

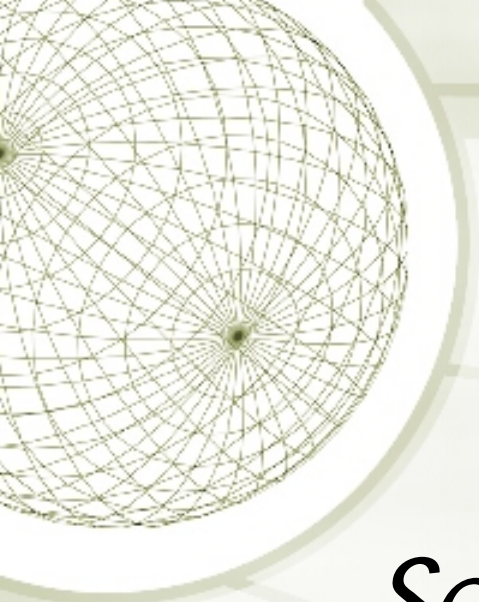
Graduate Research Seminar

IUM, September 2006



Outline

- ★ Planning.
- ★ Execution:
 - ✦ Databases.
 - ✦ Getting the best out of the internet.
- ★ Write-up:
 - ✦ Citation.
 - ✦ Bibliographies.



Session 2.1: Execution



But how do I start?

- ★ Start searching for sources (not data).
 - ◆ Government & international agencies.
 - ◆ Trade associations & clubs.
 - ◆ Trade & business press.
 - ◆ Market research companies.
 - ◆ Market players.
- ★ List your sources.



Basic search strategy

- ★ Identify key concepts.
- ★ Choose keywords and synonyms.
- ★ Construct your search using Boolean operators.
- ★ Choose database.
- ★ Evaluate results.
- ★ Modify the search if necessary.



Example 1

- ★ Key concepts:

- ◆ Luxury

- ◆ Keywords: luxury, high quality, expensive, etc.

- ◆ Chocolate

- ◆ Keywords: chocolate, cocoa, confectionary, etc.

- ◆ Associations

- ◆ Keywords: associations, clubs, societies, etc.



Example 2

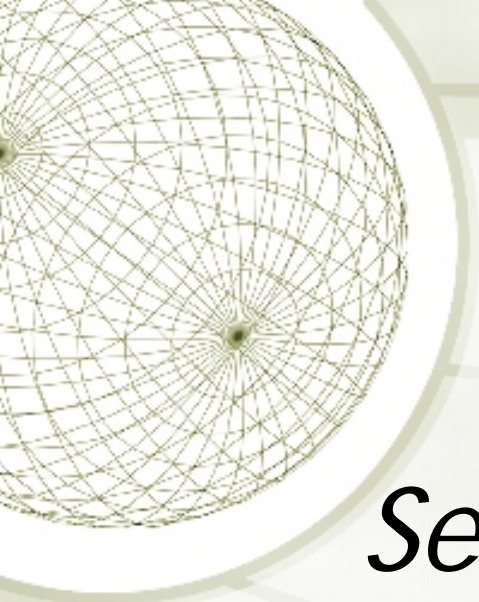
- ★ Key concepts:

- ★ Luxury cars

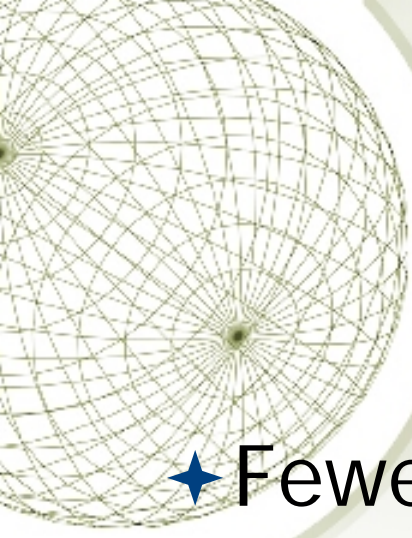
- ★ Keywords 1: Bentley, Lamborghini, sports, expensive, luxury, etc.
- ★ Keywords 2: cars, autos, automobiles, vehicles, etc.

