
   - Reports focus on industry performance in key regions e.g. Europe, the Middle East and Asia

Search activity

Locate reports on beer in Australia.

1. Enter **beer** into one of the search boxes on the IBISWorld homepage.
2 You'll then be presented with a list of industry reports that contain your search terms.

Click on the More Results link to view a complete list of reports that are available.

Access the Beer Manufacturing in Australia report.

Click on the Industry Outlook tab to see how the market is expected to perform in the coming years.
Access IBISWorld company profiles via the State Library

The State Library provides access to IBISWorld’s collection of Australian company profile reports.

This collection covers the top 2000 companies in Australia by revenue.

A premium report is available for the top 200 companies. A brief profile report is available for the remaining companies.

Join the State Library of NSW

Anyone with a NSW residential address can request a free membership card from the State Library of NSW.


Members of the Library can access several online databases via the State Library’s eResources page - www2.sl.nsw.gov.au/eresources

Usage restrictions - the State Library’s eResources can only be used by individuals for “private research and study purposes”.

________________________________________
Passport - Euromonitor

Passport is a global market research database that provides information on industries, consumers and countries. Passport's industry analysis primarily covers consumer goods and services.

Key features

- Build a custom search
- Browse through Passport’s key research collections
- Run a basic keyword search
- View country rankings based on industries and demographics
- Interact with the site’s data in a visual way

How to access Passport

1. Open the Library’s Databases page - library.sydney.edu.au/databases
2. Click on the letter P beneath the databases A-Z by title heading.
3. Search / browse databases A – Z by title
4. Click on the Passport (Euromonitor) link from the list of available titles.
   If prompted, enter your UniKey and password.
   You’ll then be presented with Euromonitor’s terms and conditions page.
   Scroll to the bottom of the page and click on Accept.
Search activity - Industry information

Find information on the market for wine in China.

1. From the Passport homepage, click on the GO button beneath the Search Full Tree heading.

2. a) Scroll down to the INDUSTRIES menu
   b) Click on the + sign next to Alcoholic Drinks
   c) Click on the box next to Wine

3. Click on the GEOGRAPHIES tab.
4. a) Scroll down to the **GEOGRAPHIES** menu  
   b) Click on the + sign next to **Asia Pacific**  
   c) Click on the box next to **China**

5. Click on the blue **Search** button at the top right of the screen.

**Results page**

- **View market statistics**
- **Edit your search**
- **Filter results by content type or date**
- **Sort results by date, relevance or A-Z**
- **Industry analysis**
Find information on a country’s economy

The Economies tab at the top of the Passport homepage provides access to background information on individual countries e.g. ease of doing business, global competitiveness, government stability, foreign trade, GDP, productivity and inflation.

Consumer information

The Consumers tab provides access to research and analysis about consumer trends, demographics and preferences.

The drop-down menu links to 5 key areas: Digital Consumer; Households; Income and Expenditure; Lifestyles; and Population.
ABI/INFORM

ABI/INFORM is a comprehensive business database that provides access to:

- Scholarly journals
- Magazine and news articles
- Trade journals
- Company and industry reports

ABI/INFORM provides access to company, market and country research reports by:

- Acquisdata
- Business Monitor International
- Canadean
- Economist Intelligence Unit
- Emerging Markets Direct
- First Research
- ICD Research Reports
- Oxford Analytica
- Oxford Economic Forecasting
- World Market Intelligence

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**How to access ABI/INFORM**

1. Open the Library’s Databases page - [library.sydney.edu.au/databases](library.sydney.edu.au/databases)

2. Click on the letter A beneath the databases A-Z by title heading.

   **Search / browse databases A – Z by title**


3. Click on the ABI Inform Complete link from the list of available titles.
Search activity - Find industry reports

Locate reports from the past 3 years on alcohol in Australia

1. From the ABI/INFORM homepage, click on the Advanced Search link.

2. a) Type Australia into the top search box
   b) Type wine OR beer OR alcohol* into the search box below
   c) Use the drop-down menus at the right of the page to limit both searches to the Abstract of each report.

3. From the Publication date drop-down menu, select Last 3 years.

4. Scroll to the bottom of the page.
   Navigate to the Document type box.
   Place a tick in the checkbox next to Industry Report.

