

# Tips for Searching Factiva

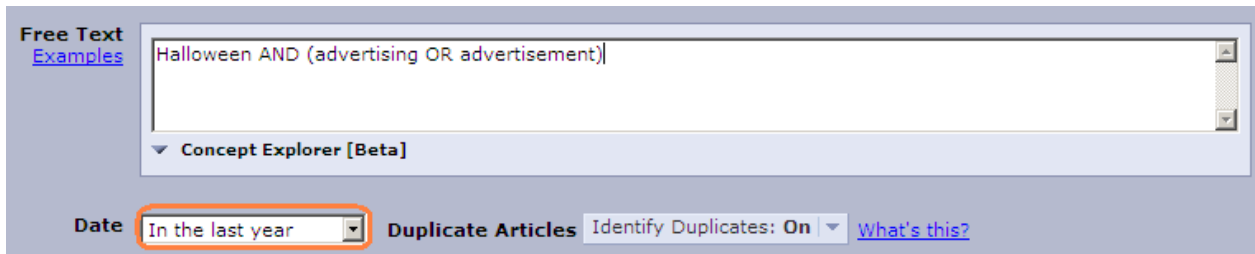
How to find:

1. [Articles](#)
2. [Articles in a specific publication](#) (e.g. articles in Newsweek)
3. [Specific Articles](#) (i.e. you already know the article title, date, and publication title)
4. [Browse major newspapers](#) (e.g. Wall Street Journal, New York Times)

## 1. Find Articles

a) Type search words in the large free text entry box

- Use “ ” to search for known phrases - e.g. “hot dog”
- Use **AND** to narrow results - e.g. dogs **AND** training
- Use **OR** to broaden the search - e.g. dogs **OR** canine
- Use **NOT** to exclude part of a concept - e.g. dog **NOT** “hot dog”



b) Determine the **Date** range of your search - default is 12 months

c) Narrow results using options on the left column of the results screen

The screenshot shows the Factiva search results screen. On the left is a 'Discovery Pane' with three sections: 'Companies', 'Executives', and 'Industries'. Each section has a list of items with horizontal bars representing their frequency. The 'Companies' section includes National Retail (101), Jakks Pacific Inc (51), Rite Aid Corp (25), Mattel Inc (21), CSS Industries I... (19), Toys R Us Inc (16), The Walt Disney ... (16), United States Co... (10), Rubie's Costume ... (9), and Tesco PLC (9). The 'Executives' section includes Tony Montini (18), Frank G Vitrano (15), Mary F Sammons (15), Stephen Berman (15), Joel Bennett (12), Sal Perisano (11), Jack Friedman (10), Christopher J Mu... (8), Thomas J Lynch (7), and George Lucas (7). The 'Industries' section includes Clothing (113), Industrials (103), Dolls/Toys/Games (75), Games Software (36), Retail (36), and Hobby/Toy/Game S (30). The main results area on the right shows a list of articles. The first article is 'Business News; Trend Alert: Alice in Wonderland is Taking Over Halloween!' with a snippet: 'Investment Weekly News, 6 November 2010, 456 words, (English) 2010 NOV 6 - (VerticalNews.com) -- Dreamgirl International - the most innovative costume manufacturer in the US has taken the Alice in Wonderland trend to a whole new level of design and of course - sexy fun!'. The second article is 'Business News; Frugal Kids' Costume Contest' with a snippet: 'Investment Weekly News, 6 November 2010, 170 words, (English) 2010 NOV 6 - (VerticalNews.com) -- Would you believe that Halloween is considered one of the most costly holidays of the year, with costumes generally consuming the biggest part of Halloween budgets? It's the scary truth! With an average ...'. The third article is 'Warner Bros. Consumer Products; Warner Bros. Consumer Products Announces Launch of Wizard of Oz Kids and Online Destination' with a snippet: 'Entertainment Newsweekly, 5 November 2010, 677 words, (English) 2010 NOV 5 - (VerticalNews.com) -- Warner Bros. Consumer Products ...'. On the far right, there is a detailed view of the first article, including the headline, word count (456 words), date (6 November 2010), publication (Investment Weekly News), and a link to view multimedia assets.

## 2. Find Articles in a Specific Publication

- a) Click the arrow beside **Source** to expand that search area

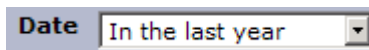


- b) Type in the journal's name (e.g. *Newsweek*), press Enter



- c) Click on the desired source  
Each time you select a source, its color changes to show that it is selected

- d) Determine the **Date** range of your search - default is 12 months



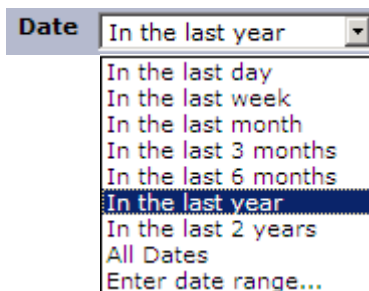
- e) Type search words in the large text entry box

## 3. Find a Specific Article

- a) Select the specific publication (see section #2 above)



- b) Enter the desired **Date** range for your article



- c) In the free text search box, Type the **"title of the article"** in quotation (e.g. "Scariest Sight on Halloween")

## 4. Browse Major News Publications

a) Major publication available for browsing:

- Wall Street Journal
- New York Times
- Washington Post
- Chicago Tribune
- Newsweek
- Barron's
- Los Angeles Times
- Forbes

b) Go to the top left hand corner of the search page > Click on **News Pages > Factiva Pages**



c) Browse by headlines & Section

