Article search workshop for new Master’s students

10.09 & 18.09
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Today’s program

» Finding library’s resources through Hanna
  » Find a database, specific journal, articles on given topic

» Using Google Scholar for article searches
  » Access Hanken’s databases through GS
  » Evaluating quality in GS

» Using article databases for literature search
  » EBSCO Business Source Complete

» Making your searches more efficient
  » Search words, search methods, subject terms

» Citation databases
  » Why? How? When?

» Evaluation of search results
  » How to check the quality?
Hanna, Google Scholar or article databases?
Find all our resources in Hanna
Hanna is the search tool for Hanken’s library. Log in to access full texts in the licensed databases and in order to renew and reserve books. Hanken LibGuides will support your studies, help you discover relevant literature and keep you up to date with your field.

Hanken bibliotek

Quick links
- Business Source Complete (Ebsco)
- MOT dictionary
- Redfox dictionary
- RefWorks

Access different types of material

Log in to access material from home
Find a book

Sort by "newest" to find the latest edition

Available by title "Services..."

Available

Course book, loan period 1 week
Find a database

Click to enter the database
Find a journal

Search for Harvard Business Review using the search function on the library's database. Click on the link to the database to read online.
Journals in Libguides

Management and Organisation, Entrepreneurship: Journals and articles

Recommended journals

- Academy of Management Journal
- Academy of Management Review
- Academy of Management Perspectives
- Academy of Management Learning and Education
- Academy of Management Discoveries

Browse Full Text Journals

Explore Hanken's journals with BrowZine

Browse thousands of journals

The Academy of Management Annals

View top journals from your field in the BrowZine Scholarly Journal Room! BrowZine is a browsable newsstand of the Library's top journals. Easily discover, read, and monitor the key journals in your field.

Recent Hanken articles

Latest from Haris RSS

I can't access the article!

If you are not able to find/see the article that you are looking for:

1) Search for the journal in Hanna. Can you find it? Is it available electronically or in print? Is it available for the year/number where the article was published in?

2) Google for the article. Sometimes it is available in full text somewhere else. It is a good idea to google just the title of the article (do not include vol and no).

3) Contact the library: biblioteket@hanken.fi. We might be able to find the article or order it for you.

Key articles

- Entrepreneurship key articles
BrowZine for browsing

Access from Hanna or Libguides!
Find articles on a given topic

- Use the search function to find articles on a given topic.
- Do several searches with the same filter settings.
- Change the tab to view different types of articles.
- Apply filters if needed.
- Click the link to open a full text article in a database.

© Hanken
Using Hanna articles and more search

» + Searches in many databases at the same time
» + Quick and easy way to start
» + Limit to scholarly/peer reviewed articles

» - Articles from EBSCO Business Source Complete database are not always included
» - Difficulties with sorting out the most relevant content
Google Scholar (how to read full text)

Search by article title

[PDF] jstor.org
Full text at Hanken

Klick on the link to open the article in Hankens databases
Google Scholar

» + Lots of material
» + Shows more than what is available through Hanken
» + Access to Hanken’s articles
» + Simple interface

» - Often too many results
» - Includes non-available and non-scientific material
» - Requires better knowledge of what is peer-reviewed material
Branding and marketing of technological and industrial products

E-article
Melewar, T.C.; Lim, L
Published in European Journal Of Marketing 2010, Vol.44(5), pp.545-546

Click on the button to see full text availability information
Task 1

» Find the information on the slip
» Use Hanna, Google Scholar or any article database
» Can you find the material?
» Tip: pay attention to the type of source! (reference tells us the source type)
Search in an article database

» + Best search functions
» + The content is presented in an easy, logical way
» + Some sort of quality control is applied
» + Shows many articles that are available in other databases

» - Results may not show all the material available to us
» - Searches in other places (Hanna or Google Scholar) should be made as well
Making more efficient searches

Examples in EBSCO Business Source Complete database
Combine search words

Do NOT limit to full text

Limit to scholarly journals if needed

Choose where the search words should be (abstract is a good way to limit your search)
Finding a good search word

» Good search words > relevant search results
» Keep the synonyms in mind!
» Different research schools may use different terminology
» Use Thesaurus (EBSCO Business Source Complete for English)
» Dictionaries and encyclopaedias may help
Subject terms

» Describes the contents of a book / an article when indexing a database

» Use as search words to find relevant sources

Thesaurus

» Dictionary for subject terms, a controlled vocabulary

» Words are listed hierarchically (broader, narrower, related terms)

» Some databases have their own thesaurus: Business Source Complete (Ebsco)
Find all articles with a given subject term (EBSCO)

Select term, then add to search using OR...

