



UoB Digital Library Guide



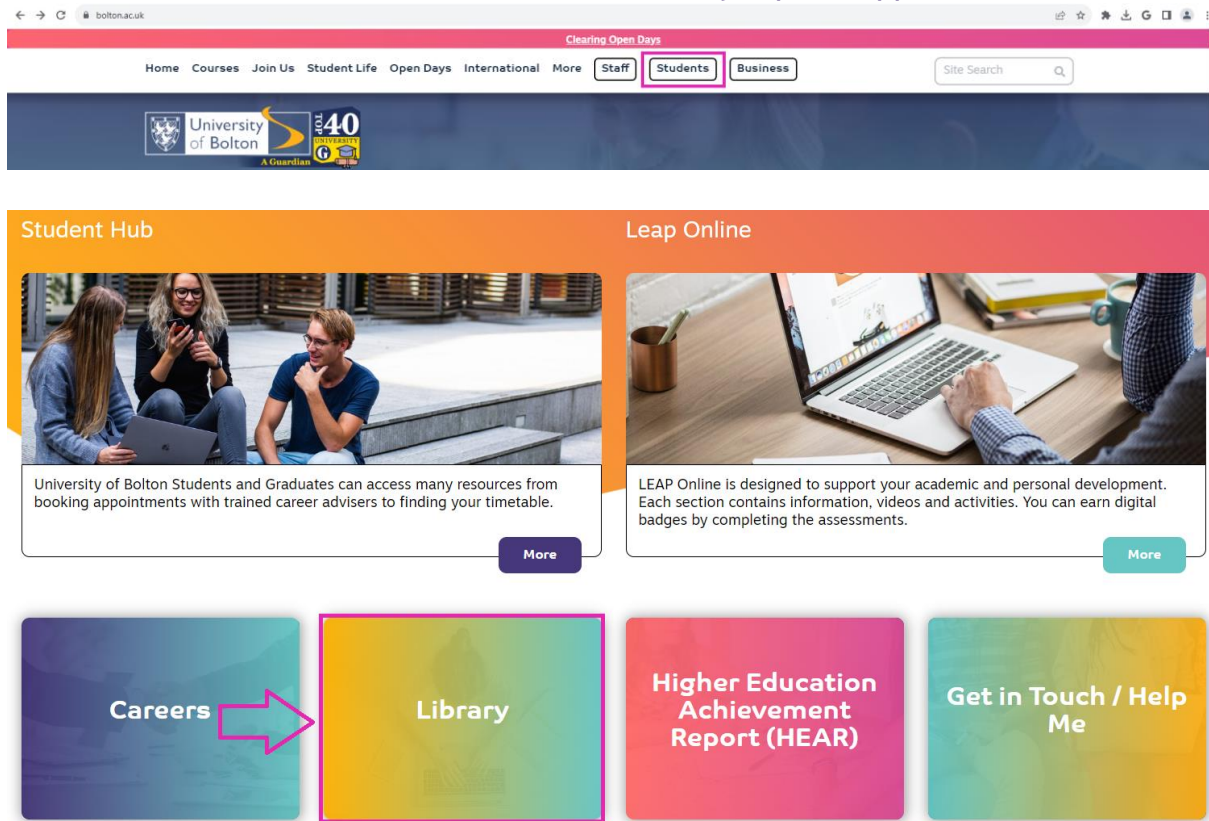
Outline

Accessing UoB Digital Library	3
Using 'Discover@Bolton' academic search engine	4
Accessing Online Library Resources	6
Frequently Asked Questions	7
Contact Us Information	9

Accessing UoB Digital Library

STEP 1:

