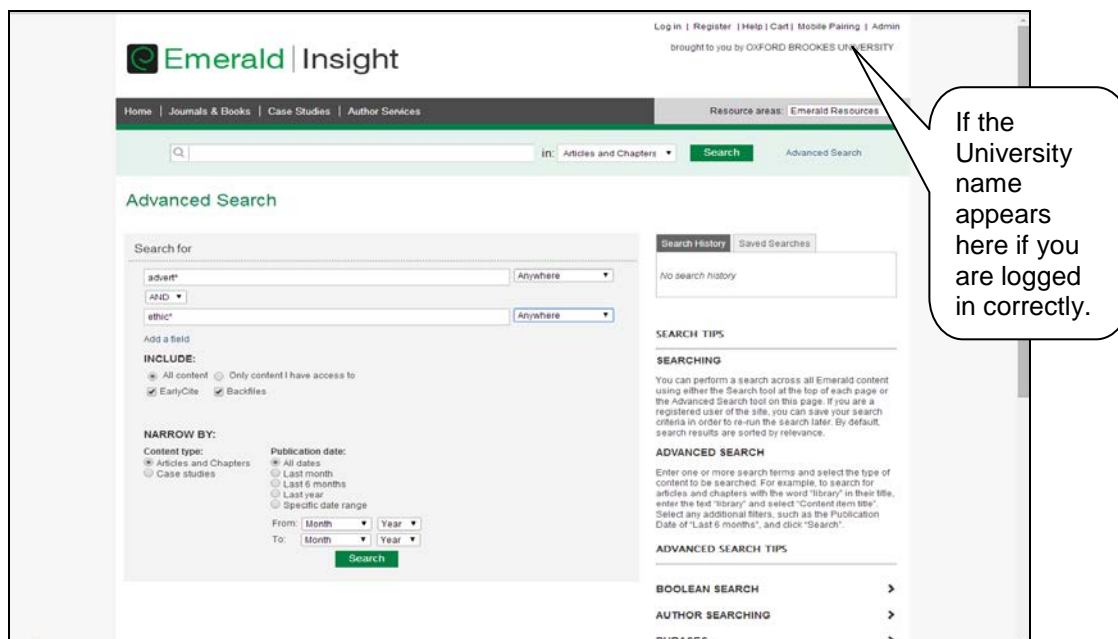


How to use Emerald

- 1 Connect to Emerald using the connections and instructions in the Virtual Learning course. The default screen is the Advanced Search screen.



- 2 Despite its name, **Advanced Search** is the easier option than Quick Search because it prompts you for all the information you might need to enter.

The default tab is to search **All content**, which includes both journal articles and book chapters. You will not see the full results for Bibliographic Databases.

Enter the search for **advert*** and **ethic*** as above. This will find any variations of these two words, for example, advertising and ethical.

Note that truncation feature or wildcard is *****.

- 3 Click on the drop down menu next to **Anywhere**, to show the options as in the screenshot below. Sometimes you might find it helpful to do a free text search, in which case you could leave the entry as **Anywhere**.

If looking for one author change the entry to author.

In the example below, change both entries from **Anywhere** to **Abstract**. This searches for both our search terms in the abstract of an article which will result in more focussed results.

In our example we do not need to search by phrases but you can use quotation marks to do this, for example "performance management".

Note that the Boolean operators **AND**, **OR**, **NOT** are available. Our example is left as **AND**.

You can amend the dates between which you search, but it is always helpful to review everything and it is possible to arrange results showing the newest first.

Click on **Search**, and you will see something like:

4

View the articles from your results list and find the article by Rachel Finn and Kush Wadhwa entitled 'The ethics of "smart" advertising and regulatory initiatives in the consumer intelligence industry' published in 2014, and answer question 1 at the bottom

of this activity.

- 5 Click on both **PDF** and **HTML** in turn to see the difference. Clicking on PDF Full text produces an exact copy of the original that prints like a photocopy, and includes all tables, diagrams and footnotes in the correct places. The PDF is far more preferable because no detail is lost. Clicking on HTML Full text produces a less useful plain text file, and you may have to click on separate hypertext links to see tables and diagrams.
- 6 Last of all, if you want to explore further, there are two more useful facilities you should know about. Firstly, if you click on **Journals & Books** in the top menu bar it is possible to bring up an A-Z guide to journal titles. Clicking on individual titles enables you to browse individual issues. This is useful if you have a particular citation.

Secondly, click on **Register** at the top of the screen to register for **Your Emerald Profile** via a simple form. This enables you to register your own username and password (which can be anything **you** choose) with Emerald to set up your own profile. This is more useful for researchers than new students! However, just so that you know for later, this enables you to receive the latest editions of all the Emerald titles you want emailed to you free of charge! It also enables you to save the searches that you make and have all of the new articles added to the database that meet your criteria emailed to you!

The question below may be answered in the **Self-Test** on the Main Page. Just make a note of your answer for now, while you are in the database.

Question 1 - See the activity above. Find the article by **Rachel Finn** and **Kush Wadhwa** entitled '**The ethics of "smart" advertising and regulatory initiatives in the consumer intelligence industry**'. Click on *PDF* to retrieve the article.

What is the name of the first author of the first citation in the references?

Your answer: