



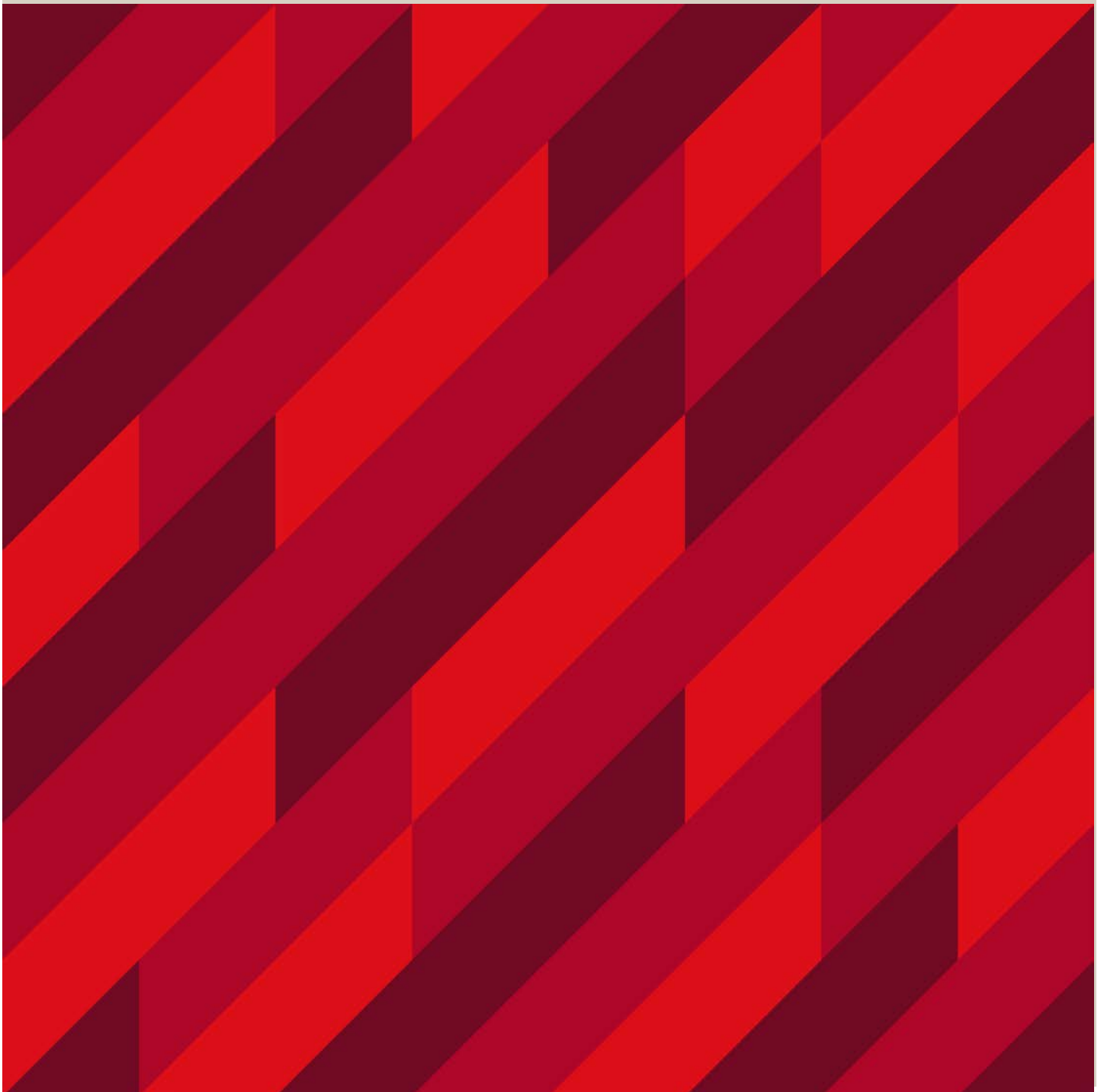
# Macquarie University Library

Find journal articles using Google Scholar  
and checking their peer-reviewed status

FOR FBE AND MGSM STUDENTS

February 2017

<http://www.mq.edu.au/about/campus-services-and-facilities/library>



## Why use Google Scholar?

**Google Scholar** will search across multiple full text databases subscribed to by Macquarie University Library. It enables users to search for scholarly literature, including peer-reviewed papers, theses, books, preprints, abstracts and technical reports from all broad areas of research.

