Today’s 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

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 ect.)
- 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 *.

organisa?tion  =>  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:

AND:

NOT:

- Expands (synonyms)

- Narrows (different foci)

- Excludes, (use with thought)
5 differents way to search

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

- **Block 1:**
  - CSR
  - Corporate social responsibility

- **Block 2:**
  - stakeholder*

- **Block 3:**
  - “environmental responsibility”
  - “ecological impact”

**OR**
Search strategy

Search: Business Source Complete

- csr OR "corporate social responsibility"
- AND stakeholder*
- AND "environmental sustainability" OR "ecological impact"
Become Information Literate!
Your search tool depends on what you are looking for.
## Topic overview – material types

<table>
<thead>
<tr>
<th>Publication type</th>
<th>Seach tools - Examlpes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Handbooks</td>
<td>Summon, Catalogue, Bibliotek.dk</td>
</tr>
<tr>
<td>Text books/Books</td>
<td></td>
</tr>
<tr>
<td>extensive materials within a given subject – a thorough introduction</td>
<td></td>
</tr>
<tr>
<td>Scientific Articles</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>present latest knowledge/research results, specific subjects (peer-reviewed –</td>
<td></td>
</tr>
<tr>
<td>independent quality evaluation done by peers)</td>
<td></td>
</tr>
<tr>
<td>Reviews</td>
<td>Summon, Ebsco Host (Academic Search Premier, Business Source Complete, International Political Science Abstract), Econlit, Web of Science…</td>
</tr>
<tr>
<td>articles, which present an analysis of published research within a specific</td>
<td></td>
</tr>
<tr>
<td>research field – &quot;state of the art”</td>
<td></td>
</tr>
<tr>
<td>Newspaper articles</td>
<td>Infomedia, LexisNexis</td>
</tr>
<tr>
<td>latest information</td>
<td></td>
</tr>
<tr>
<td>Working papers</td>
<td>Danish International Research Database NBER Working Paper</td>
</tr>
<tr>
<td>latest scientific research/results, interchanging of ideas</td>
<td></td>
</tr>
<tr>
<td>Grey litterature</td>
<td>Internet</td>
</tr>
<tr>
<td>non-commercial published litterature</td>
<td></td>
</tr>
<tr>
<td>Factual databases</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
- 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

Corporate social responsibility

306 hits

Material type
- Doctoral Dissertation (192 hits)
- Master's Thesis (168 hits)
- Article (14 hits)
- View more
- View fewer entries

Emne
- Corporate Social Responsibility (299 hits)
- Volunteer (171 hits)
- Social (157 hits)
- View more
- View fewer entries

Authors
- No authors (12 hits)
- Marianne Kristensen (8 hits)
- Hele Bok Jørgensen (5 hits)
- View more
- View fewer entries

Choose a sorting, new results first

Valid and edit

Jens Juhi Erikson
Elite, 2014, nr. 10

"Ask not what your country can do for you - ask what you can do for -": uddannelsesinstitutioners samfundsansvar, bygninger og læring
Roger Buch
Mediejournal online, 2019-01-23

CSR-strategi i det offentlige: hvordan arbejdet med en CSR-strategi bidrager til kulturudvikling og samarbejde i en kommune
Mette Madsen

Fire veje til bedre CSR
Mandag morgen, 2015, nr. 3

Valid and edit
Danish National Research Database – research publications from Danish universities and research institutions

<table>
<thead>
<tr>
<th>Institution</th>
<th>Publications</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>
</tr>
<tr>
<td>University Colleges Denmark</td>
<td>38,969</td>
</tr>
<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!
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
Become Information Literate!

1. Analyze your topic
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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!

- 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
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
What is a reference?

References are used, when you cite or refer to other works in your own text. With references you document where you have your knowledge from.

You write them in-text:

microelectronics, computers, and the Internet (Castells, 1996); the growth of knowledge- and service-based industries (Neef, 1998); the emergence of so-called knowledge-intensive firms (Alvesson, 1993, 2004; Starbuck, 1992); increased professionalization (Albert & Bradley, 1997); and the globalization of economies

And in your reference list:


Why references?

When you cite you…

- …step on previous researchers' shoulders, using others literature and studies as documentation to your argument as evidence or backing.
- …clearly state which sections of the task others have contributed to, and which sections are your own words and thoughts.

And you show…

- transparency in your work proces.
- Who/ what you are inspired from.
- Who has written about this before you.
- Their perspective and their foundings.
- Why your research question is important.