- ★ Major players

- ★ Keywords 1: major, leading, largest, best etc.
- ★ Keywords 2: players, companies, competitors, manufacturers etc.



Searching Subscription Databases



Why not the Internet?

- ★ Fewer hits, on targeted sources.
 - ◆ Not so daunting.
- ★ Editorial control over content.
 - ◆ Higher credibility.
- ★ Higher probability of relevant results.
 - ◆ Faster progress through your plan.



Subscription databases

- ★ MarketLine

- ★ Industry, company and country reports.

- ★ Britannica Online

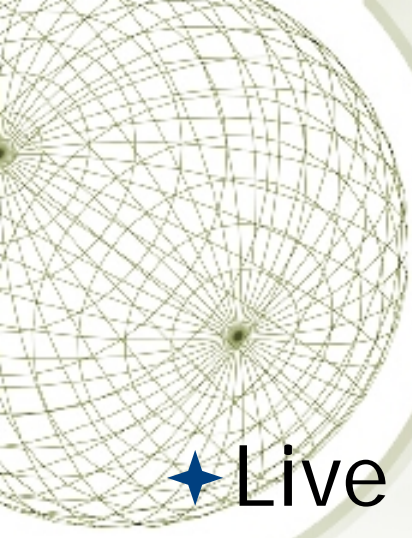
- ★ Encyclopaedia - beware of Wikipedia.

- ★ Ebsco

- ★ Academic research.

- ★ Factiva

- ★ News and trade press.



MarketLine

- ★ Live demonstration:
- ★ <http://www.monaco.edu/library>
 - ★ Login =
 - ★ Password =



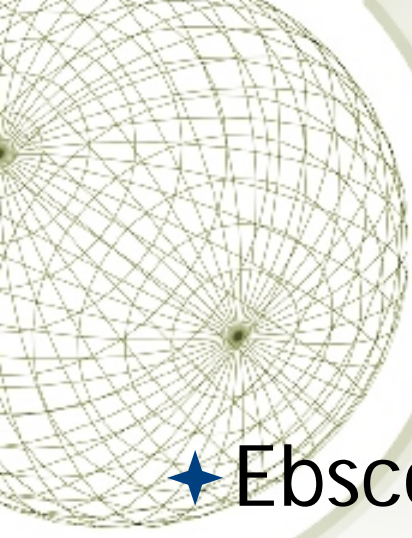
Britannica Online

- ★ Live demonstration:

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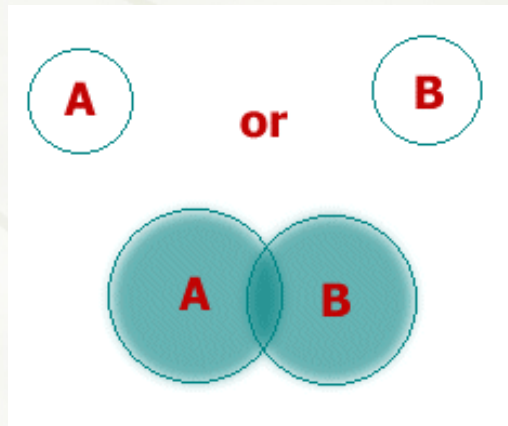
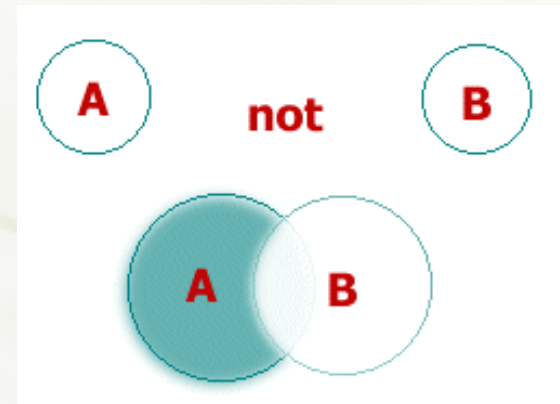
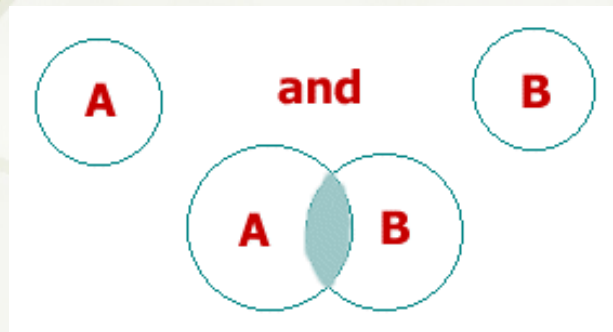


