# Finding Advertising Research Worksheet

**Research question and strategy:** I need to find information about advertising regulations in Sweden.

<table>
<thead>
<tr>
<th>Keywords</th>
<th>and or not</th>
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<tbody>
<tr>
<td>sweden</td>
<td></td>
<td>advertis* or commercials</td>
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<td>laws or regulations or rules</td>
<td>Glean as much information as you can from the country related databases.</td>
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<td>• Europa World Plus- Statistics, Society &amp; Media</td>
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<td>• Country Watch- CountryReviews &amp; CultureWatch modules</td>
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<td>• globalEDGE -Country Commercial Guide</td>
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<td>• Decide if you need to limit to peer-reviewed, scholarly articles only.</td>
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<td>• Business Source Premier Use GE Geographic Terms</td>
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<td>• For EU countries: <a href="http://europa.eu">http://europa.eu</a></td>
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<td>• For info about consumers: Passport GMID</td>
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<td>• Configure Google Scholar o Customize settings o Use search strategies to locate information efficiently.</td>
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</tbody>
</table>

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Prepared for JMS 574 (September 2018) by Rebecca Nowicki and Carolyn Baber, SDSU Library & Information Access.
Quick Start Guide for Using Library Resources

Set up your accounts

- **SDSUid** is used to renew books using the OneSearch My Account feature in the library’s catalog; place holds/recalls; borrow books from participating Circuit libraries; access databases remotely; use library computers.
  
  [http://getid.sdsu.edu](http://getid.sdsu.edu)

- 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.
  
  [http://libguides.sdsu.edu/EndNote](http://libguides.sdsu.edu/EndNote)

- 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 - Find it at SDSU** and **Save**.
  Now your Google Scholar search results will show up with a **Find it at SDSU** link if the SDSU library owns the material. Click on this link to 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 200 databases which help you find articles on your topic.

- Use the **Research Guides** for a comprehensive list of article database for a subject area: [http://library.sdsu.edu/guides/](http://library.sdsu.edu/guides/)

- Use the search forms on the right side of the **A-Z Databases** page ([http://libguides.sdsu.edu/az.php](http://libguides.sdsu.edu/az.php)) to determine holdings and formats for journal titles owned by SDSU and to locate articles for which you have a citation.

- Use the **OneSearch** to locate books and media use the library catalog: [http://library.sdsu.edu/csuonesearchadv/](http://library.sdsu.edu/csuonesearchadv/)

- Use **CSU+** (via OneSearch) to request books and media from all libraries in the CSU system.

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.

- The **Advertising Research Guide** is a great place to begin your research projects: [http://libguides.sdsu.edu/advertising](http://libguides.sdsu.edu/advertising)

- Research assistance is available in-person and on the phone at the Research Help Desk on the 1st floor of the Library Addition: Phone 619-594-6728; email eref@mail.sdsu.edu; more options [http://library.sdsu.edu/help-services/ask-librarian](http://library.sdsu.edu/help-services/ask-librarian)

- In dept assistance can be provided by your department's library liaison: **Rebecca Nowicki**. Contact Rebecca at [rnowicki@sdsu.edu](mailto:rnowicki@sdsu.edu), 619-594-0643.

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