

Goizueta Business Library

Creating Bridges to Knowledge

Business Essentials

Factiva – February 3 and March 30, 2009

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Why Factiva?

A reputable business information resource that allows you to search over 10,000 sources: all at once; as individual titles (the Wall Street Journal); or in industry or geographic groupings

(1) Read the latest news from top business sources “at-a-glance” on the **News Pages tab**

(2) Find U.S. and non-U.S. public company information on the **Companies/Markets tab**

(3) Search for articles from influential national and international newspapers, leading business magazines and T.V. & radio transcripts

Formulating Search Strategy

- Use synonyms – (online or internet)
- Truncate words – acqui* - will retrieve acquisition, acquiring
- Consider alternative spellings (center or centre)
- Start broad, then narrow your search
- Imagine the “perfect article” and strategize your search to find it
- Narrow your sources - only search journals focused on your specific topic

Connectors and Operators

- Unlike Google, in Factiva you **must** type “and” or “or” in your search statement
- * - Use the asterisk to find words with multiple endings
Acqui* and Wal-mart
- w/n – Links terms based on specified number of words from each other. N may be from 1-10.
Acqui* w/10 General Electric
- Atleastn – Use to specify a minimum number of times the search term must appear in the text. N may be from 1-50.
Atleast10 delays and atleast10 airlines
- Same – Retrieves documents where search terms appear in same paragraph
wealth same equity

Click on the Examples link for more search commands – on the left side of the Factiva Search Box.

<http://business.library.emory.edu>

Intelligent Indexing

Using Intelligent Indexing in combination with the previous search strategies will result in more targeted results

- Factiva assigns codes or terms to four fields: Company, Industry, Region and Subject
- An article with the assigned codes or terms will have substantive content about that code or term
- To build a search, browse the industry, region or subject list or type your term in the Find box to locate specific indexing terms or companies
- Click the term once, **it will turn pink** and be added to your search. **The terms will be connected with the "or" operator unless you change it to "and" in the top right of the screen.**


Sort by Relevance

Use the drop-down box in the upper left to sort your results by relevance – pushing articles that contain your search terms more often to the top.

Printing or email

 Select this icon to email yourself articles. **Tip:** Change email output to **Plain Text** for clean format.

 Automatically formats article in Rich Text and launches Word

 Convert to a pdf document

Companies/Markets

The Companies/Markets tab offers profiles on 25,000+ public companies (U.S. & non-U.S.) including business description, key competitors, latest headlines and selected financial data.

News Pages

Read the **Wall St. Journal**, New York Times and other top business publications in full-text every day. Articles are available for the last two weeks and you have the ability to read by section and to search within the publication.

What Happens Next?

- Email **Ask A Librarian** in FC if you need help with a search strategy
- Stop by Business Library to get suggestions: Mon-Thurs until 8pm
- Drop by the BBA Program Office Tuesday, 3:30-5:00