

# Improve your search strategy

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Faculty Librarian Economic & Management Sciences



*Biblioteek- en Inligtingsdiens*

*Library and Information Service*



# WHERE TO FIND SEARCH STRATEGY NOTES

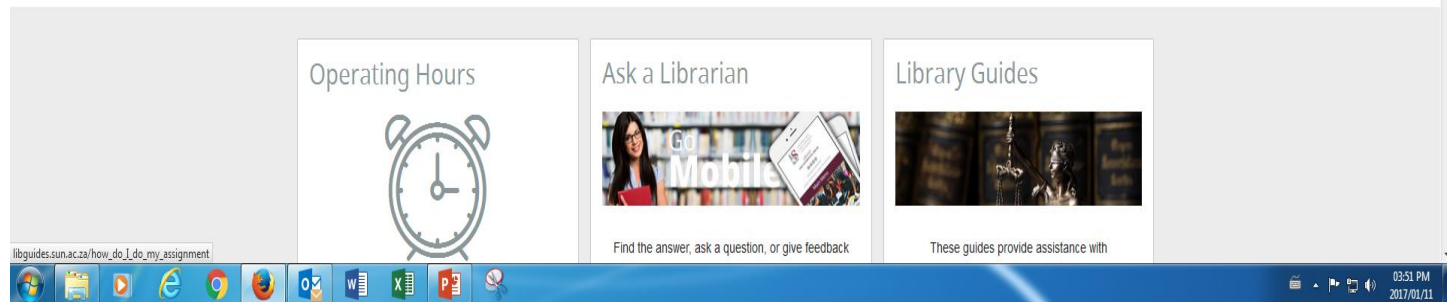
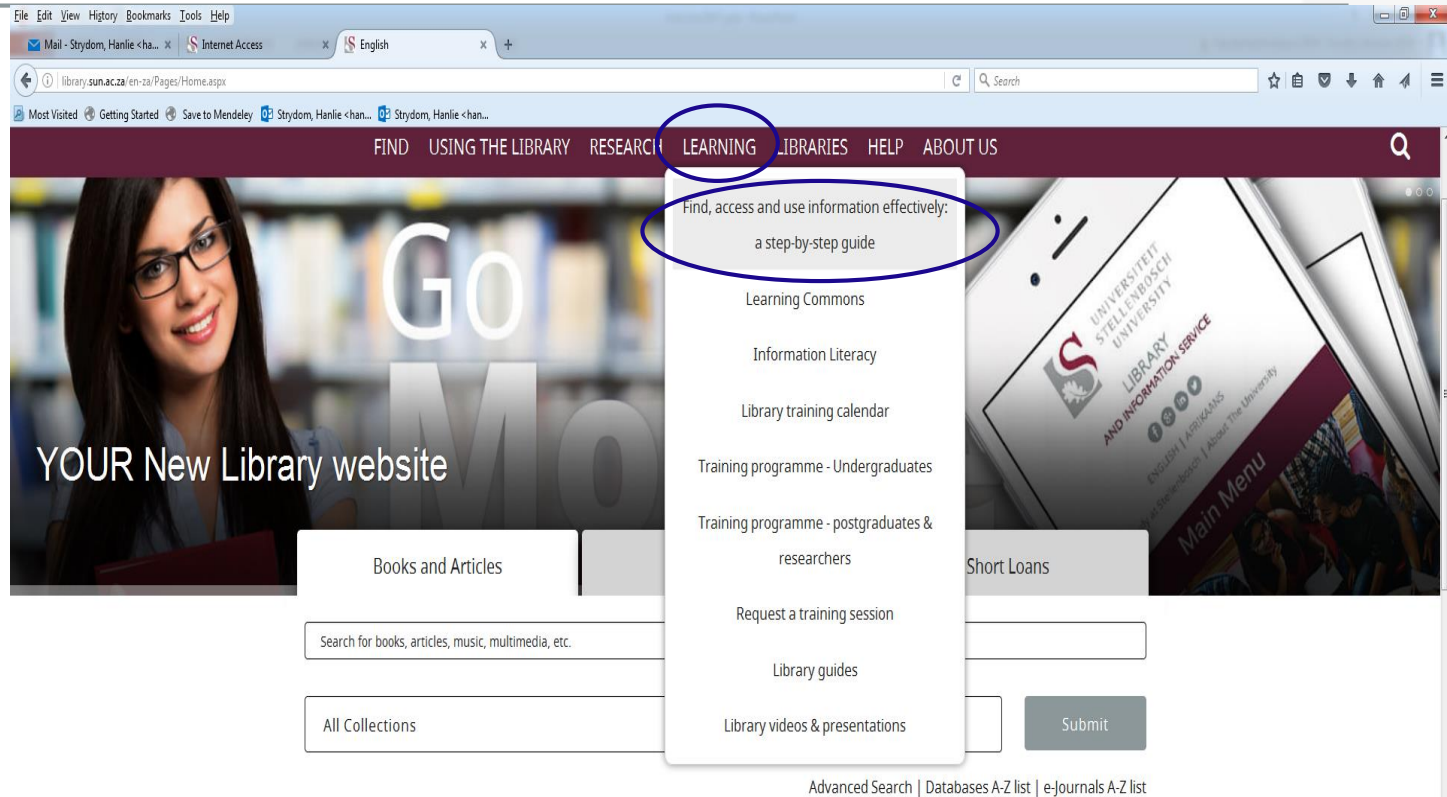
## 1. LIBRARY HOMEPAGE

