



Information sources in Advertising and Public Relations

PhD in Strategic Communication, Advertising and Public Relations

Biblioteca de Comunicació i Hemeroteca General, November 2024

UAB Universitat
Autònoma
de Barcelona

Servei de
Biblioteques

Biblioteca de Comunicació
i Hemeroteca General



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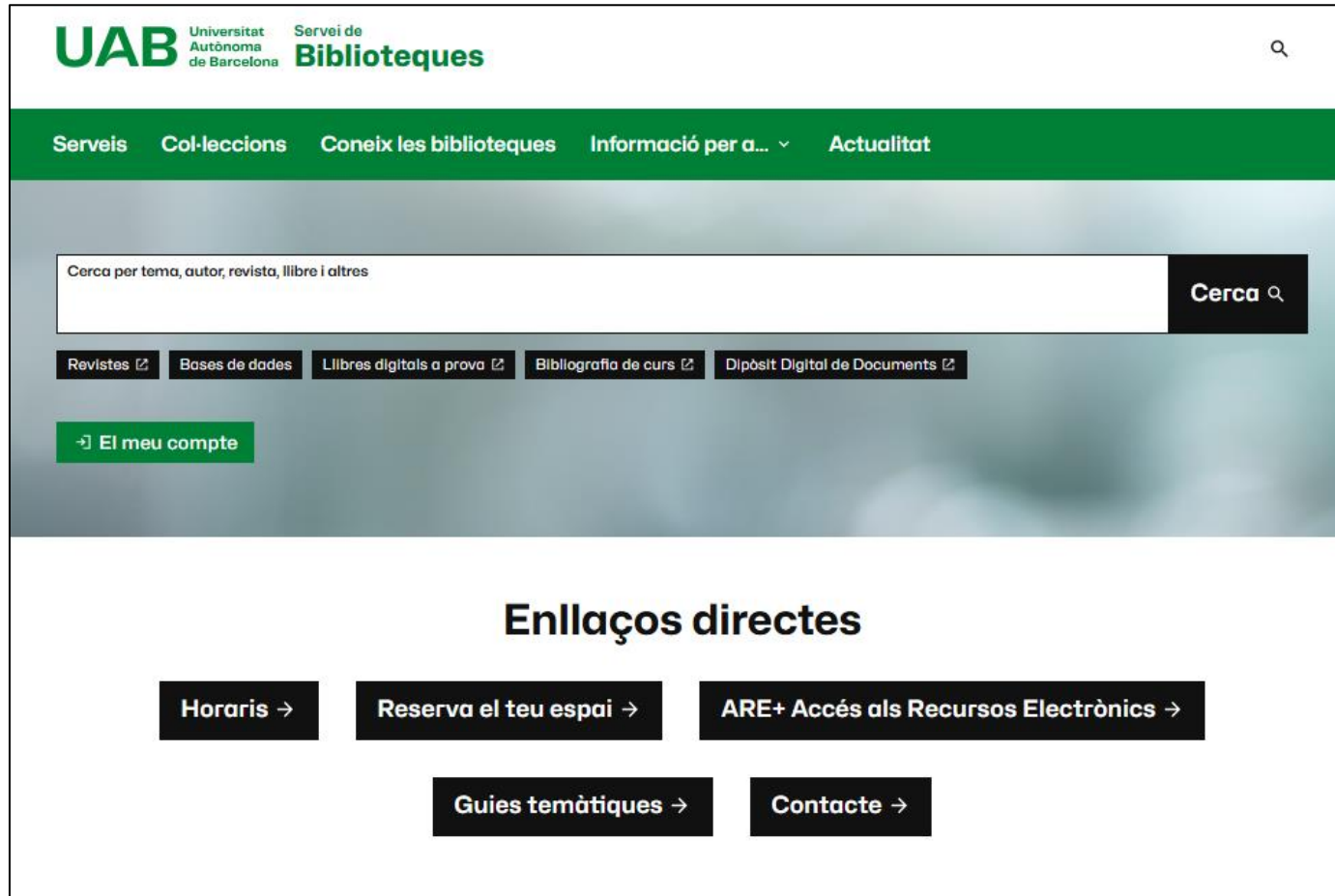
UAB Library Service



- 8 specialized libraries
- Library hours adapted to the academic terms
- Study rooms; group work rooms
- Training: introductory and specialized courses
- Access to digital resources from outside the UAB

<https://www.uab.cat/ca/biblioteques>

UAB Libraries website



<https://www.uab.cat/ca/biblioteques>



UAB Libraries website

Previous URL (last updated: September 2024)

Website in Spanish:

<https://www.uab.cat/bibliotechas>

Website in English:

<https://www.uab.cat/libraries/>

Launch of the new websites
in Spanish and English:
scheduled for **December 2, 2024**

UAB Libraries website



Information for postgraduate and doctoral students

Postgrau/Doctorands

ARE+ Accés als
Recursos Electrònics →



Assessorament en
línia →



Biblioteca digital →



Com elaborar tesis
doctorals →



Comunicació de la
recerca →



Ciència oberta de la
UAB ↗



CORA.RDR →



Dipòsit Digital de
Documents de la UAB →



Gestors bibliogràfics →



Finançament per
publicar en obert ↗



Identificadors d'autors →



Llicències CC
recomanades UAB →



Obtenció de
microdades →



Pla de formació
transversal pels
doctorands →



Préstec de documents
UAB ↗



Préstec consorciat
(PUC) →



Préstec
interbibliotecari →



Propietat intel·lectual i
accés obert ↗



Publicació de la
producció científica →



Recursos audiovisuals →
per a ús acadèmic



Suport als treballs
acadèmics →



Wifi i accés remot →



Tots els serveis i
recursos





Contact with UAB Libraries

COMMUNICATION LIBRARY



Monday to Friday,
8.30 a.m.-9 p.m.



93 581 40 04



[@bchgUAB](https://twitter.com/bchgUAB)



+34 619 68 11 46 (M.-F., 10 a.m.-7 p.m.)



[Opina UAB](#) (complaints, suggestions, and compliments)



[Pregunt@](#) (information service)

Propietat Intel·lectual i Accés Obert

Resoleu els vostres dubtes

[Intellectual Property and Open Access Blog](#)
(inquiries about copyrights, etc.) [in Catalan]



[@bibliotequesUAB](https://twitter.com/bibliotequesUAB)



[@biblioteques_UAB](https://www.instagram.com/biblioteques_UAB)



[Youtube](#)

Information sources





Development of a search strategy

1. Identify and define the information **need**
2. Establish the most relevant **information sources**
3. Identify the **search terms**

Establish **relationships** between the terms

4. Analyze the **relevance** and **comprehensiveness** of the results



Elaboración de una estrategia de búsqueda

1. Identificar y definir la **necesidad** de información
2. Establecer las **fuentes de información** más pertinentes
3. Identificar los **términos de búsqueda**

Establecer **relaciones** entre los términos

4. Analizar el grado de **pertinencia** y **exhaustividad** de los resultados



1. Identify and define the information need

Express the subject or topic in a specific sentence. Determine one or more short, clear, and concise phrases (as precise as possible)

- Including geographic, chronological, gender, age **criteria**...
- Considering whether the search result should be a **specific fact** (factual) or what has been written about a topic in an exhaustive or selective manner
- Looking up the central **concept** in an encyclopedia or a specialized dictionary
- Organizing your idea into one or more **questions**

1. Identificar y definir la necesidad de información



Expresa la materia o tema en una frase concreta. Determina una o más frases cortas, claras y concisas (lo más precisas posible)

- Incluyendo **criterios** geográficos, cronológicos, de género, edad...
- Observando si el resultado de la búsqueda debe ser un **dato concreto** (factual) o lo que se haya escrito sobre un tema de forma exhaustiva o selectiva
- Buscando el **concepto** central en una enciclopedia o un diccionario especializado
- Organizando tu idea en una o más **preguntas**



2. Establish the most relevant information sources

We are looking for reliable sources of information!

How do you know if a source is reliable?



The information source has been **EVALUATED**

2. Establecer las fuentes de información más pertinentes



¡Buscamos fuentes de información fiables!

¿Cómo saber si una fuente es fiable?



