

STEP-BY-STEP:

LOCATE NEWS ARTICLES IN FACTIVA AND CREATE PERMALINKS

Factiva is the library's recommended news database, as it provides access to over 30,000 news sources in more than 25 languages. Use this guide to learn how to locate news articles in Factiva and create persistent links (permalinks) to the articles that can be used in Learning Management Systems (LMS) or Course Materials Databases (CMD).

A YUL permalink to Factiva articles will ensure that students can access news articles quickly, from both on and off campus. As a matter of best practice, provide students with a persistent link rather than a PDF.

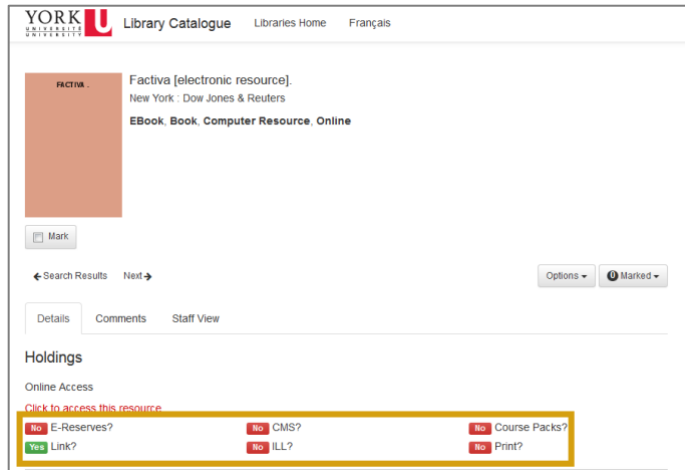
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FACTIVA LICENSE INFORMATION

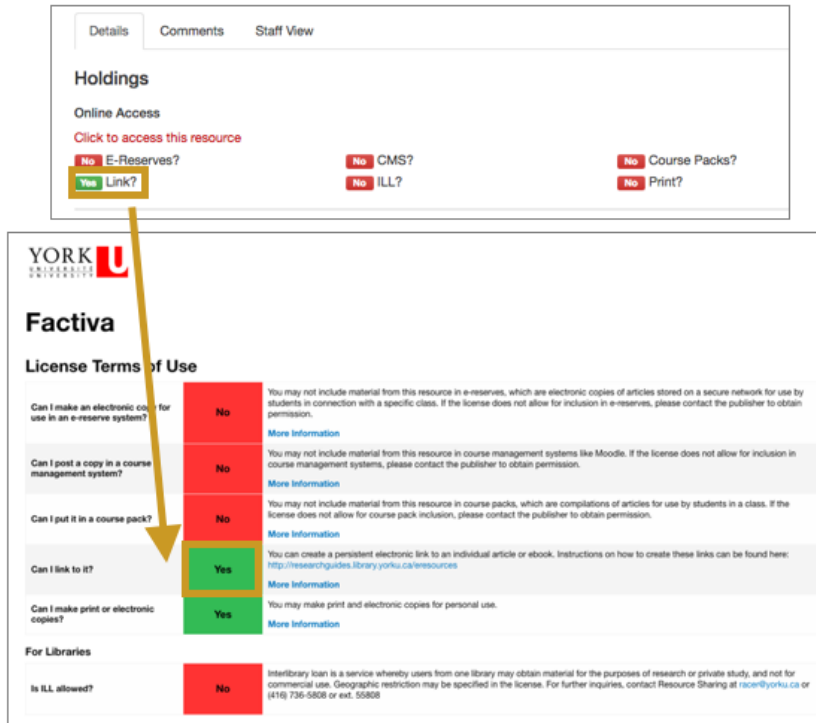
Before an article's persistent link (permalink) can be uploaded to a course's LMS or CMD, the license usage terms should be checked to ensure that creating and using permalinks is allowed. Below is a description of Factiva's terms of use.

1 The **Factiva library record** indicates that **links to articles** in Factiva are permissible; therefore, permalinks to Factiva content **can be included** in a course's LMS or CMD.

Some other usages are **not allowed** based on the license information. For example: articles cannot be put on eReserve; a copy of the article, such as a PDF, cannot be put in an LMS or CMD; articles cannot be reproduced in a course pack; and articles cannot be shared via inter-library loan.



