MAN101: Principles of Management (Cho)

Libguide: [http://libguides.bristolcc.edu/man101/cho](http://libguides.bristolcc.edu/man101/cho)

Research and Instruction Librarian: Emily Brown
emily.brown@bristolcc.edu
774.357.3040

Finding Help

Chat: Chat reference service are available online. A librarian is available to chat during research help hours.

Telephone: Contact the research help desk at 508-678-2811 ext. 2108.

In person: A librarian is available at the research help desk at the following times:
- Monday through Thursday: 9:00 am - 8:00 pm
- Friday: 9:00 am - 4:00 pm
- Saturday: 10:00 am - 5:00 pm
- Sunday: 12:00 - 5:00 pm

Book-A-Librarian (appointment): This service is open to all BCC students, faculty, and staff. You can "book" time with a librarian (up to 60 minutes) so that we can sit down and help you, one-on-one, with your research.

E-mail: Complete the form on the help page, and a librarian will e-mail you back with answers and suggestions. You will receive a reply within 2 business days.

Resource Overview

For your assignment you will need to use at least to find several credible sources. Here’s what we’ll be covering today.

- Research on the Internet
  - Evaluation
  - Site Limiting
- Academic Databases
  - Business Source Premier
  - Regional Business News
  - Lexis Nexis News
FINDING ARTICLES

Periodicals
What is a periodical? Magazines, journals, and newspapers are called periodicals - and they do, in fact, come periodically. They are published at regular, periodic intervals throughout the year. Periodical articles are generally shorter, more current, and more focused on specific topics than books.

<table>
<thead>
<tr>
<th>Audience</th>
<th>Magazines &amp; Newspapers</th>
<th>Trade Journals*</th>
<th>Scholarly &amp; Peer Reviewed Articles**</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reading Level</td>
<td>High School or Lower</td>
<td>High School or College</td>
<td>College or Graduate School</td>
</tr>
<tr>
<td>Documentation</td>
<td>None or Minimal</td>
<td>Some Documentation, but not Consistent</td>
<td>Fully Documented</td>
</tr>
<tr>
<td>Authorship</td>
<td>Staff Reporter or Free-Lance Writer</td>
<td>Staff, Free-lance, or Contributing Professional Writer</td>
<td>Academician or Credentialed Researcher</td>
</tr>
</tbody>
</table>

*Trade journals contain information for people working in a particular profession

**Scholarly or Peer Reviewed Articles have been reviewed by professionals in the same field as the author.

Finding Articles
BCC Libraries offer a variety of databases in which you can locate magazine, newspaper, trade, and scholarly journal articles. Please check our Databases by Subject, Research Subject Guides, and Databases A-Z in order to choose the most appropriate database.

-> BCC students have access to several subject specific databases through BCC Libraries. Subject specific databases enable you to search specific journals within your topic of research.

-> BCC Librarians have created multiple Research Subject Guides that will help you to choose the correct subject specific database.

-> Interlibrary Loan: Articles
As with books, BCC students can use Interlibrary loan to request journal, magazine, or newspaper articles.

The process is the same, though you would select “Periodicals” when choosing the format of your request. Several BCC Library databases allow you to place an Interlibrary Loan request directly through the database itself.
KEYWORD SEARCHING

Choosing Keywords
Choosing your search words, or keywords, correctly can mean the difference between relevant and irrelevant results. Start with your thesis statement or question for inspiration on choosing keywords.

-> Brainstorm some keywords you might use when researching the Market Basket strikes:

<table>
<thead>
<tr>
<th>“Market Basket”</th>
<th>loyalty</th>
</tr>
</thead>
<tbody>
<tr>
<td>“Demoula’s Supermarket INC”</td>
<td></td>
</tr>
</tbody>
</table>

*Alternative keywords help to identify other words that may be used in articles to say the same thing. Choosing alternative keywords is almost as important as choosing your main search terms.

Phrase Searching
Phrase searching allows you to search for a phrase, as opposed to individual words. To complete a phrase search, use quotation marks around two or more word phrases. This will give you far more specific results.

Example: market basket = 356 results “market basket” = 305 results

Truncation
Truncation allows a researcher to search for multiple endings for a single word in a single search instead of trying spelling variations in multiple searchers. Most databases require the use of the asterisk (*) as the truncation symbol. If you’re not sure what a database requires, consult a librarian or the Help Menu of the database.

Example: loyal* finds items with the words loyal, loyalty, loyalists, etc.

Boolean Logic
Using Boolean Logic in your advanced search means that you are using command words (Boolean operators) to connect your search terms. Boolean Logic allows you to conduct a more specific search and find relevant and specific information. The three Boolean operators are AND, OR, and NOT.

<table>
<thead>
<tr>
<th>AND</th>
<th>OR</th>
<th>NOT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Search Results will contain all terms used.</td>
<td>Search results will contain at least 1 term used.</td>
<td>Search results will not contain the eliminated word.</td>
</tr>
<tr>
<td>“Market Basket” AND loyalty</td>
<td>“Market Basket” OR “Demoula’s Supermarket INC”</td>
<td>NOT</td>
</tr>
</tbody>
</table>
RESEARCH ON THE INTERNET

Authority and Accuracy: Who produced this site – is it a credible source? What is the purpose of the site, why was it created? Is the person, organization, or group qualified to write this content? What is the domain of the URL?

Some common domains are:
- .com or .biz – a business or commercial website
- .edu – an educational institution
- .gov or .mil – a US military or government webpage
- .net – a personal website
- .org – a website for a non-profit organization

Documentation: Is there adequate documentation for factual statements? Is the documentation reliable, verifiable from a second source? Is there enough information to cite this information in a paper (author, title, source, date)?

Currency: Is the information up to date? When was it created, last edited, etc.? Are the links up to date or dead? Is the author using outdated statistics?

Objectivity/Bias: Is the document biased or slanted? Are there few or no logical errors such as appeal to authority, circular reasoning, etc.? If you found this information in a printed source, would you trust it?

SITE LIMITING

Use site limiting to narrow your search to a specific domain or URL.

![Google Search Example](image)

Use the advanced search to find more specific results.

In the advanced search you can specify:

- Domain
- Language
- Last Update
- File Type