Ha sido **EVALUADA**



2. Establish the most relevant information sources

TYPE OF SOURCE	TYPE OF EVALUATION
Journal articles, books, book chapters	<i>Peer review</i>
Research works (doctoral theses, final degree projects))	Tutored Graded
News sources	Verified information. Well- identified information (not opinion or advertising)
Official sources	Recognized authority
Company data	Audit
Academic search engines Databases	The information they contain has been evaluated

2. Establecer las fuentes de información más pertinentes



TIPO DE FUENTE	TIPO DE EVALUACIÓN
Artículos de revista Libros, capítulos de libro	<i>Peer review</i>
Trabajos de investigación (tesis doctorales, TFG)	Tutorizados Evaluados
Fuentes periodísticas	Información contrastada. Bien identificada (no opinión ni publicidad)
Fuentes oficiales	Autoridad reconocida
Información empresarial	Auditorías
Buscadores académicos Bases de datos	La información que contienen ha sido evaluada



3. Identify the search terms

- 1 Identify the key concepts**
Choose the terms that best represent the concepts in the search (keywords).
Avoid *stop words*. Look for synonyms..
- 2 Establish relationships between the terms**
Combinations: Boolean / proximity operators
- 3 Expand or narrow the search**
Expansion: truncation / wildcards
Limits: filters



3. Identificar los términos de búsqueda

- 1 Identificar los conceptos clave**
Escoger los términos que pueden representar mejor los conceptos de la búsqueda (palabras clave). Evitar las *palabras vacías* (stop words). Buscar sinónimos.
- 2 Establecer relaciones entre los términos**
Combinaciones: operadores booleanos / de proximidad
- 3 Ampliar o limitar la búsqueda**
Ampliación: truncamientos / comodines
Límites: filtros

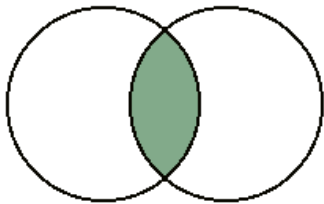


3. Identify the search terms

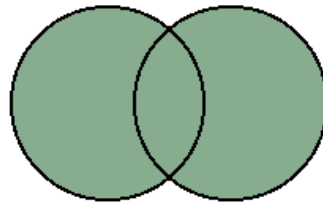
Combinations

Boolean operators: They allow you to combine search terms to retrieve exactly what you want.

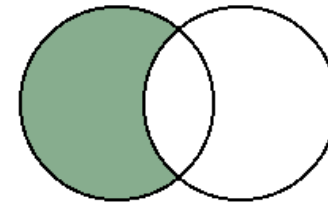
AND
(all words)



OR
(any word)



NOT
(excludes a word)



AND (i, y, &): retrieves the documents that contain **all** the terms.

OR (+, O): retrieves the documents that contain **any** of the terms.

NOT (-): retrieves the documents that contain one term, but **excludes** all those that also contain the other.

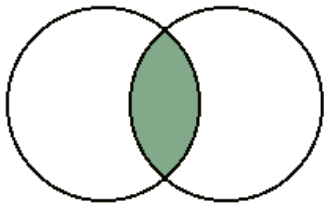


3. Identificar los términos de búsqueda

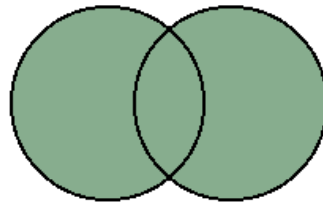
Combinaciones

Operadores booleanos: permiten combinar los términos de búsqueda para recuperar exactamente lo que queremos

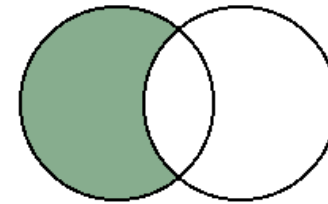
AND
(todas las palabras)



OR
(cualquier palabra)



NOT
(sin una palabra)



AND (i, y, &): recupera los documentos que contienen **todos** los términos.

OR (+, O): recupera los documentos que contienen **cualquiera** de los términos.

NOT (-): recupera los documentos que contienen un término, pero **excluye** todos los que también contienen el otro.



3. Identify the search terms

Combinations

Proximity operators: allow you to combine search terms based on their **position** (whether they are in the same field, located no more than two words apart, in the same paragraph, etc.) :

- **WITH:** retrieves documents in which both terms are in the same field.
- **ADJ:** retrieves documents that contain both terms, separated by the number of terms indicated.
- **NEAR:** retrieves documents that contain both terms within the same paragraph or sentence.
- **" "** : retrieves the exact phrase or words within the quotation marks.

A screenshot of a search interface. The search bar contains the text "branded content" enclosed in red quotation marks. To the right of the search bar is a magnifying glass icon. Below the search bar, there are two checkboxes: "Full text" and "Peer reviewed" with an information icon. To the right of these are the links "Recent searches" and "Search tips".



3. Identificar los términos de búsqueda

Combinaciones

Operadores de proximidad: permiten combinar los términos de búsqueda según su **posición** (que estén en un mismo campo, que estén situados a no más de dos palabras, que estén en un mismo párrafo...):

- **WITH:** recupera los documentos en los que los dos términos están en un mismo campo.
- **ADJ:** recupera los documentos que contienen los dos términos, separados por la cantidad de términos indicada por un número.
- **NEAR:** recupera los documentos que contienen los dos términos dentro de un mismo párrafo o frase.
- **" "**: recupera la frase o palabras exactas que hay entre comillas.

A screenshot of a search interface. The search bar contains the text "branded content" with a magnifying glass icon to its right. Below the search bar, there are two checkboxes: "Full text" (checked) and "Peer reviewed" (unchecked). To the right of these checkboxes are links for "Recent searches" and "Search tips".



3. Identify the search terms

Expand the search

Truncations and **wildcards** are symbols that allow you to search by the **root** of the word or **replace** letters.

They prevent us from having to specify the different variants or endings of a word, thus simplifying the search strategy.

The most commons ones: * ! ? \$ #

The screenshot shows a search interface with the following elements:

- Navigation tabs: Documents (selected), Authors, Researcher Discovery, Organizations.
- Search tips link: Search tips ?
- Search within dropdown: Search within Article title, Abstract, Keywords (with a downward arrow).
- Search documents field: Search documents * advert* (with a red asterisk and a close button X).
- Footer links: + Add search field, Add date range, Advanced document search >.
- Buttons: Reset, Search Q.



3. Identificar los términos de búsqueda

Ampliar la búsqueda

Los **truncamientos y comodines** son signos que permiten buscar por la **raíz** de la palabra o **sustituir** letras.

Nos evitan tener que especificar las distintas variantes o terminaciones de una palabra, y así se simplifica la estrategia de búsqueda.

Los más comunes: * ! ? \$ #

The screenshot shows a search interface with the following elements:

- Navigation tabs: Documents (selected), Authors, Researcher Discovery, Organizations.
- Search tips link: Search tips ?
- Search scope dropdown: Search within Article title, Abstract, Keywords.
- Search input: Search documents * advert* (with a red asterisk indicating a wildcard).
- Buttons: + Add search field, Add date range, Advanced document search >, Reset, Search Q.



3. Identify the search terms

Limit the search

Most information sources allow you to **filter results** based on one or more characteristics, narrowing down what you are looking for and eliminating unnecessary results.

Some limits are:

- **By fields** (e.g., search only in the "Title" field)
- **Language** (e.g., only documents in Spanish)
- **Year** (e.g., only documents published between 2022 and 2024)
- **Format/Document type** (e.g., only articles)

Document type 		
☐	Conference paper	3,999
☐	Article	2,090
☐	Book chapter	175
☐	Conference review	158
☐	Review	125
Show all		



3. Identificar los términos de búsqueda

Limitar la búsqueda

La mayoría de fuentes de información permiten **filtrar los resultados** según una o diversas características, acotando lo que buscamos y eliminando resultados innecesarios.