2 Click the **yes/no buttons** in the record to see more detailed Factiva license information.



SEARCHING FACTIVA FOR ARTICLES

Follow these steps to locate a known news article in Factiva. If the article cannot be found in Factiva, please email the Peter F. Bronfman Business Library at bronfref@yorku.ca

- 1 Start at the York University Libraries [homepage](#). Enter **Factiva** in the search bar, select **Title Keyword Search** from the dropdown menu, and click **Find**.



- 2 Click **Click to access this resource**.



3 We will use the following citation as an example:

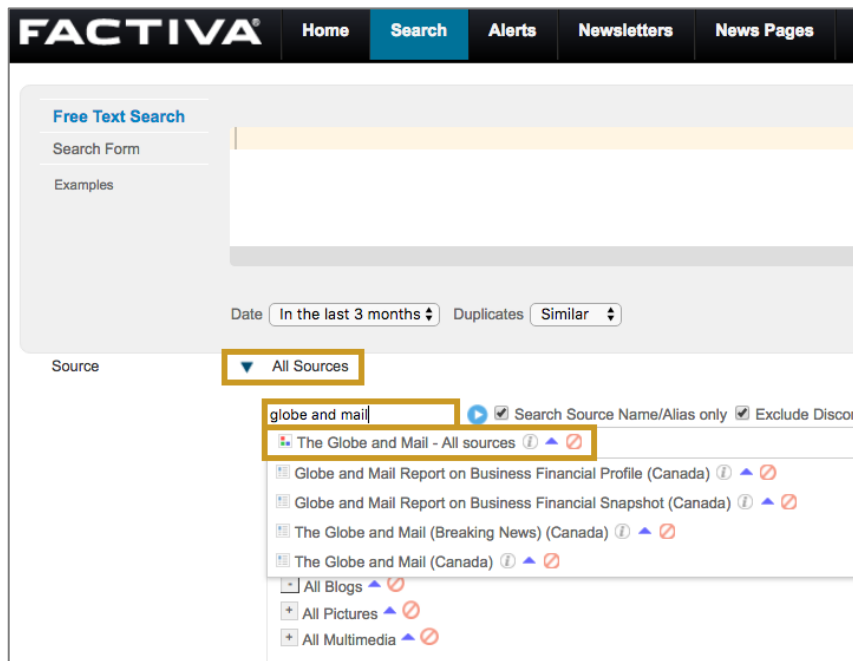
- Mintzberg, H. (2015, September 23). Volkswagen scandal isn't a scandal: It's a syndrome, and a symptom. *The Globe and Mail*, p. B4. Retrieved from Factiva.

This citation includes three navigational clues that will be used to retrieve the article in Factiva:

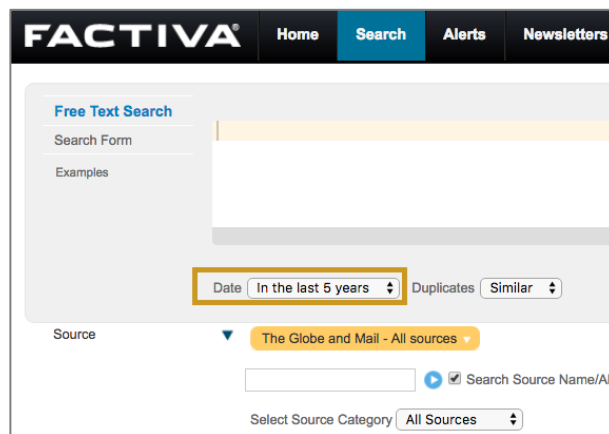
- **Date:** (2015, September 23)
- **Article Title:** Volkswagen scandal isn't a scandal: It's a syndrome, and a symptom
- **Title of Newspaper/Magazine:** *The Globe and Mail*

To start your Factiva search, click the **arrow** beside **All Sources**. In the search bar, type the **title of the newspaper**. Select the **correct source** from the drop-down list.

- **Tip:** For sources like the Globe and Mail, we recommend selecting **The Globe and Mail – All Sources** to ensure you are searching all of the print and web content the publication produces.



4 Factiva defaults to searching for articles from **the past 3 months**. If the article is older than 3 months, use the **Date drop-down menu** to select a date range that covers the article's publication date.



