MIBS6001 report part 2 - research tips

Socio-cultural trends

Library databases

You can access a direct link to the following resources via: tinyurl.com/mibs6001

** Use Chrome as your web browser **

Passport (Euromonitor)

Passport’s Consumers tab provides access to research and analysis about consumer trends, demographics, and preferences.

1) Open Passport > 2) Select Consumers > 3) Select one of the 5 available options e.g. Households; Income and Expenditure; Lifestyles; etc.

4) Scroll down to the COUNTRY REPORTS box and select your country.

Have you read through these reports for your country?

- Wine in <your country>
- Alcoholic drinks in <your country>
- Fine Wines/Champagne and Spirits in <your country>
- Households: <your country>
- Consumer Lifestyles in <your country>
- Income and Expenditure: <your country>
- <Your country> in 2030: The Future Demographic

Short-cut: If you already know the name of a report, enter the title into the search box at the top right of the screen.

e.g. consumer lifestyles in the US

How to reference: Refer to pages 14-15 of your Library guide for instructions. Pay attention to the APA rule on how to reference multiple reports from the same author and year (p. 15).
Business Monitor International / Fitch Solutions (via ProQuest)

BMI produce reports on Food & Drink and Consumer & Retail for each country.

To locate these reports:
1) Access BMI Country Industry Reports > 2) Click on the Advanced Search link.
3) Try the search strategy set out below:
   a) On the second row, enter:
      "Consumer & Retail" OR "Food & Drink"
      Limit your search to Document title - TI.
   b) Click on the Add a row link.
      On the third row, enter:
      "United States" OR USA OR US
      Turkey OR Turkish
      Poland OR Polish
      Limit your search to Document title - TI.

From your search results page, sort your results by Most recent first.

How to reference: Refer to page 18 of your Library guide for instructions on how to reference BMI/Fitch reports.
Factiva (news articles)

Factiva lets you search across newspapers from around the world.

I've included some search examples, but you're encouraged to go beyond this.

Refer to pages 16-22 of the MIBS6001 Library guide (part 2) for further tips on how to use Factiva.

Locate news on the consumption of wine in your country.

Search terms = (wine OR champagne OR alcohol*) near10 (consume* OR consumption OR popular* OR prefer* OR demand)

Students covering the United States:
If the above search retrieves too many results:
1) Use these search terms:
(wine OR champagne) near10 (consume* OR consumption OR popular* OR prefer* OR demand)

2) Click on More Options and limit your search to the Headline and Lead Paragraph.
Locate news about consumer sentiment/confidence in your country.

Too many search results? From your search results page, use the left-hand menu to filter your results by Sources. Select leading/well regarded newspapers e.g. The Financial Times, The Wall Street Journal, The New York Times, etc.
Find journal articles

Your search strategy

Academics don’t always use the same words to describe a particular topic.

When you’re using the Library’s databases and Google Scholar, you need to think of the different ways that a particular word or topic may be described.

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

1 **Identify the key concepts within your research topic**
   A key concept is an important idea or theme in your research topic.
   
   Locate articles that discuss the attitudes of consumers towards wine in your country.

2 **Draft a list of keywords that relate to each concept**
   - Think of synonyms and related words.
   - Think about variations in spelling e.g. behaviour (Aus/UK) vs. behavior (US).
   - Some databases will let you search for variant endings of a word (usually an * or ?) e.g. employ* = employee, employees, employer etc.

   **Possible search terms**

<table>
<thead>
<tr>
<th>Concept 1 Consumers</th>
<th>Concept 2 Wine</th>
<th>Concept 3 Your country</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consumer/s</td>
<td>Wine/s</td>
<td>Poland OR Polish</td>
</tr>
<tr>
<td>Customer/s</td>
<td>Champagne</td>
<td>Turkey OR Turkish</td>
</tr>
<tr>
<td>Consumption</td>
<td></td>
<td>US OR “United States” OR USA OR America OR American</td>
</tr>
<tr>
<td>Drinker/s</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Drinking</td>
<td>Broader terms</td>
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<tr>
<td></td>
<td>Alcoholic / alcoholic</td>
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<tr>
<td></td>
<td>Alcoholic beverages</td>
<td></td>
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<tr>
<td></td>
<td>Alcoholic drinks</td>
<td></td>
</tr>
</tbody>
</table>

3 **Connect your keywords using search operators**
   - Search operators (e.g. AND, OR, NOT) can help you to develop a more targeted and manageable list of results.
   - Use the OR operator to search for either word e.g. Poland OR Polish.
   - Use “quotation marks” to search for an exact phrase e.g. “United States”.
   - 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.
CrossSearch
https://usyd.summon.serialssolutions.com/search?q=#!/advanced

Go to the Library website and click on the CrossSearch link.

Sample searches

1) Find journal articles about the consumers of wine in your country:

Topic #1 - consumers
Possible search terms: consumer* OR customer* OR consumption OR consume OR drinker* OR drinking

Topic #2 - wine
Possible search terms:
wine OR wines OR champagne OR alcohol*

Topic #3 - your country
Possible search terms:
"United States" OR USA OR US OR America*
Turkey OR Turkish
Poland OR Polish

Click on the 🗓️ icon to add an extra search box.

Search tips
✓ Use a separate search box for each topic.
✓ Limit your search to the Abstract (summary) of each article.
✓ From your search results page, use the left-hand menu to limit your search by PUBLICATION DATE (e.g. last 5 years) and CONTENT TYPE (Journal Article).
Google Scholar

Sample searches

#1 - consumers in your country

allintitle:consumer OR consumers Poland OR Polish
allintitle:consumer OR consumers Turkey OR Turkish
allintitle:consumer OR consumers "United States" OR USA OR US OR American

Note: allintitle: = limits your search to the title of each article.