## 2. Learning

## 3. Find, access and use information

## 4. FIND INFORMATION

## 5. SEARCH STRATEGY





# WHERE TO FIND SEARCH STRATEGY NOTES

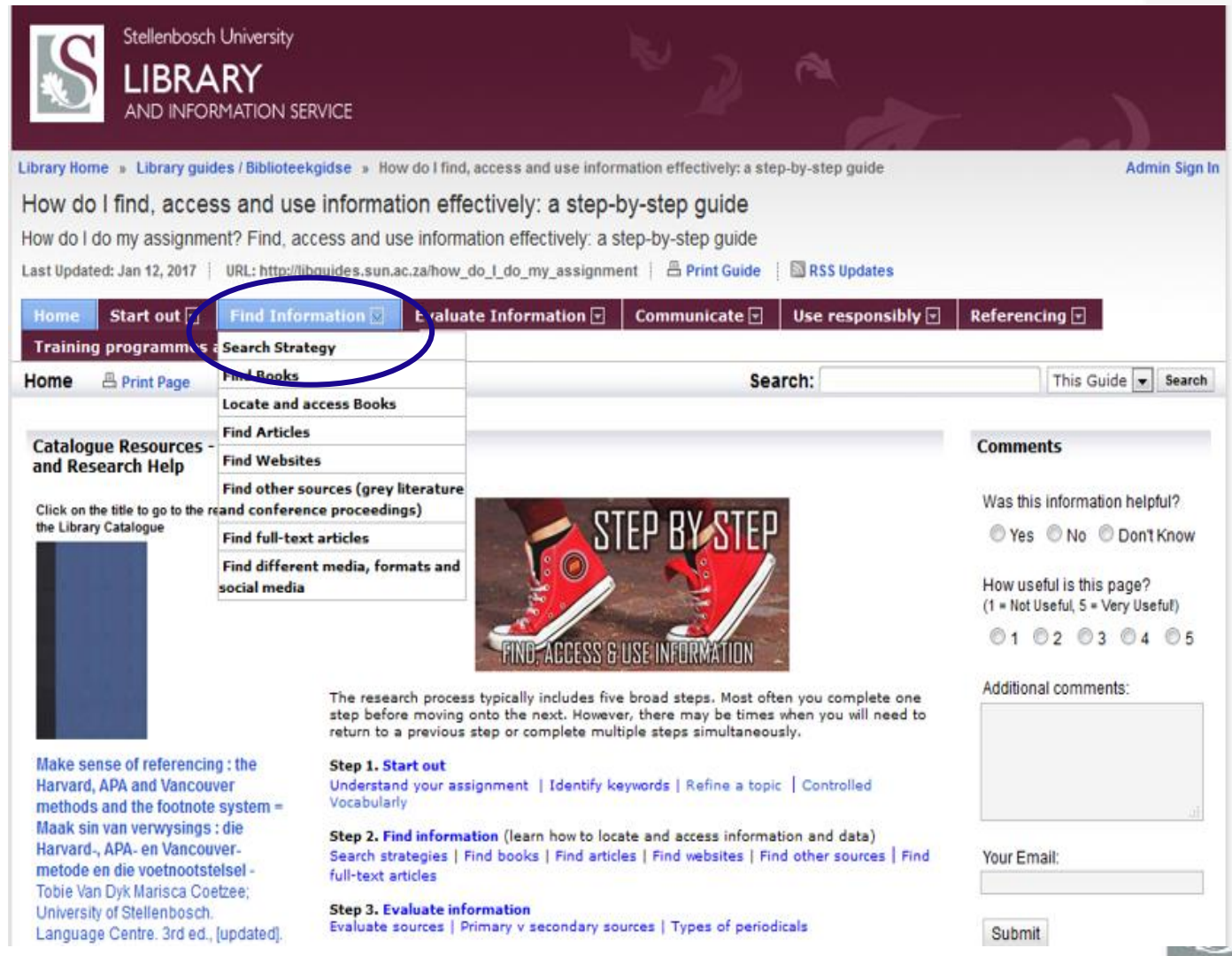
## 1. LIBRARY HOMEPAGE

## 2. Learning

## 3. Find, access and use information

## 4. FIND INFORMATION

## 5. SEARCH STRATEGY



The screenshot displays the Stellenbosch University Library and Information Service homepage. The header features the university logo and the text 'Stellenbosch University LIBRARY AND INFORMATION SERVICE'. Below the header, a breadcrumb trail reads: 'Library Home » Library guides / Biblioteekgidse » How do I find, access and use information effectively: a step-by-step guide'. The main title is 'How do I find, access and use information effectively: a step-by-step guide', followed by a subtitle 'How do I do my assignment? Find, access and use information effectively: a step-by-step guide'. The last updated date is 'Jan 12, 2017', and the URL is 'http://libguides.sun.ac.za/how\_do\_i\_do\_my\_assignment'. There are links for 'Print Guide' and 'RSS Updates'. A navigation bar contains several tabs: 'Home', 'Start out', 'Find Information' (highlighted with a blue circle), 'Evaluate Information', 'Communicate', 'Use responsibly', and 'Referencing'. Below the navigation bar, a dropdown menu for 'Find Information' is open, showing options: 'Find Books', 'Locate and access Books', 'Find Articles', 'Find Websites', 'Find other sources (grey literature and conference proceedings)', 'Find full-text articles', and 'Find different media, formats and social media'. On the left side, there is a section for 'Catalogue Resources and Research Help' with a link to 'Click on the title to go to the Library Catalogue'. In the center, there is a graphic with the text 'STEP BY STEP FIND, ACCESS & USE INFORMATION' and an image of red sneakers. Below the graphic, a paragraph states: 'The research process typically includes five broad steps. Most often you complete one step before moving onto the next. However, there may be times when you will need to return to a previous step or complete multiple steps simultaneously.' The five steps are listed: 'Step 1. Start out' (Understand your assignment, Identify keywords, Refine a topic, Controlled Vocabulary), 'Step 2. Find information' (learn how to locate and access information and data) (Search strategies, Find books, Find articles, Find websites, Find other sources, Find full-text articles), and 'Step 3. Evaluate information' (Evaluate sources, Primary v secondary sources, Types of periodicals). On the right side, there is a 'Comments' section with a poll 'Was this information helpful?' (Yes, No, Don't Know) and another poll 'How useful is this page?' (1 = Not Useful, 5 = Very Useful). There is also a text box for 'Additional comments:' and a 'Your Email:' field with a 'Submit' button.

Stellenbosch University  
LIBRARY  
AND INFORMATION SERVICE

Library Home » Library guides / Biblioteekgidse » How do I find, access and use information effectively: a step-by-step guide

How do I find, access and use information effectively: a step-by-step guide

How do I do my assignment? Find, access and use information effectively: a step-by-step guide

