IBUS6011
NEW BUSINESS OPPORTUNITIES AND STARTUPS
Research guidebook

University of Sydney Library
Emma Petherbridge - Academic Liaison Librarian
emma.petherbridge@sydney.edu.au
# Learning outcomes

The aim of this session is to provide an overview of the key research tools and resources that will help you to complete your assignments.

<table>
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<tr>
<th>SESSION OUTCOMES</th>
<th>SKILL AREA(S)</th>
<th>LEVEL(S)</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Learn about the library resources available to postgraduate students</td>
<td>Identify</td>
<td>1 2 3 4</td>
</tr>
<tr>
<td>• Learn how to create a search strategy for your assignment topics</td>
<td>Identify / Evaluate</td>
<td>1 2 3 4</td>
</tr>
<tr>
<td>• Learn how to conduct more effective searches across Google</td>
<td>Find</td>
<td>1 2 3 4</td>
</tr>
<tr>
<td>• Learn how to find academic literature via Google Scholar, CrossSearch and subject databases</td>
<td>Find</td>
<td>1 2 3 4</td>
</tr>
<tr>
<td>• Learn how to access news articles via Factiva</td>
<td>Find</td>
<td>1 2 3 4</td>
</tr>
<tr>
<td>• Learn how to access industry research via IBISWorld, Passport (Euromonitor), and Gartner.</td>
<td>Find</td>
<td>1 2 3 4</td>
</tr>
</tbody>
</table>

**Skill Areas**
- Identify research need.
- Find appropriate information.
- Evaluate information & research process.
- Manage research process.
- Create new knowledge.
- Communicate research findings.

**Levels**
- Level 1: instructor-led.
- Level 2: instructor-guided.
- Level 3: instructor-supported.
- Level 4: autonomous.
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Library resources

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

Collection focus: Business, Arts, and Social Sciences

Facilities: Access a kitchen (level 3) and 2 sleep pods (level 4)

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**SciTech Library**

Located on Level 1, Jane Foss Russell Building
160 City Road


Hours during semester: 8am-10pm (Mon-Thurs); 8am-8pm (Fri); 9-5pm (Sat); and 1-5pm (Sun)
**ThinkSpace**
*Play and experiment with new technologies*

**Where?** - Lounge above the SciTech Library

**Technology available**
- MakerBot 3D Printer + Scanner
- Carvey: tabletop 3D carving machine
- Macs with Adobe Design Suite - BB-8
- Google Cardboard VR viewer

**Peer Learning Advisors**
Available 11am - 7pm (weekdays)

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**The Quarter**
A dedicated learning and community space for postgraduate coursework students.

The Quarter offers:
- A home away from home (24/7)
- Support from Peer Learning Advisors
- Bookable meeting rooms
- Projectors + pods with touch screens
- Kitchen + vending machines
- Lockers - free 24 hr storage
- A phone charging station

**Location**
Badham Building [A16]
Second floor (enter from the ground level on Science Road)

**Facebook**
Search for *The Quarter - University of Sydney Library*

---

Learn more - library.sydney.edu.au/libraries/locations.html
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.
Research guides

libguides.library.usyd.edu.au

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
- How to find specific types of content e.g. statistics and Australian Standards

How to access

Go to library.sydney.edu.au

Select Study > Subject guides

Recommended guides

You can access the following guides via the Business menu:

International Business
libguides.library.usyd.edu.au/ibus

Journal articles, news, and case studies
libguides.library.usyd.edu.au/business_literature

Company, industry and country information
libguides.library.usyd.edu.au/market_intelligence
Find books

The best business books of 2016
libguides.library.usyd.edu.au/business_literature/books

- The Economist - Books of the year 2016
- Business Insider - The 20 best business books of 2016
- Financial Times - Best books of 2016: Business
- Inc. - The 10 smartest reads for entrepreneurs from 2016
- Fast Company - The 10 best business books of 2016
- Fortune - 10 business books every entrepreneur should read in 2017
Library catalogue

opac.library.usyd.edu.au

You can use the 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 search type drop-down menu to search by keyword, subject, or author. You can also limit your search to the title of a book or journal.

Click on Advanced keyword search to limit your search to a particular:
- Collection e.g. eJournals or eBooks
- Library location e.g. Fisher, Law, SciTech etc.
- Material type e.g. thesis, DVD, book, eJournal etc.
- Language
- Publisher
**Keyword search**

The default 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. “business plan”
- 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 keyword search** link below the catalogue search box

**Journal articles - search tip**

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

Author
Givoni, Sharon, author.

