




A Guide for Regis University Alumni

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

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Google Scholar searches for scholarly articles and excerpts from books.
It can be found at <http://scholar.google.com>

A screenshot of the Google Scholar homepage. At the top center is the Google Scholar logo, with "Google" in its multi-colored font and "scholar beta" in grey below it. Below the logo is a search bar with a "Search" button to its right. A blue oval highlights the "Advanced Scholar Search" link next to the search button. Below the search bar are radio buttons for "Articles" (selected), "include patents" (checked checkbox), and "Legal opinions and journals". Below these are three links: "Stand on the shoulders of giants" in green, "Get email alerts for new publications" in blue, and "Go to Google Home - About Google - About Google Scholar" in blue. At the bottom center is the copyright notice "©2010 Google".

Google scholar beta

[Advanced Scholar Search](#)

☒ Articles (☒ include patents) ☐ Legal opinions and journals

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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).

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Google scholar **Advanced Scholar Search**

Find articles	with all of the words	<input type="text" value="businesses"/>
	with the exact phrase	<input type="text" value="social media"/>
	with at least one of the words	<input type="text"/>
	without the words	<input type="text"/>
	where my words occur	<input type="text" value="anywhere in the article"/> ▼

Author	Return articles written by	<input type="text"/>
		e.g., "PJ Hayes" or McCarthy
Publication	Return articles published in	<input type="text"/>
		e.g., J Biol Chem or Nature
Date	Return articles published between	<input type="text" value="2008"/> — <input type="text" value="2011"/>
		e.g., 1996

Collections	Articles and patents
	<input checked="" type="radio"/> Search articles in all subject areas (<input checked="" type="checkbox"/> include patents).
	<input type="radio"/> Search only articles in the following subject areas:
	<input type="checkbox"/> Biology, Life Sciences, and Environmental Science <input type="checkbox"/> Medicine, Pharmacology, and Veterinary Science
	<input type="checkbox"/> Business, Administration, Finance, and Economics <input type="checkbox"/> Physics, Astronomy, and Planetary Science
	<input type="checkbox"/> Chemistry and Materials Science <input type="checkbox"/> Social Sciences, Arts, and Humanities
	<input type="checkbox"/> Engineering, Computer Science, and Mathematics

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

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Find articles	with all of the words with the exact phrase with at least one of the words without the words where my words occur	<input type="text" value="businesses"/> <input type="text" value="social media"/> <input type="text"/> <input type="text"/> anywhere in the article ▼	Results per page: 10 ▼	Search Scholar
Author	Return articles written by	<input type="text"/> e.g., "PJ Hayes" or McCarthy		
Publication	Return articles published in	<input type="text"/> e.g., J Biol Chem or Nature		
Date	Return articles published between	<input type="text" value="2008"/> — <input type="text" value="2011"/> e.g., 1996		
Collections	Articles and patents			
<input checked="" type="radio"/> Search articles in all subject areas (<input checked="" type="checkbox"/> include patents).				
<input type="radio"/> Search only articles in the following subject areas:				
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<input type="checkbox"/> Business, Administration, Finance, and Economics <input type="checkbox"/> Physics, Astronomy, and Planetary Science				
<input type="checkbox"/> Chemistry and Materials Science <input type="checkbox"/> Social Sciences, Arts, and Humanities				
<input type="checkbox"/> Engineering, Computer Science, and Mathematics				

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[Users of the world, unite! The challenges and opportunities of Social Media](#)
AM Kaplan... - Business Horizons, 2010 - Elsevier
... Be that as it may, and independent of whether or not one approves of such an evolution, it seems undisputable that (Mobile) **Social Media** will be the locomotive via which the World Wide Web evolves. **Businesses**, take note—and don't miss this train! References. ...
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[BOOK] [Outliers: The story of success](#)
M Gladwell - 2008 - jobmetrx.com
... 0470477236. Book Description: A fascinating, research-based look at the impact of **social media** on **businesses** and consumers around the world, and what's in store for the future. But just how big has **social media** become? ...
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[Social media: The new hybrid element of the promotion mix](#)
WG Mangold... - Business Horizons, 2009 - Elsevier
... First, **social media** enables companies to talk to their customers, and second, it enables customers to talk to one another. ... That is, companies can use **social media** to talk to their customers through such platforms as blogs, as well as Facebook and MySpace groups. ...
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[HTML] [Market ideology and the myths of Web 2.0](#)
T Scholz - First Monday, 2008 - firstmonday.org
... The takeover of the Web by business interests is also apparent when examining public discourse. The most visible authors, writing about the Social Web are lawyers, legal scholars at elite universities, business strategists, and corporate **social media** consultants. ...
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[BOOK] [Putting the public back in public relations: How social media is reinventing the aging business of PR](#)
B Solis - 2009 - books.google.com

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.

Business Horizons (2010) 53, 59–68

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

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KEYWORDS
Social Media;
User Generated

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

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