

# BA 101z Introduction to Business Research Guide

## Contact the Library

- Email: [library@socc.edu](mailto:library@socc.edu)
- Hours: Monday through Friday from 10 A.M. to 5 P.M.
- Librarian: Noelle Ebert, MLIS, MA
- Location: Tioga 2 Coos Campus
- Phone: 541-888-7270
- Website: <https://www.socc.edu/resources/library>
- Zoom appointments available by request!

## Evaluating Resources and Information Literacy

- Authority – Is the author knowledgeable? Do they have professional/academic experience?
- Accuracy – Did you find any errors? If so, there could be more you missed.
- Objectivity – Is there any bias? Does the author represent multiple points of view?
- Currency – Is this information up to date? How fast does information change in this field?
- Audience – Who did the author have in mind for this content? What tone and style did they use?

## Search Strategies and Tools

- [Boolean \(AND, OR, NOT\)](#) – Searching method that helps widen or narrow your list of results.
- Citation information – EBSCO and Gale databases will provide your bibliography citations for you.
- CTRL + F – This keyboard command will let you search for keywords in a document or website.
- [Help video playlist](#) – Southwestern Library instructional videos.
- Interlibrary Loan – Order books, articles, and movies from libraries outside the Coastline system.
- Limiters – Filters in databases that narrow results such as full text, peer review, and date range.
- Listing search terms – Make a note of useful terms and phrases to organize your searching.
- [Publication Finder](#) – A database that tells you if we have full-text access to a journal or eBook.
- “Quotation marks” – You can search for an entire phrase as stated if you put it in quotation marks.
- References in great articles – The bibliography in a useful article can give you leads to others.
- Search multiple databases at once – You can cross search in many EBSCO and Gale databases.
- Truncat\* -- Searching the root of a word can expand results (truncate, truncating, truncation, etc.)

## Resources to Search

### Databases

- [Southwestern Library databases](#) are available on and off campus.
- Log in with your 7-digit SWOCC student ID number. If your ID doesn't contain 7-digits, add zeros to the beginning until it does (123456 = 0123456).
- These [instructional videos](#) will help you get started.

- These multidisciplinary databases are a great place to start:
  - [Academic OneFile \(Gale\)](#)
    - Gale Academic OneFile connects learners to the information they're looking for with tools that make discovery fast and easy. This premier periodical resource provides millions of articles from scholarly journals and other authoritative sources with extensive coverage in key subject areas, such as biology, chemistry, criminal justice, economics, environmental science, history, marketing, political science, and psychology.
    - Help video [here](#).
  - [Academic Search Complete \(EBSCO\)](#)
    - Academic Search Complete is the world's most valuable and comprehensive scholarly, multi-disciplinary full-text database, with more than 8,500 full-text periodicals, including more than 7,300 peer-reviewed journals. In addition to full text, this database offers indexing and abstracts for more than 12,500 journals and a total of more than 13,200 publications including monographs, reports, conference proceedings, etc. The database features PDF content going back as far as 1887, with most full text titles in native (searchable) PDF format. Searchable cited references are provided for more than 1,400 journals.
    - Help video [here](#).
- These subject-specific databases will help you dive deeper into a topic:
  - [Business \(Gale\)](#)
    - Gale OneFile: Business contains full-text coverage of all business disciplines, including accounting, economics, finance, marketing, management and strategy, and business theory and practice. Users will understand the activities of companies and industries worldwide through leading business and trade publications, which are updated daily. Complementing these titles is a selection of international, U.S., and regional news publications.
  - [Business: Entrepreneurship \(Gale\)](#)
    - Gale Business: Entrepreneurship is a comprehensive database that covers all aspects of starting and operating a business, including accounting, finance, human resources, management, marketing, tax, and more. It combines authoritative periodical and reference content to support prospective and current entrepreneurs as well as business students.
  - [Business: Insights \(Gale\)](#)
    - Business Insights: Essentials combines all the content formerly found in Business & Company Resource Center with a new interface designed around the research goals and workflows of your diverse business research community. Easily find information on companies, industries and more in the context of timely news, statistical data, and in-depth reports.
  - [Business Source Complete \(EBSCO\)](#)
    - Business Source Complete is the world's definitive scholarly business database, providing the leading collection of bibliographic and full text content. As part of the comprehensive coverage offered by this database, indexing and abstracts for the most important scholarly business journals back as far as 1886 are included. In addition, searchable cited references are provided for more than 1,300 journals.