Title
Owning it : a creative's guide to copyright, contracts and the law / Sharon Givoni.

Publisher
Melbourne : Creative Minds Publishing Pty Ltd. 2015.
©2015

Full details

<table>
<thead>
<tr>
<th>Availability</th>
<th>Location</th>
<th>Call number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Available</td>
<td>SCA Rozelle</td>
<td>346.940487</td>
</tr>
</tbody>
</table>

Description
x, 550 pages : colour illustrations and portraits ; 24 cm

Note
“Forewords by Beci Orpin and Colin Golvan” -- Cover.

Bibliography
Includes bibliographical references (pages 510-542) and index.

Subject
- Contracts -- Australia.
- Intellectual property -- Australia.
- Copyright -- Australia.
- Cultural industries -- Australia.
- Intellectual property -- Popular works.

BONUS+

The University of Sydney Library is part of a resource sharing arrangement with 14 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.

Can’t find that book? Try BONUS+

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

Learn more via - Library website > Our libraries > Borrowing - 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 (unless recalled)</th>
<th>Renewals *</th>
<th>Number of items *</th>
<th>Late Fines</th>
</tr>
</thead>
<tbody>
<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) 5 (undergraduates)</td>
<td>$16.00 per day</td>
</tr>
</tbody>
</table>

Recalled items

You can borrow a book for 12 weeks, unless it's requested by another student. When this happens, you'll receive a recall notice via your university email address.

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

It's important that you return recalled books on time. Otherwise, you'll incur a fine of $10 per day until the book is returned.

How to view and renew your loans

Click on the MyLoans login button to check when your books are due and/or renew your loans.

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.

Request items from other libraries

The following options are available for postgraduate students:

- **BONUS+** Borrow books from other universities (see page 10)
- **ArticleReach Direct** - request journal articles from other universities
- **Document Delivery** - if a book or article isn't available via BONUS+ or ArticleReach Direct, the Library's Document Delivery team can source the required item on your behalf.

You can request items via ArticleReach Direct and Document Delivery via MyLoans.

Learn more via - libguides.library.usyd.edu.au/ibus/postgrad_HDR
Theses

A thesis or dissertation is a long essay typically written by a PhD or Masters by Research candidate.

The Library’s website sets out where to find theses written by students at the University of Sydney and beyond.

Go to library.sydney.edu.au > Research > Theses

Alternatively, enter the following address:

University of Sydney theses

Both hard copy and online PhD and Masters (Research) theses can be searched via the catalogue.

1. Go to library.sydney.edu.au and click on the Catalogue link

2. Click on the Advanced keyword search link below the main search box.

3. Enter your keywords into the search fields provided.

Select USYD thesis from the Material Type menu.

Print copies

PhD and Masters (Research) theses awarded up to 2014 are held in the Rare Books and Special Collections Library (Level 1 - Fisher Library).

Online

Theses awarded from 2014 onwards are freely available online to all staff and students at the University of Sydney. You can also access a limited range of theses completed in previous years.

Postgraduate Theses Repository - ses.library.usyd.edu.au/handle/2123/35
Locate theses from other Australian universities

Trove
trove.nla.gov.au

The National Library lets you search for Australian theses via its Trove service.

1. Open Trove via trove.nla.gov.au
   Enter keywords that relate to your research topic.

2. From the results page, click on the BOOKS heading.

3. From the left-hand menu, click on the Thesis link beneath the Format heading.
International resources

Access the following resources via:

library.sydney.edu.au > Research > Theses

ProQuest Dissertations & Theses Global

- The world’s most comprehensive collection of theses
- Over 70,000 dissertations and theses are added each year
- Full-text coverage generally starts from 1997 onwards
- **Tip #1** - Click on the Advanced Search link to broaden your search options
- **Tip #2** - Too many results? Limit your search to the Abstract or Document title

British Library EThOS

ethos.bl.uk

- Access doctoral research theses awarded by universities in the UK.

Theses Canada Portal

- Access theses and dissertations from universities across Canada.
Find journal articles on a topic

Your search strategy

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

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 topic**
   e.g. Find academic literature about the **marketing of startups**.

