

# AAA DIGITAL LIBRARY USER GUIDE

Access Methods: At Campus/Remote Access

FEBRUARY 2025

**aaa**  
**school of**  
**advertising**

# DIGITAL LIBRARY

- AAA School of Advertising has subscribed to various digital libraries to enhance research, teaching & learning.
- These are available to staff and students online and can be used anywhere, anytime.
- The digital libraries have various features to enhance the user experience.

# EBSCO BUSINESS SOURCE COMPLETE

- EBSCO is the leading provider of research databases, e-journals, magazine subscriptions, e-books and discovery service to libraries of all kinds.
- EBSCO has partnered with libraries to improve research with quality content and technology.
- The institution has access to Business Source Complete which is the world's definitive scholarly business database, providing the leading collection of bibliographic and full text content.

**EBSCO**

# EBSCO LOGIN DETAILS

- Click on link below to access Business Source Complete or via moodle:

<https://search.ebscohost.com/>

User ID: richfield

Password: Access1+

# EBSCO CONNECT PORTAL

There also is an [EBSCO Connect portal](#) that can be used for training and student orientation.

- Below are some of the tutorials and user guides that may be a great start:

[How to create personal account?](#)  
[EBSCO Mobile](#)  
[EBSCOhost basic searching](#)

# EMERALD E-JOURNALS

- Emerald Publishing is one of the world's leading digital-first publishers, commissioning, curating and showcasing research that can bring about real change.
- They work with thousands of universities and business schools across the world, to share knowledge and bringing research to life.
- Journal articles are peer-reviewed.

# ACCESSING EMERALD INSIGHT

- Emerald Insight can be accessed at campus through IP Address Authentication.
- When not at campus, users can set up their accounts by using the Organizational Activation Number (OAN).

# Organizational Activation Number (OAN)

- The OAN access code enables username and password access to Emerald Insight.
- To activate, new users will need to register a profile on emerald platform and then enter the below *Organizational Activation Number (OAN)* when prompted.
- If a user profile already exists then, once signed in, they will be able to link the OAN directly to their profile.

OAN access code: OAN: 754878500454582  
Expiry date: 31/03/25



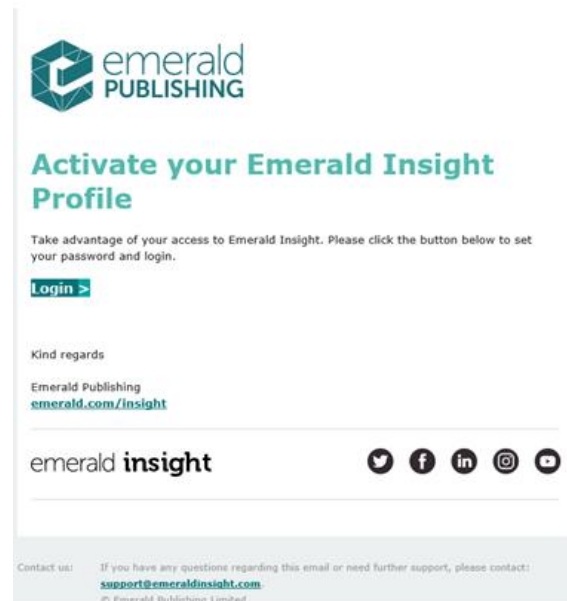
# Instructions for OAN Use

- Register a profile on the Emerald platform
- From the homepage:  
[www.emerald.com/insight](http://www.emerald.com/insight)) select “Register”
- Enter your name, e-mail address and OAN
- Tick to agree to the T’s & C’s And Privacy Policy, Then click "Register"

# Instructions for OAN Use

You will then receive an e-mail asking you to activate your account:

You must click on the “Login” Link



# Instructions for OAN Use

- You will then be directed to a welcome page where you will need to create and confirm your password:
- After assigning a password, click "continue"

emerald insight



Welcome!

Please choose a password - you'll be able to login in future using your email address and this password.

Login Email

New Password

Confirm Password

# Instructions for OAN Use

- You will be taken to the Emerald Insights homepage and be authenticated for access to this institution's Emerald subscriptions.
- If you click on the 'products' page, you will be able to see to which products we can access.
- Alternatively, you can begin searching from the search bar.
- Results can be streamlined to 'only content i have access to' on the results page itself.
- You will be able to save your searches to your profile, so that you can perform the same searches on your next visit.

# Emerald Search Details

Go to Emerald [Search Guides](#) for more details and information on how to make maximum use of this research platform:

<https://www.emeraldgrouppublishing.com/support/training.htm>

### Guides

Our quick reference guides will help you get the most out of the Emerald research platform. Keep checking back for new guides and translated versions.