Last Updated: Jan 12, 2017 | URL: [http://libguides.sun.ac.za/how\\_do\\_i\\_do\\_my\\_assignment](http://libguides.sun.ac.za/how_do_i_do_my_assignment) | [Print Guide](#) | [RSS Updates](#)

Home Start out **Find Information** Evaluate Information Communicate Use responsibly Referencing

Training programmes Search Strategy

Home Print Page Find Books

Locate and access Books

Find Articles

Find Websites

Find other sources (grey literature and conference proceedings)

Find full-text articles

Find different media, formats and social media

Catalogue Resources and Research Help

Click on the title to go to the Library Catalogue

STEP BY STEP  
FIND, ACCESS & USE INFORMATION

The research process typically includes five broad steps. Most often you complete one step before moving onto the next. However, there may be times when you will need to return to a previous step or complete multiple steps simultaneously.

**Step 1. Start out**  
Understand your assignment | Identify keywords | Refine a topic | Controlled Vocabulary

**Step 2. Find information** (learn how to locate and access information and data)  
Search strategies | Find books | Find articles | Find websites | Find other sources | Find full-text articles

**Step 3. Evaluate information**  
Evaluate sources | Primary v secondary sources | Types of periodicals

Make sense of referencing : the Harvard, APA and Vancouver methods and the footnote system =  
Maak sin van verwysings : die Harvard-, APA- en Vancouver-metode en die voetnootstelsel -  
Tobie Van Dyk Marisca Coetzee;  
University of Stellenbosch.  
Language Centre. 3rd ed., [updated].

Search: [ ] This Guide [v] Search

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Was this information helpful?  
☐ Yes ☐ No ☐ Don't Know

How useful is this page?  
(1 = Not Useful, 5 = Very Useful)

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# WHERE TO FIND SEARCH STRATEGY NOTES



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[Library Home](#) » [Library guides / Biblioteekgidse](#) » How do I find, access and use information effectively: a step-by-step guide

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## How do I find, access and use information effectively: a step-by-step guide

How do I do my assignment? Find, access and use information effectively: a step-by-step guide

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Training programmes and general orientation

**Search Strategy**

[Print Page](#)

Search:

This Guide ▾

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### Search strategy

In order to retrieve the most relevant results, you will need to construct a **search string**. A search string is a combination of **keywords**, truncation symbols, and boolean operators you enter into the search box of an electronic library resource or an Internet search engine.

[Comments \(0\)](#)

### Search strategy guides

#### Four basic types of search strategies



1. Quick & easy



2. Building blocks



3. Successive fraction



4. Pearl growing (snow-balling)

### Search strategy builder



Use the "[Search strategy builder](#)" to help you create a search string, using Boolean logic. You can cut and paste the results into most databases' search boxes. If you cannot find items on your topic, contact your supervisor or [faculty librarian](#).

