Orientation to information infrastructure for business & research

for new Business Analytics graduate students @ Rady Pre-Term, 2019

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Take-aways from this session

• Know your UCSD information environment
  – Business news
  – Market research reports
  – Company information, financials
  – Sources for datasets
  – How books can help
  – Where to ask questions

• Know about the physical Library services and spaces available to you
“Why?”

• Everything is not ‘free on the web’

• Efficiency! – get to the best materials quickly
  – We subscribe to high-quality, reliable content for you

• Authority!
  – Knowing the specialized search engines and how to leverage their structured metadata contents yields better information

• Marketability!
  – You get to try many vendors and platforms that are found in the “real world” marketplace
  – You expand your research skillset
Types of business information

Types of business resources to be aware of:

- News & press releases
- Current awareness (trade journals, scholarly research articles, reports)
- Market research
- Company and industry financials and background details
- Statistical sources
- Datasets
- Reference (background, theory, technique)

UCSD has several vendors supplying these kinds of resources for you. They are useful for your classes, research and personal projects.
A word about using our resources

• Our licenses and copyright restrictions mean:
  – Excerpts, paraphrasing & graphics = **GOOD.** use & cite
  – Sharing whole items outside of UCSD = **BAD.** don’t do it
  – Text mining? = **CAUTION.** get permission
    activities like screenscaping & other analytic methods
    may require us to make an addendum to our licenses
    with certain vendors

• **Ask Adele if you have any questions.**
  She’ll help you navigate the legal and ethical
  usage of materials
Poll

• Name a favorite/familiar BUSINESS INFORMATION or DATA resource you've used in the past, at school or in a workplace, or for your own projects

• [https://pollev.com/libadele](https://pollev.com/libadele)

• Text 37607 and add LIBADELE at the prompt
Getting to the resources

• Bookmark these for your future use:
  – http://ucsd.libguides.com/analytics

• Other guides on all topics:
  http://ucsd.libguides.com/

• Off campus access via vpn:
  https://lib.ucsd.edu/remote-access
How the guide supports your information needs

Find resources based on your research purpose:

- Most-requested resources
- Statistical sources & datasets
- Background & definitions, reference
- Academic research
- Current awareness, news
- Sub page: guides & programming “cookbooks”

Most-requested resources:
- Current awareness, news
- Academic research
- Statistical sources & datasets
- Background & definitions, reference
- Sub page: guides & programming “cookbooks”
- Most-requested resources

Remember, there are other more specialized guides, if you need them:  
http://ucsd.libguides.com/allbizguides

Don’t spend a lot of time looking; ask for help if you can’t find something.
Articles & alerts

- Business Source Complete, [http://uclibs.org/PID/126938](http://uclibs.org/PID/126938)
  - contains news, academic research, and background contents
  - international in scope
  - Many of the well regarded management and trade publications

- Sign up for an account so you can set up alerts for new articles in your favorite journal or topic

- Use [UC-eLinks](http://uclibs.org/PID/126938) to get to fulltext if needed
Books

- “Roger” is our online catalog, https://roger.ucsd.edu
  - Has both print and electronic publications

- Some standard subjects
  - Business - data processing
  - Big data
  - Cloud computing
  - Data mining
  - Data mining – computer programs
  - Electronic data processing - distributed processing
  - File organization (computer science)
  - Management Information Systems
  - Parsing (computer grammar)
  - Social media - research
  - Web usage mining
  - high velocity data (only works as a keyword)

- If we don’t have an article or book you want, often we can get it from another library through our inter-library loan request services
Getting help

• Email Adele, abarsh@ucsd.edu

• Adele will have drop in hours starting **October 9** Wednesdays, 12:30-2pm, Location: 2E128

• In a hurry?: Try our 24-hour library services: [http://libraries.ucsd.edu/ask](http://libraries.ucsd.edu/ask)
Amenities at the Library’s locations

<table>
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<tr>
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<th>Geisel</th>
<th>BML</th>
<th>Both Locations</th>
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<tbody>
<tr>
<td>Data &amp; GIS Lab</td>
<td>Data &amp; GIS Lab and Data Services (24 hr access)</td>
<td>Graduate Study Lounge</td>
<td>TA Consulting Space</td>
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<tr>
<td>Digital Media</td>
<td>Digital Media Lab and Tech Lending Program</td>
<td></td>
<td>Presentation Practice Rooms</td>
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<td>Overnight Study</td>
<td>Overnight Study Commons</td>
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<td>Group Study Rooms (with collaboration tech &amp; reservable)</td>
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<td>Commons</td>
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<td>Audrey’s Cafe</td>
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<td>Grad Student Lockers</td>
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The above table lists the amenities available at the Geisel and BML locations, along with those available at both locations.
Data & GIS Lab @ Geisel Library Building


- The Lab is open when the building is, [http://libraries.ucsd.edu/hours/](http://libraries.ucsd.edu/hours/)

- Data Science Librarian  
  **Stephanie LaBou**  
  [slabou@ucsd.edu](mailto:slabou@ucsd.edu)

- GIS Librarian  
  **Amy Work**  
  [awork@ucsd.edu](mailto:awork@ucsd.edu)

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**Data Services**  
Assists with identifying, locating and acquiring data in all formats. Offers support with software packages such as R, Python, Stata, SAS & SPSS and can help you clean and prepare your data for analysis. Provides instructional support for researchers and instructors teaching courses with a data analysis component.

**Data and GIS Lab**  
Lab computers run a number of statistical and GIS software applications: SAS and Google Earth PRO, Korean and Japanese language packages, and economic and financial datasets. A staff member is available to assist with software use, large format scanning, and other issues.
Library Spaces

https://library.ucsd.edu/visit/study-spaces/index.html

- **TA/Instructor Office Hours in the Library**
- **Graduate Study Lounge**
  24 hour access, open to all disciplines,
  @ Biomedical Library Building
- **Graduate Student Lockers** @ Geisel Library Building
  open to all disciplines, reserve for up to 3 academic terms

**Tech Lending Program**

borrow cameras, media tools, projectors, adapters/cables,
and more http://libraries.ucsd.edu/techlending

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*Don’t forget: Digital Media Lab*

The DML is for media creation and editing, and includes 3D printing & virtual reality resources

https://libraries.ucsd.edu/dml
Map of Library Locations in relation to Rady School
(best viewed using Firefox)

Group study spaces (reservable)
http://libraries.ucsd.edu/spaces/reserve/

Learning Commons
https://library.ucsd.edu/visit/study-spaces/library-commons.html

Presentation Practice Rooms,
https://library.ucsd.edu/visit/study-spaces/presentation-practice.html
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