The image shows four overlapping screenshots of search interfaces from different databases, all accessible through Macquarie University Library. Red arrows originate from the Google Scholar logo at the bottom and point to each of the four screenshots. The screenshots are: ScienceDirect (top left), SAGE Journals (top middle), Emerald Insight (middle), and Macquarie University Library search (right). Each interface shows search fields, filters, and options for refining results.

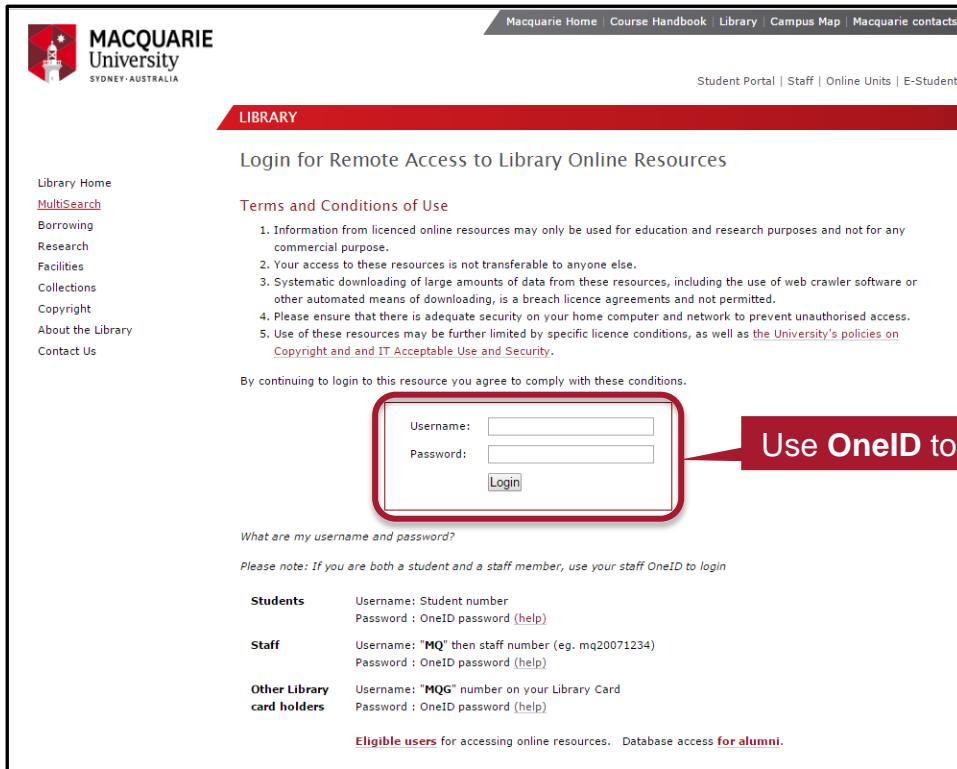
## Access Google Scholar

Simply click the **Search Google Scholar @ MQ** link on the MQ Library homepage to access Google Scholar.

The screenshot shows the Macquarie University Library homepage. At the top, the word "Library" is displayed in a large, bold font. Below it, the "MultiSearch" section features a search bar and four navigation tabs: "Books, articles & more", "Databases", "Unit readings", and "Past exam papers". At the bottom of the page, there are four links: "MyLibrary", "Journals A-Z", "Search Google Scholar @MQ", and "Advanced Search". The "Search Google Scholar @MQ" link is highlighted with a red rectangular box.

## Login with your OneID for remote access

Use **OneID** username and password to login for remote access. Please note this page will not appear if you are on campus.



The screenshot shows the Macquarie University Library website. At the top, there is a navigation bar with links for Macquarie Home, Course Handbook, Library, Campus Map, and Macquarie contacts. Below this, a red banner reads "LIBRARY". The main heading is "Login for Remote Access to Library Online Resources".