Also see "[Remedies for when you find too little or too much information](#)".

[Comments \(0\)](#)

### Boolean Operators

**Boolean searching** is the traditional way to search for information in most online databases and on the Internet.

Boolean operators, or connector words, such as AND, OR, and NOT, are used to create phrases and concepts based on specific rules of search logic. Use the [Boolean machine](#) to help with your search string.

[Comments \(0\)](#)



# AGENDA

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GOOGLE VS. ACADEMIC LIBRARY  
RESOURCES

BASIC TYPES OF SEARCH  
STRATEGIES

BARRIERS WHEN SEEKING  
INFORMATION AND REMEDIES

KEEPING UP TO DATE





# GOOGLE vs. ACADEMIC LIBRARY SOURCES

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A case study analysis by the City University (London) found:

If good quality results are required, it is better to use library databases (52% of Google results found “good” vs. 84% of library databases results found “good”)

**Google Scholar** is a search engine for peer-reviewed papers, theses, books, abstracts, and other scholarly literature from all broad areas of research.

Indexing by **full text**





# GOOGLE vs. ACADEMIC LIBRARY SOURCES



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The Library launches a new website.



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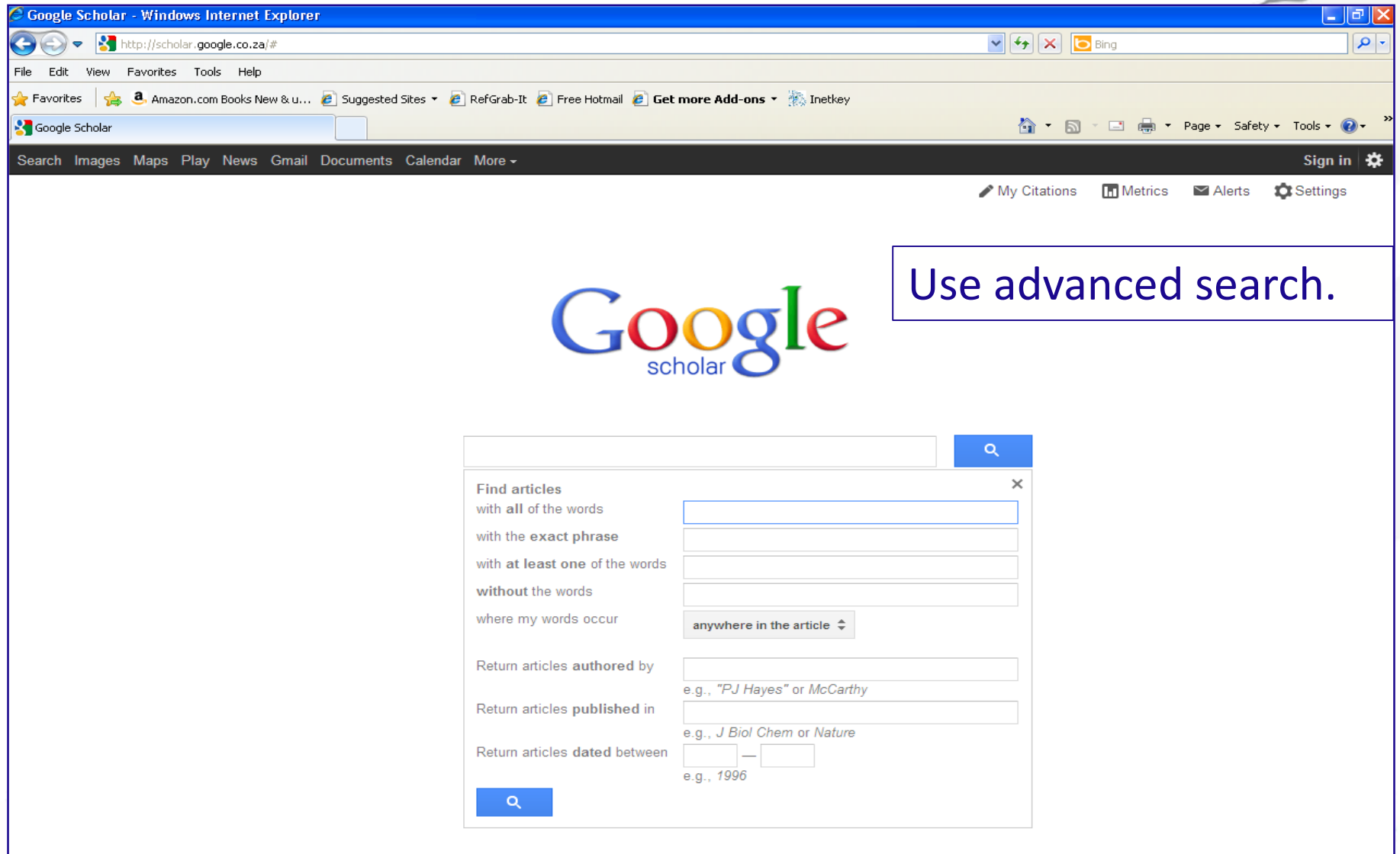
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# GOOGLE SCHOLAR



Google Scholar - Windows Internet Explorer

http://scholar.google.co.za/#

File Edit View Favorites Tools Help

Favorites Amazon.com Books New & u... Suggested Sites RefGrab-It Free Hotmail Get more Add-ons Inetkey

Google Scholar

Search Images Maps Play News Gmail Documents Calendar More

Sign in

My Citations Metrics Alerts Settings

Google scholar

Use advanced search.

