Be prepared by searching well

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WHERE TO FIND SEARCH STRATEGY NOTES

1. LIBRARY HOMEPAGE
2. Learning
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WHERE TO FIND SEARCH STRATEGY NOTES

Find, access and use information effectively: a step-by-step guide: Search Strategy

Search strategy

**Search strategies**

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.

**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.

**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.

**Truncation/Wildcard Symbols**

*Truncation or wildcard symbols* can broaden your search and allow you to look for variations of words. For example, searching on sports would bring up variations such as sport, sports, sporting, sporty, etc.

**Note**: The truncation symbol varies depending on the electronic resource you are searching. For more information, consult the Help page of the database or *Remedies for when you find too little or too much information* in the box below.
AGENDA

GOOGLE VS. ACADEMIC LIBRARY RESOURCES

BASIC TYPES OF SEARCH STRATEGIES

BARRIERS WHEN SEEKING INFORMATION AND REMEDIES

KEEPING UP TO DATE
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
Use advanced search.
Google Scholar Settings

Search results
Languages
Library links

Collections
- Search articles (include patents).
- Search case law.

Results per page
10
Google's default (10 results) provides the fastest results.

Where results open
- Open each selected result in a new browser window.

Bibliography manager
- Don't show any citation import links.
- Show links to import citations into: RefWorks.

Save
Cancel
Type “Stellenbosch University” and SAVE
Corporate Social Responsibility in the 21st Century: A View from the World's Most Successful Firms
J. Soder, RP Hill... Journal of Business Ethics. 2003 - Springer
... United Technologies Corporation UTC Technology Coca-Cola Beverages Target Retail... Information from Forbes 500, 2002. On Forbes.com. Page 5. Corporate Social Responsibility in the 21st Century 175 Table II Top 50 International Firms According to 2001 Revenue...
Cited by 202 Related articles - EBL Direct - All 10 versions

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

Corporate Social Responsibility: Not Whether, But How
NC Smith... Center for Marketing Working Paper. 2003 - Faculty Research 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 - EBL Direct - All 6 versions

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

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 - EBL Direct - All 11 versions

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

Strategic Corporate Social Responsibility as Global Brand Insurance
WB Wether, D. Chandler... Business Horizons. 2003 - 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 - EBL Direct - 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 - EBL Direct - All 7 versions

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

The Next Wave of Corporate Community Involvement: Corporate Social Initiatives
D. Hess, N. Rogowsky... California. 2002 - oldsitetopimpactgiveback.org
... responsibility or risk losing value-creating 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 - EBL Direct - All 16 versions

[PDF] from impactgiveback.org
Full-Text @ Stellenbosch
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/
Find Databases for your subject
Use Library guides
Find Databases for your subject

Business Management: Finding articles

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

• – Quick & easy search

• – Building blocks

• – Pearl-growing (or snow-balling)
Boolean Operators

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

E.g. cats **AND** dogs will find both the animals.

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

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

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

E.g. 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”
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
Quick & Easy Search Technique

Search for:
- Books & other items
- Articles
- Books & Articles
- SU research output incl. e-theses
- Short Loans
- EBSCO resources

Search for:
- Title contains: Genetically modified foods

AND:
- Any field contains: Genetically modified foods

Tweak my results:
- Expand My Results
- Sort by: Relevance

Availability:
- Full Text Online (1,788)
- Peer-reviewed Journals (807)

Publication Type:
- Articles (7,393)
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

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

<table>
<thead>
<tr>
<th>Town planning</th>
<th>Modern</th>
<th>Netherlands</th>
</tr>
</thead>
<tbody>
<tr>
<td>Town planning</td>
<td>Modern</td>
<td>Netherlands</td>
</tr>
<tr>
<td>Urban planning</td>
<td>Contemporary</td>
<td>Holland</td>
</tr>
<tr>
<td>Urban design</td>
<td>Current</td>
<td>Dutch</td>
</tr>
<tr>
<td>City planning</td>
<td>20th century</td>
<td>Amsterdam</td>
</tr>
<tr>
<td></td>
<td>Twentieth century</td>
<td>Rotterdam</td>
</tr>
</tbody>
</table>
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

<table>
<thead>
<tr>
<th>Search History</th>
<th>Combine</th>
<th>Results</th>
<th>Actions</th>
</tr>
</thead>
<tbody>
<tr>
<td>3. (TITLE-ABS-KEY(netherlands OR holland OR dutch) OR TITLE-ABS-KEY(amsterdam OR rotterdam))</td>
<td>#1 and #2 and #3</td>
<td>152,541</td>
<td>Edit</td>
</tr>
<tr>
<td>2. (TITLE-ABS-KEY(modern OR contemporary OR current) OR TITLE-ABS-KEY(&quot;twentieth century&quot; OR &quot;20th century&quot;))</td>
<td></td>
<td>2,294,507</td>
<td>Edit</td>
</tr>
<tr>
<td>1. (TITLE-ABS-KEY(&quot;town planning&quot; OR &quot;city planning&quot;) OR TITLE-ABS-KEY(&quot;urban planning&quot; OR &quot;urban design&quot;))</td>
<td></td>
<td>31,882</td>
<td>Edit</td>
</tr>
</tbody>
</table>
Pearl growing Search Technique

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

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

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.

Cited by 371 documents

Improved quantification of γ-aminobutyric acid in rice using stable isotope dilution gas chromatography–mass spectrometry

Combining 2-DE immunoblots and mass spectrometry to identify putative soybean (Glycine max) allergens
Lu, M., Jin, Y., Cerny, R. (2018) Food and Chemical Toxicology

Policy-led comparative environmental risk assessment of genetically modified crops: Testing for increased risk rather than profiling phenotypes leads to predictable and

Keeping up to date

Researchers employ various sources to keep on top of developments

- Setting up alerting services
- Receiving table of contents by email via “new issue alerts”
- Professional meetings
- Serving as a peer reviewer of grants and journal articles
- Contacts at other universities

Haines et al. 2010
Keeping up to date

Learn more about alerts/RSS feeds by clicking on the icon.
Create ALERTS : library Guide
Dankie
Thank you
Enkosi