PROQUEST® DATABASES ASSIGNMENT

Directions: Please use ProQuest® to find the answers to the following questions.

1. What reality TV show is being discussed in Bob Krummert’s article “Battles in the Back of the House,” published in the July 2005 issue of Restaurant Hospitality?

   HINT: Place “Battles in the Back of the House” in the search box as a phrase (i.e. use quotation marks around the complete phrase).
   a. Top Chef
   b. Iron Chef
   c. Hell’s Kitchen
   d. The Next Food Network Star


   HINT: Place “5 Skills You Can’t Succeed Without” in the search box as a phrase.

   What are the five actions needed to get ahead, “in the world of digital democratization?”
   ___________________________________________________________
   ___________________________________________________________

3. Locate the article “It Pays to be Good” by Patricia Wheatley Burt. This is found in the July 9, 2009 issue of Accountancy Age.

   In which format(s) does ProQuest present this article?
   a. Full text
   b. Full text – PDF
   c. Citation/Abstract
   d. All of the above

   FILL IN THE BLANK from the abstract of the article: According to the article, “It is _____________ that appears to have clouded the moral fiber of us all.”

4. Using ProQuest®, find the name of a book written by Michael Pollan.

   What is the title of the book? ____________________________________________

   Name the article in which you found the book title: ________________________________
5. Look for the article “A Recipe for Happiness” by Anne Flounders in the Apr/May 2010 issue of Career World.

Name the Sullivan University culinary school graduate profiled in the article:
________________________________________


Please name the six keys to wealth management noted in the article:
1. __________________________________________
2. __________________________________________
3. __________________________________________
4. __________________________________________
5. __________________________________________
6. __________________________________________


According to the article (under How Do I Get Started?), what is the 1st step in finding career information online?
   a. First, locate the job in a print publication
   b. Find the e-mail contact information for the company
   c. Have a good idea of what you are looking for
   d. Always go to http://www.google.com to look for a job


Please fill in the blanks in the following statement from the abstract of the article:
“College students should create a __________________________ and avoid __________________________ too frequently if they want to keep their head above the waters of debt.”
9. Use ProQuest to answer the following question: What is Sonya Thomas known for?
   a. She is the inventor of the microwave oven
   b. She is the owner of the Blue Moon Restaurant, located in San Francisco
   c. She is a world ranked competitive eater
   d. She is a well-known cake designer

10. Return to the Basic Search Screen. Below the search box, six (6) subject area icons appear. Click on the HISTORY icon. In the search box that appears, search for Charmaine Solomon. Who is (was) Charmaine Solomon?
   a. A child care expert
   b. A journalist
   c. A cookbook author
   d. An escape artist

Please name the article in which you found the answer to the question: __________________________________________________________

11. Go to Dissertations and Theses. (HINT: To search ONLY Dissertations and Theses, click the small orange triangle next to Searching: databases in the blue strip at the top of the page. At the next screen, uncheck all of the boxes except the box to ProQuest Dissertations & Theses database. Scroll down and click the Use selected databases button).

Search for the following dissertation: Social media and the Fortune 500: How the Fortune 500 uses, perceives and measures social media as a marketing tool.

Who is the author? __________________________________________________________

Click the Citation/Abstract link (the actual dissertation can be very long in length).

12. According to the abstract of the Social media and the Fortune 500 article, what are the specific aims of the study? (NOTE: Look at the second sentence in the abstract that starts “More specifically, this study aims to determine…” to locate the three specific aims).

   1. __________________________________________________________
   2. __________________________________________________________
   3. __________________________________________________________