



Rikkyo University

English Hour at the Library

Factiva Workshop

October 17th & 27th 2017

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Introducing Factiva

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1. What is Factiva?

- Factiva is a **professional database** used by experts in Finance, Business Strategy, Investor Relations, Public Relations, Sales, etc.
- The contents from 200 countries of 28 different languages, including Japanese
- More than 30,000 sources of information, **including the major newspaper titles**
- The comprehensive information coverage about companies, industries and general affairs that are relevant to businesses
- Speedy access to wanted information with intuitive and multi-functional searches
- **Great tool for finding information about a particular country before you travel or study abroad**

2. Why do we read newspapers?

- Information about important events edited and created by professionals – i.e. journalists
 - Not every event becomes a newspaper article
 - The journalists need to verify the facts in their articles before publication
 - Summary of long events, documents, speeches, etc.
 - Analyses with wider implications – How will the event in the news affect us?
- The newspaper articles are timely – about what is happening now
- Good source of basic information to start the research with
 - Useful for finding key words and related topics
 - Relatively easy to read
 - Good summaries
- Good examples of writing short, but compelling stories

3. Newspaper is NOT neutral

- The newspaper is NOT neutral – because it analyses the events .
- It is therefore important to read a multiple number of articles by different newspaper companies.

e.g. British newspapers' political orientation



3. Newspaper is NOT neutral

■ Japanese newspapers' political orientation

朝日新聞

日本經濟新聞

産経新聞

毎日新聞社

THE YOMIURI SHIMBUN

讀賣新聞

■ American newspapers' political orientation

The New York Times

The Washington Post

Chicago Tribune

NEWYORKPOST

Los Angeles Times

USA TODAY

The Washington Times

The Boston Globe
Founded 1872

THE WALL STREET JOURNAL
WSJ

LAS VEGAS REVIEW-JOURNAL

Liberal

Conservative

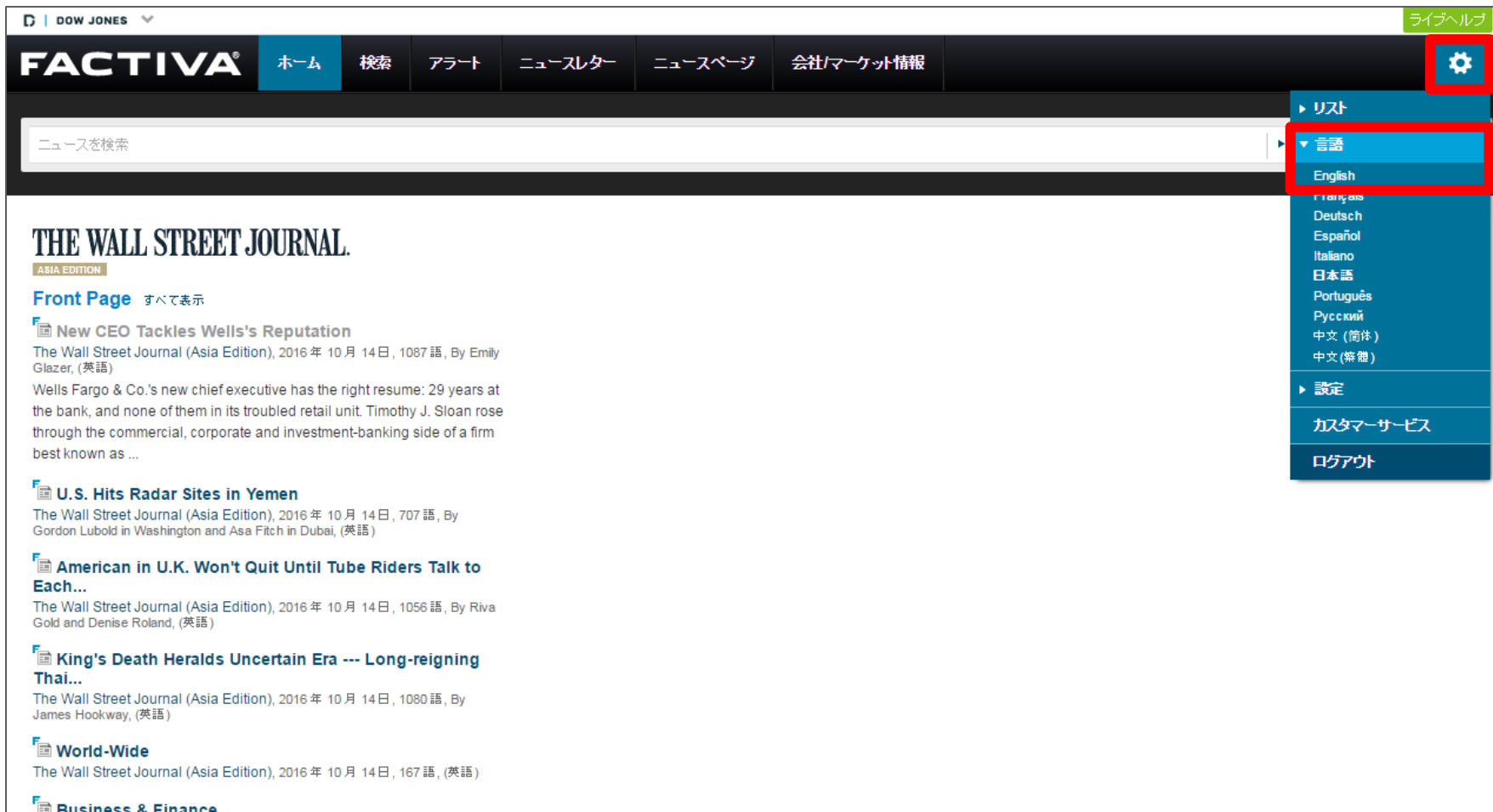
4. Why do we read ENGLISH newspapers?