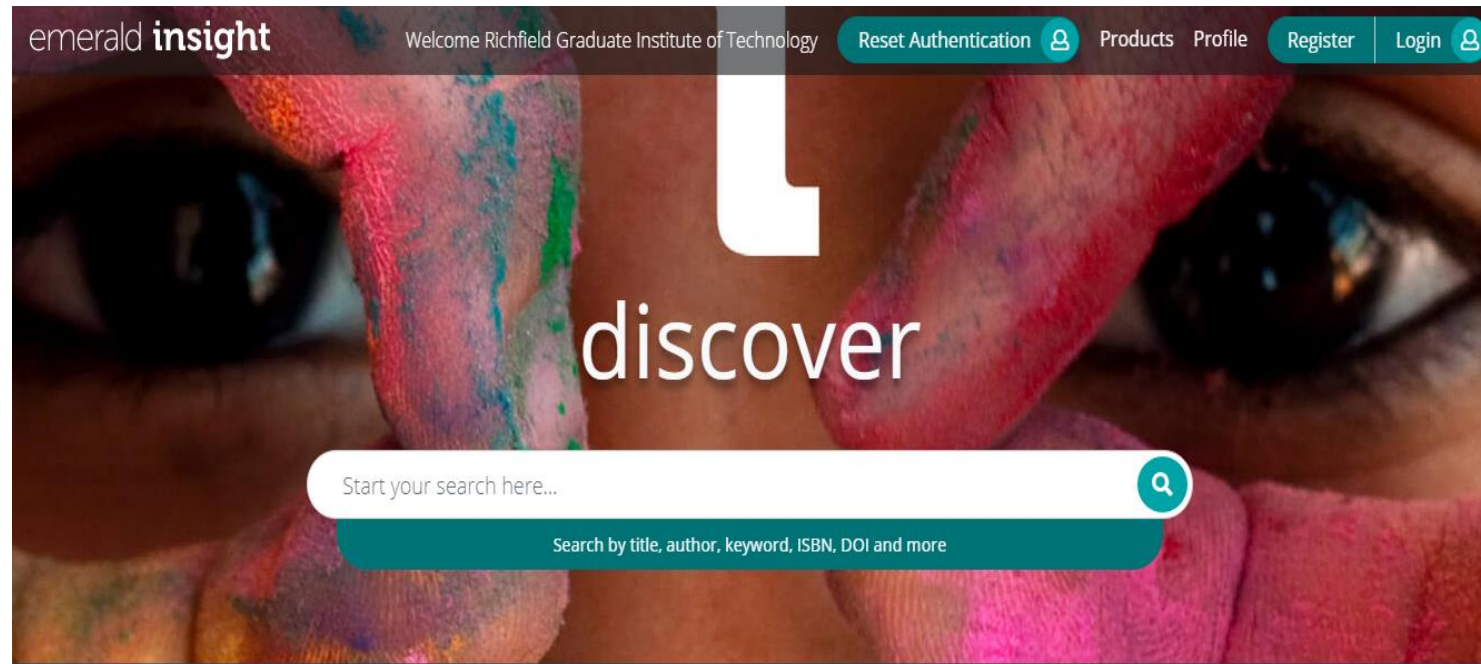
**Profile:** guide to creating your own profile and personalising your Insight experience.

 English	 German
 French	 Italian
 Spanish	 Brazilian Portuguese
 Polish	 Japanese
 Turkish	 Thai
 Traditional Chinese	