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. workplace = enterprise, business, organisation etc.
   - 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: Startup</th>
<th>Concept 2: Marketing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Startup</td>
<td>Marketing</td>
</tr>
<tr>
<td>Start-up / “start up”</td>
<td>Promote / Promotion</td>
</tr>
<tr>
<td>Entrepreneur</td>
<td>Social Media</td>
</tr>
<tr>
<td>Entrepreneurship</td>
<td>Publicity</td>
</tr>
<tr>
<td></td>
<td>Advertise / Advertising</td>
</tr>
<tr>
<td></td>
<td>Brand / Branding</td>
</tr>
</tbody>
</table>
3 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.

Additional resources


Search smarter, search faster (6 mins, 53 secs) - https://youtu.be/Oa66AxTbjxA

Boolean operators (2 mins, 57 secs) - https://youtu.be/sdx9dACkvyI
Explains how Boolean operators work using Pirates vs. Ninjas.
How to identify keywords

If you don’t know where to start, try the following options:

Background reading

▪ Read articles, websites, and lecture materials about the general assignment topic.
▪ This can often help you to identify the key words that are used to describe your topic as well as potential themes and issues.

Wikipedia

www.wikipedia.org

Wikipedia will often appear as one of your top search results in Google.

Benefits:

▪ Provides a general overview of a topic
  e.g. https://en.wikipedia.org/wiki/Design_thinking
▪ Wikipedia often lists the different ways a topic might be described

See also [ edit ]

- Creativity techniques
- Design-based learning
- Design management
- Design methods
- Design patterns
- Design strategy
- Design tool
- Sustainable design
- Sketch Thinking
- Systems thinking
- Transgenerational design
- Universal design
- User experience
- User-centered design

▪ The site may contain links to other relevant sources in the reference list at the bottom of each page

30. ^ "When Everyone Is Doing Design Thinking, Is It Still a Competitive Advantage?". 
Harvard Business Review.

Warning: 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.

Thesaurus

▪ A thesaurus can help you to identify synonyms and related terms for a particular word. A range of free sites exist including www.merriam-webster.com/thesaurus; www.thesaurus.com; and www.oxforddictionaries.com/thesaurus/

Ask for help

Contact the Academic Liaison Librarian for your discipline:
libguides.library.usyd.edu.au/business_literature/help
Google Scholar
https://scholar.google.com

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.

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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 your Google Scholar results 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 word or phrase.</td>
<td>“business model”</td>
</tr>
<tr>
<td>OR</td>
<td>Search for either term</td>
<td>startup marketing OR “social media” OR promotion</td>
</tr>
<tr>
<td>The OR must be in uppercase</td>
<td></td>
<td></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 startup</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:lean startup</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, startup culture team will retrieve results that contain the words startup and culture and team 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.
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. “Effect of diversification on capital structure”
- Relevant books (print and eBooks) within USYD’s collection

Search activity

Use CrossSearch to find full-text, peer-reviewed journal articles published in the past 3 years that discuss the marketing of startups.

1. Access CrossSearch via the library website - library.sydney.edu.au

2. Enter a combination of the search terms that you’ve identified.

startup marketing

(startup OR "start up") AND (marketing OR promote OR promotion)
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 tips

You can combine your search terms 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>“   ”</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><em>Blank space between search terms</em></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><em>The OR must be in uppercase</em></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><em>The NOT must be in uppercase</em></td>
<td></td>
<td></td>
</tr>
<tr>
<td>–</td>
<td>Exclude a word from your search results</td>
<td>Facebook -Twitter</td>
</tr>
<tr>
<td>*</td>
<td>Truncation - locate variant endings of a word.</td>
<td>tax* = taxation, taxing etc.</td>
</tr>
<tr>
<td>?</td>
<td>Search for different variations of a single character e.g. either s or z.</td>
<td>globalization</td>
</tr>
<tr>
<td><em>( OR )</em></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><em>(term A OR term B OR term C)</em></td>
<td></td>
<td></td>
</tr>
<tr>
<td>“   ”~<em>N</em></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><em>N can be any number</em></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Retrieves results that mention both globalization (UK) and globalization (US).*

Results must contain the words innovation, business and plan within 10 words of each other.
**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. law OR legal OR policy
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

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 part of the title e.g., "Building sustainable high-growth startup companies"

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

   ![Building Sustainable High-Growth Startup Companies](image)
   
   **Learn more** - access the following page for tips on how to find a specific journal article - [libguides.library.usyd.edu.au/business_literature/articles](http://libguides.library.usyd.edu.au/business_literature/articles)
Library databases

library.sydney.edu.au/databases

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

- Scholarly and professional/trade articles
- eBooks
- News
- Company profiles
- Industry reports
- Legal materials (cases, legislation, commentary etc.)