On the left, there is a sidebar menu with links: Library Home, MultiSearch, Borrowing, Research, Facilities, Collections, Copyright, About the Library, and Contact Us.

The main content area includes "Terms and Conditions of Use" with five numbered points. Below this, it states: "By continuing to login to this resource you agree to comply with these conditions." A login form is highlighted with a red box and a callout bubble that says "Use OneID to login". The form has fields for "Username:" and "Password:" and a "Login" button.

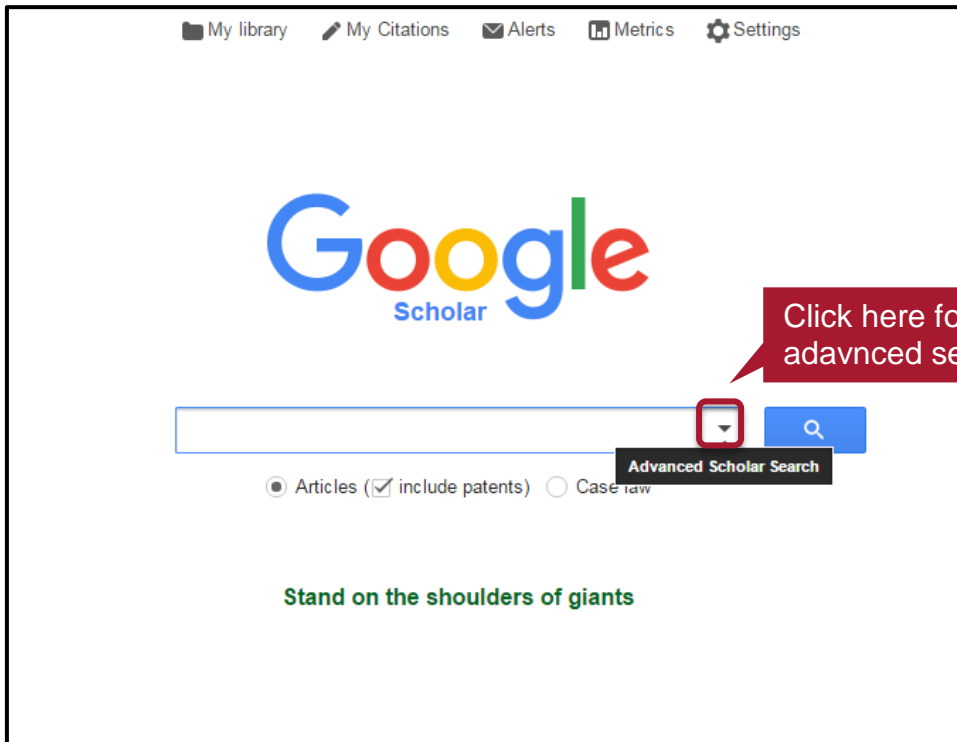
Below the form, there is a section titled "What are my username and password?" with a note: "Please note: If you are both a student and a staff member, use your staff OneID to login".

<b>Students</b>	Username: Student number Password: OneID password ( <a href="#">help</a> )
<b>Staff</b>	Username: "MQ" then staff number (eg. mq20071234) Password: OneID password ( <a href="#">help</a> )
<b>Other Library card holders</b>	Username: "MQG" number on your Library Card Password: OneID password ( <a href="#">help</a> )

At the bottom, it says: "Eligible users for accessing online resources. Database access for alumni."

## Search Google Scholar

Click the downward arrow to access the Advanced Scholar Search.



The screenshot shows the Google Scholar search interface. At the top, there are navigation links: My library, My Citations, Alerts, Metrics, and Settings. The Google Scholar logo is prominently displayed. Below the logo is a search bar with a downward arrow icon on the right side, which is highlighted with a red box and a callout bubble that says "Click here for advanced search". Below the search bar, there are radio buttons for "Articles" (selected), "include patents" (checked), and "Case law". Below this, the text "Stand on the shoulders of giants" is displayed.