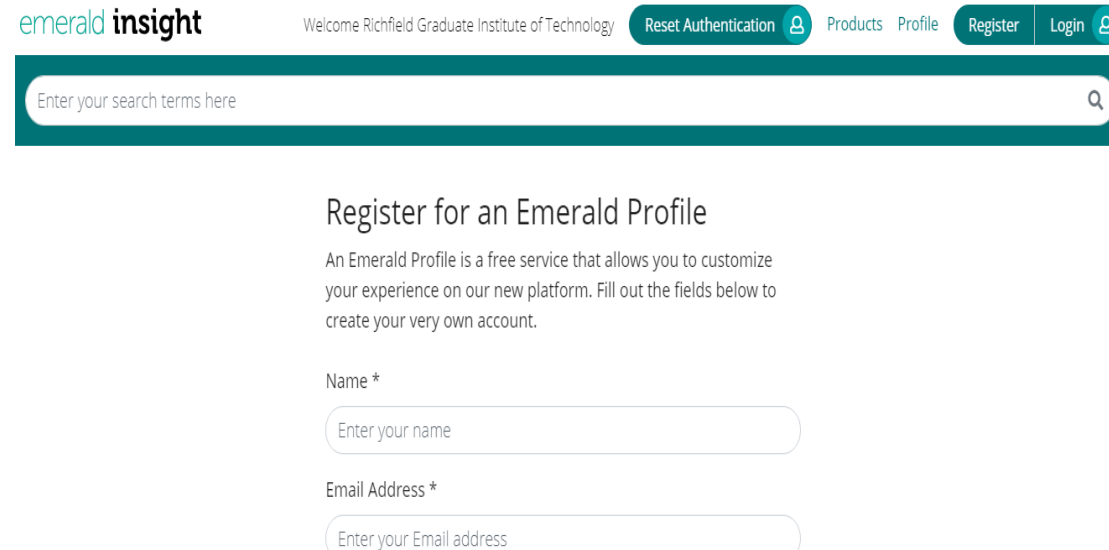
# Navigating Emerald-Fixed IP Address Authentication

- Log on to: <https://www.emerald.com/insight/>



# New User Registration

- Click on register next to log in.
- Select new user registration to create your unique username and password.



The screenshot shows the Emerald Insight website's registration page. At the top left is the 'emerald insight' logo. To its right is a welcome message: 'Welcome Richfield Graduate Institute of Technology'. Further right are links for 'Reset Authentication' (with a user icon), 'Products', 'Profile', 'Register', and 'Login' (with a user icon). Below this is a search bar with the placeholder text 'Enter your search terms here' and a magnifying glass icon. The main heading is 'Register for an Emerald Profile'. Below it is a paragraph: 'An Emerald Profile is a free service that allows you to customize your experience on our new platform. Fill out the fields below to create your very own account.' There are two input fields: 'Name \*' with the placeholder 'Enter your name' and 'Email Address \*' with the placeholder 'Enter your Email address'.

# Emerald e-Journal Collection

The institution has access to all Emerald e-journal collections and consists of the following subject areas:

- Accounting, Finance & Economics
- Business, Management & Strategy
- HR, Learning & Organizational Studies
- Information & Knowledge Management
- Marketing
- Operations, Logistics & Quality
- Property Management & Built Environment
- Public Policy & Environmental Management
- Tourism & Hospitality



# Emerald e-Journal Collection

Specialist e-journals portfolio consists of the following:

- Education
- Engineering
- Health & Social Care
- Library Studies

# Selecting The Journal

- Select the journal article.
- We have access to journals with a green tick next to it.

emerald insight Welcome Richfield Graduate Institute of Technology Reset Authentication

libraries 4.0

The purpose of this paper is to debate the evolving relationship between libraries and users, and to justify the idea of participatory library and the use of the...

[View summary and detail](#)

---

Article Publication date: 1 April 2019 ✓ Available

[An analysis of academic librarians competencies and skills for implementation of Big Data analytics in libraries](#) PDF (482 KB)

Khurshid Ahmad, Zheng JianMing and Muhammad Rafi

The purpose of this paper is to analyze the views and capabilities of librarians for the

# Downloading Journals

- Select the journal article that you would like to download.
- Select pdf in order to download the journal.

libraries: A correlational study

Khurshid Ahmad, Zheng JianMing, Muhammad Rafi ▾

Data Technologies and Applications

ISSN: 2514-9288

Publication date: 1 April 2019

 PDF (482 KB)

# Saving the Journal

- The journal article can be saved or printed.
- You can also share with colleagues.

The current issue and full text archive of this journal is available on Emerald Insight at:  
[www.emeraldinsight.com/2514-9288.htm](http://www.emeraldinsight.com/2514-9288.htm)

## An analysis of academic librarians competencies and skills for implementation of Big Data analytics in libraries

### A correlational study

Khurshid Ahmad, Zheng JianMing and Muhammad Rafi  
*Department of Information Management, Nanjing University, Nanjing, China*

Implementation  
of Big Data  
analytics in  
libraries

201

Received 30 September 2018  
Revised 10 November 2018  
Accepted 15 January 2019

#### Abstract

**Purpose** – The purpose of this paper is to analyze the views and capabilities of librarians for the implementation of Big Data analytics in academic libraries of Pakistan. The study also sets out to check the relationship between the required skills of librarians and the application of Big Data analytics.

