



## Database Guide

# Factiva

### Introduction

Factiva, a joint venture between Dow Jones and Reuters, provides full-text access to newspaper, newswire, trade journal and business journal articles, in addition to company stock, and industry information.

### Scope

- Contents of nearly 9,000 publications in 22 languages including:
  - Major national and regional newspapers such as The Wall Street Journal, The New York Times, and Financial Times.
  - Magazines, trade journals and media transcripts.
  - Continuously updated Newswires from major global providers, including Dow Jones and Reuters.
- Detailed company background and financial information, including company/industry comparison reports on close to 23,000 companies.

### Access

Available at the [Jackson Library Web site](#). If not on the GSB premises, GSB users can access this database via [WebApps](#).

### Help

- Click on the [Support ?](#) link or icon from the top right corner on any page
- For search assistance, ask a librarian at the Information Desk or email to [Jackson-infodesk@gsb.stanford.edu](mailto:Jackson-infodesk@gsb.stanford.edu)
- For technical problems, email to [rcrc-action@gsb.stanford.edu](mailto:rcrc-action@gsb.stanford.edu)

### Features

- Access to full-text articles across the extensive database
- Access to company and market research information on tens of thousands of companies including company screening capabilities, charting, current and historical stocks, currencies, indexes, and corporate bonds prices
- **Contents limitations** - Not included in contents: advertisements, classified ads, lengthy tabular materials
- **Subscription limitations** - Not included features: tracking, saving results, saving lists

### Searching Factiva

Using Factiva interface, you can perform the following types of searches:

**Contents search** - use one or the combination of the following methods:

- Free text search-search by keywords optionally augmented by Boolean connectors and advanced proximity connectors
- Factiva Intelligent Indexes search-limit search to certain publications, subjects, industries, regions etc, as defined by Factiva indexes

**News pages search** - under the **News Pages** tab, browse the contents of the latest issues of ten pre-selected newspapers and magazines, e.g. New York Times, Wall Street Journal, Financial Times, Business Week etc.

**Companies/Markets search** - under the **Companies/Markets** tab, search for company data including news, financials and stock data, build company lists, and create charts.

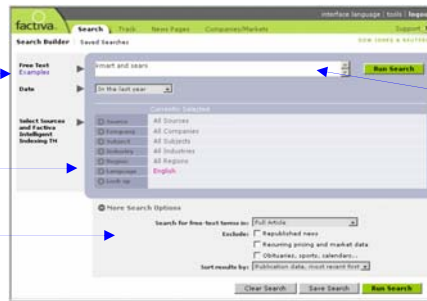
### Search page

Search for articles through the entire database by entering keywords in the **Free Text** search box on top of the page. Use Boolean connectors **AND**, **OR**, **NOT**. In addition, you can use advanced search commands, which you can view by clicking on the **Examples** link on the left.

Click on this link to view advanced search examples

Select sources and intelligent indexes here


Refine your search with additional criteria here



Enter keywords and view selected sources and indexes here. Connect indexes and keywords with **AND** or **OR**

Refine your search with **Intelligent Indexing** feature. In Factiva, sources and such categories as industries, subjects etc. are defined as indexes and displayed in the middle section of the screen. When you are not sure to which category your term belongs, use the **Look up** option to search across all available indexes. By selecting indexes, you can limit or exclude certain categories from your search, e.g. search for articles in specified publications only.

The index selection strategy is the following:

1. Click on the + sign in front of the index name to open the category
2. Following, you can either enter a term in the search box and select from the list of matching results, as shown below, or you can choose a category from the drop-down menu available for every selection.
3. Click on the  icon to add your selection to the **Free Text** box on top of the page; to exclude index, double click on the name to strike it out. The category will appear above the index selection window as shown below. To unmark the selection, click on it again and see the strike-through line disappear.

**NOTE:** When you add sources or other categories to the **Free Text** box you should add Boolean connectors **AND**, **OR**.

Selected index appears here

Click on a + sign in front of and index to open selections



Double click to exclude index from search and view this command recorded

Click here to add index to search

Refine your search with additional criteria:

- Use the **Date** box located below the Free Text box to select the dates of publication from the drop-down menu
- Use the **More Search Options** selections at the bottom of the page to specify the section of an article you want to search, e.g. full-text, headline etc; exclude certain sections of publications; choose sorting preference

**NOTE:** In conjunction with **Intelligent indexes** search, select a specific section of a publication using the field codes, which you can view by clicking the **Custom Search Fields** link from the drop-down menu in **Search for free-text terms in** box. Use format: **hd=Comcast**, e.g. find articles where *Comcast* appears in a headline.