- Different perspectives from different regions about the same topic
- Much larger information source than other languages
 - Many countries publish English newspapers
- More timely (& sometimes more accurate) than translated contents



5. How to change the language to English

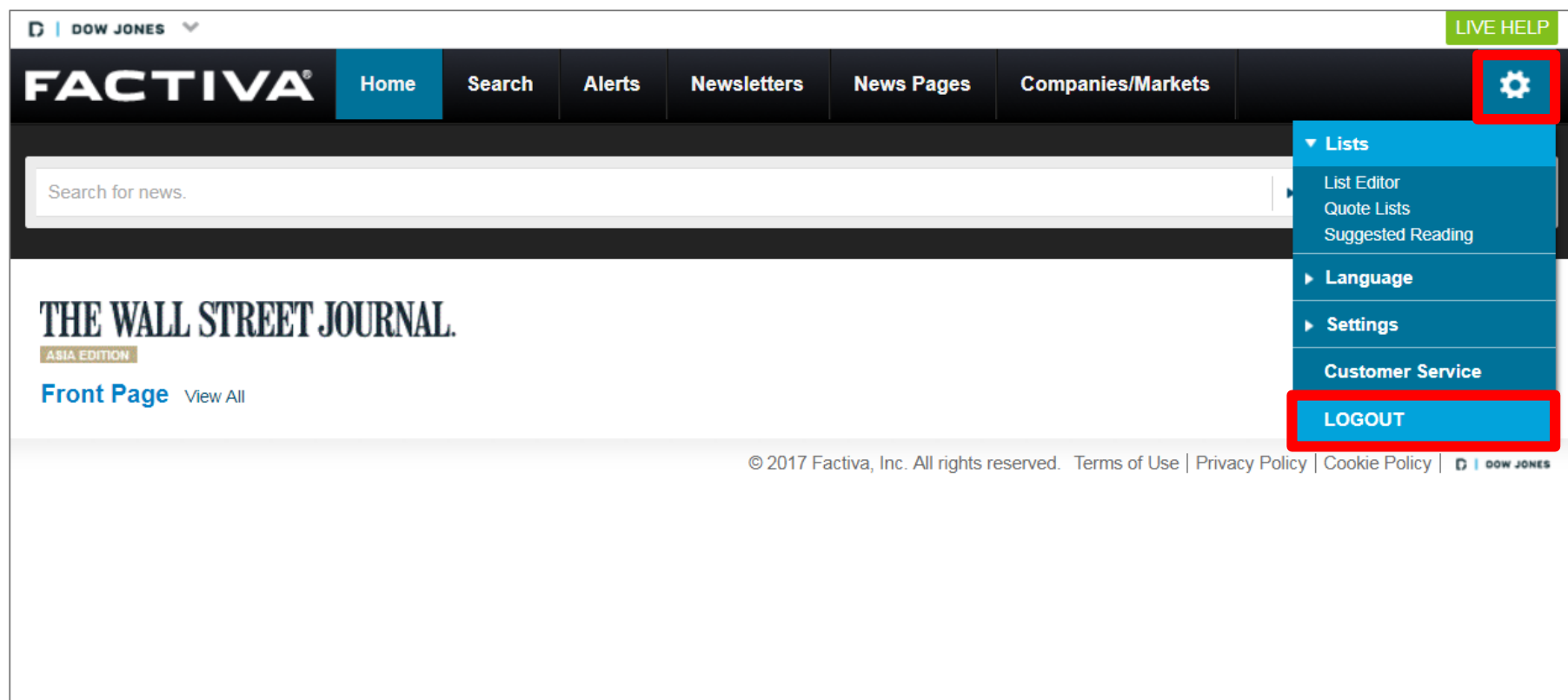
- Click  in the top right and open “言語” ⇒ English



The screenshot shows the Factiva website interface. At the top right, there is a "ライブヘルプ" (Live Help) button. Below it, a navigation bar contains several menu items: "ホーム" (Home), "検索" (Search), "アラート" (Alerts), "ニュースレター" (Newsletters), "ニュースページ" (News Pages), and "会社/マーケット情報" (Company/Market Information). A gear icon (settings) is highlighted with a red box in the top right corner. Below the navigation bar, there is a search bar with the text "ニュースを検索" (Search for news). A dropdown menu is open, showing the "言語" (Language) option, which is also highlighted with a red box. The dropdown menu lists several languages: English, Français, Deutsch, Español, Italiano, 日本語, Português, Русский, 中文 (简体), and 中文 (繁體). Below the language menu, there are options for "設定" (Settings), "カスタマーサービス" (Customer Service), and "ログアウト" (Logout). The main content area displays the "THE WALL STREET JOURNAL" logo and the "ASIA EDITION" label. Below this, there is a "Front Page" section with a "すべて表示" (Show all) link. The first article is titled "New CEO Tackles Wells's Reputation" and is dated October 14, 2016. Other articles include "U.S. Hits Radar Sites in Yemen" and "American in U.K. Won't Quit Until Tube Riders Talk to Each...".

