

Com 100 – Session 1

Introduction to ProQuest

Amy E. Rustic, Reference Librarian, Blissell Library, Penn State New Kensington

Have Questions?

Contact me

Email: aer123@psu.edu

Phone: 724.334.6072

AIM: [Newkenlib](#) or [AmyIsSewCrafty](#) (Chat via IM directly through the library homepage)

Facebook

Webpages to know:

University Libraries:

www.libraries.psu.edu/psul.html

Blissell Library Homepage (PSNK)

www.libraries.psu.edu/psul/newkensington.html

Accessing ProQuest

From the University Libraries homepage

The screenshot shows the University Libraries Public Home page. The navigation bar includes links for 'The CAT', 'Course Reserves', 'Databases', 'Hours', 'InterLibrary Loan', and 'My Library Account'. The main content area is divided into several sections: 'Find Books', 'Online Reference Shelf', 'Find Articles and Databases', 'Find Research Guides by Subject', and 'Find Materials by Type'. The 'Find Articles and Databases' section is highlighted, and the 'Try These First' link is circled in green. A search box is visible on the right side of the page.

Go to “Try These First”, under the heading “Find Articles and Databases”. Then select ProQuest.

Searching for an article when you know the title.

ProQuest

Basic **Advanced** Topics Browse Publications **My Research**
0 marked items

Databases selected: Multiple databases...

Advanced Search

Tools: [Advanced Search](#) [Browse Topics](#)

social network Citation and abstract

AND bulik Author

AND Citation and abstract

[Add a row](#) | [Remove a row](#)

Search **Clear**

Separate the title of the article and author, placing them in separate search boxes.

Search by one or two of the keywords in the article title and by the author’s last name.

Databases selected: Multiple databases...

Document View

« Back to Results

Print | Email | Copy link | Cite this | Mark Document

Translate document from: Select language

AdvertisingAge

WHAT YOUR FAVORITE SOCIAL NET SAYS ABOUT YOU

Beth Snyder Bulik. Advertising Age. (Midwest region edition). Chicago: Jul 13, 2009. Vol. 80, Iss. 25; pg. 6, 1 pgs

Abstract (Summary)

Which social network you favor says a lot about you -- and you might be surprised by just what it says. A new study by Anderson Analytics is helping identify for marketers your likely interests, buying habits, media consumption and more. The survey studied the demographics and psychographics of both social networkers and non-users and found that there are definite data-driven segments in the social-networking-site market, both for non-users and users, said Tom Anderson, founder and managing partner. Social networkers' feelings about brands online in general are more positive than the researchers thought they would be. Some 53% of social networkers had friended or become a fan of at least one brand

Other available formats:

Abstract

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Subjects:

- Social networks
- Demographics
- Market surveys
- Brands

Using additional features

- Print
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- Subjects

Finding articles on the same subject or topic.

Databases selected: Multiple databases...

Results -- powered by ProQuest® Smart Search

Suggested Topics About

- [Demographics AND Social networks](#)
- [Social networks](#)
- [Social networks AND Web sites](#)
- [Social networks AND Marketing](#)
- [Social networks AND Internet](#)
- [Social networks AND Weblogs](#)
- [Social networks AND Social research](#)
- [Social networks AND Online advertising](#)

Use Suggested Topics to help you narrow or expand your search.

916 documents found for: (social networks) AND (demographics) » Refine Search | Set Up Alert | Create RSS Feed

All sources Scholarly Journals Magazines Trade Publications Newspapers Dissertations

Mark all 0 marked items: Email / Cite / Export Show only full text Sort results by: Most recent first

1. [Digital Element's Geotargeting Solution Powers the 'Local' in LocalAdLink; Online Advertising Service Upgrades Technology to Enable Local Businesses to More Accurately Reach Customers in Their Communities](#)
Anonymous. PR Newswire. New York: Aug 25, 2009.
[Abstract](#) | [Full text](#)
2. [RealEstate.com Launches Interactive Housewatch Bot via Twitter for Instant On-Demand Access to Housing Stats; Users Can Retrieve Local Demographics, Home Values, Amortization Schedules, and More Via Their Computers or Cell Phones In Seconds](#)
Anonymous. PR Newswire. New York: Aug 4, 2009.
[Abstract](#) | [Full text](#)

Viewing Publications

Publications can be browsed by viewing the publication tab and searching for publications by name. You are able to browse publications by date, just as you would in print.

Databases selected: Multiple databases...

Advanced Search

Tools: Search Tips Browse Topics

Contact me if you have any questions.