LIBRARY CATALOGUE SEARCH GUIDE

You need to enter Library web page at [http://kutuphane.ieu.edu.tr/](http://kutuphane.ieu.edu.tr/) address or use [http://e-library.izmirekonomi.edu.tr/](http://e-library.izmirekonomi.edu.tr/) address directly to access Catalogue Search page in order to search for printed and electronic information sources available at the library.

Catalogue Search page enables you to search the title or the author name as well as any other search on information sources.

Example -1:

Below sample catalogue search indicates that the title is entered as “fashion theory” and 8 information sources came up. In order to find the books on shelves, you need to write the “Call Number” (GT25 /E58 2004) seen on the left side. Call Number is the number that indicates the exact location of the information source on the shelf.

Also, you can look at the “Status” information the right side to find out if the book is available for borrowing or not. This part includes information if the information source is “On Shelf”, “Online”, “Binding”, “Borrowed”, or “Not Available”.

In order to see all information about the source you choose, you need to click on the information row for that source, or click on the book cover above. Then you will be able to see the details for the book shown in example.
How to Locate the Information Sources on Shelf?

The below sample books symbolize books put on the shelves according to LC classification system. As you can see, each book is put in order alphabetically according to the first letter on “Call Number” from left to right.

The location of books on shelves on different subjects

The location of books on shelves on same subjects

How many and for how long can you borrow?

You need to bring the information source you want to borrow (books, magazines, DVDs, CDs) to Circulation Desk and show your University ID Card or if you are an outside reader, show your Library Membership Card to the librarian. The librarian will complete the borrowing procedure and you will be good to go.

The table below provides useful info on borrowing procedure such as the borrowing period, extensions, late fees, etc.

When you want to return the borrowed items, you need to take them to Circulation Desk before due date and wait until the librarian completes the return process. You may have to pay a late fee if the items are past their due date.

<table>
<thead>
<tr>
<th>Type of Source</th>
<th>Borrowing Period</th>
<th>Number</th>
<th>Late fee (TL)</th>
<th>Extension</th>
</tr>
</thead>
<tbody>
<tr>
<td>Books</td>
<td>21 days</td>
<td>Students: 5</td>
<td>1.00 daily for each material</td>
<td>2 times</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Academicians: 10</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Magazines</td>
<td>14 days</td>
<td>3</td>
<td>1.00 daily for each material</td>
<td>-</td>
</tr>
<tr>
<td>Multimedia</td>
<td>14 days</td>
<td>2</td>
<td>1.00 daily for each material</td>
<td>-</td>
</tr>
</tbody>
</table>

For more detailed information, you can visit us at the library, call us at 488 83 89, or send an e-mail library@ieu.edu.tr address.

Library Directorate
GUIDE ON HOW TO MAKE A SEARCH OR USE THE DATA BASES

The Library has subscriptions to many online data bases offered by international publishers, and allows access to thousands of academically electronic journals and books.

You need to enter Library web page at http://kutuphane.ieu.edu.tr/ address in order to search for an article or scan data bases at the library. The screen shown below will pop up. You need to enter the item you are searching for (name of the article, author, subject, key word, etc.) in the area indicated as “1”. All other data bases the library has subscriptions to will be scanned and the results will come up in a long list.

If you want a shorter, more detailed, or a specific database search, this time you need to click on “Online Data Bases” indicated in area “2”, or click on short cut link “Data Bases” indicated in area “3” and make your search.

How to Make a Fast Periodical Search?

Instead of scanning the data bases individually, you can enter the key word in 360 Search and 360 Core fields (in the area indicated as “1” above) at the Library main page and make a fast search. Use 360 Search for a search of all printed and electronic sources from a single screen. Use 360 Core to search for journals in the data bases.

For example, let’s type in “Advertising and Culture” in 360 Search field and start a search by selecting the article name.
After the scanning is over, a list of results from many databases will come up. Below you can see the search results for “Advertising and Culture”: When you click on the article name on first row, you will have an access to full article.

1. Advertising and Culture: Semiotic Analysis of Dominant Symbols Found in Nigerian Mass Media Advertising
   Emmanuel C. Alcide.
   Journal of Creative Communications
   March 2010, Cl第12:1, p. 1 - 22
   Kaynak: SAGE Premier
   Özeti: Göster | Kümeler: Halinde Göster

2. Cultural Studies and the Circuit of Culture: Advertising, Promotional Culture and the New Zealand All Blacks
   Jackson, Steven J.; Scherer, Jay.
   Cultural Studies/Critical Methodologies (1532-7086)
   2008, No. 11, p. 317-332
   Kaynak: Health Source: Nursing/Academic Edition
   Özeti: Göster | Kümeler: Halinde Göster

3. Advertising consumer culture in 1930s Shanghai: Globalization and localization in Yufenpai
   Zhao, Xin; Baik, Russell W.
   Journal of Advertising (1557-7805; 0091-3367)
   Sum. 2009, Cl第12:2, p. 45-56
   Kaynak: PsycINFO
   Özeti: Göster | Kümeler: Halinde Göster

4. ADVERTISING AND CULTURE
   MacRury, Iain; MacRury, I.
   ADVERTISING (978-0-203-49319-9)
   2008, p. 152
   Kaynak: Web of Science
   Kümeler: Halinde Göster

How to Make a Periodical Search from a Specific Data Base?

After accessing the Library web page, one can click on the links indicated in areas“2” or “3”. After clicking on “Online Data Base” link, you need to choose from the alphabetically listed data bases. If you do not have any information about the data base, please click on the icon “about it” next to the data base in order to see detailed information.

For example, if you were to search Sage Journals data base, when you click on “about it” icon, you will be able to see that it involves almost 600 full text journals on communication, education, management, organization, materials science, health, politics, psychology, sociology, city planning, urban researches, and so on.

When you type in “advertising and culture” in search area and click on “go” icon, you will see 21 articles, and you can choose one and click on “Full Text” to have an access to full text version of the article.
How to Search for Journals in Data Base?

You can use the “Browse” icon to search for journals. Please click on "journal by title" to search by titles, and “journal by discipline” to search by subjects.

How to Access Data Bases off Campus?

The University members are eligible to have access to existing electronic services both on and off campus. You need to click on how to access library from outside the campus icon or http://comp.ieu.edu.tr/bimeko/web/kv_kampus_disi_erisim.PDF document in order to have access to data bases off campus.

For more detailed information, you can visit us at the library, call us at 488 83 89, or send an e-mail library@ieu.edu.tr address.

Library Directorate