Why should you go beyond CrossSearch and Google Scholar?

Google Scholar and CrossSearch provide a quick and easy starting point for your research. However, the following limitations exist:

- Google Scholar and CrossSearch don’t search across all of the Library’s research databases and eJournals
- Not all types of content are available e.g. company profiles and industry reports
- You may be inundated with results if your search is too general

If you want to conduct a comprehensive search, you should also use the Library’s collection of subject specific databases - library.sydney.edu.au/databases

Databases that focus on a specific subject area allow you to conduct a more targeted search across the key literature in your discipline. The Library’s databases also generally offer more sophisticated search functions than Google Scholar and CrossSearch.

Key business databases for finding journal articles

- Business Source Complete
- ABI/INFORM Complete
- Emerald Full Text
- Proquest Central
- ScienceDirect
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 resources

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

By subject:

- General & multi-subject
- Arts & social sciences
- Business
  - Accounting
  - Business information systems
  - Business law (Law subject list)
  - Econometrics & business statistics
  - Finance
  - International business & entrepreneurship
  - Marketing
  - Transport/logistics
  - Work & organisational studies

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. International Business & Entrepreneurship
**News articles**

**Factiva**

Factiva provides access to an extensive archive of news and business publications from Australia and around the world.

**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.

**How to conduct a press search**

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

One of the main differences between a Factiva and Google search is how you construct your search enquiry. 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>SEARCH OPERATOR</th>
<th>WHAT DOES IT DO?</th>
<th>EXAMPLES</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>tax* = taxation, taxing etc.</td>
</tr>
<tr>
<td>?</td>
<td>Search for different variations of a single character e.g. either s or z.</td>
<td>globalisation 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 )</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>

Research tip - draft a list of potential search terms

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 subject e.g. company = enterprise, business, organisation etc.

You should also consider potential variations in spelling e.g. organisation (Aus/UK) vs. organization (US).
Search examples

Search for Australian news articles from the past 12 months on the regulation of drones.

Compare the number of results that display when you run the following 2 searches:

drone and (regulat* or legislation or law or policy)
drone near15 (regulat* or legislation or law or policy)

Working with your search results
### 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 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>Note: You’ll need to untick the Exclude Discontinued Sources box</td>
<td></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 (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 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>

### Why are there 2 records for some publications?

- **Search across the full-text of a particular newspaper or publication.** You can download articles in Word or PDF format.
- **Search across an online news site.** Factiva will provide an abstract of the article and a link to the external news site.
Other news sources

Fairfax news sites (AFR, SMH and The Age)
The Library now provides unlimited access to the following new sites:

- Australian Financial Review - AFR.com
- Sydney Morning Herald - smh.com.au
- The Age - theage.com.au

The Australian website
USYD staff and students have unlimited digital access to The Australian until 25 August 2017. Learn more via - http://s1.sydney.edu.au/about/theaustralian.php

The Economist
The Economist magazine isn’t available via the University’s Factiva account. However, it can be accessed via ProQuest.

Learn more via - libguides.library.usyd.edu.au/business_literature/news

Other sites

- Startup daily - www.startupdaily.net
- Startup Smart - www.startupsmart.com.au
- Smart Company - www.smartcompany.com.au
- Entrepreneur - www.entrepreneur.com
- Inc. - www.inc.com/startup
Industry research tools

IBISWorld

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

The University of Sydney subscribes to six IBISWorld modules:

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 Company Reports**
- Access profile reports on the top 2000 companies in Australia and NZ based on revenue
- In-depth 'premium' reports are available on the top 200 companies

4) **Australia Company Wizard**
- Build custom lists based on key details about the top 2000 companies in Australia and NZ e.g. financials, industry, state, key personnel etc.

5) **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.

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

Passport is a global market research database that provides business intelligence on industries, consumers and countries.

Passport’s industry analysis primarily covers consumer goods and services.

