Find your literature

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University Library of Southern Denmark
Spring 2020
Find literature – program:

- The Library – MySDU
- How to search for a specific article or book
- How to build a search strategy
- How to search academic articles in relevant databases
- Search for your own project
At the end of the day, you will…

- Have a toolkit for constructing your own search strategy
- Be acquainted with several search techniques
- Know the Block strategy – search
- Be able to choose the relevant databases for your topic
The Library’s web [https://mitsdu.dk/en/bibliotek]
Summon – search specific article


**CSR as aspirational talk**

by Christensen, Lars Thege; Morsing, Mette; Thyssen, Ole

Organization: 05/2013, Volume 20, Issue 3

... In addition, we extend notions of organizational hypocrisy to argue that **aspirational CSR talk** may be an important resource for social change, even when organizations do not fully live up to their aspirations.

Journal Article: Full Text Online

**Online**

Tensions in **aspirational CSR** communication - A longitudinal investigation of CSR reporting

by Koop, Lisa

Sustainability (Switzerland), 11/2017, Volume 9, Issue 12

...sustainability Article Tensions in Aspirational CSR Communication—A
Summon – search a specific book
Summon – search a specific book

Become Information Literate!

To do a competent information search, you must know what you are looking for.

1. Analyze your topic
2. Create a search strategy
3. Choose your search tool(s)
4. Search!
5. Evaluate the result
6. Get the materials
7. Evaluate your sources
Analyzing the topic

Narrow down key terms in the research question

- Brainstorm – find synonyms, generic terms, sub terms
- Prioritize – most important key terms (1, 2, 3 etc.)
- Sort and group – synonyms, generic and sub terms
- Find the terms in Danish/English (other languages?)
Search techniques

"corporate social responsibility"

Phrase search: If you want to search for a multi-word phrase, use quotation marks around the words to get results that use the words in exactly that order.

brand*

Truncation: To make sure you get all variations of a word, use the truncation symbol. In most databases, this symbol is an asterisk *.

organi?ation =>
organisation or organization

Wildcard: you can replace one or several characters/letters in the search term. Convenient for search terms that can be spelled in several ways. Wildcard symbols vary from database to database, check the instructions.
Boolean operators

**OR:**
- College
- University

**AND:**
- Poverty
- Crime

**NOT:**
- Cats
- Dogs

- Expands (synonyms)
- Narrows (different foci)
- Excludes, (use with thought)
5
differs way to search

Block searching
Citation searching
Chain searching/snowballing
Journals TOC
Quick and dirty
Citations/related documents

![Diagram showing the relationship between references, an interesting article, and related records over time.](image)
**Your topic / research question**

**MAKING YOUR TOPIC EASIER TO SEARCH USING THE BUILDING BLOCK STRATEGY**

**Topic / problem:**
Describe briefly what your paper will be about. This may give you the terms for your literature search

<table>
<thead>
<tr>
<th>Block 1</th>
<th>Block 2</th>
<th>Block 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Search terms/synonyms</td>
<td>Search terms/synonyms</td>
<td>Search terms/synonyms</td>
</tr>
</tbody>
</table>

**Search terms:**
Write down your search terms. Think of synonyms, more specific or more general terms. Translate them to the language the databases use, if necessary.

| CSR | corporate social responsibility | AND | stakeholder* | AND | “environmental responsibility” “ecological impact” | OR |
Search strategy

Searching: Business Source Complete, Show all | Choose Databases

- csr OR "corporate social responsibility"
- AND stakeholder*
- AND environmental sustainability" OR "ecological impact"

Create Alert

Basic Search  Advanced Search  Search History
Become Information Literate!

Your search tool depends on what you are looking for.
## Topic overview – what do you need?

