MIBS6001
Research tips - part 2

Presented by
Emma Gerts
Academic Liaison Librarian - Business
Today’s session will cover

1. Sources of economic information
2. Relevant websites and Google search tips
3. Tips for developing your search strategy
4. How to evaluate your search results
5. Finding journal articles
6. Finding news articles via Factiva
Week 2 recap

Country reports e.g. PRS Risk Reports

The Economist
Analysis of major events and trends

BMI Research
Country and industry reports

Passport
Country, industry, and consumer reports

The Economist
Research and analysis of recent events

via Factiva
Economic information

Refer to pages 2-4 of your week 4 handout.
Relevant websites
Relevant stakeholders

Who are the key players involved with your topic, country, or industry?
Relevant websites

What types of websites are likely to contain the information you need?
Austrade’s export market profiles

Export markets - Malaysia

Doing business

MAFTA Tariff Finder

Explore the left-hand menu

MALESIA

Market profile
Business risks
Tariffs and regulations
Taxation
News
Visiting
Austrade assistance

Building on the ASEAN Australia New Zealand Free Trade Agreement (AANZFTA), this bilateral FTA guarantees tariff-free entry for 97.6 per cent of current Australian goods exports to Malaysia (99 per cent by 2017), while Malaysian exports benefit from duty-free entry into Australia. Significant gains have also been achieved for services and investment through access to increased foreign ownership in key services sectors where Australia has proven capability.

Malaysia’s 2020 vision is to achieve developed nation status. The government plans and manages its progress towards achieving this vision through five year plans.
South Africa: Citrus Semi-annual
June 21, 2019 - The production and export of soft citrus, lemons and limes is expected to continue its strong growth in the 2018/19 MY, based on the increase in area planted, high level of new-plantings....

Zimbabwe: Grain and Feed Annual
June 18, 2019 - Due to drought conditions, Zimbabwe’s corn crop for the 2019/20 MY is estimated to drop by 54 percent to 776,635 tons. In the 2018/19 MY Zimbabwe farmers produced 1.7 million tons of corn....

Grain: World Markets and Trade
June 11, 2019 - This monthly report includes data on U.S. and global trade, production, consumption and stocks, as well as analysis of developments affecting world trade in grains.

Oilseeds: World Markets and Trade
June 11, 2019 - This monthly report includes data on U.S. and global trade, production, consumption and stocks, as well as analysis of developments affecting world trade in oilseeds.
Don’t just search... browse!
Google search tips
Colon : 冒号
Double quotation marks “ ” 双引号
How to evaluate your results
The C.R.A.P. test

- **C** - Currency
- **R** - Reliability and Relevance
- **A** - Authority
- **P** - Purpose and Point-of-view

Currency

When was the information published?

Is it still up-to-date?
Reliability & Relevance

What data/evidence is used?
Is it appropriate to your needs?
Authority

Who wrote it?
What are their qualifications?
Who do they work for?
Purpose & Point-of-view

Who was it written for?
Why was it written?
Are there any biases?
The research process
The research process

1. Adopt a systematic approach
   - Undertake some background reading.
   - What questions do you need to answer?
   - Think about your search terms.

2. Know where to look
   - Which sources are likely to contain the information you need? e.g. news, journal articles, etc.
   - What are the best databases/websites for finding that type of information?

3. Access good-quality information
   - What is the purpose and target audience for each source?
   - Access information that is current, authoritative, and relevant.

4. Read actively and efficiently
   - Read with a purpose.
   - Start with the title, abstract (summary), lead paragraph, headings, & conclusion.

5. Apply your research
   - Apply the info you’ve found to the task at hand.
   - If there are any gaps, redo the previous steps.

Referencing = evidence of your research.

Why should you undertake background reading?
Background reading is the foundation for your research

Think of your research process as like building a house. Background reading is the foundation on which the house is built.
Background reading is the foundation for your research.

If your house doesn’t have a solid foundation, it may turn out like this!

If your research doesn’t have a solid foundation, your report may turn out like this!

(Image sources: Urban Exploration blog and Icon Finder.)
What do you already know?
What do you already know?

- What is your understanding of macro and micro political risks?
- What do you already know about your country?
What do you need to know?
What do you need to know?

– What questions do you need to answer?

– **Be specific** - focus on a specific risk, issue, topic, or event - not just ‘political risks’ as a whole.

– What evidence do you need?
What words are used to describe your topic?
Identify the keywords in your research question

You need to break each research topic or question down into a few keywords that are likely to appear in relevant articles, reports, books, and websites.

Keywords are important words that describe your research topic.

