

A Guide for Regis University Alumni

## How to use Google Scholar to Find Full-Text Scholarly Articles

Dayton Memorial Library Regis University Denver, Colorado 80221 <u>library@regis.edu</u> 1-800-388-2366 X4031 Google Scholar searches for scholarly articles and excerpts from books. It can be found at <a href="http://scholar.google.com">http://scholar.google.com</a>

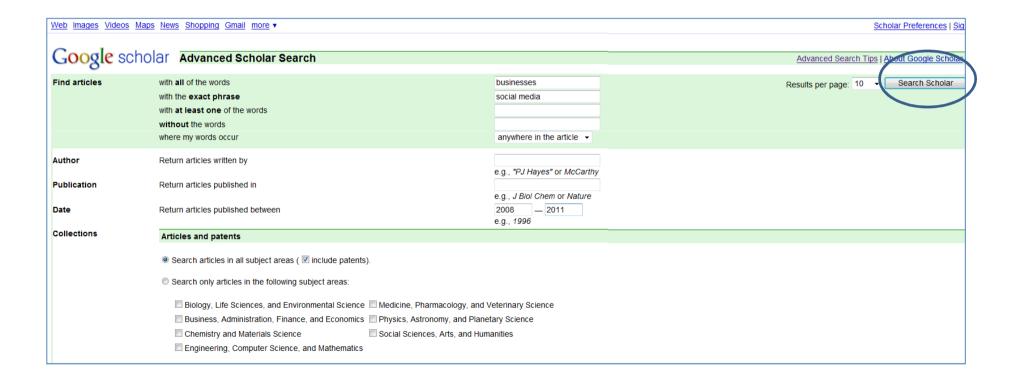


Enter your search terms in the box or, for more search options, click Advanced Scholar Search.

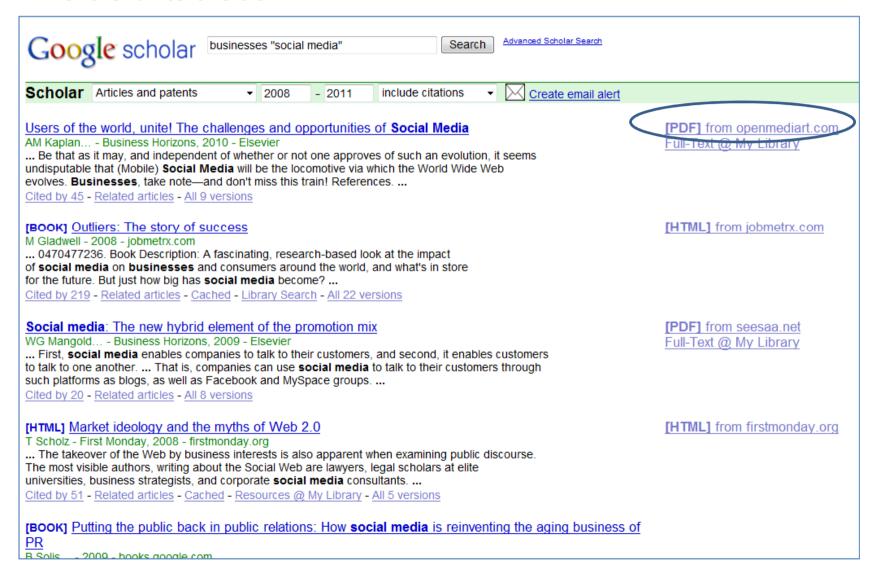
Now you have the option of finding articles "with all of the words," "with an exact phrase" and so forth. If we want to find articles from the past few years on social media and businesses, we could enter the search below. Note that we can enter a date range (2008-2011). You can also search by author or journal (publication).

Web Images Videos Maps News Shopping Gmail more ▼		
Google scholar Advanced Scholar Search		
Find articles	with all of the words	businesses
	with the exact phrase	social media
	with at least one of the words	
	without the words	
	where my words occur	anywhere in the article ▼
Author	Return articles written by	
		e.g., "PJ Hayes" or McCarthy
Publication	Return articles published in	e.g., J Biol Chem or Nature
Date	Return articles published between	2008 — 2011
	•	e.g., 1996
Collections	Articles and patents	
	Search articles in all subject areas (  include patents).	
	Search only articles in the following subject areas:	
	☐ Biology, Life Sciences, and Environmental Science ☐ Medicine, Pharmacology, and Veterinary Science	
	Business, Administration, Finance, and Economics Physics, Astronomy, and Planetary Science	
	☐ Chemistry and Materials Science ☐ Social Sciences, Arts, and Humanities	
	Engineering, Computer Science, and Mathematics	

Once you have entered your search terms and date range, click "Search Scholar."



Click PDF or HTML to connect to the full text. Notice that some of the items are books and they may or may not display some of the pages from the book. Only some of the articles are full text. Others may require payment for the full-text version.



If you find an article of interest, it is wise to copy it or print it off since the full-text might not be available without cost in the future.



## Users of the world, unite! The challenges and opportunities of Social Media

Andreas M. Kaplan\*, Michael Haenlein

ESCP Europe, 79 Avenue de la République, F-75011 Paris, France

KEYWORDS Social Media; Abstract The concept of Social Media is top of the agenda for many business executives today. Decision makers, as well as consultants, try to identify ways in which firms can make profitable use of applications such as Wikipedia. YouTube

## Have Questions? Need Help?

Check out our FAQs page or contact the Reference Desk for more information.



- Contact the Dayton Memorial Library (Regis University)
  Reference Librarians
- Phone: 1-800-388-2366 X4031
- Email: <u>library@regis.edu</u>

