

MINITEX

Reference NOTES

A Program of the Minnesota Office of Higher Education at the University of Minnesota-Twin Cities

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Information Bits:

WebSearch

University Conference

Information Today will offer WebSearch University conference that will be held at the Hilton New York, New York City on May 23-24, 2006. MINITEX will be coordinating a discounted group registration. The special rate for the WebSearch University conference is \$395.00 for the two day event (May 23-24, 2006). No discount rates are available for the pre-and post-conference seminars and workshops. For additional information regarding the conference go to: www.websearchu.com.

If you are interested, please request a registration form from MINITEX. We need to receive your payment, checks payable to Information Today, Inc. and registration form no later than April 10, 2006. No registrations will be accepted after April 10, 2006. Please indicate if you would prefer to have the registration fee deducted from your MINITEX deposit account. If you have any questions feel free to contact Tim Johnson at johns216@umn.edu.

Business Source Premier database in ELM

I recently offered some webinars on EBSCO's Business Source Premier (BSP) database. I got some great feedback regarding the resource and its content so I thought I'd share a bit of what was covered in the webinar in this month's issue of *Reference Notes*. When most people hear of BSP, they assume that it is a basic business database, which it is, but with **so much more**. In it, you can access basic business information, but it also includes a lot of information you'd never think would be included, like salary information for Target Corps top executives, information on Australian job interview etiquette, and Dominican Republic travel tips.

BSP contains full text of some of the top ranked business-related journals published in several different areas including management, marketing, accounting, finance, and economics. It also contains 1,100 scholarly business titles and 1,200 trade journals and general business magazines. Aside from those magazine and journals, it contains country reports, industry reports, market research reports, and 10,000 company profiles. Below I've listed more specifics on what you can find in these different reports:

Country Profiles/ Reports

- Key country facts (capital city, government and leadership data, demographics)
- Economic and political summary (economic performance, key issues, potential for development)
- Economic and political analysis (foreign relations, policy and business, electoral makeup)
- Demographic and social indicators (literacy, quality of life, health, population, gender)
- Career guides (job search resources, employment trends, professional organizations, work permits, application guidelines, interviewing and cultural advice)

Industry Profiles/ Reports

- Market forecast (5 years forward and back)
- Specific industry profiles by country (e.g., fast food industry in Germany)
- Analysis of industry landscape (major players, distribution channels)

Market Research Report

- Industry updates and MarketWatch
- News updates (news briefs/headlines related to industry)



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Company Profiles (10,000 of highest grossing national/international companies)

- Key facts (address, fax/phone, URL, annual revenue, industry codes, ticker symbol)
- SWOT reports (strengths, weaknesses, opportunities, threats)
- Business description and company overview
Company history (from date of inception; includes name changes)
- Executive/employee info (biographies, salaries)
- Products
- Locations and subsidiaries
- Top competitors

There are many reasons a patron might want to use some of the above mentioned information including:

- To make more effective presentations/sales pitches
- To track competitors
- To generate new sales leads
- To research a company/country they might be interviewing with/in
- To compare a company's/country's historical and expected performance
- To enter new markets
- For travel and culture information
- To improve business planning and market research
- To better understand the business environment of clients

So keep in mind that whether you're looking for a recent full-text article from *Harvard Business Review*, information on the bottled water industry, or embassy locations for your upcoming trip to Japan, BSP is the place to look. Some comments from past webinars include:

"Students often need SWOT reports for class assignments. Knowing where to find all the information on other countries is fabulous!"

"Besides business students using [BSP] for the expected uses, I can see students using the country information for reports, especially cultural etiquette. I can see student's uses for the SWOT as well."

"My 15 year old son and his buddies have to do a multi-cultural presentation for school. Their topic is a fairly obscure nation (Jamaica), and I was wracking my brain to think of print sources that addressed Jamaican culture (other than reggae and Rastafarians). I plan to steer the boys directly to the country study component of BSP in order to give them an idea of how Jamaican business people (as opposed to Bob Marley clones) behave."

MINITEX Reference Services Welcomes New Staff!

On behalf of the Search Committee, I am thrilled to announce the addition of Kristen Meyer and Jennifer Hootman to the Reference Services program. Both Jennifer and Kristen have experience developing and presenting courses and training sessions to diverse audiences and using multiple instructional technologies. These skills and experience will be critical assets for Electronic Library for Minnesota (ELM) outreach and developing reference training. They are also eager to put their reference skills to the test with your reference referrals.

Kristen hales from Brown College where she served as Adjunct Professor and Librarian & Learning Resource Center Coordinator. Her first day with MINITEX is Thursday, March 23rd. She has developed and administered an information literacy program and published a library brochure, research guides, and other communiqué for students, faculty, and staff. Kristen received her M.A. in Library Science from Indiana University – Bloomington in 2005.

Jennifer joins us on Monday, April 24th, after completing her teaching obligations at Illinois State University where she is an Instructional Services Librarian. Jennifer has also held Adjunct Faculty positions utilizing her first M.A. in History. In her current position, she has designed and developed instructional materials and online tutorials, co-coordinated the integration of information literacy competencies into the curriculum for first-year students, and implemented K-12 school librarian and teacher professional development workshops among other responsibilities and projects. Jennifer received a M.A. in History in 1997 and another M.A. from the Graduate School of Library and Information Science, University of Illinois Urbana-Champaign, in 2002.