Algunos límites son:

- **Por campos** (p.ej., efectuar la búsqueda solo en el campo “Título”)
- **Idioma** (p.ej., solo documentos en español)
- **Año** (p.ej., solo documentos publicados entre 2022 y 2024)
- **Formato/Tipo de documento** (p.ej., solo artículos)

Document type 		
☐	Conference paper	3,999
☐	Article	2,090
☐	Book chapter	175
☐	Conference review	158
☐	Review	125
Show all		

4. Analyze the relevance and comprehensiveness of the results



Relevance: Do the results **meet** your information needs? Are they useful for your work?

Comprehensiveness: Have you retrieved **all** the results related to your information need that were available in the information source?

If not, you may need to...

- **Reformulate** the search strategy
- Choose **another** source



4. Analizar el grado de pertinencia y exhaustividad de los resultados

Pertinencia: ¿Los resultados **se ajustan** a tus necesidades de información?
¿Son útiles para tu trabajo?

Exhaustividad: ¿Has recuperado **todos** los resultados referentes a tu necesidad de información que había en la fuente de información?

Si no es así, quizás debas...

- **Reformular** la estrategia de búsqueda
- Escoger **otra** fuente



UAB Libraries Search Tool (Cercador)

Cerca per tema, autor, revista, llibre i altres

Cerca 🔍

Revistes 🔗 Bases de dades Llibres digitals a prova 🔗 Bibliografia de curs 🔗 Dipòsit Digital de Documents 🔗

→ El meu compte

<https://www.uab.cat/ca/biblioteques>



Search tool (Cercador)

Search simultaneously in:

- The **UAB Libraries catalog**
- The **UAB digital library** (electronic resources subscribed by UAB Libraries)

It allows you to:

- **Limit** results based on different criteria (filters)
- Access electronic resources and their **full text** (if available)
- Manage **reservations and document loans** through "My Account". Request **restricted access documents**
- Save document lists, save searches, create alerts...
- **Expand the search** to other institutions
- Request the **purchase** of documents

Search tool: “My account”



→ El meu compte

Sign in

Menu ▼

Sign in to get complete results and to request items

Sign in

Very important!



Log in to the Search tool to:

- **Access the electronic resources subscribed by the UAB**
- Check the status of your loans and reservations
- Reserve documents
- **Request documents from other institutions**
- Renew loans
- Save records and searches, etc.
- Request the purchase of documents

SIGNED IN AS:

SIGN OUT

Library Card

My Loans

My Requests

My Favorites

Request It!

Search History

Display Language: English

Search tool: Basic search



SEARCH RANGE OR SCOPE

SORTING OF RESULTS

EXPAND THE SEARCH

ACCESS TO FULL TEXT

DOCUMENT LOCATION

FILTERS

The screenshot displays a library search interface. At the top, there is a navigation bar with tabs: LIBRARY SEARCH, JOURNALS, DATABASES, BROWSE SEARCH, CITATION LINKER, INTERLIBRARY LOAN, and a menu icon. Below this is a large search bar containing the text 'metaverso'. To the right of the search bar are icons for clearing the search, a dropdown menu labeled 'Search UAB', a microphone icon, and a magnifying glass icon. Below the search bar is a row of filters: All, Books, Articles, Journals, Video/Film, and Images. On the left side, there is a sidebar titled 'Tweak your results' with a 'Sort by' dropdown menu set to 'Relevance'. Below this are several filter categories: New Records, Availability, Subject, Author/Creator, Library, Resource Type, Creation Date, Journal Title, and Language. The main search results area shows two results. The first result is a book titled 'Metaverso: pioneros en un viaje más allá de la realidad' by Martín-Blas, Edgar, published in 2022. It has a book cover icon and a link to 'Available Online'. The second result is a book titled 'Protección y gestión de la propiedad intelectual en el metaverso' by Aurelio López-Tarruella Martínez, published in 2023. It has a book cover icon and a link to 'Available at Comunicació i Hemeroteca Comunic -Biblioteca (347.78 Pro)'. Above the results, there is a link to 'expand your search'.



Search tool: Advanced search

Scope

Filters

SEARCH CRITERIA

Search for:

☒ Search UAB ☐ Extent to other libraries ☐ In CSUC libraries ☐ Reading lists ☐ Ebsco databases

Search filters

Any field contains Enter a search term

AND Any field contains Enter a search term

+ ADD A NEW LINE

↺ CLEAR

Material Type

All items

Language

Any language

Start Date:

Day Month Start Year

End Date:

Day Month End Year

→ Any field contains Enter a search term AND Any field contains Enter a search term

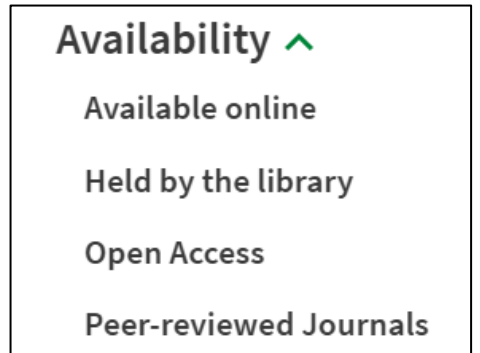
SEARCH



Search tool: results

When performing a search, the Search Tool shows you all documents, both printed and electronic.

Depending on your interest, you can use **filters** to refine the results.



Important filter: **Availability**

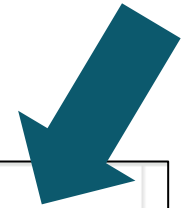
- **Available online**: electronic documents
- **Held by the library**: physical documents
- **Open Access**: electronic documents published in open access resources
- **Peer-reviewed journals**: electronic documents published in journals with a peer review system



You can also filter by other criteria: **Library**, **Resource type**, **Creation date**, **Language**, etc.

By default, the results are sorted by **relevance**. They can be sorted by **publication date** (from newest to oldest or from oldest to newest), by alphabetical order of **title**, or by alphabetical order of **author**.

Search tool: other searches

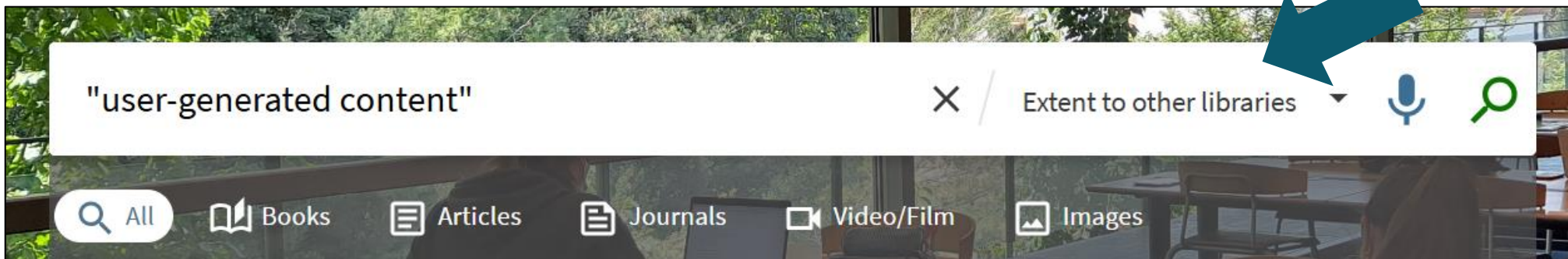
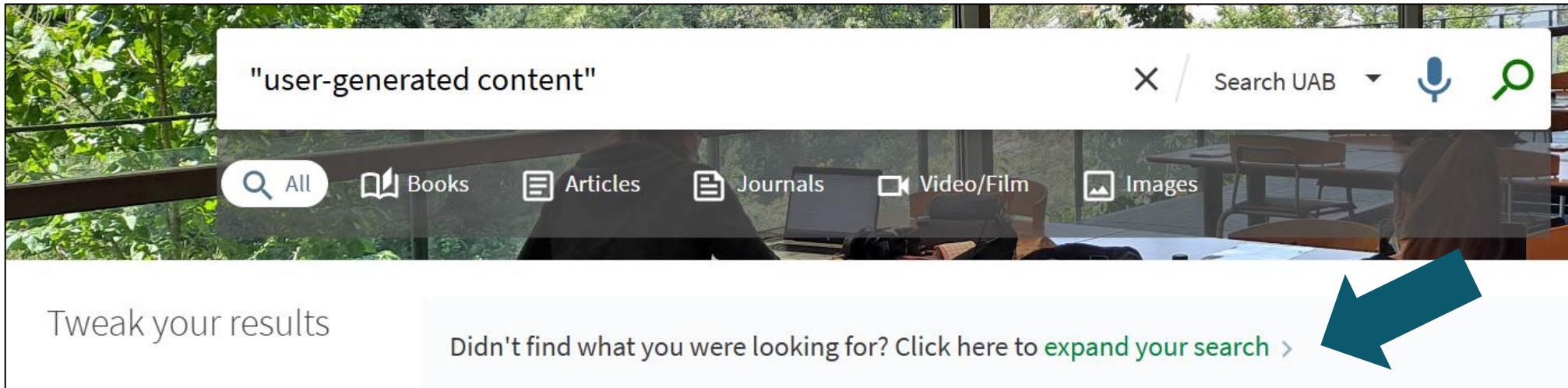