**Design/methodology/approach** – A survey was conducted to gather the required data from the targeted audience. The targeted population of the study was Head/In charge library managers of Pakistani university libraries, which were 173 in total. All the respondents (academic librarians) were invited through an e-mail to respond to the survey voluntarily. Out of 173 respondents from higher education commission of Pakistan chartered university libraries, 118 librarians (68.2 percent) completed the survey that was finally considered, and after checking data, recommendation for analysis was made. To analyze the collected data, statistical technique Pearson correlation was applied using statistical package for social science version 25 to know the strength of the mutual correlation of variables.

**Findings** – The findings of the study show a strong correlation between the required competencies and skills of librarians for the implementation of Big Data analytics in academic libraries. In all variables of the study, the correlation was highly significant, except two of the variables, including "concept of Big Data" and "different forms of data." The study also reveals that most of the respondents were well aware of the concept of Big Data analytics. Moreover, they were using a large amount of data to carry out various library operations, including the acquisition, preservation, curation and analysis of data.

**Originality/value** – This study is significant in the sense that it fills a substantial gap in the literature.

# Emerald Emerging Markets e-Case Collection

- The institution has access to emerald emerging markets e-case collection.
- E-cases are also known as electronic case studies.

Case study	<a href="#">Uber SA: disruption of the local taxi industry?</a>	<a href="#">EEMCS - Emerald Emerging Markets Case Studies</a>	9	2	6 Aug 2019
Case study	<a href="#">Accurate arc: to grow or not to grow?</a>	<a href="#">EEMCS - Emerald Emerging Markets Case Studies</a>	9	2	25 Jul 2019
Case study	<a href="#">Megatek: "Do it right, do it yourself"</a>	<a href="#">EEMCS - Emerald Emerging Markets Case Studies</a>	9	2	24 Jul 2019
Case study	<a href="#">Strategic merge: a gain or a gamble – the case of Telco China</a>	<a href="#">EEMCS - Emerald Emerging Markets Case Studies</a>	9	2	13 Jul 2019
Case study	<a href="#">To do or not to do: the real state of real estate</a>	<a href="#">EEMCS - Emerald Emerging Markets Case Studies</a>	9	2	13 Jul 2019

# Emerald Emerging Markets e-Case Collection

Subjects include:

- Accounting & Finance
- Built Environment
- Entrepreneurship
- Environmental Management
- Human Resource Management
- International Business
- Management Science
- Marketing
- Operations & Logistics
- Public Sector Management
- Strategy
- Tourism & Hospitality

# Emerald Emerging Markets e-Case Collection

- Emerging Markets case studies is a digital collection of peer-reviewed teaching case studies focusing on business decision making and management in global markets.

## Uber SA: disruption of the local taxi industry?

Geoff Bick ▾

Emerald Emerging Markets Case Studies

ISSN: 2045-0621

Publication date: 6 August 2019

 PDF (49 KB)

# PressReader Connecting People through News





# Pressreader e-Newspapers/e-Magazines



- Pressreader offers unlimited digital access to over 3500 top newspapers and more than 3400 magazines. choose from full-version, current-day content in 60+ languages from more than 100 countries.
- Students can enjoy reading the world's newspapers and magazines the way they want to receive them - in print, online, or on their mobile device, tablet or e-reader - wherever they live, travel, work or play.
- Plus, download complete issues of thousands of top newspapers and magazines just as they appear in print.

