EBSCOhost® WEB DATABASES ASSIGNMENT

Directions: Use the electronic databases of EBSCOhost® Web with the Basic Search function to find the answers to the following questions.

1. Using Business Source Complete®, look for the very short article, “Team Grabs Quintuple Gold, Gains Perfect Scores” found in the November 8, 2004 issue of Nation’s Restaurant News. Which university’s culinary team is highlighted in the article?

   HINT: Place “Team Grabs Quintuple Gold” in the search box as a phrase (i.e. use quotation marks around the complete phrase).
   a. Sullivan University
   b. Culinary Institute of America (CIA)
   c. Johnson and Wales
   d. Arizona Culinary Institute

2. Using Business Source Complete®, find the article: “Can You Ace This Test?” by Michael Fitzgerald that was published in the Feb. 2007 issue of Fast Company. (NOTE: Do not include the question mark in your search). The article discusses a “16-hour accountability exam for business managers.” What is the name of the test?

   a. The Torture Exam
   b. Business Accountability Examination
   c. Certified Business Manager Test
   d. International Certified Business Personage Exam


   HINT: Type “Nobel Peace Prize” AND banker AND 2006 in the search box.

   What is his/her name? ____________________________________________________

   Name the article in which you found the information:
   ______________________________________________________________________

4. Use Business Source Complete®. Locate the article “What Not to Do on Your Resume” by Carri Degenhardt-Burke in the January 2007 issue of On Wall Street. (HINT: Try to find this article using the PUBLICATIONS search).

   FILL IN THE BLANKS (use the abstract): “Resumes and cover letters should not only focus on the applicant, but on the ____________________ and the ____________________.”

FILL IN THE BLANKS: According to the abstract of the article:

“women think __________________ determines success, as opposed to their male counterparts, who believe that success can only be achieved through

_________ __________.”

6. Business Source Complete® also provides short videos from the Harvard School of Business Faculty Faculty Seminar Series.
   1. To view a complete listing of the videos, look to the top of the Business Source Complete® webpage. You will see a MORE tab.
   2. Place your mouse cursor on the MORE tab. A drop-down menu will appear. Scroll down and click on IMAGES/BUSINESS VIDEOS to go to the IMAGE QUICK VIEW COLLECTION search page.
   3. On this page, uncheck the Image Quick View box. Leave the Business Videos box checked.
   4. In the search box, type in Harvard FSS and click SEARCH.
   5. A complete listing of the videos will appear. (A transcript is also available in a PDF format).

Go to the Business Videos/Images search page (HINT: Follow steps 1, 2 & 3 above).
Using this search, look for videos related to marketing.

How many videos did you find? _________________________________

7. Business Source Complete® can also be used to view Company Profiles.
   1. To view company profiles, place your mouse cursor on the MORE tab near the top of the page.
   2. Scroll down and click Company Profiles.
   3. You will be taken to a Company Profiles search page. Reports are provided by MarketLine or Medtrack and are usually on publicly-traded companies.

Use the Company Profiles search to locate information on the company: Harley-Davidson, Inc. Once you have located the company, click on the MarketLine Report to complete the following:

This report contains a SWOT analysis. SWOT stands for Strengths, Weaknesses, Opportunities, and Threats. Find the SWOT analysis.

Name one strength of Harley-Davidson, Inc. _________________________________

Name one weakness of Harley-Davidson, Inc. _________________________________

Name one opportunity for Harley-Davidson, Inc. _______________________________

Name one threat for Harley-Davidson, Inc. _________________________________
Return to the main screen of EBSCOhost. (HINT: Click the BACK link at the top of the page. On the next page, click NEW SEARCH. You will return to the Business Source Complete search page. To change to a different database, click the “Choose Databases” link at the top of the search box. A listing of available databases will appear. Remove the check in the box next to Business Source Complete and check Hospitality & Tourism Complete. Click OK. The search screen for that database will appear).

