Make a Strong Start

Find journal articles via Google Scholar and library databases

Presented by the Academic Liaison Librarians for Business
University of Sydney Library
tinyurl.com/buslibhelp
Semester 1 2017
Learning outcomes

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

<table>
<thead>
<tr>
<th>SESSION OUTCOMES</th>
<th>SKILL AREA(S)</th>
<th>LEVEL(S)</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Learn how to access Library resources</td>
<td>Find</td>
<td>1 2 3 4</td>
</tr>
<tr>
<td>• Learn how to create a search strategy for your assignment topics</td>
<td>Identify /</td>
<td>1 2 3 4</td>
</tr>
<tr>
<td></td>
<td>Evaluate</td>
<td></td>
</tr>
<tr>
<td>• Find journal articles, using Google Scholar, CrossSearch and Business Source</td>
<td>Find</td>
<td>1 2 3 4</td>
</tr>
<tr>
<td>Complete</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Refine, expand and evaluate your search results, as needed.</td>
<td>Evaluate</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

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?
- **Hours**
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

Click on Subject Guides via the Study drop-down menu.

Recommended guides

You can access the following guides via the Business menu:

Journal articles and business literature
libguides.library.usyd.edu.au/business_literature

Company, industry and country information
libguides.library.usyd.edu.au/market_intelligence
Creating an effective search strategy

1. Analyse your question for main concepts (keywords)
2. Generate alternate keywords (synonyms, broader/narrower terms, related terms) for each concept
3. Combine keywords with operators to create search strategies
4. Deploy search strategies in search tools (Google Scholar, CrossSearch, and library databases) to find articles

The Search Process

1. Keywords
2. Alternate KWs (synonyms...)
3. KWs + operators
4. Search strategy
5. Search
6. Evaluate (and revise?)
1) **Analyse your question for main concepts (keywords)**

Analyse the following question to find the main concepts and then underline them:

**Sample Essay Question:**

Should performance evaluation systems award bonuses on an individual or group basis?

2) **Generate alternate keywords, using synonyms, broader/narrower terms, and related terms for each concept.**

Once you have tried to generate alternate keywords, turn the page to see a list of examples.

[Left deliberately blank]
So, for each selected term, these might be possible alternate keywords:

<table>
<thead>
<tr>
<th>Keyword 1</th>
<th>Keyword 2</th>
<th>Keyword 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>- performance evaluation systems</td>
<td>- bonus</td>
<td>- individual</td>
</tr>
<tr>
<td>- performance reviews</td>
<td>- rewards</td>
<td>- employee</td>
</tr>
<tr>
<td>- performance management</td>
<td>- performance pay</td>
<td>- independent effort</td>
</tr>
<tr>
<td>- performance evaluation</td>
<td>- extra payment</td>
<td>- worker</td>
</tr>
<tr>
<td>- annual rewards</td>
<td>- incentive (payment)</td>
<td></td>
</tr>
<tr>
<td>- incentive scheme</td>
<td>- higher compensation</td>
<td>- group</td>
</tr>
<tr>
<td></td>
<td>- productivity pay</td>
<td>- team</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- cluster</td>
</tr>
</tbody>
</table>

3) **Combine these keywords with operators to create different search strategies.**

Use **AND** to combine two or more terms  
*e.g. “performance evaluation” AND bonus*

Use **OR** to search on all synonyms or related words at the same time  
*e.g. bonus OR reward OR “performance pay”*

Put quotation marks (“XYZ”) around multiple words to search on a specific phrase  
*e.g. “performance evaluation”*

To search on the stem of a word, use the **truncation sign** (*, !, ?)  
*e.g. perform* finds: ‘perform’, ‘performs’, ‘performance’, ‘performances’…

While the **wildcard** (#, ?) captures single letter variants  
*e.g. locali#ation for ‘localisation’, ‘localization’, m#n for ‘men’, ‘man’*

---

<table>
<thead>
<tr>
<th>Original Keyword</th>
<th>Alternative Keyword 1</th>
<th>Alternative Keyword 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Concept 1</td>
<td>“performance evaluation systems”</td>
<td>“performance management”</td>
</tr>
<tr>
<td></td>
<td></td>
<td>“incentive system”</td>
</tr>
<tr>
<td>Concept 2</td>
<td>bonus</td>
<td>reward</td>
</tr>
<tr>
<td></td>
<td></td>
<td>“extra pay”</td>
</tr>
<tr>
<td>Concept 3</td>
<td>group</td>
<td>team</td>
</tr>
<tr>
<td></td>
<td></td>
<td>individual</td>
</tr>
</tbody>
</table>

**Note:** Truncation and wildcard operators vary from database to database. Check what symbol is used in the ‘Help’ menu of the respective database.

