MKTG6007: Library Cheat Sheet

How do I know what to search for?

1) Identify **keywords**. These are the important phrases that help you find information. For example: ‘Millennial Consumer’.

2) Think about possible **synonyms**. These are phrases that mean the same as your keyword, so you need to pick them up in searches. For example: ‘Gen Y’ and ‘customer’.

To get some background on your topic, try doing a general search in **CrossSearch** (from the **Library homepage**). This will help identify keywords, synonyms and articles.

Where can I find information?

You can access databases from the Library website or from the **Marketing Subject Guide**.

- **IBISWorld** – Company and industry reports covering Australia and International markets.
- **Passport (Euromonitor)** – Industry reports covering Europe and the rest of the world.
- **Business Source Complete** – Journal articles and reports academic database.
- **Gartner** – Technology reports covering innovation around the world.
- **Google Scholar** – General search tool covering academic sources.

How do I conduct a search?

Start broad, and narrow your search down. Search for ‘Millennial Consumers’, and then add **Boolean search operators** (AND, OR, NOT) to limit or expand your search. For example: (Millennial OR Gen Y) AND Consumers AND Australia*

How do I know if information is credible?

You will need to consider the source of information to decide if it is credible. Use the REVIEW model to think about this:

- **Relevance**: How relevant is the result to your topic?
- **Expertise**: What qualifications does the author have? Who does the author work for?
- **Viewpoint**: What are the biases and perspectives of the author? Are they upfront about them?
- **Intended Audience**: Who is supposed to read this source? Is the audience academic, business, or the general public?
- **Evidence**: What evidence is the author using to support their article? Is it properly referenced? Can you verify it at the source?
- **When published**: How recent is this article or report? If it’s ten years old, is it a reliable source for today’s market?

Contact your Librarian for more information

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