

Web of Science

What is Web of Science?

Web of Science provides access to a number of databases giving abstracts for journal articles and conference proceedings, plus cited references and current awareness alerts. The Web of Science Core Collection gives access to the *Science Citation Index*, *Social Sciences Citation Index* and the *Arts & Humanities Citation Index*; *MEDLINE* and *BIOSIS* are also available.

When should I use Web of Science?

Use Web of Science when you want to:

- find journal articles and/or conference proceedings on your subject
- find cited references, find out who has cited (referred to) previously published works. This allows you to:
 - find more recent articles which update earlier research
 - find responses to an article
 - see how influential an article has been
 - identify other articles on the same topic as the original work.

Accessing Web of Science

Web of Science is accessed via the **E-resources Guide**. To open the E-resources Guide:

1. To open the E-resources Guide go to: <http://subjectguides.york.ac.uk/e-resources>
2. When the E-resources Guide has opened click on the **W** tab from the A-Z listing at the top of the screen. A list of resources in this area is then displayed.
3. Click on **Web of Science**. You may be asked to log in with your IT Services username and password.

The resource will now open in a new window.

Searching Web of Science

The screenshot shows the 'Basic Search' interface. It features two search boxes: the first contains 'advertising near/3 campaign*' and the second contains 'consumer* or buyer* or customer* or shopper*'. The search terms are linked with 'AND'. Below the search boxes are dropdown menus for 'Topic' and 'S'. A 'TIMESPAN' section allows filtering by 'All years' or a date range starting from '1900'. A 'MORE SETTINGS' section lists various databases with checkboxes, where 'Social Sciences Citation Index (SSCI)' and 'Conference Proceedings Citation Index- Social Science & Humanities (CPCI-SSH)' are selected. Annotations with arrows point to these elements, explaining their functions.

Use a separate box for each concept.

Link concepts together, e.g. with AND.

Multiple boxes allow you to build up your search. Click on +Add Another Field to add more search boxes.

The drop-down menus allow you to narrow your search by searching specific fields, e.g. Title.

You can limit the date range within which you are searching.

Web of Science Core Collection

To see this list of databases, click on MORE SETTINGS.

Tick the databases that you wish to search. We have chosen to search SSCI and CPCI-SSH.



Viewing and downloading results

The Results screen contains all the items matching your search criteria.

Shows the number of items found.

You can refine results in various ways, e.g. limit by *Publication Years*.

You can print or email your list of references by ticking the boxes to the left of the required references and then clicking on the print or email icon.

Click on *Find @ York* to see if the Library has access to the item.

Results: 191
(from Web of Science Core Collection)

You searched for: TOPIC: (advertising near3 campaign*) AND TOPIC: (consumer* or buyer* or customer* or shopper*) ...More

Create Alert

Refine Results

Search within results for...

Web of Science Categories

- BUSINESS (106)
- COMMUNICATION (47)
- MANAGEMENT (27)
- ECONOMICS (25)
- COMPUTER SCIENCE
- INFORMATION SYSTEMS (9)

Sort by: Publication Date -- newest

Select Page [Print] [Email]

1. **Effort investment in persuasiveness: a comparative study of environmental advertising in the United States and Korea**
By: Yoon, Sukki; Kim, Yeonshin; ...
INTERNATIONAL JOURNAL OF A...
Published: JAN 2 2016
[Find It @ York] [View Abstract]

2. **The Unintended Consequences of Advertising: Measures May Shift Consumer Behavior**
By: Wang, Yanwen; Lewis, Michael; ...
MARKETING SCIENCE Volume: 35 Issue: 1 Pages: 55-72
[Find It @ York] [View Abstract] [Sign in]

3. **Mindsets shape consumer behavior**
By: Murphy, Mary C.; Dweck, Carol S.
JOURNAL OF CONSUMER PSYCHOLOGY Volume: 26 Issue: ...
[Find It @ York] [Full Text from Publisher] [View Abstract]

THE UNIVERSITY of York Library YorSearch

Is Dacia-Logan car brand on the first place of Romanian youth preferences? Testing the influence of advertising campaigns with nonparametric statistics
Manuela Rozalia Gabor
Procedia-social and behavioral sciences, 2012, Vol.58, p.1344-1352
Fulltext available
[View It] [Details]
Open source in a new window
Full text available at: Elsevier ScienceDirect Free Access Journals
Available from 2009 volume: 1 Issue: 1

Cited Reference Search

Web of Science provides details of how many times a particular journal article has been cited with links to the citing articles. Click on the dropdown arrow to right of **Basic Search** and select the **Cited Reference Search**.

Enter the author's name and, if you know it, the year of publication for the journal article that you are checking and click on Search.

Click in the tick box/es next to the relevant author and then click on **Finish Search**. You'll then be given a list of articles that have cited the original article.

WEB OF SCIENCE™

Search Web of Science™ Core Collection

Cited Reference Search

Find the articles that cite a person's work.

Step 1: Enter information about the cited work. Fields are combined with the Boolean AND operator.

* Note: Entering the title, volume, issue, or page in combination with other fields may reduce the number of cited reference variants found.

Abe, M* [Cited Author] [Select from Index]

Example: J Comp* Appl* Math* [Cited Work] [Select from Index]

View abbreviation list

2009 [Cited Year(s)] [Select from Index]

[Search]

<input type="checkbox"/>	Abe, Masayuki [+ Show all authors]	LECT NOTES COMPUT SC	2009
<input type="checkbox"/>	Abe, Makoto	MARKET SCI	2009
<input type="checkbox"/>	Abe, M.	THESIS KYOTO U KYOTO	2009
<input type="checkbox"/>	Abe, Masashi [+ Show all authors]	OPT LETT	2009

Search tips

And combines search terms so that each search result contains all of the terms. For example, **management and strategies** finds results that contain both terms.

Or combines search terms so that each search result contains at least one of the terms. For example, **broker or stockbroker** finds results that contain either term.

Wildcard (\$): use a dollar sign to replace a single letter anywhere in a word, except the first character. Wildcards are particularly useful for finding variations in spelling, for example **organi\$ation** finds results that contain either organisation or organization.

Truncation (*): use an asterisk to truncate a word and find all the words made by adding letters to the end of it. For example, **manager*** finds results that contain the terms manager or managers or managerial etc.

Proximity (NEAR/n): use NEAR/n when there is a connection between your search terms and you need to find the terms near each other. For example, **advertising NEAR/2 campaign** finds results that contain the terms within two words of one another such as campaign champions interactive advertising.