4) **So, now putting together our keywords (and some alternatives) with operators, we can generate the following search strategies:**

(“performance evaluation systems” OR “performance management” OR “incentive scheme”)  
**AND**  
(bonus OR reward OR “extra pay”)  
**AND**  
(group OR team OR individual)
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](http://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](https://en.wikipedia.org/wiki/Design_thinking)
- Wikipedia often lists the different ways a topic might be described

**See also** [edit]

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

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


**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](http://www.merriam-webster.com/thesaurus); [www.thesaurus.com](http://www.thesaurus.com); and [www.oxforddictionaries.com/thesaurus](http://www.oxforddictionaries.com/thesaurus/)

**Ask for help**

- Contact the Academic Liaison Librarian for your discipline: [libguides.library.usyd.edu.au/business_literature/help](http://libguides.library.usyd.edu.au/business_literature/help)
Find journal articles on a topic

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.

Access more articles in full-text via Google Scholar

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.

Two options are available:

#1 - Access Google Scholar via the Library’s database page

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.
3. Search / browse databases A – Z by title
4. Click on the link to Google Scholar.
   - You may be prompted to enter your UniKey and password.
5. 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.

Note: This option will identify more @University of Sydney results than option #2.
#2 - Change the settings in Google Scholar

1. Open Google Scholar - scholar.google.com.au
   Click on the Settings link at the top right of the screen.

2. Click on the Library Links tab via the left-hand menu.
   Enter “University of Sydney” into the search box provided.

3. Place a tick in the checkbox next to:
   - University of Sydney Library - @University of Sydney
   - UNIVERSITY OF SYDNEY - ProQuest Fulltext

   Click on the Save button.
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.

You may be prompted to enter your UniKey and password.
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(^1) or phrase.</td>
<td>“performance bonus” “remuneration”</td>
</tr>
<tr>
<td>OR</td>
<td>Search for either term</td>
<td>bonus group OR team OR individual</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>rewards group -individual</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:reward workplace Reward must appear in the title of each result. Workplace 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:bonus performance Both bonus and performance 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, performance bonus individual will retrieve results that contain the words performance and bonus and individual anywhere in the full-text of each item.

```plaintext
performance bonus individual
```

\(^1\) 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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Search activities

Use Google Scholar to find articles that address the following question:

Should performance evaluation systems award bonuses on an individual or group basis?

Search #1
Enter the following search terms:

performance bonus individual

Search #2
Build on your previous search:
- Type intitle: before the word bonus
- After the word individual, type OR group OR team

performance intitle:bonus individual OR group OR team

Search #3
Build on your previous search:
- Replace the word bonus with reward

performance intitle:reward individual OR group OR team

Limit your search results by date
Google Scholar only provides a few basic options to refine and sort your list of results.
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.
**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 on the following topic:

Should performance evaluation systems award bonuses on an individual or group basis?

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

2. Enter the following search terms into the main search box:
   performance AND (bonus OR reward) AND (individual OR group OR team)

3. From the left-hand menu of your results page, navigate to the REFINES 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><strong>“”</strong></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><strong>OR</strong></td>
<td>Results contain either word</td>
<td>Facebook OR Twitter</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><strong>-</strong></td>
<td>Exclude a word from your search results</td>
<td>Facebook -Twitter</td>
</tr>
<tr>
<td>*<strong>”</strong></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><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><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>
</tbody>
</table>

* The **AND** must be in uppercase
* The **OR** must be in uppercase
* The **NOT** must be in uppercase
* **~** can be any number
**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.

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**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. bonus OR reward
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. “the effect of financial incentives on performance”

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
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 (particularly Law databases)
- 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 eresources**

**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. Accounting, Marketing, International Business & Entrepreneurship etc.
Business Source Complete

Business Source Complete is a key database for finding scholarly and practitioner journal articles on all areas of business. Many of the articles are peer-reviewed, which means they have been assessed by other scholars in the field (for quality), before being recommended for publication. 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
2. Click on the letter B beneath the databases A-Z by title heading.
3. Click on Business Source Complete from the list of available titles. If prompted, enter your UniKey and password.

Search operators

Many databases provide a Help page that explains how to enter search terms correctly. It’s a good idea to read this information before conducting your search as different databases may have different rules.

On Business Source Complete, the Help link appears at the top corner of the screen.

- **Phrase searching** Double quotation marks must be inserted to search for words as a phrase, e.g. “performance evaluation”.
- **Truncated search** Use an asterisk * to search for variations to a root word, e.g. restruct* will find restructure, restructuring, restructured.
- **Wildcard search** Use a hashtag # to conduct a wildcard search such as variations in spelling, e.g. behavio#r will find behavior, behaviour.
Search example

Should performance evaluation systems award bonuses on an individual or group basis?

