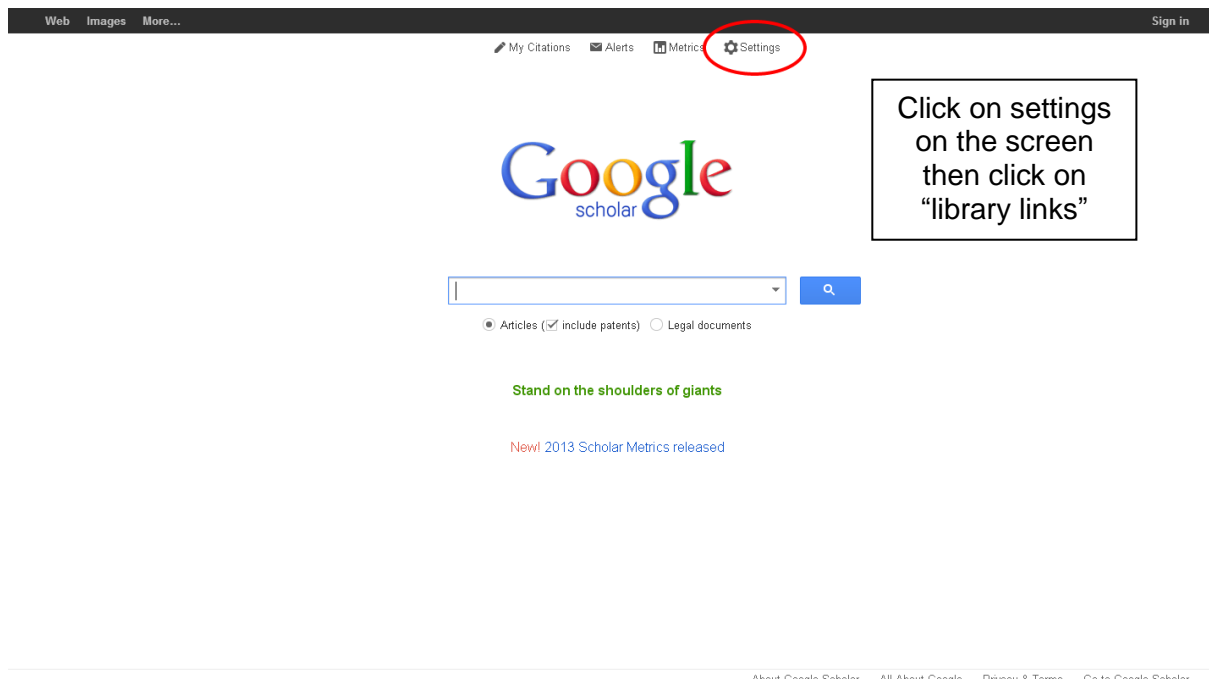


Connecting to Swansea University Resources through Google Scholar

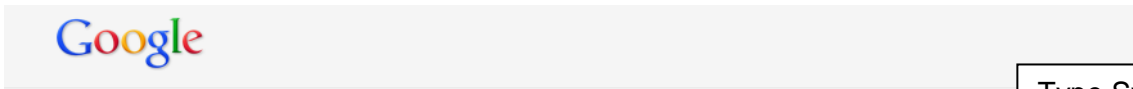
<http://scholar.google.co.uk>

If you are using Google to search for information for your assignments, try Google Scholar. It provides a simple way to search for “scholarly” literature BUT Google does not give a precise definition of “scholarly” (so it’s always better to use the Library resources first!)

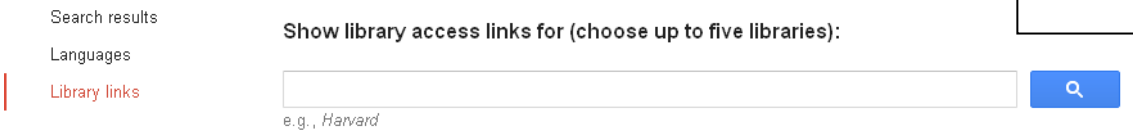
Many results will not be available freely as full text. Follow the instructions below to enable the ***iGet it at Swansea University*** button to display during your search on Google Scholar. This will search our library catalogue to see if you have access to that resource via one of our subscriptions.



Click on settings on the screen then click on “library links”



Type Swansea in the box and click the search button.



Scholar Settings [Save] [Cancel]

Search results
Languages
Library links

Show library access links for (choose up to five libraries):

Swansea
e.g., Harvard

Swansea University - iGetIt@Swansea University

The screen will refresh and looks like this. Tick Swansea University and click on "Save"

If you do not see the "iGetIt" link appearing to the right of your results, try clicking the "More" option as sometimes it appears there:

[The B2C group-buying model on the Internet](#)

H Song - ... Science and Electronic Commerce (AIMSEC), 2011 ... , 2011 - [ieeexplore.ieee.org](#)

... In terms of marketing techniques, these websites used a countdown clock to carry out **Hunger Marketing**[6]. According to the 2010 Group-buying Market Statistical Report published by the independent group-buying navigation website Tuan8002, the total sales income of ...

Cited by 3 [Related articles](#) [Import into EndNote](#) **More** ▾

Google Scholar Library

Google Scholar has a "My Library" feature that allows you to save papers for future reference – more information on the [Google Scholar help page](#) for this feature.

Google Scholar Chrome Button

If you use the Google Chrome browser, the Google Scholar button allows you to select the title of an article on any web page and look up the full text:

<https://chrome.google.com/webstore/detail/google-scholar-button/ldipcbpaocekfooobnbcddclnhejkcpn>

Google Scholar and EndNote

We have [information on our web pages](#) on how to use Google Scholar with EndNote or EndNote Online (formerly EndNoteWeb) but it is configured by selecting "EndNote" under "Settings" / "Bibliography Manager".

With either option, it is only possible to import references one at a time using the "Import into EndNote" link under each result which gives you a file to download and then import.