LIBRARY SEARCH	JOURNALS	DATABASES	BROWSE SEARCH	CITATION LINKER	INTERLIBRARY LOAN	...
---------------------------	-----------------	------------------	--------------------------	----------------------------	------------------------------	------------

LIBRARY SEARCH Search in Libraries Collection	JOURNALS Search and browse by journal collections	DATABASES Database Search
BROWSE SEARCH Browse Search	CITATION LINKER Fetch Item by citation description	INTERLIBRARY LOAN Request a title via Interlibrary Loan services. This service may have a cost.
PURCHASE REQUEST Purchase request	NEWSPAPERS Newspapers	LIBRARY SEARCH Search in Library Catalog
	PUC PUC Loan	

[roven/search?vid=34CSUC_LIA](#)

Search tool: expand the search





Search tool: expand the search

Get it from other libraries



Get a digital copy

Delivered in **24 Hours**
by email

GET IT

Get it from other libraries



No physical offer
available at this time

OR



Need a chapter?

Delivered in **24 Hours**
by email

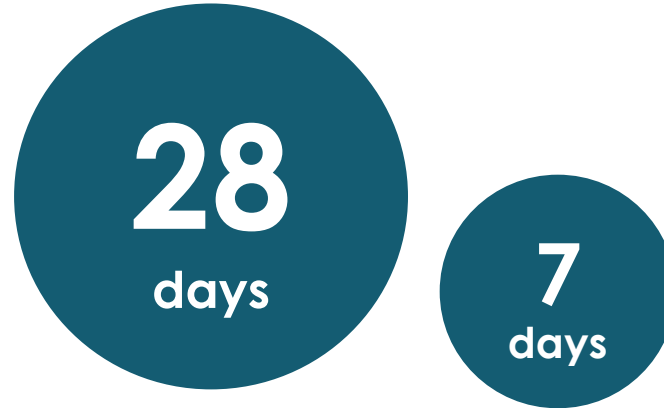
GET IT



UAB Loan service

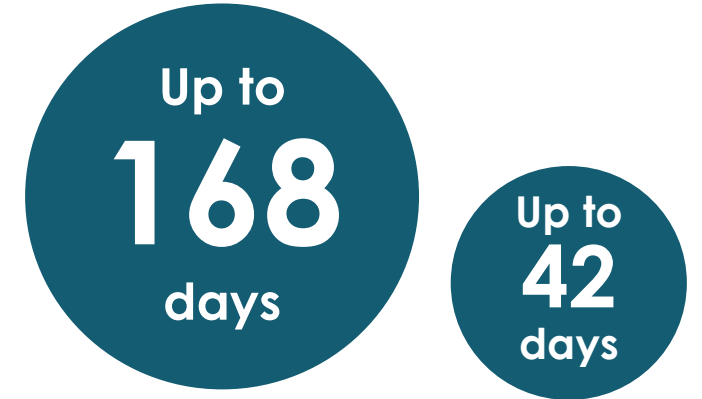


Length



Reading lists

Renewals



Reading lists



Documents excluded from loan

- Newspapers, journals and magazines
- Documents with a  red label



Late fees

1 day of block for each day of delay in the return



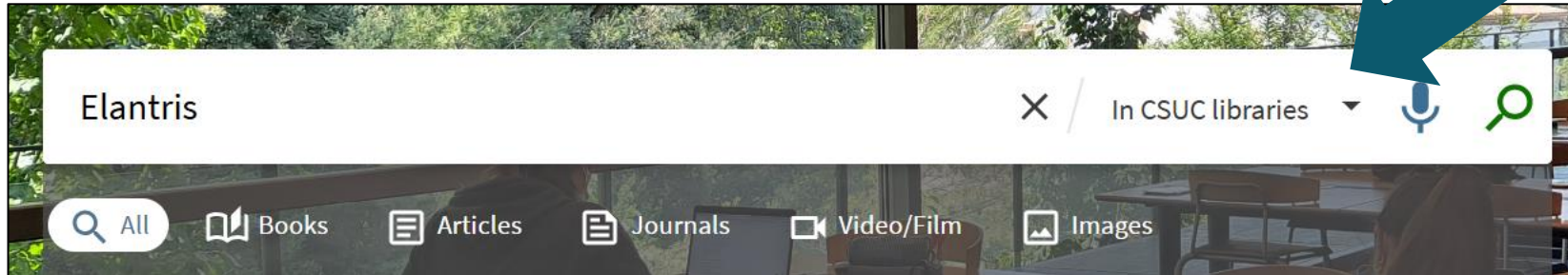
Email notifications

- Arrival of a reservation
- Loan due date reminder
- Return reminder



Consortial Borrowing (PUC)

Loan of documents from **other universities in Catalonia**



SCOPES:

- *Extent to other libraries*
- *In CSUC libraries*

Consortial Borrowing

- Up to 10 documents
- For 21 días
- Renewals: up to 126 days

Both reservations and renewals are made from "My Account" in the Search Tool.

You can also go to the library that owns the book and borrow it with your UAB card.

Get it from other libraries



Get a physical copy

Delivered in **7 days**

Keep for **21 days**

GET IT



Interlibrary Loan

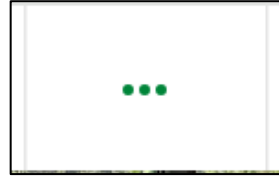
When you need a document that is not available at the UAB and cannot be found through the Search Tool, you can request it through the [UAB Libraries' Interlibrary Loan Service](#).

Attention! This service may incur a cost.





Search tool: Purchase request



PURCHASE REQUEST

Purchase request

If you notice that the library is missing a book or journal that would be useful for your research, request that we **purchase it!**

Fill out and submit the **"Purchase Request"** form [\[Login required\]](#).

Purchase Request

Form Description

Citation Type ☒ Book ☐ Journal

Material Type ☐ Electronic ☒ Physical

Choose Type:

Book ▼

★ Title

Author

Edition



Access to the digital library

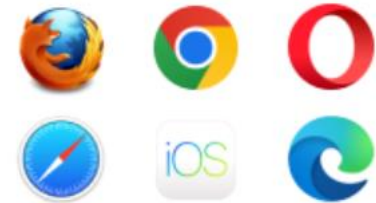
Two ways:

1. Logging in to “My account” in the UAB Libraries Search Tool and performing a search

→ El meu compte

Sign in to get complete results and to request items [Sign in](#)

2. Downloading and installing the [“ARE+”](#) extension in your browser



The ARE+ extension will notify you when, at some point during your internet browsing, you reach a resource subscribed to by the UAB libraries

Google Scholar



[Google Scholar](#) is Google's search engine focused on the academic and research world: specialized in scientific journal articles, research papers, reports, theses, books, etc.

