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Your name: \_\_\_\_\_ Date: \_\_\_\_\_

## CAP 115 Library Databases Exercise for asynchronous online sections

**Course Objective:** Select and use appropriate library databases to conduct advertising and public relations research.

**Learning outcome:** Access different types of secondary information sources while learning about a topic within Advertising & Public Relations.

**Website:** Library – Subject guides – Advertising & PR – [Subject Guide for CAP 115. Articles/Databases tab](#)

<b>Example Research Question:</b>
What has been the result of the emissions scandal (also known as Dieselgate or Emissionsgate) on the Volkswagen brand?


1. Enter your ideas into the **Find articles, books, & more** box at the top of the site.
2. Use **Refine Results** in the left menu to narrow results.

E.g.,

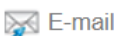
- a. What **Publication Dates** are appropriate?
  - b. Under **Limit by Source Type**, click [Show More](#). Select Academic Journals, Trade Publications, Reports (includes PR News), Electronic Resources, Videos, and any other types of resources that are appropriate for your paper, then click Update.
  - c. Scroll down to **Subject**, click [Show More](#), and select those that make sense to you.
  - d. Scroll down to **Language** and select English.
3. Mouse over the paper and magnifying glass at the right to see the abstract (summary)



4. Use the blue folder icon on the right of the items to Save .

5. When you are finished, use the top “Folder” link  Folder.

6. Click the box to Select ☐ Select / deselect all, then click the icon for E-mail in the right menu



7. Enter your email, subject, then click the dropdown under Citation Format to change it to the APA (American Psychological Association). Then click Send.

Number of items to be e-mailed: 3

<b>E-mail from:</b>	<input type="text" value="support@ebSCO.com"/>	<b>Include when sending:</b>  <input checked="" type="checkbox"/> HTML Full Text (when available) <input checked="" type="checkbox"/> PDF as separate attachment (when available) <input type="radio"/> <b>Standard Field Format</b> <div>Detailed Citation and Abstract ▾</div> <input checked="" type="radio"/> <b>Citation Format</b> <div>APA (American Psychological Assoc.) ▾</div> <input type="radio"/> <b>Customized Field Format</b>  <div><b>Send</b></div>
<b>E-mail to:</b>	<input type="text" value="rangerk@mail.gvsu.edu"/> <small>Separate each e-mail address with a semicolon.</small>	
<b>Subject:</b>	<input type="text" value="CAP research"/>	
<b>Comments:</b>	<div></div>	
<b>Format:</b> <input checked="" type="radio"/> Rich Text <input type="radio"/> Plain Text		

8. What are the main ideas or keywords from the example research question above? Enter one idea or keyword in each row below, for example (e.g.):

IDEA #1

emissions scandal

IDEA #2

Volkswagen

IDEA #3

brand

9. Next, brainstorm synonyms for each idea. Note: there aren't usually synonyms for company names, brands, or named campaigns.

IDEA #1

SYNONYM

SYNONYM

emissions scandal

Dieselgate

Emissionsgate

IDEA #2

Volkswagen

IDEA #3

brand

image

10. Are there any phrases above? If so, put "quotation marks" around them (must be **2 or more** words).  
E.g., "emissions scandal"

11. Use a wildcard \* (asterisk: use Shift+8 on a keyboard) at the end of any words which might have different endings with similar meanings. Put the asterisk at the place where the endings start to be different.

E.g., emissions\* will find both emissions and Emissionsgate; brand\* will find brands, branding, etc.

12. Enter **your** topic, research question, or problem statement in the box:

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13. Next, enter **your** topic with synonyms, putting “quotation marks” around phrases and using the wildcard (\*) below, e.g., for advertise, advertisements, advertising, use advertis\*.

IDEA #1	OR	SYNONYM	OR	SYNONYM
AND IDEA #2	OR	SYNONYM	OR	SYNONYM
AND IDEA #3	OR	SYNONYM	OR	SYNONYM

Website: [Subject Guide for CAP 115, Articles/Databases tab](#)

14. Search your topic in the database [Business Source Ultimate](#) according to the way you laid it out above.

15. To narrow or limit your search, use the left menu:

- Scroll down. Use the slider bar to change the Publication date.
- Scroll down. Click Language. Select English.

16. Note how many search results are available now: \_\_\_\_\_.

17. What are 3 **Source Types** (look at left menu)? \_\_\_\_\_ ,  
\_\_\_\_\_, and \_\_\_\_\_.

18. Compare these to the list of **valued types of information resources** in the SEARCH STATEMENTS box on the [Subject Guide for CAP 115, Articles/Databases tab](#).


19. Evaluate your sources by previewing the abstract (summary) and subject words.

20. What combination of keywords or subjects got you the best results?

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21. Save the best sources into a folder (blue icon to the right of each source), then:

- Scroll to the top of the screen and click on the folder (or open folder view in the right menu)
- Select items
- Email the sources (right menu) to yourself, in Citation Format (right menu): **APA**.

22. Use  or [Get it @ GVSU](#) if there is no [PDF](#), [HTML](#), or [Linked Full Text](#) available.

**23.** Do a search in the Database [WARC \(World Advertising Research Center\)](#) (use 1-3 words). E.g., to evaluate Dove's #ShowUs campaign effectiveness, search

Dove #showus

**24.** Examine the right menu for the ways you can refine or narrow your results. List some of the options:

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When you need help:

"Ask a Librarian": Kim Ranger, [rangerk@gvsu.edu](mailto:rangerk@gvsu.edu)



Additional help: [Knowledge Market](#) Research Consultants