

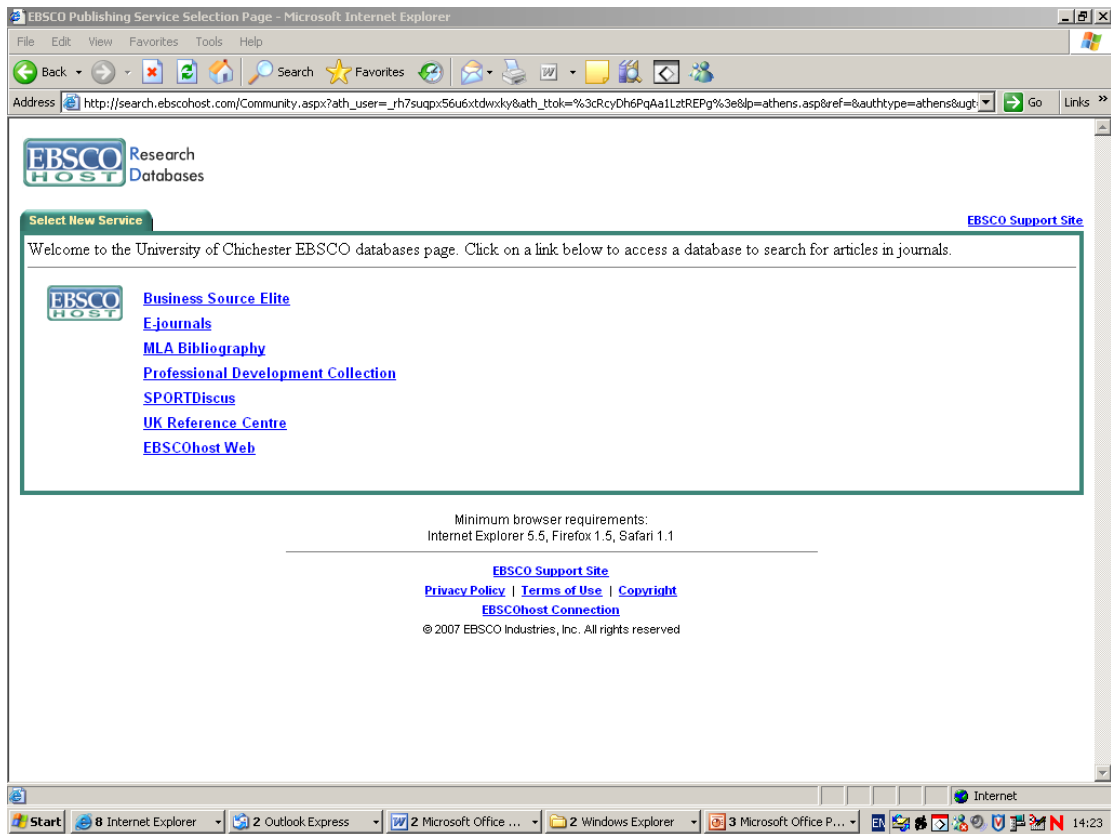
Information search and retrieval exercises

Universities typically provide lots of information sheets, factsheets, guides and so on to help students use the various databases, catalogues etc that they need for their studies. You will find some such documents here at UoC. It might seem as though the universities want students to be able to get to the documents they need as quickly and easily as possible, and that the public knowledge contained in the documents is far more important than the skills used to find it.

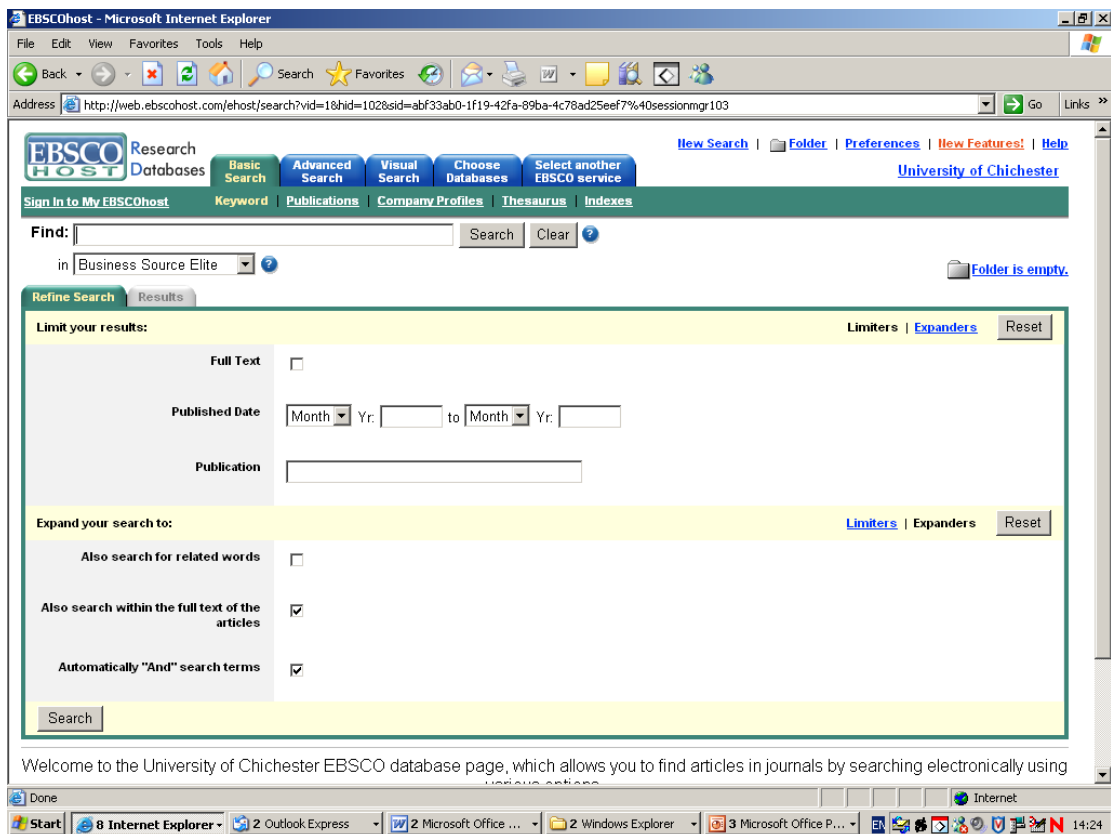
But in the 21st century, things change quickly – what was available last academic year via a particular database may not be available via the same service this academic year. Moreover, the wonderful new computer based systems we now use to access public knowledge are not always quite as clever as they seem. Just as it has always done, finding the public knowledge you might need during your studies requires effort and skill, and often patience and persistence too. These exercises are intended to help you to begin to develop your skills in information search and retrieval. These skills are important.