## Use Google Advanced Scholar Search

The advanced search allows you to narrow your search parameters to get more relevant results. Think about phrases and words relating to your search which will provide results that are relevant. You will probably have to try a variety of different combinations of key words and/or phrases.

The screenshot shows the Google Scholar search interface. At the top, there are navigation links: My library, My Citations, Alerts, Metrics, and Settings. Below this is a search box with the text "Australia". To the left of the search box are several search criteria options: "with all of the words", "with the exact phrase", "with at least one of the words", "without the words", and "where my words occur". Under "where my words occur", there are two radio buttons: "anywhere in the article" (selected) and "in the title of the article". Below these are three input fields: "Return articles authored by" (with example text "e.g., 'PJ Hayes' or McCarthy"), "Return articles published in" (with example text "e.g., J Biol Chem or Nature"), and "Return articles dated between" (with date range "2010" to "2017" and example text "e.g., 1996"). A search button with a magnifying glass icon is highlighted with a red box.

## Browse the results list

Results are ordered by relevance. You can also create an alert for this search using the **Create alert** link. Click on **Find it@MQ** to find full text via databases MQ Library subscribes to.

The screenshot shows the Google Scholar search results page for the query "Australia marketing OR advertising 'consumer behaviour'". The search bar at the top shows the query and a search button. Below the search bar, there are navigation links: Scholar, My Citations, and a dropdown menu. The results are displayed in a list format. The first result is a book titled "Consumer behaviour" by M. Solomon, R. Buswell-Semmel, and J. Frawley, published in 2012. The second result is a book titled "Consumer behaviour" by L. Schiffman, A. Occasio, and A. Paladino, published in 2013. The third result is a book titled "Consumer behaviour in tourism" by S. Homer, J. Swarbrooke, published in 2016. The fourth result is an article titled "Consumer behaviour and sensory preference differences: implications for wine product marketing" by J. Brunzer, A. Saliba, and B. Miller, published in 2011. The fifth result is a book titled "Consumer behaviour: applications in marketing" by R. East, M. Wignall, and M. Vanhuele, published in 2013. The sixth result is a book titled "Consumer behaviour for wine 2.0: A review since 2003 and future directions" by L. Lockshin, A.M. Cornu, published in 2012. The search results are sorted by relevance, as indicated by the "Sort by relevance" annotation. There are also annotations for "Create alert" and "Click on Find it @MQ to access full text".

## Access full text from Find it@MQ

Click on **Find it@MQ** will bring you back to the Library MultiSearch. Click on **View Online** and the **Link** to the database to bring up the article.

The screenshot shows the Macquarie University MultiSearch interface. At the top left is the Macquarie University logo and name. To the right is the 'MultiSearch' title. A search bar contains 'Library' and 'Google Custom Search' with a 'SEARCH' button. Navigation links include 'New Titles', 'Macquarie Home', 'Students', and 'Staff'. The main content area displays the article title 'Consumer behaviour and sensory preference differences: implications for wine product marketing' from the 'Journal of consumer marketing', 2011, Vol.28(1), p.5-18. A green dot indicates 'Full-text available'. Below the title are two buttons: 'View Online' (highlighted with a red box) and 'Details'. A 'Save/Share' dropdown is also visible. A red-bordered box highlights two links for full-text availability: 'Full text available at: Emerald management' and 'Full text available at: Emerald Management eJournals Collection', both with availability details.

You will then be taken to the relevant database and the page for the article. Click on the **PDF** link to bring up the full text.