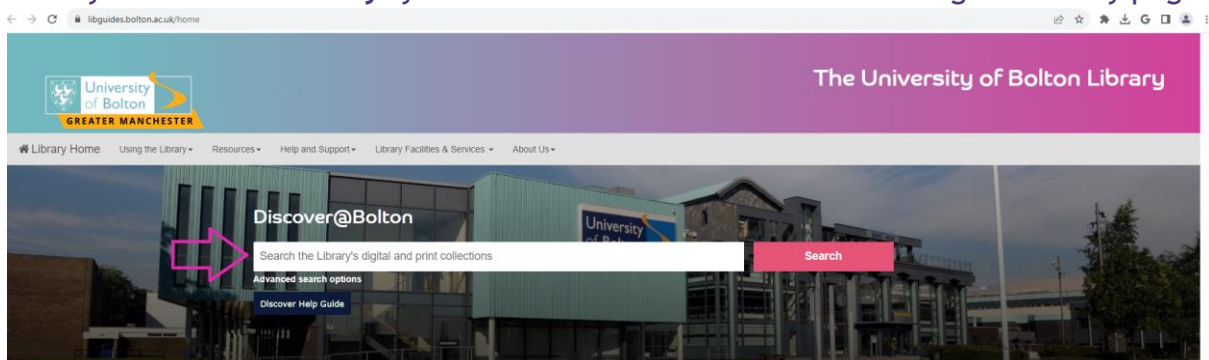
Go to <https://www.bolton.ac.uk/> and click 'Students' to get access to all student area resources, then scroll down until the 'Library' option appears on the screen.



The screenshot shows the University of Bolton website. The navigation menu includes Home, Courses, Join Us, Student Life, Open Days, International, More, Staff, **Students**, and Business. The 'Students' button is highlighted with a pink box. Below the navigation menu, there are two main sections: 'Student Hub' and 'Leap Online'. The 'Student Hub' section features a photo of three students and a description: 'University of Bolton Students and Graduates can access many resources from booking appointments with trained career advisers to finding your timetable.' The 'Leap Online' section features a photo of a person using a laptop and a description: 'LEAP Online is designed to support your academic and personal development. Each section contains information, videos and activities. You can earn digital badges by completing the assessments.' Below these sections, there are four buttons: 'Careers', 'Library', 'Higher Education Achievement Report (HEAR)', and 'Get in Touch / Help Me'. The 'Library' button is highlighted with a pink box and has a pink arrow pointing to it from the 'Careers' button.

STEP 2:

Once you click on 'Library' you will then be directed to the UoB Digital Library page.



The screenshot shows the University of Bolton Digital Library page. The header includes the University of Bolton logo and the text 'The University of Bolton Library'. The navigation menu includes Library Home, Using the Library, Resources, Help and Support, Library Facilities & Services, and About Us. The main content area features a large image of the library building with the text 'Discover@Bolton' and a search bar. The search bar contains the text 'Search the Library's digital and print collections' and a 'Search' button. There are also links for 'Advanced search options' and 'Discover Help Guide'. A pink arrow points to the search bar.

STEP 3:

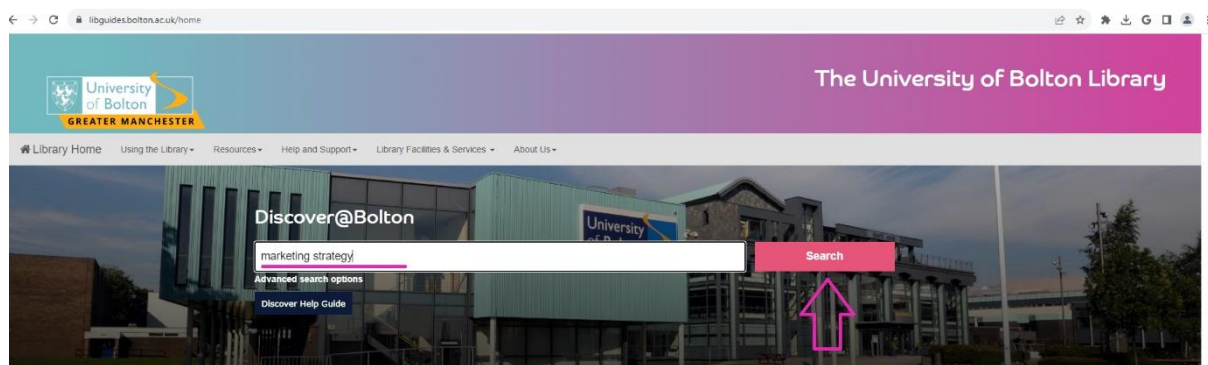
Now you can start searching with 'Discover@Bolton' and exploring over 200,000 ebooks, a huge selection of online journals and databases.

