Kresge Library Instruction
Power User: ABI/INFORM (ProQuest)

Why use ABI/INFORM (ProQuest)?

- It is a great place to start your research on a topic, event, company or industry
- It has full text resources from over 2000 titles on countless subjects including:
  - Information on local markets from publications like Crain’s Chicago & Detroit Business
  - Peer reviewed articles from publications like the MIT Sloan Management Review, Journal of Economics and Finance; plus links directly to Harvard Business Review and many others
  - Trade publications such as WWD (Women’s Wear Daily), Advertising Age, etc.
  - Major newspapers such as the Wall Street Journal, New York Times, etc.
  - Dissertations & theses (with full text for Michigan and other Big Ten papers)
- It is up to date – including news stories from today
- It is also a great place to search if everything else comes up empty!

Basic Searching (Keyword and Guided Searches)

Basic Search Tab
- Use keywords or company names
- Searches whole database (citations and full text if html articles)
- You can use shortcuts found below
- You can set date range

Advanced Search Tab
- Easily fine tune searches
- Choose categories from dropdown boxes

Search Results (right)
- Shows results
- Shows options to change search

Publications
- Can browse publication titles
- Can search one publication
- Can setup journal alerts
- Browsing Suggested Publications

Suggested Topics
- Based on search criteria
- Same as Topics Tab
- Can help find company resources

Databases Selected
- Can narrow the search to one or multiple ProQuest databases or change to a historical search

My Research
- Can setup search alerts; export/email marked records; & see session search history
Number and Type of Results
- Shows how many results for that search
- Allow you to limit to a certain type of article/report: Scholarly Journals; Magazines, Trade Publications, Newspapers, Reference/Reports & Dissertations.
- “Refine Search” to change the search and run it again
- “Set Up Alert” will create an email alert so you can be notified of additions to ABI/Inform
- From results – you can go right to full text (if available)

Mark (for Email, Export or Printing)
- Can mark one or more items for email (with full text)
- Can mark one or more items for export into Refworks

Full Text ‘Toggle’
- Link to show only ‘Full Text’ or ‘all’ documents.
- Remember that Full Text only is what is available via ABI/INFORM (ProQuest)

Sorting Results
- By most recent or most relevant

Information on the Bottom of the Screen (after the search results or when no hits are found)

Modify display
- Results per page (10-20-30)

Modify Search
- Change & add terms
- Change databases
- Change dates
Finding Full Text Articles Not in ProQuest

- Links within search results for articles with full text in other databases (Business Source Complete (EBSCO), JSTOR, Blackwell, LexisNexis, ScienceDirect, etc.)
- Now content from Harvard Business Review, New York Times, and many other titles can be more easily found via ABI/Inform.
- Follow link that says “Link to full text”

Limiting and Refining Searches

What to do when you have too many hits?

- Use selected topics
- Limit by publication type (tabs across the top)
- Limit by date (bottom of each screen)
- Limit by word count (click on refine search or go to the bottom of the screen to add values)
  - Add “and WC(>2000)” to the search term
- Limit or search a specific SIC, NAICS and other value (click on refine search or go to the bottom of the screen to add values)
  - Under Advanced Search, search number after code name. For example:
    - SIC(5731) - Radio, Television, and Consumer Electronics Stores
    - NAICS(722211) – Restaurant, Fast Food
    - Remember to also search by subject. Not all records have a SIC or NAICS Code
    - Ticker: tk(IBM)
    - Country: geo(Japan)
    - Company: co(Ford)
    - DUNS: duns(00 695 7856)
What to do to find more articles like one that works?
- Open the article and see what subjects are assigned
- Go to side panel to “Find more documents like this:”
- Select one or more terms and click search to find similar documents
- Not all items in ProQuest use all terms, so be careful about over-selecting

Saving that search strategy as an alert
- Next to search strategy, click on: “Set Up Alert”
- Send emails based on your specs
  - Any search can be setup as an alert (great for MAP or when working on a project)
  - Schedule: daily, weekly, monthly, quarterly
  - Stop after: set values between 2 weeks and one year (but can be deleted anytime)
  - Subject Line defaults to search terms
- Please note: Links to articles may not work from off campus – if you find something that is useful, go into ProQuest via the website and then find the article.
Expanding and Broadening Searches

What to do when you have too few or no hits?
- Look at your search terms (Refine Search)
- Remove a search term and try again
- Change from specific category (subject search) to a plain keyword
- Change specific search terms to broader terms
  - (Subway \(\rightarrow\) Fast Food) or (Busch's \(\rightarrow\) Grocery Stores)
- Use all dates

Try another database
- Consider using Factiva, Business Source Complete (EBSCO), Business and Company Resource Center, LexisNexis Academic, JSTOR, among others.
- Go to the A-Z database list or to the Electronic Journals page:
  http://www.bus.umich.edu/KresgeLibrary/Collections/ByTopic/Articles.htm

Working with Publications & Table of Contents Alerts

Browsing for Publications
- Click on Publications
- Search or browse
- List will show full text coverage dates
- Click on title to view full record.

Publication Record
- Coverage Information
- Publication Information
- Embargo Information (if applicable)
- Searching within a publication
- Browsing a journal issue

Setting up a Journal Alert
- Send emails based on your specs
- Will expire in one year, but can be deleted anytime
- Because of proxy issues, links will work on campus only

http://www.bus.umich.edu/KresgeLibrary
kresge_library@umich.edu

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