Note: The Market Report and Market Research document types may also be relevant.
**Business Source Complete**

Business Source Complete is a key database for finding scholarly and practitioner journal articles on all areas of business. The database also covers country economic data, company profiles, industry information, and market research.

**How to access Business Source Complete**

1. Open the Library’s **Databases** page - [library.sydney.edu.au/databases](library.sydney.edu.au/databases)
2. Click on the letter B beneath the **databases A-Z by title** heading.

   **Search / browse databases A – Z by title**

   A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

3. Click on the Business Source Complete link from the list of available titles.
   If prompted, enter your UniKey and password.

**Search example - industry reports**

Locate industry and market information on ice cream and frozen yoghurt.

1. Enter “ice cream” OR “frozen yoghurt” into the search box at the top of the Business Source Complete homepage.
   Click on the drop-down menu to the right of the search box and select **Ti - Title**.

![Search example](image.png)
2 Scroll down to the Publication Type section.

Place a tick in the checkbox next to:

- Industry Profile
- Market Research Report

3 Click on the Search button.

Search
Find journal articles

The Library's business databases provide access to articles published in professional and trade publications as well as peer-reviewed academic journals.

Articles may cover a particular company, industry or research into consumer preferences.

Key databases

library.sydney.edu.au/databases

Key databases for finding journal articles include:

- Google Scholar - access via the Library’s databases page to access more articles in full-text
- CrossSearch - the main search box on the Library homepage
- Business Source Complete
- ABI/INFORM
- Emerald Full Text
- ProQuest Central
- ScienceDirect
How to develop your search strategy

When using the Library’s research databases and Google Scholar, you need to break your research topic down into a series of keywords that are likely to appear in the text of relevant articles.

Before you conduct any searches, it can help to undertake some background reading on the topic to familiarise yourself with any important concepts and terminology.

The following steps can help you to conduct a more effective database search:

1. **Identify the key concepts within your research question**
   A key concept is an important idea, topic or theme in your assignment/essay question.
   - e.g. What are the **attitudes** of **consumers** towards **fast fashion**?

2. **Draft a list of keywords that relate to each concept**
   - Academics and journalists don’t always use the same keywords to describe a particular topic, event or issue.
   - To ensure that you don’t miss out on any relevant articles, search on a variety of synonyms and terms that relate to each concept. Synonyms are different words with similar or identical meanings e.g. shut = close.
   - Think about variations in spelling e.g. organisation (Aus/UK) vs. organization (US).
   - Some academic databases will let you use an asterix (*) to search for variant endings of a word e.g. employ* = employee, employees, employer etc.

**Possible search terms**

<table>
<thead>
<tr>
<th>Concept 1</th>
<th>Concept 2</th>
<th>Concept 3</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Attitudes</strong></td>
<td><strong>Consumers</strong></td>
<td><strong>Fast Fashion</strong></td>
</tr>
<tr>
<td>Attitude/s</td>
<td>Consumer/s</td>
<td>Fast fashion</td>
</tr>
<tr>
<td>Behaviour/s (Aus/UK)</td>
<td>Customer/s</td>
<td>Particular companies e.g. H&amp;M, Topshop etc.</td>
</tr>
<tr>
<td>Behavior/s (US)</td>
<td>Buyer/s</td>
<td></td>
</tr>
<tr>
<td>Belief/s</td>
<td>Shopper/s</td>
<td></td>
</tr>
<tr>
<td>Perception/s</td>
<td></td>
<td></td>
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<tr>
<td>Preference/s</td>
<td></td>
<td></td>
</tr>
<tr>
<td>View/s</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Feel / Feelings</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Connect your keywords using search operators

- Boolean search operators (e.g. AND, OR, NOT) and proximity connectors can help you to develop a more targeted and manageable list of results. Proximity operators are especially helpful as they ensure that your search terms are mentioned closely together in each result.

- The search operators supported by each database can vary. Refer to the help guide provided for each tool to familiarise yourself with the search operators available in each database.
Google Scholar

Google Scholar lets you search across a broad range of scholarly literature including journal articles, books, conference papers, theses and abstracts. The site’s content is sourced from academic publishers, professional societies, university websites and other online repositories.

Access Google Scholar via the Library’s database page

Many of the articles available via Google Scholar require a paid subscription for access. As such, we recommend that you link Google Scholar with the Library’s research databases to ensure that you’re able to quickly access more articles in full-text.

