

A Guide to Business and Economics Databases

How to use Factiva

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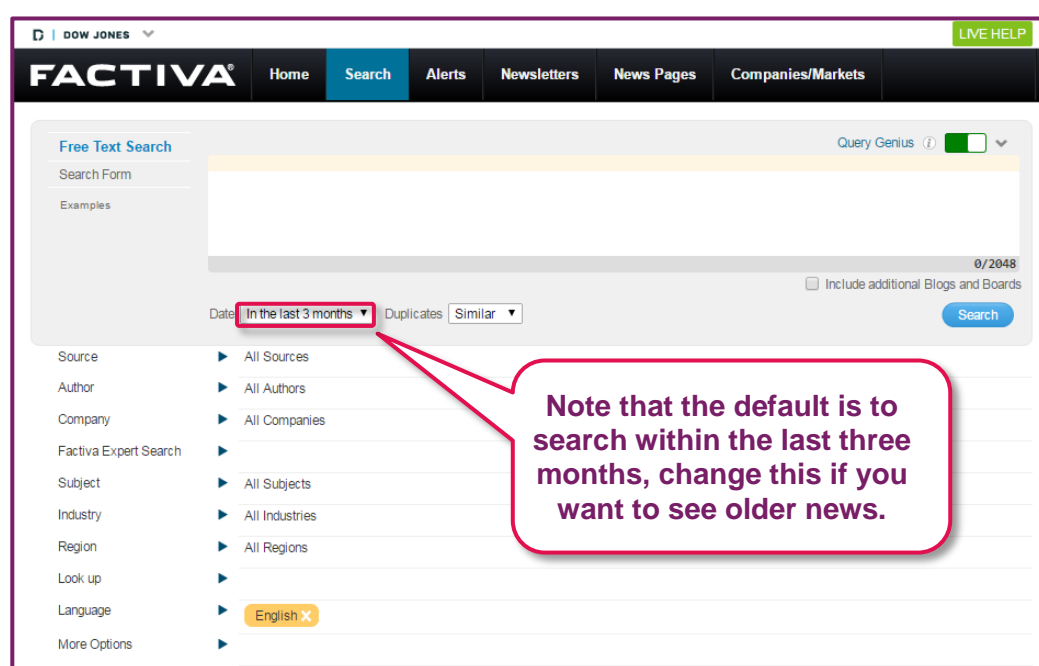
How to use Factiva

Factiva contains newspaper articles from the UK and around the world, including the Financial Times (FT).

Connect to Factiva through the [moodle database course](#) or the [library website](#). You can also access Factiva through the **Electronic Library Resources** section of your PIP pages.

You can choose to search Factiva using the main search box, or using the menus below, or a combination of both. This helpsheet shows you how to do either.

When you log into Factiva you will see the following screen:



If you choose to search using the search box at the top, you should note that words entered into Factiva are searched as a phrase. Factiva will find only **exact** matches of e.g. **British Airways strike** and there will not be many. You must enter **British Airways and strike*** to find the best results.

You are strongly recommended to click on the **Examples** link for recommended search strategies that include:

Boolean logic (**AND, OR, NOT**)

Truncation (shortening to the common stem) e.g. market* (retrieves market, marketing, marketed, markets, marketers).

Wildcard (helpful with alternative spellings) e.g. globali?ation (retrieves globalization, globalisation).

Proximity searching (helps to ensure relevance) e.g. Carrefour **near5** sales (Carrefour within 5 words of sales, or any number you choose).

Two very useful searches help you to find the longer more significant articles in this database:

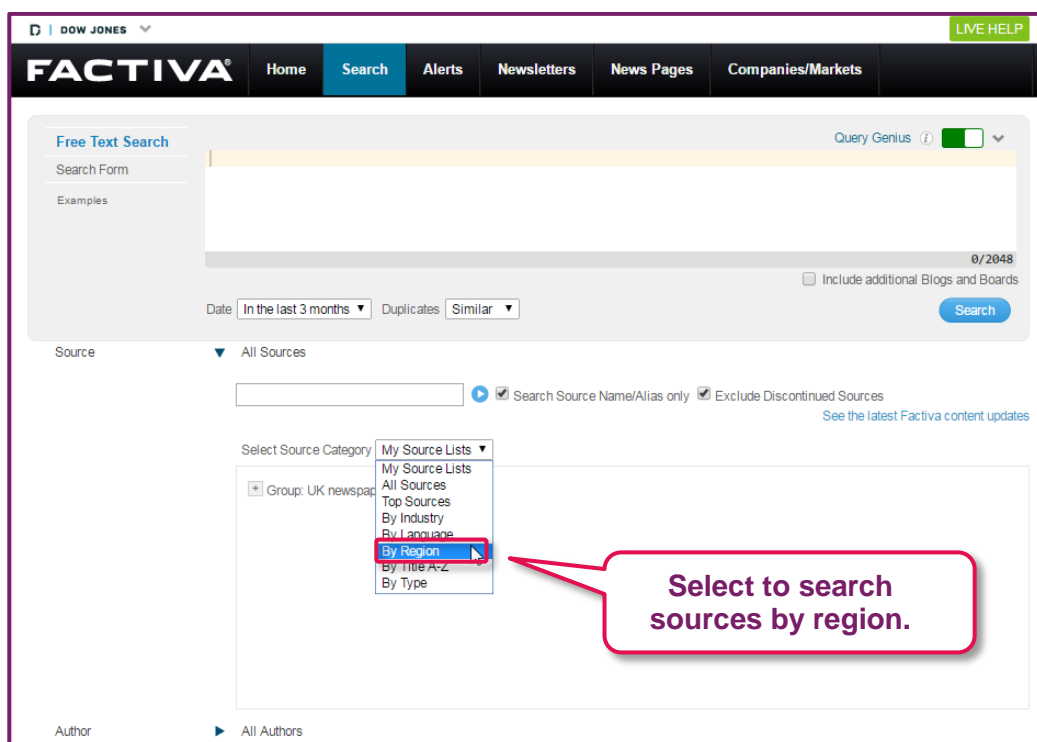
Atleast5 Microsoft (Microsoft has to be mentioned at least 5 times or any number you choose).

British Airways and **wc>5000** (articles on British Airways over 5000 words long, or any number you choose).

A key strategy when using Factiva is to identify the best sources for the information you need. There are billions of articles in this database and many news items will be repeated. So try to specify a small number of appropriate publications.

As well as using the search box, you can use the menus below to search. By selecting particular sources, you can reduce the number of irrelevant results of your search.

If you are interested in articles which were published in a particular place, use the instructions below.



The screenshot displays the Factiva search interface. At the top, there is a navigation bar with 'FACTIVA' and menu items: Home, Search, Alerts, Newsletters, News Pages, and Companies/Markets. A 'LIVE HELP' button is in the top right. Below the navigation bar is a search form with a 'Free Text Search' input field, a 'Query Genius' toggle, and a 'Search' button. The search form also includes filters for 'Date' (set to 'In the last 3 months'), 'Duplicates' (set to 'Similar'), and 'Include additional Blogs and Boards'. Below the search form, there are sections for 'Source' (set to 'All Sources') and 'Author' (set to 'All Authors'). A 'Select Source Category' dropdown menu is open, showing options: 'My Source Lists', 'My Source Lists', 'All Sources', 'Top Sources', 'By Industry', 'By Language', 'By Region', 'By Title A-Z', and 'By Type'. The 'By Region' option is highlighted with a red box. A callout box with a red border and a pointer to the 'By Region' option contains the text: 'Select to search sources by region.'

The screenshot shows the Factiva search interface. At the top, there is a navigation bar with 'FACTIVA' and 'DOW JONES' logos, and a 'LIVE HELP' button. Below the navigation bar, there are tabs for 'Home', 'Search', 'Alerts', 'Newsletters', 'News Pages', and 'Companies/Markets'. The main search area is titled 'Free Text Search' and includes a search form, a date filter set to 'In the last 3 months', and a 'Search' button. A callout box points to the search form with the text: "Your choices will appear here." Below the search form, there is a 'Source' dropdown menu with 'India' selected. A callout box points to the 'India' selection with the text: "Find the region or country you'd like to search". Below the 'Source' dropdown, there is a 'Select Source Category' section with a tree view of regions and countries. 'India' is selected, and a callout box points to a red 'X' icon next to 'India' with the text: "Click this symbol to exclude a publication." Below the 'Select Source Category' section, there are filters for 'Author', 'Company', 'Factiva Expert Search', and 'Subject', all set to 'All'.

