Searching the Wall Street Journal in ProQuest

• The Wall Street Journal is one of the world’s leading newspapers. You can access its content from 1984 to the present through the ProQuest database at Lehman College Library.
• It is the largest circulation newspaper published in the United States (2.4 million readers).
• It is published six times per week in several editions around the world.
• It focuses on business and economic news but also covers politics, science, the arts, religion and other areas of interest.
• Its reporters and editors have won 35 Pulitzer Prizes.
• Its editorial page is known for its conservative, pro-business point of view.
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• In all database searching, you are looking for the best combination, for your needs, of two things: recall and precision.

• Recall aims to retrieve as many successful results as possible. It is the ratio of successful retrieved results to all possible successful results. It measures the comprehensiveness and exhaustiveness of the search. It is most useful when the searcher wants many answers, most answers, all answers, or the perfect answer, and has a lot of time to go through many results.

• Precision aims to retrieve as few unsuccessful results as possible. It is the ratio of successful retrieved results to all retrieved results. It measures the efficiency of the search. It is most useful when the searcher wants a good answer, even if not comprehensive or perfect, and wants to go through few results quickly to find it.

• Many good searches begin with high recall and advance with greater and greater precision.
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• Two useful tools in searching any database are the search term and the database field in which you search for it.
• In this presentation, we will use two search terms—the more specific term *Wyndham Worldwide* and the more general term *Wyndham*—to see how changing the search term changes your results.
• Specific search terms produce greater precision; general search terms produce greater recall.
• We will also look at five ProQuest database fields—*anywhere, document text, abstract, company/organization*, and *title*—to see how changing the database field for each search term changes your results.
• Generally, searching *anywhere* produces greater recall—many, less precise results. Searching by *title* produces greater precision—fewer, more relevant results. The other fields, such as *abstract*, fall in between.
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• On the Lehman College Library page, click on Find Articles and Database A-Z List.
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• Click on W.
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• Click on Wall Street Journal.
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- Click on Advanced Search. The interface lets you search content by your own search terms or by lists of subject headings, companies, people, and places.
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- We will enter *wyndham worldwide* in the search box and choose the criterion *Anywhere*. This search retrieves every article that has these words anywhere, in the document text, title, author, abstract, or indexing.
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- As you might expect, the recall is quite high—171 results. But do we have time to go through them all?
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• You can refine your search slightly by choosing *Document text—FT* instead. This search retrieves only results found in full text, not results found in abstracts, titles, etc.
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- You get 169 results, almost as many as using Anywhere.
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- An abstract is a brief summary of an article. If your search term defines your subject well, and if the abstract uses the same language that you do, then this can be an effective search method.
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- Your search in abstracts produces a more manageable 21 results. These results are likely to be highly relevant to your area of interest, but you may have missed good results because you and the indexer chose different language.
In doing research on a company, you can search in the field *Company / Organization (ORG)*. This search retrieves articles that indexers have classified as relating to your company.
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• We get 21 results (but not the same 21 as in our abstract search).
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• You can also search in article titles. Articles with your search term in the title are very likely to be relevant, although this search will miss many relevant articles that don’t include the search term in the title.
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- In this search you retrieve only one result—highly relevant, but is that enough?
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- We can perform the same five searches using *Wyndham* rather than *Wyndham Worldwide* as the search term. This will retrieve relevant articles that used a shorter form of the company’s name. However, it may also retrieve articles of no relevance, such as those about someone with the last name Wyndham.
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- Let’s search for *Wyndham Anywhere*. Not surprisingly, by including these more relevant and less relevant results, we get 760 results, versus 171 in the same search with *Wyndham Worldwide.*
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- Searching *Wyndham* in *Document text* produces nearly as many results,...
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• ...753.
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• Searching *Wyndham* in *Abstracts*...
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- ...produces 165 results—fewer than the 760 found Anywhere, but more than the 21 for Wyndham Worldwide in Abstracts.
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• Searching for *Wyndham* in *Titles*...
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- retrieves 77 results, many of them relevant to the company Wyndham Worldwide.
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- Searching *Wyndham* as *Company/Organization* produces...
75 results, as indexers included companies other than Wyndham Worldwide with Wyndham in its name, many of them related parties. The results are available either as full text or in citation/abstract form.
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- To narrow a search that produced overly broad results, you can add a second search term, like *Mexico* here.
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• The original 171 results are now reduced to 12.
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• You can also narrow your search by looking for specific text within the article.

Wyndham to Franchise, Manage Planet Hollywood Hotels
...Author: Tess Styles. Wyndham Worldwide Corp. reached a licensing deal...were not disclosed. Wyndham Hotel President and Chief Executive...themes, will expand Wyndham's appeal to a much wider audience.

Wyndham, Net Rises 34%
...Author: Tess Styles. Wyndham Worldwide Corp.'s earnings rose 34% as the...a $300 million increase in Wyndham's former $250 million share buyback...by $110 million. Wyndham also projects third-quarter profits.

Corporate News: Hotel, FTC Clash On Cybersecurity
...with lawyers for hotels' World Wide Corp. arguing to a federal judge...authority. Lawyers for Wyndham said Congress had never empowered...companies keep and protect their data. Wyndham's lawyers also argued that the

Duplicates are removed from your search and from your result count.

Select 1-20 Display 0 selected items
First Previous page 1 2 3 4 5 6 7 8 9 Next page

Search Within Brazil Search Items per page: 20

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- This database also suggests related subjects for further searching.
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- Or you can use the menu on the right to search under subjects. Click on the plus/minus sign to get this partial list, and click on More options...
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• ...to get a longer list of subjects, which you can select by clicking on its Include box and then clicking **Apply**.
So what method is best for you?

There is no simple answer. Try out all of these approaches. See which ones give you the most satisfactory results.

Database searching is an art learned over time.
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• If you have any questions about searching the Wall Street Journal in ProQuest, please don’t hesitate to email Madeline Cohen, Head of Reference, at madeline.cohen@lehman.cuny.edu.

• Or please feel free to visit the Reference Desk at Leonard Lief Library. We’re here to help you.