

## Search Builder Cheat Sheet & Quick Reference Guide

Factiva  
Searching

### Quick Reference Guide

# ORDER OF OPERATORS

When creating a search using multiple operators, it is best to use parentheses or brackets to group similar terms or concepts. The processing order is as follows:

Parentheses are particularly important when constructing a search with the "and" and "or" operators. Keep in mind that the order may affect search results:

## Examples:

WRONG: wheat and pesticides or herbicides

RIGHT: wheat and (pesticides or herbicides)

WRONG: Mercury same Venus same Mars

RIGHT: Mercury same (Venus and Mars)

WRONG: atleast3 (salt and pepper)

RIGHT: atleast3 salt and atleast3 pepper

Operators	Action	Example
<b>and</b>	Retrieves documents containing both terms.	online banking and Spain
<b>or</b>	Retrieves documents containing one or more terms.	mobile or cellular
<b>not</b>	Excludes documents containing terms following NOT.	java not coffee
<b>adjn</b>	Links terms based on a	table adj2 tennis

	<p>specified number of words from each other.</p> <p>Terms must appear in the order indicated. N may be 1-10, inclusive; adj and adj1 are synonymous.</p>	
<b>w/n</b>	<p>Links terms based on a specified number of words from each other.</p> <p>Terms must appear in the order indicated. N may be 1-10, inclusive.</p> <p>Identical to adj but a value for n is required.</p>	Nokia w/3 digital
<b>nearn</b>	<p>Links terms based on a specified number of words from each other.</p> <p>Terms may appear in either order. N may be 1-500, inclusive. No value for n is required. Near and near1 are synonymous.</p>	music near5 Beethoven
<b>/nn/</b>	<p>Links terms based on a specified number of words from each other.</p> <p>Terms may appear in either order. N may be 1-500, inclusive. A value for n is required.</p>	football /n5/ injury
<b>/fn/</b>	<p>Retrieves documents where search terms must appear within the first (n) words of the document</p>	global warming/f50/

	<p>text. N may be 1-500, inclusive.</p> <p>The operator cannot be used:</p> <ul style="list-style-type: none"> <li>• In field qualified expressions: (lp=china)/f100/</li> <li>• With the atleastn operator: atleast3china/f100/</li> <li>• With ranges such as word count: taxes and wc&gt;50/f100/</li> </ul>	
<b>same</b>	<p>Retrieves documents where terms appear in the same paragraph.</p> <p>Cannot be used repetitively.</p> <p>Incorrect: Tobacco same nicotine same tar</p> <p>Correct: Tobacco same (nicotine and tar)</p>	tobacco same nicotine
<b>atleastn</b>	<p>Frequency operator used to specify a minimum number of times the search terms must appear in the text. N may be from 1-50, inclusive.</p> <p>Must be preceded by and, or, not in complex search.</p> <p>Incorrect: atleast5 (Ford and Honda)</p>	atleast2 Sprint

Correct: atleast5 Ford and  
atleast5 Honda

## TRUNCATION AND WILDCARDS

The documents you retrieve will contain an exact match of the words and phrases you enter unless you specify a truncation or wildcard character.

When you use the \$, \* or ? characters, try to precede them with as much of the word as possible to ensure more precise results.

For example, a search on **advertis\*** will return better results and perform faster than **adv\***.

Character	Action	Example
\$n	Used at the end of a word string.  At least three characters must be entered before \$. N must be 1-9, inclusive. If no number is used, n is five.	hospital\$1 retrieves hospital, hospitals
*	Used at the end of a word string.  At least three characters must be entered before *. No values should be entered after *. There is no limit to the number of characters, beyond the stem term, that will be retrieved.  Note: This is the recommended truncation character to retrieve many British English and American English spellings.	labo*  retrieves labor, labour, laboratory

?	Single wildcard character.  At least three characters must be entered before ?. Letters can be entered after the ?. A letter must appear where ? is entered.	globali?ation retrieves globalization, globalisation
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## WORDS OR PHRASES WITH PUNCTUATION

The following punctuation marks are optional: hyphens, periods, apostrophes, commas and the slash (/) character.

For example, entering "Coca-Cola" will retrieve the same results as entering "Coca Cola."

However, when searching for words or phrases that contain the & (ampersand), @ (at sign) or the + (plus sign), these characters are not optional and must be included in your free-text terms to locate documents with those specific characters.

## RESERVED WORDS

There are a small number of words that must be enclosed in double quotes to ensure that they are identified and searched as keywords in your search statement.

These words are: **and**, **or**, **not**, **same**, **near** and **date**. For example, enter **"not for profit"** or **"peas and carrots"** to retrieve documents with those phrases.