<table>
<thead>
<tr>
<th>Publication type</th>
<th>Seach tools - Examples</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Handbooks</strong> overview, definitions of concepts</td>
<td>Summon, Catalogue, Bibliotek.dk</td>
</tr>
<tr>
<td><strong>Text books/Books</strong> extensive materials within a given subject – a thorough introduction</td>
<td></td>
</tr>
<tr>
<td><strong>Scientific Articles</strong> present latest knowledge/research results, specific subjects (peer-reviewed – independent quality evaluation done by peers)</td>
<td>Summon, Bibliotek.dk (Danish), EBSCO Host (Academic Search Premier, Business Source Complete, International Political Science Abstract), Econlit, Web of Science…</td>
</tr>
<tr>
<td><strong>Reviews</strong> articles, which present an analysis of published research within a specific research field – &quot;state of the art&quot;</td>
<td>Summon, Ebsco Host (Academic Search Premier, Business Source Complete, International Political Science Abstract), Econlit, Web of Science…</td>
</tr>
<tr>
<td><strong>Newspaper articles</strong> latest information</td>
<td>Infomedia, LexisNexis</td>
</tr>
<tr>
<td><strong>Working papers</strong> latest scientific research/results, interchanging of ideas</td>
<td>Danish International Research Database NBER Working Paper</td>
</tr>
<tr>
<td><strong>Grey literature</strong> non-commercial published literature</td>
<td>Internet</td>
</tr>
<tr>
<td><strong>Factual databases</strong> Numbers, raw data, statistical information but also brief texts</td>
<td>Orbis, Passport, MarketLine, Statista, official statistics</td>
</tr>
</tbody>
</table>
Choose your search tools

Search in all library resources

Databases – example: Ebsco Host

- Business Source Complete
- Academic Search Premier
- International Political Science
- Political Science Complete
- Communication Source

- Bibliotek.dk
- Danish National Research Database
- Econlit
- Jstor
- Web of Science
Easy access to the databases – use the libguide:

www.sdu.dk/library/cmi
Bibliotek.dk – portal for all Danish libraries
Search for **Danish articles** and books
### Publication Statistics

**By Institution**

<table>
<thead>
<tr>
<th>Institution</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>University of Copenhagen</td>
<td>433,792</td>
</tr>
<tr>
<td>Aarhus University</td>
<td>397,007</td>
</tr>
<tr>
<td>Technical University of Denmark</td>
<td>237,726</td>
</tr>
<tr>
<td>University of Southern Denmark</td>
<td>201,072</td>
</tr>
<tr>
<td>Aalborg University</td>
<td>191,897</td>
</tr>
<tr>
<td>Capital Region of Denmark</td>
<td>166,737</td>
</tr>
<tr>
<td>Copenhagen Business School</td>
<td>49,646</td>
</tr>
<tr>
<td>Roskilde University</td>
<td>48,594</td>
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<tr>
<td>University Colleges Denmark</td>
<td>38,969</td>
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<tr>
<td>The Danish Center for Social Science Research</td>
<td>12,210</td>
</tr>
<tr>
<td>Ministry of Culture</td>
<td>10,602</td>
</tr>
<tr>
<td>IT University of Copenhagen</td>
<td>7,045</td>
</tr>
</tbody>
</table>
EBSCO Host – subject databases
Internationale scientific articles
Web of Science – citation database
Internationale scientific articles
Become Information Literate!

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Evaluate the result

If you get too many results, you can try:

- Combining more words with AND
- Using phrase searches (exact phrase)
- Using more specific terms
- Using the structure of search terms found in the database
- Searching for material from specific years, in specific languages, etc.
- Excluding terms with NOT

If you don’t get enough results, you can try:

- Truncating (use * or ? at the end of the word in order to search for more forms at the same time)
- Using more general search terms to get a wider field
- Combining the key terms in a different way
- Splitting up composite words
- Search synonyms, using OR
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Version 4, 2018
Get the materials

- Step 1: Full text /SDU Link
- Step 2: Bibliotek.dk
- Step 3: Online request form / show up at SDUB Info Point
Become Information Literature!

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4. Search!
5. Evaluate the result
6. Get the materials
7. Evaluate your sources
Evaluate your materials and sources

- Look in list of contents, introductions or abstracts

- Is the information reliable and does it answer your needs?

- Use quality controlled sources from the library
Remember the libguide:
Company and Market Information
www.sdu.dk/library/cmi

Contact:
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University Library of Southern Denmark
Spring 2020