Using 'Discover@Bolton' academic search engine

STEP 1:

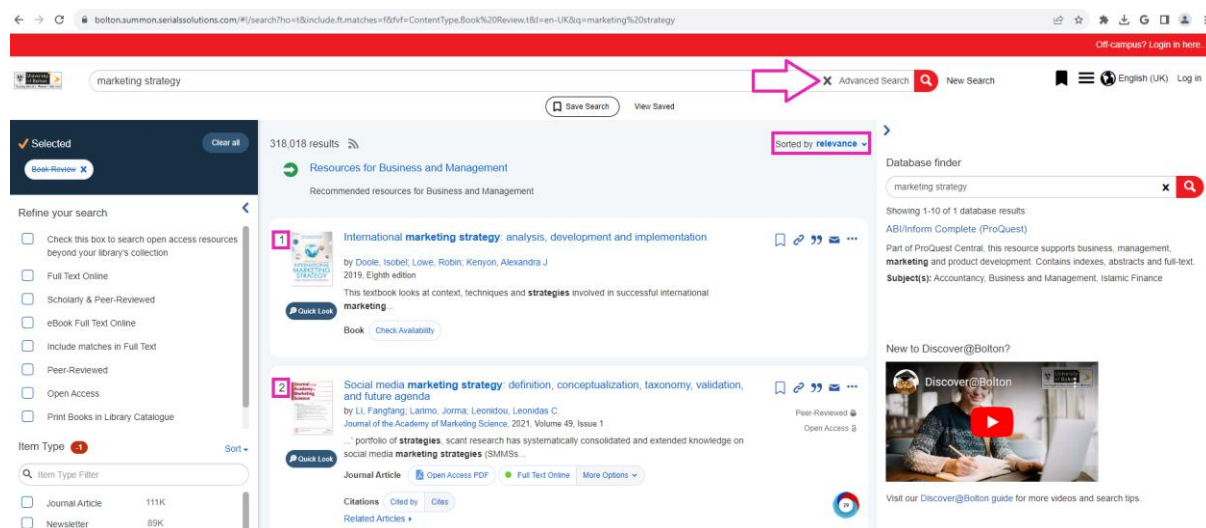
Simply type your search term into the search bar. You can search for various criteria, including but not limited to:

- A topic search
- A subject search
- Title of a resource
- Author name

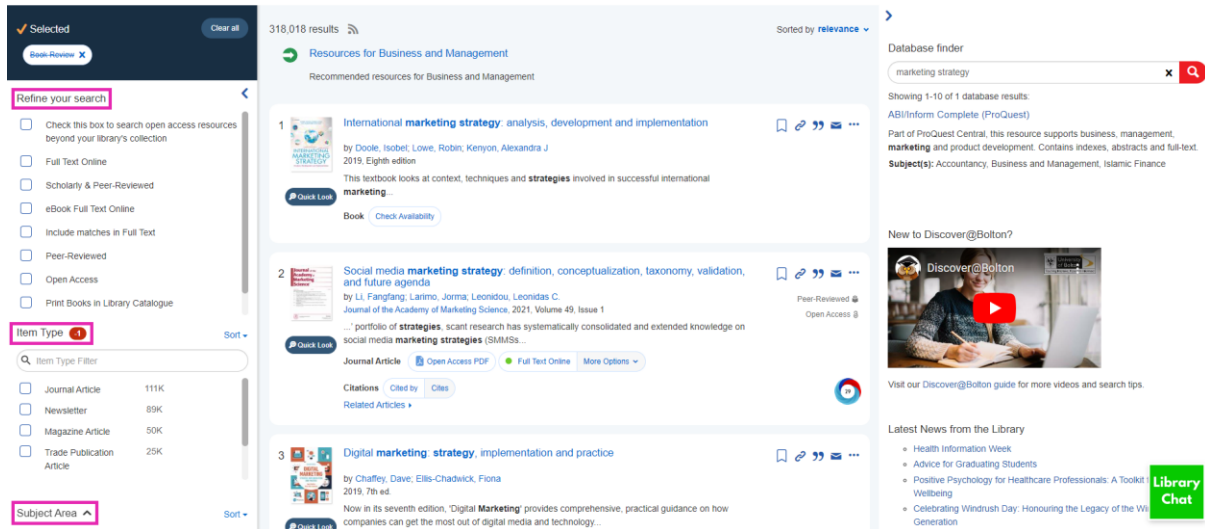


STEP 2:

The results will display in a list sorted by **RELEVANCE** first, meaning how closely the results match what you were searching for. You can also order the list by **DATE**, **AUTHOR** or **TITLE** by clicking 'Advanced Search' option.



Additionally, you can filter your search results by using the options down the left of the screen. This can help you refine your search by factors such as **SOURCE TYPE**, **PUBLICATION DATE** and **SUBJECT AREA**. Using filters can help you if your search is returning too many results, or if you want to be more precise.



The screenshot shows a search interface with the following elements:

- Search Bar:** Contains the text "marketing strategy".
- Results:** 318,018 results, sorted by relevance. The first three results are:
 - International marketing strategy: analysis, development and implementation** by Doole, Isobel, Lowe, Robin; Kenyon, Alexandra J. 2019, Eighth edition. This textbook looks at context, techniques and strategies involved in successful international marketing...
 - Social media marketing strategy: definition, conceptualization, taxonomy, validation, and future agenda** by Li, Fangfang, Larimo, Jorma; Leonidou, Leonidas C. Journal of the Academy of Marketing Science, 2021, Volume 49, Issue 1. ... portfolio of strategies, scant research has systematically consolidated and extended knowledge on social media marketing strategies (SMMSs)...
 - Digital marketing: strategy, implementation and practice** by Chaffey, Dave; Ellis-Chadwick, Fiona. 2019, 7th ed. Now in its seventh edition, 'Digital Marketing' provides comprehensive, practical guidance on how companies can get the most out of digital media and technology...
- Filters (Left Panel):**
 - Refine your search:** Includes checkboxes for "Check this box to search open access resources beyond your library's collection", "Full Text Online", "Scholarly & Peer-Reviewed", "eBook Full Text Online", "Include matches in Full Text", "Peer-Reviewed", "Open Access", and "Print Books in Library Catalogue".
 - Item Type:** A dropdown menu with a filter table:

Item Type	Count
Journal Article	111K
Newsletter	89K
Magazine Article	50K
Trade Publication Article	25K
 - Subject Area:** A dropdown menu.
- Database finder:** Shows "ABI/Inform Complete (ProQuest)" and "Part of ProQuest Central, this resource supports business, management, marketing and product development. Contains indexes, abstracts and full-text. Subject(s): Accountancy, Business and Management, Islamic Finance".
- Discover@Bolton:** A video player showing a person working at a computer.
- Latest News from the Library:** Includes items like "Health Information Week", "Advice for Graduating Students", "Positive Psychology for Healthcare Professionals: A Toolkit", "Wellbeing", and "Celebrating Windrush Day: Honouring the Legacy of the Windrush Generation".

STEP 3:

You may be using some of the more prominent filters such as:

- **FULL TEXT ONLINE.** This will only give you results that you have full access too. Sometimes you might get a result back that you can't access, or can only read the abstract etc. Choosing this filter will eliminate all these, saving you time clicking through to results that you can't use.
- **SCHOLARLY & PEER-REVIEW / PEER-REVIEW.** These filters will limit your results to peer reviewed resources. Peer-reviewing means something has been evaluated and approved by other experts in the field, so you know it will be appropriate to use as a reference or source. SCHOLARLY & PEER-REVIEW will limit the resources to what we class as scholarly sources, which are usually ones with a research focus, such as journals.
- **ITEM TYPE.** This is where you can filter by source format. You can limit your results to, for example, just newspaper or journal articles.
- **PUBLICATION DATE.** You can alter the date range between which your results will have been published. There is a sliding scale, a calendar option, or some pre-loaded options such as from the last 12 months. This can be particularly useful if you know the date something was published but maybe not the exact title, or if you are looking for more recent research.