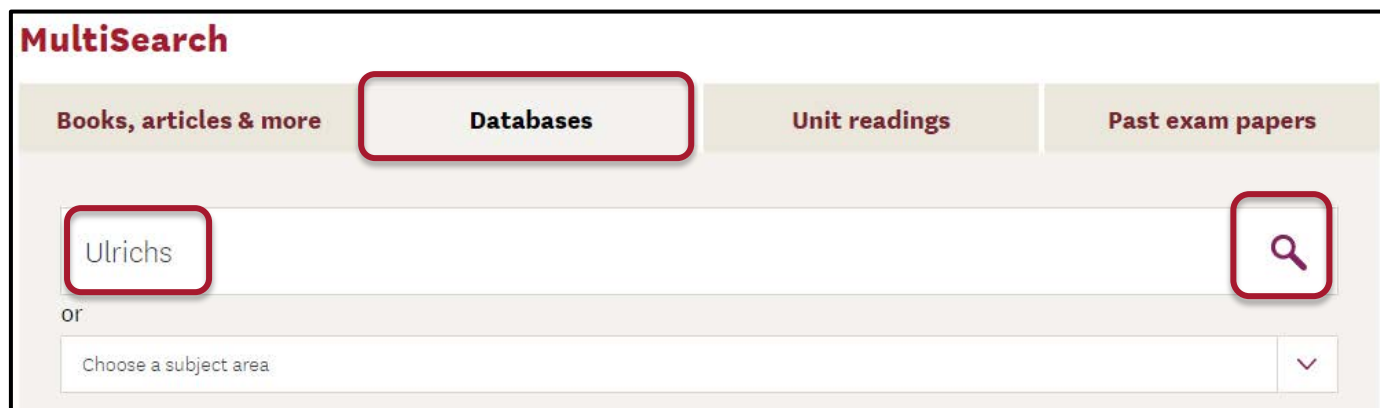
The screenshot shows the Emerald Insight interface. At the top left is the Emerald Insight logo. Navigation links include 'HOME', 'JOURNALS & BOOKS', and 'CASE STUDIES'. A search bar contains 'This Journal' and a search icon. The main content area displays the article title 'Consumer behaviour and sensory preference differences: implications for wine product marketing' from the 'Journal of Consumer Marketing'. The journal information includes ISSN: 0736-3761, Online from: 1984, and Subject Area: Marketing. A 'Next Article' link is visible. Below the title are two buttons: 'Cite!' and 'Save'. A red-bordered box highlights the 'PDF' link in the 'View:' section. The 'References' section shows 56 references, 53 cited by Crossref, and 65 cited by Scopus. The 'Author(s)' section lists Johan Bruwer, Anthony Saliba, and Bernadette Miller. On the right side, there is a 'Select Language' dropdown, a 'This title is indexed in Scopus' badge, and a 'Sign up to Emerald's free e-mail alerts' banner. Below the banner are sections for 'MOST READ', 'MOST CITED', and 'RELATED' articles, with a 'See more >' link. At the bottom right, there is a 'Further Information' section with a link to 'About the Journal'.

## Check for peer-review Journal article status

By using Google Scholar we have been able to locate the full text of an article relevant to our search but it does **not** identify peer reviewed/refereed journal articles with the results it provides. You need to check using **Ulrich's International Periodicals Directory** to see if an item is refereed/peer reviewed