1. Open the Library’s Databases page - library.sydney.edu.au/databases

2. Click on the letter G beneath the databases A-Z by title heading.

Search / browse databases A – Z by title

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

3. Click on the link to Google Scholar.

Google Scholar

Good for broad searches of scholarly literature from both free and subscription sources.

For search results which highlight the articles available to you through Library subscriptions, use the links on our website or enable Google Scholar settings.

You may be prompted to enter your UniKey and password.

4. Run a search across Google Scholar.

To view an article in full-text, click on the @ University of Sydney link to the right of a particular search result.
Basic search

A basic search box appears on the Google Scholar homepage.

You can use a combination of the following search operators to combine your search terms:

<table>
<thead>
<tr>
<th>SEARCH OPERATOR</th>
<th>WHAT DOES IT DO?</th>
<th>EXAMPLES</th>
</tr>
</thead>
<tbody>
<tr>
<td>“ ”</td>
<td>Search for an exact phrase.</td>
<td>“fast fashion”</td>
</tr>
<tr>
<td>OR</td>
<td>Search for either term</td>
<td>marketing strategy OR plan</td>
</tr>
<tr>
<td>-</td>
<td>Exclude a word from your search results</td>
<td>media -social</td>
</tr>
<tr>
<td>intitle:</td>
<td>The title of each search result must contain the word or phrase that follows intitle:</td>
<td>intitle:marketing retail</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Marketing must appear in the title of each result. Retail can appear anywhere in the full-text of each item.</td>
</tr>
<tr>
<td>allintitle:</td>
<td>The title of each search result must contain all of the words that follow allintitle:</td>
<td>allintitle:marketing retail</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Both marketing and retail must appear in the title of each result.</td>
</tr>
<tr>
<td>author:</td>
<td>Retrieve articles written by a specific author.</td>
<td>author:Boyatzis</td>
</tr>
</tbody>
</table>

Should I use the AND search operator?

Google automatically places the AND search operator between your search terms.

For example, IKEA marketing strategy will retrieve results that contain the words IKEA and marketing and strategy anywhere in the full-text of each item.
Working with your search results

A series of links appear beneath most items in the Google Scholar results page.

- **Cited by** - view a list of more recent papers that have referred to the selected item.
- **Related articles** - find documents that are similar to the selected item.
- **All versions** - provides a list of where the selected item has been published.
- **Web of Science** - if the article is indexed in Web of Science, you can view a list of subsequent articles that have cited the selected article.
- **Cite** - view a formatted citation for the article in the following citation styles: MLA, APA, Chicago, Harvard and Vancouver. You can also export the article into a reference management tool e.g. EndNote.
- **[PDF]** - provides full-text access to the selected item. If available, the PDF link will appear to the right of the article.
- **@ University of Sydney** - this link will appear if the article is available in full-text from one of the Library’s subscription databases.

Limit your search results by date

Google Scholar only provides a few basic options to refine and sort your list of results.

Select **Custom range** to limit your results to articles published during a particular date range.

Click on **Sort by date** to view the most recent articles on your research topic.
**Advanced Search**

To access Google’s Advanced Search page, click on the down arrow at the right of the main search box.

You’ll then be presented with a search template that lets you limit your search by title, author, publication and date.
Find news articles

Factiva

Factiva is a leading source of news and business information.

News

Factiva lets you search across 32,000+ sources including:

- **Local and national newspapers** - The Sydney Morning Herald, The Australian Financial Review and The Australian
- **International newspapers** - The Wall Street Journal, The New York Times, Financial Times (one month delay), The Guardian (U.K.), The Times (U.K.), South China Morning Post (Hong Kong), and China Daily
- **Magazines and trade publications** - Forbes and Newsweek
- **Newswires** - Australian Associated Press, Agence France Press, and Dow Jones
- **Major news sites and blogs**

Business information

- Factiva covers over 22 million public and private companies, including 300,000 Australian companies.

How to access Factiva

1. Open the Library’s Databases page - library.sydney.edu.au/databases
2. Click on the letter F beneath the databases A-Z by title heading.

Search / browse databases A – Z by title

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Note: The University of Sydney’s account is limited to 15 users at a time. If you’re unable to access the site, please try again in a few minutes.
Simple search

Factiva's simple search page offers a Google-like search interface.

How to access

Click on the Home button or the Factiva icon at the top left of the screen.