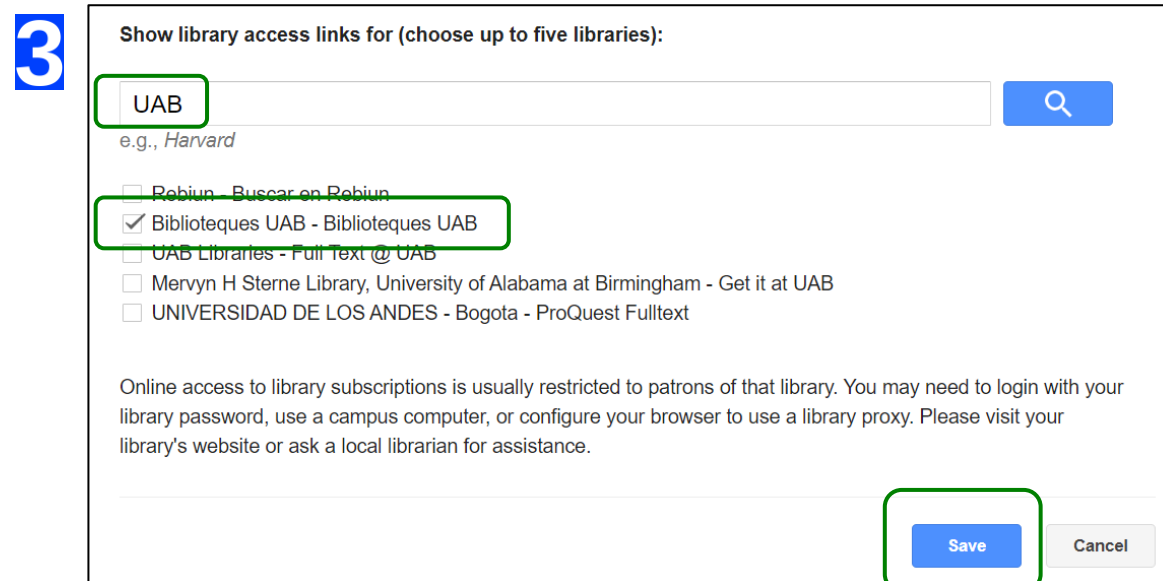
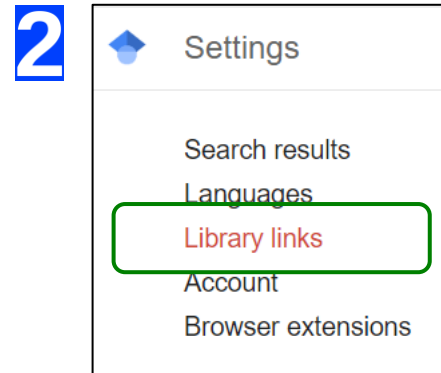
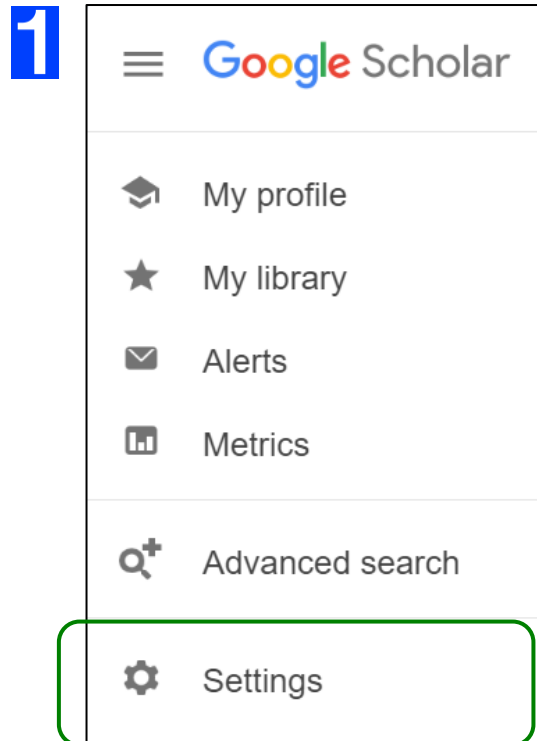
The screenshot shows the Google Scholar homepage. At the top is the 'Google Scholar' logo. Below it is a search bar with a blue search button on the right. Under the search bar are two radio buttons: 'Articles' (selected) and 'Case law'. Below these is a promotional message: 'New! AI outlines in Scholar PDF Reader: skim per-section bullets, deep read what you need'. At the bottom is the tagline 'Stand on the shoulders of giants'.





Google Scholar

[Google Scholar](#) can be configured to display links to digital resources subscribed to by the UAB



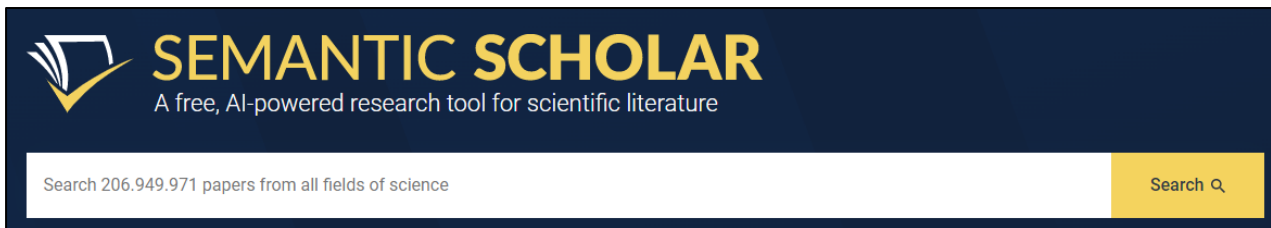


Other academic search engines



Dimensions

<https://www.dimensions.ai/>



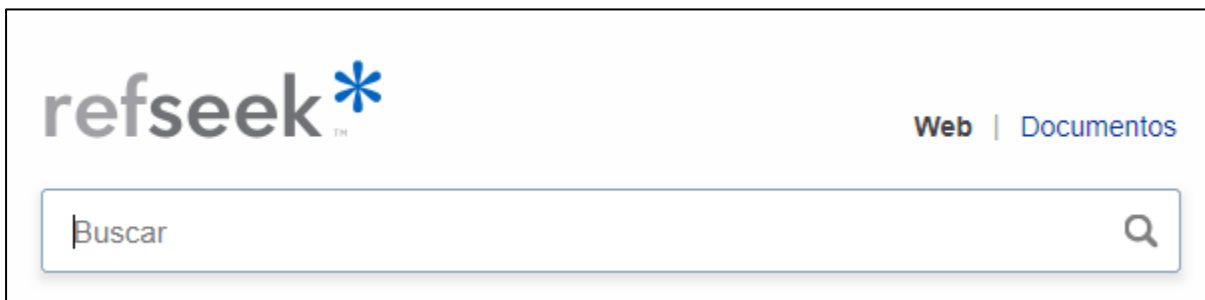
Semantic Scholar

<https://www.semanticscholar.org/>



The Lens

<https://www.lens.org/>



Refseek

<https://www.refseek.com/>



Subject guide: “Communication”

The screenshot shows the 'Comunicació' subject guide website. The header includes a breadcrumb trail 'Inici > Comunicació' and the title 'Comunicació'. Below the title, there's a section 'Dins de' with two tabs: 'GUIA TEMÀTICA COMUNICACIÓ' (selected) and 'GUIES TEMÀTIQUES'. A paragraph describes the resources available, mentioning open access. A section 'Accés a:' is followed by a list of resources with arrows: 'Recursos destacats', 'Biblioteca digital', 'Arxivística', 'Audiència', 'Audiovisuals', 'Dades i estadístiques : Comunicació', 'Dades i estadístiques : Generals', 'Empreses', 'Mitjans de comunicació', 'Notícies falses i desinformació', 'Premsa', and 'Publicitat'. On the right, there's a red box with a white antenna icon and text about the 'Biblioteca de Comunicació i Hemeroteca General' with contact information and links to Google Maps, Horaris, and Coneix la BCHG. Below this is a green box with the text 'Totes les guies' and 'Guies temàtiques' with a right arrow.