Find articles

with **all** of the words

with the **exact phrase**

with **at least one** of the words

**without** the words

where my words occur

anywhere in the article

Return articles **authored by**

e.g., "PJ Hayes" or McCarthy

Return articles **published in**

e.g., J Biol Chem or Nature


Return articles **dated between**

e.g., 1996



# Google Scholar Settings




 My library

 My Citations

 Alerts

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 Settings

## Find articles

with **all** of the words

south africa

with the **exact phrase**

fishing industry

Keywords

with **at least one** of the words

**without** the words

where my words occur

anywhere in the article

Return articles **authored by**

e.g., "PJ Hayes" or McCarthy

Return articles **published in**

e.g., J Biol Chem or Nature

Return articles **dated** between

e.g., 1996







## Scholar Settings

Save

Cancel

Search results

Languages

Library links

Show library access links for (choose up to five libraries):

stellenbosch

e.g., *Harvard*

- ☒ Stellenbosch University - Full-Text @ Stellenbosch
- ☒ Open WorldCat - Library Search

Online access to library subscriptions is usually restricted to patrons of that library. You may need to login with your library password, use a campus computer, or configure your browser to use a library proxy. Please visit your library's website or ask a local librarian for assistance.

Type  
"Stellenbosch University"  
and SAVE

Save

Cancel

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+You Search Images Maps News Translate Gmail More ▾ Sign in ⚙ My Citations

Google scholar corporate social responsibility "coca cola" Search Advanced Scholar Search

Scholar Articles and patents anytime include citations Create email alert Results 1 - 30 of about 23,800. (0.24 sec)

**Corporate social responsibility in the 21st century: A view from the world's most successful firms**  
J Snider, RP Hill... - Journal of Business Ethics, 2003 - Springer  
... United Technologies Corporation UTC Technology Coca-Cola Beverages Target Retail ... Information from Forbes 500s, 2002, on Forbes.com. Page 5. **Corporate Social Responsibility in the 21st Century** 179 TABLE II Top 50 international firms according to 2001 revenue\* ...  
Cited by 202 - Related articles - BL Direct - All 10 versions

[PDF] from jstor.org  
Full-Text @ Stellenbosch

[PDF] **Corporate Social Responsibility: Not Whether, But How**  
NC Smith - Center for Marketing Working Paper, 2003 - facultyresearch.london.edu  
Page 1. **CORPORATE SOCIAL RESPONSIBILITY: NOT WHETHER, BUT HOW?** N. Craig Smith  
Centre for Marketing Working Paper No. ... Page 2. **Corporate Social Responsibility: Not Whether, But How?** Abstract **Corporate social responsibility (CSR)** is not a new idea. ...  
Cited by 472 - Related articles - View as HTML - BL Direct - All 6 versions

[PDF] from london.edu

**Private politics, corporate social responsibility, and integrated strategy**  
DP Baron - Journal of Economics & Management Strategy, 2001 - Wiley Online Library  
... Greenpeace's campaign against **Coca-Cola** does not involve the disclosure of any hidden practice but instead can be thought of as an attempt to mobilize consumers by informing them of the issue and reducing their cost of taking ... 3.1 Strategic **Corporate Social Responsibility** ...  
Cited by 378 - Related articles - BL Direct - All 11 versions

[PDF] from stanford.edu  
Full-Text @ Stellenbosch

**Strategic corporate social responsibility as global brand insurance**  
WB Werther, D Chandler - Business Horizons, 2005 - Elsevier  
... Can **Coca-Cola** or other global brands afford to wait for criticism of their operations before acting? ... This simple relationship can be summarized in what we label The Branding Law of **Corporate Social Responsibility: The Branding Law of Corporate Social Responsibility**. ...  
Cited by 83 - Related articles - All 5 versions

Full-Text @ Stellenbosch

**Between Self-Regulation and the Alien Tort Claims Act: On the Contested Concept of Corporate Social Responsibility**  
R Shamir - Law & Society Review, 2004 - Wiley Online Library  
... In fact, ATCA cases force MNCs into a strategy of downplaying their ability to have a substantial impact upon their immediate **social** and physical environment, thereby ... We may speak here of a strategy designed to create **corporate** distance from issues of **responsibility**. ...  
Cited by 106 - Related articles - BL Direct - All 7 versions

Full-Text @ Stellenbosch

[PDF] **The next wave of corporate community involvement: Corporate social initiatives**  
D Hess, N Rogovsky... - California ..., 2002 - oldsite.impactgiveback.org  
... **responsibility** or risk losing value-increasing opportunities at a minimum, and severe ... One of the most important features of **corporate social** initiatives is reflected in ... A dramatic example involves **Coca-Cola's** recent commitment to the global fight against AIDS. ...  
Cited by 209 - Related articles - View as HTML - BL Direct - All 16 versions

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Internet 100%



# Kopernio



To find the PDF of an article (if available and if Stellenbosch University subscribes to it), **with one click**: From the Kopernio website, you will first have to register and install the application for free.