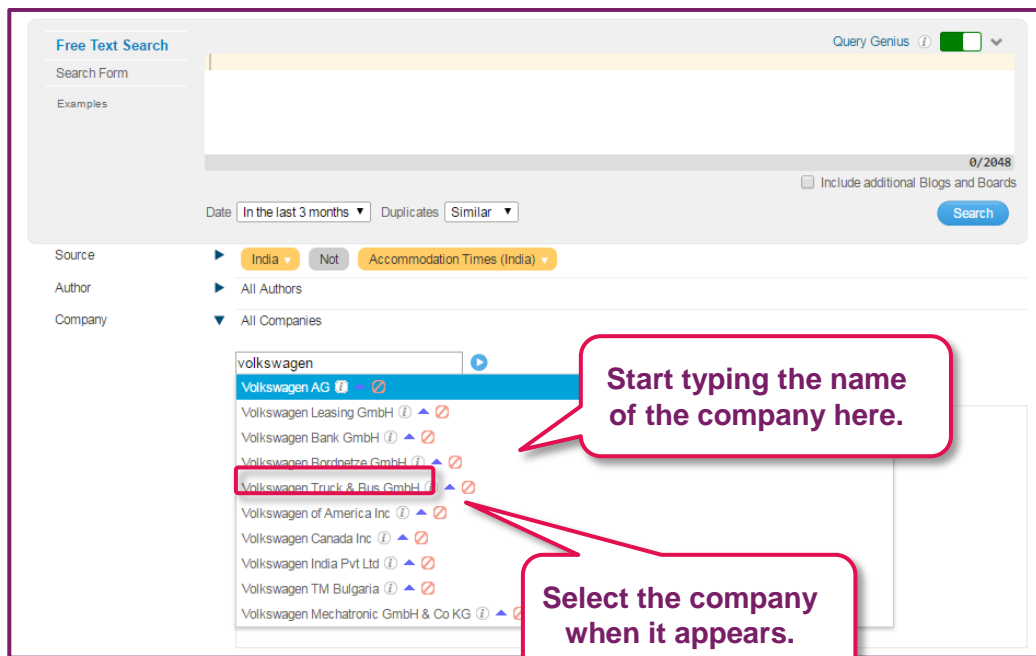
Alternatively, you can search for particular sources using the search box. This is particularly useful if you know the name of the publication you'd like to search.

The Financial Times is a good source to use, but note that coverage of articles from the FT starts at one month after publication. Add as many publications to the search as you like.

