

POSTMEDIA NETWORK

Working with FPinfomart's Archives

FPinfomart Back to Basics Series

Episode #4

February, 2011

<http://blog.fpinfomart.ca>



Overview

Archives Overview

- FPinfomart Archives contain over 70 Million documents
- We add 35,000 documents every day

Use Archives to...

- Locate a specific document you know to exist
- Find out how a topic was presented in the press at a specific point in time
- Learn as much as you can about a topic, person, company, or organization
- Discover public opinion on a topic
- Retrieve all articles by a journalist to learn about his/her area of expertise and opinion on a topic
- Compare an issue from the past to a similar one occurring today
- Find all documents in a series
- Complete the weekly FPinfomart Scavenger Hunt!



Searching the Archives

Three Interfaces

- We offer 3 interfaces:
 - Simple
 - Advanced
 - Expert
- Each are useful in different situations regardless of your search skill level.

Commonalities between the 3 Archives interfaces

- Keyword entry varies, but the 3 interfaces are identical for all other search aspects:

Date Range

in the last 6 months
 Feb 1 2011 To Feb 7 2011



News

All News
 Toronto Star
 Select a library of news sources
 Let me select from the full list of news sources
 None

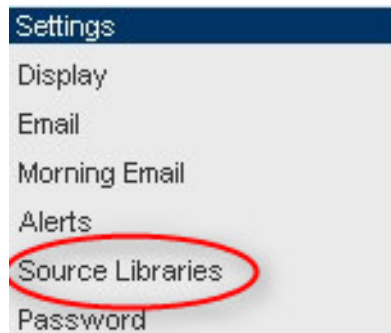


Blogs

All blogs
 Select a blog
 None

Source Libraries

- You may use any existing Source Libraries for an Archives search
- Source Libraries are universal – even if you create them during a Personal Profile search, you can use them for Archives and Quick Search
- Manage your Source Libraries from the Settings menu.



Wildcard - *

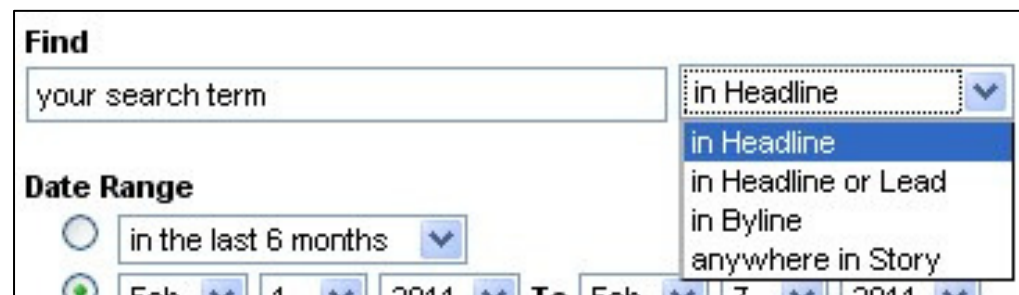
- Use the “*” [asterix] wildcard to represent zero, one, or a string of letters
- Do not use the wildcard symbol at the start or of any word (e.g. *gate is NOT permitted)

Examples:

- "micro*"
 - retrieves: *micro, microscope, microcomputer, Microsoft, micro-organisms, etc.*
- "canad*"
 - retrieves: *Canada, Canadian, Canada's, etc.*
- "wom*n"
 - retrieves: *woman, women*
- "labo*r"
 - Retrieves: *labor, labour*

Drop-down field search (Simple & Advanced only)

- Simple & Advanced interfaces offer “guided” field searching
- Allows you to narrow your search to specific portion of the article
- **In Headline:** searches ONLY the title of the document
- **In Headline or Lead:** searches title of document and first 500 characters of body text.
- **In Byline:** searches the named author of the document.
- **Anywhere in Story:** All of the above, plus full body text.



Find

your search term

in Headline

in Headline or Lead

in Byline

anywhere in Story

Date Range

in the last 6 months

Feb 1, 2014 To Feb 7, 2014




Simple Search

Simple Search


- Simple search is exact phrase match – “What you type is what you get.”
- Best choice when:
 - You have a single search word or phrase with no possible (or desired) variations, synonyms, or acronyms
 - You know the exact headline of an article/document
 - You know part of a sentence used in an article
 - You’re looking for pickup of an exact quote, slogan, etc.

Simple Search: Examples


Find

bank of montreal anywhere in Story 

Find

house of commons in Headline or Lead 

Find

Government expenditure rises in Headline 



Advanced Search

Advanced Search

- Advanced search offers three key advantages over Simple search:
 1. Ability to input synonyms, variations on words, acronyms, titles, etc.
 2. Ability to narrow on a secondary set of keywords
 3. Ability to exclude documents based on keywords
- Best choice when:
 - Your search term has a well-used acronym, a nickname, or a variation in spelling that can't be accommodated with a wildcard.
 - You're trying to narrow your search to a particular aspect of a topic.
 - The keyword you're searching is used in some contexts you know to be irrelevant.