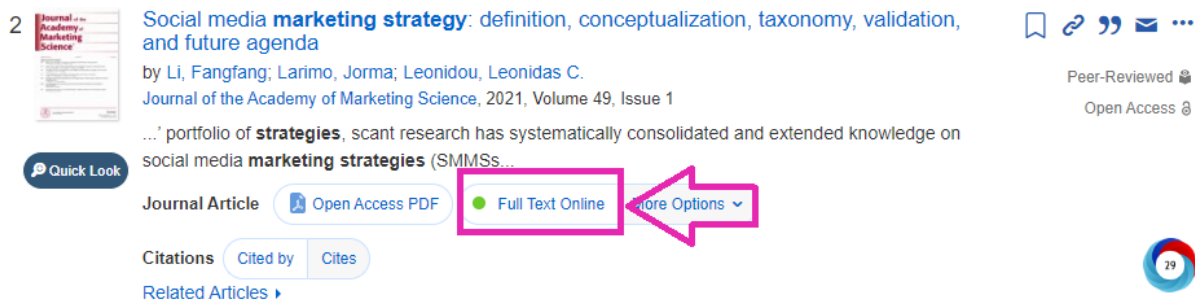
STEP 4:


Now that you have found some resources to use, you'll want to be able to use them for your work. 'Discover@Bolton' has a few options for you. You can **SAVE**, **EXPORT** and **EMAIL** your search results to yourself straight from the results page.

Accessing Online Library Resources

STEP 1:

Once you find the resource, click on a 'Full Text Online' link.



2  Social media **marketing strategy**: definition, conceptualization, taxonomy, validation, and future agenda

by Li, Fangfang; Larimo, Jorma; Leonidou, Leonidas C.
Journal of the Academy of Marketing Science, 2021, Volume 49, Issue 1



... portfolio of **strategies**, scant research has systematically consolidated and extended knowledge on social media **marketing strategies** (SMMSS...


Quick Look

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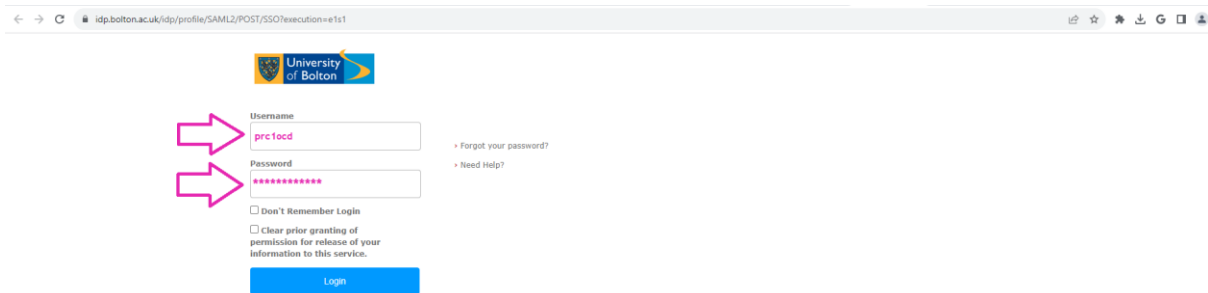
Related Articles ▶

Peer-Reviewed 
Open Access 




STEP 2:

Then you will be directed to log-in with your University of Bolton **username** and **password**. Your username is a combination of letters and numbers. e.g., **prc1ocd**. Please note, that it is **not** your seven-digit student number or your Library PIN.



idp.bolton.ac.uk/idp/profile/SAML2/POST/SSO?execution=e1s1



Username:

Password:

Don't Remember Login

Clear prior granting of permission for release of your information to this service.

