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ABSTRACT

This handbook is a guide to doing business research in a university library. Following library location and orientation information, the first section discusses the research paper, i.e., thinking about the topic and planning a research strategy, the flow of information over time, and evaluating sources. Finding and using books, journal articles, newspaper articles, government documents, and statistical information are covered in the next section. The third section explains how to find information on companies and industries. Sources to check when you are having trouble are also listed, and the appendix explains how to use the library's online catalog and serials list. (MES)

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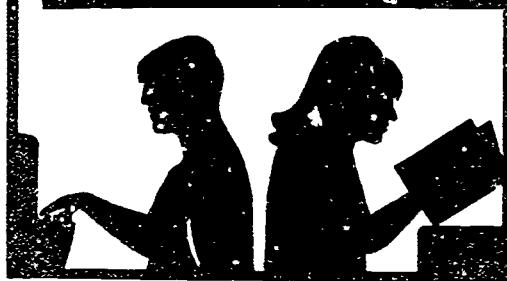
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BUSINESS RESEARCH

HANDBOOK



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INTRODUCTION

With this handbook we hope to accomplish two goals.

The first goal is to expand or strengthen your understanding of the basic principles upon which all libraries are organized. This is information that will be of use to you in virtually any library, at any time, and it will assist you throughout your life as you continue to learn and explore knowledge. This includes how to plan your search for information or how to use something you already know about to find even more information on your topic.

The second goal is to introduce you to information that is specific to the M.D. Anderson Library on the University of Houston campus. This will include the mechanics of using the Online Catalog and the locations of specific reference works that you will use repeatedly.

We hope that this handbook will enable you to use this library and others more effectively. This ability should improve the quality of your research and result in a better final product (not to mention better grades).

We hope you find this handbook useful and invite your comments on its approach and helpfulness.

LIBRARIES AND LIFE

By the time you entered the university, most of you had used a number of libraries, such as your school library or the public library. Now you are faced with the university library. The university library is probably the largest library you have experienced, and its size and complexity may make you feel apprehensive.

Size and complexity, however, simply mean that the large library must rely more than ever on standard methods of organizing and accessing information. You know, for example, that many people keep their personal libraries at home in a somewhat random order. There are so few books in most personal libraries that finding the one you want is not a problem. If the university library organized its materials in such a casual manner, total chaos would result.

Standard methods of organization and access, if they are to succeed, must be familiar to most people in the society and culture being served. In the United States (and many other countries) much information is organized alphabetically and numerically. Libraries also use those principles. This means that you already have many of the most basic skills needed to use libraries, no matter how large.

You have been conditioned by years of living in society to expect that most information sources will be organized alphabetically. Simple examples that come to mind include a telephone book or a dictionary. Other situations lend themselves to numerical organization. Imagine the difficulty of finding a new friend's house if street addresses were not arranged numerically, or the impossibility of reading a bus or airline schedule if the departure and arrival times were listed randomly.

Those same principles that enable you to read telephone books and airline schedules are used in libraries as well. In this handbook we will discuss indexes, directories, the Online Catalog, the Serials List, and many other "finding tools" that will help in your search for information. It is important for you to understand what each of them can do for you and why you might choose one tool rather than another, given a particular set of questions or circumstances.

If you will put your apprehension aside, you will find that the internal organization of most (if not all) of these tools is quite obvious. You already have the basic "how to" skills needed to tackle unfamiliar reference materials. It is now time to learn which reference materials to use.

A NOTE ABOUT LOCATIONS IN THE M.D. ANDERSON LIBRARY

Throughout this handbook you will be referred to books and other sources of information. For each source the location will be given. Two location codes you will encounter repeatedly are ANREF and ANSTAK.

ANREF means that the item is located on the 1st Floor Red Wing, in the Reference collection.

ANSTAK means that the item is part of the general collection of the M.D. Anderson Library. To find the correct floor and wing for ANSTAK items, consult the Call Number Locations charts posted throughout the building.

As you use the Library you will encounter other location codes. A complete list of location codes and what they mean is posted next to each Call Number Locations chart.

HOW TO ORIENT YOURSELF TO THE LIBRARY

If you have never visited the Library before, or perhaps even if you have, you may want some sort of orientation, such as a tour. The following methods are available to acquaint you with the Library and its services:

The Information Machine. Located on the First Floor near the Online Catalog, the Information Machine is a computerized, menu-driven program that can answer many basic questions about the Library and its services. Locations and other essential information are illustrated with color graphics. The Information Machine is available all hours that the Library is open.

Guided Library Tours. Tours lasting 30-45 minutes are given near the beginning of each semester. Library staff will introduce you to the building and some of the basic tools for finding materials. A schedule of guided tours is posted in the lobby and is also printed several times per semester in the Daily Cougar.

Walking Tour. This is our self-guided tour. A printed guide, available on a rack by the Reference/Information Desk just inside the entrance turnstiles, helps to orient you to the basic features of the Library. The Walking Tour is available any time the Reference/Information Desk is staffed. A taped version of the Walking Tour is also available--inquire at the Reserves Desk, 1st Floor Red Wing.

THE RESEARCH PAPER

THINKING ABOUT YOUR TOPIC

The first steps in doing a research paper can take place before you enter the Library. A half hour or so of thinking at home can often give you a productive head start on your research. This section will discuss ways of analyzing and organizing your topic so that you make the most efficient use of your library time.

In this discussion we will refer to the Online Catalog, the Serials List, periodical indexes, and other tools. The use of these resources will be explained in greater detail in the sections to follow.

What Do You Know/What Do You Need to Know?

Sometimes you may write a paper on a topic about which you have a lot of personal knowledge. At other times you choose (or are assigned) a topic about which you know little or nothing. Your initial approach to research will differ, depending upon how much you know.

In this section we will consider several cases, varying from no knowledge of the subject to substantial knowledge of the subject. Possible strategies will be suggested. Types of information sources (books, journals) will be mentioned without explanation. The explanation of how to use those sources will come in following sections, so keep reading.

The types of sources recommended are what many researchers would choose in the situations described. However, the recommendations given are only one way of addressing your need for information. Your particular situation may warrant choosing a different plan of action. When in doubt you should not hesitate to discuss your needs with your professor, a librarian, or some other person who might be knowledgeable on your topic.

Case 1: You know nothing; perhaps you don't even understand what the topic means.

If you are unsure of what the topic means, see your professor for advice and suggestions.

When you visit the Library, begin by checking to see if there is an encyclopedia or handbook that might cover your subject. Staff at the Reference/Information Desk can help you identify what you need.

If that fails, or if you want more information, you should look for a book on the topic. A book is more likely to give you an overview of a topic than some shorter source.

If you fail to find a book on the topic, you might turn to journal articles. Ideally you should look for article titles that sound like they will give you good background information, but this is a subjective process that may or may not work. You cannot always find or identify overview articles, and so you may need to choose 10 to 20 articles to read and try to form your own overview opinion.

Your goal here is to gain enough information about the topic to be able to understand what it is you want to know. Background knowledge of this type will help you to see how your later research fits into the overall picture.

Case 2: You have basic background information on your topic. You need to focus on some specific aspect(s).

Focusing on specific aspects of a topic usually means finding what others have written on it. This type of research is fairly basic and is probably a process with which you are already familiar.

Books may provide you with a chapter or section on specific aspects of your topic, but journal articles are more likely to focus on the specific problem you are investigating. The Federal Government may also have produced a report or analysis of your topic.

Thus your beginning strategy should be to check the Online Catalog to determine if there is a book that looks helpful. Then plan to spend the largest portion of your library time at periodical indexes identifying journals and actually locating them in the Library. Before ending your visit, check the Monthly Catalog to determine if a government document exists on your topic.

All of these processes will be discussed in greater detail later in this text.

Case 3: You've gathered a substantial amount of information, but you need statistics to back up what you want to say.

You may encounter the statistics you need as you search books and journal articles for ideas. However, if that does not happen, indexes exist to help you find what is available. Those indexes are discussed later in this text.

Planning Your Strategy Logically

It is somewhat difficult to describe completely and exactly what goes into planning an effective research strategy. There are many factors that might cause your strategy to vary from what we present here. The process is not totally random, however. This section will present ideas for planning your strategy.

1. Decide what it is you need to find out. This is different from the general topic you are working on.

For example, you might be working on a paper on insider trading. What you need to find out might include the following (depending upon your background knowledge):

- a. What is insider trading--what activity is involved?
- b. Which companies and individuals have been involved in insider trading?
- c. Why is insider trading controversial?
- d. What is the harm of insider trading?
- e. Are there methods to prevent insider trading? Are these methods desirable?
- f. Etc.

List the facts and ideas that need to be found. If you cannot identify what you need to find out, you need to do some background reading, as suggested in Case 1 in the previous section.

2. Identify, as best you can, the potential sources of the information you need, or consult someone (a librarian, your professor) or something (a handbook or directory) that might help you. Make a list of the sources you intend to check.

If you know the name of a specific source, list it by name. For example, your professor might give you the name of a book to read; you might know the name of a periodical index to check.

If you do not have a specific source in mind, list the types of sources you think you need and how you plan to find them. For example, you might decide that you need journal articles and note that you need to check periodical indexes to identify them; you might need to find a book on your topic and note that you should search the Online Catalog by subject to get call numbers.

What you are doing is making a shopping list, much as you would before going to the supermarket (and for essentially the same reason).

3. Evaluate the sources you have identified, based on whatever knowledge you have up to this point. Decide if some of the sources hold more promise than others. List the sources in the order you expect to use them, if that can be determined.

If you feel confused or unable to evaluate the sources you have identified, consult with your professor or a librarian for suggestions.