Search tips

- You don't need to type AND between your search terms. Factiva will automatically search for each individual word.
- Only enter specific words that you think will appear in relevant articles.
- Use quotation marks to search for an exact phrase e.g. “Game of Thrones”
Search activity

Find news articles about Domino’s plans to deliver pizza using a robot

1. Enter key words from the above question into the search box.

   Domino’s pizza robot

2. As you begin typing, a drop-down menu will appear with suggested keywords. You can either select an option from this list or just search on the words that you’ve entered.

   Domino’s
   Companies
   Domino’s Pizza Inc
   Domino’s Pizza Enterprises Ltd

3. Click on the Options button to limit your search by:
   - **Source** - select *Major news and business sources*
   - **Date Range** - select *In the last year*

   Press enter or click on the blue **Search** button.

4. You can use the left-hand menu to filter and refine your list of results.

   ➔ Scroll down to the **Regions** section and click on **Australia**
Factiva’s search builder page

Factiva’s **Search Builder** page lets you perform a more sophisticated press search than the simple search page.

**How to access**

Select **Search > Search Builder** from the top of the Factiva homepage.

You can use a combination of the following fields to construct your press search.

1. Enter your search terms and connectors
2. Select a date range
3. Limit your search to particular sources
4. Search for articles that have been tagged as being about a particular company, subject, industry or region
5. Option to limit your search to the headline and lead paragraph of an article
**Factiva search operators**

If you enter a string of words into Factiva e.g. Apple watch sales, Factiva will treat those words as an exact phrase. This may result in only a few or no results.

To retrieve a targeted list of relevant results, you need to separate distinct words and phrases with either a search operator or proximity connector.

<table>
<thead>
<tr>
<th><strong>SEARCH OPERATOR</strong></th>
<th><strong>WHAT DOES IT DO?</strong></th>
<th><strong>EXAMPLES</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>“ ”</td>
<td>Search for an exact phrase. Quotation marks aren’t necessary unless you’re searching for a phrase that contains another search operator e.g. and, or, not, same and near.</td>
<td>“not for profit” “research and development”</td>
</tr>
<tr>
<td>AND</td>
<td>Search for both terms</td>
<td>innovation AND Apple</td>
</tr>
<tr>
<td>OR</td>
<td>Search for either term</td>
<td>Apple OR Samsung</td>
</tr>
<tr>
<td>NOT</td>
<td>Exclude a word from your search results</td>
<td>Apple NOT Samsung</td>
</tr>
<tr>
<td>*</td>
<td>Truncation - locate variant endings of a word.</td>
<td>export* = export, exports, exporting, exporter etc.</td>
</tr>
<tr>
<td>?</td>
<td>Search for different variations of a single character e.g. either s or z.</td>
<td>globali?ation Retrieves results that mention both globalisation (UK) and globalization (US).</td>
</tr>
<tr>
<td>SAME</td>
<td>Search terms on either side of this operator must appear in the same paragraph.</td>
<td>innovation SAME Apple</td>
</tr>
<tr>
<td>nearN</td>
<td>Search terms on either side of this operator must appear within up to the specified number of words of each other.</td>
<td>innovation near5 Apple</td>
</tr>
<tr>
<td>( OR ) (term A OR term B OR term C)</td>
<td>Search for any of the words enclosed within the set of brackets</td>
<td>“social media” AND (Twitter OR Facebook OR Instagram) Results must contain the phrase social media and either Twitter, Facebook or Instagram.</td>
</tr>
</tbody>
</table>
Limit your search to particular sources

As part of your search strategy, you should think about the types of publications that are likely to contain relevant articles on your topic. The **Source** field within Factiva's **Search Builder** page lets you limit your search to selected publications.

**How to select a particular source**

Complete the following steps via Factiva's Search Builder page:

1. Click on the **Source** menu beneath the **Free Text** search box.

2. Start typing **The Sydney Morning Herald** (or the name of another publication) into the source search box.

   As you type, sources that match your search terms will appear in a drop-down menu.

3. Click once on the name of a particular source to add it to your search.

   The publication will appear at the top of the **Source** menu highlighted in yellow.

