

Web Searching for Business Communications, ADM 4301, Dr. Carolyn Ashe, Pat Ensor, ensorp@uhd.edu

For links to many of the resources below and more, go to <http://www.ala.org/ala/lita/litaresources/toolkitforexpert/toolkitexpert.htm> for the Tool Kit for the Expert Web Searcher.

Subject Guides

Subject guides involve human intervention in selecting and organizing resources, so they cover fewer resources but provide more focus and guidance for topics they cover.

ODP – Open Directory Project <http://dmoz.org/> is a human-edited subject resource with well-chosen and annotated sources, covering all subject areas.

Knowledge@Wharton <http://knowledge.wharton.upenn.edu> provides academic overviews of business issues, such as ethics, marketing, and human resources.

CEOExpress <http://www.ceoexpress.com/> As it notes, a “business portal for executives.” Has an easily understood way of organizing links to business and other related information.

Yahoo <http://www.yahoo.com/> Very good for financial profiles. Do a search for a specific company, then click on headlines, if available. From the resulting screen, you can get a profile, financials, and more.

Search Engines

Search engines produce their results from databases of Web page content, automatically created by computers. They vary according to database size and content, searching capabilities, and how they rank results. *Don't give up on a search until you've tried at least 2 to 3 search engines.*

Google <http://google.com/> One of the two largest databases, excellent relevance ranking, "similar pages" and caching feature, also searches Open Directory categories. Should be your first stop.

Yahoo! Search <http://www.yahoo.com/> One of the two largest databases. Has advanced searching capabilities, caching feature, and good relevance ranking.

Metasearch Engines

Metasearch engines allow you to quickly check a number of search engines at one time.

Ixquick <http://www.ixquick.com> A very good compilation metasearch tool.

Fuzzle <http://www.fuzzle.com> Defaults to a more focused, yet complete, set of Web search engines than other tools, allowing for higher relevance while drawing on many sources.

Vivisimo <http://www.vivisimo.com> Searches a selection of high-quality resources and presents results in a very useful way.

Multimedia Searching

Alta Vista <http://www.altavista.com> Choose multimedia format from the top page. Allows some specification of formats within search types.

Google Image Search <http://images.google.com> Claims to be most comprehensive image search on Web. Has some special image searching capabilities in "Advanced Image Search."

Singingfish Multimedia Search <http://www.singingfish.com> The best place to look for streaming media. Goes beyond music, allows specification of audio and video, software format, and length.

Global Searching

Even though it's the "World" Wide Web, many of the best-known search tools come from a U.S. perspective. Try these tools to get a more global view.

Search Engine Colossus <http://www.searchenginecolossus.com/> Primary strength is the country-by-country listing of search tools. Links to various language versions of the different tools.

Nations Online <http://www.nationsonline.org/oneworld> For each country, groups Web sites of government entities, search engines, and more. Very up-to-date, spotlights high-interest countries.

Business Articles

To find journal articles from business and management publications: Use Business Source Premier, available at UHD campus, in UHS-Sugar Land Library, UHS-Cinco Ranch Library, and The University Center Library, as well as the libraries of the other UH campuses. Also available to UHD students from anywhere with Web access, via log-in through Student E-Services. Advantages: Articles have appeared in print, database coverage is more complete. Disadvantages: Not available off-campus, if you are not a UHD student.

To access Business Source Premier: Go to the Library Web site at <http://www.uhd.edu/library/>. Select "Find Articles." Select "Business" under "Databases by Subject." Click on the name of the database. **If you are on campus**, you connect to the database immediately. **If you are off campus**, you will connect to a UHD log-in page. Before you can access the database, you will be asked to log in with your User ID and User PIN for student e-services.

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