





Research Help for Advertising 4196


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ADV 4196 Research Guide guides.temple.edu/adv4196

Below is a list of online resources that will be useful for finding information on advertising and ethics. If you need help, ask a librarian at library.temple.edu/asktullibraries (email, IM, text, phone, etc.).

<p>Scholarly & Trade Journal Articles</p>	<p>Databases to try...</p>
 <p>Good for finding:</p> <ul style="list-style-type: none"> • Analysis • Studies • Trends 	<p>Communication & Mass Media Complete Find scholarly and industry articles on all aspects of mass media, including journalism, television, advertising, radio, broadcasting, as well as issues surrounding media business, ethics, and law. <i>Try starting with this database.</i></p> <p>PsycINFO Find scholarly articles on all aspects of psychology and behavior. <i>A good choice if you're interested in the psychological impact of media on groups of people.</i></p> <p>Sociological Abstracts Find scholarly articles on all aspects of sociology. <i>A good choice if you're interested in related media topics, such as gender, race, class, etc.</i></p>
<p>Legal Articles & Cases</p>	<p>Databases to try...</p>
 <p>Good for finding:</p> <ul style="list-style-type: none"> • Legal analysis 	<p>Hein Online Find legal and legislative information including bills and laws, constitutions, regulations, legislature membership, public policy, state newspapers of record, and more.</p> <p>Legal Connection Find articles and case studies on current legal issues and trends such as federal and international law, organized crime, medical, labor & human resource law, ethics, and the environment.</p>
<p>Market Research</p>	<p>Databases to try...</p>
 <p>Good for finding:</p> <ul style="list-style-type: none"> • Trends • Market need • Market size • Competitors 	<p>Mintel Market Research Reports Contains market research reports covering market size, trends, and segmentation; advertising and promotion; retail distribution; consumers; the future and forecasts; and new product trends. First-time users will need to create a personal profile using your Temple email address.</p> <p>Mediamark Reporter (MRI+) Contains information on demographics, lifestyles, product and brand usage, and advertising media preferences reported by US consumers. <u>Free registration using your "temple.edu" email address is required.</u></p>

News Sources	Databases to try...
 <p>Good for finding:</p> <ul style="list-style-type: none"> • Local info • Names • Dates • Facts • Figures • Statistics • Quotes 	<p>Access World News Find news articles from major U.S. and international newspapers. Use the map feature to search by location.</p> <p>Ethnic NewsWatch Find news articles from ethnic, minority and native presses, reporting perspectives and viewpoints that aren't always visible in the mainstream press.</p> <p>Lexis-Nexis Academic Find news articles from major U.S. and international newspapers, including <i>The New York Times</i>.</p> <p>ProQuest Newsstand Find news articles from national and international newspapers.</p>

Statistics/Polls	Databases to try...
 <p>Good for finding:</p> <ul style="list-style-type: none"> • National averages • Attitudes • Demographic data 	<p>iPOLL Contains thousands of questions and answers from national public opinion surveys from as far back as 1935, covering a wide array of social and political topics as well as economic issues.</p> <p>SimplyMap Map current demographic, consumer, business, and economic data by state, city, and zip-code. Compare data across locations, too.</p> <p>Statistical Abstract of the United States Contains statistics on the social, political, and economic organization of the U.S.</p>

Industry & Company Information	Databases to try...
 <p>Good for finding:</p> <ul style="list-style-type: none"> • Company profiles • SWOT analyses 	<p>ABI/INFORM Complete Full-text. Contains company and industry profiles, company brand information, rankings, investment reports, company histories, and more.</p> <p>Business Insights: Global Full-text. Contains company and industry profiles, company brand information, rankings, investment reports, company histories, and more.</p> <p>Business Source Premier Full-text. Contains full-text articles on management, economics, finance, accounting, international business, and more, as well as company information and SWOT analyses.</p>

Search Tips

When trying to come up with keywords, try stating your topic as a question. Then, identify the main ideas or terms in your question. Take those keywords and identify synonyms and other related words. Use all of the words you identified as possible search terms.

State your topic as a question

- Example: *Ethics of food advertising to children, focusing on fast food industry*
- Topic stated as questions: *How does the fast food industry target children in their ads?*
How are children impacted by targeted food advertising?

Keyword suggestions

Below are just a few suggestions for kinds of search terms you can try using.

- Names of industries, companies, brands, and/or products
- Names of specific campaigns
- Medium(s) used to advertise
- Demographic(s) targeted and/or impacted
- Names of key individuals associated with topic
- Name of the theory being applied
- Related terms to the idea of ethics – examples: morals, values, social responsibility, ethical, corruption, etc.

What's your topic?	
What are 2-3 questions related to your topic?	
What are the most important issues related to this topic? Are there synonyms for any of the words? Are there specialized terms that experts on this topic might use?	
Who are the important people associated with this topic? Do any of them go by other names? Are there organizations they work with?	
When did important events happen that might have influenced this topic? What else was going on in the world when those events took place?	
Where are the important places that might have influenced this topic? What kinds of places are they?	
Why did these people, places, and things come together the way they did? What caused the events to happen? How do the people involved get their message out?	

Tips for combining keywords

Combine your keywords using Boolean operators in order to find what you need faster.

Boolean Operators	Example	Results
AND	advertising AND children	Finds only those items which contain both words anywhere.
OR	ethics OR morals	Finds any items that contain either ethics OR morals-- a broader search.
NOT	Apple NOT fruit	Finds only those items that contain the word Apple (the company) and will not present items containing the word fruit -- a more limited search.

Tips for getting more out of your searches -- These shortcuts work in most databases.

Shortcuts	Example	Results
*	ethic*	Finds any items that contain words beginning with ethic, including ethics, ethical, ethicists, etc. Good for word variations.
?	wom?n	Finds any items that contain words spelled wom?n, where ? is any letter, such as women, woman, womyn. Good for spelling variations.
Phrase search	Example	Results
" "	"advertising campaigns"	Finds only those items that contain the phrase exactly as it is typed; does not return items that merely contain the two words located in separate places.
()	(advertising campaigns)	

How to Determine Source Credibility

Some sources are more credible and more useful while others are just simply crap. Ultimately, the sources you use depend on the situation.

Currency	Is the information current enough for your topic?
Reliability	What kinds of information is included in the source? References? Quotes? Data? Is the information factual, opinionated, or biased?
Authority	Is there evidence that the author/creator is an expert on this subject?
Purpose	Is the purpose of the information to entertain, inform, persuade, sell, etc?

Most importantly, ask yourself, **How is the information useful and/or not useful to your situation** (paper, project, personal investigation, etc.)?

Writing Help

Temple Writing Center – 201 Tuttleman Learning Center – 215-204-0702



Visit the Temple Writing Center for free, one-on-one sessions with a tutor to help strengthen your writing. Walk-in and appointment sessions available. Online handouts, tipsheets, and writing guides available at <http://www.temple.edu/writingctr>.

Kristina De Voe, English & Communications Librarian
Email: devoek@temple.edu | Office: Paley 314
Setup an appointment with me: <http://goo.gl/he2qCW>