4. Looking at the list of sources you have identified, list the possible methods of finding information (the access points) in each of them if that is known to you. For most sources that means simply using an alphabetical subject index, but some sources use other access points, such as SIC codes or separate company-name indexes. Prepare by listing which access points you plan to use in each source so you will not have to waste time in the Library thinking about them.
5. Go one step further and make a list of the actual wording of the access points. If you plan to search by subject, list all the possible subjects you can think of for your topic--even unlikely or "off-the-wall" ideas that you may later reject. If you plan to search by SIC code, find out the appropriate code for your topic, or make a note of how you intend to find out when you enter the Library.
6. Looking at the access points you have listed, evaluate them as best you can. If one or several ideas on your page stand out, decide to check those methods first. Reject ideas that, on second thought, seem off target.

You may end up with a group of ideas that are neither outstanding nor rejected. You will simply have to go through them one by one to determine which are useful and which are not.

7. Go to the Library and begin working on your strategy. Regularly review your progress and adjust the strategy if necessary.

THE FLOW OF INFORMATION OVER TIME

When deciding where to look for information on your topic, it is sometimes helpful to be aware of how new facts and ideas make their way into print. This section will briefly summarize how facts and ideas appear in print over time.

Information on a topic is often available in a wide variety of sources, such as newspapers, magazines, scholarly journals, books, government documents, and perhaps elsewhere. The information does not appear in all of the sources at the same time, however. Consider the large amount of information that is available about the Three Mile Island disaster.

1. The first reports on Three Mile Island appeared in newspapers (such as the Wall Street Journal) and news magazines (such as Business Week). They reported the events as they happened.
2. A bit later (perhaps a year or two), articles in scholarly journals began to appear. Books also began making their appearance at this time. The delay was caused, in part, by the fact that books and scholarly journals usually include an analysis of the topic, and that requires more time for investigation and reflection on the part of the author.
3. Meanwhile, the Federal Government began its investigations and hearings into the matter. The contents of those hearings were reported in news sources as they happened. The actual text of the hearings was printed sometime later, because the Federal Government is often rather slow about getting documents printed.
4. In the years since, all of these sources have continued to produce new facts and analyses on the topic.

Therefore, if you are working on a topic that is very new, you should expect that much of your information will come from news sources. If you are looking for an in-depth analysis of the topic, do not expect to find it before a year or two after the event. For example, the Three Mile Island disaster occurred in the Spring of 1979. If you were looking for a thorough analysis of the problems that led to the disaster, it would probably be a waste of time to search for scholarly articles in a 1979 periodical index. For best results, begin your search by using indexes dated a year or two later (or, better yet, consider reading a book on the topic).

WHAT EVERY RESEARCHER WOULD LIKE TO KNOW

Nearly every researcher is faced from time to time with the problem of not being sure that he has checked the best sources, or of not being sure that he has been found the best information available. Let's say that you have looked for journal articles in a periodical index and discovered that there are twenty-five articles on your topic. How do you know which articles are best?

In most cases the only way to evaluate the articles listed in an index is to read them all and then make the judgment. Some researchers may prefer articles with bibliographies or other features. Others may note that some of the articles appeared in a journal that is well known for its coverage of the given topic. However, in the end you must read the materials if you want to be sure of the quality and thoroughness of your knowledge.

When you are looking for factual data, there are sometimes different sources that provide essentially the same type of information. You may choose one source over another because it arranges the information in a more useful way, or simply from personal preference. The way to evaluate the sources and form the personal preference, however, is to examine all of the possibilities and then make the judgment.

Judging the quality of information is a subjective process. The more you read on your topic, the more likely you are to be able to make an accurate judgment of quality.

FINDING WRITTEN INFORMATION, IDEAS, AND ANALYSIS

Much of the information you will use for writing research papers will come from what other people have written, i.e., books, journal and newspaper articles, and government publications. Those types of materials are where you begin your search for ideas and information. In this section we will discuss those types of materials, how to find them, and why you should use them.

FINDING AND USING BOOKS

WHY YOU SHOULD USE BOOKS

There are a number of reasons for using books to find information for your research paper. They include the following:

1. Books are often the best sources for a comprehensive, in-depth look at a topic.
2. A book may be able to give you different viewpoints on your topic, particularly if each chapter is written by a different person.
3. Books often have a bibliography, providing you with a ready-made list of sources to check for further information.
4. A book may include statistical data or charts gathered from many sources. This can save you the trouble of examining many sources and can provide clues as to where to find more current data.

HOW TO IDENTIFY BOOKS WE OWN

To identify which books are owned by a library, you should use the library catalog. The M.D. Anderson Library has an Online Catalog that is available on terminals in the building as well as through dial-in access.

The Online Catalog allows you to search for books in ways that are not possible in a card catalog. If you are unfamiliar with the Online Catalog, a brief introduction to its operation can be found in this guide in Appendix A. At this time we will concentrate on how to search effectively for books by subject.

HOW TO KNOW WHICH SUBJECT TO SEARCH

Subjects used in any library catalog, including the Online Catalog, fall into two categories.

1. Proper Names, including

Names of People

FORD, HENRY
TAYLOR, FREDERICK W

Names of Companies or Corporations

INTERNATIONAL BUSINESS MACHINES CORPORATION
CONTINENTAL AIRLINES

Names of Geographic Units

HOUSTON (TEX.)--ECONOMIC CONDITIONS
TEXAS--COMMERCE

2. Terms listed in the Library of Congress Subject Headings

The Subject Headings are listed in the large books on the table near the Online Catalog.

USING THE SUBJECT HEADINGS BOOKS

If you are going to find all the books that are available in the Library on your topic, you must know how the Subject Headings books work. The terms in the Subject Headings books are the topics used to do subject searching in the Online Catalog.

This is one instance where preparation before entering the Library will come in handy. If you enter the Library with a ready-made list of potential subjects for your topic, you can check the Subject Headings to determine which of them have been used. Sometimes one subject heading is clearly the best choice. At other times you will find it profitable to check several subject headings in the Online Catalog. Examining the listings in the Subject Headings is the best way initially to determine whether you should search one heading or several. The Subject Headings books will list any related subjects that should be searched. The procedure for finding additional subjects is outlined below.

Using the Subject Headings is not difficult. Subject headings are listed in alphabetical order. If you look up a term that has not been used, usually the system of cross-references will tell you the correct term. For example, if you look for **CORPORATE ACQUISITIONS**, the cross-reference tells you that the correct term is **CONSOLIDATION AND MERGER OF CORPORATIONS**. Automatic cross references of this type are planned for the Online Catalog in the future, but they are not yet installed. For now this process must be done in the Subject Headings.

EXAMPLES

Corporate acquisitions
See Consolidation and merger of corporations

Japanese management
See Industrial management—Japan
Management—Japan
Quality circles

When you look up a term that is used, it will appear in boldface type. Below the term you have chosen you will see a list of any related terms that exist. The related terms are listed in three groups, each marked with a letter code. One group has the code "sa" at the beginning, the next group has the single letter "x" at the beginning, and the third group has "xx" at the beginning.

EXAMPLE

Consolidation and merger of corporations
(Indirect)

- sa Bank mergers
- Conglomerate corporations
- Corporate reorganizations
- Hospital mergers
- Industrial concentration
- Producer cooperatives—Consolidation
- Railroads—Consolidation
- Shipping—Consolidation
- Trusts, Industrial
- subdivision Consolidation under types of industries, e.g. Construction industry—Consolidation

'sa' see also narrower terms

"x" terms not used

- x Acquisition of corporations
- Amalgamation of corporations
- Business mergers
- Buyouts, Corporate
- Corporate acquisitions
- Corporate buyouts
- Corporate mergers
- Corporations—Consolidation
- Corporations—Merger
- Fusion of corporations
- Merger of corporations
- xx Corporate reorganizations
- Corporation law
- Industrial concentration

"xx" see also broader terms

The middle group, marked with the letter "x," lists topics that are NOT used as subject headings. Here the Subject Headings book is saving you the bother of looking for these subject terms by telling you that they have not been used. To find material on subjects marked with an "x," use the boldface term at the top of the list.

The first and third groups, marked with "sa" and "xx," are valid terms that are related in meaning and can be used. You should examine these lists to see if there are any subject headings you have not thought of that might be useful. If you see a term you like, try it.

NOTICE: Sometime soon a new, improved version of the Subject Headings books will appear. The major change that you will notice is that the x, xx, and sa will disappear. In place of x will be UF, meaning "used for"; in place of sa will be NT, meaning "narrower term"; and in place of xx will be BT, meaning "broader term." These changes should make reading the Subject Headings easier.

Once you have made a list of subjects, it's time to search the Online Catalog. There is no guarantee that you will find books on your subject, but you will know that you are not going to overlook anything the Library owns, because you have checked the official list.

OTHER WAYS TO IDENTIFY SUBJECT HEADINGS

Sometimes, no matter how hard you try, you are unable to figure out what the correct subject heading is for your topic. Below we discuss other ways to get a start with subject searching.

Use a known title to find others.

If you already know of a good book on your topic, look for that title in the Online Catalog by doing a title (TIL) search. When you get the basic information (location, call number, etc., known as the brief record or BRF) on the screen, ask to see the full record by typing the code FUL and pressing SEND. The full record screen will tell you, in the middle, the subject headings that have been used for the book; they are clearly labeled SUBJECTS. You can then do a subject search using that information to try to identify other books.

