

Library Resource Guide

What is LexisNexis Academic Universe?

LexisNexis Academic Universe ("LexisNexis") is a web service available through the library to members of the Cornell Community. It is accessible both in the library and remotely. It contains **full-text articles** from thousands of globally published wire services, newspapers, transcripts and magazines. It provides **SEC filings** and **Hoover's Company Profiles**, and a substantive collection of full-text accounting and tax documents.

When Should You Use LexisNexis vs. Another Database?

If you want:

- a general article database
- local newspapers to research a small company or a regional issue
- full-text business, medical, legal, tax, or accounting literature.
- To narrow your news search (e.g. *Today's News*, *News Wires*, *Arts & Sports News*, etc.).

HOW TO CONNECT TO LEXISNEXIS

1. Go to the *Management Library web page*, available at: www.library.cornell.edu/johnson.
2. In the **Top Business Databases** pull-down menu, scroll down to and click **LexisNexis**.

Sample Search #1

Find Articles on a Company

Search for articles about Krispy Kreme.

1. Click **News** on the main *LexisNexis* page. Click **Guided News Search**. Under the *Select a News Category* pull-down menu, select **Business News**.
2. Under the *Select a News Source* pull-down menu, select **Business & Finance**.
3. Type **Krispy Kreme** in the first search box and in the adjacent pull-down menu select **Headline**.
4. Under Date, select **Previous six months**.
5. Click **Search**.

Sample Search #2

Find Articles in Industry Trade Journals About a Specific Topic

Find articles concerning ready-to-drink (RTD) coffee.

1. Click **Home**. In the left frame of the *LexisNexis* page, click **Business**. Then click **Industry & Market**. Click the **Guided Search** tab.
2. In the **Search For:** box, type **coffee**. Change the adjacent pull-down menu to **Full Text**.
3. In the second search box, type **ready to drink**. Change the pull-down menu to **Full Text**.
4. In the *connector box* between your terms, change the **and** to a **w/5** (requires the two words to be *within 5 words* of each another).
5. Change the date to **Previous year**.
6. From the *Industry* pull-down menu, select **Food and beverage news**. Click **Search**.
7. Click **Sort By Relevance** to pull the most relevant articles to the top of your results page.

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Sample Search #3

Find Financials for a Company

Find a recent 10-K for Krispy Kreme

1. Click **Home**. In the left frame of the LexisNexis page, click **Business**.
2. Click **SEC Filings & Reports**. Change the pull-down menu from **Company Name** to **Ticker Symbol** and type **kkd** in the search box.
3. Select **SEC 10-K Reports** from the *Source* menu.
4. Click **Search**.

Sample Search #4

Find a Specific Hoover's Company Profile

Find a Hoover's Profile for Starbucks

1. Click **Home**. In the left frame of the LexisNexis page, click **Business**. Click **Company Profile**.
2. Select **Hoover's Company Reports** from the *Source* menu and type **starbucks** in the *Company Name* box.
3. Change the date to **Previous year**.
4. Click **Search**.

How to Print and Download Data

1. Print or email the full-text of an article using the functions of your web browser. You cannot print or save the full text of multiple articles at the same time.
2. You can **mark** article citations only for printing or e-mailing by clicking in the box next to each article. Then go to the top of the page and select either **Print** or **E-Mail**.

Tips to Improve Your Searches

If you find too many articles, use one of these tips to decrease irrelevant results:

- **Search fewer publications.** The *Guided News Search* form allows you to search specific titles.
- **Limit the date range searched.**
- **Add more search terms.** e.g. Searching "**starbucks and japan**" is more specific than "**starbucks**".
- **Specify that your search terms be near each other in the article.** Connect your search terms with a **w/#** (see Sample Search #2 for instructions).
- **Sort your results by relevance.** This will return the most relevant articles at the top of your result list.

If you find too few articles:

- **Pick up different forms of your word using "!"**
e.g., **acqui!** finds *acquire, acquisition, & acquisitions*.
- **Find synonyms of your search term using "or"**
e.g., **france or french or europe!**
- **Lengthen the date range searched.**
- **Search local papers** if you are researching a small company or regional issue. Use the *Guided News Search* in local newspapers (the *Guided News Search* can search the full-text of articles, while the *Quick Search* searches little more than headlines). From the *main LexisNexis page*, click **News**, then **Guided News Search**, then select **U.S. News**.

Need More Help?

Reference help is available in the library, via e-mail (mgtref@cornell.edu) or by telephone: 255-3389.