

York University

Business Research at York Toolkit (BRYT)

Video transcript: Find industry news with ProQuest Business & Business Source Complete

Hey there. I'm Stephanie from the BRYT team. I'm here to show you how to find trade articles in **Business Source Complete** and **ProQuest Business** using two kinds of filters: specific keywords and source type. Trade articles, also known as industry news, provide useful information and insight into a particular industry's trends, developments, and opportunities. They are typically written by industry professionals and associations.

Let's start from the Library's website. Type in Business Source Complete and click Find. Then click Click to access this resource to get to the default advanced search page. Business Source Complete searches scholarly, trade and newspaper and magazine articles. We'll just focus on its trade content today. To find trade articles, we need to use relevant keywords for the topic. Let's research the clothing industry in Canada. Relevant keywords for this the topic would be "clothing industry". We can also use related terms, such as "fashion industry" or "apparel industry". To refine your search for a good list of trade articles, be sure to use what we call search operators. Each database has its own conventions for these search filters. To find trade articles on the Canadian clothing industry, we'll need to add a geographic-focused keyword like CANADA, with an asterisk instead of the last syllable. The asterisk tells the database to return variant endings of the word like Canada and Canadian. Let's add manufacturing to our search as well. We'll use the asterisk again to search for variant endings like manufacture or manufacturing. We're ready to click Search. On the left side, we'll use the Source Type filters to select Trade Publications. This shows articles published in industry and trade publications. For a complete list of trade publications, click the arrow beside Publication. Many of the articles are coming from industry-focused publications. If you want to read an article, click the HTML or PDF Full Text links. If these options aren't available, look for the Find it @ York icon. This will take you to a new page with links to other online databases that either have the article or recommend that you check for a print version using the library's website. If you still can't open your article, contact a business librarian for help!

Now let's take a look at ProQuest Business. Back on the Library's website, let's type in ProQuest Business and click Find. Then click Click to access this resource. The website defaults to the Advanced Search page. Just like Business Source Complete, ProQuest

Business covers scholarly, trade, newspaper and magazine content really well. Let's use our previous search strategy, and type in "clothing industry" OR "fashion industry" OR "apparel industry" on the first line. Then C-A-N-A-D with an asterisk on the second line. And click the + sign to add another row and add M-A-N-U-F-A-C-T* on the third line. Notice how ProQuest Business uses the same search operators as Business Source Complete? Now click Search. On the left, you can narrow your results to just trade articles by clicking Trade Journals under Source Type. If you expand the Publication title section, you can see a list of trade publications. To access the articles, look for either an HTML or a PDF Full Text link, or click the Find it @ York icon. It's best to search more than one article database, because each database covers different content. Also, make sure to try different keywords as you learn more about your topic.

And now you know how to use ProQuest Business and Business Source Complete to retrieve the latest trade articles using two main filters: specific keywords and publication or source type.