1. Identify the key concepts in your topic. For example:
   - performance evaluation
   - bonus
   - individual/group

2. Think of closely related words for your key concepts. The words below (in red) are some possibilities:
   - performance evaluation - performance management
   - bonus - reward
   - individual/group - team

3. Connect your key concepts using the AND / OR operators. Which operator would you use, and when?

   Connect key concepts with AND:
   As our topic focuses on whether performance evaluation systems should award bonuses on an individual or group basis, use the AND operator to connect all three concepts. This means all three concepts must appear in our search results. (On Business Source Complete, the AND operator is already provided between each row, so enter each concept on a separate row).

   Connect related words with OR:
   On Business Source Complete, place your related words (e.g. performance management, reward, team) next to the respective key concepts, and type in the OR operator between each term. This instructs the database to find any keywords in the first row (Concept 1) that must additionally contain any keywords in the second row (Concept 2) and the third row (Concept 3).
When your search results display, use the filtering options on the left column to refine your results, e.g. limit articles to Scholarly (Peer Reviewed) Journals; limit publication dates.

You can also sort your results by Relevance.

Working with your search results

Have a quick read of the articles' abstracts to gauge their relevance.

PDF full texts are available from many of the item records. In some cases, the record will only display a Check Library icon.

This means the article may be available from another library database, so click on the icon to check.

If clicking the Check Library icon does not provide full-text access, search the library catalogue (by journal title) opac.library.usyd.edu.au/#Journal to see if the Library has the print equivalent. Access the following page for step-by-step instructions - libguides.library.usyd.edu.au/business_literature/articles
Revising/evaluating your search strategy

Research is rarely a linear process; more often than not, you will need to revise your search as you become familiar with your topic. As you discover new ideas from your initial search, you may need to conduct additional searches to “flesh out” and build on these ideas.

Evaluating your search strategy

If your search returns too many results, too few results or the wrong kind of information, try the following:

Too many results

- Add additional search terms to your existing search and combine them using the **AND** operator. For example, a search on “risk management” will return thousands of results. Adding more keywords to this term will reduce the number of results you get, e.g. “risk management” AND “risk allocation” AND startup.
- Replace your search term with a narrower term, e.g. replace funding with “venture capital”.
- Limit the number of synonyms or alternative terms you use for each search term.
- Use database-specific options to limit your search, e.g. limit your search to peer-reviewed, journal articles only; limit the publication dates to the last five years, etc.

Too few results

- Check your search strategy for spelling mistakes.
- Replace very specific keywords with broader terms, e.g. replace “severance pay” with “redundancy package”.
- Add additional search terms to your existing search and combine them using the **OR** operator, e.g. “crowdsourcing” OR “crowdfunding”.
- Use truncation symbols to retrieve terms with variant endings or spellings, e.g. manag* will find manager, management, managerial, etc.

Wrong kind of information

- Check that the database you are using is appropriate for your subject/topic. Does it cover the type of sources you need, e.g. scholarly journals?, trade publications? Australian content?
- Try using the **NOT** operator to exclude irrelevant results, e.g. if you are looking for articles on PESTLE analysis but don’t want anything on “mortar and pestle”, try PESTLE NOT mortar.
- Revise your search terms - are there alternative or more specific words you can use?
Critically evaluating your sources

Before deciding which sources to use for your research topic, be sure to critically evaluate them. You need to do this for all the sources you use, including scholarly articles.

Be especially careful when using sources from the internet. Anyone can publish on the web - it is essential to critically evaluate what you find and decide if it is appropriate for your assessment tasks.

For more information on evaluating webpages, see: Virginia Tech University Libraries (2015), Evaluating webpages for research - www.lib.vt.edu/instruct/evaluate/

The REVIEW checklist below can also help you evaluate your source:

<table>
<thead>
<tr>
<th>R (Relevance)</th>
<th>E (Expertise)</th>
<th>V (Viewpoint)</th>
<th>I (Intended audience)</th>
<th>E (Evidence)</th>
<th>W (When published)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Is the resource relevant to your topic?</td>
<td>Is the author a recognised authority in the field?</td>
<td>Is the author associated with a particular viewpoint or position?</td>
<td>Is the resource aimed at a scholarly audience?</td>
<td>Has the author used appropriate evidence to back up their arguments?</td>
<td>When was the resource published?</td>
</tr>
<tr>
<td>Does it thoroughly address your topic or only some aspect of it?</td>
<td>Is their educational background?</td>
<td>Are they affiliated with, or sponsored by, an organisation that may bias their research?</td>
<td>Is it meant for the general public?</td>
<td>Does the resource include a bibliography or reference list?</td>
<td>Is the information still relevant or have there been further developments in the field?</td>
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<td>Is the author regularly cited by other authors in the field?</td>
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When was the resource published?
Is the information still relevant or have there been further developments in the field?
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