York University
Business Research at York Toolkit (BRYT)
Video transcript: Find news articles covering market research topics
with Factiva

Hi. I'm Stephanie from the BRYT team and I'm here to show you how to find news articles in **Factiva** covering market research topics. Factiva is a powerful news database that provides access to thousands of national and international newspapers, as well as web news content like blogs and videos. As with all research databases, you'll need to narrow down your search with filters and keywords.

We'll start at the Library's page. Type Factiva and then click Find. Click Click to access this resource. We'll select our first filter, which will be the time range for our search. Select In the last 2 years. As you can see, there are more filters you can use. Beside Region, click the arrow to expand All Regions. Scroll down. Then click North America to automatically add the region to the Search Form. Click the arrow beside Subject to expand All Subjects. In the search bar, type in Market Research and select Market Research/Consumer Trends and Marketing/Markets when they appear in the dropdown menu. Click the arrow beside Industry, to expand All Industries. Now click the plus sign beside Consumer Goods and then click the plus sign beside Food/Beverages/Tobacco. Alternatively, you can type your keyword into the industry search box to retrieve relevant categories. We'll click on the subcategory Beverages/Drinks to add it to our search. If you want to learn more about the specifics of the category, click on the *i* icon. In addition to standard filters, you can add keywords and search strings in the Free Text Search Form. Let's add "energy drinks". Make sure you put it in double quotations so that Factiva searches for this keyword as an exact phrase. If you want to learn more about Factiva's search operators, click the Examples link or check out our BRYT step-by-step guides and search operators video. Now click Search. You can see a lot of newswires in the results page. If you only want to see results from major business news sources, click Modify Search. Under All Sources, select Top Sources from the Select Source Category drop-down menu. Click Major News and Business Sources to select it. Let's click Search again and retrieve results only from major business news sources. Now you have a list of results! Click the article titles to start reading.

And that, my friends, is how you use filters and keywords in Factiva to retrieve news articles covering market research topics.