4. Repeat steps 2-3 for another publication e.g. **The Australian Financial Review**.

**Source icons**

When you search for a particular source, a series of icons will appear next to the publication:

- ![Search across the full-text of the selected newspaper or publication. You can download articles in Word or PDF format.](image1)
- ![Search across an online news site (past 90 days). Factiva only provides a brief summary of each article and a link out to the external news site.](image2)
- ![Learn more about the publication e.g. coverage, location etc.](image3)
- ![Add the unique source code for the selected publication to the search box. **Tip:** This is useful if you want to retrieve any articles from a particular source.](image4)
- ![Exclude a source from your search](image5)
## Major Australian sources

Key Australian sources that are available via Factiva include:

<table>
<thead>
<tr>
<th>Source</th>
<th>Coverage details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Australian Broadcasting Corporation (ABC) News</td>
<td>1 January 2001 onwards</td>
</tr>
<tr>
<td>Australian Broadcasting Corporation Transcripts</td>
<td>23 March 2003 onwards  &lt;br&gt;Transcripts of selected news and current affairs programs</td>
</tr>
<tr>
<td>BRW (Australia)</td>
<td>13 Jan 1989 - 23 Feb 2016</td>
</tr>
<tr>
<td>Business News (Australia) formerly WA Business News</td>
<td>7 March 2002 onwards</td>
</tr>
<tr>
<td>Business Spectator - Online</td>
<td>9 February 2010 onwards</td>
</tr>
<tr>
<td>Canberra Times (Australia)</td>
<td>3 September 1996 onwards</td>
</tr>
<tr>
<td>Courier Mail (Brisbane)</td>
<td>20 January 1998 onwards</td>
</tr>
<tr>
<td>Daily Telegraph (Sydney, Australia)</td>
<td>8 July 1996 onwards</td>
</tr>
<tr>
<td>FN Arena  &lt;br&gt;(summarises recommendations by leading stock brokers and investment advisers in Australia)</td>
<td>10 January 2007 onwards</td>
</tr>
<tr>
<td>Herald-Sun (Melbourne)</td>
<td>23 July 1997 onwards</td>
</tr>
<tr>
<td>Sun Herald (Sydney)</td>
<td>7 June 1987 onwards</td>
</tr>
<tr>
<td>Sunday Age (Melbourne)</td>
<td>27 January 1991 onwards</td>
</tr>
<tr>
<td>The Age (Melbourne)</td>
<td>19 January 1991 onwards</td>
</tr>
<tr>
<td>The Australian</td>
<td>8 July 1996 onwards</td>
</tr>
<tr>
<td>The Australian - Online</td>
<td>28 June 2015 onwards</td>
</tr>
<tr>
<td>The Australian Financial Review</td>
<td>1 September 1987 onwards</td>
</tr>
<tr>
<td>The Sydney Morning Herald</td>
<td>1 September 1986 onwards</td>
</tr>
<tr>
<td>The West Australian (Perth)</td>
<td>2 August 1996 onwards</td>
</tr>
</tbody>
</table>
Find sources by region, industry etc.

If you’re not sure of what publications to search across, Factiva contains several source lists grouped by industry, region, language and content type.

1. Click on the Source menu beneath the Free Text search box.

2. Click on the Select Source Category drop-down menu and select one of the available options e.g. By Industry.

3. Click on the + sign next to a particular category e.g. Accounting/Consulting to view a list of available sources.

If you click on the name of a source category or individual publication, it will be added to your search.

View top news and business publications

The By Type and Top Sources categories contain a Major News and Business Publications source list for several countries and regions including Australia/New Zealand.
Search by article tags e.g. subject and industry

When using Instagram or Twitter, you can find related posts/tweets by clicking on a particular hashtag (#). Factiva offers a similar type of function for finding news articles.

Factiva applies tags to all of the articles within its database based on the company, subject, industry and geographic region mentioned within each news item.

