

Marketing 3710 .

FINDING BOOKS in Reese Library

Use [GIL](#), the library catalog, for finding books in Reese Library. A link to the catalog (GIL) is available on the [Reese Library Home Page](#).

Search by [subject headings](#) to find sources on a subject:

- Consumers as a broad term
- Or *Teenage Consumers* as a Subject Heading , to be a bit more specific.
- Or *Brand Names* as a Keyword in Title/Subject

Search by name of [author](#)

for example:

- Karen Post, choose Exact Search by Author (e.g., Post, Karen) or Keyword in Author Name (Karen Post)
Or search by Exact Search by Title, or as a Keyword in Title search.

Library collection locations:

- [Library collection locations by floorplan](#).
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Electronic Indexes/Abstracts for Education (all resources listed here are part of the database offerings in GALILEO, Georgia's Virtual Library):

- [Academic Search Premier](#) (Ebsco) provides abstracts and indexing for over 3,800, as well as full text for over 3,200 scholarly journals and general magazines. [Research Library](#) provides abstracts and indexing for over 2,600, as well as full text for over 1,700 scholarly journals and general magazines. Both of these databases are linked directly from the GALILEO home page.

[ABI/INFORM Complete](#) provides full text for over 1,461 U.S. and international journals covering all aspect of business and management. In addition to the full text, this database offers indexing and abstracts for 759 journals. ABI/INFORM Complete is a complete database comprised of ABI/INFORM Global, Dateline, and Trade & Industry sub-sets. Direct access to specific company information via Hoover's Company Capsules and Profiles can be found within full-text articles in ABI Inform Complete and ABI Inform Dateline. Links are indicated with an information icon followed by a company name.

- [Business Source Premier](#) provides full text for over 2,280 journals covering all aspect of business. In addition to the full text, this database offers indexing and abstracts for nearly 2,440 journals. This database contains popular business publications such as *Business Week*, *Forbes*, *Harvard Business Review*, and hundreds of scholarly, peer reviewed journals. Also included is *Wall Street Words*, a dictionary of financial terms, linked directly to words within the citations and full text.
- [Lexis-Nexis' Academic Universe](#) contains approximately 5,000 publications, virtually all including full text. Many types of publications are included, but there is a strong emphasis on legal information, including case law, legal news and law reviews. Other types of publications include newspapers (in English and many other languages), general interest magazines, medical journals, trade publications, company financial information, transcripts, wire service reports, government publications (such as the federal case law, U.S. Code, Code of Federal Regulations, Congressional Testimony, etc.), and reference works (such as the Forbes Annual Directory, the Official Guide/American Marketplace and the US Global Trade Outlook). Coverage: Dates of coverage varies with the publication Updates: Varies with the publication (hourly, daily, weekly, monthly, annually). Click on [GALILEO](#) and search for "lexis" to connect to the database. If you are working off-campus, be sure to use the [off-campus link to Lexis-Nexis](#)

- [PsycINFO](#) (at Ebsco) contains more than one million citations and summaries of journal articles, book chapters, books, dissertations and technical reports, all in the field of psychology. Journal coverage, which spans from 1887 to present, includes international material selected from more than 1,700 periodicals in over 35 languages. More than 60,000 records are added each year. It also includes information about the psychological aspects of related disciplines such as medicine, psychiatry, nursing, sociology, education, pharmacology, physiology, linguistics, anthropology, business and law.
- Printed Index: *Psychological Abstracts* contains summaries of psychology and psychology-related English-language journal articles, technical reports, book chapters, and books; organized by subject area for easy browsing. Cumulative author and subject indexes are published annually. Found in the reference stacks in the Reference Room on the first floor of Reese Library (REF BF1 .P65).
- [Sociological Abstracts](#) (from Cambridge) is a primary resource for accessing research in sociology and related disciplines in the social and behavioral sciences. International in scope, over 2,600 journals and other serials publications, plus conference papers, books, and dissertations are covered. Records added after 1974 contain nonevaluative abstracts of journal articles. Also available in print in the Reference Room. Ref. HM1 .S67, 1953 to present.

Identifying Articles in Periodicals
Resources on GALILEO:

You may access [GALILEO](#) from the Reese Library Home Page, or by typing the URL (<http://galileo.usg.edu/>) in the Location bar of your web browser from any computer on the campus network.

NOTE : GALILEO requires a *password* for all ASU users who are not on campus. You may get the password from [GIL](#).

Under "Access my GIL account to:" click on "Get GALILEO password"

- Click on the down arrow next to "Patron Barcode"
- Choose either the barcode number from your ASU i.d. card or your Social Security number, and enter it in the box (no spaces, no punctuation).
- Enter your complete last name on the third line, and click on Logon
- Click on OK on the next screen to request GALILEO password. The password will be near the top of the form that appears on the next screen.

Suggested GALILEO databases for research on topics of general interest (all resources listed here are part of the database offerings in GALILEO, Georgia's Virtual Library):

More than one database can be searched simultaneously using the following method:

EBSCOhost is a multidisciplinary resource that includes numerous databases which may be useful for Psychology research, including PsycINFO, ERIC, Academic Search Premier, Psychology & Behavioral Sciences Collection, MEDLINE, and others. These databases may be searched simultaneously or individually.