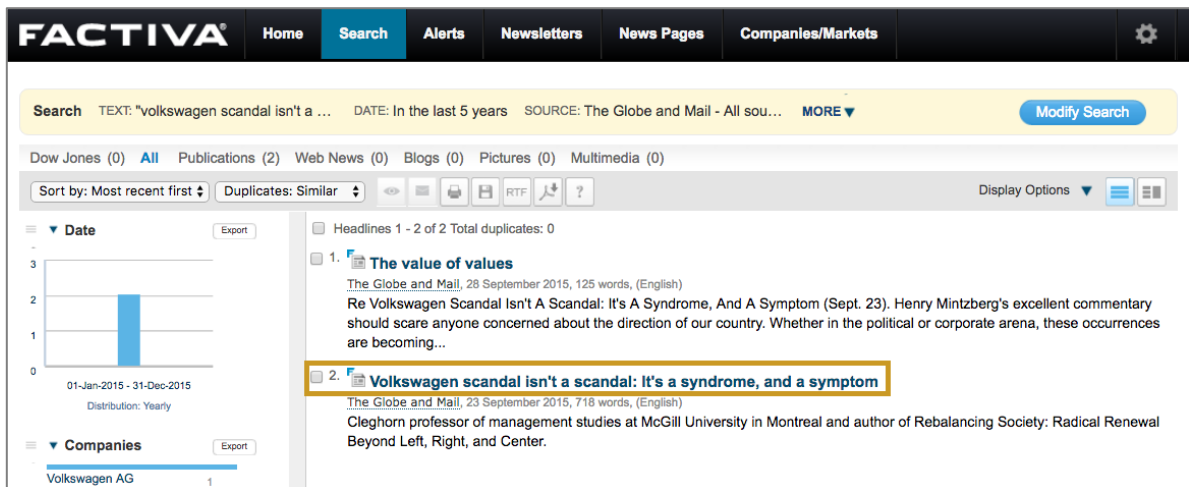
5 Type the article title in double quotation marks in the **Free Text Search** field. Click **Search**.

- **Tip:** Putting the title in double quotation marks tells Factiva to search for the title as an exact phrase. This is useful because Factiva does full-text searching, which can return a lot of results.



6 In the results list, **click on the article's title** to view the full-text of the article.

- **Tip:** Proceed to Page 6 in this document to learn how to create a permalink for Factiva articles.



CREATING FACTIVA PERMALINKS

A **permalink** is a stable and persistent link to an electronic article that should be used, when available, to link to articles in Learning Management Systems (LMS) or Course Materials Databases (CMD). Follow these steps to create permalinks for news articles in Factiva. These permalinks will allow students to easily access their course readings on and off-campus from their course's LMS or CMD.

- 1 After retrieving your article in Factiva, scroll to the bottom of the article and **copy the Document number**.
 - **Tip:** If you do not know how to retrieve articles in Factiva, consult pages 3-5 in this document.

The screenshot displays the Factiva search results page. At the top, the navigation bar includes 'FACTIVA', 'Home', 'Search', 'Alerts', 'Newsletters', 'News Pages', and 'Companies/Markets'. The search bar shows the query 'TEXT: "volkswagen scandal isn't a ...' with filters for 'DATE: In the last 5 years' and 'SOURCE: The Globe and Mail - All sou...'. A 'Modify Search' button is visible.

Below the search bar, there are filters for 'Dow Jones (0)', 'All', 'Publications (2)', 'Web News (0)', 'Blogs (0)', 'Pictures (0)', and 'Multimedia (0)'. The 'Sort by: Most recent first' dropdown is set to 'Most recent first', and 'Duplicates: Similar' is selected. A 'Return to Headlines' link and 'Display Options' are also present.

The left sidebar contains several filter categories:

- Date:** A bar chart shows a distribution for '01-Jan-2015 - 31-Dec-2015' with a value of 2.
- Companies:** 'Volkswagen AG' is listed with a count of 1.
- Sources:** 'The Globe and Mail - All s...' is listed with a count of 2.
- Subjects:** 'Corporate/Industrial News' is listed with a count of 2.
- Languages:** 'English' is listed with a count of 2.
- Regions:** 'Canada' and 'United States' are listed, each with a count of 1.
- Keywords:** A list of keywords including 'excellent commentary', 'corporate arena', 'big assumption question makes', 'weak corporate cultures', 'external communications', and 'automobile industry'.