Choose the subject term

And add to your search
Search methods

» Phrase search
  » ”human resource management”

» Truncation
  » Blog* > blog, blogs, blogging, bloggers, bloggers’, blogosphere ...
  » See ”Help”, ”Search tips” to find out which truncation symbol to use

» Narrow to a certain search field: subject terms, keywords, word in title etc.

» Combine search words using Boolean operators
  » AND OR NOT

Tip: Use the database’s Help instructions
Combine search words using Boolean operators

» **AND**: Both words must be included in the search results.
  Narrows the search, gives fewer results
  online gaming AND talent management

» **OR**: Either word or both must be present in the results. Broadens the search, gives more results. Often related terms
  strategic management OR strategic decision making

» **NOT**: The first word is present, the second one must be excluded
  customer loyalty NOT customer loyalty programmes
If you combine both AND and OR → put phrases with OR into parenthesis.

Database search logic: AND-combinations are read first. By using parentheses you make the database search the parenthesis first.

dog or cat and show or parade
(dog or cat) and (show or parade)

(customer loyalty OR consumer loyalty) AND retail stores
Citation databases

Example: Scopus
Citation databases

» Who cites whom?
» To find related sources.
» A way of finding important (meaning: much cited) articles / researchers.
» To trace publications (articles) by important researchers.
» The development of a research field?

» Web of Science (WoS)
  » Similar to Scopus but the content varies

» Scopus
  » Narrow by Research area (or the like)
  » Not restricted to a certain publisher (as i.e. Emerald, Sage)
  » Reference databases, but access to fulltext via SFX

» Google Scholar
  » Be critical!
  » Also cited books.
Find Scopus in Hanna

Click to enter the database

The culture of judicial independence: conceptual foundations and practical challenges

Available Online:
- E-book, fulltext tillgänglig / E-book, full text available
### Check the most cited articles

<table>
<thead>
<tr>
<th>Title</th>
<th>Author(s)</th>
<th>Year</th>
<th>Journal</th>
<th>Number of citations</th>
</tr>
</thead>
<tbody>
<tr>
<td>The behavioral consequences of service quality</td>
<td>Zeithaml, V.A., Berry, L.L., Parasuraman, A.</td>
<td>1996</td>
<td>Journal of Marketing</td>
<td>3292</td>
</tr>
<tr>
<td>A Service Quality Model and Its Marketing Implications</td>
<td>Gronroos, C.</td>
<td>1984</td>
<td>European Journal of Marketing</td>
<td>1779</td>
</tr>
</tbody>
</table>

Click SFX button to open the full text of an article.
Task 2

» Go to Scopus

» Find the most cited articles about a given topic

» Do you need to add quotation marks?

» Can you think of any other search words?

» Would you benefit from refining the results? (menu on the left)
Evaluation of search results
What is a peer reviewed article?

» Follows IMRAD structure
» References are used in text and listed in a reference list
» Is published by an academic publisher

» Peer reviewed means that the article is reviewed by one or two experts in the field before published.
» Sign of quality

In some databases (EBSCO) you can limit your searches only to peer reviewed/scholarly publications!
Quality of sources

» Quality of a journal
  » Ulrichsweb: check if the journal is peer reviewed (refereed)
  » InCites Journal Citation Reports (journal rankings)
  » Julkaisufoorumi Finnish Publication Forum (journals are ranked 1-3, 0 is usually not a peer reviewed publication)

» Journal recommendations
  » Check out your subject’s Libguide!

» Be extra careful with Google Scholar! Not all the material there is peer-reviewed articles.
Reference guides and document templates

» Links in LibGuides writing-pages

» LibGuide for English: academic writing

» Use the correct version of template (Word 2016 or older)
Help!

Visit us: Monday-Thursday 9-18
Fridays 9-16

Or email us:

library@hanken.fi