Advanced Search: Example

Note: 255 character limit per box.

News Archives
Switch to: simple mode expert mode

Match stories that mention ANY of these phrases...

Hil*ary Clinton
Senator Clinton
Mrs. Clinton
[44/255]
in Headline or Lead

And require at least one mention of one of these... (optional)

elect*
president*
[17/255]
anywhere in Story

But exclude any story that mentions one of these... (optional)

bill clinton
president clinton
Obama
[36/255]
in Headline or Lead

Synonyms for this person

Only election stories

Exclude her husband & Obama



Expert Search

Expert Search

- Expert search offers these advantages over Advanced search
 1. Character limit is 10,000 (not 255 per box)
 2. Freestyle query entry (not limited to “3 box format”) – therefore unlimited number of concepts
 3. Additional operators (proximity, frequency, length)
 4. Additional fields available for searching
- Best choice when:
 - You’re searching for the intersection of multiple concepts
 - The “AND” operator is too broad.
 - You have a lot of keywords.
 - You need to search on more specialized fields.

Expert Search: Example

Expert Search

```
NEAR(( "air pollution" or "air quality" or smog), ( child* or teen* or youth or infan*), ( asthma*),n=10)
```

Expert Search

```
title:"spiderman" AND ("movie" OR "film") AND stotype:"review"
```

Expert Operators: Boolean

- The Boolean operators of AND, OR, and ANDNOT can be used in Expert Search to broaden and narrow search results.
 - AND retrieves stories that include all of the search terms
 - OR retrieves stories that match at least one of the search terms
 - ANDNOT excludes stories with the specified search terms.

Examples:

- "bank" AND "merger"
- "forestry" OR "forest management"
- "apprentice" ANDNOT "trump"

Expert Operators: Parenthesis

- If you are creating a search statement with several terms or variables, you will need to use parentheses so that the system knows how you would like the terms grouped.
- Like a mathematical equation, terms within parentheses are processed first by our search engine.
- Generally, parentheses are put around similar terms that refer to the same concept. You may nest several levels of parentheses if necessary.

Examples:

- ("molson*" OR "labatt*") AND "sponsor*" AND "tennis"
- ("dog*" OR "cat*" OR "pet*") AND ("law*" OR "bylaw*" OR "legal*" OR "illegal*")
- (("cemetery" OR "cremat*" OR "burial") AND "ontario*") ANDNOT "obituary"

Expert Operators: Proximity

- Use proximity operators in place of AND to specify how close together words must appear in articles.

NEAR

- NEAR is used to specify the number of words separating terms. Terms can be in any order.
- To broaden adjacency searching, specify a higher number (n=x)
 - near (deficit, spending, n=5) *looks for both terms within 1-5 words of each other.*

ONEAR

- ONEAR is used to specify the number of words separating terms. Terms must occur within a given number of words of each other, in the exact order specified
 - onear (pierre, trudeau, n=3) - *will retrieve all variations of this name including Pierre Trudeau, Pierre E. Trudeau, and Pierre Elliott Trudeau.*

Expert Operators: Frequency

- The frequency operator COUNT allows you to specify a threshold of occurrence for a term. A word or phrase will only be retrieved if it occurs at least the indicated number of times.

Example:

- COUNT("west nile virus") > 5
 - *Locates stories that mention West Nile Virus at least 5 times.*

Field Searching

- Field searching allows you to narrow WHERE you are searching to a specific part of a document, or to the document's metadata
- Field search syntax looks like this:
 - `FieldName:"term"`

Field Searching

Searchable fields:

TITLE	the headline or title of the story
LEAD	the headline and the first 500 characters of body text
CONTENT	the full text of the story, title, body, dateline, corrections, illus, byline, column, and notes
BYLINE	the writer's name
PUBNAME	name of the publication or source where this story was published
DATELINE	where the story originated
SOURCE	the source of the information
SECTION	the section of the paper the story appears in
PAGE	the page number the story appeared on
EDITION	indicates a specific edition of the paper
COLUMN	title of a regular column
NOTE	editorial notes, including name of a series
ILLUS	the description of the illustration
STOTYPE	story type
CORRECT	corrections to the original story
LENGTH	number of words in the story

Expert Archives Examples

- For an extensive list of examples, see the Help section of our website:
- <http://www.fpinfomart.ca/help/topic/archives/examples/>

Expert Search Tip: Divide and Conquer!

- Brainstorm your concepts (synonyms, etc.)
- Decide on their relationships; translate to operators
- Place each search string on a SEPARATE LINE to mentally break down your query

FPinfomart Scavenger Hunt: Wrapping up the holiday season

Posted by **Jennifer Stein** on January 7, 2011

The rules: the first person to enter the correct answer in this post's comments will be declared the winner. Please follow the answer format below so that we know you've used FPinfomart to find your answer!