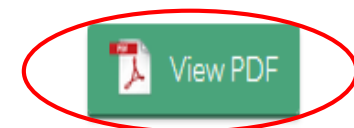
<https://kopernio.com/>

## Corporate social responsibility

[D. Matten](#), [J. Moon](#) - *Journal of business Ethics*, 2004 - Springer

In the context of some criticism about social responsibility education in business schools, the paper reports findings from a survey of CSR education (teaching and research) in Europe. It analyses the extent of CSR education, the different ways in which it is defined and the levels ...

☆ ⓘ Cited by 547 Related articles All 16 versions Web of Science: 177 ⓘ



[PDF] [springer.com](#)

Full View

## Corporate social responsibility

[A. Lindgreen](#), [V. Swaen](#) - *International Journal of Management ...*, 2010 - Wiley Online Library

The high ranking of corporate social responsibility (CSR) on research agendas (Greenfield 2004; Maignan and Ralston 2002; McWilliams et al. 2006; Pearce and Doh 2005) appears to be reflected in theoretical and managerial discussions that argue 'not only is doing good ...

☆ ⓘ Cited by 511 Related articles All 8 versions Web of Science: 140



[PDF] [wiley.com](#)

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# Use Library guides



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Bus Man 142 Practical Assignment 2018

### What is a database?

A database is an electronic index to journal or magazine articles, containing citations, abstracts and often either the full text of the articles, or links to the full text.

### What is an academic/peer-reviewed article?

Peer-reviewed or academic articles are articles written by academics/experts/researchers on a specific field of study. These articles usually contain a bibliography at the end of the article and information on the author's academic qualifications and university affiliation.

### Key databases for Business Management

**For the complete list use the [Databases A-Z](#) link**

- [ABI/INFORM Collection](#)
- [Academic OneFile](#)
- [Business Monitor Online](#)
- [EasyData](#)
- [EBSCOhost Research Databases](#)
- [Eighty 20](#)
- [Emerald](#)
- [Financial Risk Service](#)

### Databases A-Z list

Alphabetical list of all the databases that the SU Library Service subscribes to.

- [Complete A-Z list](#)

### Quick access to full text articles

- [A-Z list of e-journals](#)  
Find full text articles not available from a database.
- [Google Scholar settings](#)  
Activate access to Stellenbosch





# Basic Types of Search Strategy

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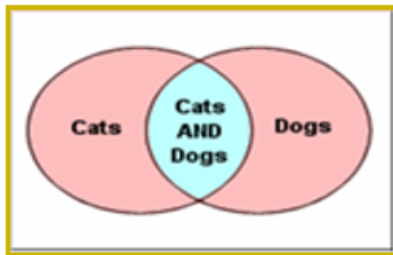


- – Quick & easy search
- – Building blocks
- – Pearl-growing (or snow-balling)



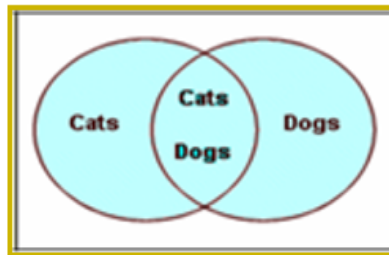


# Boolean Operators



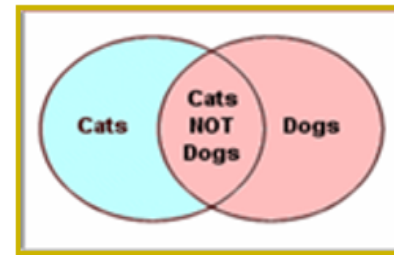
**AND** narrow a search by retrieving the intersection between topics.

Eg cats **AND** dogs will find both the animals



**OR** broadens a search by retrieving either topic. **OR** is especially important for grouping synonyms.

Eg cats **OR** dogs would get anything that had either type of animal.



**NOT** narrows a search by excluding entire categories of information.

eg. cats **NOT** dogs would exclude anything on dogs





# Search Tips



Identify the **concepts** in your search

Use **"AND"** to combine search terms (less hits)

Use **"OR"** for synonyms (more hits)

Use the **\*** (asterix) for truncation.

**Example :** "south\* africa\*" will include all these words

South Africa

Southern Africa

Southern African

South Africans

Use exact "phrase searching"





# My example



## *Practical*

The impact of genetically modified foods on our lives

**Search terms: Genetically modified foods, GM foods, transgenic foods, food safety, risks, allergic reactions**

**(Genetically modified foods OR GM foods OR transgenic foods) AND (food safety OR risks OR allergic reactions)**





# Search Tips



## Preliminary

general starting points, whatever strategy you choose:

- just think before you type
- make some conceptual analysis:

1. write your problem down in a sentence
2. Identify the main keywords
3. which keyword is most vital (and which next)?
4. think about some proper search terms (other than those words jotted down already)
5. Compose a simple query using a few keywords
6. which search engines and databases ?