# Navigating PressReader

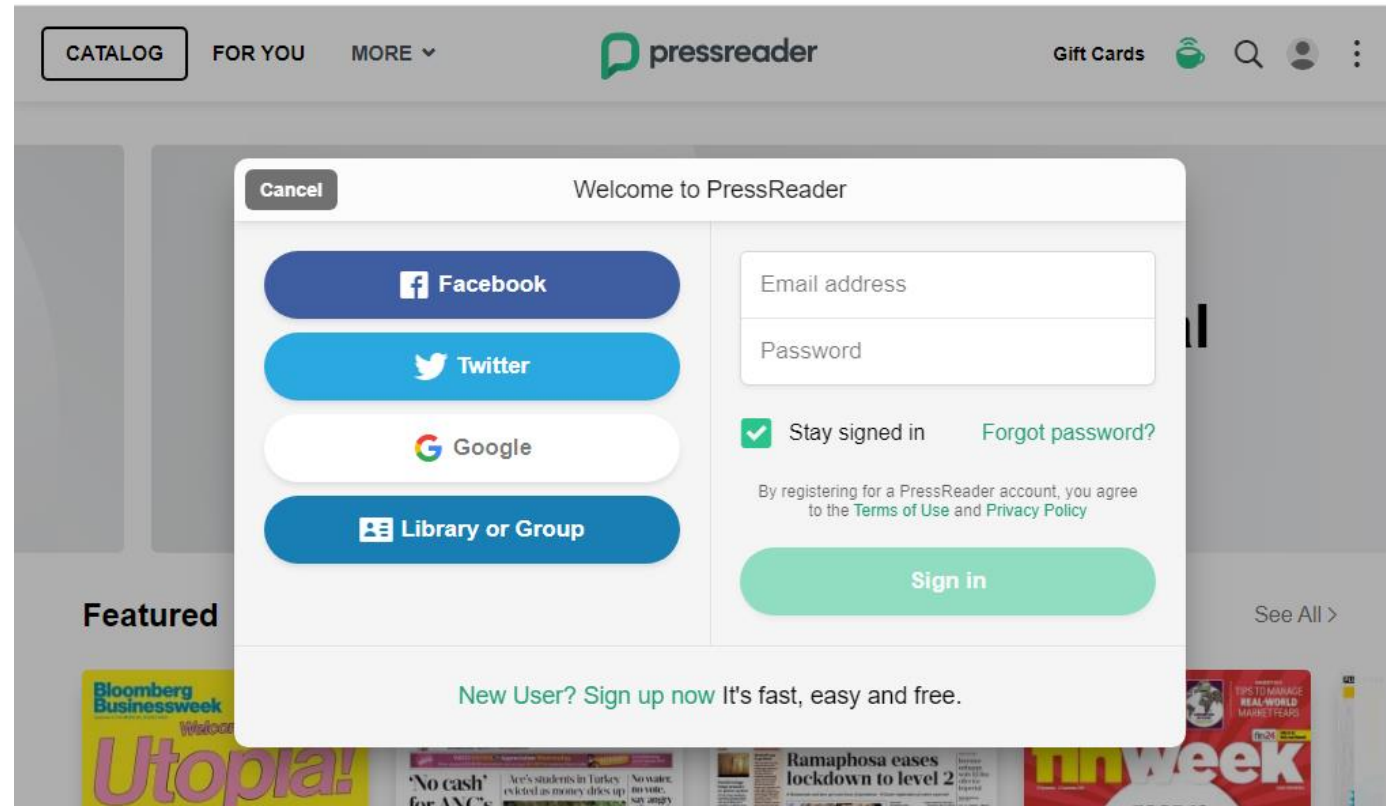


- Click on link: <http://www.pressreader.com/>
- This gives access to staff and students when at campus only.
- Pressreader can be accessed through moodle or the 14 days radiant access when not at campus.

# Signing In & Registration



- New users to sign up with email address and create password.
- You need to register to personalise your press reader experience



# PressReader App



- Pressreader enables you to download your favourite publication to your pc, mac, mobile device, tablet or e-reader, allowing you to read publications when you are without an internet.
- Important: please review the system requirements before downloading and installing pressreader.
- Students can download the pressreader app to get an endless stream of top news stories in a personalized home feed.

