

Academic Journals in Emerald Insight

Emerald contains many academic journals which you can use to research your assignments and find evidence for your arguments.

Have Emerald open as you read this and have a go at the exercises.

Getting started

Connect to **Emerald** through the moodle database course or the library webpages.

The screenshot shows the Emerald Insight homepage. At the top right, there are links for 'Log in | Register | Help | Cart | Mobile Pairing | Admin' and the text 'brought to you by Oxford Brookes University'. Below this is a navigation bar with 'Home | Journals & Books | Case Studies | Author Services' and a 'Resource areas: Emerald Resources' dropdown. A search bar is present with a dropdown menu set to 'Articles and Chapters' and a 'Search' button. The main section is titled 'Advanced Search' and contains two search input fields, each with a dropdown menu set to 'Anywhere'. Below the search fields are options to 'Add a field' and 'INCLUDE:' with radio buttons for 'All content' and 'Only content I have access to', and checkboxes for 'EarlyCite' and 'Backfiles'. To the right, there are sections for 'SEARCH TIPS' and 'SEARCHING'. Two callout boxes are present: one pointing to the search bar area with the text 'This is the Emerald Insight homepage' and another pointing to the 'brought to you by Oxford Brookes University' text with the text 'If you are logged in correctly you will see 'Oxford Brookes University' here.'

Truncation searching

Start searching for resources by putting keywords into the **Advanced Search** boxes.

The screenshot shows the Emerald Insight Advanced Search page. The search bar at the top is empty. Below it, the 'Advanced Search' section has two search input fields. The first field contains 'advert*' and the second field contains 'ethic*'. Both dropdown menus are set to 'Anywhere'. Below the search fields are options to 'Add a field' and 'INCLUDE:' with radio buttons for 'All content' and 'Only content I have access to', and checkboxes for 'EarlyCite' and 'Backfiles'. Below this is the 'NARROW BY:' section with 'Content type:' (Articles and Chapters, Case studies) and 'Publication date:' (All dates, Last month, Last 6 months, Last year). To the right, there is a 'Searches' box with 'No search history' and sections for 'SEARCH TIPS' and 'SEARCHING'. Two callout boxes are present: one pointing to the search input fields with the text 'The easiest way to start searching is in the Advanced Search section, here you will be asked for all the information you need to put in.' and another pointing to the 'All content' radio button with the text ''All content' means this search will look for my search terms in book chapters and journals.'

Type 'advert*' and 'ethic*' into the search boxes as above. This will find items which include any words which begin with ethic or advert, including ethical and advertising.

The * helps you to do a thorough search for a topic, with it you can find items which say ethical, ethically, and ethics all in one search. This is called **truncation** or **wildcard** searching and can be used in a few of the databases Brookes has.

Searching fields

You can choose where you would like Emerald to look for your keywords. The default option is 'Anywhere' which will return a lot of results, many of which may not be relevant for you.

If your keyword is an authors' name, choose the 'Author' option here. If you know the item you are looking for, use 'Publication title' for the name of the journal or 'Content item title' for the article title.

The screenshot shows the Emerald Insight search page. At the top, it says 'brought to you by Oxford Brookes University'. The navigation bar includes 'Home', 'Journals & Books', 'Case Studies', and 'Author Service'. A search bar is present with a magnifying glass icon. Below the search bar, the 'Advanced Search' section is visible. It has two search input fields: the first contains 'advert*' and the second contains 'ethic*'. Between these fields is a dropdown menu currently set to 'Abstract'. Below the search fields, there are options for 'Add a field', 'INCLUDE:' (with 'All content' selected and 'EarlyCite' checked), and 'NARROW BY:' (with 'Content type' and 'Publication date' options). A dropdown menu for search location is open, showing options: 'Anywhere', 'Anywhere', 'Author', 'Abstract', 'Publication title', 'Sp Issue/Moi title', 'Content item title', 'Keywords', 'ISSN/ISBN/EISBN', 'Volume', 'Issue', 'Page', and 'Caption'. The 'Abstract' option is highlighted. Two callout boxes are present: one pointing to the search fields with the text 'Searching for your keywords 'Anywhere' will give you a lot of results. Some of them will not be about ethical advertising but may only mention it.' and another pointing to the 'Abstract' dropdown with the text 'Change this option to 'Abstract' for both of your keywords.'