Key features

- Search or browse for data and analysis
- Build a custom search
- Browse through Passport’s key research collections
- Run a basic keyword search
- View country rankings based on industries and demographics
- Find analysis by industry or topic
- Interact with the site’s data in a visual way
- Select CATEGORIES AND TOPICS for industry, economic and consumer topics

Latest articles
Gartner

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 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
Google

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>
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<th>EXAMPLES</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot; &quot;</td>
<td>Search for an exact word or phrase.</td>
<td>“business plan” “remuneration”</td>
</tr>
<tr>
<td><strong>OR</strong></td>
<td>Search for either term</td>
<td>“crowd funding” barriers <strong>OR</strong> challenges <strong>OR</strong> issues</td>
</tr>
<tr>
<td>The <strong>OR</strong> must be in uppercase</td>
<td></td>
<td></td>
</tr>
<tr>
<td>-</td>
<td>Exclude a word from your search results</td>
<td>drones -military</td>
</tr>
<tr>
<td><strong>site:</strong></td>
<td>Limit your search to a particular website. Enter your search terms followed by the word ‘site’, a colon and the website address (e.g. site:sydney.edu.au).</td>
<td>netflix site:nytimes.com &quot;emotional intelligence&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>crowdfunding site:.gov.au leadership teamwork site:.ac.uk</td>
</tr>
<tr>
<td><strong>Australia</strong></td>
<td>Government &gt; site:.gov.au Academic &gt; site:.edu.au</td>
<td></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>“cross cultural” leadership filetype:pdf</td>
</tr>
<tr>
<td><strong>Common file types</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>▪ Adobe PDF (.pdf)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>▪ HTML (.htm, .html)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>▪ Microsoft Excel (.xls, .xlsx)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>▪ Microsoft PowerPoint (.ppt, .pptx)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>▪ Microsoft Word (.doc, .docx)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

1 Google automatically searches for synonyms of your search terms. For instance, a search on the word remuneration will also retrieve results that mention the words pay, salary, income etc. To limit your results to pages that contain an exact word, place double quotation marks around the word e.g. “remuneration”.

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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)
How to evaluate your search results

When completing your assignments, you’re often required to use scholarly material to support your arguments. Scholarly means written by qualified academic experts and supported by research and references.

You can evaluate the quality of non-scholarly sources by applying the:

**C.R.A.P. Test**

**Currency**

Is the information recent enough for your topic?

- Has it been published in the last x years? (x will vary, depending on your topic)
- If you have a historical research topic, was it published around the date of the original event?

**Reliability/Relevance**

Where does the information come from, and does the information apply to your topic?

- Is it a primary or secondary source?
- Are methods or references provided?
- Who published the information?
- Was it peer-reviewed?
- Does all of the information apply to your topic, or only part of it?
- Is the information general or detailed?
- Is the information balanced or biased?

**Authority**

Who authored this information?

- Was it a single person or several people?
- Was it a corporation or organization?
- Are their credentials provided?
- What is their reputation or expertise?

**Purpose/Point-of-View**

What was the intent of the author, and how is the author connected to the information?

- Who is the intended audience?
- Is the information intended to inform, persuade, sell, entertain, ...?
- Is this a first-hand account of an event or research?
- Does the author have a vested interest in the topic?

**Additional Questions for Online Sources:**

- What is the domain (i.e. com, org, gov, edu)?
- Who is the site publisher or sponsor, and is this information easy to find?
- Has it been updated recently?
- Are there any advertisements or other distractions?
- Could the site be ironic, like a satire or a spoof?

Recap

Learning spaces
- **The Quarter** - 24/7 space for postgrad coursework students
- **ThinkSpace** - above the SciTech Library - play with new technologies

Find books
- Use the Library catalogue to find books (print and online)
- Request books from other universities via BONUS+
- Click on the MyLoans login button to view/renew your loans

Find theses
- Go to library.sydney.edu.au > Research > Theses

Find journal articles
- **Google Scholar** - access via the Library’s databases page to access more content in full-text - library.sydney.edu.au/databases
- **CrossSearch** - the Library’s search engine - find articles, books and eBooks library.sydney.edu.au
- **Subject specific databases** e.g. Business Source Complete library.sydney.edu.au/databases

Find news articles
Access a list of sources via - libguides.library.usyd.edu.au/business_literature/news
- **Factiva** - library.sydney.edu.au/databases

Find industry profiles
- **IBISWorld** - library.sydney.edu.au/databases
  - 700+ Australian industry reports
  - Australian business environment profiles
  - Profile reports on the top 2000 companies in Australia
  - 70+ global industry reports
- **Passport (Euromonitor)** - library.sydney.edu.au/databases
  - Market research on industries, consumers and countries
- **Gartner** - library.sydney.edu.au/databases
  - Technology research, predictions and insights

Help resources
- **Subject guides** - libguides.library.usyd.edu.au
- **Academic Liaison Librarian** - emma.petherbridge@sydney.edu.au