As lovely and festive as they may be, it will soon be time to start thinking about packing away the holiday decorations until December. Some municipalities (*hint: especially in the U.S.*) have implemented ordinances specifying the maximum amount of time decorations can remain on display

Expert Search

```
NEAR(  
( remove OR "take down" ),  
( christmas OR xmas OR holiday),  
decorations, n=10  
)
```



Working with Archives Results

Order of Results

- By default, Archive results are sorted in reverse chronological order
 - The item at the top of the list is the **NEWEST**; the **OLDEST** item will be **LAST**
- You may reverse this by using the Sort navigator
- Results from all publications are intermingled – true date sort, regardless of source
- **TIP:** Use the Publications navigator to narrow by source, or to see which sources are represented in your results



Re-using Archives Searches

Recent Queries

- View 60 days of your search history by clicking the Recent Queries link on the left side of the screen.

Includes:

- A snippet of your keywords
- The number of hits retrieved by your search (Hits)
- The date this search was performed
- A link to Save this query permanently
- A link to delete this query from your search history
- Click the hyperlinked number in the Hits column to be returned to the search results screen for that query.
- Click on the search string in the Query String column to be presented with a search screen where you can edit the terms you used in your query.
- To save a query permanently, click "Save" next to the search you wish to save.

Recent Queries

Recent Queries

Recent queries from the past 60 days. You can also save queries for later use.

Recent Queries

1-30 of 30 queries

starbucks	4808 results	Feb 8, 2011 7:50am	9 minutes ago	SAVE	DELETE
near(("air pollution" or "air quality" o...	45 results	Feb 7, 2011 3:48pm		SAVE	DELETE
(...	2 results	Feb 7, 2011 12:17pm		SAVE	DELETE
stephen harper...	114 results	Feb 4, 2011 10:24am		SAVE	DELETE
title:test	31 results	Feb 3, 2011 9:29am		SAVE	DELETE
(content: "Bargaining Rights" OR conten...	35 results	Feb 1, 2011 1:05pm		SAVE	DELETE

Saved Queries

- Queries you have saved to the Saved Queries page will remain there until you delete them individually.
- Saved Queries are useful for those searches you perform regularly.
- Saved Queries have the same functionality as Recent Queries - i.e. the ability to retrieve the hits, or re-populate the search box using the keywords, by clicking on the appropriate links.

Saved Queries				
These are your saved queries.				
Saved Queries				1-4 of 4 queries
(...	2255 results	Jun 28, 2010 10:15am	SAVED	DELETE
near ("tobacco" or "cigarett*"), ("cons...	1379 results	Jun 17, 2009 10:15am	SAVED	DELETE
onear("solar", ("energy" or "power"), n=...	8278 results	Jun 11, 2009 9:48am	SAVED	DELETE
lead:near ("cowboy*", "ranch*", n=10) an...	121 results	Jun 2, 2009 9:57am	SAVED	DELETE

The image features a background with a diagonal split. The upper-left portion is a light gray gradient, while the rest is a solid blue gradient that transitions from a darker shade at the top to a lighter shade at the bottom. The text 'Archives FAQ' is centered in the blue area.

Archives FAQ

Q: Will I receive results from TODAY's news in an Archives search?

A: Yes. There is overlap between "Media Monitoring" and Archives. Today's news is added to the Archives at the same time it is added to the Media Monitoring module.

Q: How far back in time do the Archives go?

A: It varies by source. Many of the large daily papers go back to the mid-to-late 1980's in our Archive. Smaller regional papers tend to have a shallower archive as they did not begin digitizing their content until later.

To find the Archive depth for any source, click “News Sources” at the top of the screen, then click the name of the publication.



A screenshot of the 'Cowichan Valley Citizen' publication details page. At the top, it says 'COWICHAN VALLEY' in small black letters above a blue box containing the word 'Citizen' in white serif font. Below this is the title 'Cowichan Valley Citizen' in bold black font. The details listed are: 'Update Frequency: Twice/Week (Wednesday & Sunday)', 'Location: Duncan, British Columbia, Canada', 'Category: B.C. Papers', and 'Coverage Start: Jan 23, 2000'. The 'Coverage Start' text is circled in red. A red arrow from the 'News Sources' link in the previous image points to this box.

Q: Can I create a Personal Profile from the results of an Archives Search?

A: Not yet, but this is a feature we plan to add in the future.

Practice Questions

1. Find a story that includes a picture of Stephen Harper with Bono.
2. Find a review of the Honda Civic from before 2005.
3. Find articles where Lindsay Lohan is mentioned at least twice, but that doesn't mention rehab.
4. Choose one of the FPinfomart Weekly Scavenger Hunts (<http://blog.fpinfomart.ca/category/scavenger-hunt/>). Create a search strategy to answer the question.