# 14 Days Radiant Access

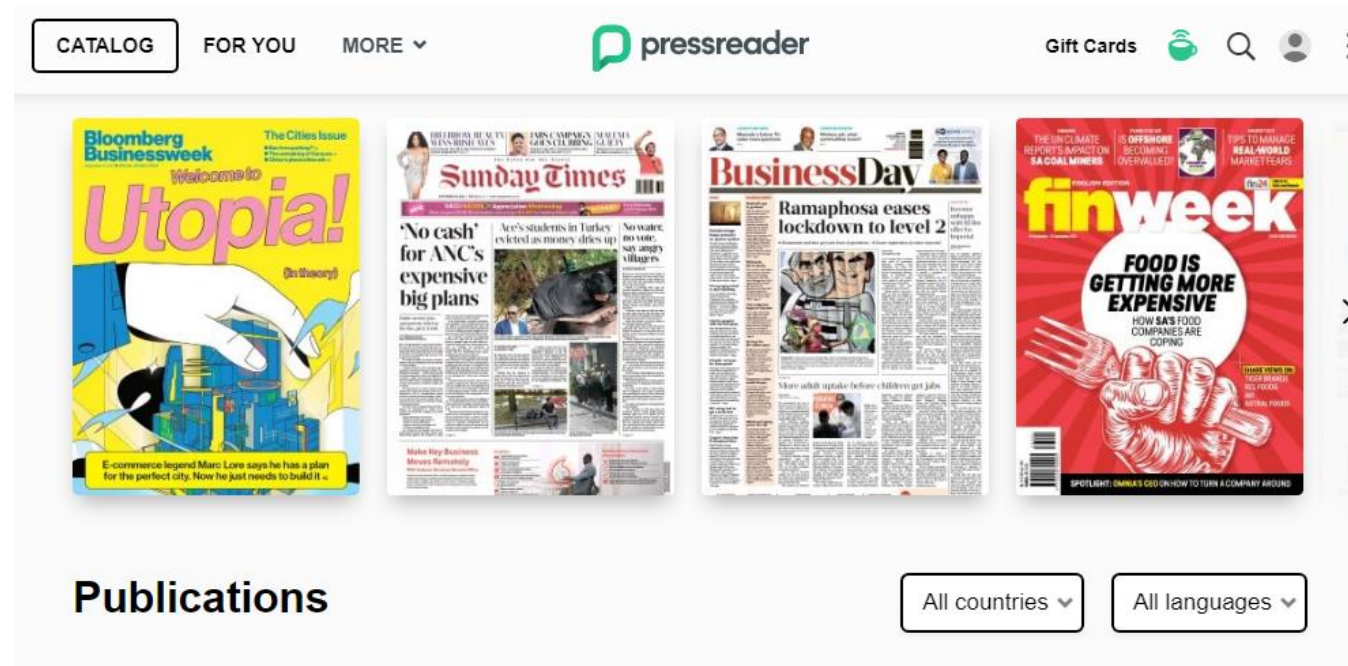


- Pressreader can be accessed off campus by using the 14 days radiant access.
- This is simply an extension of the IP authentication, meaning after they leave the “hotspot”, they have 14 days of remote access; after 14 days, they need to return to the campus and re-connect to the network to extend for an additional 14 days.