Subject guide “Communication”

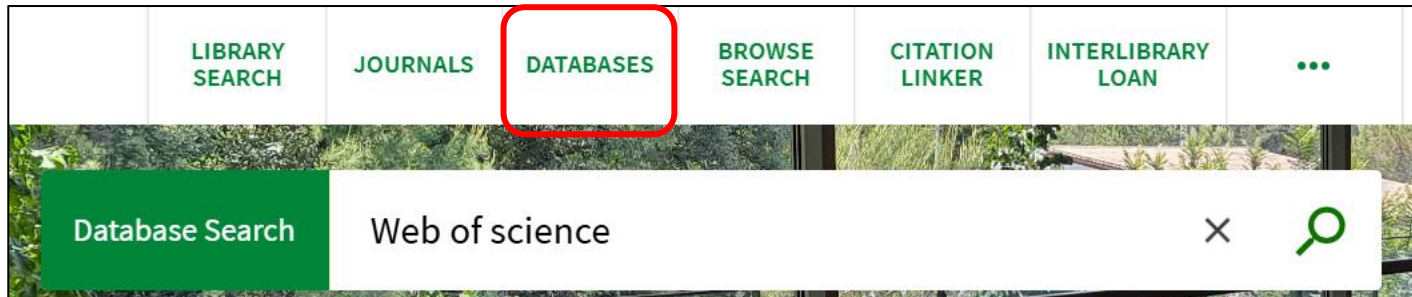
Specialized resources in the different areas of communication sciences, selected and commented on by the library staff

Databases



How to find databases?

- a) Webpage of [Databases and other electronic resources](#):
 - List in **alphabetical order** (A-Z)
- b) [Subject guides](#): Each subject guide has a specific section with specialized databases. For example, the [Communication Subject Guide](#) contains a section on [communication databases](#)
- c) In the UAB Libraries' Search Tool:
 - Search directly for the **name** of the database in the search boxor:
 - Search for the **name** of the database under the "**Databases**" option:



Remember you need to log in!!



Databases of scientific literature: multidisciplinary



[Web of Science](#)



[Scopus](#)

ProQuest Central

[ProQuest Central](#)

EBSCO

[EBSCOHost Research Databases](#)



Web of Science



[Web of Science](#)

Web of Science is one of the largest scientific literature platforms currently available, owned by the multinational company Clarivate.

It is internationally recognized and includes various databases, among which the "Core Collection" stands out.

You can access all types of research documents published in the most prestigious journals and publishers worldwide, particularly in the Anglo-Saxon field.

You will be able to access the full text of documents **as long as they are published in resources subscribed to by the UAB or are available in open-access resources.**

Web of Science also provides **bibliometric indicators**: for example, it calculates the number of citations received by documents.

Web of Science



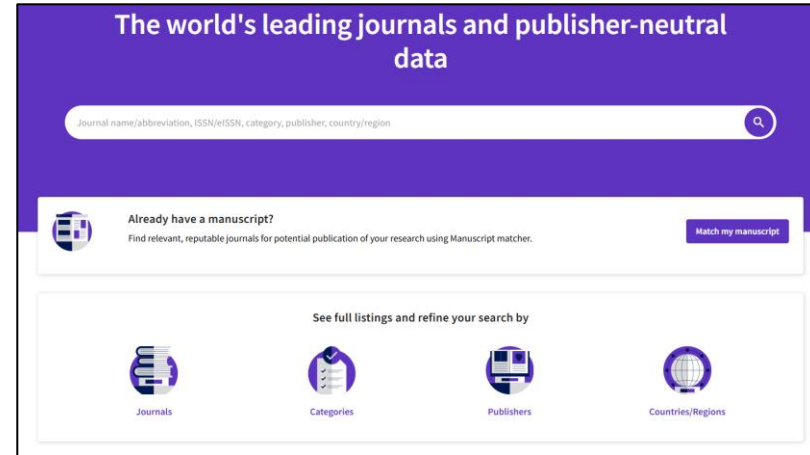
Journal Citation Reports

The Journal Citation Reports

The Journal Citation Reports (JCR) from Web of Science is a tool that provides insights into the **impact and influence of academic journals**.

It offers metrics such as the **Impact Factor**, which measures the frequency with which a journal's articles are cited over a specific period, indicating the journal's relevance and reputation within its field.

JCR includes **rankings** of journals across various disciplines and helps researchers and institutions assess journal quality for publication decisions. It also provides additional bibliometric indicators, such as **Immediacy Index** and **Cited Half-Life**, to further evaluate journal performance and trends.



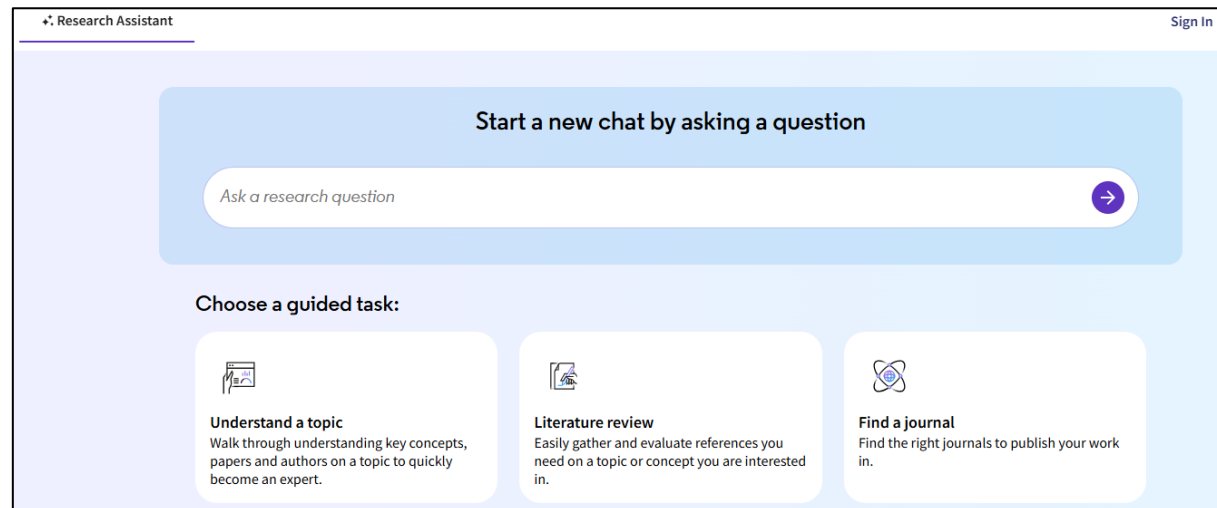
Web of Science



[Web of Science](#)

The Research Assistant

UAB's subscription to Web of Science includes access to an artificial intelligence tool called "Research Assistant," which aims to help researchers conduct more efficient searches and easily obtain summaries and state-of-the-art overviews of research in a specific area.





Scopus



Scopus

Scopus is a database owned by the publisher **Elsevier**.
It contains references to articles, books, book chapters, and conference papers.

You can access the full text of documents **as long as they are published in resources subscribed to by the UAB or are available in open-access resources**.

It also provides **bibliometric data**, such as the number of citations each article has received.



ProQuest Central

ProQuest Central

[ProQuest Central](#)

ProQuest Central is **a collection of databases**: that is, a platform that contains several databases. You can choose to launch your search in a single database, multiple databases, or all of them at once.

Among the databases it includes, we highlight ABI/Inform (economics), Arts & Humanities Database (humanities), Latin America & Iberian Database (journals published in Latin America, Spain, and Portugal), and the news databases International Newsstream, Canadian Newsstream, and U.S. Newsstream.

The documents include books, articles, theses, reports, conference papers, news, and videos.
Full text is provided for most of the results.

EBSCOHost Research Databases



EBSCO

[EBSCOHost Research Databases](#)

EBSCOHost Research Databases is a **collection of databases** that index books and scholarly journals.

Notable databases include Academic Search Ultimate (academic journals), **Communication and Mass Media Complete** (communication), eBook Collection (eBooks), Humanities Full Text (humanities), MLA International Bibliography (literature), and Psycodoc (psychology).

You can choose to launch your searches simultaneously across all databases or select one or more databases individually.

Databases of scientific literature: multidisciplinary.

Journal platforms



[DOAJ: Directory of Open Access Journals](#)



[REDALYC: Red de revistas científicas de Acceso Abierto diamante](#)



[Dialnet](#)



[RACO: Revistes Catalanes amb Accés Obert](#)



Databases of scientific literature: multidisciplinary.