6. How to log out

- For other people to use Factiva, **please log out after you finish using the database.**



The screenshot displays the Factiva website interface. At the top right, there is a "LIVE HELP" button. The main navigation bar includes the "FACTIVA" logo and several menu items: "Home", "Search", "Alerts", "Newsletters", "News Pages", and "Companies/Markets". A gear icon representing settings is highlighted with a red box. Below the navigation bar is a search bar with the placeholder text "Search for news.". The main content area features "THE WALL STREET JOURNAL" logo and "ASIA EDITION" text. Below this, there is a "Front Page" link and a "View All" link. A dropdown menu is open, showing options: "Lists", "List Editor", "Quote Lists", "Suggested Reading", "Language", "Settings", "Customer Service", and "LOGOUT". The "LOGOUT" option is highlighted with a red box. At the bottom of the page, there is a copyright notice: "© 2017 Factiva, Inc. All rights reserved. Terms of Use | Privacy Policy | Cookie Policy | DOW JONES".

7. Basic Search from “Home” page

- Enter your keyword into the Search Box

The screenshot shows the Factiva website interface. At the top, there is a navigation bar with the Factiva logo and several menu items: Home, Search, Alerts, Newsletters, News Pages, and Companies/Markets. The 'Home' button is highlighted with a red box. Below the navigation bar is a search bar with the text 'Rikkyd' entered, also highlighted with a red box. To the right of the search bar are 'Options' and 'Search' buttons. The main content area displays the title 'THE WALL STREET JOURNAL.' and 'ASIA EDITION'. Below this, there is a 'Front Page' section with a 'View All' link. Three news articles are listed:

- New CEO Tackles Wells's Reputation**
The Wall Street Journal (Asia Edition), 14 October 2016, 1087 words, By Emily Glazer, (English)
Wells Fargo & Co.'s new chief executive has the right resume: 29 years at the bank, and none of them in its troubled retail unit. Timothy J. Sloan rose through the commercial, corporate and investment-banking side of a firm best known as ...
- U.S. Hits Radar Sites in Yemen**
The Wall Street Journal (Asia Edition), 14 October 2016, 707 words, By Gordon Lubold in Washington and Asa Fitch in Dubai, (English)
- American in U.K. Won't Quit Until Tube Riders Talk to Each...**
The Wall Street Journal (Asia Edition), 14 October 2016, 1056 words, By Riva Gold and Denise Roland, (English)
- King's Death Heralds Uncertain Era --- Long-reigning Thai...**

7. Basic Search from “Home” page

Practice # 1 : Search for articles about **Ecotourism**

- Type **Ecotourism** in the search box.
- Display the articles in **English** that have been **published over the last 6 months** – use the ‘**Date Range**’ drop-down on the result page.
- Use the filters in the result page on your left to narrow down the results – e.g. Use the ‘**Industry**’ filter and select ‘**Tourism**’.
- Try and Open the article “**Switzerland : Pushing the tourism limits**”

7. Basic Search from “Home” page

- Many articles on Factiva come with **downloadable, machine-read audio files**: Click ‘**Listen to Article**’ in the top left of the article.

The screenshot shows the Factiva search interface. The search term 'ecotourism' is entered in the search bar. The results are filtered by 'Industry: Tourism'. The first result is 'Switzerland : Pushing the tourism limits' from Investing.com, dated 22 September 2017. A red box highlights the 'Listen to Article' button in the top left of the article preview. A red arrow points from this button to a larger view of the article.

This is a detailed view of the article 'Switzerland : Pushing the tourism limits' from Investing.com. The article title is highlighted in blue. The text of the article is visible at the bottom. A red box highlights the 'Listen to Article' button in the top left of the article preview, with a red arrow pointing to it from the search results page.

Article 11

Related Dow Jones Intelligent Indexing™

Listen to Article | Translate Article | Share | EVERNOTE

Investing.com

Switzerland : Pushing the tourism limits

913 words
22 September 2017
Investing.com
INVEN
English
© 2017, Investing.com, All rights Reserved - Provided by SyndiGate Media Inc.

All tourism activities of whatever motivation holidays, business travel, conferences, adventure travel and **ecotourism** are giving the industry a big boost. Today, tourism is one of the worlds fastest developing sectors,

8. Text Search & Index search

■ The difference between Text Search & Index Search

The screenshot shows the Factiva search interface. The search bar contains the word "Japan". Below the search bar, there are several filters: "Companies", "News Subjects", "Executives", "Region", and "Keywords". The "Region" filter is highlighted with a blue box and a blue arrow pointing to the right. The "Text Search" callout box explains that this search finds all articles containing the keyword "Japan" in the text, and that the searched articles are in English. The "Index Search" callout box explains that this search finds all articles that are about Japan or categorized as "Region = Japan", and that the searched articles are in all languages available in Factiva.

