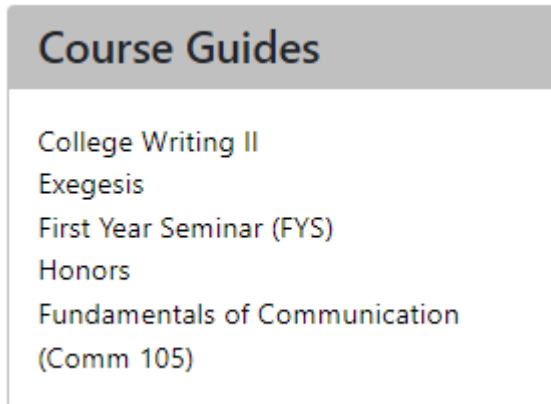


Finding background info in Credo Reference & Statista

This tutorial will show you how to connect to two library databases, Credo Reference and Statista from the COMM 105 course page. These databases are easy to use, provide graphics that you might use as visual aids, and can sometimes help you develop a focus or main points for your speech.

Navigation

Head to the library website at library.olivet.edu. Then click on Subject Guides, and under course guides is Fundamentals of Communication (COMM 105).



COMM 105: Fundamentals of Communication

To find...	Use...
Popular Magazine Articles	<ul style="list-style-type: none">• MAS Complete• MasterFILE Complete• Academic Search Complete USE LIMITS to restrict to magazines• List of recommended popular magazines
Background info & statistics	Resources <ul style="list-style-type: none">• Credo Reference• Statista• Ebook Central (Proquest)• Biography subject guide• Global Road Warrior : country info, travel, customs
Controversial Issues	Resources <ul style="list-style-type: none">• Gale: Global Issues• ProCon : sub-set of Credo Reference• Gale: Opposing Viewpoints
Photographs & graphics	<ul style="list-style-type: none">• Videos & Media Subject Guide
APA Reference Citation Formats	<ul style="list-style-type: none">• APA 7th Edition• Ask A Librarian• Finding Background Sources in Credo Reference & Statista• Finding Magazine Articles

Credo Reference

Although some faculty only allow students to cite magazine articles or credible websites in a *speech*, it can still be valuable to explore specialized dictionaries and encyclopedias such as those in Credo Reference. Use background sources to build your vocabulary and understanding of a topic.

Think of it like this: sometimes when making a new purchase you might start with an overview before you can even start comparing product descriptions and prices. For example, if you need a new nonstick pan, you might first read an article describing the features of ceramic, aluminum, and other materials. Once a shopper knows the kind of pan they want, they'll be more informed and precise in exploring and evaluating specific products.

The image shows a Google search bar with the text "nonstick pan types". A red arrow points down to a search result titled "An Expert Guide to Non-Stick Pans". Below the title, it says "Published on 11/20/2023 · 12 min read". The article snippet reads: "Navigate the world of non-stick pans with our expert guide, covering the top materials, brands, and care tips to enhance your cooking and prolong pan life." A red arrow points down from the article to a grid of two product images. The first image is a HexClad 12-Inch Hybrid Nonstick pan, and the second image is a Blue Diamond 8" Ceramic Nonstick pan. Both product names are highlighted with red boxes.

When you open Credo Reference, you have three ways to explore:

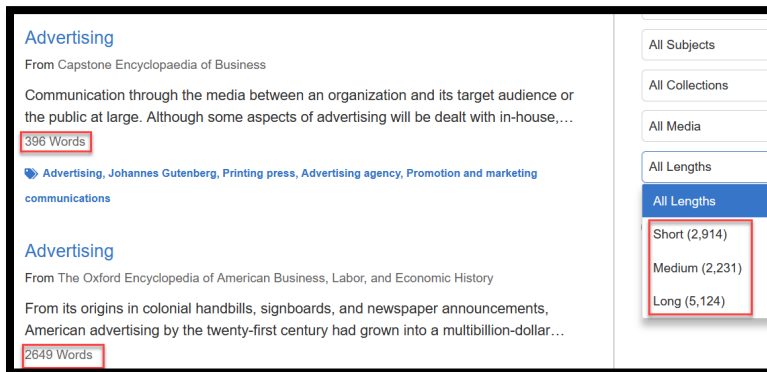
You can browse by category, search by keyword, or use the Mind Map for a graphic representation of connections between topics.

The image shows the Credo Reference website interface. At the top, there is a search bar with the text "Search 3,081,025 full text articles in 1,259 titles from 127 publishers". Below the search bar, there are three main navigation options: "1 Browse by Subjects", "VISUAL EXPLORATION", and "RESEARCH QUICK TIPS". The "Browse by Subjects" section includes categories like "Agriculture, Aquaculture & Food Sciences", "Language & Literature", "Animals & Veterinary Medicine", and "Leadership". The "VISUAL EXPLORATION" section includes a "Mind Map" tool with the text "Use this tool to explore related concepts".

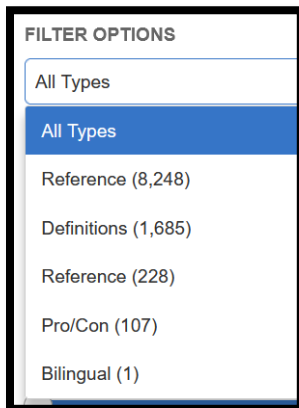
When you search by keyword you can narrow your results to articles or images,



and filter by article length.



CreDO contains both short definitions and lengthy essay-like encyclopedia articles.



The articles displayed, correspond to the topic in the middle of the Mind Map. Click on a related topic to recenter the Mind Map and view different articles. Keep clicking to explore related and narrower aspects of a topic.

Search Results

Articles Images More Library Resources

Results: 1-10 of 489

tobacco advertising

From The Royal Society of Medicine Health Encyclopedia

The medical profession, aware that cigarette smoking is the cause of about one-sixth of all deaths from all causes, is rightly incensed that there should legally exist a...

380 Words

Advertising, Cigarette, Tobacco, Nicotine, Tobacco smoking

cigarette advertising

From The Royal Society of Medicine Health Encyclopedia

EXPLORE RELATED CONCEPTS

When you open an article notice these navigation and organizational tools:

1. Similar article results
2. Related search words
3. Tools to read, cite, and save the article you're reading

Sponsorship

from SAGE Key Concepts series: Key Concepts in Sport Management

Save Share Cite Read Aloud Translate 3 Google Classroom

Sponsorship is a business relationship whereby one or more partners provide financial or other support in return for some effort that aims to assist that partner to meet their business objectives.

Most sport organizations, teams, events, and individual athletes will seek sponsorship in order to provide financial or in-kind support for their activities. At the Olympic level large corporations such as Coca-Cola, McDonald's and Visa will support the Games. At the community level organizations such as local restaurants or automobile service stations may sponsor sporting activities (cf. Gardner and Shuman, 1988; Slack and Bentz, 1996). It is impossible to determine the value of the sponsorship market, as it is difficult to calculate the value of smaller sponsorships in money and goods. However, the market is indeed big and it has been suggested that it reaches billions of

RELATED SEARCHES 2

- Sport
- Tobacco advertising
- Advertising
- Sponsor
- Sports marketing

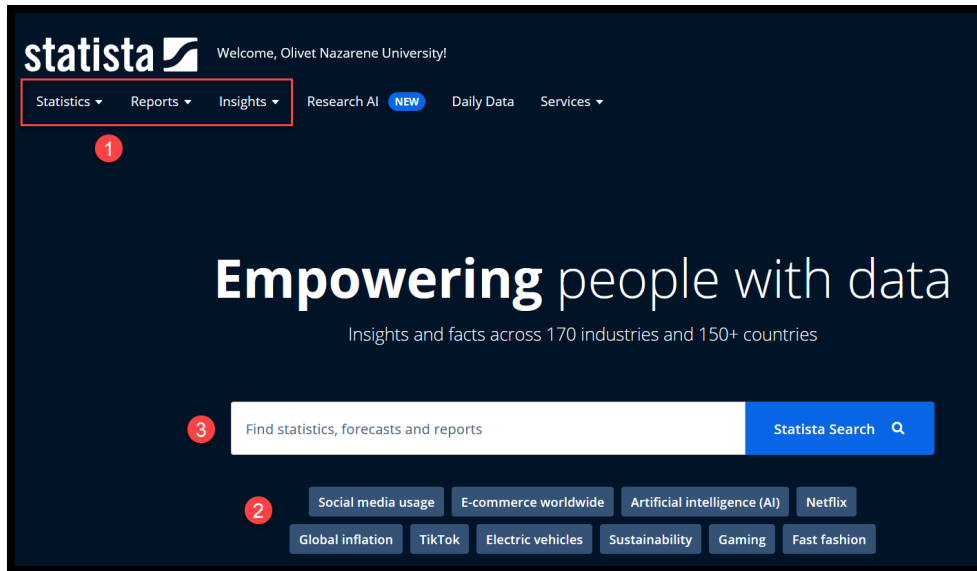
RELATED ARTICLES 1

- sponsor
- in Business German Dictionary, Peter Collin Publishing
- 1 noun (a) (person who pays money to