<table>
<thead>
<tr>
<th>Article</th>
<th>Tags</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>FINANCIAL REVIEW</strong></td>
<td><img src="image" alt="Related Dow Jones Intelligent Indexing™" /></td>
</tr>
<tr>
<td>Qantas and Tourism Australia make up with $20m deal</td>
<td>Company(ies)</td>
</tr>
<tr>
<td>Qantas Airways Ltd</td>
<td>Industry</td>
</tr>
<tr>
<td>Tourism Australia</td>
<td>Air Transport</td>
</tr>
<tr>
<td></td>
<td>Airlines</td>
</tr>
<tr>
<td></td>
<td>Scheduled Passenger Airlines</td>
</tr>
<tr>
<td></td>
<td>Transportation/Legislation</td>
</tr>
<tr>
<td></td>
<td>Subject(s)</td>
</tr>
<tr>
<td></td>
<td>Corporate/Industrial News</td>
</tr>
<tr>
<td></td>
<td>Factiva Filters</td>
</tr>
<tr>
<td></td>
<td>Living/Lifestyle</td>
</tr>
<tr>
<td></td>
<td>Marketing/Markets</td>
</tr>
<tr>
<td></td>
<td>Political/General News</td>
</tr>
<tr>
<td></td>
<td>Travel</td>
</tr>
<tr>
<td></td>
<td>Region(s)</td>
</tr>
<tr>
<td></td>
<td>Asia Pacific</td>
</tr>
<tr>
<td></td>
<td>Australia</td>
</tr>
<tr>
<td></td>
<td>Australia/Oceania</td>
</tr>
<tr>
<td></td>
<td>New South Wales</td>
</tr>
<tr>
<td></td>
<td>Sydney</td>
</tr>
</tbody>
</table>

You can use the following search boxes via Factiva’s Search Builder page to find articles tagged with one or more criteria e.g. Insurance (Industry) and Asia (Region).

- Company ➤ All Companies
- Factiva Expert Search ➤
- Subject ➤ All Subjects
- Industry ➤ All Industries
- Region ➤ All Regions

**Warning:** All of the article tags within Factiva are automatically assigned based on a computer algorithm. As such, your search results may not always be 100% relevant or comprehensive.
**Search activity**

Locate news about the **demand** for **craft beer** in **Australia**.

**Possible search strategies**

<table>
<thead>
<tr>
<th>Search terms</th>
<th>Option #1</th>
<th>craft beer AND demand</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Option #2</td>
<td>craft beer AND (demand OR competition OR sales OR revenue OR performance)</td>
</tr>
<tr>
<td></td>
<td><em>Use brackets to group and search for terms that are similar to demand. Every result must contain craft beer and any of the search terms contained within the set of brackets.</em></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Option #3</td>
<td>craft beer near10 (demand or competition or sales or revenue or performance)</td>
</tr>
<tr>
<td></td>
<td><em>near10 = craft beer has to appear within up to 10 words of any of the search terms contained within the set of brackets.</em></td>
<td></td>
</tr>
</tbody>
</table>

**Date coverage**

→ In the last year → In the last 2 years

**Sources**

<table>
<thead>
<tr>
<th>Option #1</th>
<th>Limit your search to specific sources e.g.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>▪ The Australian Financial Review</td>
</tr>
<tr>
<td></td>
<td>▪ The Sydney Morning Herald</td>
</tr>
<tr>
<td></td>
<td>▪ The Australian</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Option #2</th>
<th>Limit your search to Region = Australia</th>
</tr>
</thead>
<tbody>
<tr>
<td>Region</td>
<td><img src="image" alt="Australia" /></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Option #3</th>
<th>Limit your search to Major News and Business Sources: Australia/New Zealand</th>
</tr>
</thead>
</table>
Review your search results

Select articles to print and download

Print, download or e-mail selected news items

Filter your results

Edit your search
Google search tips

A Google search can help you to locate relevant information published on government and industry websites. The following search operators can help you to generate a more targeted and relevant list of search results.

