NOTE: For an overview of the research process, see EMPOWER at http://library.wichita.edu/empower/.

General Tips for Searching E-resources
(Note: The following techniques usually work with online catalogs, periodical databases, reference databases, search engines, and other standard library resources):

- To search for exact phrases, enclose them within double quotation marks:
  - “social media”
  - “attention deficit disorder”
- To search for multiple endings of words, use an asterisk/star in place of the variant endings. This technique is known as “truncation.”
  - environment* (retrieves “environment,” “environments,” “environmental,” “environmentalists,” etc.)
- To find more than one term, use the “and” command between all of the terms. This command narrows your search.
  - brands and consumers
  - NOTE: Certain resources (e.g., Google) assume an “and” between multiple search terms, so you don’t need to include one there.
- To find synonymous/equally acceptable terms, use the “or” command (and enclose the phrase within parentheses):
  - Consumers and (advertisements or commercials or ads)

Reference/Background Materials
- Useful electronic reference sources are listed on the “Economics,” the “Accounting,” and the “Business Administration” pages within the library’s “E-Resources (arranged by academic disciplines)” section. Credo and Oxford Reference, both of which comprise hundreds of reference “books” on all subjects, are especially useful.
- Relevant print books are located here in the library’s Reference Area:
  - Economics: 330s
  - Management and Public Relations: 650s
• **Books**
  - To find (print) books in Converse’s Mickel Library, use the [Mickel Library Catalog](#):
    - “Subject” searches: use when searching for a single concept and you know the official Library of Congress-designated subject heading(s), e.g.,
      - Industrial management
      - Supply-side economics
      - women in advertising
    - “Keyword” searches: use when combining multiple concepts and/or you don’t know the subject heading, e.g.,
      - women and (advertising or marketing)
      - “human resource*” and (grocer* or supermarket*)
  - To find eBooks, use the [eBook Collection](#) from EBSCOhost and [eBrary eBooks](#) on the [E-Book Databases](#) page.
  - To find books in college/university libraries in South Carolina, use [PASCAL Delivers](#).
  - To find books in libraries throughout the U.S., use [WorldCat](#).

• **Periodical Articles**
  - [Business Source Premier](#) -- one of the world’s largest business databases, comprising thousands of periodicals in areas such as marketing, economics, finance, etc.
    - Sample search:
      - “prepared foods” and grocer* and consumer*
      - “used cars” and “internet marketing”
  - [Business Abstracts with Full Text](#) – covers hundreds of core magazines and academic journals in business, over 500 of which include the full text of the articles
    - Sample search:
      - “musical instruments” and retail and (internet or online)
  - [Regional Business News](#) – includes more than 80 regional business publications, most of them in full-text format.
    - Sample search:
      - “krispy kreme” and “south Carolina”
  - [Academic Search Complete](#) -- one of the world’s largest academic multidisciplinary databases, [Academic Search Complete](#) provides indexing to over 12k periodicals (the majority are peer-reviewed journals) and includes the full text of over 8k of these.
    - Sample search:
      - “walmart neighborhood market”
Finding Out If Our Library Owns a Particular Periodical
- To find an article for which you’ve found only a citation, you’ll need to check two places, both of which will be linked here.
  - Clicking the “E-periodicals” link brings up CASE, a database that lists the periodicals the library owns in electronic format
    - Key in the title (or at least the first word or two of the title) in the box to the right of the box with the words, “Title Begins With.”
  - Clicking the “Print/Microform Periodicals” link brings up the Mickel Library Catalog which will list all of the periodicals the library owns in either paper or microform formats
    - Search by journal title (not article title!)
- If you have any questions about finding an article, please contact one of the librarians for assistance.

Using InterLibrary Loan
- Once you’ve determined that our library doesn’t own an article or book, you have a couple of options for obtaining materials from other libraries.
  - For books, first check out PASCAL Delivers, a statewide system that allows you to borrow books from other South Carolina colleges and universities; these books generally arrive in just a few days!
  - For books not available through PASCAL and all other materials (such as journal articles), select “Interlibrary Loan” from this page and log in. Please make sure that you select the correct form (e.g., Journal Article Request, Book Request) and fill it out as completely as you can. Articles generally arrive within 2-7 business days, while books usually take 5-14 business days.

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