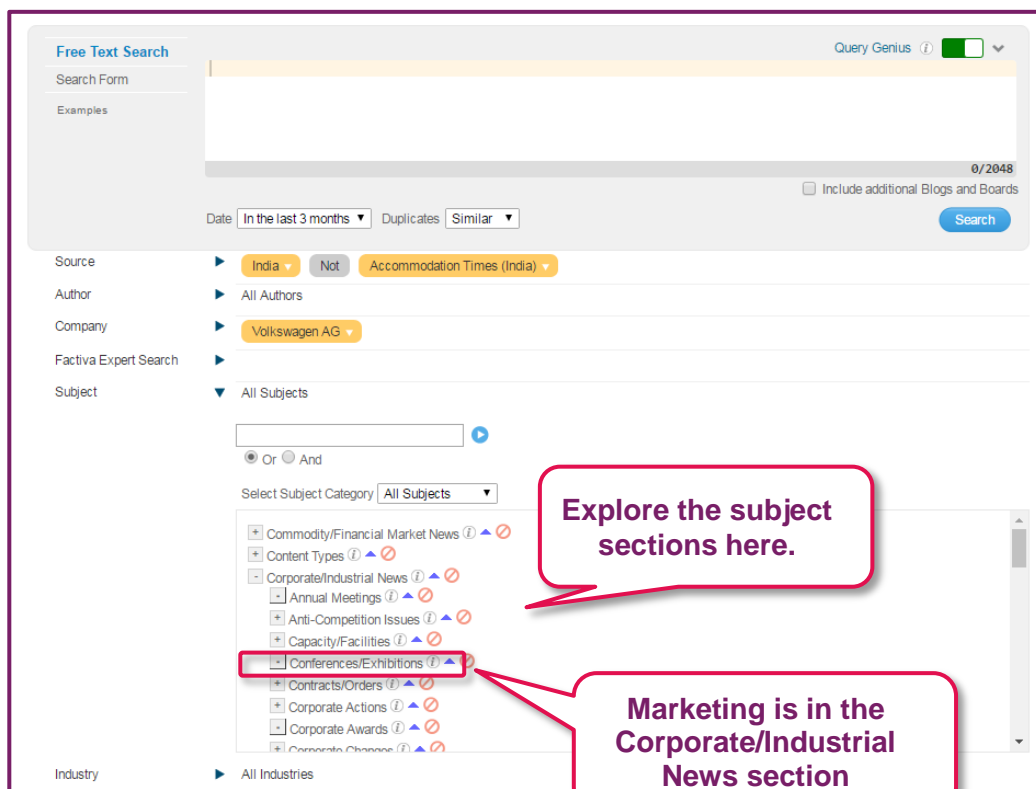
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If you are interested in a particular company, you can use the **Company** section of the menus to search for news about them.

Start by expanding the Company section, then start typing the name of the company in the search box. When the company appears, select it to add it to your search.



Finally, you can search for a particular subject or topic using the **Subject** section. You can search for a subject, but it can be easier to use the menus to find what you're looking for.



Explore the other menu options later yourself. Note that it is possible to search for Industries, Regions and for results in other languages (English is the default).

Once you are happy with your search settings, click **Search**.

This is what the search results will look like:

The filters on the left include, **Industries, Keywords, Subjects, Sources** and at the bottom, **Dates**, these can be useful to narrow your results to only the most relevant items.

Click on an article title to read it.

As well as searching for articles about particular topics in Factiva, you can also browse the day's headlines and newspaper articles. To do this, follow the instructions below.

Go to News Pages from the menu at the top of the screen, then choose Factiva Pages.

The screenshot shows the Factiva News Pages interface. At the top, there are navigation tabs: Home, Search, Alerts, Newsletters, News Pages, and Companies/Markets. The 'News Pages' tab is active. Below the navigation, there is a 'Group Pages' section with a dropdown menu currently set to 'United Kingdom'. A callout box with a red border and a pointer to the dropdown menu contains the text: "Click here to see news from different countries and in other languages." Below the dropdown, there is a 'Quote List' table with columns for Group, Symbol, Last, and Change. The table lists several groups like xDJI, xNCM, xFST, xPAS, and xISEQ. To the right of the quote list, there is a search bar and a 'Run Search' button. Below the search bar, there are news snippets from 'THE TIMES' and 'The Daily Telegraph'.

Finally, there is an excellent range of company financial data and exchange rate data available from Factiva. Share prices, accounts and industry ratios are available. However, we are not going to explore this in detail because much of the data is available on Fame, Orbis and Thomson One. Explore the data for yourself if you wish:

The screenshot shows the Factiva Companies/Markets interface. At the top, there are navigation tabs: Home, Search, Alerts, Newsletters, News Pages, and Companies/Markets. The 'Companies/Markets' tab is active. Below the navigation, there is a search bar with the text 'Find Companies:' and a 'Go' button. A callout box with a red border and a pointer to the search bar contains the text: "Go to Companies/Markets, then search for a company you are interested in." Below the search bar, there is a 'Company Snapshot' for 'Volkswagen AG'. The snapshot includes sections for 'Information', 'Stock Price Activity', and 'Discovery Pane'. The 'Information' section shows details like Fax, Company Website, and Ownership. The 'Stock Price Activity' section shows a line graph and key statistics like Price, Change, Volume, and Exchange. The 'Discovery Pane' shows a list of related companies with their respective values.