

Avila University

A Guide to Gale Databases at the Hooley-Bundschu Library

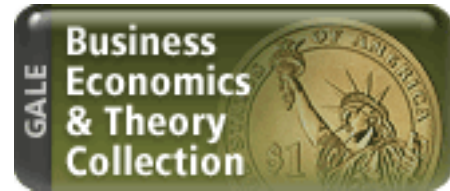


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New Gale Databases Available at the Library

The staff at the Hooley-Bundschu Library would like to extend warm wishes to new and returning Avila University faculty, students, and staff. May you have a great new year! In 2009, the library will continue to strive to provide our users with the best possible resources and services to help you fulfill all your educational and professional goals.

During this academic year, Hooley-Bundshu library patrons will discover that they no longer have access to many of the EBSCO databases that have previously been used. Instead of using the EBSCO online databases, library patrons will have access to the Gale/Cenage online databases. However, not all the EBSCO databases are gone; Avila students, faculty, and staff will still have access to some of the Ebsco databases such as Academic Search Elite and Business Source Premier.

Gale is a world leader in e-research and educational publishing for libraries, schools, and businesses. The Gale databases contain accurate and authoritative reference content in the form of full-text magazine and newspaper articles.

The Avila University library provides access to the following Gale online databases:

Academic One File
Agriculture Collection
Business and Company ASAP: 1980-2009
Business and Company Resource Center
Business Economics and Theory
Communication and Mass Media Collection
Criminal Justice Collection
Culinary Arts Collection
Custom Newspapers
Discovering Collection
Educator's Reference Complete: 1980-2009
Free Arts and Music Collection
Gardening, Landscape, and Horticulture Collection
General One File
Health Reference Center Academic: 1980-2009
Health and Wellness Resource Center and Alternative Health
Home Improvement Collection
Hospitality, Tourism, and Leisure Collection
Informe: 1994-2009
Junior Edition 2006-2009
Kids InfoBits
Module
Popular Magazines
Psychology Collection
Small Business Resource Center



Academic OneFile is a source of peer-reviewed, full-text articles from journals and reference sources. With extensive coverage of the physical sciences, technology, medicine, social sciences, the arts, theology, literature and other subjects, Academic OneFile is both authoritative and comprehensive. With millions of articles available in both PDF and HTML full-text, researchers will be able to find accurate information quickly. Academic OneFile currently contains more than 11,000 journals.

Academic OneFile Features:

- *Comprised of journals covered in other premier databases such as CINAHL, JSTOR and PsychINFO
- *Contains the full text of the New York Times from 1995, and the London Times from 1985
- *Current publishing partners include Sage and BioMed
- *Full collection of Elsevier abstracts for every Elsevier journal from 1996 to present
- *Includes access to databases in Nursing, Psychology, Education, Criminal Justice, Religion and Philosophy, Science and Technology
- *Audio versions of every NPR broadcast since 1990 with transcripts
- *Podcasts and transcripts from major news sources
- *Full audio versions of all major medical journals

The Academic OneFile Search Window



▲ The homepage offers a variety of search options, including a quick basic search. Researchers can easily narrow their results by using limiters for more targeted searching.



Business and Company Profiles ASAP is a comprehensive business resource consisting of company data and business periodicals. In one fully integrated database, Business and Company ProFile ASAP provides access to many of the business and management journals, trade journals, newspapers, and directories needed for in-depth research on companies, products, markets, industries, economics, and management. It also provides full-text U.S. and international private and public company directory listings, and full-text PR Newswire releases on those corporations. With InfoTrac®'s linking between all these integrated resources, researchers can achieve a richer, more complete perspective on their topics.

Business and Company ProFile ASAP Features:

- *Competitive analysis of companies and their products, including rankings
- *Research on industry trends
- *Analysis of a company's line(s) of business and markets
- *Research on the latest product launches and reviews
- *Background research for job hunting and investing
- *Detailed, full-text directory listings for corporations including sales volumes and names of key officers
- *PR Newswire releases with late-breaking news on management changes
- *Newspaper articles on mergers
- * Information on industry trends
- *Broader, more conceptual information on strategic planning issues

The Business and Company ProFile ASAP Search Window





Gale’s Business & Company Resource Center provides users with a comprehensive, accurate, and up-to-date database that provides information about businesses, companies, and industries. The Business & Company Resource Center brings together a wide variety of global business information that will enable users to efficiently research business case-studies, competitive intelligence, and career and investment opportunities. The Business & Company Resource Center is an effective resource for researchers who want to know more than just the basic information on any given company.