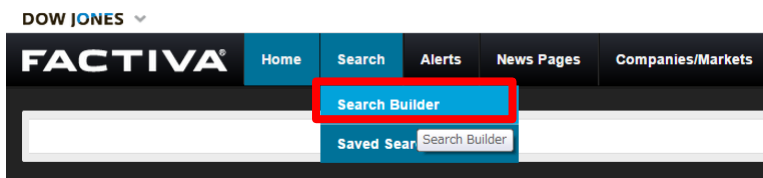
Text Search = All the articles' has the keyword *Japan* in the texts
Searched Articles ⇒ in English (the keyword language)

Index Search = All the articles are **ABOUT Japan** or categorized as **Region = Japan**
Searched Articles ⇒ in ALL the languages in Factiva

Acting FBI Head Says Probes Go On --- Andrew McCabe

9. Advanced Search with “Search Builder”

- Search smartly using different search fields



Available Search Categories

Keywords +

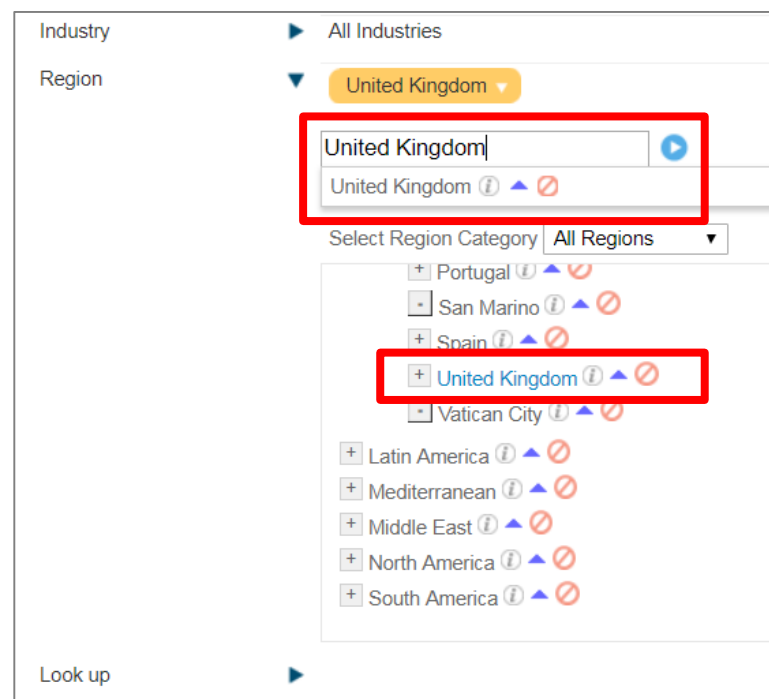
- Sources
- Authors
- Company
- FACTIVE • Expert • Search
- Subject
- Industry
- Region
- Language
- More Options

The screenshot shows the Factiva search interface. The search bar contains the text 'quantitative easing OR monetary easing OR 金融緩和'. Below the search bar, there are filters for 'Date' (set to 'In the last 3 months') and 'Duplicates' (set to 'Off'). A list of search categories is shown on the left, including 'Source', 'Author', 'Company', 'Factiva Expert Search', 'Subject', 'Industry', 'Region', 'Look up', 'Language', and 'More Options'. The 'Region' filter is set to 'Japan' and the 'Language' filter is set to 'English' and 'Japanese'. A dropdown menu is open for 'Search for free-text terms in:', showing options: 'Full Article', 'Full Article', 'Headline and Lead Paragraph', 'Headline', and 'Byline'. The 'Sort results by:' filter is set to 'Most recent first'.

9. Advanced Search with “Search Builder”

Practice # 2: Search for articles about **the U.K.** and **tourism** that were published in the last month.

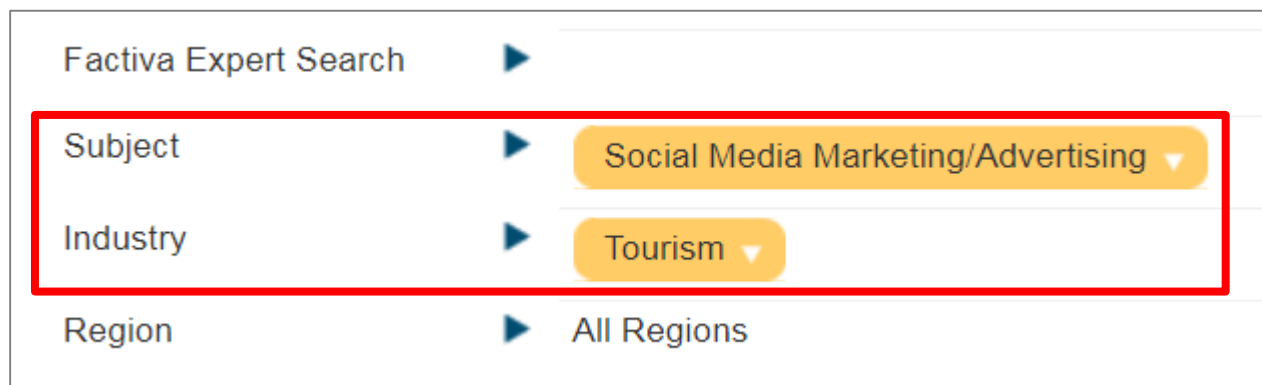
1. Open **Search Builder**.
2. Enter **tourism** in the **[Free Text Search]** section at the top.
3. Select **[In the last month]** from the **[Date]** drop-down.
4. Open **[Region]** ⇒ **[Europe]** ⇒ **[Western Europe]** ⇒ **[United Kingdom]** You can also search it from the search box above the tree.
5. Press **[Search]**.



