Desk research: Study projects, books & articles

Indhold

This text is for you, who would like to know more about how to find student reports, books and articles – and what the different text types can offer as sources.
Before we're done, you'll know basics on how to structure your desk research as well – knowledge, that will be a time-saver.

Inspiration

Are you looking for the right angle to your problem, you might be inspired by other study projects, or through current issues of media debate.

Study Projects

Search the BAAA project repository via the library homepage ('Final projects & Bachelor thesis')

Search the university colleges, business schools and university project databases (NB: Not all provide full access):

> Copenhagen Business School
> Aarhus University, Fuglsangs Allé (Business studies) | Feltkode ændret |
> University colleges
> Thesis from other programs which are not online, you'll find and borrow through bibliotek.dk | Feltkode ændret |

Media Talk

Check the news media - online or offline. It is a good idea to research the national media, for information that relates to your project. Look up world-newspapers.com, | Feltkode ændret |
where you can find a list of newspapers from whichever country you are writing about.
Via the library webpage > 'E-resources' you have access to the media database 'Infomedia' , which provides access to search Danish news articles from a variety of information sources several years back. Use Google Translate to search the site in Danish and ask the librarians for help if it proves too difficult a task.

Finding ~~The good sources~~literature

The library provides access to a great deal of databases. It is possible to find business information, country and market information, information about regulations (law) and different types of article databases.

You find the database selection at the library webpage > 'E-resources'

In the next paragraph we will guide you in finding books and articles – and show you, how these types of sources can help, when you write your project.

Books

Books are great if you need to understand the basic concepts, theories, etc. Sometimes you can find books that deal with exactly your topic, but most of the time you have to get several books that address your topic from different angles.

BIBLIOTEKDK
ALLE BIBLIOTEKER PÅ NETTET

If you have made a thorough search of your local BAAA library on
the library website > 'SearcheRenewReserve' without finding anything, we recommend the national library service bibliotek.dk

Here you can search for books, etc. from all libraries in Denmark, and you can order just about anything, pick it up at a
local library AND it's **free** of charge.

You must be a registered user at the library if you want pick up books, otherwise the orders will be rejected.

BIBLIOTEK.DK **TIP**: Make an account (or log in with WAYF (using the BAA-studentID) or NemID) – then you don't have to write your contact details and favourite library over and over.

Google books

On the web you can find entire books or extracts of books, for example via Google Books. If you need the text in hard copy, then check if it exists in a Danish library via bibliotek.dk

If the book isn't at a Danish library, ask us to buy it for our library.

Articles

Articles are a nearly indispensable addition to books:
Here, you'll read news on what's happening in the society and learn about academic studies. Theories are put into a specific academic context as opposed to a more general approach in books.

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Feltkode ændret

Via 'E-resources' on the library website, there are at least three indispensable gates to databases, which you will need when searching for articles:

Infomedia is the Danish media database, containing day/trade press and updates from news agencies. In the articles you can read about what's happening in the industries and in society - in an accessible lingo, that translates 'ok' with Google Translate.

Please remember that search words must be in Danish – if this is too tough, the librarians will assist.

Please note that some media (ie. Børsen and FinansWatch) only show excerpts from articles in Infomedia.
When you use the network at the academy, you can link to the full version; if you're working from home, ask the librarians to send the articles in PDF.

Academic articles deal with issues on a higher academic level than newspaper articles. Here the outside world is described on the basis of scientific research and data collection.

EBSCO Business Source Elite is an article database which contains
journals on the topics: marketing, economics, management and
communication.
It is possible to make very specific subject searches.