Most of the time you should search for your keywords in the **Abstract**, as we will do here. By searching within the abstract we know that the keyword is important in the article and not just mentioned once. This will return fewer, more relevant results than searching 'Anywhere'.

Phrase searching

Sometimes your keywords might be a phrase. To search for a phrase use "quotation marks".



The screenshot shows a search interface with the following elements:

- A search bar containing the text "performance management".
- A dropdown menu to the right of the search bar, currently set to "Abstract".
- A dropdown menu below the search bar, currently set to "AND".
- A second search bar containing the placeholder text "Enter search term".
- A dropdown menu to the right of the second search bar, currently set to "Anywhere".

This search will find items which mention 'performance management' in their abstract. For example, it would not find an item which said 'management staff showed good performance' but it would find 'therefore performance management is important'.

Boolean searching

Where you see **AND**, you can change this to **OR** or **NOT**. These are called '**Boolean searches**'.

Keeping AND between your keywords will find all of your keywords. If you change it to OR, you will find some of your keywords.



The screenshot shows a search interface with the following elements:

- A search bar containing the text "advertising".
- A dropdown menu to the right of the search bar, currently set to "Abstract".
- A dropdown menu below the search bar, currently set to "OR".
- A second search bar containing the text "marketing".
- A dropdown menu to the right of the second search bar, currently set to "Abstract".

For example this search will find items which mention either advertising OR marketing. This will return more results than searching for advertising AND marketing.

Use NOT to exclude some search results. You could use this if you want to read about marketing but not branding by searching for 'marketing NOT branding'.

Boolean searching can be used in several of the databases provided by Brookes, including Business Source Complete.

Setting a time limit

You can use the 'Narrow by publication date' option to search for only recent results.

When you choose which dates to search for, think about the topic you are searching for and how much it might have changed in the last 2, 5 or 10 years.

For example marketing strategies have changed a lot recently due to social media, so I would search only within the last few years.

NARROW BY:

Content type:
 Articles and Chapters
 Case studies

Publication date:
 All dates
 Last month
 Last 6 months
 Last year
 Specific date range

From: Month ▼ 2011 ▼
To: Month ▼ 2015 ▼

Search

Once you are confident using all these searching tools, you can combine them to create the best search for your needs.

Search for

advert* Abstract ▼

AND ▼

"marketing strategy" Abstract ▼

NOT ▼

twitter Anywhere ▼

Add a field

Use the 'Add a field' option to add lines for more keywords.

Your results

Once you are happy with your search terms, click 'Search' at the bottom of the screen. Your results should look something like this;

The screenshot shows the Emerald search results interface. At the top, there are navigation links for Home, Journals & Books, Case Studies, and Author Services. A search bar contains the query 'advert*' AND '"marketing strategy"' NOT 'twitter'. The results are filtered to 'Articles and Chapters' and show 36 results. The page is annotated with three callouts: 1. A callout pointing to the 'Articles/Chapters (36)' tab says 'There are 36 results in this list.' 2. A callout pointing to the 'Order results by' dropdown menu says 'You can change the order of the results here.' 3. A callout pointing to the search terms in the search bar says 'The words I searched for have been highlighted.'

You should aim to have fewer than around 50 results, so that you can look at each one and decide if it is useful. If you have a lot of results, try using the filters on the right of the screen to reduce them to only the most relevant ones.

Scroll through the results until you find one you think will be useful. Click on it and you will see this page:

Reading the resource

The screenshot shows the Emerald database article page for the article "Buy, boycott or blog" by Gayle Kerr et al. in the European Journal of Marketing. The page includes a journal header, article title, author information, citation details, and an abstract. Three callout boxes provide instructions: "The information you need for referencing the article is on this page." points to the citation information; "Click here to open the article." points to the PDF icon; and "Read the abstract to decide whether this article will be useful." points to the abstract text.