Statista

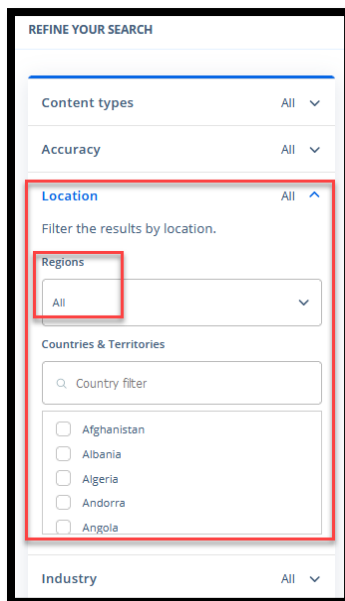
The next database we're going to look at is Statista. Unlike Credo Reference which includes dictionaries and encyclopedias, Statista contains research reports (called dossiers) plus statistics that are ready to insert into a PowerPoint as an attractive and informative visual aid. You'll be able to cite these results as credible, appropriate sources PLUS they can help you get a background understanding of your topic and related issues.

Like we saw in Credo Reference, Statista's homepage allows you to browse by industry categories, click on trending topics, or search with your own keywords.

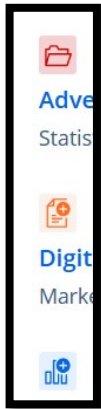


Statista is a German company that does research for business clients. They also license the final reports and infographics they've created to libraries for use in academic or personal projects, as long as you cite the information.

Because of the global scope of coverage in this database, you might choose to narrow the results by "location" depending on your information need.



Use the color codes and icons to quickly determine which results you want to open:



Red file folder: topic overview with multiple results

Orange document: longer research report or dossier. This could count as an “*article*” in your speech.

Blue chart: statistic in visual form that’s ready to download in various file formats.

Here’s an example of a statistic that you can download as a .pdf, image file, or PowerPoint. If you choose the PowerPoint, you’ll get several slides with the same tabular information in slightly different formatting and color. If you want to modify the information displayed in the table, choose the Excel option, then modify the data/cells and generate a new figure.

Read which data sources were consulted to create this figure and download the citation. Remember to double check citation formatting against the information you’re learning in class.

Below the figure, you’ll see a short summary/interpretation of the data. For more information like this, keep scrolling.

Most advertised brands in the United States in 2022, by advertising spending (in billion U.S. dollars)

Brand	Spending (in billion U.S. dollars)
Amazon (Amazon)	6.1
Walmart (Walmart)	2.2
GEICO (Berkshire Hathaway)	1.5
Target (Target Corp.)	1.5
Verizon (Verizon Communications)	1.4
Progressive (Progressive Corp.)	1.4
Capital One (Capital One Financial Corp.)	1.3
Apple (Apple)	1.3
Disney (Walt Disney Co.)	1.2
T-Mobile (Deutsche Telekom /T-Mobile US)	1.2

Details: United States; Advertising Age; Vivvix; Pathmatics; 2022; measured media ad spending © Statista 2024

DOWNLOAD

- PDF
- XLS
- PNG
- PPT

SOURCE DETAILS FAQ

Sources
Advertising Age; Vivvix; Pathmatics

Survey by
Advertising Age; Vivvix; Pathmatics

Published by
Advertising Age

Source link
Advertising Age June 26, 2023, page 14

Release date
June 2023

Citation formats
→ View options

Most advertised brands in the U.S. 2022
Published by [Julia Faria](#), Sep 13, 2023

Amazon ranked as the most advertised brand in the United States in 2022, with a measured media ad spend of 6.1 billion U.S. dollars. Walmart came in second that year, with a spending of 2.2 billion dollars in measured media advertising. GEICO - a car insurance brand that belongs to Berkshire Hathaway - followed with 1.5 billion dollars.

[Read more](#)

OTHER STATISTICS ON THE TOPIC
→ [Advertising in the United States](#)

Questions?

Contact the INFO desk at 815-939-5354