# Finding Advertising Research Worksheet

**Sample** research question and strategy: I need more information about advertising regulations in Austria.

<table>
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<th>Keywords</th>
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| austria  | and        | advertis* or commercials | and | laws or regulations or rules | 1. Glean as much information as you can from the country related databases. **Europa World Plus**-Statistics, Society & Media  
**Country Watch**-CountryReviews & CultureWatch modules  
**globalEDGE**  
2. Decide if you need to limit to peer-reviewed, scholarly articles only. **Business Source Premier** Use **GE Geographic Terms**  
3. For EU countries: [http://europa.eu](http://europa.eu)  
4. Info about consumers: **Passport GMIID**  
4. Configure **Google Scholar**  
   - Customize settings  
   - Enter search using parentheses for keyword groups; capitalize connectors; use suggested abstracts keywords |

Prepared for JMS 574 (2/9/2016) by Carolyn Baber, SDSU Library & Information Access.
Quick Start Guide for Using Library Resources

Set up your accounts

- **Library PIN** to renew books using the Your Library Record feature in the library’s catalog; place holds/recalls; borrow books from participating Circuit libraries; access databases remotely; use library computers.  
  [http://library.sdsu.edu/help/create/reset-pin](http://library.sdsu.edu/help/create/reset-pin)
- **Interlibrary Loan (ILL)** to provide electronic or mail delivery of articles, books and other materials not held by San Diego State.  
  [https://illiad.sdsu.edu/illiad/FirstTime.html](https://illiad.sdsu.edu/illiad/FirstTime.html)
- Citation management tool - **EndNote Basic** - to organize and group references in any way that works for you; create and format your bibliographies using Cite-While-You-Write; share your research and references with colleagues.  
- Configure Google Scholar to display materials available from the SDSU Library:  
  [http://scholar.google.com](http://scholar.google.com)
  
  Click **Settings** on the Google Scholar main page.  
  Click **Library links** and type **SDSU**.  
  Select **San Diego State University - SFX** and **Save**.  
  Now your Google Scholar search results will show up with a **SDSU SFX** link if the SDSU library owns the material. Click on this link to get access to the item.

Find Library research materials for your projects:  
[http://library.sdsu.edu](http://library.sdsu.edu)

The Library has 2.2 million volumes (books and periodicals) and subscribe to over 40,000 online full text journals. We also subscribe to over 150 databases which help you find articles on your topic.

- Use the **Research Guides** for a comprehensive list of article database:  
  [http://library.sdsu.edu/guides/](http://library.sdsu.edu/guides/)
- Use **Locating Journals & Articles** search forms to (1) determine holdings and formats for journal titles owned by SDSU and (2) to locate articles for which you have a citation:  
  [http://library.sdsu.edu/find/articles-journals](http://library.sdsu.edu/find/articles-journals)
- Use the **Library Catalog** to locate books and media use the library catalog:  
  [http://libpac.sdsu.edu](http://libpac.sdsu.edu)
- Use **Circuit** (via the Library Catalog) to borrow books from UCSD, CSUSM, USD and the San Diego County Library system for delivery to the SDSU Library within 24-48 hours.

Get help with research

Librarians are your friendly, live connections to the Library & Information Access. They share information about the library, its services and collections, and support your research needs.

- Research assistance is available in-person and on the phone at the Reference Desk on the 1st floor of the Library Addition.  
- In depth assistance can be provided by your department’s library liaison: Carolyn Baber,  
  [cbaber@mail.sdsu.edu](mailto:cbaber@mail.sdsu.edu), 619-594-6990  
- You can find other library liaisons:  
  [http://library.sdsu.edu/people/biblist.php](http://library.sdsu.edu/people/biblist.php)

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