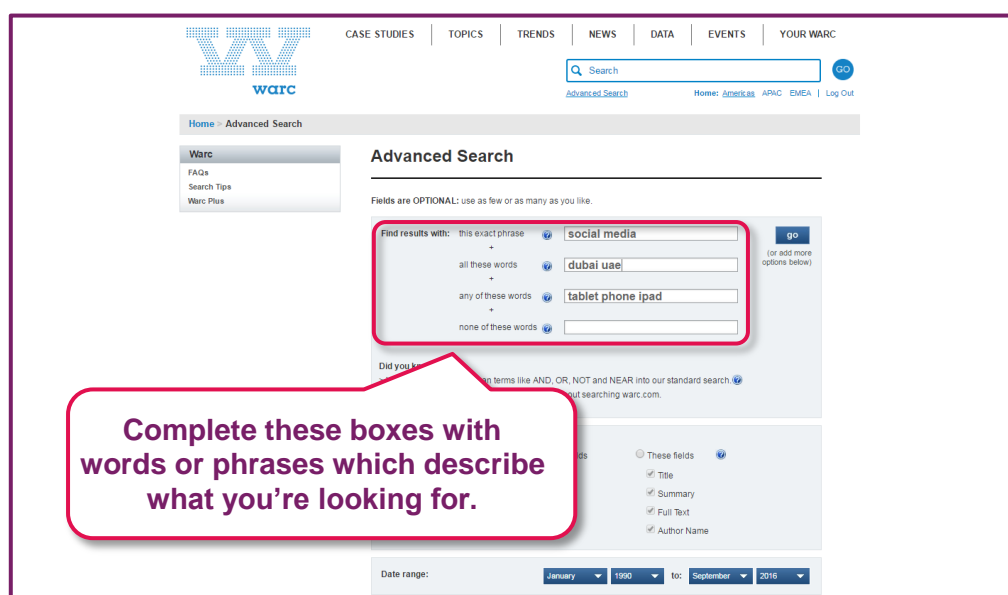
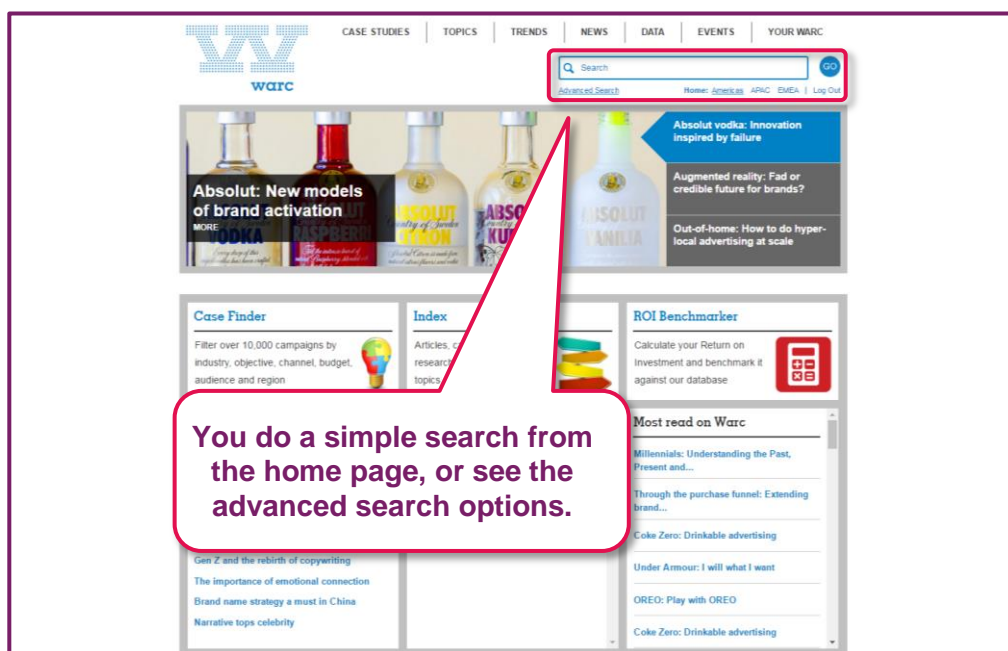


How to search Warc

Warc (World Advertising Research Center) is a database containing articles, case studies, videos and other resources about advertising and marketing campaigns.

Connect to **Warc** through the [moodle database course](#) or the [library website](#).

There are several ways to find information in Warc, we recommend using the Advanced search, which is described below.



The screenshot shows the WARC database search results page. The search term is ["social media"] AND (dubai AND use) AND (tablet OR phone OR ipad) with a date range from Jan 1990 to Sep 2016. The results are sorted by Relevance. A callout box points to the 'Sort by' dropdown menu, stating: "You can sort your results by date if you only want to see the latest items." Another callout box points to the 'Date range available' filter, stating: "You can also continue to narrow your search using these filters." The search results list several articles, including "Tablets, mobile and apps - Global Media Trends 2014" and "Brands play key role in Middle East".