


Factiva.com Free Text Search

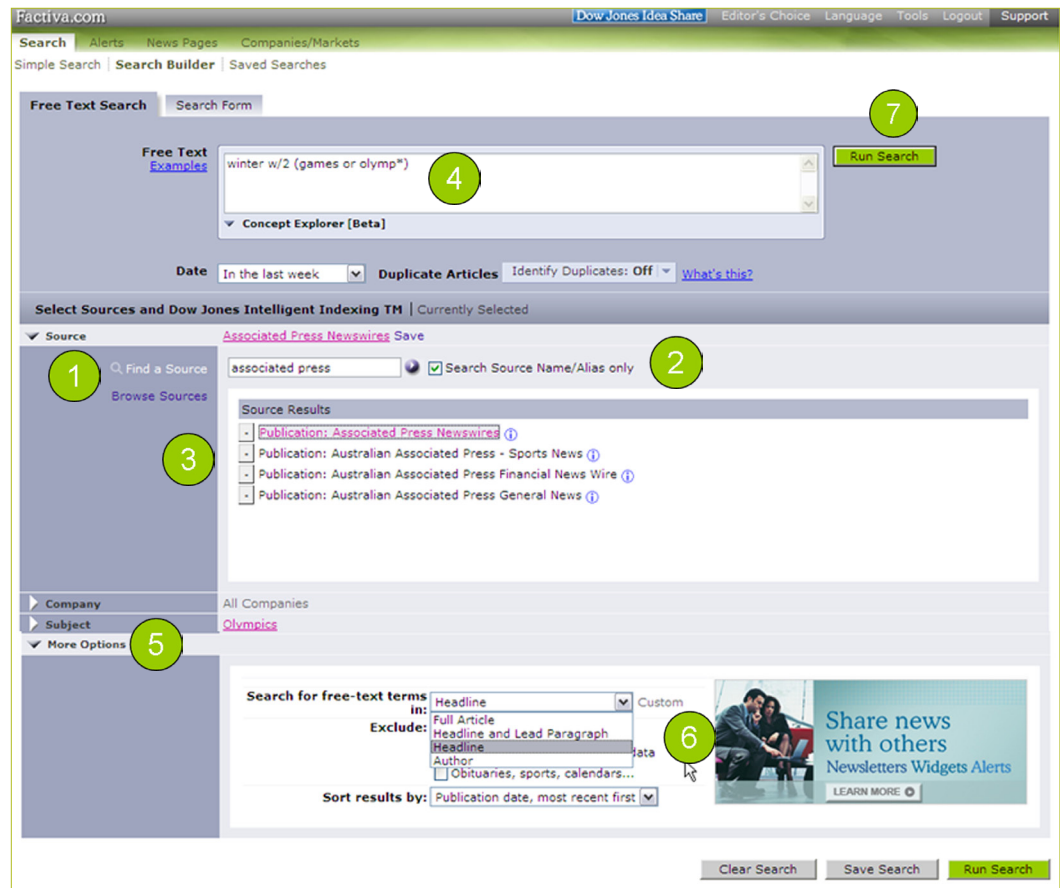
Use Free Text Search to explore the full 50+ year Factiva archive of 25,000 sources. With Free Text search, you have full control to build precise searches using a combination of keywords and Dow Jones Intelligent Indexing™.

Selecting a Single Source

1. Select the Sources category.
2. Enter the source name in the text box and click .
3. Click the name of the source.



Searching by Headline

4. In the *Free Text* box, enter the terms that should appear in the headline.
5. Click *More Options*.
6. Select *Headline* from the *Search for Free Text terms* in drop-down menu.
7. Add any additional search criteria and click *Run Search*.