TASK 1

Log on to Portia and go to the library section. Click on “Electronic Information Resources” in the menu on the left hand side. You should now see a list of databases. Scroll down the list and click on the **Business Source Elite** database. A new browser window should open and prompt you to enter your username and password. Enter your Portia username and password and then you should see screen that looks like this...



Click on Business Source Elite and you will then see this screen.



Enter the words sport sponsorship as your search term in the Find box. Press the return key or click on the Search button on the screen. How many results do you get?

Now enclose your search term in inverted commas – “sport sponsorship” and search again. How many results do you get?

Why do you get a different number of results?

Now click on the Refine Search tab and “un-tick” the box that says “Full text”. Click on the search button again. How many results do you get?

Why do you get a different number of results?

Now click on the blue link that says “Academic Journals”. How many results do you get now? **

Why do you get a different number of results?

What is the title of the second article in the list of results?

Who wrote it?

In what journal was it published?

Click again on “Refine Search” and ‘un-tick’ the box next to the words “Also search within the full text of the articles.” Click on the search button again. How many results do you get?

Click again on the blue link that says “Academic Journals”. How many results do you get this time?

Why do you get fewer results this time, compared with when you previously searched among academic journals? (See the question marked ** on page 3.)

From the list of results, find the article by Farrelly and Quester called “What Drives Renewal of Sponsorship Principal/Agent Relationships?”. Right click on the link that says “PDF Full Text” and select “Open in New Tab”. A new browser window should open containing a PDF file – see below.

http://web16.epnet.com/externalframe.asp?tb=1&_ug=sid+7DB6F5AF-5CC1-4B37-935D-7FD43600F18C@sess - Microsoft Internet Explorer p

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites History Mail Print Edit Discuss

Address http://web16.epnet.com/externalframe.asp?tb=1&_ug=sid+7DB6F5AF%2D5CC1%2D4B37%2D935D%2D7FD43600F18C%40sessionmgr3+db+bs+cp+1+E8F6%20us+hs+True+cst+0%3

Result List | Refine Search

Citation HTML Full Text PDF Full Text (1.2MB) Email Add to folder

Save a Copy Print Email Search Review & Comment Sign

Select Text 119%

What Drives Renewal of Sponsorship Principal/Agent Relationships?

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The relationship between advertising agencies and their clients has been the subject of some research, including studies conceptualizing it from an agency theory perspective. The increasingly important relationship between sports (or art) properties and their sponsors, on the other hand, while recognized as crucial for the long-term success of the sponsorship agreement, has remained shrouded in mystery, with little or no research aiming to establish and understand the antecedent of sponsorship renewal. This article reports on an exploratory dyadic study examining the effects of market orientation, trust,

8.39 x 11.03 in 1 of 9

http://content.epnet.com/pdf10/pdf/2003/JAR/01Dec03/11817066.pdf?T=P&P=AN&K=11817066&EbscoContent=d5JyMMTc50SepY4zdryOLCmkyep Internet

Go back to the browser window containing your search results list. Click on the link that says “HTML Full Text”. What seem to be the main advantages of the two versions – HTML and PDF?

Click on the link labelled “REFERENCES” on the left of the HTML version.
What do you see?

Look at the eighth item in the list, which is an article by Cornwell. Make a note of the title and the journal in which the article was published.

TASK 2

Now use the **advanced search** facility to try to find the article by Cornwell in *Sports Marketing Quarterly* (the eighth item in the list of references at the end of the Farrelly & Quester article). Enter Cornwell as the search term in the first box beside the word “Find” and in the box to the right (next to the word “Search”) select “AU Author”. In the boxes immediately below these, type sport in the left hand box and leave the other set to “Default Fields”.

Was your search successful?

How many results did you obtain?

Now click on the green “**Publications**” button towards the top of the screen. You should get a screen as shown below.

Type sports marketing in the box next to the words “Browse Publications” and click on the “Browse” button.

What do you discover?

Now type economics in the box next to the words “Browse Publications” and select “By subject & description” from the options on the right before clicking on the “Browse” button.

How many journals does Business Source Elite include that might be focused on economics?

TASK 3

Use the “Advanced Search” to search for articles by people called Bowie.
How many results do you get?

On the left side of the screen there is a yellow panel with the heading “Narrow Results by Subject”. Click on the blue link that says “BUSINESS ethics”.
How many results do you get?

TASK 4

Use the “**Company Profiles**” in Business Source Elite to find a company profile on Unilever.

How did you attempt this task? What did you do?

What other way could you have found what you were looking for?