Transparency is essential in academic work. You must give your readers the possibility to retrieve your sources in order to repeat your research or even build upon it.
When?
Cite when you...

quote:
- “To manage the brand image better over time, more precise guidelines as to the ‘indirect’ effects of current marketing activity on the success of future marketing activity are needed— for example, by achieving a better understanding of how brand knowledge influences...” (Keller, 1993, p. 18).

refer to:
- Bourdieu stands for the concepts of habitus or field. This micro-cosmos he considered as a small social space with social interactions, all have a form of capital to consider in a resourceful way (Bourdieu, 1986).

paraphrase:
- Research within the qualitative paradigm is considered to be of value in understanding of the complexity of the humans in health care. The qualitative method is to be further investigated to the value in collaboration with other paradigms in health research (Bradley, Curry, Devers, 2007, p. 45).
Plagiarism

If you don’t cite, you can be accused of plagiarism!

"Plagiarism is using someone else’s work and presenting it as your own without accurately stating the source.” (http://stopplagiat.nu/).

So if in doubt, make that reference!

Know the main rules of academic integrity and quoting correctly.

Cite others and your own work, when you use it!
Examples of plagiarism

- If you borrow an assignment from a fellow student or buy a finished assignment from an assignment bank on the Internet and hand it in as your own work.
- If you copy sentences, phrases or ideas from someone else’s work without accurately stating the source.
- If you borrow special or striking expressions from a passage in another work and use them in your own assignment without giving credit to the original author.
- If you hand in a previous assignment or parts of it several times during your studies without pointing this out or getting prior permission from your teachers.
- If you hand in an assignment in which you have cited sources inadequately, making it impossible to see precisely which sources you have used.
- If you paraphrase the original text too closely so it is close to direct copying.

http://stopplagiat.nu/
The reference list

- **All** sources from the text must be stated in the reference list.

- The reference list is the last chapter in your paper (before any appendices).

- The list is, when using APA, structured alphabetically using authors' surname.

- The list should not be divided into different groups according to different text types, unless you are instructed to do so from your supervisor.

- Check for more formalities in your curriculum, the joint provisions (HUM) and perhaps any study guide.
Reference standards?

The APA reference standard is one of many standards.

- Ask your supervisor for expectations for any reference style: APA, Chicago, Harvard, Vancouver, ....
- The specific standard is often connected to a specific research field.
- Except from Harvard, they all have their own rules and conventions

APA is an abbreviation for American Psychological Association.

- Developed 80 years ago by a group of social scientists.
- Widely used with in social science, humanities and interdisciplinary studies.
- [http://www.apastyle.org/index.aspx](http://www.apastyle.org/index.aspx)

APA covers conventions for:

- The bibliographic informations, which must be written in a reference.
- The order of the bibliographic informations in a reference.
- The layout for references and quotes – italic, parentheses, punctuation, indents.
In doubt? Check in Summon

A Randomized Controlled Trial of Cognitive-behavioral Therapy for the Treatment of PTSD in the...

OBJECTIVES: Whiplash-associated disorders (WAD) are common and involve both physical and psychological impairments. Research has shown that persistent...

Artikel i tidsskrift: Fuldtekst

Choose a Citation Format:

APA (American Psychological Assoc.)

Format preview


Or in
- Bibliotek.dk
- sdu.dk
- SDUB’s databases.
How to do references in APA

General sources

**Articles (print)**


**Articles (electronic)**


**Books**


**Chapters in books (anthologies)**


**Newspaper articles**


**Other types (blogs, YouTube)**


How to do references in APA

Business sources

Companies own webpages

Annual reports (e.g. from Bsnode MarketProfile)


Accounting figures (e.g. from Bsnode MarketProfile or Orbis)


Market reports (e.g. from Passport/Euromonitor or Marketline)


Statistics (e.g from Statistics Denmark, Statbank Denmark)

Reference list - example


Use a reference tool

You can use software programs to manage your references in your written Work.
SDU provides Endnote (desktop version) for free via Blackboard

The Library offers Endnote support
Write to Endnote@bib.sdu.dk

The Library offers teaching on how to use Endnote.
Sign up via sdu.dk/bibkurser or contact Jens Dam or Kirstin Remvig to request a course.
Contact:

Jette Jorsal – jejo@bib.sdu.dk

University Library of Southern Denmark, Spring 2020