What are the rules for advertising alcohol in South Africa?
<table>
<thead>
<tr>
<th>Concept 1: Rules</th>
<th>Concept 2: Advertising</th>
<th>Concept 3: Alcohol</th>
<th>Concept 4: Your country</th>
</tr>
</thead>
<tbody>
<tr>
<td>rules / law / laws / legislation</td>
<td>advertising / advertisement</td>
<td>alcohol / alcoholic beverages / alcoholic drinks</td>
<td>South Africa / South African</td>
</tr>
<tr>
<td>regulate / regulation / regulatory</td>
<td>promote / sale / sell / promotion marketing</td>
<td>Narrower terms wine</td>
<td></td>
</tr>
<tr>
<td>policy / policies</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Asterisk 星号
# Search operators

<table>
<thead>
<tr>
<th>SEARCH OPERATOR</th>
<th>WHAT DOES IT DO?</th>
<th>EXAMPLES</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>AND</strong></td>
<td>Use <strong>AND</strong> to connect two different concepts. The database will only find results that contain both words.</td>
<td>Netherlands AND wine trade AND risk</td>
</tr>
<tr>
<td><strong>OR</strong></td>
<td>Use <strong>OR</strong> to search for similar/related words. The database will find results containing either or both words.</td>
<td>Chile OR Chilean Wine OR alcohol law OR regulation</td>
</tr>
<tr>
<td><strong>NOT</strong></td>
<td>Use <strong>NOT</strong> to exclude a word from your search. The database excludes results that contain the word after NOT.</td>
<td>trade NOT union</td>
</tr>
</tbody>
</table>
Which sources are likely to contain the information you need?
Sources vary in terms of their purpose and audience

- Academic / scholarly research
- Industry and trade publications
- Government and legal materials
- Social Media
- News
- Statistics
- User/consumer research
Academic / scholarly research

- Academic journal articles
- Academic books
- Theses
- Conference papers
- Academic experts

Will you focus on a specific discipline or subject area? e.g. Law, Business, Technology, Social Sciences, etc.

News and social media

- Newspapers
- TV programs
- Magazines
- Social Media
- Videos
- Blogs
Industry and trade publications

- Industry news sites
- Industry / trade magazines
- Industry associations
- Reports on specific industries
- Company reports & press releases
- Research reports on companies
- Newspapers
- Social Media
- White Papers
- Thought leadership
- Videos
- Blogs

Statistics compiled by...

- National statistics agencies e.g. Australian Bureau of Statistics (ABS)
- Government departments and agencies e.g. Bureau of Infrastructure, Transport and Regional Economics
- Commercial research firms e.g. Passport (Euromonitor International)
Legal and policy information

- Government reports and press releases
- Government policy documents
- Government and regulator websites
- Newspapers
- Legislation (Acts & Regulations)
- Academic journal articles

User and stakeholder information

- Surveys
- Interviews
- Personas
- Focus groups
- Consumer research reports

Icons adapted from the Library’s OLE: Going beyond Google: search basics
# Finding journal articles

<table>
<thead>
<tr>
<th>General search engines</th>
<th>Citation and abstract databases</th>
<th>Subject specific databases</th>
</tr>
</thead>
<tbody>
<tr>
<td>Google Scholar</td>
<td>Scopus®</td>
<td>Business</td>
</tr>
<tr>
<td>Library Search</td>
<td>Web of Science</td>
<td>Business Source Ultimate</td>
</tr>
<tr>
<td></td>
<td></td>
<td>ABI/INFORM</td>
</tr>
</tbody>
</table>
How to filter and refine your list of search results
Successive Fractions
Successive Fractions

Broad search terms (e.g. Netherlands AND economy)

Search within results (e.g. income inequality)

Apply date limits (e.g. 2015 - 2019)

Source type (e.g. articles)

More limits?
Snowballing
Snowballing

- Relevant document

Check the reference list for useful sources.

Check recent sources that have **cited your article** using Google Scholar or Scopus.

Check the reference lists of citing articles for more relevant sources.
Ask for help
Can’t find the information you need?

Be persistent

Research can be like putting together the different pieces of a jigsaw puzzle to build a complete picture.
Can’t find the information you need?

Ask for help!

Contact me for advice & further training.
Ask for help

Emma Gerts

Academic Liaison Librarian: Marketing, International Business and Business Analytics

<table>
<thead>
<tr>
<th>Contact details</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Email:<a href="mailto:emma.gerts@sydney.edu.au">emma.gerts@sydney.edu.au</a></td>
<td>F03 - Fisher Library</td>
</tr>
<tr>
<td>Phone: +61 2 8627 9080</td>
<td>The University of Sydney</td>
</tr>
<tr>
<td></td>
<td>NSW 2006 Australia</td>
</tr>
</tbody>
</table>

Schedule an appointment with Emma Gerts

Click here to get information on what Academic Liaison Librarians duties are and how they can help you.
Thanks