EXAMPLE OF A FULL SCREEN

```

-----
RIS UNIV/M.D. ANDERSON LIB. - GEAC LIBRARY SYSTEM - ALL *TITLE SEARCH
-----
TITLE:  The Microstructure of securities markets / Kalman J. Cohen ... [et
        al.].
:
: IMPRINT: Englewood Cliffs, N.J. : Prentice-Hall, c1986.
: PHYSICAL FEATURES: ix, 254 p. ; 24 cm.
: NOTES:  Includes index. * Bibliography: p. 233-243.
: OTHER AUTHORS, ETC: Cohen, Kalman J.
: SUBJECTS: Securities. * Securities -- United States. * Stock exchange. *
:           Stock exchange -- United States.
: LC CARD: 85828265
: ISBN:   0135817943
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```

```

BFF - see locations and call numbers      IND - see list of headings
CFIT - begin a new search                  CMD - see additional commands

```

Job code

Then press SEND

Do a keyword search.

Keyword searching allows you to take any one word and find books that have that word anywhere in the title. You may also search for a single word in a subject heading or an author's name.

Examine your topic carefully to determine if there is a word that would a) not result in thousands of titles and b) mean what you are trying to find.

COMMON WORDS

Words such as "United" or "American" are used in the titles of tens of thousands of books. Searches for such common words are pointless unless you plan to spend several hours reading the list of titles.

WORDS WITH MANY MEANINGS

You may know what you intend for the meaning of the word you choose, but many words change meaning according to the context. For example, the word "bang" can be used to find the following titles:

The Big Bang. (a physics title)
The Big Bang. (about the London stock market)
Chitty, Chitty, Bang, Bang. (a literary work)

There are several other titles with the word "bang" in them, all with different meanings. For a keyword search you should use "bang" only if no word with a more precise meaning can be found.

Follow the instructions on the screen to do a keyword search.

You might try both the title keyword and subject keyword searches.

In the resulting list(s), if you see titles that look promising, be sure to check the FUL record screen, as mentioned above, in order to identify the subject headings you might search for more books. Examining the subject headings assigned will allow you to identify books on your topic that do not have the keyword in the title.

See if a title begins with a phrase you have in mind.

Perhaps it takes two or three words to express what you want. For example, the term "word processing" requires two words, either of which would retrieve hundreds of titles. In such a case a keyword search might not be efficient.

Do a title (TIL) search using just the phrase you have in mind (e.g., word processing) and the system will display all the titles that match that phrase or begin with it. As mentioned above, examine any promising titles and check the FUL record screen to determine the subject headings used so that you may identify additional books on your topic.

If you fail to find what you want, consult the staff at the Reference/Information Desk for advice and suggestions.

FINDING AND USING JOURNAL ARTICLES

WHY YOU SHOULD USE JOURNAL ARTICLES

Journal articles will often provide you with a substantial portion of the information you will use to write your research paper. Researchers often turn to journal articles for the following reasons:

1. Journal articles are a good source of current information. The latest developments on a subject often appear in a journal article months or years before being included in books.
2. Journal articles often focus on specific aspects of a topic.
3. Sometimes there is no other information available.

Two processes are involved when searching for journals. First you must find out if appropriate journal articles exist. This is done by using indexes, as explained below. Then you must determine if the Library owns the journals that contain the articles you want. In the M.D. Anderson Library you will use the Serials List to determine if the Library owns the journals you want and where they are. If you are unfamiliar with the Serials List and how it will help you locate journals, please see appendix B in this handbook. In this section we will concentrate on identifying journal articles by subject.

HOW TO IDENTIFY JOURNAL ARTICLES ON YOUR TOPIC

Periodical indexes are used to search for articles by topic. Some indexes also allow you to search by other access points, such as by author. There are numerous periodical indexes that you might use, but several are particularly appropriate for beginning your research on business topics.

We will concentrate on the indexes that are most commonly used. If you fail to find what you need in these indexes, consult the staff at the Reference/Information Desk for additional suggestions.

Journal indexes are available in a number of formats. Most indexes are in books located on index tables on the 1st Floor Red Wing of the Library. Some indexes are on microfilm and are found on microfilm readers in the index table area. Still other indexes are available on compact disc. The compact disc indexes are searchable on computer workstations near the index tables. Finally, it's possible to search indexes online. Information about online searching is provided later in this chapter and is also available at the Reference/Information Desk.

You may be wondering why you should check more than one index. Here are two of the reasons:

1. Different indexes cover different journals. There is certainly duplication among the indexes, but each index contains some references that you will not find in the others. By checking several indexes you may find more articles.
2. Each index has its own indexing vocabulary. You may be able to find your topic easily in one index and only with difficulty in another.

ABI/Inform

ABI/Inform will be available on a computer workstation near the Reference/Information Desk beginning with the Fall 1988 semester. It indexes all types of business journals and includes citations for the latest five years. ABI/Inform is especially helpful for complex topics and for topics that may not be listed among the subjects used in other indexes.

Plan to spend several minutes getting acquainted with the software during your first use of ABI/Inform. A good tutorial is available by selecting the How to Use ABI/Inform option on the Main Menu. Excellent help screens are available at any point in your search by pressing the F1 key. A flip-chart giving helpful information is also available at the computer workstation.

ABI/Inform can also be searched online. See the information about online searching later in this chapter. You might choose to search ABI/Inform online if you need to search years that are not included on the disc.

Business Periodicals Index. Index Table 4

The Business Periodicals Index includes both research journals (such as the Journal of Marketing Research) and journals that cover news topics of current interest (such as Business Week). It is rather weak in the area of trade journals (journals targeted toward specific products or industries, such as Footwear News).

Using the Business Periodicals Index is not difficult. The material is arranged alphabetically by subject. A system of cross-references will tell you when the subject you have chosen has been called something other than what you have guessed.

Here is a typical citation from the Business Periodicals Index:

	<u>Stocks</u>	
	<u>Insider trading</u>	
	Adventures in the insider trade C. Conner. <i>Across Board</i>	
	23 44-52 F '86	
	Did the Winans decision go too far? (securities fraud conviction) W. B. Glaberson. <i>Bus Week</i> p29-30 JI	
	8 '85	
	Insider sales: a fund's investment clues (Insider Reports Fund) E. Sanger. <i>Barrons</i> 65 42-3 AS 12 '85	
	Insider trading (banks buying bank securities; editorial) L. S. Banker. p6.4 O '85	
	Insider trading: why the concern? S. D. Young. <i>J Account Audit Finance</i> 8. (78-3) Spr '85	
Volume number of journal _____	_____	Journal title abbreviation (continues on next line) Page numbers of article

Note that the journal title is abbreviated. Use the list of abbreviations in the front of the index to get the full title, which you will need in order to locate the journal.

J

J Account — Journal of Accountancy
J Account Audit Finance — Journal of Accounting, Auditing
& Finance
J Account Res — Journal of Accounting Research

Information on how to find the journal in the Library is given later in this handbook.

Business Index. Index Table 16

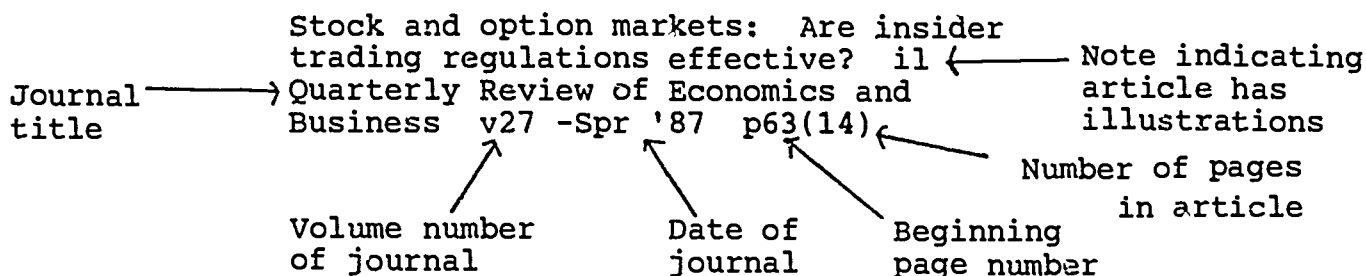
The Business Index includes many (but not all) of the same journals that are in ABI/Inform and the Business Periodicals Index. The Business Index, however, is strong in listings of trade periodicals (such as Supermarket News, Lodging Hospitality, etc.), and it includes many articles from newspapers such as the Wall Street Journal and the New York Times. This broader coverage is seen as an advantage by many researchers.

The Business Index is on microfilm and allows you to search for articles from several years at once. To search older years you will need to use a set of microfiche that are kept in a filing cabinet nearby. Ask for assistance at the Reference/Information Desk.

The Business Index itself is not available online, but portions of the information contained in it are searchable online. The online databases to search are Trade and Industry Index and the National Newspaper Index. Information about online searching is given later in this chapter in the section on computerized searching.

A typical citation in the Business Index looks like this:

INSIDER TRADING IN SECURITIES
-RESEARCH



Public Affairs Information Service (PAIS). Index Table 8

PAIS is especially strong in areas that link government and business, such as government regulation, government policy, and political issues in business, economics, etc. Topics that naturally involve the government, such as foreign trade, are also well covered in PAIS.

In addition to the printed version of PAIS on Index Table 8, beginning with the Fall 1988 semester PAIS will also be available on a compact disc, searchable on a computer workstation near the Reference/Information Desk. As is true with ABI/Inform above, PAIS on compact disc is especially helpful for complex topics and for topics that may not be listed in the subjects used in printed version of the index. When you first use PAIS on compact disc, plan to spend several minutes getting acquainted with the software. A flip-chart is available to help you search the database.

PAIS is also available as an online search, but there are few reasons to use an online search as long as the Compact Disc is available. If you feel that you might need an online search of PAIS, discuss your need with the Reference/Information Desk staff.

PAIS includes journal articles as well as some books and government documents. Since different procedures are used to search for books, journals, and documents in the library, it is important that you note the type of material you will be looking for at the time you copy a citation.

Here is a typical journal citation in PAIS. Notice that it is very similar to a journal citation in Business Periodicals Index:

STOCKS

Insider trading

After the fall: how the insider-trading scandal will change Wall Street. in table *Dus Week* p 28-35 *J* 86
Financial operations of Ivan Boesky; background, events, and results: 3 articles.

Here is a typical book citation in PAIS:

Murphy, Michael E. The airline that pride almost bought: the struggle to take over Continental Airlines. '86 289p
index (LC 86-1520) (ISBN 0-531-15018-6) \$16.95
—Watts, Franklin
Response of management and employees to the attempted takeover by Texas Air.

Several clues in the text tell you that this is a book. They include:

ISBN (International Standard Book Number)
Total number of pages (instead of a page range)
Date listed as a year (instead of a specific day or month)
Publisher's name listed

To find out if we own this book, use the Online Catalog. Use of the Online Catalog is explained in Appendix A of this handbook.

Here is a typical government document citation in PAIS:

* United States, House Com. on Energy and Commer.
Subcom on Telecommunications, Consumer Protection,
and Fin. Insider trading hearings, June 18 and July 23,
1986 '87 iii + 265p table (99th Cong., 2d sess.) (Serial