8. Use the **Hospitality & Tourism Complete®** database to answer the following question. According to Ian Kelly, who was the “first celebrity chef?”

   a. Alexis Soyer  
   b. Emeril Lagasse  
   c. Auguste Escoffier  
   d. Antonin Careme


   According to the abstract, there are claims that have accounted for “most employment-discrimination claims against restaurants in Ohio.” What are the “three most frequent discrimination claims?”

   - ________________________________
   - ________________________________
   - ________________________________

   Is this article available in full-text from the **Hospitality & Tourism Complete®** database? Circle one.

   YES  NO


   According to the article, what is the percentage of hiring managers who won’t hire someone “who doesn’t send a thank-you note” after a job interview?

   a. Nearly 5%  
   b. Nearly 10%  
   c. Nearly 15%  
   d. Nearly 20%
11. Use **Academic Search Complete**® to find the article “The Effect of Paid Employment on University Students’ Lives” by Robert Manthei and Alison Gilmore. This article was published in Volume 47, Issue 3 of *Education + Training*.

According to the abstract, “Results indicated that 81 percent of students held at least one job during term time for an average of 14 hours per week.” The earned money was “typically spent” on what?

a. Essential living expenses  
b. Luxuries such as eating-out and going to the movies  
c. Optional clothing  
d. All of the above

Is this article available in full-text from **Academic Search Complete**®? Circle one.

YES                     NO


The article provides information for people who wish to use the Internet at work for personal reasons.

According to the article, “Those who wish to use the Internet at work for personal reasons should…”

a. Know their company policies  
b. Surf the Web sparingly  
c. Think twice before they hit “send” for e-mails  
d. All of the above

13. Use **Academic Search Complete**®. Find “Olive Oil Isn’t Just From Italy Anymore” by Laurel Wentz. The article was published in the January 5, 2004 issue of *Advertising Age*.

According to the abstract, what percentage of the world’s olive oil comes from the Andalucia region of Spain?

a. 85%  
b. 90%  
c. 75%  
d. 60%
14. Use Academic Search Complete®. Find the article “Engaging Generation Y” by Pat Galagan, which was published in the August 2006 issue of T+D.

The article discusses the differences between Generation X and Generation Y.

FILL IN THE BLANKS (from the abstract): According to Marcus Buckingham, who is being interviewed for the article, "Generation Y are more __________________________, ____________________________, and _____________________________."

Generation Y, to some, are considered to be those people born from 1982 to the present. Do you agree with Marcus Buckingham about his perception of Generation Y characteristics? (HINT: There is not a right or wrong answer, just your opinion). ______
Why or why not?
______________________________________________________________________

15. Use another database CINAHL with Full Text®. Look for information about the posting of pictures by college students who are using alcohol on Facebook. (HINT: Use the following search: “college students” AND alcohol AND facebook).

How many results did you find? __________________________

Name 1 article that has full text available:
______________________________________________________________________


Using the abstract to the article, please fill in the following blanks:

Freshmen and sophomores consumed a __________________________ number of energy drinks yesterday than juniors.

Males reported __________________________ means than females for selected energy drink consumption items.
17. **Use another database, Newspaper Source®, to answer the following:**

Circle Yes or No to indicate whether the following newspapers can be found in full text using the Newspaper Source database. (HINT: Use the PUBLICATIONS link near the top of the page to search for the names of these newspapers).

<table>
<thead>
<tr>
<th>Newspaper</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Courier-Journal (KY)</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Paducah Sun (KY)</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Washington Post</td>
<td>Yes</td>
<td>No</td>
</tr>
</tbody>
</table>

18. **News transcripts can be found using Newspaper Source. Use Newspaper Source to locate a transcript from NPR’s “All Things Considered” about the birthrate in the United States during the recession.**

(HINT: Type the following in the search box: “all things considered” AND birthrate AND recession).

How many result(s) did you find? ____________

Open the transcript that features Robert Siegel. According to the broadcast, “American women are having fewer babies.”

Use the transcript to fill in the following blanks:

“According to the Pew Research Center, the birthrate has been falling sharply since ____________, when more than 4.3 million babies were born. The reason? Demographers say it’s the _________________ and ________________ and ________________.”