Please join us in enthusiastically welcoming Kristen and Jennifer to MINITEX! They are eager to meet and work with you.

Search Committee

Mike Grossman, Duluth Public Library
Connie O'Sullivan, ISD 196, Apple Valley
Mary Parker, MINITEX
Ruth Solie, Northern Lights Library Network
David Wuolu, College of St. Benedict/St. John's University

Minnesota Digital Library Annual Meeting

The annual meeting of the Minnesota Digital Library will be held on Monday, June 12, 2006, at the Minnesota History Center.

Plan to attend if you are a person or organization interested in

- the development of the Minnesota Digital Library
- learning to use Minnesota Digital Library resources
- contributing to the Minnesota Digital Library
- the work of the Minnesota Digital Library Coalition

Planned break out session topics include:

- How you can be part of the MDL
- Digital Resources and the K-12 Community
- What Comes Next for the Minnesota Digital Library
- Developing a presentation using "Minnesota Reflections"
- Digitizing documents and maps
- How to be popular and make money with digital images
- Scanning 101
- Metadata 101
- Choosing what to digitize

Closing plenary session: The future of the Minnesota Digital Library

Look for registration information in early May.

Visit the Minnesota Digital Library at <http://www.mndigital.org> and their "Minnesota Reflections" collection at <http://reflections.mndigital.org>

EBSCOhost Enhancements

EBSCO will be installing the following database enhancements in the coming weeks:

- Database Groupings by Subject
- Clustering of Search Results
- Visual Search

The information below provides a brief overview of each enhancement and indicates whether the new feature will be automatically enabled for your EBSCO databases through ELM. We provide instructions below if you wish to override the default and enable/disable the new feature.

Database Groupings by Subject

EBSCOhost databases can now be displayed in a drop-down list by subject area on the search screens.

This feature is most useful if you have several databases that cover different subject areas. On the search screen, the user chooses the subject area that best meets his/her searching needs and the appropriate databases are automatically selected and searched. The drop-down list is also available with search results.

Presently, EBSCO has defined which databases are assigned to each subject area. In a future release, library administrators will be able to create and name database groups within EBSCOadmin.

NOTE: If you do not display your databases by subject area, your databases will display in the drop-down list alphabetically by database name. If you have only one database, the drop-down list will not display.

This feature is **turned OFF by default**. If you wish to display databases by subject areas:

1. Log in to EBSCOadmin at <http://eadmin.epnet.com/eadmin/login.asp>.
2. Choose the EBSCOhost profile you want to affect from the drop-down list.
3. Scroll down to the **Group Databases by Subject Header** parameter. Set the parameter to **On**.
4. Click **Submit**.

Clustering of Search Results

The EBSCOhost Result List can now display results by subject areas ("clusters") in addition to "standard" results. Clustering organizes search results into groups based on categories such as subject headings, authors, and journals. Your patrons may find clustered results helpful if they want to discover the major subject groups for a topic without having to read individual articles or browse through several pages of results to see if they are relevant.

Clustering organizes search results into groups based on categories such as subject headings, authors, and journals.

- Clustered Results are grouped by Subject, Journal or Author (as set in EBSCOadmin).
- The first 250 results, relevancy ranked, will appear for the clusters selected in EBSCOadmin.
- The maximum number of clusters (subjects) is 10.

This feature is **turned ON by default**. If you wish to remove subject area clustering from your search results:

1. Log in to EBSCOadmin at <http://eadmin.epnet.com/eadmin/login.asp>.
2. From the drop-down list, select the EBSCOhost profile that you want to change.
3. Click the **Viewing Results** sub-tab.
4. Scroll down to the **Show Clustered Results** parameter. Set the parameter to **No**.
5. Click **Submit**.

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Visual Search

Visual Search is a new and innovative way to search EBSCOhost. When the Visual Search tab appears, you can search EBSCOhost and have your results sorted by topic in an interactive, visual map. To show more details about your results, click on the circles or squares inside the map.

NOTE: In order to use Visual Search, Java must be installed on the user's computer and JavaScript must be enabled on the user's Web browser.

This feature is **turned ON by default**, which means that your users will see a Visual Search tab next to the Advanced Search tab at the top of the search screen. If you wish to turn off this feature and remove the Visual Search tab from your users' search options:

1. Log in to EBSCOadmin at <http://eadmin.epnet.com/eadmin/login.asp>.
2. From the drop-down list, select the EBSCOhost profile that you want to change.
3. Scroll down to the **Display Visual Search** parameter. Set the parameter to **Off**.
4. Click **Submit**. The Visual Search Screen will be removed from that profile.

For more information, please see EBSCO's Preview Upcoming Software Enhancements! at http://support.ebsco.com/support_news/detail.php?id=186&t=h. You'll find a series of FAQs specific to these enhancements at http://support.epnet.com/knowledge_base/detail.php?id=2724.

REFERENCE NOTES

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The Institute of Museum and Library Services, a Federal agency that fosters innovation, leadership, and a lifetime of learning, and State Library Services & School Technology, the Minnesota state library agency, supports MINITEX Reference Services under the provisions of the Library Services and Technology Act (LSTA).

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