Welcome back GB112 Research essentials tutorial.

In this 3rd tutorial we'll examine the part of your project that asks you to identify an appropriate news article on your company or respective industry and cite the source in appropriate American Psychological Association (APA) format.

Throughout the tutorial we'll use IBM as our target company
Let's take a look at the criteria in your assignment to start

The first part of your assignment asks that you identify an article that is, Current, attributed to a person and contain more than 300 word.

The assignment also indicates the type of sources you should use, financial newspapers, magazines and trade publications.

In a Google search it can be difficult to identify the articles that match the criteria of your assignment without examining every article of interest.

In the library databases you can specify your criteria from the outset so you can browse a more relevant list.
To get started, go to the GB112 Research Guide through the Research Guide link on the home page of the library.

Once in the guide select the Finding Articles tab.

For the purposes of this tutorial we will search for articles on IBM using Business Source Complete.
Before you begin typing in your keywords in the search boxes at the top, let’s set some criteria further down the page to view more relevant results.

For instance we want an article published within the last 12 months and we can set that parameter in the Published Date Section
We can also indicate type of source by checking off appropriate sources in the Publication Type section.

For the magazine source we'll check off periodical, though it has a broader meaning. We'll also check off the other relevant sources, trade publication and newspaper.
Further down the page we can even focus our search on IBM in the Company/Entities search field. You can also search for the company's full name, in this case, International Business Machines.

Once you've filled out the appropriate fields you can hit enter or click on search.
Business Source Complete allows you to do some efficient browsing by providing interactive tools. You can scroll over the Magnifying glass and paper icon along the right hand side to examine the abstract of the article.

Remember you're looking for an article that analyzes "the issues facing your company now and in the future" that are important to investors.

Once you find an article you would like to use you can examine it further by clicking on the title of the article.

In the record of the article you can check the word count and other information about the article.
You also have the opportunity to keep track of your sources using the tools of the database.

You can email the article to yourself along with the APA format.
You can also use the cite tool to copy the APA reference. Be careful though any automatically generated citation will likely have errors.

Even so the essential information you need is in the database citation. For instance, author, title of the article, date and other information.
The importance of using the required sources in your assignment cannot be understated. Again, imagine that you are a potential investor in or stock holder of IBM. You would want vetted, in-depth analysis of your company.

Magazines and newspapers tend to be for a more general readership and trade publications are directed at professionals in a particular field.

All these sources have an editorial process to ensure the accuracy of the information at the date of publication and provide more valuable information for investors.
Hopefully tutorial 3 has given you a useful starting place to find articles on your company or your company's respective industry.

GB 112 Research Essentials

- Examine assignment
- Find an article
- Cite source in APA
If you would like additional assistance or have any questions about your research for GB112 or other classes please contact us at the reference desk.

Thank you for watching this tutorial and good luck with your project!

END of tutorial

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