# Quick & Easy Search Technique



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# Quick & Easy Search Technique



Search for:

☐ Books & other items ☒ Articles ☐ Books & Articles ☐ SU research output incl. e-theses ☐ Short Loans

☐ Ebsco resources

Title ▼ contains ▼ Genetically modified foods

AND ▼ Any field ▼ contains ▼

+ ADD A NEW LINE CLEAR

→ Title contains Genetically modified foods SEARCH

Sign in if you wish to renew your books or request books on this results list Sign in DISMISS

Tweak my results

☐ Expand My Results

Sort by Relevance ▼

Availability ^

☐ Full Text Online (1,788)

☐ Peer-reviewed Journals (807)

☐ Open Access

Publication Type ^

☐ Articles (1,215)

PAGE 1 1,788 Results Personalize

1 ARTICLE / multiple sources exist. see all  
**Genetically modified foods**  
The Lancet, 1999, Vol.353(9163), pp.1531-1531  
PEER REVIEWED  
Full text available >

2 ARTICLE  
**Genetically modified foods**  
British Medical Journal, Feb 27, 1999, Vol.318(7183), p.581(1)  
PEER REVIEWED  
Full text available >



# Quick & Easy Search Technique



**Peer-reviewed or academic articles**  
are written by experts in a specific field of  
study and are reviewed by people with  
credentials in the same field of study before  
being accepted for publication.



# Building Blocks Search Technique

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## ***The most widely used online searching strategy***

- Determine the main *elements/keywords* or *concepts* associated with your problem (in somewhat more detail than before)
- Write characteristic words for them, next to each other
- Think of synonyms or alternatives for these words,





# Building Blocks Search Technique



Sample: Find articles on modern town planning in The Netherlands:

Town planning	Modern	Netherlands
Town planning	Modern	Netherlands
Urban planning	Contemporary	Holland
Urban design	Current	Dutch
City planning	20 <sup>th</sup> century	Amsterdam
	Twentieth century	Rotterdam

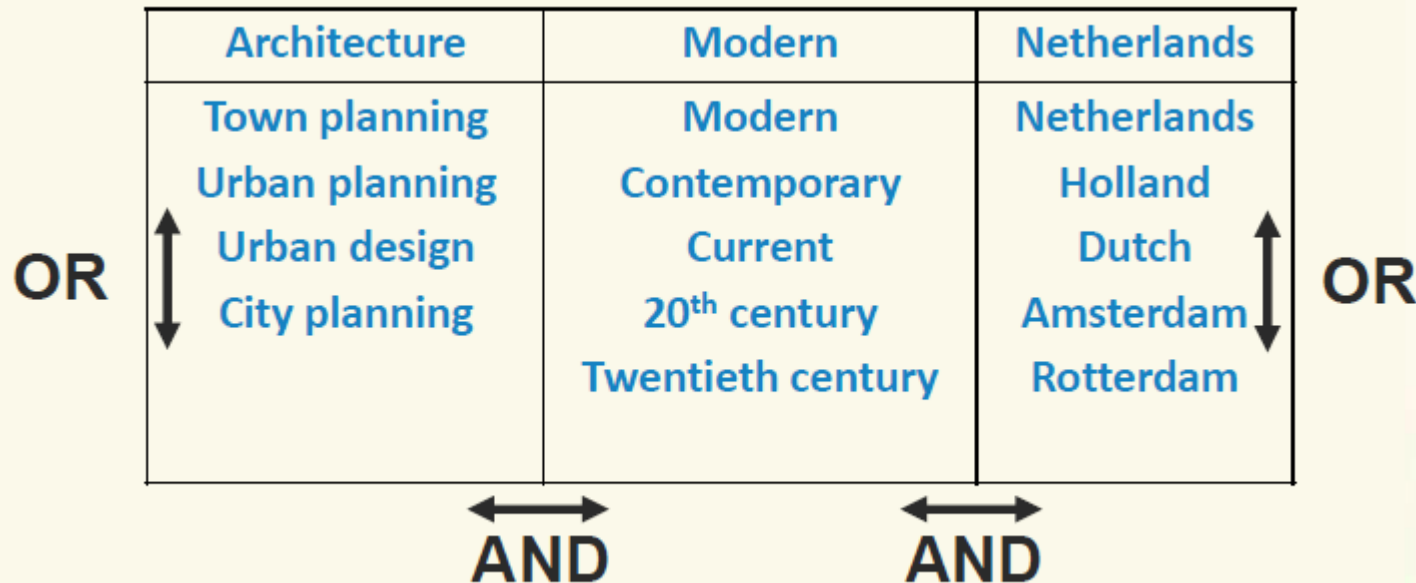




# Building Blocks Search Technique




- Formulate queries based on the *elements* or *concept groups*, “OR”- synonyms, using controlled or free vocabulary
- Retrieve individual result sets for each *element* or *concept group*
- Combine systematically retrieved sets with Boolean operators (mostly AND) to build a solution set for the whole problem