no. 99-168) (SD est. no. Y 4:En 2/3,99-168) pa—Supt
Docs
Extent and gravity of the problem; Securities and
Exchange Commission efforts to detect and stop it.

Superintendent of
Documents (SuDoc)
number

The most obvious clue that this is a government document is that the citation begins with "United States."

To find this document in the Library you need to know the SuDoc (Superintendent of Documents) Number, i.e., the call number. In recent years PAIS has listed the SuDoc Number in the text--note the example in the citation above. For earlier years you will need to do a title search in the Monthly Catalog of U.S. Government Publications. More about searching for government documents is in a later section of this handbook.

Social Sciences Index. Index Table 1

The Social Sciences Index includes journals from the fields of economics, sociology, psychology, anthropology, and related fields. Its main use in business research is for topics involving economics or the social aspects of business.

The organization and use of the Social Sciences Index is identical to that of the Business Periodicals Index. See that section above for a model of how to use it.

F & S Index United States

The F & S Index is another business index that covers a wide variety of topics. It is stronger in articles on companies, industries, products and services than on conceptual issues. It is one of the better sources for identifying trade journals on your topic.

This is the only index on our list that looks radically different from the others. It is, however, no more difficult to use. The main body of the F & S Index is divided into two parts: a section arranged by Standard Industrial Classification (SIC) code, and a section arranged by company name.

To use the company name section, turn to the white pages near the back. The articles are indexed alphabetically by company name.

When searching by subject, you must first determine the SIC code for your topic. A listing of SIC codes is found near the front of the index and looks like this:

→	Securities Services	628 0000
	Securities Taxes	810 1180
	Securities Trading	821 1200
	Securities Trading Regulations	810 8623

Once you have identified the code you need, turn to the colored pages and find the articles grouped by SIC.

EXAMPLE



Each listing gives you an indication of the type of information available, along with the name of the journal (abbreviated), the date, and the page number. A list of journal title abbreviations is available near the front of the index, and it is essential to get the complete title for each journal you want. Note that, unlike other indexes, the page number given does not necessarily lead to the first page of an article. You will be given the page number on which the information listed can be found.

The F & S Index is also available as an online search. Online searching is discussed later in this chapter in the section on computerized searching, or ask at the Reference/Information Desk for details.

Locating the Journal Articles You Need in the Library

In order to find journal articles in the Library, you need to copy the following information for each one:

Journal Title (full title, not just the abbreviation)
 Volume Number
 Page Number(s)
 Date

It's probably also a good idea to copy the title of the article so you will know that no mistake has been made later if things don't look right when you locate the article. Also, copy the index name, volume number, and page number so you can find the information again if you have to retrace your steps.

After using the index, you should use the Library's Serials List to find out if we own the journals and where they are. If you are not familiar with the Serials List, a discussion of how to use it is in Appendix B of this handbook. Basic instructions for using the Serials List are posted on the cover of each copy of it.

Computerized Searching to Identify Journal Articles

Many people are now turning to computerized searching as an alternative to using traditional printed indexes. Computerized searching is particularly appropriate in the following cases:

EXAMPLE 1:

When you need to combine two or more concepts in the same search. An online search will easily combine your search terms and produce a list of articles that meet all of your specifications (assuming, of course, that such articles exist).

Sample search: You want to find journal articles on how insider trading affects stock prices.

Set 1:	782	Insider trading
Set 2:	2305	Stock prices
Set 3:	23	Insider trading and Stock prices

In this sample search there are hundreds of articles on insider trading and thousands of articles on stock prices. Only 23 discuss both concepts.

EXAMPLE 2:

When you need to search for a phrase or buzzword (a key phrase or keyword) that does not appear in the indexing vocabulary of the printed indexes. An online search can check the titles of the articles for the words you want. Some online databases include an abstract (summary) of the article, which can also be checked for those words.

EXAMPLE 3:

When you need information that is very current. Online searches can often identify articles published within the last week. A printed index, on the other hand, usually runs behind by six or more weeks.

There is a charge for online searching, but the cost can be quite reasonable if you do the searching yourself and plan your strategy properly before beginning.

You may do online searching in one of the following ways:

A. You do the search in the Library using a computer workstation to search a compact disc. Instructions are provided on the screen at the workstation, and help screens are available at all steps of the search process. There is no charge for using compact disc products other than for the paper cost to print the results of your search. Printing requires a library Copicard, available at the Library Copy Center. Downloading of information from the database to your MS-DOS formatted disk can be done at no charge.

The number of databases available on compact disc is limited. The following databases are most likely to include information of interest to business students:

- ABI/Inform (business/management)
- PAIS (business and government policy)
- Monthly Catalog (U.S. government documents)
- PsycLit (psychology)

B. You do the search in the Library using an online system. You read a short manual telling you how to formulate your strategy and how to use the computer system. The manual is available at the Reference/Information Desk as well as at the Reserves Desk. Staff at the Reference/Information Desk are available to give advice while you are planning your strategy. You then use the computer yourself to retrieve any relevant journal articles that may be available.

This service is known as **Quick Search**. It is available evenings Monday through Thursday and afternoons Saturday and Sunday; check with the Library for hours and/or an appointment. The cost is quite low compared to option D below. Call 749-1217 weekdays for further information. **Quick Search** is available to anyone.

C. **You do the search at home.** You get your own password from one of the companies that offer online searching. As with option B, you plan your own strategy, and staff at the Reference/Information Desk are available to consult for any questions you might have. You then use your own equipment at home and do the search at your convenience.

For a listing of low-cost home services available, stop by the Reference Offices on the 1st Floor of the Library, or ask at the Reference/Information Desk. This is probably the lowest-cost option for searching those databases that are not available on compact disc. Do-it-yourself searching at home is available to anyone.

D. **We do the search in the Library.** A librarian discusses your topic with you and helps you plan a search strategy. The librarian then does an online search to retrieve any relevant journal articles that may be available.

This service is by appointment. Searching done by librarians is restricted to UH students, faculty, and staff. This is the most expensive way to do online searching.

Staff at the Reference/Information Desk can answer your questions about computerized searching.

FINDING NEWSPAPER ARTICLES

Newspaper articles are especially useful for discovering how an event was perceived at the time it was happening. You might read newspaper articles for details that are too specific to have gotten into books or journal articles. You may also need newspapers to research an event that is simply too recent to have appeared in any other source. Whatever your reason for using newspaper articles, they are not usually difficult to find.

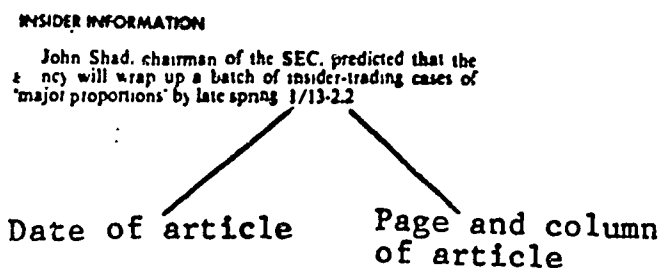
Unlike journals, each newspaper usually has its own index. Below we discuss several newspaper indexes that might be of interest, along with alternate access methods.

Newspapers are found in the Library in the Current Journals Room, 1st Floor Blue Wing. Older issues are on microfilm. To get the number for finding the microfilm, use the Serials List, which is available in the Current Journals Room and elsewhere. An introduction to using the Serials List is found in Appendix B of this handbook. Basic instructions for using the Serials List are posted on the cover of it.

Wall Street Journal

The standard way of identifying Wall Street Journal (WSJ) articles is to use the Wall Street Journal Index, located on Index Table 4. The WSJ Index is divided into two parts--one part for corporate information, with listings by company name, and a second part for general news, with articles listed by subject. In recent years the annual index has been published with the two parts as two separate volumes.

Using the WSJ Index is simple. Whether you look for a company name or a subject, you will find listings of articles with a fairly good description of what is in them. Each article will be followed by numbers indicating the date, page, and column number where you will find the complete text in the Wall Street Journal.



As is true of many newspaper indexes, the subject headings used in the general news section of the WSJ Index leave something to be desired. You may find that they are not specific enough for your intended topic. If you cannot find a term for your topic in the WSJ Index, search under a broader topic that might include it, or try one of the alternate methods listed below.

Other Ways to Identify Wall Street Journal Articles

Wall Street Journal articles can also be identified by using the Business Index or by doing an online search. Online databases that can be searched for citations in the Wall Street Journal include the National Newspaper Index, Newssearch, and the Dow Jones News/Retrieval. Both the Business Index and online searching are discussed in the section on finding journal articles in this handbook.

Financial Times of London

The Index to the Financial Times is located on Index Table 4. It offers searching in three categories: by corporate name, by general subjects, and by personalities, meaning individual personal names. As with most newspaper indexes, you are given the date, page, and column number at the end of each listing. Some listings also have a short abbreviated message given in parentheses before the date. Check the list of abbreviations in the introduction to the index for a full explanation.

STOCKS & SHARES

chairman of Merrill Lynch Europe says trend to globalisation of international securities trading will not work unless greater degree of regulatory harmony is achieved between individual financial centres May 2-3/86

Date of article

Page and column
of article

American Banker

Listings for many articles in the American Banker can be found by searching the Business Index. The Business Index is described in the section of this handbook on finding journal articles. Articles in the American Banker are also listed in the Banking Literature Index on Index Table 4 and in the Statistical Reference Index on Index Table 18. The Statistical Reference Index is described in the section on finding statistical information in this handbook.

The American Banker can be searched online. Information on online searching is given in this handbook in the section on searching for journal articles.

Houston Business Journal and other regional newspapers