## SEARCHING ARTICLES BY WORD COUNT

You can retrieve articles by the number of words they contain. Articles of less than 100 words tend to be wire stories or abstracts.

Articles over 2,000 words tend to be more analytical. Articles of over 5,000 words tend to be media transcripts.

Some examples of searching by length:

For longer articles on stem cell research, enter:

**atleast5 stem cell research and wc>2000**

For short articles on the former Beatle George Harrison, enter:

**George Harrison and wc<100**

## HOW TO SEARCH SPECIFIC FIELDS

Document content is divided into different fields for searching and display purposes.

The following table lists the label and name for each field along with what is contained in each.

Field Label	Field Name	Contains
<b>AN</b>	Accession Number	Unique identification assigned to each document Factiva number to each
<b>HL</b>	Headline Group	Includes Section, Column and Headline
<b>HLP</b>	Headline/Lead Paragraph Group	Includes Section, Column, Headline, Correction and Lead Paragraph fields
<b>SE</b>	Section	Section Name (Example: Business or Sports)
<b>CLM</b>	Column	Column Name (Example: Work and Family)
<b>HD</b>	Headline	Headline
<b>CX</b>	Correction	Correction field
<b>LP</b>	Lead Paragraph	First two paragraphs of an article
<b>BY</b>	Byline	Author or byline of an article as provided by the publisher

<b>AU</b>	Author	Author or byline of an articles as identified by Factiva
<b>WC</b>	Word Count	Number of words in document
<b>CR</b>	Credit Information	Credit Information (Example: Associated Press)
<b>SN</b>	Source Name	Source Name
<b>SC</b>	Source Code	Source Code
<b>ED</b>	Edition	Edition of publication (Example: Final)
<b>PG</b>	Page	Page on which article appeared
<b>VOL</b>	Volume	The volume and/or number of the publication
<b>LA</b>	Language	Language in which the document is written
<b>TD</b>	Text	Text following the lead paragraphs
<b>CT</b>	Contact	Contact name to obtain additional information
<b>RF</b>	Reference	Notes associated with a document
<b>ART</b>	Captions, Descriptions, Graphics	Contains the content of captions or any descriptions of graphical elements

CO	Company Ticker Symbol	Company Ticker Symbol
FDS	Factiva Data Symbol	Company Code for Listed and Unlisted Companies
IN	Industry Code	Industry Code
NS	Subject Code	Subject Code
RE	Region Code	Region Code
DE	Descriptors	Contains all available descriptors applied to a document, including Dow Jones Intelligent Identifiers (DJID)
PUB	Publisher Name	Publisher of information

## LOCATE FRONT PAGE OR PAGE ONE STORIES

There are a few ways to quickly access front-page news or page one articles in Search or Alerts:

From the Search Builder page under the Search tab or the Alerts set-up page, expand the indexing channel for Subject.

Next, expand the Content Types subject category, and then select Page-One Story by either clicking the term to highlight it, or clicking the [blue](#) arrow icon to add the code to the Free Text search box.

Next, select your sources, and run the search.

Combine the news subject code, **ns=npag**, with other codes in a search, for example, source restrictor codes **\*\* (rst=)**, source name **(sn=)**, or geographic regions **(re=)**.

### Search Examples:

**ns=npag** and **sn=Wall Street Journal**

Combines the news code ns=npag for front-page news and the source name code to locate page one articles.

### **ns=npag and rst=j**

Combines the news code ns=npag for front-page news and the source restrictor code\*\* for the Wall Street Journal front-page articles.

### **ns=npag and re=usa**

Combines the news code ns=npag for front-page news and the regional code for the United States.

Another option is to search using the field tag for Page, **PG=**, to locate any page of a publication.

Note, however, publications use different page numbering systems, so you may wish to check the pagination system a specific source is using.

Examples:

**pg=1**

**pg=A1**

**pg=17**

## **Aheds:**

How to find **aheds** from the WSJ: **de=ahd**

First page articles for only a few sources can be found searching with the field tag for Section, **SE=**, and the keywords: front page.

Of particular importance, first page articles for **The Financial Times** can be located with the strategy incorporating the source code for FT: **rst=FTFT** and **se=front page**.

**\*\*A publication's source restrictor code can be found in Source Details.** Follow these steps to locate source details and source restrictor codes:

- Expand the Sources channel in the Select Sources area;
- Use the source Find a Source option to locate specific sources, or browse within source groupings selected from the Select Source Category pull-down menu.
  - Source groups can be expanded by clicking the expansion button next to each group;

- Click the "i" icon next to a source name. The Source Details window will open. The source restrictor code will be displayed just below the publication's description.

