

# A Factiva “fan” is born



Jeannie An has been a self-described Dow Jones Factiva “fan” since working at the University of Toronto’s Business Information Center. Now business librarian at the Innis Business Library of McMaster University, An remains sold on Factiva—both as a source of Canadian news and a resource for intensive research projects.

## Dow Jones Factiva

### “An indispensable tool”

The continued dedication to groundbreaking research makes McMaster one of the leading post-secondary institutions in Canada. An describes the university as a “research-intensive learning center with excellent graduate programs.” Factiva is the perfect fit. Jeannie An was heavily involved in training and promoting the database in Toronto at a former job. Her admiration for Factiva continues to this day; in fact, she was instrumental in acquiring Factiva for McMaster University. “I think it’s an indispensable tool for setting up a business library,” says An.

### “Know what’s happening across Canada”

For An’s patrons, Factiva is useful because it’s one of the only sources for articles from the *Globe and Mail*, the national paper for all of Canada. “If we want to know what’s happening all across Canada, we go to Factiva.” In addition, says An, students are always looking for breaking news, and “Factiva is more current than the print editions.” The News Page is one of the most popular areas of the database. As a monitoring tool for the business school, Factiva is often used to conduct a daily or weekly media search.

### “Factiva should be in every academic library”

An has trained many students in Factiva and has in turn, received comments like “awesome” to describe Factiva. An provides students with a cheat sheet to using the database. “Without some training,” says An, “many students don’t know how powerful Factiva can be. I show them how, for example, to get the information they request in an email format, or HTML, or PDF. Factiva should be in every academic library,” she concludes. We couldn’t agree more.