To run search, click the **Run Search** button.

**Viewing results:** Factiva offers several convenient features to display results:

- Use **View as** box located in the top right corner of result page to select a display format from the drop-down menu. While you are viewing an article you can toggle between the different display formats.
- Use the Split Screen option by clicking on the **Frames** link located in the top right corner of the result page. This feature allows you to browse the contents of the article without leaving the headlines in result list as shown below.



Click here on **Frames** link to open a split window as shown. Click on **No Frames** link to close a split window

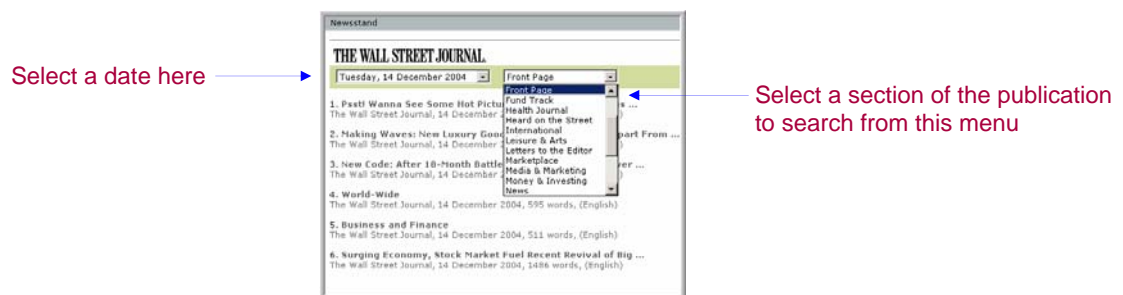
- Use **More Like This** option, which is available in headline and document view, to retrieve similar articles based on Factiva indexes. You can also highlight any words in the article and by clicking on the **More Like This** link retrieve documents on a different subject.
- Use the icons above the headline list as following:
  -  -to view only marked articles in the format of your choice
  -  -to open or save marked articles in Rich Text Format in word processor program

## News Pages page

Under the **News Pages** tab, you can access the contents of ten major news sources. The selection and order of publications cannot be changed. However, the selection of sources and their order under the two available links in the top left corner is slightly different.

Under the **Group Pages** link find the following titles: **Barron's • BusinessWeek • Economist • Financial Times • Forbes • Fortune • New York Times • Newsweek • U.S. News and World Report • The Wall Street Journal.**

Under the **Factiva Pages** link find the following titles: **Wall Street Journal • New York Times • Washington Post • Chicago Tribune • Los Angeles Times • Newsweek • BusinessWeek • Barron's • Forbes • Fortune.**

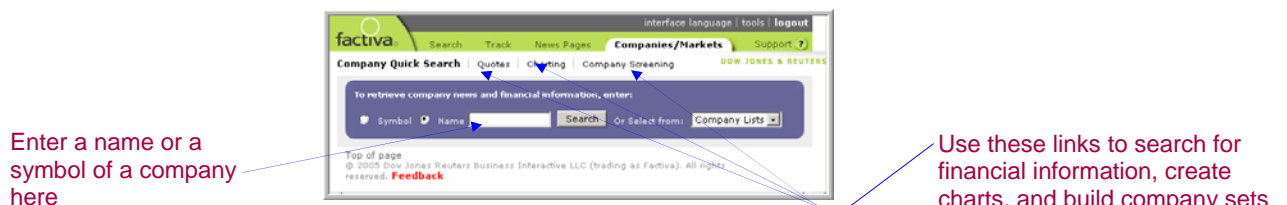


You can search the news sources by selecting a section and a date of a publication as shown above. You can also click on the [+ Search this Newsstand](#) link to open the text box. In the text box, enter your keywords to search for articles across all issues included in the newsstand. The coverage for daily papers is two weeks; for monthly and bi-monthly publications-the latest three issues.