9. Advanced Search with “Search Builder”

Practice # 3: Search for articles about **tourism** and **social media marketing**, using the **Subject** and **Industry** categories

1. Open **Search Builder**.
2. Open [**Subject**] ⇒ [**Corporate / Industrial News**] ⇒ [**Marketing / Markets**] ⇒ [**Social Media Marketing / Advertising**]
3. Open [**Industry**] ⇒ [**Leisure / Arts / Hospitality**] ⇒ [**Tourism**]
4. Press [**Search**].



Factiva Expert Search

Subject	▶	Social Media Marketing/Advertising ▼
Industry	▶	Tourism ▼
Region	▶	All Regions

10. Boolean Operators

Practice # 4: Search for articles about **Tokyo Olympics**

- See the difference between *Tokyo* **AND** *Olympics* and “*Tokyo Olympics*”, using “ ”
- **AND Search & Exact-phrase Search**

AND Search

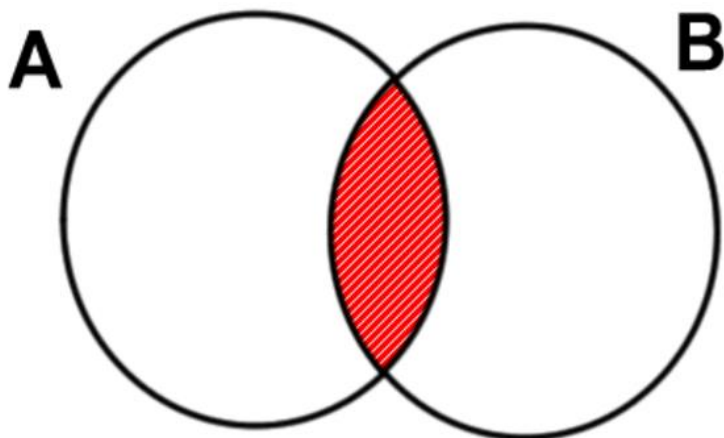
A screenshot of a search interface. On the left, there is a sidebar with the following items: "Free Text Search" (in blue), "Search Form", and "Examples". The main search area on the right has a search bar containing the text "Tokyo AND Olympics". The text "AND" is highlighted in pink. Below the search bar is a large empty white area, and at the bottom is a grey bar.

Exact-phrase Search

A screenshot of a search interface. On the left, there is a sidebar with the following items: "Free Text Search" (in blue), "Search Form", and "Examples". The main search area on the right has a search bar containing the text "Tokyo Olympics". The text "Tokyo Olympics" is highlighted in orange. Below the search bar is a large empty white area, and at the bottom is a grey bar.

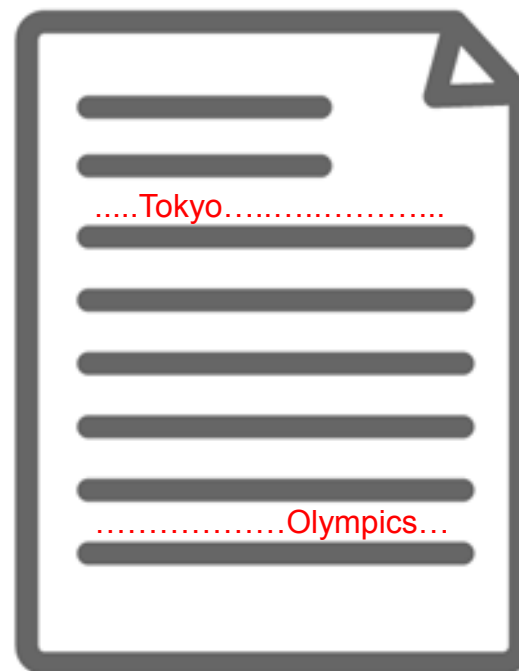
What is AND SEARCH?

Search Range of AND SEARCH



The results contain **BOTH** Word 'A' and Word 'B'.

Image of AND SEARCH



The content has BOTH 'Tokyo' and 'Olympics' (somewhere).

What is Exact-phrase SEARCH?

Image of Exact-phrase SEARCH



The 2 words **Tokyo Olympics** that are enclosed with “ ” are treated as though they are 1 word or a phrase.

Examples of Exact-phrase SEARCH

- “gender equality”
- “gravitational wave”
- “internet of things”
- “political economy”
- “to be, or not to be”

10. Boolean Operators

Practice # 5: Search for articles that contain either **'tourism'** or **'sightseeing'**.

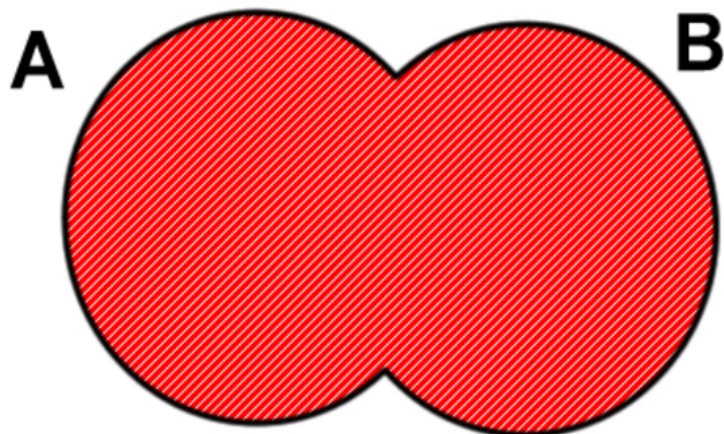
- Use **OR Search** to find articles either tourism or sightseeing.
- *tourism **OR** sightseeing*

The screenshot shows a search interface with a search bar containing the query "tourism OR sightseeing". The word "OR" is highlighted in red. To the right of the search bar, there is a "Query Genius" feature with a green toggle switch and a dropdown arrow. A red box highlights the "Query Genius" label and the toggle switch. A red arrow points from the "Query Genius" label to the search query. At the bottom right of the search bar, there is a checkbox labeled "Include additional Blogs and Boards" and a counter "22/2048".