Bibliographic databases

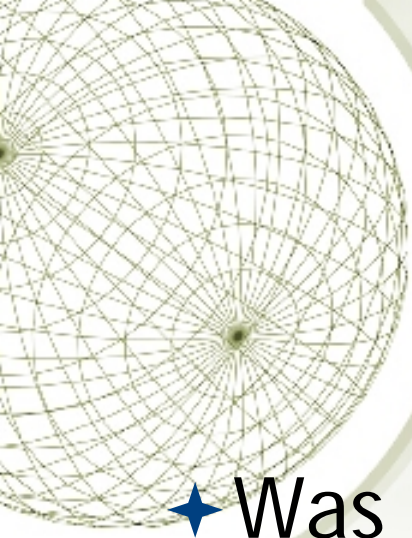
- ★ Ebsco.

- ★ Factiva.

Boolean logic

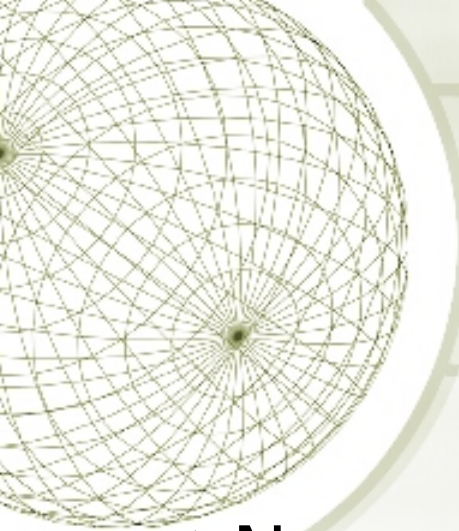


Using Boolean logic makes your searches more accurate.



Too few hits (low recall)

- ★ Was your search string too specific?
 - ★ Remove some of the ANDs.
 - ★ Are there other synonyms?
 - ★ Include more ORs.
- ★ Check spelling and syntax.
- ★ Read the help instructions.
- ★ Ask the librarian.



Too many hits (high recall/low precision)

- ★ Narrow to specific fields if possible.
- ★ Use more specific terms.
- ★ Add more ANDs or NOTs.
- ★ Remove some synonyms if possible.
- ★ Ask the librarian.



Other problems

★ Be aware of the following:

★ Is the spelling correct?

★ UK=behaviour, USA=behavior.

★ Is the language correct?

★ UK=chemists, USA=drug stores.

★ Are you using incorrect terminology?

★ Old term=redundancy, new term=downsizing.

★ Are you using acronyms or abbreviations?

★ Are you using jargon?



Don't forget the traditional sources

- ★ Dictionaries and encyclopaedias.
- ★ Books.
- ★ Articles and papers.
- ★ Indexes and abstracts.
- ★ Research reports and conference papers.



Obtaining material that's not in the library

- ★ Start your research early.
 - ★ It can take more than a month to obtain material.
- ★ Don't stop searching if you make a request.