## BASIC SEARCH EXAMPLES

For Articles Containing	Enter
Both the word Android and the exact phrase emerging markets.	<b>Android and emerging markets</b>
Either Michelin or Firestone.	<b>Michelin or Firestone</b>
Wireless but not cellular.  Please refer to Article ID # <a href="#">3419</a> for more information about using the <i>not</i> connector.	<b>wireless not cellular</b>
Information about online banking in the retail or  consumer sectors.*	<b>online banking and (retail or consumer) or online banking and [retail or consumer]</b>

## ADVANCED SEARCH EXAMPLES

For Articles Containing	Enter
At least 5 mentions of Microsoft.  Use with numbers 1-50. Use only against Search for free-text terms in: Full Article, not against specific fields.  The atleast operator does not support nested terms, therefore, the search <b>atleast10 (Olympics and Winter Games)</b> is not valid. Restate the atleast operator	<b>atleast5 Microsoft</b>  <b>atleast10 Olympics and atleast10 Winter Games</b>

in your strategy when searching for multiple key terms.	
<p>Vodafone in the same paragraph as telecommunications</p> <p>The same operator must be used against Search for free-text terms in: Full Article, not against specific fields.</p> <p>The same operator also cannot be used repetitively, as in <b>(wireless same cellular same telephone)</b>.</p>	<p><b>Vodafone same telecommunications (wireless same (cellular and telephone))</b></p>
<p>President within 3 words of Obama, where Obama is the third word (there can be 0-2 words between), and the terms appear in that exact order. Search results would contain, for example, mentions of President Obama, President Barack Obama, President Barack H. Obama.</p> <p>You must enter a number with this operator, between 1 and 10.</p> <p>For more information on proximity connectors (such as w/n, near, /Nn/ or adj) and to learn how the range is calculated, refer to article id # <a href="#">4035</a>.</p>	<p><b>President w/3 Obama</b></p>
<p>World Cup within 5 words of rugby, where rugby is the fifth word (there can be 0-4 words between). The terms must appear in that exact order. Search results would contain, for example, mentions of World Cup rugby or World Cup match in rugby.</p> <p>Use with numbers 1-10. adj1 is assumed if numbers are omitted.</p>	<p><b>World Cup adj5 rugby</b></p>
<p>Carrefour within 5 words of the word sales, where there can be 0-4 words between Carrefour and sales. For</p>	<p><b>Carrefour near5 sales</b></p>

example, retail sales posted by Carrefour. The terms can appear in any order.

Use with numbers 1-500. near1 is assumed if numbers are omitted.

For more information on proximity connectors (such as w/n, near, /Nn/ or adj) and to learn how the range is calculated, refer to article id # [4035](#).

Boeing 747 within 30 words of British Airways, where there can be 0-29 words between Boeing and British. The terms can appear in any order.

You must enter a number with this operator, between 1 and 500.

**boeing 747/N30/british airways**

The word Toyota used in the first 50 words of an article.

You must enter a number with this operator, between 1 and 500.

**toyota/F50/**

Phrases which include a Factiva search operator such as Research and Development or not for profit.

Any phrase which contains one or more of the following terms should be enclosed in double quotes: and, or, not, same, near, date.

To learn more about reserved words, refer to article id # [4035](#)

**"Research and Development"**

**"not for profit"**

Any word that begins with earn and ends with a given number of letters: earns, earnings.

Use with numbers 1-9. You must enter a minimum of 3 characters before using

**earn\$4**

the truncation (\$) sign, and the \$ sign must be entered at the end of a word only.

If no number is entered, the default will be 5 characters. The more characters you enter before the \$ sign, e.g. earn\$ rather than ear\$, the better your results.

To learn more about truncation, refer to this [article](#).

Any words that begin with telecom.

You must use at least 3 characters before the truncation (\*) sign and it must be used at the end of a word only.

Do not enter numbers after the sign. The more characters you enter before the sign, e.g. telecom\* rather than tel\*, the better your results.

To learn more about truncation, refer to this [article](#).

**telecom\***

Either globalization or globalisation, or other wildcard spellings.

You must enter a minimum of 3 characters before using the wildcard (?) sign.

To learn more about wildcards, refer to this [article](#).

**globali?ation**

The words U.S. stock market and word count greater than 5,000, to identify longer articles about the stock market.

Do not use commas in large numbers.

To learn more about searching by word count, refer to article id # [3680](#).

**U.S. stock market and wc>5000**

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\* Further refine your search by using [Dow Jones Intelligent Identifiers](#), our proprietary taxonomy comprised of companies, industries, subjects, and regions and implemented universally across the entire Factiva content set.

This unique system allows you to find the relevant answers you need as quickly as possible. To learn how to look up Dow Jones Intelligent Identifiers codes when searching, see # [5255](#).