The main content area displays the article text, which discusses the Volkswagen scandal and its implications. The article text includes several paragraphs, such as:

- 'wish to commit manslaughter, don't do it as the driver of a car; do it as the designer of the car. Executives and engineers at General Motors knew there were problems with those ignition switches, which led to multiple fatalities, yet they have walked off scot-free.'
- 'Far more insidious, however, is the legal corruption, because it is so prevalent. Goldman Sachs allegedly manipulated the market for recycled aluminum so that it could siphon off \$5-billion (U.S.) by moving ingots from one warehouse to another. What were they thinking? That's easy: \$5-billion.'
- 'The company claimed to have broken no law. And that is precisely the problem: Our societies are being destroyed by this legal corruption.'
- 'University professors are in cahoots with pharmaceutical companies that think nothing of charging hundreds of thousands of dollars for life-and-death products that cost them hundreds of dollars to produce. And economists who cannot see past markets support such nonsense. Are they thinking at all? Some markets. This is the exploitation of monopolies called patents whose prices are not being regulated. And not just any old monopolies: People have to die for want of these, for the sake of obscene profiteering.'
- 'What kind of a society tolerates this?'
- 'Are you seeing the pattern? It's not a scandal; it's a syndrome. The Volkswagen affair is just a blatant case of an accelerating trend. Expect it to get worse, because we are living in a world where predatory capitalism is triumphing.'
- 'In 1989, pundits declared that capitalism had triumphed.'
- 'Wrong. Balance triumphed. The developed countries of the West were balanced back then.'
- 'Think of the United States after the Second World War – higher levels of taxation, fairer distribution of wealth, generous welfare programs – and with all that, remarkable development, political and social as well as economic. The communist states of Eastern Europe collapsed because they were utterly out of balance, with so much power concentrated in their public sectors.'
- 'It turns out the Berlin Wall fell on us: Predatory capitalism has been triumphing since 1989, throwing much of the world out of balance, on the side of private sectors. They are dominating government and much of society, with the consequences described above.'
- 'What were they thinking at Volkswagen?'
- 'Okay, so this particular company was particularly dumb.'
- 'But how many others are close behind, just a bit smarter to keep out of the spotlight?'
- 'Remember the 1989 concept of "the end of history," the widely accepted claim that human society had reached perfection, thanks to our relentless greed?'
- 'Well, watch out: Unless we get our act together, here it comes.'

At the bottom of the article, the source is identified as 'The Globe and Mail Inc.' and the document number is highlighted in a yellow box: 'Document GLOB000020150923eb9n0001s'. Below this, there is a 'Related Articles' section with a plus sign icon.

2 Go to the Library's [Factiva Permalink Converter webpage](https://www.library.yorku.ca/web/bbl/factiva-permalink-converter/) (<https://www.library.yorku.ca/web/bbl/factiva-permalink-converter/>). Scroll down to **Step 2** on the webpage. Paste the article's Document number into the box and click **Create link**.

Home - Library Listing - Bronfman Business Library - Factiva Permalink Converter


Factiva Permalink Converter

By creating a persistent link to a Factiva article, you can add this 'permalink' to your learning management system and allow students to access the article directly in the Factiva database.

Use the below steps to create your permalinks to newspaper articles in Factiva:

Step 1: Locate the Factiva article's unique document number. This is located at the end of the article.

- Tip: Need more help? Consult our [Linking to Library eResources guide](#)



Step 2: Copy and paste the document number (i.e. ROBFS00020180511ee5a00015) into the box below and click **Create Link**.

GLOB000020150923eb9n0001s **Create Link**

Step 3: Copy the link in the below box and use it in your learning management system to send students directly to the newspaper article in Factiva.

Copy text

3 In **Step 3** on the Factiva Permalink Converter webpage, a permalink will be automatically generated. Click the **Copy text button** and then paste the copied link into the course's LMS or CMD to ensure students have full-text access to the article both on and off-campus.

Step 2: Copy and paste the document number (i.e. ROBFS00020180511ee5a00015) into the box below and click **Create Link**.

GLOB000020150923eb9n0001s **Create Link**

Step 3: Copy the link in the below box and use it in your learning management system to send students directly to the newspaper article in Factiva.

<http://ezproxy.library.yorku.ca/login?url=https://global.factiva.com/redir/default.aspx?P=sa&NS=16&AID=9YOR000300&f=g&AN=GLOB000020150923eb9n0001s&xsid=S004XJh3>

Copy text