<table>
<thead>
<tr>
<th>SEARCH OPERATOR</th>
<th>WHAT DOES IT DO?</th>
<th>EXAMPLES</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>“ ”</strong></td>
<td>Search for an exact phrase. Will only retrieve results that contain your search terms in the exact order specified.</td>
<td>“Commonwealth Bank”  “BHP Billiton”</td>
</tr>
<tr>
<td><strong>OR</strong></td>
<td>The OR must be in uppercase</td>
<td>Search for either term</td>
</tr>
<tr>
<td><strong>-</strong></td>
<td>Exclude a word from your search results</td>
<td>drones -military  Amazon -rainforest</td>
</tr>
<tr>
<td><strong>site:</strong></td>
<td>Limit your search to a particular website. Enter your search terms followed by site: and the website address (e.g., site:sydney.edu.au).</td>
<td>strategy site:telstra.com.au &quot;marketing strategy&quot; site:hbr.org</td>
</tr>
<tr>
<td><strong>site:</strong></td>
<td>Limit your search to a class of sites e.g. Government or Academic websites.</td>
<td>Westpac site:.gov.au leadership teamwork site:.ac.uk</td>
</tr>
<tr>
<td><strong>United Kingdom</strong></td>
<td>Government &gt; site:.gov.uk  Academic &gt; site:.ac.uk</td>
<td></td>
</tr>
<tr>
<td><strong>United States</strong></td>
<td>Government &gt; site:.gov  Academic &gt; site:.edu</td>
<td></td>
</tr>
<tr>
<td><strong>filetype:</strong></td>
<td>Restrict your search to a particular file type. Enter your search terms followed by filetype: and the relevant file type abbreviation (e.g., filetype:pdf).</td>
<td>“marketing plan” filetype:pdf  Qantas filetype:ppt</td>
</tr>
<tr>
<td><strong>Common file types</strong></td>
<td>Adobe PDF (.pdf)  HTML (.htm, .html)  Microsoft Excel (.xls, .xlsx)  Microsoft PowerPoint (.ppt, .pptx)  Microsoft Word (.doc, .docx)</td>
<td></td>
</tr>
</tbody>
</table>

Common file types
Filter your search results by date

To filter your results based on when they were published online:

1. Click on the **Search tools** button at the top of your results page.

2. Click on the **Any time** drop-down menu.
   
   You will then be presented with the option to limit your list of results to content from the past hour, 24 hours, week, month or year. You can also select **Custom range** to enter a specific date range.

3. You will then be presented with the option to sort your results by date or relevance.
   
   Select the **Sorted by date** option to view the most recent results at the top of your screen.

Advanced Search

Enter your keywords into a series of pre-defined search fields - [www.google.com/advanced_search](http://www.google.com/advanced_search)

Evaluate your search results

It's essential to critically evaluate what you find online. For more information on evaluating webpages, see: Virginia Tech University Libraries (2015), *Evaluating webpages for research* - [lib.vt.edu/instruct/evaluate/](http://lib.vt.edu/instruct/evaluate/)
Business trends

Consumer trends

→ Check out Passport (Euromonitor)

Top 10 Global Consumer Trends for 2016
OPINION | JAN 2016

New Approaches to Wellness and Global Market Impact
STRATEGY BRIEFING | MAY 2016
The optimization of wellness is high on the agenda across much of the world, as consumers take a new, integrated approach to taking care of their bodies and minds. This global report takes a look at current approaches to health and fitness, and their...

Technology/marketing trends

→ Check out Gartner

Emerging Marketing Technology and Trends Primer for 2016
28 January 2016 | Gartner for Marketing Leaders’ coverage of key emerging technologies and trends affecting marketing will help marketers develop their strategic view of technology-inspired disruptions and opportunities facing their organizations and careers.
Analyst(s): Andrew Frank

Suggested Google searches

- “business trends” 2016
- marketing trends 2016
- <name of industry or product> trends e.g. craft beer trends

Tip: Once you've identified a specific trend (e.g. big data), search for news and journal articles on that topic.
The Australian Bureau of Statistics (ABS) provides access to a broad range of economic, social and population data about Australia.

You can browse through ABS research via abs.gov.au > Statistics

Google search tip
To limit your search to the ABS website:
Enter your search terms, followed by site:abs.gov.au

ABS datasets
The ABS website contains several datasets that require a paid subscription to access.

To access these datasets for free, go to tinyurl.com/USYD-ABS and register using your USYD e-mail address.

To learn more → libguides.library.usyd.edu.au/absstatistics
Ask for help

The Library homepage provides links to several help options.

Live Chat

If you have any general questions about the Library, you can use the Live Chat instant messaging service.

Live Chat operates between Monday-Friday from 10am-4pm and is closed on public holidays.

Contact us

library.sydney.edu.au/libraries/locations.html

Go to Our libraries > Locations & opening hours to access the central phone number for every library within the University of Sydney.

Academic Liaison Librarians

There’s a dedicated Academic Liaison Librarian for every discipline within the Business School.

Academic Liaison Librarians can provide:
- Individual research consultations
- Advice on your research strategy
- Tips on the best resources to use for a particular research task
- Training on how to use the Library’s research databases
- Advice on how to manage your references and citations

Go to www.tinyurl.com/buslibhelp to locate the Academic Liaison Librarian for your discipline.