This comprehensive database also provides highly respected information sources, featuring content from Reuters and their partners. The variety of resources included in this database not only allows users to research individual companies, but also supports research that compares companies within the context of their peers and industry.

Business & Company Resource Center Features:

- *Reuters Research on Demand reports
- *Fifteen-minute delayed stock quotes
- *Financial podcasts
- *Reuters consensus estimates
- *Original SEC filings (with insider buying and selling activity, etc.)
- *Corporate chronologies and history
- *Consumer marketing data
- *Emerging technology reports
- *Business journal news and analysis
- *Press releases

The Business and Company Resource Center Search Window





This online database offers instant access to 450 full-text academic journals and magazines, with a strong emphasis on titles covered in the EconLit bibliographic index. Powered by InfoTrac, the Business Economics and Theory Collection includes over seven million articles, including coverage of Kiplinger Handbooks, Switching Careers, Making Money in Real Estate, and Financing College. Researchers will also value the inclusion of exclusive video feeds from forbes.com that highlight current business news and interviews with CEO's and entrepreneurs.

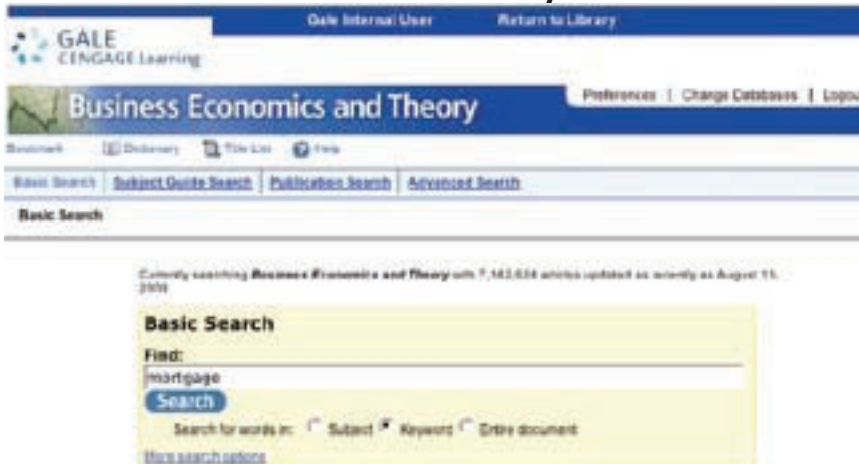
The Business Economics and Theory Collection collection can provide information for researchers who are:

- *Starting a business
- *Marketing a product
- *Developing policy
- *Analyzing trends
- *Constructing economic models
- *Investing for the future
- *Researching rates

Business Economics and Theory Collection Includes these InfoTrac Journals:

- *Business Economics
- *Contemporary Economic Policy
- *Economic Inquiry
- *Federal Reserve Bank of New York Economic Policy Review
- *Corporate Adviser
- *Journal of International Finance and Economics
- *Logistics Manager
- *RAND Journal of Economics
- *Strategic Finance
- *The Futurist

The Business Economics and Theory Collection Search Window:





This comprehensive database helps researchers find information in the communications and mass media fields. Powered by InfoTrac, the Communications and Mass Media Collection brings together information found in more than 250 journals; nearly three-million articles on all aspects of the communications field can be found.

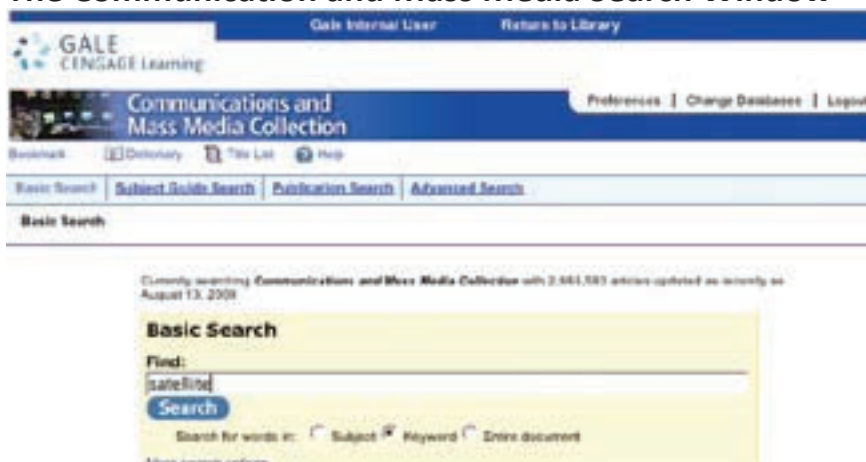
Articles can be found in the following communication and mass-media areas:

- *Advertising
- *Broadcast journalism /journalists
- *Communications engineering
- *Editing/Editors
- *Graphic artists
- *Information technology/specialists
- *Journalism/Journalists
- *Linguistics/Linguists
- *Marketing/Marketing professionals
- *Media buyers
- *Photography/Photographers
- *Public relations/Public relations professionals
- *Publishing/Publishers
- *Sports commentators
- *Students aspiring to careers in communications
- *Writers

Journal Examples found in Communication and Mass Media:

- *Advertising Age
- *American Journalism Review
- *Columbia Journalism Review
- *Journal of Broadcasting & Electronic Media
- *Journal of Business Communications
- *Women's Studies in Communication

The Communication and Mass Media Search Window





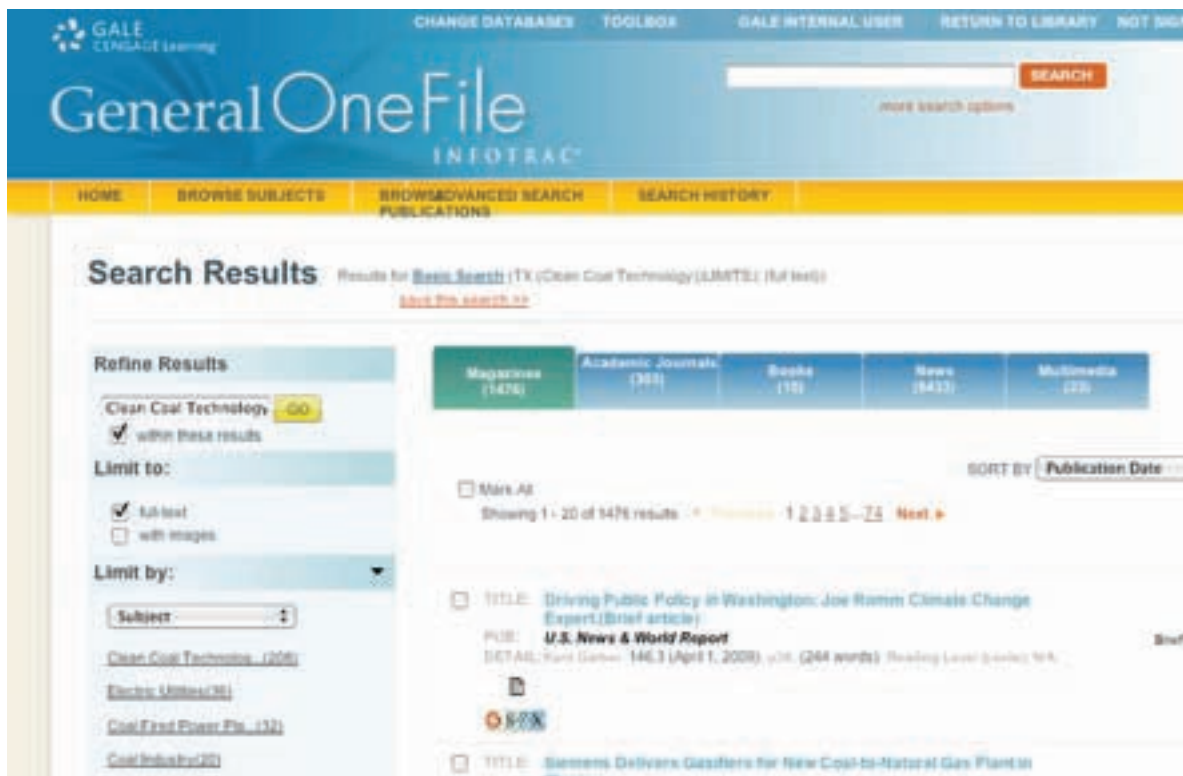
The General One File database is a comprehensive general-interest resource that provides periodical and news information through Gale PowerSearch. General OneFile includes more than 7,000 full-text titles, more than 3,600 journals, more than 25 years of backfile, and five newspaper indexes — totaling more than 11,500 titles in all.

In addition, General OneFile also contains: 1) more than 500 travel guides; 2) a full collection of National Public Radio programs from 1990 to the present, including searchable transcripts; 3) links to over 5,000 video files from shows like the Today Show, NBC Nightly News, NRO TV and Meet the Press; and 4) optional access to the Gale Virtual Reference Library, which contains more than 1,600 complete volumes of reference content.

