

Video Transcript: Find business articles

I'm going to show you how to find scholarly, trade, and popular articles for your business research assignments. Articles can provide context about a company's strategy, historical information, and coverage of more recent topics like a disruptive technology. If you're researching a small privately-held company, articles can be especially helpful, as there might be articles on the company, its competitors, or the industry it's a part of.

I'm going to show you three databases available through York University's library. The first two, ProQuest Business and Business Source Premier, are your go-to databases for scholarly and trade articles for most business topics. It's good to use both because they don't have the same coverage. Factiva is the best source for popular news articles published in business newspapers, newswires, and magazines.

You can access these databases through York's Bronfman Library website. Type ProQuest Business in search. Next, select Title Keyword Search and then click Find. From here, click the link to launch it. If you're off-campus, it will prompt you to sign in with your Passport York ID. Let's say, you want to research the Enron scandal from the early 2000s. Enron used fraudulent accounting practices that ended up causing the largest bankruptcy of an American publicly-held company at that point in time. Based on your topic, you already have a few keywords to work with. First, you can type in Enron, the name of the company. I recommend keeping Anywhere except full text – ALL* selected. This will search an article's title, abstract, author-supplied keywords, and subjects for your keywords. On the next line, you can type fraud and add an asterisk at the end. This is the truncation operator in ProQuest Business and it will broaden your search for all variant endings of the word, like fraudulent. To add more search terms, click the Add a row link. Now add scandal with an asterisk. ProQuest Business has other handy search operators. You can find out about them in the Search Tips document. For example, the Near Operator can be really useful, as it allows you to find keywords that are close to other. If you add accounting near/5 fraud, this tells the database to return articles where accounting is within five words of fraud. Over here you can limit the search to peer reviewed or scholarly journals. Not all scholarly journals are peer reviewed. If you're not sure what the difference is, click on the information icon for a definition. Let's leave our article type open for now, and click Search. There are a lot of results here, and the keywords are highlighted for you. You can refine your search using any of the options on the left. For example, you might want to limit to just articles from trade journals. Trade articles can be useful because they're written by industry professionals. You might see some articles that have a Find it @ York button. This means that we don't have the full-text of this article in ProQuest Business; however, we might have an electronic version through another database or a print copy. You just need to click on the button and a new page will open and give you various options for finding the article.

Now let's look at Business Source Premier. This is the only database at York that provides you with access to the ever-important Harvard Business Review articles that you'll probably be reading in a bunch of your courses! If you're researching a specific topic, like innovation at Apple Inc., and you only want to read articles from Harvard Business Review, you can scroll down and under Publication type in Harvard Business Review. Scroll up to the top to add your keywords. First add Apple Inc. and then select Company Entity from the drop-down menu. Then add innovat* with an asterisk and select TX All Text. Just like ProQuest Business, you can use the asterisk symbol to pull in variant forms of the word like innovation and innovative. Now let's say you want to add another keyword like iPhones or mobile, you can use the Near operator in Business Source Premier. But it looks a bit different than the ProQuest one. To get more information about this, click on the Help link, scroll down the table of contents, and

click on Proximity Searches. You can see that Near just uses the N. Let's go back to the search box. So, on this line we could add iPhone N10 mobile and then select TX All Text. If you need to add more terms and you run out of rows, you can add more by clicking in the plus sign. Now let's run the search. Our results are only showing articles published in Harvard Business Review, which is why we don't have that many results. But if you were to search Business Source Premier without limiting the publication type to Harvard Business Review, you would be able to use the left-side limiters to further narrow down your search.

Finally, if you're looking for the latest newspaper and magazine articles in the world of business, go to Factiva. You can find top news stories on topics that are so current that researchers haven't had the chance to write scholarly articles on these topics yet. Let's use Pinterest as an example. Click the arrow beside 'All companies', and type Pinterest. If you're not sure that you're selecting the right company, click on the information icon to see a brief description. Under Subject, you can type the keywords you want to search for. So for example, search for 'acquisitions'. If you click the information icon it will show you a definition of this subject. Change the date for your search to a year. Keep duplicates as 'similar' so that similar articles are removed. And now click Search. Here are your search results. You can use any of the filters on the right to refine your search. You can also modify your search so that it only gives you articles from major news and business sources by clicking the 'modify search' button. From here, click the arrow beside All Sources. Now click Major News and Business Sources.

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