The screenshot shows the Factiva.com search interface. At the top, there are navigation tabs for Search, Alerts, News Pages, and Companies/Markets. Below this is the 'Free Text Search' section with a search box containing 'winter w/2 (games or olymp*)' and a 'Run Search' button. A 'Concept Explorer [Beta]' dropdown is visible below the search box. Further down, there are filters for Date, Duplicate Articles, and Identify Duplicates. The main section is titled 'Select Sources and Dow Jones Intelligent Indexing™ | Currently Selected'. On the left, there is a 'Source' filter with a search box containing 'associated press' and a 'Search Source Name/Alias only' checkbox. Below this is a list of source results, including 'Associated Press Newswire', 'Australian Associated Press - Sports News', 'Australian Associated Press Financial News Wire', and 'Australian Associated Press General News'. At the bottom, there is a 'Search for free-text terms in:' dropdown menu with options like 'Headline', 'Full Article', 'Headline and Lead Paragraph', 'Headline', 'Author', and 'Obituaries, sports, calendars...'. A 'Sort results by:' dropdown is set to 'Publication date, most recent first'. A 'Run Search' button is at the bottom right.

Search with Dow Jones Intelligent Indexing™ terms

1. Click  next to *Look up*.
2. Enter your terms in the text box (e.g. *marketing*) and click .
3. Click the name of the Dow Jones Intelligent Indexing™ term(s) you would like to add to your search.
4. Multiple search terms are automatically connected with OR. Click on OR to change it to AND. Double click on a term to exclude it.
5. Click *Run Search*.



The screenshot shows the 'Look up' dropdown menu in the Factiva.com search interface. The dropdown is open, showing a list of terms including 'Market Research/Opinion Polling', 'Marketing Consulting', 'Sales Promotion', 'Advertising/Public Relations/Marketing', 'Direct Marketing', 'Direct Mail Advertising', 'Electronic Advertising', 'Telemarketing', and 'Marketing'. The 'marketing' term is selected and highlighted. The 'Look up' dropdown is also visible at the top left of the search area.








Tip: For guided assistance in building complex searches, use the Search Form Tab.

Search Operators

| | |
|---------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| connector/operator | User to identify items that contain.... |
| and | All the words or phrases you enter. <i>technology spending and Canada</i> |
| or | One or more of the words you enter. <i>merger or acquisition</i> |
| not | Exclude items that contain these words. <i>software not spreadsheets</i> |
| same | Two words in the same paragraph. <i>vodafone same telecommunications</i> |
| atleastn | Words mentioned more than once. atleast5 <i>Microsoft</i> Note: not available for Alerts |
| () (Parentheses) | Group words together. <i>press releases and (university or instruction or courses)</i> |
| * (asterisk) | Words with multiple endings of any length. <i>telecom*</i> Note: You must enter at least three characters before using *, and * must be entered at the end of a word only. |
| w/n | Words adjacent to each other in the order specified, within a certain number. <i>wireless w/3 mobile</i> |
| near/n | Words near another word in any order, within a certain number. <i>Carrefour near5 retail sales</i> |

Tip: The following punctuation marks are optional: hyphens, periods, apostrophes, commas, and the slash (/) character. For example, entering "coca-cola" will retrieve the same results as entering "Coca cola."

Processing Options

| | |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  | Headline Display Option Select All places checkmarks next to all articles on the screen. You can also check individual articles. |
|  | View Selected will display your selections. |
|  | Headlines with this icon will display articles that include images or graphics. |
|  | Article and Headline Display Options E-mail Results will let you e-mail articles in a variety of formats (e.g. HTML or Text, Full Article or headline with link to full article). |
|  | Format for Printing will open a new browser window with selected headlines or articles specially formatted for printing. |
|  | Format for Saving will open a new browser window with selected headlines or articles in a text-only format. |
|  | Add to Workspace allows you to save useful articles or citations for later use, until you're ready to print, save, or e-mail these items. You can create 25 workspaces and store 100 items in each. |
| RTF | RTF will allow you to export headlines, articles and articles with a Table of Contents to your word processor. |
| PDF | PDF will allow you to export headlines, articles or headline and articles with a Table of Contents in a presentation ready format. |
| XML | Use this flexible document format for saving and republishing articles in newsletters, intranets or other communication tools. |
|  | Newsletter Builder lets you create and download Newsletters on the fly in many different formats to share throughout the organization. You can create up to 600 Newsletter editions with up to 100 items in each. |

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