Selected articles from the Houston Business Journal and other regional newspapers can be found by using the Business Index. The Business Index is described in the section of this handbook on finding journal articles.

Regional business newspapers are available by doing an online search of the Business Dateline database. Information about online searching is given in the section of this guide on finding journal articles.

While the fact that the Houston Business Journal is a local publication makes obtaining a copy fairly simple, the same is not true of other regional newspapers. If you feel that an article that you have identified in some other city's business newspaper is important, there are two ways to get the article:

1. Use the Library's Interlibrary Loan service, keeping in mind that borrowing from another library can often take several weeks. Ask at the Reference/Information Desk for more details, or read the Library Guide INTERLIBRARY LOANS.
2. The complete text of many regional newspaper articles is available by doing an online search. This type of information is not available on the do-it-yourself search systems. The cost of printing an article online is approximately \$10-15. For details contact the Business Librarian at 749-7271.

Other Newspaper Indexes

Indexes to other newspapers are found on Index Table 15. These include the indexes to the New York Times, the Washington Post, the Houston Post, and several others.

Other News Sources

Complete transcripts of programs by CBS News, such as the Evening News, Sixty Minutes, and various specials are available on microfiche. The CBS News Index is on Index Table 15. Labels on the front of each index volume give the location of the accompanying microfiche.

FINDING GOVERNMENT DOCUMENTS

The Federal Government produces a wide variety of publications that are of interest to business researchers. Most government documents are not listed in the Online Catalog or in the Serials List. This section will discuss how to find out if the Government has published something on your topic.

Where to look for Government Documents

There are several ways to identify government documents. From the previous section you know that some government documents are included in PAIS. Some are also included in the F & S Index. Thus by searching those indexes for journals you may also identify important documents on your topic.

The standard way to identify documents, however, is to use the Monthly Catalog of U.S. Publications on Index Table 19. The Monthly Catalog lists government documents just as the Online Catalog lists books, but the Monthly Catalog is a printed index similar to a periodical index.

Using the Monthly Catalog is not difficult. You may search by author, title, keyword in title, subject, and several other ways. We will illustrate using the subject approach to searching.

First, find the volumes on the table for the year you want. One or more of the volumes will include the subject index. Open to the subject you want. The subject index uses Library of Congress Subject Headings, so use the same subjects you would use to search the Online Catalog.

Each subject heading will be followed by a list of titles, each ending with a number. The number will begin with two digits, indicating the year, and then one to five digits indicating the unique number for that title. This is known as the entry number.

EXAMPLE

Stock-exchange — United States.

What every investor should know : a
handbook from the U.S. Securities and
Exchange Commission. 86-10493 ————— Entry number

Once you know the entry number for the title you want, look at the other volumes on the shelf for the year you want. Several of them are labeled with the word "Entries" followed by the numbers included in each volume. Choose the volume that includes your entry and open to the correct number.

EXAMPLE

SuDoc number

86-10493

SE 1.36:la 8/985

What every investor should know : a handbook from the U.S. Securities and Exchange Commission. — Washington, D.C. : Office of Public Affairs, U.S. Securities and Exchange Commission : For sale by the Supt. of Docs., U.S. G.P.O., 1985. 36 p. ; 22 cm. Shipping list no.: 86-158-P. "July 1985."
 ©Item 904-A S/N 046-000-00134-6 @ GPO \$1.00
 1. Investments—United States. 2. Securities—United States. 3. Stock-exchange—United States. 4. Bonds—United States. I. United States. Securities and Exchange Commission. Office of Public Affairs. OCLC 13210358

As you can see, the entry information is similar to what can be found for books in the Online Catalog. The number you need in order to locate the item is printed in **boldface type** at the top of the entry in the center. This is the SuDoc (Superintendent of Documents) number--similar to a call number for books.

We own most, but not all, government documents listed in the Monthly Catalog. They may be available as paper copies or on microfiche, so you may have to check in two places. Paper copies will be found on the Second Floor Blue Wing in the government documents collection (the location code is ANDOC). Microfiche copies are found in the black cabinets in the middle of the Documents Reference Room. You will pass the Documents Reference Room on the First Floor Red Wing as you make your way to the Blue Wing Elevators.

If you encounter problems finding a document, ask for help at the Reference/Information Desk or in the Documents Office (across from the Documents Reference Room).

Shortcuts

Sometimes there are easier ways to find the SuDoc number for the document you want than using the Monthly Catalog. If your need fits one of the categories listed below, use the method suggested in each case:

1. You need a document known to include statistical data or charts. Use the American Statistics Index, discussed in the next section.
2. You need a document that appears regularly (such as the Federal Reserve Bulletin, which is monthly) and you already know the title (maybe your textbook or professor referred to it). Use Andriot's Guide to U.S. Government Publications, available at the Reference/Information Desk.
3. You need a Congressional hearing or report. Use the CIS Index on Index Table 19. Staff at the Reference/Information Desk can show you how.
4. You need a document published before 1976, and you have the exact title. Use the cumulative title index to the Monthly Catalog on Index Table 19, just to the left of the Monthly Catalog.
5. You need a document for which you know the exact title but do not know the date. Ask for help at the Reference/Information Desk.

FINDING STATISTICAL INFORMATION

It is one thing to express an opinion in your research paper. It is quite another to be able to produce statistics to back up what you are saying. Statistical information, used carefully, can strengthen your argument and add to the credibility of the ideas you put forth. Statistical information may also be useful in determining which author is correct when you read two journal articles with claims that contradict each other.

Statistical information can come from just about anywhere. You will probably find useful statistics in the books and journal articles that you locate by using the catalogs and indexes discussed previously. There are, however, specialized reference sources available for locating statistics. Several of these sources are discussed below.

Brief Information

If you need just quick information without a great amount of detail, start with the Statistical Abstract of the United States, on Index Table 18. The Statistical Abstract consists primarily of statistics originating with the Federal Government, and it includes many subjects. In most cases the Statistical Abstract tells you the original source of the statistics cited. If you need more specific information, you can usually find the SuDoc number for the original source by using Andriot's Guide to U.S. Government Periodicals, available at the Reference/Information Desk, or the American Statistics Index, mentioned below.

Basic Indexes

When looking for more than a quick chart or summary information, you should normally begin your search by checking the American Statistics Index (ASI) (for statistics from the Federal Government), the Statistical Reference Index (SRI) (for statistics from other U.S. sources), or the Index to International Statistics (IIS) (for statistics from international agencies). All are located on Index Table 18.

The method for using any of these indexes is the same. Each consists of two volumes per year: an index volume and an abstract volume. The indexes and abstracts for the current year are in monthly or quarterly paper copies, found in looseleaf binders on the index table. The indexes for the 1980-1984 American Statistics Index have been cumulated into one four-volume set.

Here is how they all work:

1. Choose the title you wish to search (ASI, SRI, or IIS).
2. Open the index volume for the year you want and choose the subject that best suits your need. Note that in the back of the index volume you will also find other indexes, such as a title index and indexes by category.
3. Scanning under the subject, find an item that seems to include what you want.
4. Each item ends with a number. Copy the number and close the index volume (or put it aside).
5. Find the abstract volume for the same year. Open it to the number you copied from the index volume.
6. Read the abstract. If it describes the kind of information you need, it is time to find the publication. This is where the indexes vary.

Finding Publications in...

American Statistics Index

There are three ways that documents listed in the ASI might have been supplied to the Library:

- a. The publisher of ASI supplies some of the documents on microfiche.
- b. The Federal Government supplies some documents as paper copies.
- c. The Federal Government supplies some documents on microfiche.

In the abstract volume, look at the indented information next to the index number you used to find the abstract. Is there a black dot followed by the word "Item" somewhere in that information?

26119
GENERAL ACCOUNTING
OFFICE
 General Government

26119-135 SECURITIES REGULATION:
SEC Enforcement Efforts in
1978 and 1985
 July 1986. 15 p.
 GAO/GGD-86-97 FS.
 -Item 546-D. † ASI/MF/3
 *GA1.13:GGD-86-97-FS.

Black dot _____

SuDoc number _____

Report on SEC enforcement activities, Apr.-Sept. 1978 and 1985. Covers civil injunctive and contempt, administrative proceeding, U.S. Attorney, and other actions involving individuals, security issuers, registered broker/dealers and investment advisors, and others. Data are compiled from the *SEC Docket*.

Includes 12 tables showing number of completed enforcement actions, violations cited, entities sanctioned, and sanctions, variously cross-tabulated by type of enforcement action, entity, sanction, and violation, Apr.-Sept. 1978 and 1985.

**9738
SECURITIES AND EXCHANGE
COMMISSION**

**Special and
Irregular Publications**

No black dot--
item available
on microfiche

9738-17 STOCK TRADING BEFORE
THE ANNOUNCEMENT OF
TENDER OFFERS: Insider
Trading or Market
Anticipation?
Feb. 24, 1987.
46+ App 4 p. var. paging.
Office of the Chief Economist,
SEC ↑ ASI/MF/3

Report examining stock price and trading
volume changes of firms acquired through tender
offers, before and after announcement of the of-
fer, 1981-85. Report is based on a study of 172
successful tender offers, using data from SEC
and private sources.

Items without the black dot are on microfiche supplied by the publisher of ASI. They are filed in the black cabinets next to the windows adjacent to Index Table 18. They are grouped by year and filed within each group by the index number.

Items that have a black dot are filed in the Library's government documents collection by SuDoc number (the government call number). We have most of them. They may be either paper or microfiche, and nothing in the index tells you which type is available in the Library, so you may have check two places.

To find black dot items you need the SuDoc number. Somewhere in that indented portion is a number with a small hollow circle before it. That's the SuDoc number.

Government documents that are paper are shelved by SuDoc number in the documents collection on the 2nd Floor Blue Wing. Those that are microfiche are filed by SuDoc number in black cabinets in the Documents Reference Room. You will pass the Documents Reference Room on your way to the blue wing elevators on the 1st Floor Red Wing.