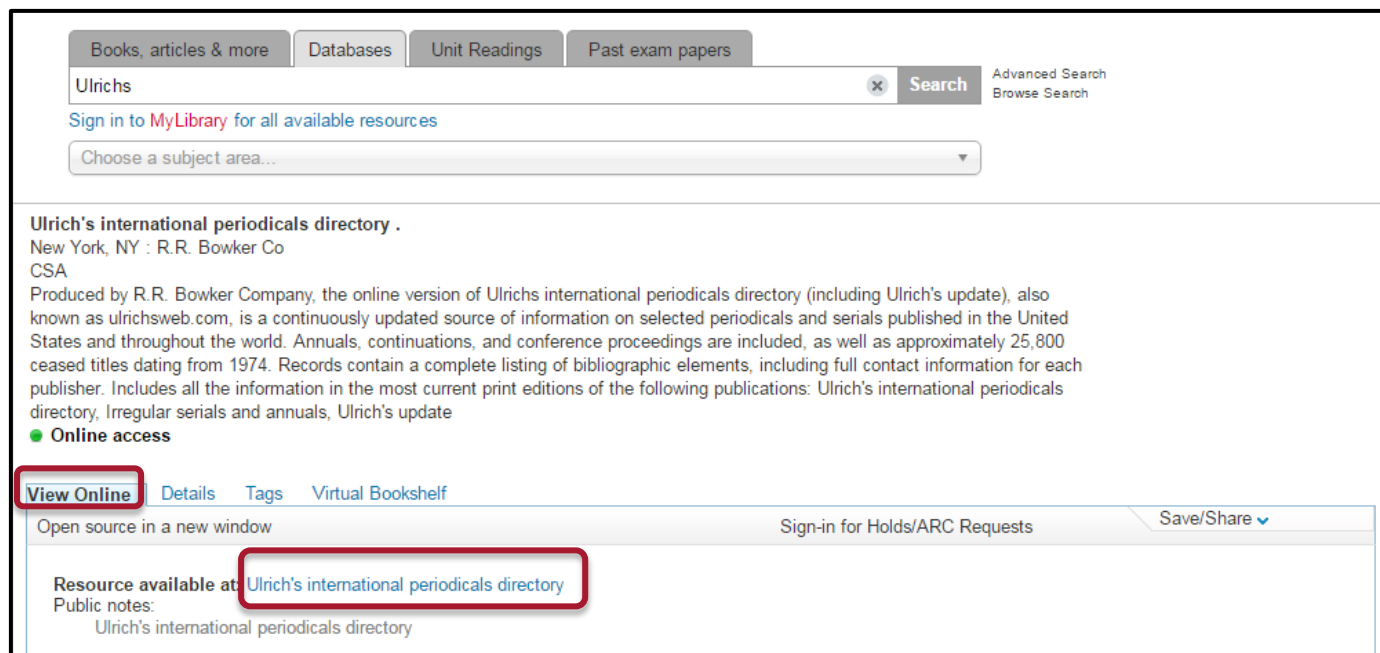
## Access Ulrich's International Periodicals Directory

To access Ulrich's go to MultiSearch, click the Databases tab and type the name of the database (in this case you can either type in the full name or simply **Ulrichs**).



The screenshot shows the 'MultiSearch' interface. At the top, there are four tabs: 'Books, articles & more', 'Databases', 'Unit readings', and 'Past exam papers'. The 'Databases' tab is selected and highlighted with a red box. Below the tabs is a search input field containing the text 'Ulrichs', which is also highlighted with a red box. To the right of the input field is a magnifying glass icon, also highlighted with a red box. Below the search field is a dropdown menu labeled 'Choose a subject area'.

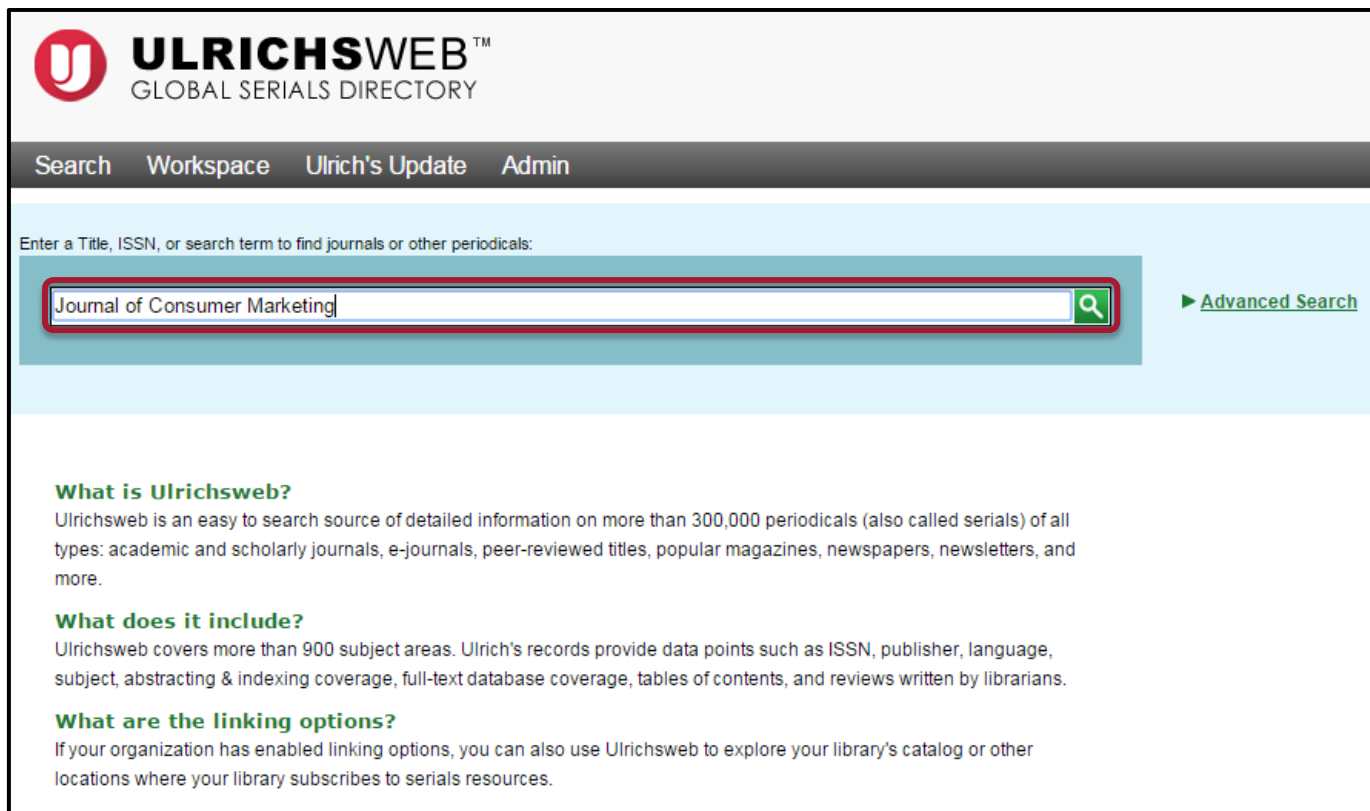
In the search results select **View Online** and click on the link. This will take you through to the database.