***Query Genius**: Make sure this is **ON in green color** so that the Boolean operators are displayed in **different colors**.

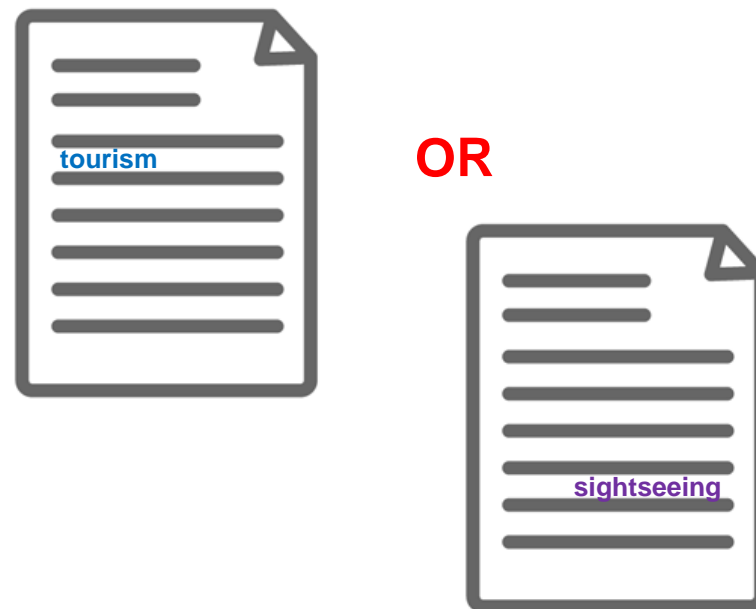
What is OR SEARCH?

Search Range of OR SEARCH



The results contain **EITHER** Word 'A' **OR** Word 'B'.

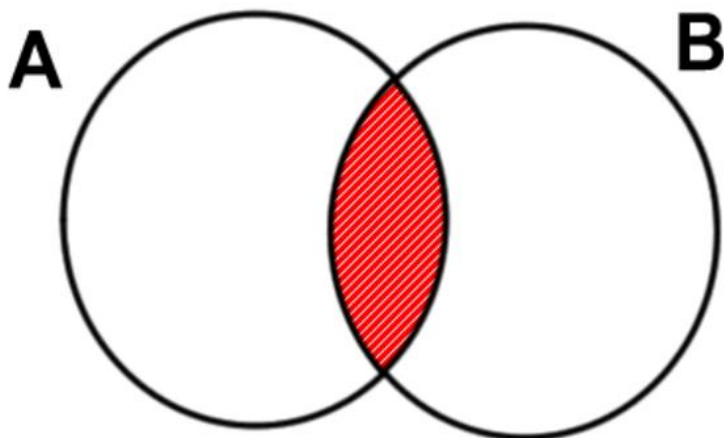
Image of OR SEARCH



Display all the results that contain **EITHER** 'tourism' **OR** 'sightseeing'

What is AND SEARCH?

Search Range of AND SEARCH



The results contain **BOTH** Word 'A' and Word 'B'.

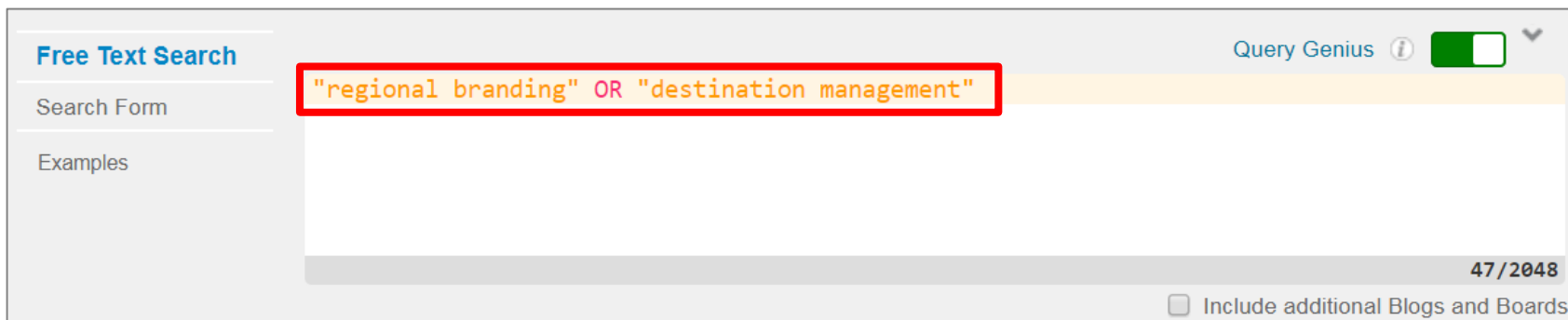
Image of AND SEARCH



The content has BOTH 'tourism' and 'sightseeing' (somewhere).

10. Boolean Operators

Practice # 6: Search for articles about either **‘regional branding’** OR **‘destination management’** in the **United States**.