## Companies/Markets page

The links on top of the page enable you to perform the following research:

- Company Quick Search**--find company's description, financials, list of competitors, SEC filings, related news, analysts research, market snapshot
- Quotes**--find current and historical prices for the past two years for daily and up-to five years for weekly and monthly prices. From the **Select Instrument** drop-down menu, you can choose any of the following categories: **Stocks • Funds • Current Corporate Bonds • Currencies • Market Indexes**. You can select up to 20 different currencies or market indexes for each request. You can also select the output format from the following: formatted table, static chart, or comma delimited which will export data into a spreadsheet.
- Charting**--create interactive and comparison charts for stocks only. Interactive charts provide numeric value for any given datapoint and one-click access to News. Comparison charts can include up to 10 Market Indexes. **NOTE:** A chart with five or more indexes loses its interactive features.
- Company Screening**--create sets of companies based on your selected criteria. You can choose from 26 financial criteria divided into nine major categories, e.g.: industry, exchange, location, price and share data, efficiency ratios etc. You can choose to display results in: **Basic List** or **Prospecting List**. The latter format includes more detailed company information and the values for your selected criteria. The lists may not exceed 500 companies.



## Searching Tips:

- Search terms are not case-sensitive.
- When unsure of company's correct name spelling, truncate the name with an asterisk

- Spell Business Week as one word, e.g. **BusinessWeek** when searching for this magazine in sources
- Use the **Examples** link on the Search screen for a complete list of operators and connectors
- From the drop-down menu in **Search for free-text terms in** box, use the **Custom Search Fields** link to find codes for article sections when you combine index search with keyword search limited to a specific section of an article, e.g. *rst=MSWK and hd=inflation* – articles from Newsweek with *Inflation* in headline.

## Sample Searches

*Get a company overview of The Gap using the Company Quick Search.*

1. Under **Company/Markets** tab click on the **Company Quick Search** link (usually default screen).
2. Select the **Name** tick box.
3. Enter **Gap** in the Search box. Click the **Search**.
4. From the list of matching companies, click the company name link to view search results.

**Note:** To create a custom report, scroll down to the **Custom Report** section and select from the list of the sections you want in your Custom Report, and then click the **View Report**.

*Find a list of pharmaceutical companies that manufacture cancer drugs.*

1. Under **Company/Markets** tab, click on the **Company Screening** link.
2. From the list of Industries select, **Pharmaceuticals**, click the + sign; click on a + sign in front of **Drugs/Medications**, and highlight **Cancer Drugs**.
3. Click the **Submit**.
4. Select list to display: **Basic List** includes the company name, location and industry or **Prospecting List** includes the company name, location, telephone number and the name of the CEO.
5. Click the **Get List** to see the final results.


*Browse a section of today's Wall Street Journal.*

1. Under the **News Pages** tab, browse the **Headlines** from the latest issues of leading newspapers and magazines displayed. The first title is *The Wall Street Journal*.
2. Use the drop down menu to view either a specific **date** or **section** of the paper.

*Get a company to industry comparison report and a financial snapshot for eBay.*




1. Under the **Company/Markets** tab, click on the **Company Quick Search** link (usually default screen).
2. Select the **Name** tick box.
3. Enter **eBay** in the Name box.
4. Click the **Search**.
5. Click the company name link to view search results.
6. Under **Reports**, click **Comparison Report** and **Financial Snapshot**.

*Limit your search to articles appearing in Wall Street Journal about Comcast in headline.*

1. Under the **Search** tab, click on the + sign in front of **Sources**.
2. Enter **Wall Street Journal** in the **Find a source** text box.
3. From the results list, click the  icon next to **Wall Street Journal** and note your selection appear in the **Free text** box as index *rst=J*
4. In **Search for free-text terms in** box, click on the **Custom Search Fields** link and note a filed code *hd* for headline.
5. In the **Free Text** box, enter **and hd=comcast**.
6. Click the **Run Search**.

## Print/Email/Save results

Select documents by clicking a check box next to a document.

- **To print results:** click the  (**Format for printing**) icon above the results list; select **File > Print** from the browser menu
- **To email results:** click the  icon above the results list. In a pop-up window, select the **E-mail format and output** from the drop-down menu; enter an **e-mail address of the recipient**, a **Reply-To address**, as well as a **message** (optional). Click the **Send**. You will receive a confirmation.
- **To save results:** click the  (**Format for saving**) icon; then select **File > Save** from your browser menu

## Documentation

[Factiva Learning Tools](#) -- a comprehensive collection of learning tools.