RESOURCES FOR SECONDARY RESEARCH PROJECT • MEJO 379

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#RoryThePig
Today’s Agenda

• Review trade vs. academic vs. popular publications

• Review pre-class questions

• Search strategy tips

• Introduce EBSCO

• Improve searching in EBSCO

• Questions any time!
Types of Journals

Describe (pick one)

• Audience
• Author(s)
• Editor(s)
• Layout
• Length
• Writing Style

Special features

Scholarly Journals
Secondary Research, Part II

Trade Journals

Popular Magazines
2. **Best Practices** for Community Relations: Case Study of the Hispanic Wellness Fair.


**Subjects:** Corporate image; **Best practices**; Community relations; Hispanic Americans; Ethnic consumers

1. Charities can't disregard email best practice.


**Subjects:** INTERNET marketing; CHARITIES; MARKETING; Other Grantmaking and Giving Services; Electronic shopping and mail-order houses; Electronic Shopping; Marketing Consulting Services
Your Questions

• How do you ensure that your results contain the most important information you are searching for?

• I struggle to use the key words to get the search results I want.

• How to get articles that will relate to the niche industry that we are researching?

• How to narrow down the results without making my search too specific?

• What if there are no results?
Google

• Searches all your words separately (AND)
• Searches related words
• Anywhere in the document
• Doesn’t always search for words you type

EBSCOhost

• Searches all your words
• Within five words of each other
• In title, abstract, subjects, journal title
• Always searches exactly what you type
• Use more words to narrow results
  • Connect more words with OR
• Use “quotes” to require words (you know better than Google)

• Separate different concepts with AND
• “public records request” AND software
Your Search, Deconstructed
Search Tips, Generally

• **Use quotes** to require both words, in order
  - “domestic violence”
  - “undergraduate”

• Use OR & () to fine-tune your search
  - “fly fishing” bahamas OR nassau
  - Voting durham OR charlotte OR “Chapel Hill”

• Combine concepts as words, not sentences
  - should college athletes be paid?
  - “college athletes” paid OR compensate OR salary
What the 🌟 ?

- “Truncate” to find variant spellings of search term

- Encourag*  
  - Encourage  
  - Encouraging  
  - Encouragement

- Advertis*  
  - Advertisement  
  - Advertising  
  - Advertise

- Controvers*  
  - Controversy  
  - Controversial

- Brand*  
  - Brand  
  - Branding
Find Scholarly Articles & More

Search: Academic Search Premier, Show all | Choose Databases

"local food" AND sustainab* 
Select a Field (optional) → Search

Search Results: 1 - 10 of 415

   Subjects: FOOD industry; RESEARCH; GREENHOUSE gas mitigation; FOOD supply; MARKETING strategy; Perishable Prepared Food Manufacturing; All Other Miscellaneous Food Manufacturing; SUSTAINABILITY

   Subjects: SUSTAINABLE food movement; FARMERS' markets; COMMUNITIES; LOCAL foods; FOOD consumption

3. Understanding the Role of Local Food in the Meeting Industry: An Exploratory Study of Meeting Planners' Perception of Local Food in Sustainable Meeting Planning.
   DOI: 10.1080/15470148.2014.986780. , Database: Business Source Premier

- add more search terms
- look at "subjects" for search ideas
- publication type
Do they buy for their dogs the way they buy themselves?

Authors: Tesfom, Goitom¹
          Birch, Nancy¹

         15p. 13 Charts.

Document Type: Article

*PSYCHOLOGY
*Brand loyalty
Dog owners
Pet owners
Marketing & psychology
Dog food
Food preferences
Nutrition -- Psychological aspects

311111 Dog and Cat Food Manufacturing
418310 Agricultural feed merchant wholesalers

Motivated by the fact that pet food and pet care is a big business and pet owners in the United States spend more on their pets each year, the objective of this research is to determine whether dog owners buy for their dogs the way...
“Permalink” for Persistent URL

Searching: Communication & Mass Media Complete

"local food" AND sustainab*

14
Which of these products or services have you bought / used in the past 12 months because bloggers / YouTubers or other famous people advertised them?

- Clothing: 38%
- Shoes: 34%
- Food & drinks: 33%
- Consumer electronics: 28%
- Books, movies, music & games (excluding downloads): 27%
- Cosmetics & body care: 26%
- Bags & accessories: 23%
- Sports & outdoor: 21%
- Household appliances: 19%
- Toys & baby products: 16%
- DIY, garden & pets: 15%
- Other: 14%

Additional Information: United States; Nov 22 to Dec 27, 2017; 2,032 respondents; 18 to 64 years. Source: Statista Survey (Global Consumer Survey)
Next Steps

• Stay in touch!
  • Chat
  • Appointments
  • Email