



LIBLIT

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Databases to Try

Want to enhance your paper or PowerPoint with a photo?

AP Photo Archive is a Passports database with over 700,000 Associated Press (AP) photos.

It offers:

- ✦ Historical photos
- ✦ Copyright clearance for educational use
- ✦ Updated daily with

photos of current events



! Don't Forget

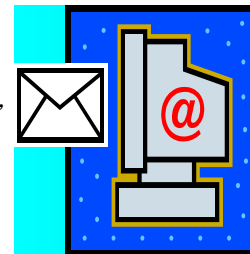
For research assistance, help is a click or call away! Use our [Ask a Librarian](#) service on Passports or call

- ☎ (314) 968-6950 or
- ☎ (800) 985-4279.

Dear Marian:

My teacher wants us to find and summarize articles on different marketing topics: market segmentation, pricing, consumer buying behavior, etc. I've done a keyword search in one of the Passports databases but that retrieves hundreds of articles. I'm overwhelmed. Help!

Signed Deluged with Info.



Dear Deluged:

Many students report being overwhelmed. Instead of keyword searching, have you tried searching by subject? When an indexer adds an article to a database, she assigns one or more subject headings to describe the major concepts covered in the article. This means that the articles you retrieve are actually *about* your topic.

For marketing articles, try [Business & Company Resource Center](#) (BCRC). Access the database from Passports under the link to [Online/Fulltext Databases](#). Log in and click the 'Articles' search button to search by subject. Type your search word or phrase into the box, click 'Search' and BCRC will return a list of subjects. Your results might look like this → Click the 'Subdivisions' button to narrow the results to even more specific aspects of your topic.

Market Segmentation	
View	1305 articles
Narrow	By Subdivision
See also	Related Subjects

Most Passports article databases let you focus a search using assigned subject headings. On the keyword search form, use the drop-down menu to change your search from a keyword or default to a subject. Many databases offer an online thesaurus or list of subject vocabulary that will help you determine the subject terms to use in your search.

Happy (more focused) searching, Marian

Bibliographic Citation: Give Credit Where Credit Is Due

You're almost done with your research paper – except you have to list your references in some arcane format with an abbreviated code name (APA, MLA ...)! *Why?* First, citation gives credit for words and ideas that are not your own, thus preventing **plagiarism**. Second, your readers (including your professor) may want to find more information on your topic by checking your sources. Third, using a consistent format (ask your professor which to use) makes your paper more organized & academic and may get you a better grade.

Where can you find more info? Contact Webster's Writing Center 314-961-2660 x8644. Or, check out our Passports page, [Net Resources by Subject](#), then select [Citation Guides](#). Or call/email a librarian!

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