- [Economics and Theory \(Gale\)](#)
  - Gale OneFile: Economics and Theory offers a strong emphasis on titles covered in the EconLit bibliographic index. This content is useful for starting a business, marketing a product, developing policy, analyzing trends, constructing economic models, investing for the future, researching rates, and more.
- [Electronic Data Gathering, Analysis, and Retrieval \(EDGAR\)](#)
  - EDGAR, the Electronic Data Gathering, Analysis, and Retrieval system, is the primary system for companies and others submitting documents under the Securities Act of 1933, the Securities Exchange Act of 1934, the Trust Indenture Act of 1939, and the Investment Company Act of 1940. Containing millions of company and individual filings, EDGAR benefits investors, corporations, and the U.S. economy overall by increasing the efficiency, transparency, and fairness of the securities markets. The system processes about 3,000 filings per day, serves up 3,000 terabytes of data to the public annually, and accommodates 40,000 new filers per year on average.
  - Help video [here](#) courtesy of The Charles H. Trout Library.
- [Entrepreneurship \(Gale\)](#)
  - Gale OneFile: Entrepreneurship provides insights, tips, strategies, and success stories for business schools and entrepreneurs.
- [Legal Information Source \(EBSCO\)](#)
  - Providing exclusive online full text for many of the top consumer legal reference books, Legal Information Reference Center contains more than 225 full-text publications and thousands of legal forms, with more content being added on a regular basis. Most of the full-text legal reference books are provided through Nolo, the nation's oldest and most-respected provider of legal information for consumers and small businesses.
- [Regional Business News Plus \(EBSCO\)](#)
  - Regional Business News Plus includes full text coverage from several hundred U.S. and International newspapers as well as regional business publications, providing more than sixty million full text articles.
- [Small Business Source \(EBSCO\)](#)
  - The Small Business Reference Center is a comprehensive resource for small business owners and those interested in starting a business, offering full-text periodicals and reports, sample business plans, U.S. tax forms, videos, and reference books. It supports small business owners in all relevant areas from planning, financing, and managing a business to exit strategies. Users also can search within specific 'Business Topics' and 'Business Types' relevant to their needs.
- [Small Business Source eBook Subscription \(EBSCO\)](#)
  - The Small Business Reference eBook Collection is offered as a companion to Small Business Source, containing reference books from top educational publishers and presses. This encompasses a rich selection of titles centered on sustainable and ethical business practices for small businesses.

## eBooks

- We have access to over 250,000 eBooks, and most of them are in EBSCO databases.
- These multidisciplinary collections are a great place to start:
  - [Academic Collection](#)
  - [Community College Collection](#)
  - [eBook Collection](#)
  - [Open Access \(OA\) Collection](#)
- Most items can be read in full within the databases, but there are limits on how much of the book you can print or download to read later. Please look for the “Permissions” section on the item’s abstract page for more information.

## Physical Resources

- Southwestern Library is part of the Coastline library system in Coos and Curry Counties. You can order items from any location and choose where to pick them up and return them. We receive deliveries each business day.
- You need a Coastline library card to check out items, and you can fill out an [application here](#).
- You can search the [Coastline catalog here](#) and log in to place orders and check your account information.
- Here is a [help video](#) for using the Coastline catalog.

## Websites

- AI Literacy
  - [AI Literacy at PCC](#) research guide from Portland Community College
  - [Artificial Intelligence \(AI\)](#) research guide from Purdue University
  - [Artificial Intelligence and Research](#) research guide from Portland State University
  - Citing Generative AI in APA Style [Part 1](#), [Part 2](#), [Part 3](#) from the APA Style Blog
- Citation and Writing Style Guides
  - [KnightCite Citation Service](#) from Calvin University’s Hekman Library
  - [Online Writing Lab \(OWL\)](#) from Purdue University
- Google Search Tips
  - [Google and Google Scholar](#) from Belmont University Medical Library
  - [Google Tips & Tricks](#) from the University of Rhode Island Libraries