# The “building blocks” approach


*Combine the building blocks with Boolean “AND” operators*

 **Search History** Combine  Go Close

Delete Select: ☐ All

Search Results Actions

3. <input type="checkbox"/>	(TITLE-ABS-KEY( <b>netherlands</b> OR <b>holland</b> OR <b>dutch</b> ) OR TITLE-ABS-KEY( <b>amsterdam</b> OR <b>rotterdam</b> ))	<a href="#">152,541</a> <a href="#">Edit</a>   <a href="#">Save</a>   <a href="#">Set Alert</a>   
2. <input type="checkbox"/>	(TITLE-ABS-KEY( <b>modern</b> OR <b>contemporary</b> OR <b>current</b> ) OR TITLE-ABS-KEY("twentieth century" OR "20th century"))	<a href="#">2,294,507</a> <a href="#">Edit</a>   <a href="#">Save</a>   <a href="#">Set Alert</a>   
1. <input type="checkbox"/>	(TITLE-ABS-KEY("town planning" OR "city planning") OR TITLE-ABS-KEY("urban planning" OR "urban design"))	<a href="#">31,882</a> <a href="#">Edit</a>   <a href="#">Save</a>   <a href="#">Set Alert</a>   

[Back to Top](#) 



# Pearl growing Search Technique

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Begin with a specific document or document set that is known to be relevant (the “pearl”)

Use the characteristics of the “pearl” to successively grow a set of related documents: Use assigned index terms, title or text words, names, **citations**, **publication data**, or structural and statistical properties to formulate queries to retrieve subsequent sets.





# Pearl growing Search Technique



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Plant Journal

Volume 27, Issue 6, 2001, Pages 503-528

Assessment of the food safety issues related to genetically modified foods (Review)

Kuiper, H.A., Kleter, G.A., Noteborn, H.P.J.M., Kok, E.J. [i](#)

Natl. Inst. Qual. Ctrl. Agric. Prod., Wageningen Univ. and Research Centre, PO Box 230, NL 6700 AE Wageningen, Netherlands

### Abstract

International consensus has been reached on the principles regarding evaluation of the food safety of genetically modified plants. The concept of substantial equivalence has been developed as part of a safety evaluation framework, based on the idea that existing foods can serve as a basis for comparing the properties of genetically modified foods with the appropriate counterpart. Application of the concept is not a safety assessment per se, but helps to identify similarities and differences between the existing food and the new product, which are then subject to further toxicological investigation. Substantial equivalence is a starting point in the safety evaluation, rather than an endpoint of the assessment. Consensus on practical application of the principle should be further elaborated. Experiences with the safety testing of newly inserted proteins and of whole genetically modified foods are reviewed, and limitations of current test methodologies are discussed. The development and validation of new profiling methods such as DNA microarray technology, proteomics, and metabolomics for the identification and characterization of unintended effects, which may occur as a result of the genetic modification, is recommended. The assessment of the allergenicity of newly inserted proteins and of marker genes is discussed. An issue that will gain importance in the near future is that of post-marketing surveillance of the foods derived from genetically modified crops. It is concluded, among others that, that application of the principle of substantial equivalence has proven adequate, and that no alternative adequate safety assessment strategies are available.

[View references \(150\)](#)

### Metrics

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371 Citations in Scopus  
95th Percentile

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Haines et al. 2010





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By: Waetjen, Themba; Maré, Gerhard. Theona: A Journal of Social & Political Studies, 81. 19p. Abstract: This article examines the recent trial of ANC president Jacob Zuma in respect to, and within, the politics of culture. The trial centred on a young woman many years his junior, who was also the daughter of a former anti-apartheid hero, considered pertinent, not only to the legal debates about whether a young woman's debates raging around the nation's key challenges of high rates of sexual violence, devastating levels of HIV infection. Many Zuma supporters saw the trial as evidence of an anti-Zuma conspiracy. In visibly smaller numbers, women trying to draw attention to the general problem of the nation's extraordinary failure of the justice system to address cases of rape. The article argues that the political question of women's status was continually cast as a private matter, women came to be focused on issues of propriety, behaviour and etiquette. In short, the privatisation of gender was effected through the trial and secular 'right', gender is de-politicised to become a normatively 'private' South African dilemma, but a dilemma which is concomitant to the trial. FROM AUTHOR] DOI: 10.3167/th.2009.5611805. (AN: 38597775)

Subjects: RAPE; HIV-positive women; POLITICS & culture; WOMEN -- South Africa -- Congress -- Officials & employees; ZUMA, Jacob, 1942- -- Trials, litigation

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2. Democracy's Shadows: Sexual Rights and Gender Politics in the Rape Trial of Jacob Zuma

By: Hassim, Shireen. African Studies, Apr2009, Vol. 68 Issue 1, p57-77. 21p. Abstract: This article examines the implications

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