



MCAST

LIBRARY AND LEARNING RESOURCE CENTRE

How to Search in EBSCO Academic Search Ultimate and EBSCOhost eBook Collection





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EBSCO Academic Search Ultimate

This database offers users an unprecedented collection of peer-reviewed, full-text journals, including many journals indexed in leading citation indexes.

Subjects covered include:

Agriculture,

Health,

Sports,

Anthropology,

Law,

Women's studies,

Astronomy,

Literacy,

Zoology and more.

Biomedicine,

Mathematics,

Engineering,

Pharmacology,



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To search, locate and access the full-text and abstracts of the journal articles go to the Electronic Library Resources web page.

The screenshot displays the MCAST Library Catalogue website. On the left is a vertical 'Menu' with links such as 'Full Time Programmes', 'Past Papers - Initial Assessment Tests - 2019/20', 'International Students', 'International Office', 'E-Learning', 'Part-time Courses', 'Vacancies', 'Library', 'College Documents', 'Tenders', 'Stipends Office', 'MCAST Moodle Platform', and 'MCAST News Archive'. Below this is a 'Library' section with links like 'Catalogue Search', 'Search Tips', 'Services', 'New Users', 'Opening Hours', 'Contact Points', 'Registration', and 'Electronic Library Resources', which is circled in orange. An orange arrow points from the text 'Electronic Library Resources' in the preceding block to this circled link. In the center is a 'My Library Account' section with links for 'Create Account', 'Login', 'Reservation & Renewal Rules', 'Create account', and 'Search'. On the right is the main search area titled 'Search MCAST Library Catalogue', featuring a search bar with the placeholder 'Keyword / Title / ISBN / Publisher' and a magnifying glass icon. Below the search bar is a note: 'NEVER include the article (A, An, The, Il- etc.) as the first word when searching by Title.' and links for 'Author Search', 'Advanced Search | EBSCO Search | Emerald Search'. Further down are sections for 'Recent Additions - Past 5 Months' (with links for August 2021, July 2021, June 2021, May 2021, and April 2021) and 'Most Popular' (with links for 'Experience and education', 'Python machine learning : machine learning and deep', 'Sports Injuries : prevention, diagnosis, treatment', and 'Building a recommendation system with R :', each accompanied by a small book cover image).



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Electronic Library Resources: Going beyond our Library Buildings

Besides the physical items found on our shelves (printed books and periodicals, CDs, DVDs, Videos, etc.) the library also gives access to electronic online information.

The library subscribes to the following five databases:

1. [EBSCO Academic Search Ultimate](#) and [EBSCOhost eBook Collection](#);
2. [Emerald](#);
3. [IEEE Xplore](#);
4. [Weblinks Online](#); and
5. [ProQuest Ebook Central](#)

To access the above-mentioned databases you must be registered library users. If you have not done so, you can register by clicking on **Registration** on the left hand **Library** menu or by filling in the [Microsoft form](#). If you require any assistance, please contact us on llrc@mcast.edu.mt.

Brief Information about the Subscription-based Databases

[EBSCO Academic Search Ultimate](#) offers students an unprecedented collection of peer-reviewed, full-text journals, including many journals indexed in leading citation indexes. The combination of academic journals, magazines, periodicals, reports, books and video resources

Click on **EBSCO Academic Search Ultimate**.



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Please sign in using your **MCAST email address** if asked. Click **Next**.

Then enter your MCAST email account's **password** and click on **Sign in**.

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Sign in

someone@example.com

[Can't access your account?](#)

Next

Sign-in options

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← llrc@mcast.edu.mt

Enter password

Password

[Forgot my password](#)

Sign in



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Once logged in, enter the search term/s in the search box/es. You can further refine your search by:

- Choosing the field (title, author, all text, etc. within which the search will be conducted) from the **Select a Field** drop down list;
- Ticking any of the **Search Modes and Expanders**; and
- Ticking any of the boxes under the **Limit your results** section.

Click the **Search** button.



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Once the relevant resources are found, you can view the abstract and full text, download, or save to folder (after creating an account within EBSCO by clicking on the **Sign In** button) for future reference.

New Search Publications Subject Terms Cited References More ▾

Sign In Folder Preferences Languages ▾ Help Exit

Searching: Academic Search Ultimate Choose Databases

EBSCOhost marketing mix Select a Field (optional) Search

AND Select a Field (optional) Clear ?

AND Please enter search term(s): + -

Basic Search Advanced Search Search History ▾

Refine Results

Current Search

Boolean/Phrase: marketing mix

Limiters

Full Text

Limit To

Full Text

References Available

Search Results: 1 - 10 of 359

Relevance ▾ Page Options ▾ Share ▾

1. The influence of marketing mix elements (7Ps) on patients' tendency to the public and private hospitals (Case study).

By: ABEDIGHASEM, EHSANABEDINI, FARIDEHROSTAMI, ALIASGHARNADI. International Journal of Pharmaceutical Research (09752366). Jul-Sep2018, Vol. 10 Issue 3, p334-338. 5p.

Hospitals as healthcare providers must be able to provide the best facilities and resources to attract patients to their hospitals. The purpose of this study was to evaluate the influence of marketing...

Subjects: MARKETING mix; HOSPITALS; MARKETING; PROPRIETARY hospitals; PUBLIC hospitals; PATIENTS' attitudes; General (except paediatric) hospitals; General Medical and Surgical Hospitals

PDF Full Text (199KB)



The EBSCOhost eBook Collection

Apart of the full-text and abstracts of electronic journal articles within **EBSCOhost Academic Search Ultimate**, the MCAST community has also access to another database containing e-books. Access is limited to around 3,300 ebooks. These are more of a general nature rather than on the latest research.



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- Go to the [Electronic Library Resources](#) web page;
- Choose **EBSCOhost eBook Collection**;
- Sign in into the database by entering your **MCAST email address** and **password**.

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2. Emerald;
3. IEEE Xplore;
4. Weblinks Online; and
5. ProQuest Ebook Central



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Alternatively, if you are already logged in into **Academic Search Ultimate** database click on **Choose Databases**.

New Search Publications Subject Terms Cited References More • Sign In Folder Preferences Languages • Help Exit

Searching: Academic Search Ultimate **Choose Databases**

EBSCOhost

Select a Field (optional) Search

AND Select a Field (optional) Clear ?

AND Select a Field (optional) + -

Basic Search Advanced Search Search History

MCAST - MALTA COLLEGE OF ARTS SCIENCE AND TECHNOLOGY

Tick **eBook Collection (EBSCOhost)** and press **OK**.

Choose Databases ?

Detailed View (Title lists included)

☐ Select / deselect all

OK Cancel

☒ eBook Collection (EBSCOhost)

☐ Academic Search Ultimate

OK Cancel

For any information or queries you can:

- Click on the **Help** button on the top most bar on EBSCO website;
- Ask any member of staff;
- Email us at llrc@mcast.edu.mt;
- Telephone us on 23987501/2/3;
- Attend one of our induction sessions on how to search the Library electronic resources;
- Chat with us on [Facebook](#); and
- Check out our [YouTube](#) channel.

