How to search for an article from a reference?
A step-by-step guide

1. Understand the information in the reference

- Year of publication: 1988
- Volume: 14
- Issue: 4
- Page numbers: 508-521
- Title of the journal: *Journal Of Consumer Research*

2. Go to Hanna

[Image of the Hanna library website]

Klick on the link to enter Hanna
2.1. Log in with your Hanken username and password if using from home

3. Search for the title of the journal
4. Click on the link to the database

5. Search for the right volume, issue and article
Quicker way (doesn’t always work)

Another example:

1. Search for the article title in Hanna

2. Switch the tab to “articles and more”
3. Follow the link to the database and read the article.
Searching in Google Scholar

1. Works well in Hanken network
Title: Analysis and Interpretation of Qualitative Data in Consumer Research

- Click on GO to find the article!
2. When searching outside Hanken activate the library links first

2.1 Go to settings

![Google Scholar](https://scholar.google.com)

**New! 2017 Scholar Metrics Released**

*Stand on the shoulders of giants*
2.2 Go to Library links and activate Hanken (you might have to search for Hanken)