Some academic articles are accessible (free) in ' Open Access ' journals or on university websites; you can find them through Google's academic version, 'Google Scholar'.
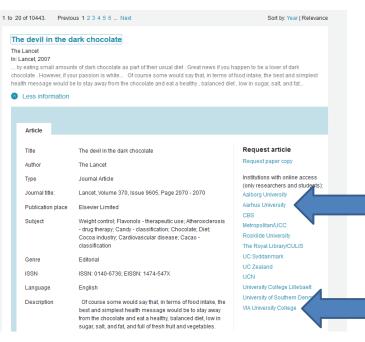
Most articles are published through payment databases, which unfortunately we don't have access to. But the silver lining is that you can order a free hard copy of these articles via the service VidenskabeligeArtikler.dk

If you want to pick up copies from a BAAA library, be sure to identify yourself by typing your full CPR number or your BAA-studentID in the 'local user number' - otherwise we do not know who ordered the articles. In the PIN field, *type 4 random numbers*.

If you can't wait for the paper copy, the Aarhus University libraries and the libraries at VIA University College are open to the public. Visit the physical library, and you can search and mail or print articles from the databases. Check the 'Request article' menu at Videnskabeligeartikler.dk: If it says Aarhus University or VIA University College – visit the library, and the article is available straightaway.

WHERE:

- VIA UC libraries: https://www.bibliotekerne.via.dk/da/biblioteker
- Aarhus University Libraries: http://en.statsbiblioteket.dk/practical-information/opening-hours

Work structured and save time

Books are described by general subject headings and brief content notes in library catalogues and bibliotek.dk - use a general or broad keyword if the specific or narrow keywords fail.

Searching the internet or article databases, search terms are found in the entire document, and it is desirable to use specific terms.

Use keywords that the author would write

Professional jargon or technical theoretical concepts are rarely used in the general newspapers, while the opposite is true for academic articles and the industrial press.

Find synonyms, i.e. words to describe the same concepts, for example:

> Elderly retiree "senior citizens" 60+

- ➢ Exercise sport sports "physical training" cardio workout
- ➢ habits trends lifestyle
- ➢ Analysis report survey study

Document the research

Keep track of words, where & how you used them by writing them down; this way you avoid having to repeat searches – or you're able to repeat searches easily.

A good piece of advice is to place words + filters + databases into a table or a mindmap – you could even provide information on rate of success (x relevant hits, y irrelevant). Learn more on filters in the chapter on search engines.

Some tools offers *personalization* – you can save searches, get informed when new results in saved searches are published etc. – after setting up an account.
This applies to ie. EBSCO, Google Scholar and PubMed, and it's a great way to keep track of research.

We recommend the 'Search matrix' to help keep track of search words:

Does campaigns make teenagers quit smoking?

Smoking	Habit	Segment	Campaigns
• Smoking • Tobacco • Cigarettes	• behavio(u)r • Habits • Attitudes	• young adults • Teenagers • Adolecents	• anti-smoking campaigns • prevention

Find your search words in the search results, in subject books, your imagination and from article databases' subject lists (EBSCO or PubMed).

A note on search engines

Google can be used without knowing anything about the search mechanics, but you'll get way better results if you know a bit about the advanced features in Google – and you'll save a lot of time using specialized tools like article databases or Google Scholar.
But then you'll have to know a bit about search mechanics:

Most search engines combine automatically keywords with an 'AND' – meaning, *all* the words you type into the search engine *must* appear in the result. Many search engines allow you to combine synonyms with an 'OR' - either via a menu (ie. EBSCO) or via command search (ie. Google Scholar) – meaning *either* one word, *or* the other, *or* ...

Example of menu based (EBSCO):

Example of command based (Google Scholar):

Professional databases have filters, helping you refine or limit the search result in different ways.
Filters can be subject terms, date of publishing, length, document type …

Google, Google Scholar and Videnskabeligeartikler.dk don't have a lot of filters, but check out the possibilities in EBSCO, Infomedia, PubMed or whatever database, you're going to use.

We publish and upload search guidances to our databases, always located under the link to the actual database on the library website > E-resources.

It will give you a head start in your research.

Do you have questions or need help?

Phone: 7228 6040
E-mail: eaa-bibliotek@eaaa.dk
Twitter: @EaaBibliotek

Best wishes
Sidsel, Birgitte & Mette, Library at Sønderhøj

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