General OneFile features:

- *A web-like interface to encourage browsing
- *Access to periodical and news information, which provides a thorough range of general interest topics such as the humanities, education, business, current events, and science
- *Full-text articles of The New York Times from 1985 to the present, and Financial Times from 1994 to the present, all updated daily
- *A full collection of NPR audio programs including transcripts and links to more than 5,000 video files of shows such as The Today Show, NBC Nightly News, and Meet the Press
- *More than 20 reference sets, including Encyclopedia of World Biography and the Gale Encyclopedia of Science

The General One File Search Window:





The Health Reference Center Academic: 1980-2009 database provides information on health topics and medical research and contains a wealth of up-to-date information on a wide range of health-care topics.

This database was created specifically for students, consumer-health researchers, and health-care professionals. It integrates millions of articles from a wide range of full-text nursing and allied-health journals, newspapers, magazines, newsletters, and select consumer-health information sources. The Health Reference Center Academic database contains full-text reference works and hundreds of health-related multimedia information resources. With more than 2,000 full-text sources and hundreds of videos demonstrating medical procedures and live surgeries, Health Reference Center Academic ensures that researchers will get current, scholarly, and comprehensive answers to health care questions.

Some Features of the Health Reference Center Academic: 1980-2009 database:

- *Peer-reviewed journals in medicine, health, nursing and allied health, and other health-related areas with back files to 1980
- *Videos of live surgeries
- * International news coverage from Knight-Ridder/Tribune News Service, NewsRx, and Ascribe
- *2,500+ topical overviews from Clinical Reference Systems

Health Reference Center Academic Search Window



▲ Easy-to-use search options offer quick access to millions of full-text articles.



In the Psychology Collection, students, psychologists, counselors, counselees, behavioral scientists, and other researchers can find relevant information found in over 3.1 million articles. Powered by InfoTrac, the Psychology Collection brings together information found in nearly 500 journals, with a strong emphasis on [fulltext titles cited in PsycINFO](#).

The Psychology Collections Covers all Fields of Psychology

Researchers can read through the thoughts, views, discoveries, and reports from all fields of psychology—abnormal, biological, cognitive, comparative, developmental, personality, quantitative, social, and all areas of applied psychology.

Psychology Collection Includes the following Journals via InfoTrac:

- *Adolescence
- *Alcoholism & Drug Abuse Weekly
- *Clinical Psychiatry news
- *Family Matters
- *The Journal of General Psychology
- *The Journal of Social Psychology
- *Mental Health Practice
- *Psychiatric Times
- *Psychology Review

The Psychology Collection Search Window

A screenshot of a web browser displaying the Psychology Collection search interface. The browser's address bar shows the URL: http://find.galegroup.com/ftx/start.do?prodId=PPPC&userGroupName=moremat@avila. The page header includes the GALE CENGAGE Learning logo and navigation links for "CHANGE DATABASES", "TOOLBOX", "MOE@net Avila University", "RETURN TO LIBRARY", "NOT SIGNED IN? LOGIN", and "LOG". The main navigation bar has tabs for "HOME", "BROWSE SUBJECTS", "BROWSE PUBLICATIONS", and "ADVANCED SEARCH". The search area features a "Find:" input field, a "SEARCH" button, and radio buttons for "Subject", "Keyword", and "Entire document". Below this, there are checkboxes for "Limit Results": "to documents with full text" (checked), "to peer-reviewed publications", and "to document with images". At the bottom, there are links for "What's New", "000", "Child Development", "Adolescent Psychology", and "Learn More About RSS Feeds". A "Loading..." indicator is visible at the bottom of the search area.



Search the **Small Business Resource Center** database to learn how to start, finance or manage your small business. Resources in this database include sample business plans, how to guides, articles and websites. This resource is a comprehensive database offering content that covers all major areas of starting and operating a business: accounting, finance, human resources, management, and marketing.

Based on a combination of periodical and reference content, the Small Business Resource Center was created in collaboration with an advisory board comprised of librarians at top public and academic libraries that serve small-12business patrons. Thus, the Small Business Resource Center is a more easy to search and highly “user friendly.” Users may conduct a standard search based on subject or keyword, or by searching the entire document.

Small Business Resource Center Features:

- *Searchers can link directly to pre-compiled information based on popular business topics and types
- *Searchers can find sample business plans
- *Answers can be found for the most frequently asked questions from a “How To” menu.
- *A subject guide search or a search by publication can also be performed
- *Search Results are delivered at the article level in an HTML-based text and graphics format that’s designed for display and easy readability.

Small Business Resource Center Search Window

