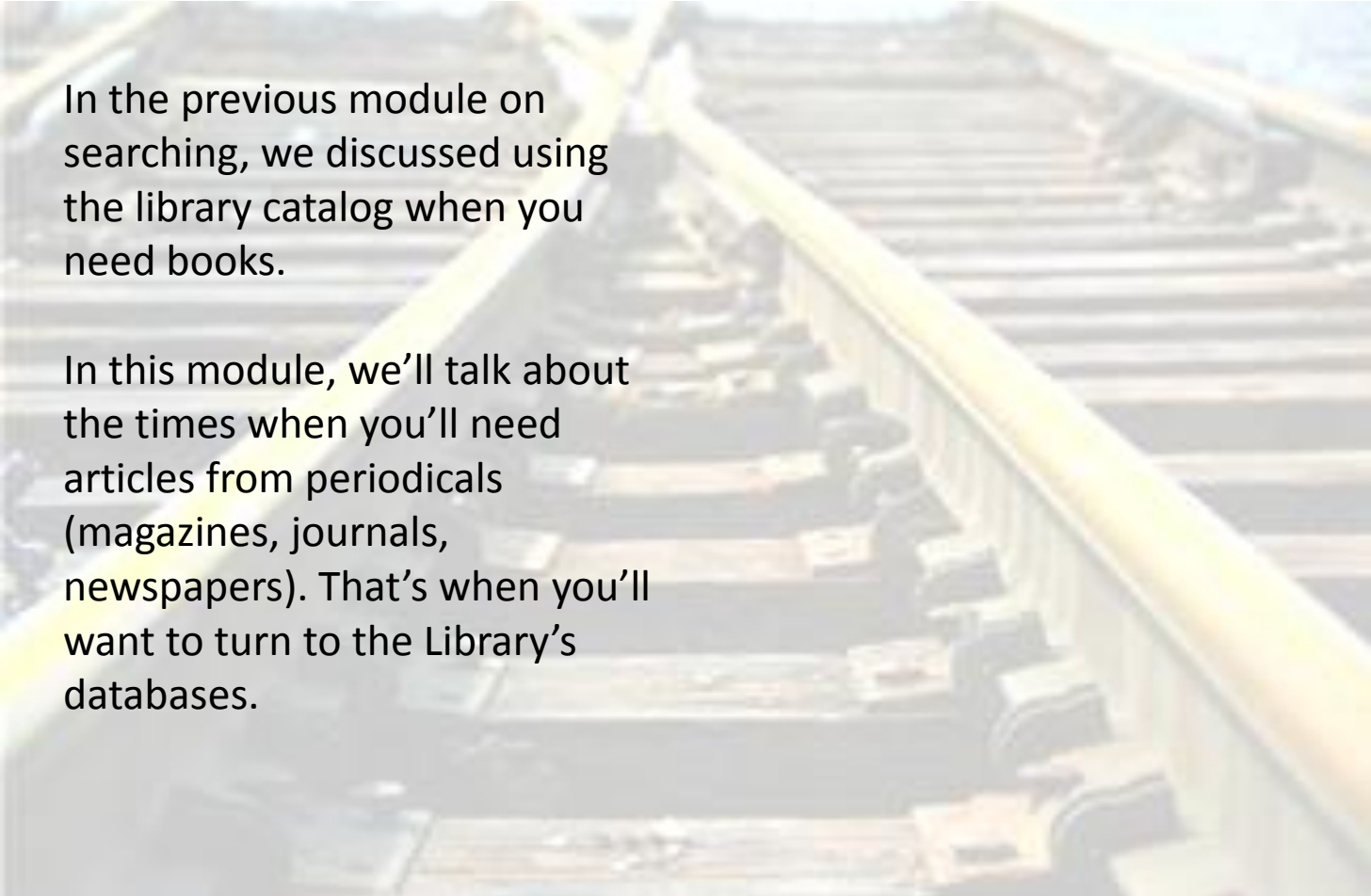


Module 3: Advanced Searching

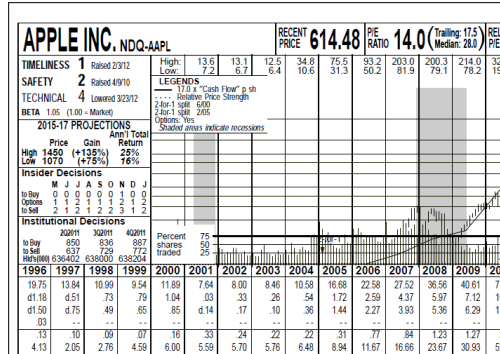
(Subhead:) Continuing to search



In the previous module on searching, we discussed using the library catalog when you need books.

In this module, we'll talk about the times when you'll need articles from periodicals (magazines, journals, newspapers). That's when you'll want to turn to the Library's databases.

Library databases



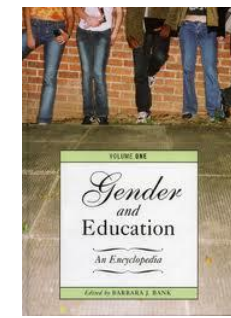
Journal, magazine, and newspaper articles, both current and past



Financial/stock data

What you'll find in the library databases

Articles from encyclopedias and other reference works, both scholarly and popular



Apple Inc. (NMS: AAPL)

Business Summary

Apple and its wholly-owned subsidiaries designs, manufactures and markets mobile communication and media devices, personal computers, and portable digital music players, and sells a range of related software, services, peripherals, networking applications, and third-party digital content and applications. Co.'s products and services include iPhone®, iPad®, Mac®, iPod®, Apple TV®, a portfolio of software applications, the iOS and Mac OS® operating systems, iCloud®, and a range of accessories, services and support. Co. also sells and delivers digital content and applications through the iTunes Store®, App Store®, iBooksStore®, and Mac App Store.

Pricing Summary

Time Period: 1 week

Apple Inc Price

Key Executives

Timothy Cook
 Chief Executive Officer

Scott Forstall
 Senior Vice President

Robert Mansfield
 Senior Vice President

Pradyumn Chaudhary
 Senior Vice President

Company reports

Country demographics

Albania

Official name: Republika e Shqipërisë (Republic of Albania)
 Form of government: unitary multiparty republic with one legislative house (Kuvendi, or Parliament [140]).
 Head of state: President
 Head of government: Prime Minister
 Capital: Tirana (Tirane)
 Official language: Albanian
 Official religion: none
 Monetary unit: lek (L); valuation (Sept. 1, 2011) 1 U.S.\$ = 98.34 leks; 1 L = 100.00 leks.

Area and population

Countries	Capital	area	population
Bosnia	Sarajevo	51,129	3,531,000
Bulgaria	Sofia	110,910	7,570,000
Croatia	Zagreb	56,538	4,280,000
Czechia	Prague	78,867	4,600,000
Denmark	Copenhagen	4,309	5,300,000
Estonia	Tallinn	45,248	1,300,000
Finland	Helsinki	148,586	5,300,000
France	Paris	643,801	65,000,000
Germany	Berlin	357,021	82,000,000
Greece	Athens	113,512	11,500,000
Hungary	Budapest	93,028	10,000,000
Italy	Rome	301,338	60,000,000
Japan	Tokyo	377,915	127,000,000
Korea	Seoul	100,431	46,000,000
Latvia	Riga	64,589	2,300,000
Lithuania	Vilnius	62,689	3,000,000
Poland	Warsaw	312,686	38,000,000
Portugal	Lisbon	92,090	10,500,000
Romania	Bucharest	238,391	21,500,000
Slovakia	Bratislava	48,843	5,400,000
Slovenia	Ljubljana	20,273	2,100,000
Spain	Madrid	504,930	45,000,000
Sweden	Stockholm	46,924	9,000,000
Switzerland	Bern	41,285	7,500,000
Taiwan	Taipei	36,193	23,000,000
Thailand	Bangkok	513,120	65,000,000
Ukraine	Kyiv	60,362	46,000,000
United Kingdom	London	93,628	61,000,000
United States	Washington, D.C.	3,796,726	307,000,000
Vietnam	Hanoi	331,212	78,000,000
Yemen	Sana'a	527,970	24,000,000
Zambia	Lusaka	376,965	9,500,000

Foreign trade

Balance of trade (current account)

2009

100,000,000 lek

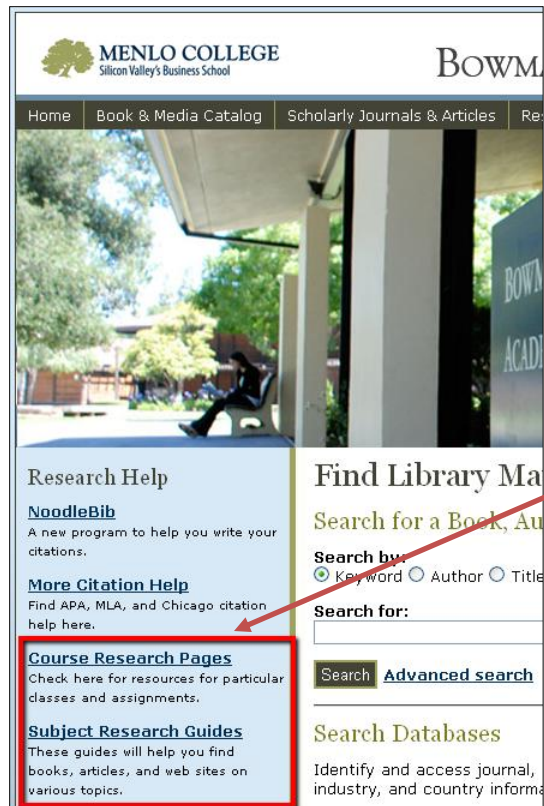
-17%

% of total

58.3%

Library databases

On the Library's web site you'll find an alphabetical list of all our databases, as well as lists of databases by subject.



We also have lists of the databases most useful for specific classes. Look for the links to Course Research Pages and Subject Research Guides on the Library's home page.

- [ENG 101 - English Composition 1 - Salinas](#)
- [ENG 102 - English Composition 2 - Rajaram](#)
- [ENG 102 - English Composition 2 - Weatherup](#)
- [ENG 350 - Research Writing \(PSP\) - Riccardi](#)
- [FIN 320 - Financial Management I - Jindra, Leshchir](#)
- [HUM 307 - Diversity in the Workplace - Marar](#)
- [HUM 311 - Women and Culture - Cabrol-Easton](#)
- [HUM 401-H - Senior Thesis: Humanities Capstone -](#)
- [HUM 401-P - Senior Thesis: Psychology Capstone -](#)
- [IMG 300 - International Management - Brice](#)
- [LIT 150 - Introduction to Literature - Flynn](#)
- [LIT 250 - The Short Story in Modern Literature - Gu](#)
- [LIT 482 - Women's Literature - Kingsley](#)

Library databases

- If you're not sure where to begin your search, you can always ask a librarian, in person or by phone. We're here every hour that the Library is open and we're here to help! You can access the library databases 24/7 with your library barcode.



It's your turn to choose databases



Individual library databases might focus on only one subject, such as psychology or business, or might contain articles from many disciplines. Using the description of the databases listed below, match each with the kind of information you might expect to find there.

CountryWatch (info and news about countries of the world)

CQ Researcher (reports and analysis on controversial current events)

Historical New York Times (coverage from 1851 to present)

Mergent (financial and business info, including company reports)

Passport GMID (international marketing reports, including statistics)

PsycArticles (top 50 psychology journals)

News article on John F. Kennedy's assassination

Scholarly articles on manic depression

Campaign finance reform report

Consumer electronics use in the Middle East

Company financials for Apple, Inc.

Political and economic overview of South Africa

[Sarah: color coding is only so you know which has to be able to be dragged to its correct answer. But some color could be added here to make it look jazzier.]

Advanced search techniques

- Scholarly databases like the ones the Library subscribes to are more complicated to use than search engines like Google and Yahoo because they offer sophisticated tools and techniques for searching that can improve your results.
- Many databases, including the library catalog, offer tools to help you narrow or expand your search. Take advantage of these.
- The most common tools are:
 - Boolean searching
 - Truncation



Boolean searching

Boolean searching uses AND, OR, and NOT when combining your search terms. Click on each pair of circles in the diagrams below to learn more.

Sarah: Use Venn diagram visuals and interactivity from http://www.lib.uci.edu/how/tutorials/LibraryWorkshop/basic_2.html. But use the text shown at right in place of theirs.

For “OR” use two examples. First one will be “Arizona prisons” OR “Rhode Island prisons” in which circles do not intersect. Use first two sentences in OR section at right.

Then have two circles that overlap a bit, using “corn ethanol” and “corn fuel” and including the last sentence in OR section at right.

When you combine search terms with AND, you’ll get results in which BOTH terms are present. Using AND limits the number of results because all search terms must appear in your results.

When you use OR, you’ll get results with EITHER search term. Using OR increases the number of results because either search term can appear in your results. Note that there could be some results in which both terms appear.

When you use NOT, you’ll get results that exclude a search term. Using NOT limits the number of results.

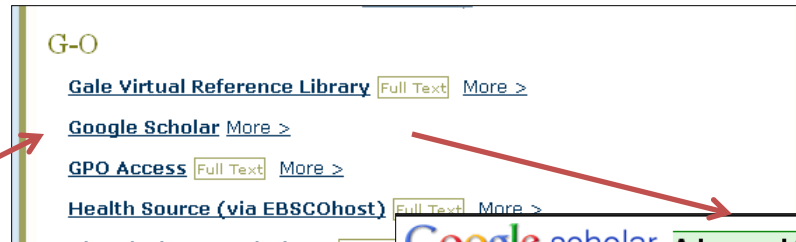
Truncation

- Truncation allows you to search different forms of the same word at the same time.
- Use the root of a word and add a symbol (such as an asterisk - *) as a substitute for the word's ending.
- [Sarah, use this example instead of **vege*** from UCI]:
Psycho* -- psychology, psychological, psychologist, psychosis, psychoanalyst
- Truncation can save time and increase your search to include related words.
- Now let's take a look at these tools in action.

Searching a library database

Video of using EBSCOhost will go here

And what about Google Scholar?



In the last module, we promised to show you how you can use Google for academic research. In our list of databases you'll find Google Scholar, which is a subset of regular Google.

It includes only journal articles, books, and reports from academic publishers, professional societies, online repositories, universities, and other web sites – exactly the kinds of scholarly sources your professors will often want from you.

A screenshot of the Google Scholar Advanced Search interface. The title "Google scholar" is in its characteristic multi-colored font, followed by "Advanced Scholar Search" in a green header bar. The interface is divided into sections for "Find articles", "Author", "Publication", "Date", and "Collections". The "Find articles" section has five radio button options: "with all of the words", "with the exact phrase", "with at least one of the words", "without the words", and "where my words occur". To the right of these options are four empty text input boxes and a dropdown menu set to "anywhere in the article". The "Author" section has a text input box with the example "e.g., 'PJ Hayes' or McCarthy". The "Publication" section has a text input box with the example "e.g., J Biol Chem or Nature". The "Date" section has two text input boxes separated by a hyphen, with the example "e.g., 1996". The "Collections" section has a green bar labeled "Articles and patents" and a checkbox labeled "Search articles in all subject areas (include patents)" which is checked.

Google Scholar

While you won't always find full text on Google Scholar (that's one of its limitations), you *can* find the citation of an article so you'll have its title, author, journal title, date, and page numbers.

The screenshot shows the Google Scholar interface with the search query "social networking and facebook". The results list several articles. A green arrow points from the text "While you won't always find full text on Google Scholar" to the first article, "Social networking on Facebook". Another green arrow points from the text "you can find the citation of an article" to the citation information for the second article, "Trust and privacy concern within social networking sites: A comparison of Facebook and MySpace". A third green arrow points from the text "date, and page numbers" to the citation information for the third article, "Being immersed in social networking environment: Facebook groups, uses and gratifications, and social outcomes". A red box on the right side of the screenshot contains the text "No full text available here".

Google Scholar search results for "social networking and facebook". The results list several articles, including "Social networking on Facebook", "Trust and privacy concern within social networking sites: A comparison of Facebook and MySpace", and "Being immersed in social networking environment: Facebook groups, uses and gratifications, and social outcomes". A red box highlights the text "No full text available here".

CyberPsychology & Behavior

Not a subscriber? Get started...

Being Immersed in Social Networking Environment: Facebook Groups, Uses and Gratifications, and Social Outcomes

To cite this article:

Namsu Park, Kerk F. Kee, and Sebastián Valenzuela. CyberPsychology & Behavior. December 2009, 12(6): 729-733. doi:10.1089/cpb.2009.0003.

Published in Volume: 12 Issue 6: December 7, 2009

Online Ahead of Print: July 20, 2009

Finding the full text of an article when you have only a citation

- You can then take that citation information to the Library's Journal Finder to see if one of our databases contains the journal you need.
- Having only a citation for an article isn't a dead end. It contains all the information you'll need to find the full text.



- Let us show you some ways to get the article you want.

Using the Journal Finder

- Video of using Serial Solutions goes here --
Show how to use the Journal Finder when all you have is a citation – mention that citation may come from Google Scholar, from one of our library databases that does not include full text, or from the reference list of an article
- Show how to use ILL

Using databases after you graduate from Menlo

You'll continue to use databases after you leave Menlo. Becoming an expert at using them now will give you a leg up later on.



Your job or company may subscribe to them – perhaps LexisNexis in the legal field, Hoover's or Mergent for business.



Every public library will have a selection of databases for you to use.



You'll use publicly available databases, such as yahooofinance.com, census.gov, webmd.com, espn.com.

Where YOU fit in the process – research takes time – don't wait

Even though we live in a 24/7 world and sources are readily available online, it still takes time to find, evaluate, and read the right sources for your projects. Following the suggestions below will help you succeed.



Read carefully



Find new search terms as you explore a topic more thoroughly



Take notes as you read



Write down your search terms in your notebook



Document all your sources as you read so you don't have to find them all over again when it's time to put together your bibliography

Recap of what you've learned

Now that you've completed this module, you should be able to:

- Identify the kinds of information contained in library databases
 - Use the Bowman Library databases to find articles
 - Use techniques for advanced searching, such as Boolean searching and truncation
 - Find an article from its citation
 - Order a publication through interlibrary loan
-
- In the next module, you'll learn more about evaluating the information you find, plus tips for quick and thorough previewing of academic sources.

Quiz for Module 3

- Quiz goes here