Rikkyo University
English Hour at the Library
Factiva Workshop

October 17th & 27th 2017
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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

Liberal  Conservative
3. Newspaper is NOT neutral

- Japanese newspapers’ political orientation

- American newspapers’ political orientation
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
6. How to log out

- For other people to use Factiva, please log out after you finish using the database.
7. Basic Search from “Home” page

- Enter your keyword into the Search Box
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.

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 world’s fastest developing sectors,
8. Text Search & Index search

■ The difference between Text Search & Index Search

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
9. Advanced Search with “Search Builder”

- Search smartly using different search fields

Available Search Categories

Keywords +
- Sources
- Authors
- Company
- FACTIVA Expert Search
- Subject
- Industry
- Region
- Language
- More Options

Intelligent Index
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].
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
What is AND SEARCH?

The results contain BOTH Word ‘A’ and Word ‘B’.

The content has BOTH ‘Tokyo’ and ‘Olympics’ (somewhere).
What is Exact-phrase SEARCH?

Image of Exact-phrase SEARCH

Examples of Exact-phrase SEARCH

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

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

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

The results contain EITHER Word ‘A’ OR Word ‘B’.

Display all the results that contain EITHER ‘tourism’ OR ‘sightseeing’.
What is AND SEARCH?

The results contain BOTH Word ‘A’ and Word ‘B’.

The content has BOTH ‘tourism’ and ‘sightseeing’ (somewhere).
Practice # 6: Search for articles about either ‘regional branding’ OR ‘destination management’ in the United States.

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’
12. Download Articles

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

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](http://proquest.libguides.com/Factiva)
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.TechncialSupport@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

- The future of Japan’s tourism: - Path for sustainable growth towards 2020
  file:///C:/Users/skobayas/Downloads/The%20Future%20of%20Japan%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

- Ministry of Trade, Economy and Industry: Cool Japan Initiative
Instructor’s Recommendation


• 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」

https://www.youtube.com/watch?v=j71wEKTZEiI
Instructor’s Recommendation

Langley Esquire

Brand 2020: Episode 01 - Nation Brand Japan

https://www.youtube.com/playlist?list=PLdFBN0Nedy2wuS3HixIFwVa02HFXLUdj
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

[YouTube Channel](https://www.youtube.com/user/FCCJchannel)
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！

http://www4.nhk.or.jp/touron/
Thank you very much for listening.

Please ask any questions you may have.