Statistical Reference Index

Most publications in the SRI are on microfiche. To see if what you want is on microfiche, find the index number in the abstracts volume. If your index number includes a decimal point, find just the portion of the number that precedes the decimal. In the indented information you will find one of three statements: **MF Complete**, **MF Excerpts**, or **Not Filmed**. Items that are not filmed are not on microfiche; the others are.

<p>This title _____ available _____ on microfiche</p>	<p>A8825-1 SECURITIES INDUSTRY TRENDS: An Analysis of Emerging Trends in the Securities Industry 8-12 issues per year. Approx. 25 p. ISSN 0276-2749. LC 79-3918. SRI/MF/complete, shipped quarterly</p> <p>Periodical issued approximately 8-12 times per year, presenting summary analyses of the securities industry. Includes data on securities trading activity, yields, prices, and underwriting; and revenues and expenses of securities firms.</p> <p>Month of data coverage is 1-4 months prior to publication. Data are from SEC studies and reports by securities firms and other Federal and commercial sources.</p>
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SRI items on microfiche are at Microfiche S95 in the Current Journals Room, 1st Floor Blue Wing (this location is given on a label on the front of the index); they are grouped by year and filed within each group by the index number used in the printed abstract. For items listed as **Not Filmed** you should check the Online Catalog, or the Serials List if they are journals or other recurring publications, to see if we have them. You may also do that for those items that are on microfiche--we own paper copies of some of them.

Index to International Statistics

Most publications in the IIS are on microfiche; for some of those on microfiche we also own a paper copy.

To determine if the title you want is on microfiche, look in the abstracts volume just below the title of the publication you have selected. You will see either IIS/MF or Not Filmed.

**1300-P8 EUROSTATISTICS: Data for
Short-Term Economic
Analysis
Monthly. Approx. 100 p.
[Ger/Ea/Fr]
CA-BJ-(yr.)-(dot.)-3A-C
ISSN 0252-8266.
LC SN 83-12027. IIS/MF.**

Monthly compilation (with July/Aug. combined issue) of economic indicator indexes for 12 EC countries, with selected data for US and Japan. Indicators include national accounts components, employment and unemployment, industrial production by industry group, industry expectations for production and orders, retail and foreign trade, prices, wages, financial transactions, and balance of payments.

This title
available
on microfiche

Items on microfiche are at Microfiche S149 in the Current Journals Room, 1st Floor Blue Wing (this location is given on a label on the front of the index); they are grouped by year and filed within each group by the index number used in the printed abstract. For items listed as Not Filmed you should check the Online Catalog, or the Serials List, to see if we have them. You may also do that for those items that are on microfiche--we own paper copies of some of them.

When looking for documents from SRI or IIS that are microfiche, be sure to note both the microfiche number for the set (S95 or S149) as well as the index number for each title you want before going to the Current Journals Room to retrieve it.

There are, of course, other ways of looking for statistics. If the sources suggested in this section do not lead to what you want, ask at the Reference/Information Desk for further ideas.

FINDING INFORMATION ON COMPANIES

When you are looking for information on companies, it is helpful to know whether or not a given company is public. Far more information is available for public companies than for private companies.

How to Know if Your Company is Public

A public company must file reports with the Securities and Exchange Commission. Therefore, the easiest way to determine if your company is public is to check

Directory of Companies Required to File Annual Reports with the Securities and Exchange Commission. Index Table 4

A company could still be public and not appear in the directory--perhaps it went public after the directory was printed. Check recent months of the Wall Street Journal Index (Index Table 4) to see if an announcement of a stock offering appears. Bear in mind, however, that if the company recently went public, the amount of information available in the short term is probably similar to that for a private company.

Sources to Check for any type of Company (Public or Private)

The following types of sources, discussed earlier in this handbook, can be checked regardless of whether a company is public or private:

- Books
- Journal Articles
- Newspaper Articles

Check under the company name. In some cases you cannot find out anything about a company, but the only way to know that is to look.

Sources of Information on Public Companies

What do you need to know about a company?
How much detail do you need?

These are two of the questions to ask yourself when trying to choose among the resources available for public companies. While a variety of resources can be found, most of them fall into two large categories:

Sources about the company's operations.
Sources about the company's stock.

Some sources concern themselves with both categories.

Sources about a company's operations

Basic financial and operating information about public companies can be found in these sources:

Moody's "Manuals" (multiple titles). Index Table 4
Standard & Poor's Corporation Records. Index Table 4
Value Line Investment Survey. At Reference/Information Desk

The Moody's and Standard & Poor's titles present similar information about individual companies, including:

Brief history
Nature of the business
Condensed financial information or balance sheet

If you choose Moody's Manuals it is important to use the correct one. Moody's lists some companies according to type of company; for example, airlines are in the Moody's Transportation Manual. Most companies listed on the NYSE and AMEX are in the Moody's Industrial Manual. If it is not clear which manual should be consulted, an index is available at the Reference/Information Desk.

Value Line Investment Survey concentrates on financial evaluation of companies and provides an assessment of a company's future growth and safety. Value Line is one place to get the "beta" for a company. If you are unfamiliar with Value Line, an instructional booklet explaining its use is available at the Reference/Information Desk.

Older editions of Moody's Manuals are available upstairs (the ANSTAK location); they have the same call numbers as the current volumes on Index Table 4. Older editions of S & P's Corporation Records and Value Line are available on microfiche in the Current Journals Room. A label on the inside front cover of the current volumes gives the information needed to find them.

More detailed or complete financial information on companies can be found by consulting the **Annual Reports** and **10-K Reports**. These reports are required by law to be filed annually with the Securities and Exchange Commission. The Library's collection of Annual and 10-K Reports is on microfiche at the service desk in the Current Journals Room, 1st Floor Blue Wing. Much of the data in the latest Annual and 10-K Reports can be searched by using Compact Disclosure, a Compact Disc workstation near the Reference/Information Desk.

The Library owns Annual and 10-K Reports for all NYSE and AMEX companies back to 1976. All Over-the-Counter company reports are owned back to 1981. Reports on all Texas-based OTC companies are owned back to 1976. Annual Reports on several thousand foreign companies are also available, most beginning in the mid-1980s. A substantial Annual and 10-K Reports collection is also available at the Houston Public Library downtown.

In addition to data supplied by the companies themselves, brokerage houses and investment firms often prepare detailed company analyses for their investor clients. These reports are often good sources of information on the viability of a company, its market share, and general information on the industry in which it operates.

Brokerage reports are available by using Corporate and Industry Research Reports (CIRR). The annual index to CIRR is available on Index Table 4. The actual reports are available on microfiche; a label on the front of the index gives the information needed to find the microfiche. An instructional pamphlet on the use of CIRR is available next to the index. CIRR first appeared in 1982.

Sources about a company's stock

Stock prices can always be found on a daily basis in the Wall Street Journal as well as in many other newspapers. However, if you need to check prices over a period of time, other sources will be more helpful. What you check depends on the frequency of the information needed.

Stock prices day by day:

Daily Stock Price Record:

<u>New York Stock Exchange.</u>	ANREF HG4915.I22
<u>American Stock Exchange.</u>	ANREF HG4915.I23
<u>Over-the-Counter.</u>	ANREF HG4915.S665

Volumes more than two years old are in ANSTAK rather than ANREF. Consult the Call Number Locations chart for the proper floor and wing.

Stock prices month by month:

Standard & Poor's Stock Guide. At Reference/Information Desk. Volumes more than two years old are found in ANSTAK, call number HG4915.S67. Consult the Call Number Locations chart for the proper floor.

You may also need sources that give data on and analysis of a stock over a period of years, along with a current analysis and some projections. Use the following:

Standard & Poor's Stock Reports. Index Table 4
Moody's Handbook of Common Stocks. ANREF HG4501.M59
S&P's Stock Market Encyclopedia. ANREF HG4921.S685
S&P's OTC Handbook. ANREF HG4009.O86

Only the current year's Stock Reports are available. The most recent two years of the other titles are found in ANREF; older editions are in ANSTAK.

FINDING INFORMATION ON INDUSTRIES

Industry information is helpful when doing a company analysis, as it can provide the necessary background information that will help you understand why certain decisions were made by a company. It is also essential, of course, if you are writing a paper on an industry.

As with company information, several types of sources discussed above can always be checked for industry information. They include:

- Books
- Journal articles
- Newspaper articles

Standard Industry Information Sources

Two sources should be checked when beginning research on an industry. If your industry is included in them, they will provide you with a good basic understanding of how the industry operates, give you statistical data, and list or refer to other sources that you might check. Do not fail to look at:

Standard & Poor's Industry Surveys. At Reference/Information Desk. Older editions (back to 1983) are located at ANREF HG4055.S7.

U.S. Industrial Outlook. At Reference/Information Desk and also on Index Table 18. Older editions of this government document are in ANDOC. Recent copies have the same basic call number as the current edition, but older call numbers may vary. Check with the staff at the Reference/Information Desk if you encounter difficulties.

In addition to these sources, you can find numerous industry analyses and projections in the Corporate and Industry Research Reports (CIRR). The index to CIRR is on Index Table 4. The actual reports are available on microfiche; a label on the front of the index gives the information needed to find them. An instructional pamphlet on the use of CIRR is available next to the index. The index first appeared in 1982.

Using Standard Industrial Classification (SIC)

A number of other sources can be used for industry research, and many of them organize their information and/or data by SIC. Standard Industrial Classification is simply a system established by the Federal Government to group similar products and services by number. It is used to organize census materials, directories, and many other types of information.

You may find SIC codes in the following ways:

1. Look for your product in the SIC Manual, available at the Reference/Information Desk. The SIC Manual has both a "subject" index and a listing by SIC numbers.