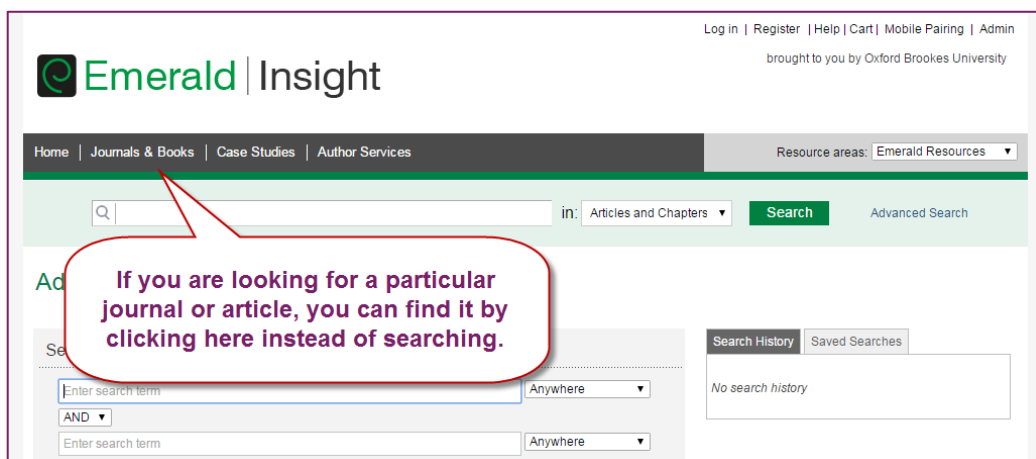
Always read the Abstract of an article before you print or save it, this will save you time and money!

The screenshot shows the bottom section of the Emerald database article page. It includes a "To cite this document" section with the citation information, a "Downloaded on" date, and a list of "Users who downloaded this article also downloaded". Three callout boxes provide instructions: "This page appears at the start of any article in Emerald." points to the citation information; "Scroll down to see the article." points to the "For Authors" section; and "Use these tools to print or save the article." points to the print and save icons at the bottom right.

Go directly to journal

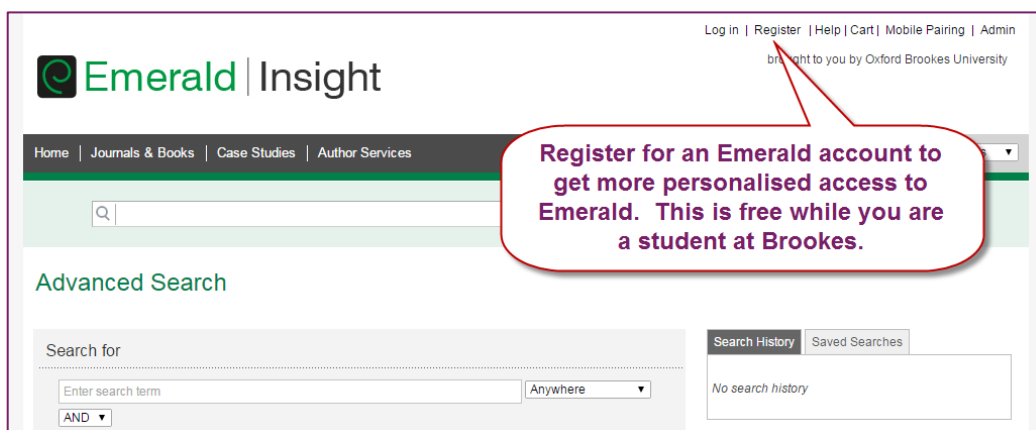
If you have been given a citation or the details of a journal article which a lecturer would like you to read, it can be quicker to go directly to the journal instead of searching for it.

To do this, click 'Journals & Books' at the top of the screen. From here you can type in the journal title to find it from the list.



Register

If you find that you use Emerald a lot in your research, you may want to create an account.



Once you have created an account in Emerald, you can receive an email with the latest edition of a journal as soon as it is published. You can also save your searches, so you can check if anything new has been published since you last performed a search, or have anything that meets your criteria emailed to you.