The screenshot shows the search results for 'Ulrich's international periodicals directory'. At the top, there are four tabs: 'Books, articles & more', 'Databases', 'Unit Readings', and 'Past exam papers'. The 'Databases' tab is selected. Below the tabs is a search input field containing the text 'Ulrichs' and a 'Search' button. Below the search field is a dropdown menu labeled 'Choose a subject area...'. The search results are displayed below the dropdown menu. The first result is 'Ulrich's international periodicals directory .', with the following details: 'New York, NY : R.R. Bowker Co', 'CSA', and a description of the directory. Below the description is a green dot icon and the text 'Online access'. Below the 'Online access' text is a 'View Online' button, which is highlighted with a red box. To the right of the 'View Online' button are links for 'Details', 'Tags', and 'Virtual Bookshelf'. Below the 'View Online' button is a link to 'Open source in a new window'. To the right of this link is a 'Sign-in for Holds/ARC Requests' button and a 'Save/Share' dropdown menu. Below the 'View Online' button is a 'Resource available at' link, which is highlighted with a red box and points to 'Ulrich's international periodicals directory'. Below the 'Resource available at' link is a 'Public notes' section with the text 'Ulrich's international periodicals directory'.

## Search Ulrich's International Periodicals Directory

Type the name of the **JOURNAL** in which the article appears and run the search to see if that journal is peer reviewed.



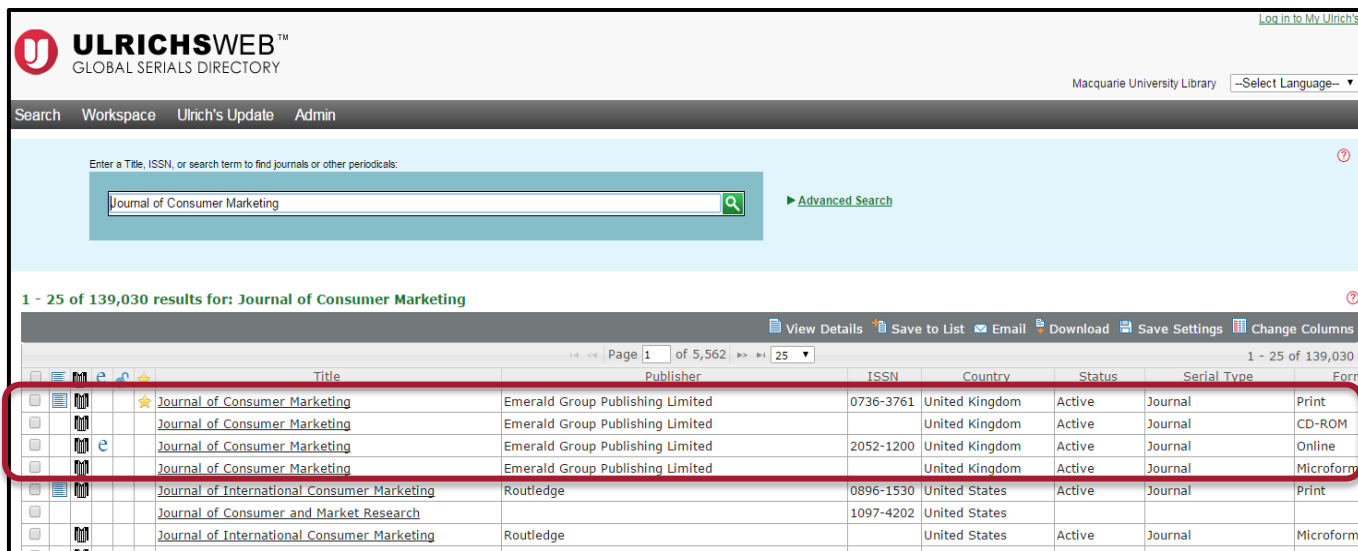
The screenshot shows the Ulrichsweb Global Serials Directory search page. The search bar contains the text "Journal of Consumer Marketing". Below the search bar, there are three informational sections: "What is Ulrichsweb?", "What does it include?", and "What are the linking options?".

**What is Ulrichsweb?**  
Ulrichsweb is an easy to search source of detailed information on more than 300,000 periodicals (also called serials) of all types: academic and scholarly journals, e-journals, peer-reviewed titles, popular magazines, newspapers, newsletters, and more.

**What does it include?**  
Ulrichsweb covers more than 900 subject areas. Ulrich's records provide data points such as ISSN, publisher, language, subject, abstracting & indexing coverage, full-text database coverage, tables of contents, and reviews written by librarians.

**What are the linking options?**  
If your organization has enabled linking options, you can also use Ulrichsweb to explore your library's catalog or other locations where your library subscribes to serials resources.

The results will show you if the journal is peer reviewed by displaying an image of a referee's jersey next to the entry for that journal. Often more than one result will appear for the title you have entered. This is because a separate entry is included for each format the journal appears in.



The screenshot shows the search results page for "Journal of Consumer Marketing". The results are displayed in a table with columns for Title, Publisher, ISSN, Country, Status, Serial Type, and Format. The first four rows are highlighted with a red box, showing multiple entries for the same journal title from Emerald Group Publishing Limited.

Title	Publisher	ISSN	Country	Status	Serial Type	Format
Journal of Consumer Marketing	Emerald Group Publishing Limited	0736-3761	United Kingdom	Active	Journal	Print
Journal of Consumer Marketing	Emerald Group Publishing Limited		United Kingdom	Active	Journal	CD-ROM
Journal of Consumer Marketing	Emerald Group Publishing Limited	2052-1200	United Kingdom	Active	Journal	Online
Journal of Consumer Marketing	Emerald Group Publishing Limited		United Kingdom	Active	Journal	Microform
Journal of International Consumer Marketing	Routledge	0896-1530	United States	Active	Journal	Print
Journal of Consumer and Market Research		1097-4202	United States			
Journal of International Consumer Marketing	Routledge		United States	Active	Journal	Microform

## Where to find more help

### Contact Us

<http://www.mq.edu.au/about/campus-services-and-facilities/library/contact-us>

This service offers access to Librarians and their expertise either by email, telephone, or chat. Staff and students can get help with information searching or with specific reference questions.

### MQ Library Subject and Research Guide

<http://libguides.mq.edu.au/home>

### Contact FBE/MGSM Librarians

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