2. Use any F&S index (such as F&S Index United States, mentioned in the section on journal articles). All F&S indexes have a list of SIC codes, usually at the front or back of the volume. Their lists include some recent products (such as microcomputers) that are not in the SIC Manual.
3. If you need the SIC codes associated with a specific company, check one of the company directories on Index Table 4. Most company directories identify the company's type of business by listing the SIC code.

You may find a list of companies for a given SIC code by doing the following:

1. Check the back of the Directory of Companies Required to File Annual Reports with the Securities and Exchange Commission on Index Table 4.
2. Check the index volume of the Million Dollar Directory on Index Table 4. One section of the volume lists companies by SIC, and within each SIC section they are grouped by state.
3. Check the index volume of Standard & Poor's Register of Corporations on Index Table 4. One section lists companies by SIC.

There are doubtless other ways to accomplish the task. Note that each list you find may include companies that are not on other lists. There is no easy way to be absolutely certain that you have identified every company using your given SIC, but the moderate- to large-sized companies should be retrieved by using the sources mentioned above.

The use of SIC codes in directories, Census publications, and other statistical sources is so extensive that it is often helpful to know the SIC for the company, industry, or product you are researching so that you will be prepared when you encounter it in sources that use the SICs without explanation.

Be aware of several things when using SIC codes:

1. The logic used by the Federal Government in grouping products or services may not be obvious to you. When you identify the SIC code for the industry you are researching, you should check the SIC Manual (discussed below) to examine the list of products included in your category. This is particularly important when using ratio data for analysis of company operations.
2. Many company directories print SIC codes to indicate what a company's business is. However, if you look for a company in several directories, you may find different codes for the same company. SIC codes are not necessarily "assigned" to each company; the system is subject to interpretation. For example, some airlines call themselves "airlines," while many call themselves "air carriers." The codes are different for each. Thorough research in the SIC Manual will help prevent false assumptions.
3. A new edition of the SIC Manual appeared in 1987. The previous edition dates from 1972. The new edition has changed the numbers for some products or industries. This may make comparing current data to older data difficult without extra work.

WHAT TO CHECK WHEN YOU HAVE TROUBLE

Sometimes you have checked everywhere you can think of and you still do not have the information you need. Before giving up, consider searching one of the following for additional leads:

Business Information; How to Find it; How to Use it

This is an excellent, thorough review of many business information sources. Helpful explanations of how to use the sources are given.

The call number for this book is ANSTAK HF5356.L36 1987. It is also available in ANREF.

Business Information Sources

Business Information Sources concentrates on the major standard sources of information in the field of business. Sources are organized into broad topics, such as "Investment Sources," "Marketing," or "Business in American Society."

If you wish to search by broad topic, use the table of contents in the front of the volume. If you have a more specific topic, or if you wish to find a listing for a specific source, use the index at the back of the volume.

The call number for this book is ANSTAK HF 5351.D26 1985. A copy is also available in ANREF at the Reference/Information Desk.

Competitor Intelligence

Sometimes you need a text that will suggest alternate ways to find company and industry information. One you might try is:

Fuld, Leonard. Competitor intelligence: how to get it, how to use it. Wiley, 1985.

The call number for this book is ANSTAK HD38.7.F85 1985. A copy is also available in ANREF.

Encyclopedia of Business Information Sources

This book, available at the Reference/Information Desk, covers major products, services, and industries and lists the standard sources of information for each. For example, if you are having trouble finding statistics or ratios on your industry, it will tell you what is commonly used to find that information.

You should check the Encyclopedia of Business Information Sources at some time during your research to be sure that you are not overlooking an important source of information. It is organized alphabetically by topic.

LIBRARIAN'S FINAL ADVICE

START EARLY!

APPENDIX A: Finding books using the Online Catalog

You may search the Online Catalog in the same ways that you search card catalogs, but the Online Catalog offers you additional ways of searching for books that would be impossible in a card catalog. This section will discuss the types of searches available online. If you prefer a more visual tutorial for the Online Catalog, use the Information Machine (on the terminals adjacent to the Online Catalog).

Using the Catalog Terminal

Initially you will want to find the menu that lists the search options. If you do not see the menu when you approach a terminal, do one of the following:

1. On the top row of keys, strike the F3 key (usually labeled Start Over).
2. If striking F3 doesn't produce a menu, type CAT and press the red send button.

The menu will offer the following choices:

1. TIL - Title, journal title, series title
2. AUT - Author, illustrator, editor, organization, conference
3. A-T - Combination of author and title
4. SUB - Subject heading assigned by library
5. NUM - Call number, ISBN, ISSN
6. KEY - One word taken from a title, author or subject

Truncation Occurs Automatically

If you choose any of the first four search options (TIL, AUT, A-T, or SUB), the computer will automatically truncate the information you enter. This means that it will show you not only what you ask for, but everything that begins with what you ask for. Therefore, if you are searching for a long title, just type in the first few words and then press the SEND key. If more than one book matches your request, the computer will display a list of matches from which to choose.

When you search TIL/Stock Market

The computer retrieves the following titles:

Stock market.
Stock market and economic efficiency.
Stock market, credit and capital formation.
Stock market directory.

On the other hand, if the computer finds no match for what you type, it will display a list of alphabetically similar requests. This allows you to check to see if you have simply misspelled your request or if something similar is available.

Truncation is also available for Keyword searching (KEY), but it is not automatic. Keyword truncation will be discussed later.

Types of Searches

When you search for books in the Library, your searches normally fall into two categories:

Known-Item Searches, meaning that you have information about a specific book you want. This information is normally the author, editor, title, series title, or some similar fact.

Subject Searches, meaning that you have a topic in mind and are willing to consider any books the Library has on the topic.

The Online Catalog also offers Keyword Searches, which will be discussed near the end of this appendix.

Searching for a Known Item

The first three menu options (TIL, AUT, A-T) are used to search for a specific book. To do so you must know the author (or editor) of the book, the title of the book, or both. Which type of search you use will depend somewhat on the information you have (you cannot search by author if you do not know the author's name, for example) and personal preference.

If you know only the title of the book, you must choose a TIL search. If you know only the author's or editor's name, you must choose an AUT search. If you know both the title and the author's name, you may choose a TIL search, an AUT search, or an A-T search--the choice is yours.

Sometimes your information is incomplete, or you are unsure of how to search. When deciding what to ask the computer, note the following:

TYPE OF INFORMATION YOU KNOW	SEARCH TO DO
Name of a book To find: Bibliography of marketing research Search: TIL/Bibliography of marketing research	TIL
Name of a company To find: IBM (such as an IBM computer manual) Search: AUT/International Business Machines or: AUT/IBM	AUT
Name of a conference (proceedings, etc) To find: Fifth International Conference on Noise Search: AUT/International Conference on Noise (omit the number of the conference)	AUT
Name of an editor or compiler To find: Philip Kotler, editor Search: AUT/Kotler, Philip	AUT
Name of a government body To find: Publications of the Texas Governor's Office Search: AUT/Texas Governor	AUT
Name of an institution To find: Publications of UT-Austin Search: AUT/University of Texas at Austin or: AUT/Texas. University.	AUT
Name of organization To find: American Marketing Association publications Search: AUT/American Marketing Association	AUT
Name of a series (series title) To find: Studies in accounting #4 Search: TIL/Studies in accounting	TIL

Author-title (A-T) searches allow you to combine both the author and title of the book you want into one search. A-T searching is particularly helpful when you are lacking the first name of an author, or when you are unsure of the full title of a book (but you know at least the first word).

When you do an A-T search, the computer first prompts you to enter the author's name and then asks for the title. You may type the author's full name, or the full title, but the computer looks only at the first few letters you type, so just type the author's last name and the first word or two of the title to save time.

Subject Searches

The mechanics of searching by subject are similar to the types of searches illustrated above. You simply choose the fourth option on the screen (SUB) and, following the instructions given, enter the subject you want.

The difficulty in subject searching is in choosing the best subject headings for your topic. The term you prefer may not be used in the Online Catalog subject search vocabulary. The way to determine the best subject heading for your topic is to use the Library of Congress Subject Headings. Subject searching and use of the Subject Headings are discussed in the "Finding and Using Books" section in the main text of this handbook.

Keyword Searches

Keyword searching offers you an option that is not possible in card catalogs. You know from past experience that you cannot do a TITLE (TIL) search unless you know the first word of the title you want. The AUTHOR (AUT) search for a personal name also requires a specific word order, last name first. Similarly, a SUBJECT (SUB) search cannot be done if you do not know the first word of the subject heading you need as listed in the Library of Congress Subject Headings books.

Keyword searching makes every word of the title, author, or subject heading a potential access point for searching. When you instruct the computer to do a keyword search and then indicate the word of your choice, it will identify and list every book in the catalog that matches your request.

When you use the title or subject keyword approach, you are not assured of finding every book on your topic. This is because not every book on telemarketing, for example, will necessarily have that word in the title. To ensure that you locate all relevant titles, you need to look at the subject headings listed on the full record (FUL) screen and use those subjects to identify additional books. A subject (SUB) search on the subjects you identify through this procedure is one good way of identifying additional books on your topic.

When you use the subject keyword search, you will find all books on your topic that have been cataloged with a subject heading that uses the word you have chosen. Some books on your topic may have been cataloged with other subject headings. To identify those other subject headings, check the subject headings you have already identified in the Library of Congress Subject Headings to see if any additional terms are listed as "sa" (see also--narrower terms) or "xx" (see also--broader terms).

