HOW TO USE A DATABASE
Go to the UJ library website

Click on

- **Databases**
- **UJ Library Catalogue**
- **Course Reserves**
- **Online Exam Papers**
- **UJ IR (Institutional Repository)**
- **Special Collections**
- **New books**
Access our online databases by using your UJ Email password in conjunction with your UJ student number.
**Which database to use?**

You can either select a subject database or a multidisciplinary database.

A subject database focuses on a specific subject discipline such as ‘Accounting’, ‘Architecture’, ‘Nursing’ etc.

Subject database example:
It is best to start off with a multidisciplinary database because it makes connections between disciplines. In other words, it bridges that gap between disciplines.
One of the frequently used multidisciplinary journal databases is Ebsco Academic Search Complete.

Example:

Topic:  *The health risks of urban pollution in South Africa*

Enter your search terms in the search bar and click on search.
You have various search options to help you get the best retrieval results:

You can limited your search results to:

- Full-text only (the complete text of each reference document is available for downloading)
- Published date: Month and year
- Publication: If you want to search only in a specific publication
- Language: for example English journal articles only
- Publication type: All, journals, books, newspapers, primary source
- Document type: For example, articles
Once you have clicked on ‘search’ the full-text article can be viewed online or downloaded in PDF format.

When the full text is not immediately available the link will direct you to where it can be found in other databases.
When you click on the title of the article, you can e-mail, print or save the article.

Click on title to save, email or print

This toolbar will come into view

Click on cite to display the various different formats of the citation, e.g. APA, Harvard etc.
Click on cite to display the various different formats of the citation, e.g. APA, Harvard etc.
You can also export the citation to a bibliographic management software such as Refworks.
Should you need to go back to your searches at a later stage, you can save it to a folder.

Folder in which the saved items can be found

Click on share to save your searches to a folder

Saved item
The importance of packaging attributes: a conjoint analysis approach

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Abstract
Purpose – The importance of packaging design and the role of packaging as a vehicle for consumer communication and branding are necessarily growing. To achieve communication goals effectively, knowledge about consumer psychology is important so that manufacturers understand consumer response to their packages. This paper aims to investigate this issue.

Design/methodology/approach – The paper examines these issues using a conjoint study among consumers for packaged food products in Thailand, which is a very competitive packaged food products market.

Findings – The conjoint results indicate that perceptions about packaging technology (portraying convenience) play the most important role overall in consumer likelihood to buy.

Importance of packaging attributes

An abstract, usually found in journal articles, is a summary of the information contained in a source or part of a source and gives an indication of what information the original document contains – usually between 50 and 250 words in length. To avoid wasting valuable time, a good idea is to first read the abstract to decide whether the original source is worth consulting for more detailed information.

Keywords: Keywords also gives you an idea of what the article is about.
Clinical Report—The Impact of Social Media on Children, Adolescents, and Families

abstract

Using social media Web sites is among the most common activity of today’s children and adolescents. Any Web site that allows social interaction is considered a social media site, including social networking sites such as Facebook, MySpace, and Twitter; gaming sites and virtual worlds such as Club Penguin, Second Life, and the Sims; video sites such as YouTube; and blogs. Such sites offer today’s youth a portal for entertainment and communication and have grown exponentially in recent years. For this reason, it is important that parents become aware of the nature of social media sites, given that not all of them are healthy environments for children and adolescents. Pediatricians are in a unique position to help families understand these sites and to encourage healthy use and urge parents to monitor for potential problems with cyberbullying, “Facebook depression,” sexting, and exposure to inappropriate content. *Pediatrics* 2011;127:800–804

Keywords: Keywords also gives you an idea of what the article is about.
Making the best of your searching in a database

After identifying the key terms (most important concepts) it is necessary to indicate how these concepts must be linked. Use Boolean operators (AND, OR, NOT) to broaden your search results or narrow down your search results. Remember the computer cannot think for you. You need to apply specific operations to refine your search results.

Example:

Topic: Health risks caused by pollution

This means that all terms will definitely be in the results retrieved.
To compare:

- OR Boolean broadens search

Note difference in results by using OR versus AND

NOTE: These search results demonstrate that you should use OR if you want to retrieve either this term or that term.
USE ‘NOT’ WHEN YOU WANT TO REMOVE A SEARCH TERM FROM ALL RECORDS YOU WANT TO RETRIEVE. NOTE: USE WITH CAUTION

NOT Boolean limits search results

Only 4 results retrieved

1. Quantitative PCR assay of sewage-associated Bacteroides markers to assess sewage pollution in an urban lake in Dhaka, Bangladesh.
The use of quotations. The use of quotations may retrieve more accurate results and most databases support the use of quotations.

Example: Urban pollution versus “Urban pollution”
### Keywords versus subject terms

<table>
<thead>
<tr>
<th>Keywords</th>
<th>Subject terms</th>
</tr>
</thead>
<tbody>
<tr>
<td>Natural language words describing your topic. A good way to start your search.</td>
<td>Pre-defined &quot;controlled vocabulary&quot; words assigned to describe the content of each item in a database or catalogue.</td>
</tr>
<tr>
<td>More flexible for searching. You can combine terms in any number of ways.</td>
<td>Less flexible. You must know the exact controlled vocabulary term or phrase.</td>
</tr>
<tr>
<td>Database looks for keywords anywhere in the record (title, author name, subject headings, etc.).</td>
<td>Database looks for subjects only in the subject heading or descriptor field, where the most relevant words appear.</td>
</tr>
<tr>
<td>Often produces too many or too few results.</td>
<td>If a subject heading search produces too many results, you can often select subheadings to focus on one aspect of the broader subject</td>
</tr>
</tbody>
</table>

Click on subject terms. It will take you to the subject page.
Enter your search terms in the browsing window. The default is ‘term begins with’

Click on browse once you have entered your search term (you can also change the option to ‘term contains’ or ‘relevancy ranked’).
A list of headings is displayed. These terms as links can be searched.

**For example:**

‘Explode’ expands the subject heading and other headings linked to that term.
Scope notes explains how the term is used:
- Broader terms: wider meaning
- Narrower terms: more specific meanings
- Related terms: Similar scope
- Used for: They are not highlighted and therefore not good for using
Ebsco also allows you to do Field Search should you need to limit your search to a particular field.
You can limit your results by the type of source, for example academic journal, full text, magazines etc.

The most recent articles will be displayed first.