Introduction to Factiva

Business Library
Haskayne School of Business
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• Factiva is an excellent resource for news articles and articles from trade publications.
• News articles are current to today
• Historical coverage dates back as far as the 1970’s
• Coverage is global
What you will learn

- How to perform basic search for articles
- How to perform a more advanced search for articles
- How to find company reports
Performing a basic search
Go to the Factiva database through the Business Library webpage.

Enter your search term in the search box. In this example I am searching for articles on Encana. Note that you may change the time period for the search.

You may select where you would like your terms to be found using the “More Options” tab. I have asked that my search term be found in the headline or lead paragraph of the article. Run the search.
You should see a list of articles. The results will include news articles as well as articles from trade publications. Select an interesting article’s headline to view the article in full-text. (All of the articles in your list will be available in full-text within Factiva).
You will have the full text of your article on the screen. Select the email, print, save, RTF, PDF, or XML buttons to export and/or convert this article.
The left discovery pane shows a breakdown of the results by companies, executives, industries etc. You may click on any category to display those articles.
You may make your search more relevant by using the “Intelligent Indexing” area to select a specific Source (publication), Company, Subject, Industry, Geographic regions, etc.

There are 2 ways to locate the specific item you would like to use within each major category.

1. Use the arrows to the left of each category to expand the options. You may further expand the option using the plus (+) signs within a category.

2. Search for the specific item using the “Look up” search box.
In this example I am searching for information on corporate social responsibility (Subject) in the Crude Oil/Natural Gas (Industry). I have restricted the results to articles in the Globe and Mail (Source).
Finding Company Reports
Select the Companies/Markets tab and then click on “Company”. Then search for the company by name, ticker etc.
Be sure to select your company from the list provided.
You will get a snapshot of the company. From this screen you may access a company report or create a custom company report. The “Reports tab” will provide access to additional company reports.
Select the type of report you want from the drop-down box, then select View Report.