# Selecting Publications

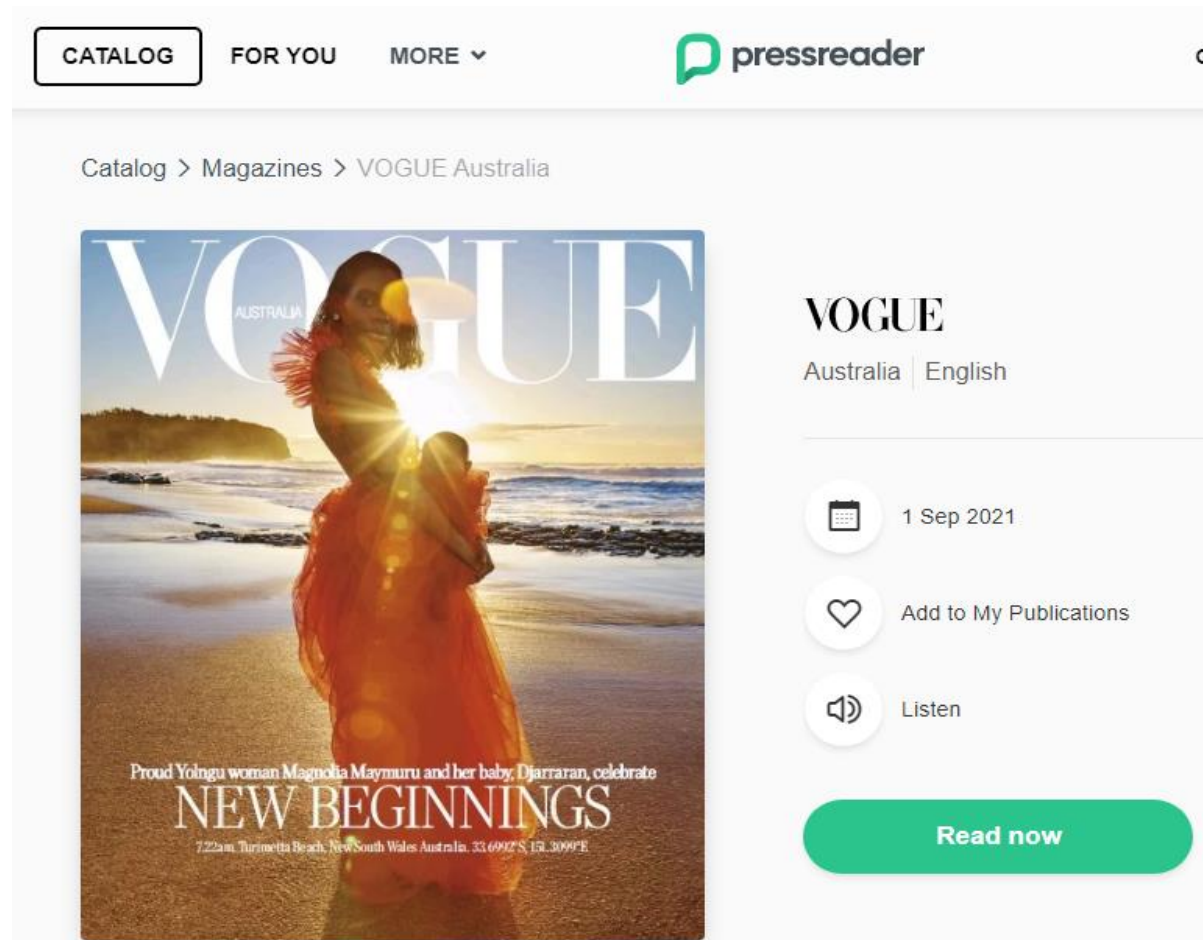


- Click on countries or browse and select any publication you would like read.



# Selecting a Newspaper or Magazine

- Click on article you would like to read:



The screenshot displays the PressReader interface. At the top, there are navigation tabs: 'CATALOG' (highlighted), 'FOR YOU', and 'MORE'. The PressReader logo is on the right. Below the navigation, a breadcrumb trail reads 'Catalog > Magazines > VOGUE Australia'. The main content area features the cover of VOGUE Australia magazine. The cover image shows a woman in a bright orange dress holding a baby on a beach at sunset. The text on the cover includes 'VOGUE AUSTRALIA' and 'Proud Yolngu woman Magnolia Maymuru and her baby, Djarraran, celebrate NEW BEGINNINGS'. Below the cover, the magazine title 'VOGUE' is displayed, followed by 'Australia | English'. To the right of the cover, there are three interactive buttons: a calendar icon with '1 Sep 2021', a heart icon with 'Add to My Publications', and a speaker icon with 'Listen'. At the bottom right, there is a large green button labeled 'Read now'.

# Springer Nature e-Books

The institution has partnered with International Publisher, Springer Nature, to make available over 3000 new titles of 2018/2015 editions of a series of e-books free of charge to registered students in the following fields:

- **Business**
- **Management**
- **Computer Science**
- **Economics**
- **Finance**
- **Mathematics**
- **Statistics**
- **Professional Computing**
- **Applied Computing**



# Springer Nature e-Books in Business & Economics

- The portfolio of Business and Economics books comprise of science monographs, handbooks, book series and textbooks in all subject areas.

- **Click on link below to access 2018 collection:**

<https://link.springer.com/search?package=41169&facet-end-year=2018&facet-start-year=2018&facet-content-type=%22Book%22>

- **Click on link below to access 2015 collection:**

<http://link.springer.com/search?package=11643&facet-end-year=2015&facet-start-year=2015&facet-content-type=%22Book%22>

# Springer Nature e-Books in Computer Science

- The Computer Science offers latest in cutting-edge research to prepare students for an impactful career in computer science.

- **Click on link below to access 2018 collection:**

<https://link.springer.com/search?package=11645&facet-end-year=2018&facet-start-year=2018&facet-content-type=%22Book%22>

- **Click on link below to access 2015 collection:**

<http://link.springer.com/search?package=11645&facet-end-year=2015&facet-start-year=2015&facet-content-type=%22Book%22>

# Springer e-Books in Economics & Finance

- The Economics and Finance e-book collection features cutting-edge research from renowned authors and nobel laureates.

- **Click on link below to access 2018 collection:**

<https://link.springer.com/search?package=41170&facet-end-year=2018&facet-start-year=2018&facet-content-type=%22Book%22>

- **Click on link below to access 2015 collection:**

<http://link.springer.com/search?package=11643&facet-end-year=2015&facet-start-year=2015&facet-content-type=%22Book%22>

# Springer e-Books in Mathematics & Statistics

- The Mathematics and Statistics ebook collection is world-renowned and has published many bestselling textbooks, monographs and reference works.

- **Click on link below to access 2018 collection:**

<https://link.springer.com/search?package=11649&facet-end-year=2018&facet-start-year=2018&facet-content-type=%22Book%22>

- **Click on link below to access 2015 collection:**

<http://link.springer.com/search?package=11649&facet-end-year=2015&facet-start-year=2015&facet-content-type=%22Book%22>

# Springer e-books in Professional & Applied Computing

- The Professional and Applied Computing e-book collection includes a collection of a press book titles dedicated to meeting every level of educational and informational needs of developers, it professionals, and tech communities worldwide.
- **Click on link below to access 2018 collection:**
- <https://link.springer.com/search?package=12059&facet-end-year=2018&facet-start-year=2018&facet-content-type=%22Book%22>
- **Click on link below to access 2015 collection:**
- <http://link.springer.com/search?package=12059&facet-end-year=2015&facet-start-year=2015&facet-content-type=%22Book%22>