Publisher portals



[Sage Journals](#)



[Springer Link](#)



[Taylor & Francis Online](#)

Wiley Online Library

[Wiley Online Library](#)



[JSTOR](#)



Databases: Communication



Communication & Mass Media Complete

Database of scientific literature on communication and related disciplines. It includes full-text publications.

Types of documents: articles, books, conference proceedings.

Search articles, books, journals & more

Searching: [Communication & Mass Media Complete](#) Basic search

	All fields
AND	All fields
AND	All fields

+ Add fields

Search

It has a **thesaurus!**

Filters Search options Publications **Subjects**

Search for terms in Communications Thesaurus

☒ Relevancy ranked ☐ Term begins with



Databases: News

The logo for MYNEWS, featuring the word "MYNEWS" in a bold, blue, sans-serif font, enclosed within square brackets.

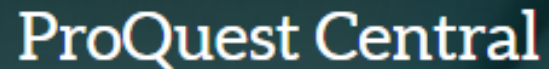
[MyNews](#)

Spanish press database. It indexes the printed and digital editions of newspapers and magazines in Spain.

The logo for DOW JONES FACTIVA, featuring a blue square icon with a white 'D' inside, followed by the text "DOW JONES" in white and "FACTIVA" in blue, all on a black background.

[Factiva](#)

Current affairs and business and economic information database. It indexes international press.

The logo for ProQuest Central, featuring the text "ProQuest Central" in a white, serif font, set against a dark green background.

[ProQuest Central](#)

It includes databases of international press.

The logo for pressreader, featuring a green speech bubble icon with a white 'P' inside, followed by the text "pressreader" in a black, sans-serif font.

[PressReader](#)

Digital newsstand with current newspapers and magazines from 145 countries.



Databases: Advertising



[Adforum](#)

Database of advertisements, advertising campaigns, advertising agencies, awards, and case studies.

AdForum's Creative Library
200 000+ Ad campaigns & case studies from around the world.

Brand	Media	Country	Business Sector	Search
Agency Name	Awards	Production Companies	People Credits	
Advertiser	Ad Title	Year	Keyword	

Also:

In the [Communication Subject Guide](#):
Section [“Advertising”](#):

- Find [Ads from a brand](#)
- Search the [History of a brand](#)
- [Virtual Galleries](#): advertising, propaganda, design, posters



Databases: Advertising



Autocontrol

A database of advertising regulation, **focused on Spain** (although it includes documentation from Europe and internationally). It is maintained by the organization of the same name, Autocontrol, which is responsible for self-regulating the advertising industry in Spain. **ACCESS WITH LOGIN AND PASSWORD**



Databases: Statistics and company data



Statista

International in scope, it includes statistics from 22,000 information sources. It also includes reports and trends by sector, market and consumer studies, statistical dossiers, surveys, and infographics.



Factiva

Current affairs and business and economic information database. It indexes international press.



SABI

Financial and tax information of Spanish companies.

Also: In the Communication Subject Guide:

1. Section "Data and statistics":

- [Statistics – Communication](#)
- [Statistics – General](#)

2. [Companies](#)

3. [Databases – Audiovisual industry](#)



Databases: Economics

ABI/INFORM Collection

[ABI/INFORM Collection](#)

A collection of databases on economic literature: journals, theses, working papers, reports, etc.

EconLit

[EconLit](#)

A database published by the American Economic Association that indexes literature on economics: journals, books, and theses, from 1886 to the present.



Databases: Audience



Anuario Audiencias TV

[Anuario de Audiencias de Televisión](#) by Kantar
Television use data in Spain. **Contact the library
to request access**



[Oficina de Justificación de la Difusión](#)

Print run and circulation data of printed press in Spain. Digital press distribution data. **ACCESS WITH LOGIN AND PASSWORD**



YEARBOOK



[Yearbook](#) of European Audiovisual Observatory
Audiovisual market data in Europe. **ACCESS WITH
LOGIN AND PASSWORD**

[Audience](#): section in the [Communication Subject Guide](#)



Databases: Mass media

Guía de Medios

[Guía de medios](#) by Infoperiodistas
Directory of Spanish media: press, blogs, radio, television, media groups, production companies...

infoperiodistas Noticias | Servicios | Comunidad | Mi Perfil

¡Haz crecer tu reputación!

Busqueda Avanzada Medios | **Búsqueda Avanzada** | Listar Medios | Empresas | Listar Empresas

Características del medio			
Soporte	Todos	País	España
Tema informativo	Todos	Autonomía	Todos
Subtema informativo	Todos	Provincia	Todos
		Población, región o estado	
Buscar			

Also:

[Media](#): section in the [Communication Subject Guide](#)



Databases: Audio and video

The logo for Extreme Music, featuring the words "EXTREMEMUSIC" in a bold, white, sans-serif font on a black rectangular background.

EXTREMEMUSIC

[Extreme Music](#)

Music library of all genres, for download and incorporation into your creations. **ACCESS WITH LOGIN AND PASSWORD to download the tracks**

The logo for Academic Video Online, featuring the text "Academic Video Online" in a white, serif font on a dark background. Below the text is a small red horizontal bar. The background of the logo includes faint images of historical figures and documents.

Academic Video Online

82,019 Videos

[Academic Video Online](#)

Collection of streaming videos. Includes documentaries, programs and TV series, concerts, plays, dance.



What if I need images or other audiovisual resources?



Webpage [Audiovisual resources for academic use](#)

A selection of audiovisual resources to incorporate into academic work: images, music, sound effects, maps, and videos.

They are in Open Access, public domain, or have a Creative Commons license.

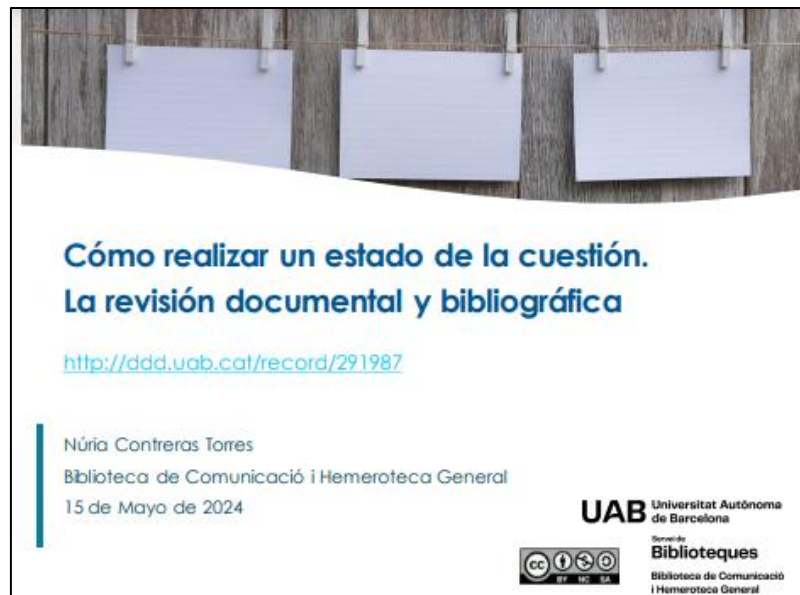


Systematic reviews

<https://ddd.uab.cat/record/291987>

Cómo realizar un estado de la cuestión. La revisión documental y bibliográfica

How to make a state of the art. Documentary and bibliographical review



Digital repositories



Examples:



[UAB Digital Repository of Documents \(DDD\)](#):

It collects, manages, disseminates, and preserves the scientific, teaching, and institutional output of the university, while also gathering digital documents that are part of or complement the collections of the UAB Libraries.



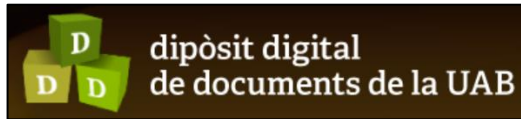
[Recercat: Dipòsit de la Recerca de Catalunya](#):

A cooperative repository where you can access the research literature from universities and research centers **in Catalonia**, such as articles, research/master's theses, final degree projects/theses, conference papers, reports, working papers, etc.