- From GALILEO, click on "Academic Search Premier", then choose the tab "Choose Databases". This will bring up the full list of Ebsco databases available through GALILEO. You may choose as many relevant databases as you wish for your search, but keep in mind when combining resources that your search results may become unwieldy if your terminology is not precise.

Some individual web sites available to consumers: _

[Good Housekeeping Institute "Savvy Consumer"](#) site includes product tests & shopper's guides.

[ConsumerSearch](#) once named "Best Expert Review Site" by PC World" the site aggregates professional reviews from trusted publications."

[Epinions](#) once named "Best Consumer Review Site" by PC World, has the largest selection of reviews, for more than 150,000 products."

[The Cosmetic Connection](#) is a searchable web site offering cosmetic information and advice from a team of

lay cosmetic consumers who, independent of any corporate sponsor, review an enormous variety of cosmetic brands and products.

[Consumer Reports Online](#) includes some free consumer product advice; subscription required for full access.

[U. S. Food and Drug Administration](#) This is an FDA site with excellent coverage of cosmetic products and ingredients. Look for hair dyes, nail products, sunscreens, etc.

[Federal Consumer Information Center](#). Use the search engine to look for information on whatever product you are examining.

Locating the Articles

For articles without full text you will find just a reference to an article; then you will need to check [GIL](#) or the list of [E-Journals](#) to find out how to retrieve the article. Further information is available in the handout on [locating journal articles](#).

Note: In GIL, a current subscription is indicated by a hyphen at the end of the year or volume. Magazines and Journals to which the Library subscribes are located on the 2nd floor, shelved alphabetically by title.

Interlibrary Loan - For articles or books which are not in the Library's collections in either print or electronic form, you will need to request each item you need. If you only need to request a book, you may use GIL Express, from the [GIL Universal Catalog](#), to order it from another library in the University System of Georgia that has a copy of the book available. For books and articles not available through GIL Express, from the [Reese Library](#) Home Page, click on [ILLiad](#) to register for this service and fill out an Interlibrary Loan form for a book or an article not available in the Reese Library's collections.

Internet Sources:

[Use search engines for finding information on the Internet](#), e.g., <http://www.google.com>

Some search engines also provide directories as part of their services; take a look at [SKS WebSelect](#) and the [Librarian's Index to the Internet](#) for some examples of how subject directories to the web work.

Be sure to [evaluate all your sources](#) carefully, especially those you retrieve yourself by searching the web.

Steps for beginning a literature review:

Once you have selected a database, how do you begin a search? One way is to search by whatever words you know. Another way is to use the words the database developers use to describe the contents of the article. These "subject headings" are sometimes called DESCRIPTORS in the research databases.

- Write down your topic and select important keywords to search for. Include synonyms for each keyword..
- Select the best database to begin your search in. If your topic is based more on pupils and teachers or school settings, begin in *ERIC* and/or *Education Full Text*; if it leans more toward clinical psychology, begin in *PsycINFO*. In either case, be prepared to use both databases, as each has unique and important content.
- Use the 'advanced search' interface wherever possible. It will give you more intuitive ways to combine concepts, and easier ways to find research studies.
- If your database of choice has a controlled vocabulary (both *ERIC* and *PsycINFO* do), use it. Subject headings or descriptors that describe a useful study will give you good terms to use to redefine or expand a search .
- Generally speaking, the more terms you combine in a database search, the more precise -- and narrow -- your results will be. If you retrieve too few items, try dropping some terms from your search strategy.
- Scan the first 10-20 records of the results. If they don't match what you want, try a different

combination. PERSEVERE!

- Look at the reference lists of the sources you're using. If the same studies are cited over and over, no matter how old they are, be sure to look up those studies too, whether they appear in your list of database results or not.

Document your work.

For additional information and guidance on good documentation practices, the following sites may be useful:

[Avoiding Plagiarism](#) - a series of pages from the Online Writing Lab at Purdue University. Defines what plagiarism is in the context of academic writing, and presents steps during the writing process to help steer clear of plagiarizing.

[Plagiarism handout](#) - from UNC-Chapel Hill. Written from a student's point of view, it discusses why you need to be aware of good citation practices, and why plagiarism is such a "big deal".

[UWC's Helpful Handouts](#) - from the University Writing Center at the University of Central Florida. Contains a lengthy list of links to documentation guides developed by professional organizations and other universities [note: link to guides is found by clicking the Writing Resources link on the left]. When using another institution's citation guides, be sure to double-check the edition of the documentation manual that the guide was based on. Don't use a guide for anything older than the edition of the manual that you're using in your course.

[Citation Guidelines for GALILEO Resources](#) - Guidelines for citing materials that you retrieve from any of the GALILEO databases. Examples are given for MLA, APA, and Turabian styles.

- [Library Instruction](#)
- [Reese Library](#)
- [ASU](#)
- [Contact](#)

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