Researching Your International Advertising Assignment

http://libguides.sdsu.edu/advertising

Use the Research Guide to find more sources

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**: Country Commercial Guide, look for trade and advertising section.
   
   For EU countries, be sure to check European Union: https://europa.eu/

2. Decide if you need to limit to peer-reviewed, scholarly articles only.

   **Business Source Premier**: limit using **GE Geographic Terms** for your country. See “How Databases Work” below to figure out the search strategy you need when using this database.

3. For information about consumers in other countries, try this search path using the **Passport GMID** database:

   **Consumers** (top of screen) > select data type you need > **Analysis Finder** search box > select **Content** > leave default for All Analysis > Choose Geography > Go

4. Look for more resources in the guide, specifically the tabs: “Company & Industry Information”, “Consumer Behavior & Demographics”, and “Country Information”.

How Databases Work

Databases use Boolean logic to combine terms (even if you don’t add an operator).

**OR** – either term appears, e.g. **Sweden OR Swedish**

**AND** – both terms must appear, e.g. **Sweden AND advertising**

**NOT** – the second term will not appear, e.g. **dolphin NOT imaging** (removes articles on Dolphin 3D imaging systems). Always be careful when using NOT. You could be removing potentially useful information.
There are also ways to specify or expand what is searched.

**Quotes** – can be used to make sure a phrase is searched, e.g. “international marketing”

**Asterisk** * – truncates a term and searches all suffixes, e.g. `advertis*` for advertise, advertised, advertising, etc.

**Parentheses** () – allow synonyms to be grouped together, e.g. `(advertis* OR commercial*) AND Sweden`

**Your question:**

<table>
<thead>
<tr>
<th>Concept/Term</th>
<th>Synonyms/Related Concepts</th>
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<tbody>
<tr>
<td>Concept/Term #1</td>
<td></td>
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<tr>
<td>Concept/Term #2</td>
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<tr>
<td>Concept/Term #3</td>
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• Check for Subject Headings or a Thesaurus to minimize the need for synonyms.
• Consider Limits or Filters to narrow your search (depending on the database).
  o Dates/Years
  o Gender
  o Age Groups
  o Language
• Look for Advanced Search or Search History to review what you have searched or recombine sets.
• Set up an account in the databases you use to save citations and searches, and to have updates sent if you are doing a long term project.

Manage your citations The EndNote Research Guide (http://libguides.sdsu.edu/EndNote) has instructions, plus links to Mendeley or Zotero.

Need help? Contact Margaret Henderson at margaret.henderson@sdsu.edu or (619)594-0996