Doctoral theses: repositories



[Theses collection in the DDD of the UAB](#)



Doctoral dissertations **in full text** and electronic format read in the UAB



[TDX: Tesis Doctorals en Xarxa](#)



Repository of doctoral theses read in Catalonia and other autonomous communities, in full text



[TESEO](#): Database, managed by the Ministry of Science, Innovation and Universities of Spain. Contains references to doctoral theses read at Spanish universities. May contain links to the full text



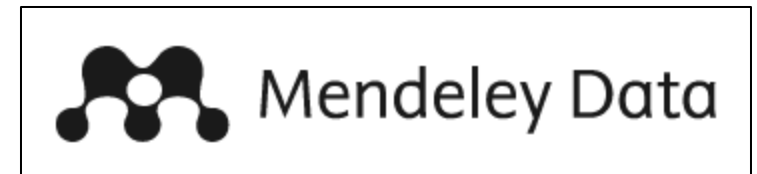
[Open Access Theses and Dissertations](#): Open access doctoral theses locator



Webpage:
[Preparation of the doctoral thesis](#)



Research data: repositories



[Google Dataset Search](#)



Dataset Search



Manage your research



Bibliometric indicators



Support to Research Accreditation and Evaluation (SAAR)

<https://www.uab.cat/ca/biblioteques-acreditacio>

The screenshot shows the UAB (Universitat Autònoma de Barcelona) website for 'Suport a l'Accreditació i Avaluació de la Recerca (SAAR)'. The header includes the UAB logo and a search icon. Below the header is a navigation bar with links: 'Accreditacions', 'Trams de recerca', 'Fonts', 'Indicadors', 'Narrativa', 'Impacte social', and 'Assessorament'. The main content area is titled 'Accreditacions' and features three accreditation options, each with a graphic background and a logo:

- ANECA Academia**: Professorat titular d'universitat i catedràtic d'universitat. The graphic shows a green background with white icons of a bar chart, a clock, a lightbulb, and a magnifying glass. The logo is a green square with 'ACADEMIA' in white.
- ANECA PEP**: Professorat contractat doctor i d'universitat privada. The graphic shows a green background with white icons of a bar chart, a clock, a lightbulb, and a magnifying glass. The logo is a red square with 'PEP' in white.
- AQU**: Professorat agregat, catedràtic i Pla Serra Hünter. The graphic shows a green background with white icons of a bar chart, a clock, a lightbulb, and a magnifying glass. The logo is a green square with 'AQU CATALUNYA' in white.

To locate:

- Citations received by an article
- Impact factor and quartile of a journal
- Most prominent researches in a field of knowledge
- General recommendations to develop the narrative of your scientific outputs
- Societal impact measurement
- Etc.

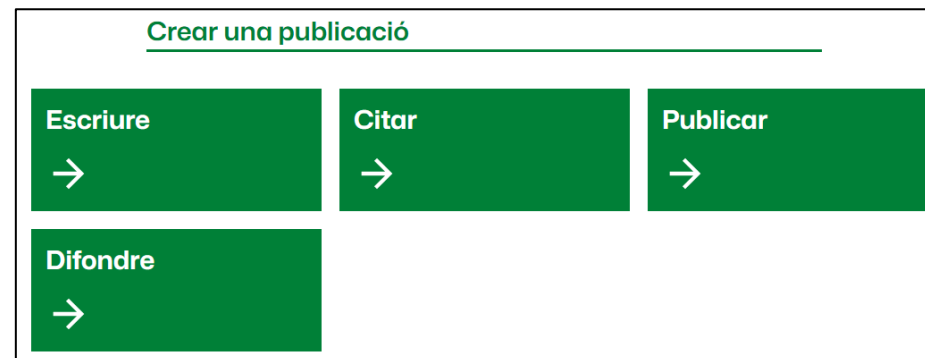


Research communication

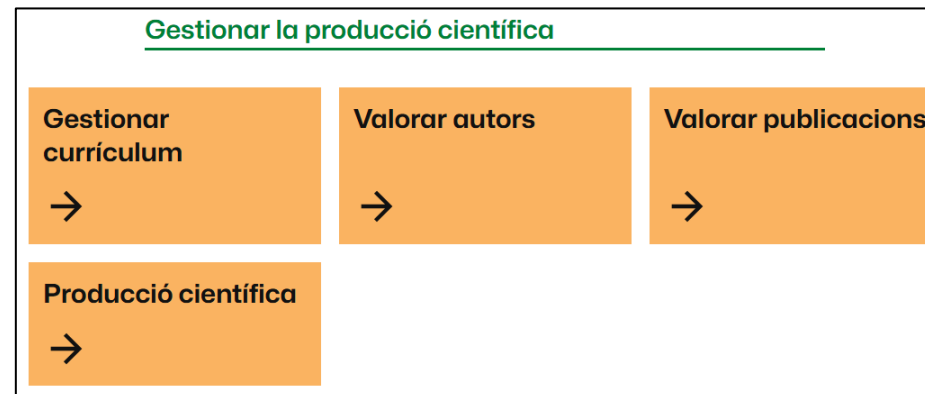
<https://www.uab.cat/ca/biblioteques/comunicacio-recerca>

Website with resources and information that may be of interest to you as an author, covering the different stages of the publication creation cycle, as well as the subsequent management of your scientific output.

Create a publication



Manage scientific outputs





Open Access publishing



Web [Open Access UAB](#)

Everything you want to know about Open Access!

Propietat Intel·lectual i Accés Obert

Resoleu els vostres dubtes

Web [Propietat Intel·lectual i Accés Obert](#) [Intellectual Property & Open Access]

For doubts about issues related to intellectual property, copyright, and open access.

Funding to publish in open access

<https://www.uab.cat/en/open-science/funding-publish-open-access>

Transformative agreements with publishers

The author of the article can apply for publishing free of charge or getting lower **APC* fees**.

<https://www.uab.cat/en/open-science/transformative-agreements>

Discount for open access publishing

<https://www.uab.cat/en/open-science/discount-open-access-publishing>

*APC = Article Processing Charge

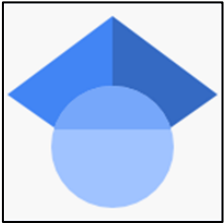
A fee which is sometimes charged to authors in order to publish an article in an academic journal

Finding open access articles



[Unpaywall](#)

Browser extension. It searches for free and open versions of articles published in peer-reviewed scientific journals.



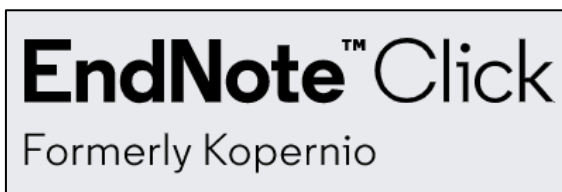
[Google Scholar Button](#)

Browser extension. Direct access to Google Scholar from any website. Select the title of the article on any page and find it by clicking the button. Attention: it often retrieves documents protected by copyright laws and licensing agreements.



[Open Access Button](#)

Locates open source and free versions of articles. If it does not find them, the system contacts the author to request a copy.



[EndNote Click](#)

Browser extension. It accesses articles for which there is no complete bibliographic reference. It integrates Web of Science, Google Scholar, PubMed, etc. It also searches within institutional subscriptions.



References and bibliography

[How to cite and prepare a bibliography:](#)

Section on the UAB Libraries website (includes guides to the main citation formats)



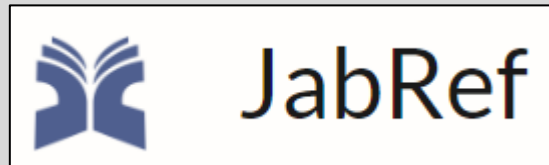
Image: [Wikimedia Commons](#)



How to cite

- **Manually:**
[How to cite and prepare a bibliography](#)
- **Automatically:** using a **bibliographic reference manager**. These programs allow you to import and save references, edit them, classify them, insert them into a text and generate a bibliography, in the desired citation style.

FREE



FREEMIUM



SUBSCRIPTION



Bibliographic reference managers

Information and materials



Mendeley Institucional

Property of Elsevier. Bibliographic manager and collaborative catalogue of scientific literature. It works with two synchronized platforms: online and desktop. UAB members can create **an institutional account**.



Zotero

Open source bibliographic manager, associated with a user account in the cloud.

Thank you!

