Agenda

1. Your Assignments
2. Effective Search Strategies
3. Books & Articles
4. Career Research Resources
5. Citation Resources @ York
Learning Objectives

- Combine search terms effectively
- Locate quality resources for assignments
- Access citation resources
Your Assignments
Your Assignments

Group Case Person Presentation

• Interview a mid-career individual & analyze specific challenges as they relate to an assigned course theme such as career fit

Individual Assignment

• Reflect on your personal experience/future career aspirations

Use secondary sources (books, articles, websites, database reports, etc)
Effective Search Strategies
Combining Keywords

- **“Canadian companies”** AND **“work-life balance”**
  - Combines **DISTINCT** terms
  - Fewer results
  - Makes search focused and specific

- **Employee** OR **Worker** OR **Labourer**
  - Combines **SIMILAR** terms
  - GREATER results
  - Makes search broader

- **Truncation**
  - `manag*` = manager, managing, management etc.

- **Phrase searching**
  - “double quotation marks” for exact phrases
Find the search mistakes

work-life balance AND ("parental leave" OR "sick leave")
work-life balance AND ("parental leave" OR "sick leave")

1) Work-Life Balance: Put double quotations around work-life balance to search for it as a phrase

2) OR: Parental leave and sick leave are not synonyms. Better synonyms might be: “paternity leave” OR “maternity leave”
“work-life balance policies in the workplace” AND (“employee wellness program” AND “employee assistance program”)
“work-life balance policies in the workplace” AND (“employee wellness program” AND “employee assistance program”)

1) “Work-life balance policies in the workplace”: This phrase is more like a sentence. It’s too specific and will probably limit your search results quite a bit. Break-it up into smaller keywords.

2) AND: This AND should be an OR since “employee wellness program” and “employee assistance program” are synonyms.
BRYT’s resources on search strategies

BRYT (Business Research at York Toolkit)

Find business articles
- Databases covered in this topic:
  - Proquest Business
  - Business Source Complete
  - Factiva
- Learn where to find trade articles on specific industries. Find additional analysis on industries by searching article databases for scholarly, trade, and newspaper content.

How-to videos
- Find business articles with ProQuest Business, Business Source Complete & Factiva
- Find Industry trade articles with Business Source Complete & ProQuest Business
- Search Strategy Basics

Step-by-step database instructions
- How to find trade articles with Business Source Complete & ProQuest Business [PDF]
- Search Strategy Tips for ProQuest Business, Business Source Complete & Factiva [PDF]
- Search Strategy Basics Infographic [PDF]

Research guides
- Business articles guide

BRYT includes database demos & step-by-step PDF instructions on searching for business articles
Books & Articles
Effective Search Strategies: Combining Keywords

Books vs Journal Articles

Books

Journals
Effective Search Strategies:

Combining Keywords

Finding Books with the Library’s Website

York University Libraries

Library Resources eResources Research Guides Course Reserves

"career development"

Keyword Search

Find

Advanced Search | Recherche Avancée
## Different Article Types

<table>
<thead>
<tr>
<th>Scholarly Articles</th>
<th>Trade Articles</th>
<th>Newspapers/Magazines</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Usually peer-reviewed</td>
<td>• Cover current industry issues</td>
<td>• Articles cover current issues</td>
</tr>
<tr>
<td>• Inform/share scholarly research</td>
<td>• Written by industry practitioners</td>
<td>• Written for general public by journalists</td>
</tr>
<tr>
<td>• Written by scholars/researchers</td>
<td>• Published by professional organizations</td>
<td>• Meant to entertain, inform, or influence</td>
</tr>
<tr>
<td>• Long bibliographies</td>
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Effective Search Strategies:

• Contains curated lists of best scholarly, trade, and newspaper article databases

• Links to HRM books you can borrow from the library

• Pages on special topics like compensation & work-life balance

• [Link to guide]
Article Search Example

Tips
- Try different keywords
- Try synonyms or related terms for your keywords
- Use BRYT resources to learn how to combine keywords effectively
In groups of 2 or 3:
1. Run the search on your assigned database
Career Research Resources
Working in Canada

Career Research Guide

Explore careers by occupation
Find available jobs, wages, outlooks, and job requirements specific to an occupation and location.

Search
Signing In

- Go to: https://public.careercruising.com/en/
- Username: yorku | Password: careers
Citation Resources
Citation Resources

- Bronfman Library’s Business Citation Guide
- SPARK’s Creating Bibliographies Guide
- Humber Libraries’ APA in Minutes Videos
- The OWL at Purdue’s Citation Guides
Today we’ve covered...

1. Your Assignments
2. Effective Search Strategies
3. Books & Articles
4. Career Research Resources
5. Citation Resources @ York
Questions?

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