[Forgot your password?](#)

[Need Help?](#)

[Login](#)

If you have **forgotten** your username or password, you can look up or **reset** them by using the links below:

[Username lookup](#)

[Reset your password](#)

Frequently Asked Questions

Q. What is Discover@Bolton?

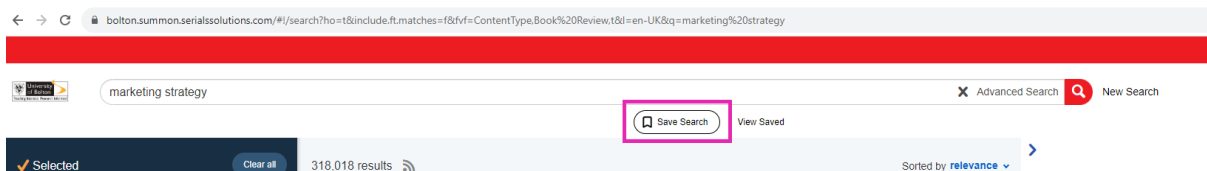
Discover@Bolton is the library's search engine. Discover@Bolton allows you to search multiple databases at one via a single interface. As well as searching the databases, you can access full-text content from these databases where that full-text is available.

Q. If I see "citation online" in Discover@Bolton can I access the full-text of that article?

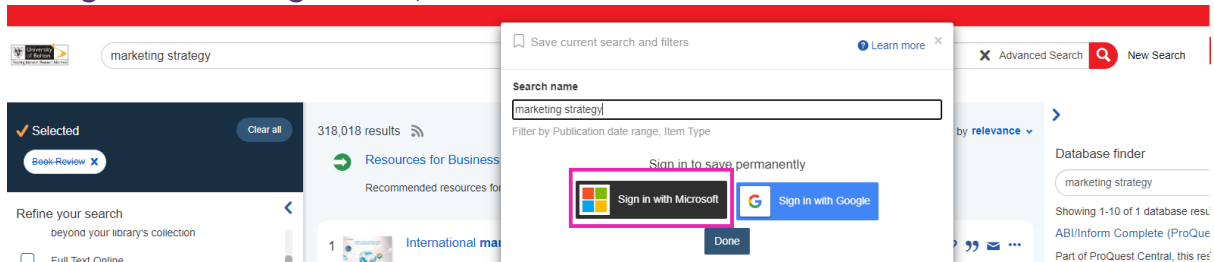
No, that means that you can only access the citation. Where full text is available, links in the results of Discover@Bolton will say "Full text online".

Q. Can I save my searches on Discover@Bolton?

There is an option on Discover@Bolton to save your search terms and filters (e.g. 'Peer reviewed', publication year etc) to return to later. This can be achieved by clicking on the 'Save Search' button beneath the search bar.



After selecting 'Save Search' a pop up box will appear. You can change the name of your search to differentiate it from similar searches you may have carried out. If you would like to save this search so that it appears during your next searching session, select 'Sign in with Microsoft' and sign in using your full University of Bolton email. After signing in, click 'Done'. If you would rather save this search so that it only stays during this searching session, click 'Done'.



If you would like to revisit past searches, select the 'View Saved' link beneath the search bar and it will show a list of saved searches. If these searches are permanently saved, they will stay with your account until you graduate and your account is deleted.

Q. How do I access ebooks?

Ebooks are accessible via **Discover@Bolton**; details of printed books can be found here too. Some of our e-books can only be read by a certain number of people at any one time, so if you find that you are unable to open an e-book, it might be the case that it is in use by someone else, so just try again later.

Contact Us Information

For more information or further assistance on **Digital Library**, please contact Learning Resources Centre:

learningresources@manchester.bolton.ac.uk

Alternatively, join **LRC Online Live Support Chat** from the link below:

<https://zoom.us/j/97737256809>

Our LRC Online Live Support Chat Opening Hours:

Term-Time hours:

Monday - Friday 9:00 - 17:30

Tuesday, Thursday 9:00 - 19:30

Saturday 9:00 - 17:00

Non Term-Time hours:

Monday - Friday 9:00 - 17:30