The Mechanics of Keyword Searching

To begin a keyword search, choose the KEY option. The computer will next show a screen asking which type of search you wish to do: Title Keyword (TILK), Author Keyword (AUTK), or Subject Keyword (SUBK). Choose the type of search that is appropriate for your needs.

Next you are asked to enter your keyword. Enter only one word, without spaces or hyphens. If you wish to truncate your word, type a # at the end of the letters you enter. Truncation is used to search for variant spellings. For example, if you wish to search for both the singular or plural of the keyword flight, you would enter the word as flight#.

Once you know the pattern, there is no need to look at each screen to construct your keyword search. Simply type in your responses on one line, using slashes to separate the parts. This is known as command chaining. For example, a title keyword search for the word flight can be entered as:

KEY/TILK/FLIGHT

To see more information about command chaining to save time, select the type of search you want to do and then press the Advanced Help key, key number F2 on the top row.

Title Keyword Searching

A title search on the word "comparable" finds only those titles that begin with that word:

Comparable worth: a symposium on...

Comparable worth issue

Comparable worth: issues and alternatives

A title keyword search finds those same books, along with other titles that contain the word "comparable" regardless of the position of the word:

Equal pay for work of comparable worth....
Formation of nerve connections; a consideration of neural specificity modulation and comparable phenomena

Sometimes when you use a title keyword you will retrieve a number of useful titles, but also a number of titles that are probably not of interest to you. For example, if you search the word "flight" as a title keyword, you will retrieve the following titles (among many others):

Aerodynamics of supersonic flight
Amelia Earhart; first lady of flight
Bird flight
Confinement and flight: an essay on English literature....
Flight of the bumblebee, arranged for 2 violins and piano
Flight: a play in eight dreams and four acts
History of Mary Stewart, from the murder of Riccio until her flight into England
Physics of meteor flight in the atmosphere

As you can see, these titles cover a very broad range of subjects, but all of them do contain the word flight. You would continue your search by selecting the titles that seem relevant to your topic and looking at the available information.

Author Keyword Searching

As you learned earlier, the author access point can be used to search for books written by a person, an organization, a company, an institution, a government body, or a conference name. When searching a person's name you must begin with the last name first. Other types of author searches require that you know the first word of the name of the organization, company, etc. KEYWORD AUTHOR searching makes it easy to search without knowing the full name.

EXAMPLES

You want books by Zbigniew Brzezinski, but several attempts at spelling "Brzezinski" with an AUTHOR search have failed. You decide to try your luck the first name and search for "Zbigniew" as an AUTHOR KEYWORD. Not really knowing how to spell "Zbigniew" very well either, you decide to truncate the name after several letters and let the computer display a list of choices. You type KEY/AUTK/Zbig#. Several names are retrieved with the KEYWORD search, including Zbigniew Brzezinski.

You want to find books published by professional organizations in the field of marketing. You could try to identify marketing association names, but you decide instead to try the AUTHOR KEYWORD "marketing." If you search "Marketing" as an AUTHOR KEYWORD, you will retrieve the following authors (among others):

Academy of Marketing Science
 American Marketing Association
 American Petroleum Institute. Marketing Department.
 Bank Marketing Association.
 Beverage Marketing Corporation.
 Food Marketing Institute.

Subject Keyword Searching

As stated earlier, to find books using the SUBJECT search you need to know the correct subject heading as given in the Library of Congress Subject Headings. A keyword search allows you to find subject headings that include a given word, regardless of whether it is the first word of the subject heading or not.

EXAMPLE

The subject heading for the topic "organic chemistry" is CHEMISTRY, ORGANIC. If you begin a subject search with the word "organic," you will not retrieve this subject heading because it begins with the word "chemistry." However, if you search "organic" as a subject keyword, you will retrieve the following headings (among others):

CHEMISTRY, ORGANIC
 ORGANIC ARCHITECTURE
 ORGANIC FARMING
 SILICON ORGANIC COMPOUNDS

After searching by SUBJECT KEYWORD, you select the number corresponding to the subject heading which is relevant to your topic. In the above example you would select CHEMISTRY, ORGANIC.

If you are interested in books on the subject "chemotherapy," you would learn from the Subject Headings books that the correct subject heading is CHEMOTHERAPY, but that books about the application of chemotherapy to particular diseases are found under headings for the diseases followed by the subdivision "--Chemotherapy":

CANCER--CHEMOTHERAPY
 HEART--DISEASES--CHEMOTHERAPY

If you search CHEMOTHERAPY as a subject heading, you will not be shown records that have been assigned such subject headings as CANCER--CHEMOTHERAPY. However, you may search "chemotherapy" as a subject keyword and retrieve all records with subject headings that contain that word.

APPENDIX B: Finding Journals Using the Serials List

This section is about finding out if the Library owns the journal you need and what to do if we do not.

To find out if we own the journal you need, use the Serials List. The Serials List is a computer printout of journals and other serials (recurring publications). You will find the Serials List near the Reference/Information Desk, in the Current Journals Room, and in other locations throughout the Library.

The Serials List answers the following questions:

1. Do we own the title you want?
2. Do we have the specific volume or issue you need?
3. What is the call number used for locating the journal?

Directions are given on the front cover of each Serials List volume. Begin by looking for the desired title alphabetically. Note that if your title contains the name of an organization or society, it may be listed under that name rather than by the actual title.

EXAMPLE

Journal of the Academy of Marketing Science.

search under

Academy of Marketing Science. Journal.

When you locate your title, check quickly to see if it is listed more than once. Some titles are available in different formats (paper, microfiche, etc.), and the format may vary depending on which year you want. For titles available in differing formats, each format will be listed separately in the Serials List. Multiple listing for a title may also result when copies are available in more than one library on campus.

Each listing in the Serials List gives, below the title, a summary of the volumes and/or years we own. Check to see if the volume or year you want is listed. NOTE: A dash at the end of the last number means "from that point forward." This and other punctuation marks are explained on the inside cover of the Serials List.

EXAMPLE

Microfilm S266	Business Insurance 1-17. 1967-1983.
HG 8011/B87	Business Insurance (17)- (1983)-

In this example Business Insurance is listed twice.

The first listing is on microfilm, as indicated by the call number to the left. The microfilm is available for the first 17 volumes, corresponding to the years 1967-1983.

The second listing is paper since it has a standard call number. The paper copies begin in the middle of volume 17 (parentheses indicate part of the volume), which was after the start of 1983. We continue to receive this title, as indicated by the dash at the end.

What to Do When You Know the Call Number

If the call number listed for your title begins with the word "Micro" (as in Microfiche, Microfilm, Microcard, or Microtext), go to the Current Journals Room, 1st Floor Blue Wing. If you are unsure of what to do, ask for assistance at the service desk. Readers are available for all types of micro materials, and copies can be made from microfilm and microfiche.

If your title lists a standard call number (composed of letters and numbers) and the issue you want is not for the current year, it will be in the general collection (ANSTAK), along with books with similar call numbers. Use the **Call Number Locations** chart to determine the correct floor and wing. **Call Number Locations** charts are found throughout the Library near elevators, next to the Serials List, and at other locations.

A NOTE ABOUT CURRENT JOURNALS: Unbound issues of periodicals are shelved in the Current Journals Room (ANCJRN) rather than ANSTAK. Unbound usually means the current year, but it is certainly possible for an older journal to be in Current Journals. The key question is whether it has been bound. When in doubt about recent journals, check with the staff at the service desk in the Current Journals Room.

What to Do When a Bound Journal is Not on the Shelf

First check to be sure that the journal issues were received and bound on schedule. Even a journal that is now several years old may have had a problem that has prevented binding. Staff at the service desk in the Current Journals Room can check the records to assure you of its status.

If you find that the title has been bound and should be on the shelf in ANSTAK, here are some ideas of what you can do:

1. Check the shelving area on the 3rd Floor Red Wing. Journals are taken there to be sorted before being returned to the shelf.
2. Check reshelving bins near photocopiers. Check tables in the vicinity of the journal on the floor where it should be shelved.
3. Fill out a request to have the volume searched for. You may make a search request at the Circulation Desk near the front entrance.
4. Get the journal at another library (see below for details).

What to Do When We do not Own What you Want

The three options are to go to a nearby library that has the journal, to use the Interlibrary Loan service to obtain the journal article, or to print the text of the article by using an online service.

To find out if a nearby library has the journal you want, begin with the Texas List, available near the Reference/Information Desk. The Texas List is like the Serials List, but it tells who nearby owns the title. Libraries are identified by codes that are explained in the front. Staff at the Reference/Information Desk can assist you in using the Texas List.

If you prefer, the Library's Interlibrary Loan service will determine who owns any journal (or other publication) you need and get a copy of what you want. This service is free and is restricted to students and faculty at this campus (other libraries have their own service). The Interlibrary Loan office is located in the Current Journals Room, 1st Floor Blue Wing of the Library. Turnaround time on most requests is 10-30 days.

The complete text of some journals is available from online databases. Business journals in particular are increasingly available online. The cost of printing an article by using an online service is usually \$5-\$15. For further information contact the Business Librarian at 749-7271.

EVALUATION

Thanks for taking the time to complete this evaluation of the handbook. Your answers will help us to improve the handbook in future editions.

1. Which section or explanation in the handbook did you find most valuable? Why?
2. Which section or explanation in the handbook did you find least valuable? Why?
3. What would you add or delete the next time the handbook is printed?
4. Did any of the information mislead or confuse you? Did you find factual errors? Please give specific examples.
5. Did you like the format and style of writing? (specific examples in your answer would be helpful)
6. Would you recommend this handbook to other students?

Comments? Use the back of this sheet. Thanks.

You may place this form in the TILII box in the Library, turn it in at the Reference/Information Desk in the Library, or mail it through campus mail to Library Instruction Coordinator/Information Services/Library 2091.