The screenshot shows a search interface with a search form. The search query entered is **"regional branding" OR "destination management"**, which is highlighted with a red box. The interface includes a "Free Text Search" section, a "Search Form" input field, and an "Examples" section. In the top right corner, there is a "Query Genius" toggle switch that is turned on. At the bottom right, there is a checkbox labeled "Include additional Blogs and Boards" and a character count "47/2048".

1. Open **Search Builder**.
2. Enter ***"regional branding" OR "destination management"*** in the **[Free Text Search]** section at the top.
3. Open **[Industry]** ⇒ **[Tourism]**
4. Open **[Region]** ⇒ **[United States]**
5. Press **[Search]**.

11. Factiva Expert Search

Practice # 7: Search for articles in English about **Brexit**, using **Factiva Expert Search**.

Also add [**Subject: University / College**] to your search.

1. Open **Search Builder**.
2. [**Factiva Expert Search**] ⇒
[**Trending Topics**] ⇒
[**Brexit: UK Vote to Leave UK**] ⇒ [English]
3. Add [**Subject**] ⇒ Search
[**University / College**]
with 'university'

The screenshot displays the Factiva Expert Search interface with several filters highlighted in red boxes:

- Company:** A dropdown menu is set to "All Companies", and the "Factiva Expert Search" option is selected.
- Subject:** A dropdown menu is set to "University/College".
- Trending Topics:** A list of topics is shown, including "Reputation Risk", "Tax and Accounting", "Artificial Intelligence", "Boko Haram", "Brexit: UK Vote to Leave EU", "English", "French", "German", "Italian", and "Spanish". The "English" option is selected, and a red arrow points to it.

Additional visible filters include "Brexit: UK Vote to Leave EU (English)" and "All Industries" for the Industry dropdown.

12. Download Articles

- You can download the searched articles as the MS Word document (RTF) or as PDF.

The screenshot shows the Factiva search results page. The search criteria are: DATE: In the last 3 months, SOURCE: All Sources. The results are sorted by Relevance. The first article is "Boris Johnson's secret pro-EU article revealed, expressing doubts over Brexit" from Independent Online. The second article is "Boris: my case for Britain to stay in Europe" from the Sunday Times. The third article is "BLOCK HEADS Anti-Brexit rebel alliance forms to keep Britain in the EU despite crushing referendum loss" from thesun.co.uk. The download menu is highlighted with a red box, showing options for RTF and PDF. A large purple arrow points from the download menu towards the right, indicating the next step in the process.

The screenshot shows a Microsoft Word document titled "NEWSWIRES DOW JONES". The content includes the article title "Citi Pushes Back BOJ Monetary Easing Timing -- Market Talk", the word count (179 words), the date (28 September 2014), and the full text of the article. The text discusses the timing of the BOJ's monetary easing and its potential impact on the Japanese yen and the Japanese economy.

1. Tick the boxes of articles on the left.
2. Select the downloading format : choose either RTF or PDF.

13. LibGuides for Factiva

■ ProQuest LibGuides: Factiva

- For more information about how to use Factiva
- <http://proquest.libguides.com/Factiva>

The screenshot shows the ProQuest LibGuides website for Factiva. The header includes the ProQuest logo and the URL 'proquest.libguides.com'. Navigation links for 'About Us', 'Webinars', and 'Terms of Use' are visible. The breadcrumb trail reads 'ProQuest / LibGuides / Business / Factiva / About'. The main heading is 'Factiva: About', with a search bar and a 'Search' button. Below the heading is a row of navigation tabs: 'About', 'Simple Search', 'Search Builder', 'Ready, Steady, Search...', 'Results page', 'Newsletters', 'Factiva News Pages', 'Companies/Markets', and 'Sample Searches'. The 'About' tab is selected. The page content is organized into several sections:

- Why use Factiva?**
 - Follow national and international news
 - Create a press review
 - Search for information on a specific country
 - Follow the law, the European Court
 - Study the balance sheet of a company
 - Follow market quotes
 - Understanding business data sectors
- Source Types**
 - Blogs & Message Boards
 - Multimedia
 - Pictures
 - Publications
 - Web News
 - Wire Feeds
- What is Factiva?**

Factiva is a current international news database produced by Dow Jones, one of the leading global provider of economic and financial information.

Factiva.com, from Dow Jones, combines over **36,000 sources** to give students, faculty, and librarians access to premium content from **200 countries, in 28 languages**. Users have access to a wide range of information from newspapers, newswires, industry publications, websites, company reports, and more. The broad range of content provides both local insight and global perspective on business issues and current events – especially with regard to research requiring current information on companies, industries, and financial markets.

It includes:

 - National, international and regional newspapers—current content and archives (e.g., The New York Times, The Washington Post, The Times, The Wall Street Journal, El Pais, The Financial Times, The Guardian, etc.)
 - Magazines, journals and trade publications (e.g., Forbes, Newsweek, etc.)
 - Newswires (e.g., AFP, Reuters, Dow Jones, etc.)
 - TV or radio podcasts (e.g., BBC, CNN, ABC, CBS, NBC, Fox, etc.)
 - Major news and business information websites, blogs and message boards
 - Company reports
 - Photo agencies (e.g., Reuters, Knight Ridder, etc.)
 - Materials on the EUR-Lex website, giving access to the law of the European Union

For a description of functionality related to Factiva subscriptions for the academic and public library market, see the [Tips](#) tab.
- Live Webinars & Recordings**
 - Register for a webinar or listen to a recorded session on Dow Jones Factiva
- Coverage**

To view the latest title list and publication coverage, please visit:

 - Factiva title list

14. Contact us

ProQuest Japan

- Mitsubishi Juko Yokohama Build.
3-3-1, Minatomirai, Nishi-ku
Yokohama, 220-8401, Japan
- TEL: 045-342-4780 FAX: 045-342-4784
- Email.TechnicalSupport@proquest.com
- www.proquest.com

Instructor's Recommendation

- 日本の観光の未来 – 2020 年への持続可能な成長に向けて
[file:///C:/Users/skobayas/Downloads/Japan-Tourism-report%20\(1\).pdf](file:///C:/Users/skobayas/Downloads/Japan-Tourism-report%20(1).pdf)
- The future of Japan's tourism: - Path for sustainable growth towards 2020
[file:///C:/Users/skobayas/Downloads/The%20Future%20of%20Japans%20Tourism%20full%20report%20\(1\).pdf](file:///C:/Users/skobayas/Downloads/The%20Future%20of%20Japans%20Tourism%20full%20report%20(1).pdf)
- 観光庁：観光白書
<http://www.mlit.go.jp/kankocho/siryou/whitepaper.html>
- Japan Tourism Agency: White Paper on Tourism
<http://www.mlit.go.jp/kankocho/en/siryou/whitepaper.html>
- Ministry of Trade, Economy and Industry: Cool Japan Initiative
http://www.meti.go.jp/english/policy/mono_info_service/creative_industries/creative_industries.html

Instructor's Recommendation

Atkinson, David. (2015). イギリス人アナリストだからわかった日本の「強み」「弱み」 講談社.

Atkinson, David. (2015). 新・観光立国論 東洋経済新報社.

Atkinson, David. (2017). 世界一訪れたい日本のつくりかた 東洋経済新報社.

中村, 好明. (2015). 観光立国革命：インバウンド3.0の衝撃!：持続可能なニッポン創生のための処方箋 カナリアコミュニケーションズ.

藻谷, 浩介, 山田, 桂一郎. (2016). 観光立国の正体 新潮社.

- All the books above are **available at the Rikkyo University Library!**
- The list above was created by **RefWorks**, also available for Rikkyo's students!

Instructor's Recommendation

MBS(毎日放送)

デービッド・アトキンソン氏「イギリス人アナリスト 日本の国宝を守る」



デービッド・アトキンソン氏「イギリス人アナリスト 日本の国宝を守る」

MBS (毎日放送)
チャンネル登録 1.5万

視聴回数 13,469 回

<https://www.youtube.com/watch?v=j71wEKTZEil>

Instructor's Recommendation

Langley Esquire

Brand 2020: Episode 01 - Nation Brand Japan



<https://www.youtube.com/playlist?list=PLdFBN0Nedy2wuS3HixIFwVa02HFxLUdij>

Instructor's Recommendation

Langley Esquire

Tokyo on Fire: News & Politics



https://www.youtube.com/playlist?list=PLdFBN0Nedy2yMBKgkglb1AE_GWdKBNZUn

Instructor's Recommendation

Dr. Nancy Snow's BRAND JAPAN



<http://nancysnow.com/brandjapan/>

Instructor's Recommendation

FCCJ: The Foreign Correspondents' Club of Japan

公益社団法人日本外国特派員協会

FCCJchannel 登録済み 5,230

ホーム 動画 再生リスト チャンネル フリートーク 概要

次のおすすめ

Christine Lins: "Rapid Development of Renewables in Asia and Japan"
チャンネル: FCCJchannel 視聴回数 19 回 6 時間前

Hatoyama, Kimura & Matsushima: "East Asian Community and Self-determination Rights of..."
チャンネル: FCCJchannel 視聴回数 71 回 6 時間前

Yoichi Funabashi: "Election Analysis"
チャンネル: FCCJchannel 視聴回数 160 回 1 日前

Hiroyuki Konishi: "Future of DP and its party subsidies"
チャンネル: FCCJchannel 視聴回数 217 回 1 日前

関連チャンネル

- jnpc チャンネル登録
- .デモクラシータイ... チャンネル登録
- FPCJapan チャンネル登録
- ANNnewsCH チャンネル登録
- Langley Esquire 登録済み
- Movie Iwj チャンネル登録

<https://www.youtube.com/user/FCCJchannel>

Instructor's Recommendation

NHK: 日曜討論 & 島田 敏男氏

ディスカッションのファシリテーションのお手本！

日曜討論

SundayDebate

解説委員紹介

ニュースの意味や背景を、専門的な視点で読み解き、わかりやすく伝えます。

1. 担当分野 2. 出身地 3. 趣味・その他

 <p>西川 吉郎 解説委員長</p> <ol style="list-style-type: none"> 1. 国際政治 2. 東京 3. 音楽鑑賞 	 <p>島田 敏男 解説副委員長</p> <ol style="list-style-type: none"> 1. 政治・外交・安全保障 2. 山梨 3. 歴史探訪 	 <p>合瀬 宏毅 解説副委員長</p> <ol style="list-style-type: none"> 1. 食料・農林水産・通商交渉 2. 佐賀 3. 剣道・ゴルフ・カメラ片手に街歩き
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Q&A Session

Thank you very much for listening.

Please ask any questions
you may have.