Make a Strong Start

Factiva

Semester 2 2019
University of Sydney Library
Overview

• Introduction to Factiva
• How to find news articles
• Class exercises
What is Factiva?
Broad searches and news media
Why use Factiva?

• Identify the latest developments
• Research company performance
• Locate background information on high profile individuals
• Identify experts or ‘thought leaders’
• Identify alternative views (e.g. who is for/against)
• Conduct historical research
Commercial awareness

How to develop commercial awareness

Lynn Elesy
Team GradAustralia

A lack of commercial awareness is one of the most common reasons why graduates fall short in the interview process.

What is it?

Commercial awareness, or business acumen, involves understanding how the business world works. As a job candidate it includes understanding the company you are applying to. Employers want candidates to demonstrate a clear understanding and a keen interest in how their company operates, which means to be successful you need to familiarise yourself with the company’s products and services, departments and divisions and the different roles they offer. It also requires understanding the market the company operates in.

Business Trivia
What do these people have in common?
What do these people have in common?

They all read - a lot!

Image source:
http://fortune.com/2015/05/19/bill-gates-summer-reading/
Warren Buffett and Mark Cuban agree this one habit is key to success—and anyone can do it

Ali Montag | @Ali_Montag | 1:06 PM ET Wed, 15 Nov 2017

Spoiler alert... It's reading.
Trivia quiz

Who is the founder and CEO of Amazon?
Trivia quiz

Who is the CEO of Qantas?
Trivia quiz

US private equity firm, KKR & Co. (Kohlberg Kravis Roberts) recently acquired which iconic “Australian” company?
Campbell's Soup finalises sale of Arnott's to KKR for a crisp $3.2 billion

Investment powerhouse KKR and US food company Campbell’s Soup have signed the dotted line on the sale of iconic Australian biscuit brand Arnott’s for $US2.2 billion ($3.2 billion).

The stock and asset deal, which was revealed last week, will see KKR acquire Campbell’s international brands division, which Arnott’s comprises the majority of.
Library website

library.sydney.edu.au
How to find company information in Factiva
How to find news articles on a topic
How to find news articles

- Browse via News Pages
- Simple search
- Search builder
Search strategy

1. Identify keywords
2. Expand your keywords
3. Use search operators
4. Refine your search
Example topic:

Find news articles from major business sources on Caltex underpaying its workers from the past 2 years
Keywords

Find news articles from major business sources on Caltex underpaying its workers from the past 2 years
<table>
<thead>
<tr>
<th>Keywords</th>
<th>Caltex</th>
<th>underpaying</th>
<th>workers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Synonyms</td>
<td>n/a</td>
<td>underpay</td>
<td>employees</td>
</tr>
<tr>
<td></td>
<td></td>
<td>underpaid</td>
<td>low wages</td>
</tr>
<tr>
<td>SEARCH OPERATOR</td>
<td>WHAT DOES IT DO?</td>
<td>EXAMPLES</td>
<td></td>
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<tr>
<td>-----------------</td>
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<td></td>
</tr>
<tr>
<td>“ ”</td>
<td>Quotation marks: Search for an exact phrase.</td>
<td>“not for profit” “research and development” Quotation marks aren’t necessary in Factiva unless you’re searching for a phrase that contains another search operator e.g. and, or, not, same and near.</td>
<td></td>
</tr>
<tr>
<td>AND</td>
<td>Search for both keywords.</td>
<td>robotics AND workplace</td>
<td></td>
</tr>
<tr>
<td>OR</td>
<td>Search for either terms.</td>
<td>Artificial intelligence OR machine learning</td>
<td></td>
</tr>
<tr>
<td>NOT</td>
<td>Excludes search results that contain a particular word.</td>
<td>apple NOT fruit Your results should mention apple. database will exclude any results that mention fruit.</td>
<td></td>
</tr>
<tr>
<td>*</td>
<td>Truncation: locate variant or multiple endings of a word</td>
<td>underpa* = underpaying, underpaid</td>
<td></td>
</tr>
<tr>
<td>( ) (term A OR term B OR term C)</td>
<td>Search for any of the words enclosed within the set of brackets</td>
<td>(machine learning OR artificial intelligence) AND (twitter OR Facebook)</td>
<td></td>
</tr>
</tbody>
</table>
Your topic:

Google’s involvement in self-driving car technology
Exercise 1

Go to page 9
How to find editorials & opinion pieces on a topic
Example topic:

Find editorials and opinion pieces that discuss Trump and his behavior on Twitter since his election victory in 2016
Your topic:

The future of rideshare companies such as Uber, Ofo and Lyft
Exercise 2

Go to page 12
Drop-in sessions for Business students

Ask for advice on how to find and reference good quality information for your assignments.

When:
- Every Wednesday.
  
  Visit any time between 1-3 pm.
- Starts from week 2 onwards.

Where:
- Careers Lounge (ABS - Basement level)
Thanks!

Session Feedback: