Imperial College London

Research Project Databases:
academic papers, business news and equity research

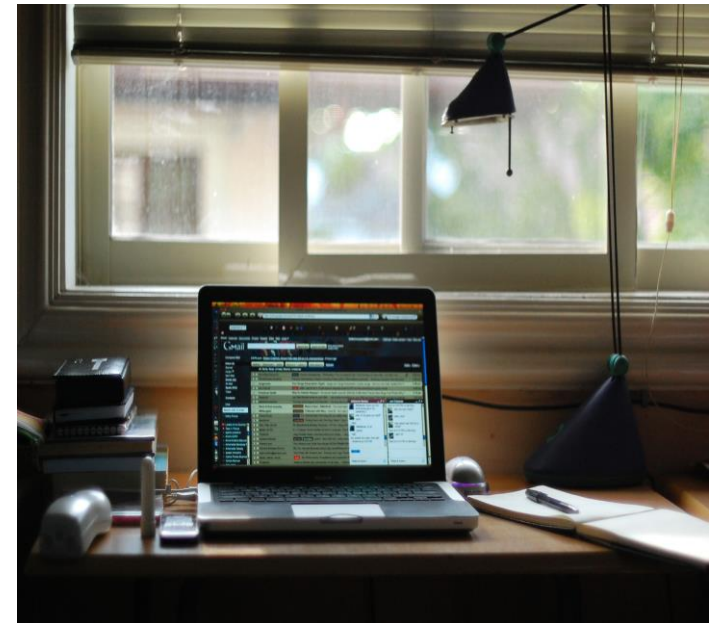**Heather Lincoln: Business Librarian**

This session

- Why I am here...
- How do you know which are the best resources for your project?
- short activities included – use phone or laptop
- slides (with links) will be available on the Hub

- a space for questions
  - please ask at any time via menti.com or in-person
  - it's also useful to hear other students' questions
  - I've prepared these searches, using databases systems isn't always straightforward

This session

Will give you an understanding of the information available for use in your project. We will focus on **finding three key areas of business information:**

- Academic papers using **EBSCO Business Source Ultimate**
- Business and company news using **Factiva** and evaluating business news
- Equity research in **Mergent Online**

The Applied Project

- Meant to provide real insights into professional financial practice, based on current financial theory and current analytical or computational tools

- In all cases , any references must be correctly cited and listed.

- The project should show a **broad range of evidence in relation to professional practice** to achieve a distinction

- All projects must be informed by current academic finance, with the emphasis on practical application rather than rigorous academic discussion…**Usually there is no need or room for an extensive literature survey**

Two Minute Activity

Find a recent news story on Tesla Inc's share price.

Got to Menti.com
and use the code
4221 9564
or scan the QR code.

Two Minute Activity

Would you use what you have found as business intelligence for your Masters' degree?

Would you use what you have found to inform a business decision in your professional career?

What analysis or data is missing? What perspective or opinion would add to your knowledge/competitive advantage?

Does what you have found pass an evaluation on the quality of information?
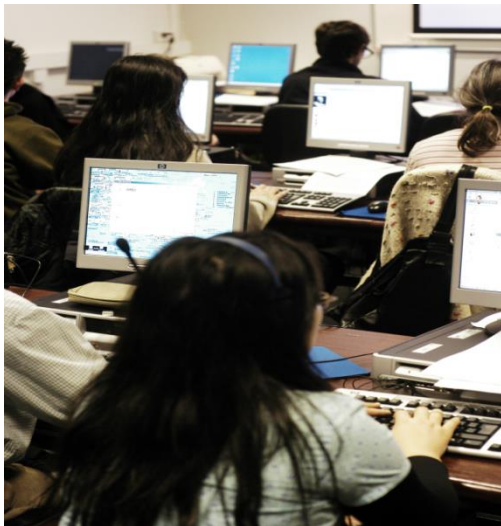
PROMPT Test
P= Presentation
R=Relevance
O=Objectivity
M=Method (clear how data collected?)
P=Provenance (how was it published?)
T=Timeliness

HOW TO SPOT FAKE NEWS

CONSIDER THE SOURCE
Click away from the story to investigate the site, its mission and its contact info.

READ BEYOND
Headlines can be outrageous in an effort to get clicks. What's the whole story?

CHECK THE AUTHOR
Do a quick search on the author. Are they credible? Are they real?

SUPPORTING SOURCES?
Click on those links. Determine if the info given actually supports the story.

CHECK THE DATE
Reposting old news stories doesn't mean they're relevant to current events.

IS IT A JOKE?
If it is too outlandish, it might be satire. Research the site and author to be sure.

CHECK YOUR BIASES
Consider if your own beliefs could affect your judgement.

ASK THE EXPERTS
Ask a librarian, or consult a fact-checking site.

Using business web news

- All news and journalism has bias and a range of fact reporting, opinion and accuracy

- If you use a business magazine that has higher opinion value compared to factual reporting, consider biases and compare against other sources

- If you use a news database, like Factiva, you can quickly evaluate the type of publications writing news about your company

Business | The Tesla conundrum

Investors conclude that Tesla is a carmaker, not a tech firm

A share-price rout suggests they no longer think it will take over the world

IMAGE: GETTY IMAGES

Jan 4th 2023

AFTER TESLA'S market capitalisation swept past that of Toyota, then the world's most valuable car company, in the summer of 2020, devoted fans and incredulous sceptics deployed a new unit of measurement. As the electric-vehicle (EV) champion's share price rose, its worth was couched in terms of the combined value of the next two, then five, then ten biggest carmakers. A year ago Tesla's

Forbes

FORBES > BUSINESS

BREAKING

Tesla Stock Sinks To 9-Month Low—Worst S&P 500 Performer—As Musk Controversies Leave 'Black Cloud'

Derek Saul Forbes Staff
I cover breaking news with a focus on markets and sports business.

Feb 5, 2024, 03:01pm EST

Updated Feb 5, 2024, 04:16pm EST

TOPLINE Shares of Tesla dipped Monday to their weakest level since last May, extending 2024's brutal selloff for Elon Musk's electric vehicle

Factiva – for international news (newspapers/magazines/trade publications etc)

- Subscription-based, full-text database. Aggregates licensed & free sources. The majority of Factiva's top sources are not fully available on the free web.

- International news database produced by leading economic & financial information provider Dow Jones. Content includes 3,500+ newspaper titles.

- Content = over 30,000 sources from 200 countries worldwide in 32 languages. Huge archive. New articles and sources are always being added.

- Includes national & international newspapers, journals & magazines (e.g. *Wall Street Journal, Financial Times, New York Times*, *Washington Post*, *The Times, El Pais, Le Figaro, Economist, China Daily, XinhuaNet Caijing, Forbes, Newsweek, Bloomberg, BBC, Reuters, Harvard Business Review*)

- Use Factiva to: Track industry developments & global market activity/monitor current news stories/research global companies

What's your perspective?

The sources of information you use: web news, financial data, company profiles, equity research... ALL contribute to your understanding of the topic. If you limit yourself to one type of information, from one group of authors/analysts your perspective and understanding will be equally limited...

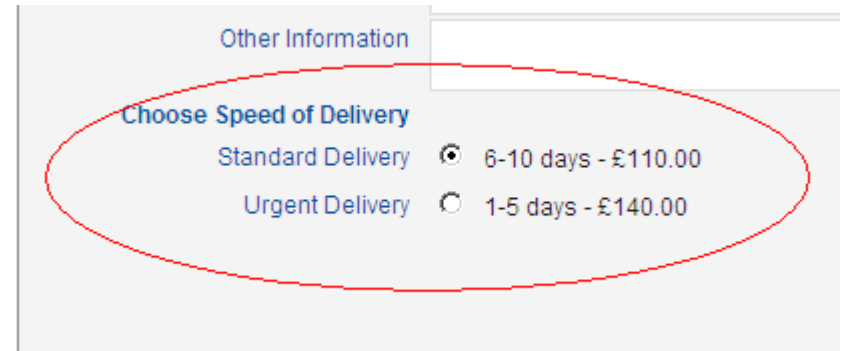# How do you escape the filter bubble?

- Log out of Google accounts before searching

- Turn off your Google web history

- Use private browsing e.g. Chrome's incognito mode or a search engine that doesn't track or filter e.g. Duck Duck Go

- Turn off search history personalisation

- Opt out of Google's advert settings

- Recognise echo chambers in social media

Location → Past click-behaviour → Search history

Cronic, G & Welch, L. (2018) From personal engagement to public engagement: the journey from experiencing fake news to educating others. This is not a fake conference! Available from: https://www.slideshare.net/LLRLibrary/from-personal-engagement-to-public-engagement-the-journey-from-experiencing-fake-news-to-educating-others-georgina-cronin-katie-hughes-and-lucy-welch [Accessed 27th June 2018].

Subscription paywalls

Document Delivery Service via the Library

- Free and unlimited service
- Delivery within 24 hours to your inbox if British Library has in stock
- Make requests through Library Search

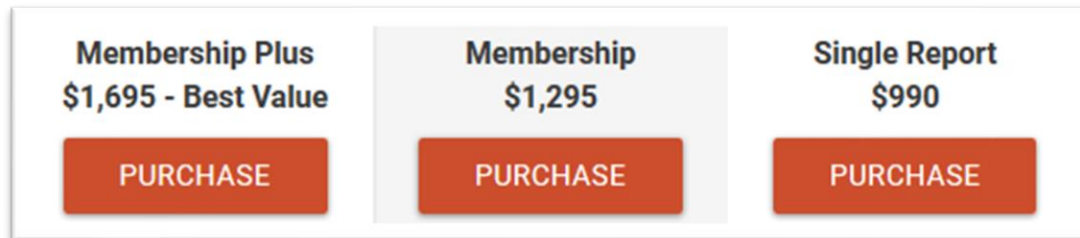- **Use Library databases to save you time!**

Other Information

Choose Speed of Delivery

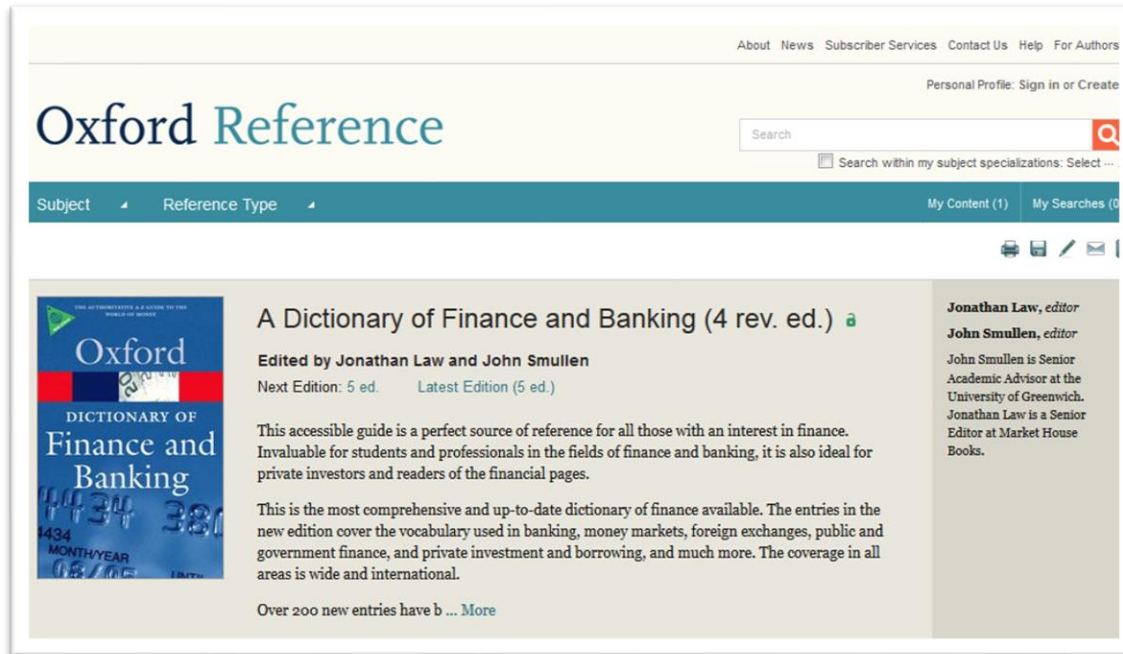Standard Delivery ⦿ 6-10 days - £110.00

Urgent Delivery ○ 1-5 days - £140.00

Membership Plus $1,695 - Best Value	Membership $1,295	Single Report $990
PURCHASE	PURCHASE	PURCHASE

Authority & accuracy

Use the oxford reference tools via library website as a more authoritative source to introduce a theory than Wikipedia!

Dictionaries
A Dictionary of Accounting
A Dictionary of Finance and Banking
A Dictionary of Statistics
The Handbook of International
Financial Terms

Authority & accuracy

Harvard Referencing: use 'Corporate author' where there is no obvious individual author

Reference list:
Pfizer (2019) *Pfizer Annual report to shareholders.* Available from: www.Pfizer.com
[Accessed 4th March 2021]

In-text citation: (Pfizer, 2019)

Making best use of AI tools

Prompt Engineering: You need to prompt Google a certain way to get good results and you need to do this with AI too (currently). It's an iterative process. Be specific with prompts and refine these for more examples and to clarify.

- ChatGPT free version training data last update January 2022

You can use it to research a topic, taking responsibility to critically sense check information it provides you with, but you are solely responsible for creating the piece of work that is submitted. This piece of work is expected to bring together your research from a range of sources and your own ideas, into your critical analysis of the question.

Cannot help you with producing your assessed coursework, unless specifically requested by lecturer. This includes giving it prompts to structure work. You can ask it check the quality of your writing, but you do need to make sure it's your writing and the GenAI tool is doing similar job to a grammar or spellchecker.

There is a difference between:

- Generative AI (BingAI ChatGPT, Google's Bard) which are LLMs: Large Language Models and

- Reactive AI (Grammarly) which have no memory and are task specific

Using AI carefully and thoughtfully

Accuracy- be wary of 'hallucinations' & 'ghost citations'

Copyright and labour – where does content come from?

Bias – work produced may replicate real world biases

Security and privacy – treat like social media with personal and sensitive information

[Using AI carefully and thoughtfully](#)

University of Maryland (2023) How AI Based Tools Work. *AI and Information Literacy Online Module*. Available from: [1 - How AI-Based Tools Work: AI and Information Literacy (instructure.com)](#) [Accessed 24 September 2023]

AI tools for research

Elicit – Search academic papers. Provides a table of summaries and key information

Research Rabbit – Recommendations and visualisations to discover more research

Consensus – AI powered academic search engine

ChatPDF – Upload a PDF and ask questions about the contents

EBSCO Business Source Ultimate

- Academic journal articles: major source

- Company Profiles: International Datamonitor Profiles from the world's largest companies

- Country Reports: Including economic competitiveness reports, political risk yearbooks and emerging markets monitor

- Market Research Reports: market research handbooks and Datamonitor Marketwatch reports

- Industry Profiles: Country and geographic areas analyses, including market forecast data and reports from the EIU covering key industries

- SWOT analyses from Gartner Inc, working papers, case studies and analyst and executive interviews

- BUT use Marketline Advantage for more up to date company and industry profiles...

Mergent Online

Contains financial details on over 95% of global market capitalisation. Additional details include executive profiles, family tree and annual reports.

The library subscription includes Mergent Basic and the Investext Broker Research add-on module. Includes access to equity research reports and quantitative info.

Mergent Online (Basic) covers the last five years of financials, active data only, SEC & Edgar filings, news, annual reports, and US equity pricing.

Investext Broker Research covers embargoed research of over 18 million reports, with history back to 1982. Around 4,000 new reports are added daily, and there is no download cap.

Which are the best resources to use?

EBSCO Business Source Ultimate	Factiva
• Company profiles • Academic papers • SWOT analyses • Industry profiles	• Interntional newspapers • Business magazines and trade publications • Market data • Company share price linked to news

Corporate platforms

Mergent Online	Standard & Poor's Capital IQ
• Equity and broker research	• Public and Private companies • Investment firms

Which are the best resources to use? (2)

News Subscriptions	Company financials
• Financial Times • The Economist • Wall Street Journal	• Orbis Europe • Capital IQ • COMPUSTAT Global & NA • FAME

The Big Three Financial databases

Bloomberg	WRDS	Global Financial Data
• Financial data, analysis and news etc. • Bloomberg.com for news	• ESG • Financials • Deals • Securities • Options	• Financial & economic data: 200 global markets

What database(s) or resources do you plan to use for your project?

Got to Menti.com
and use the code
4221 9564
or scan the QR code.

Citing and Referencing info including data from databases

- **Imperial College Harvard Style**

- Library provides advice and support

  - contact us for individual advice
  - come to a RefWorks training session

  NB: very useful examples of how to cite and reference on our webpage

Citing AI tools in your work

In-text citation:

(OpenAI ChatGPT, 2023)

Reference list:

OpenAI ChatGPT (2023). What are some examples of decolonising the curriculum in STEM subjects in higher education? ChatGPT response to Coco Nijhoff. Available at: https://chat.openai.com/share/00422613-c808-418d-b174-58b14ce1433c (Accessed: 8 June 2023).

You should include a statement to acknowledge your use of generative AI tools for all assessed work, in accordance with guidelines from your department or course team.

Generative AI guidance | Administration and support services | Imperial College London

Remember to:

- Explore library's subscribed resources before Googling for reports, etc. (to save time and effort).

- Bookmark the <u>A-Z list of business databases.</u>

- Check out the 'Help' sections in databases (e.g. for tutorials on search construction).

- Use databases' Customer Support (can usually contact them   directly). Check for chat service.

- Note that most databases limit downloads/discourage text and data mining.

- Occasional Bloomberg data limits in summer so give yourself time to use

- <u>Cite and reference </u>your sources.

Evaluation form for this session. Thank you!

http://tinyurl.com/ym8cj26d

Business Library Team: ways to contact us

Enquiry service and online 1 to 1 sessions available. Team email: libbpd@imperial.ac.uk

Or email me directly as finance librarian on h.lincoln@imperial.ac.uk

Please check the Library website, Twitter & Instagram @imperiallibrary for updates