#2 - consumers of wine in your country

wine OR champagne intitle:consumer OR intitle:customer OR intitle:drinker OR intitle:drinking "United States" OR USA OR US OR America OR American
wine OR champagne intitle:consumer OR intitle:customer OR intitle:drinker OR intitle:drinking Poland OR Polish
wine OR champagne consumer OR customer OR drinker OR drinking intitle:T urkey OR intitle:Turkish

#3 - the wine industry in your country

allintitle:wine OR champagne "United States" OR USA OR US OR American -latin -central - south
allintitle:wine OR champagne Poland OR Polish
allintitle:wine OR champagne Turkey OR Turkish

Search tips

✓ Use the search operators listed in the Google Scholar guide to combine your search terms.

✓ Are you being asked to pay for an article? Link your search results to the Library’s databases to access more articles for free.

✓ Make sure that you’re accessing recent articles on your topic (preferably 2010 or later). From your search results page, use the left-hand menu to limit your results by date.

- Any time
- Since 2018
- Since 2017
- Since 2014
- Custom range...

✓ If you’ve found a relevant article, click on the APA icon to access the APA referencing details for the item. Make sure you cross-check the reference against the Library’s APA referencing guide to make sure that it’s formatted correctly.
Other databases you can try for finding journal articles

- Taylor and Francis ejournals
- Emerald Full Text
- Wiley Online Library
- Business Source Ultimate
- ABI/INFORM
- ScienceDirect

Search across individual journals

Another strategy is to search across the archives of specific journals that cover your area of research. For instance, you could search for references to your country and either wine, alcohol, or champagne.

**Appetite** - “international research journal specializing in cultural, social, psychological, sensory and physiological influences on the selection and intake of foods and drinks.”

**British Food Journal** - “international multi-disciplinary journal for the dissemination of food-related research.”

**Food Quality and Preference** - “a journal devoted to sensory and consumer research in food and non-food products.”

**Food Research International** - “provides a forum for the rapid dissemination of significant novel and high impact research in food science, technology, engineering and nutrition.”

**Gastronomica: The Journal of Critical Food Studies** - “your go-to resource for understanding the social, cultural, and historical dimensions of food.”

**International Journal of Wine Business Research** - covers “wine marketing, consumer behaviour, economics, business management, wine tourism, human resource management, and hospitality.”

**Journal of Food Products Marketing** - “a forum for the exchange and dissemination of food marketing knowledge and experiences.”

**Wine Economics and Policy** - “the mission of this journal is to bring together academic researchers and business professionals interested in the economics and politics of wine around the world.”
Free web resources

Check out the industry associations and industry news sites on the MIBS6001 guide - tinyurl.com/mibs6001

Google - sample searches

#1 - consumers in your country

consumer OR consumers Poland OR Polish filetype:pdf
consumer OR consumers Turkey OR Turkish filetype:pdf
consumers -payments "United States" OR USA OR US OR American filetype:pdf

Note: filetype:pdf = limits your search to PDF files (generally reports and articles).

#2 - consumers of wine in your country

wine OR champagne consumer OR customer OR drinker OR drinking "United States" OR USA OR US OR America OR American
wine OR champagne consumer OR customer OR drinker OR drinking Poland OR Polish
wine OR champagne consumer OR customer OR drinker OR drinking Turkey OR Turkish

Refer to pages 5-11 of the MIBS6001 Library guide (part 2) for additional Google search tips.
Referencing with APA

APA guides
You can find instructions on how to reference country and industry reports throughout the MIBS6001 Library guide.

For all other materials (e.g. journal articles, books, news articles, web resources, etc.), refer to the Library’s APA guide.

The APA Style Blog is also a helpful resource. You can use it to find answers to frequently asked questions about APA. Just search for the type of resource you’re trying to reference e.g. website.

Your reference list
Each item in your reference list should contain 4 key elements:

- **Who** created the source? (author)
- **When** was it created? (date)
- **What** is it called? (title)
- **Where** can it be accessed? (source) - URL, database (e.g. Passport database), etc.

Use the APA guides listed above to find out how to reference those elements for particular types of sources e.g. journal articles, websites, and industry reports.

Reference list format - refer to pages 30-32 of your MIBS6001 Library guide for formatting tips (e.g. spacing, font, and how to create a hanging indent).

Ask for help
Emma Petherbridge will be on annual leave between 15-28 October.

If you need assistance during this time, please contact:

<table>
<thead>
<tr>
<th>Jun Guo</th>
<th>Cristina Lee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Email: <a href="mailto:jun.guo@sydney.edu.au">jun.guo@sydney.edu.au</a></td>
<td>Email: <a href="mailto:cristina.lee@sydney.edu.au">cristina.lee@sydney.edu.au</a></td>
</tr>
<tr>
<td>Ph: (02) 9036 6346</td>
<td>Ph: (02) 8627 7086</td>
</tr>
</tbody>
</table>

You are welcome to contact Jun or Cristina if you:

- Have a question about how to find specific information for your assignment (e.g. where can I find x?)
- Have a referencing question e.g. How do I reference this source?
- Need guidance/help with any of the Library’s databases.

If you have a question from 29 October onwards, please feel free to contact or book an appointment with Emma - emma.petherbridge@sydney.edu.au