

Goizueta Business Library

Creating Bridges to Knowledge

Factiva: Researching Companies, Industries & Business Issues Macroeconomic Global Perspectives BUS 503E/505E, Fall 2009

Why Use Factiva

- Search for timely news articles from major national and international newspapers, trade journals and wires. *Click the Free Text Searcher tab*
- Scan daily Wall Street Journal and other key newspapers/magazines. *Click the News Pages tab*

Search Tips: Making Factiva work for you

Factiva offers you several options for maximizing its power. All of these work in tandem with the keywords you enter into Factiva's free-text search box.



The screenshot shows the Factiva search interface. On the left, there is a "Free Text" section with a link to "Examples". The main search area is a large, empty text box. Below the text box is a dropdown menu labeled "Concept Explorer [Beta]" which is currently expanded.

Intelligent Indexing

Use Factiva's indexing to narrow results to articles that are more substantively about your topic.

The most commonly used Indexes are: Source (publication), Company, Industry and Region. Use Language to retrieve international articles in the original language.

Click on the Index you want to use, type your keyword in the pop up search box; clicking once on the returned term will incorporate it into your search; they will show up "pink" directly next to the Index you used.

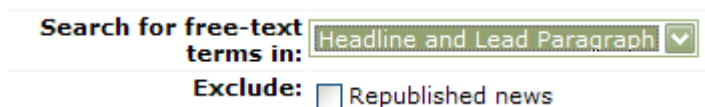
You can select multiple index terms, within the same Index (e.g. Microsoft or Apple) or across multiple Indexes.

Select Sources and Dow Jones Intelligent Indexing TM	
▶ Source	All Sources
▶ Company	All Companies
▶ Subject	All Subjects
▶ Industry	All Industries
▶ Region	All Regions
▶ Look up	
▶ Language	English
▶ More Options	

Limiting keywords to top of article

Click "More Options" and the box below displays. Select [Headline and Lead Paragraph]; this requires that the keywords you type in the free-text search box appear somewhere between the headline/title and the first 1-4 paragraphs – indicating prominence in the article.

To eliminate repetitive wire stories, check the Exclude Republished News box



The screenshot shows the search options box. It has a dropdown menu for "Search for free-text terms in:" with "Headline and Lead Paragraph" selected. Below it is a checkbox for "Exclude: Republished news" which is currently unchecked.

Power Search Features

Use Factiva's advanced search functionality to drive your searches all from within the free-text search box.

- * = Place at the end of words to pick up multiple endings (known as truncation)
 - Strateg* = searches for strategy, strategic, strategies
- **hlp=** Looks for keywords in the article title and first 1-4 paragraphs
 - hlp=(cooca cola or pepico) and hlp=(market* or compet* or strateg*)
- **atleast#** = Keywords must appear in the article at least # times; useful for honing in on substantive discussions of your topic; always place atleast# at the end of your search string
 - alternative fuels and atleast3 ethanol
- **sn=** Narrows your search to specific publications
 - sn=(wall street journal or forbes or fortune)
- **wc>** = Requires that returned articles must be longer than 800 words eliminates short articles and repetitive wire stories, instead retrieving longer, more substantive articles
 - alternative fuels and wc>800

Sort by Relevancy

Use the drop-down sort box above your returned results to change the default sort, by publication date, to relevancy; this will save you a lot of browsing time by pushing the most relevant articles to the top.



Efficient Results Filtering

Use Factiva's Discover Pane, located to the left of the returned articles, to quickly narrow your results by the most frequently mentioned Companies, Industries, Subjects, Sources, Keywords.



Sample Search Strategies

Following are recommended keywords for frequently run searches

1. **Articles about how a company is performing and future outlook**
 - a. hlp=microsoft and hlp=(trend* or outlook or forecast* or future or health or perform*)
 - b. hlp=microsoft and hlp=(strateg* or market* or compet* or challeng* or risk*)
2. **Articles about how an industry/product/service is performing in the competitive marketplace**
 - a. ethanol fuel* and (strateg* or market or markets or marketplace or demand* or risk* or challeng*)
 - b. alternative fuel* and (trend* or forecast* or projection* or outlook* or future)
3. **Articles focused on strategies for alternative fuels that substantively discusses ethanol**
 - a. alternative fuel* and (strateg* or success* or challeng* or trend* or risk* or future) and atleast3 ethanol
4. **Use articles as a way to locate data and analysis contained within market research reports or other unattainable sources**
 - a. alternative fuel* and (research or study or studies or report* or association)
 - b. alternative fuel* and (research or study or studies or report* or association) and sn=(energy* or power or fuel or electric* or utility*)
 - c. alternative fuel* and (research or study or studies or report* or association) and sn=(energy* or power or fuel or electric* or utility*) and wc>800