# Selecting e-Books

- Select e-book you would like to download:

**content**

Refine Your Search

**Content Type**

Book ✕

**Discipline**

Computer Science 260

**Subdiscipline** see all

Programming Languages, Compilers, Interpreters	60
Microsoft and .NET	52
Programming Techniques	49
Web Development	46
Big Data	37

**Language**

English 260


You are now only searching within the **eBook Package english Professional Computing and Web Design** package  
 STOP searching within this package ✕

Sort By Newest First ▼ **Date Published** ◀ Page 1 of 13 ▶

Show documents published **2018 - 2018** ✕ Start year End year  
 (Available 1975 - 2019) between 2018 and 2018 Submit


---

Book  
**Pro TypeScript**  
 Application-Scale JavaScript Development  
 Steve Fenton (2018)



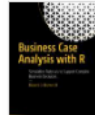

---

Book  
**Introducing InnoDB Cluster**  
 Learning the MySQL High Availability Stack  
 Charles Bell (2018)



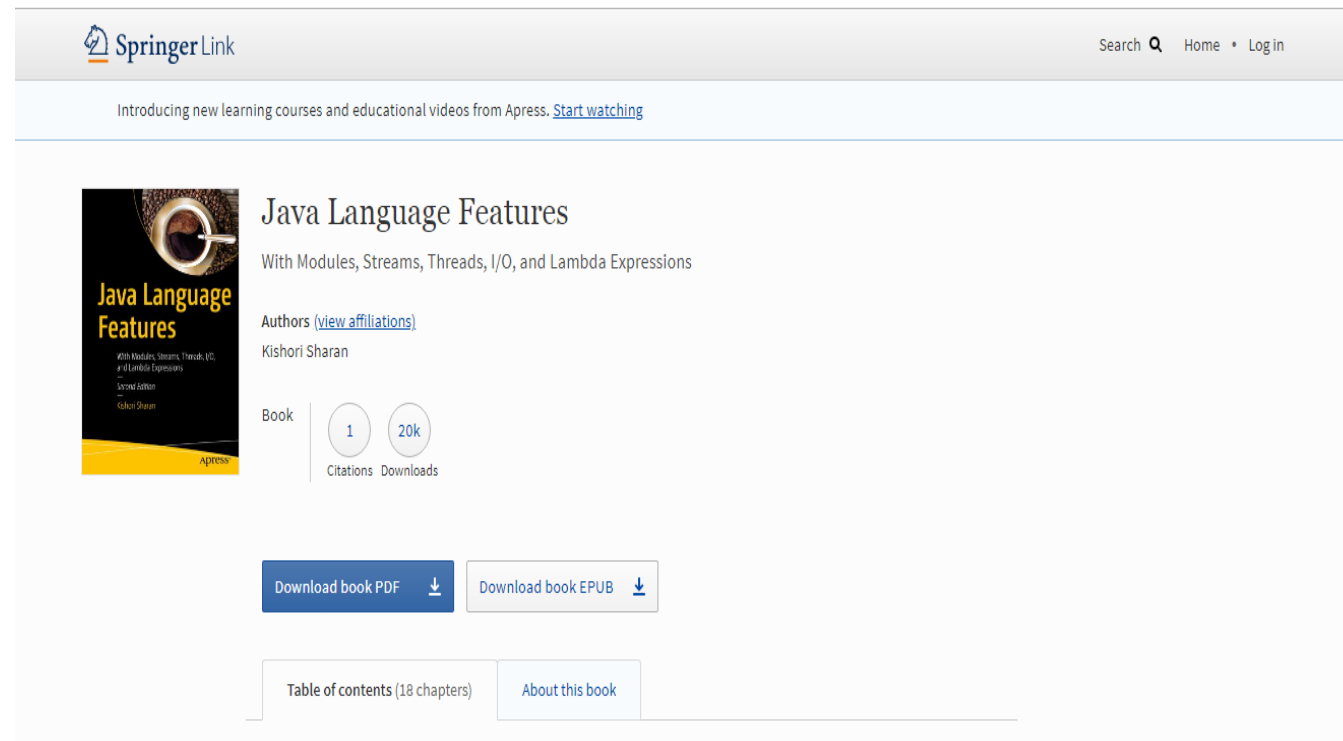

---

Book  
**Business Case Analysis with R**  
 Simulation Tutorials to Support Complex Business Decisions  
 Robert D. Brown III (2018)



# Downloading e-Book

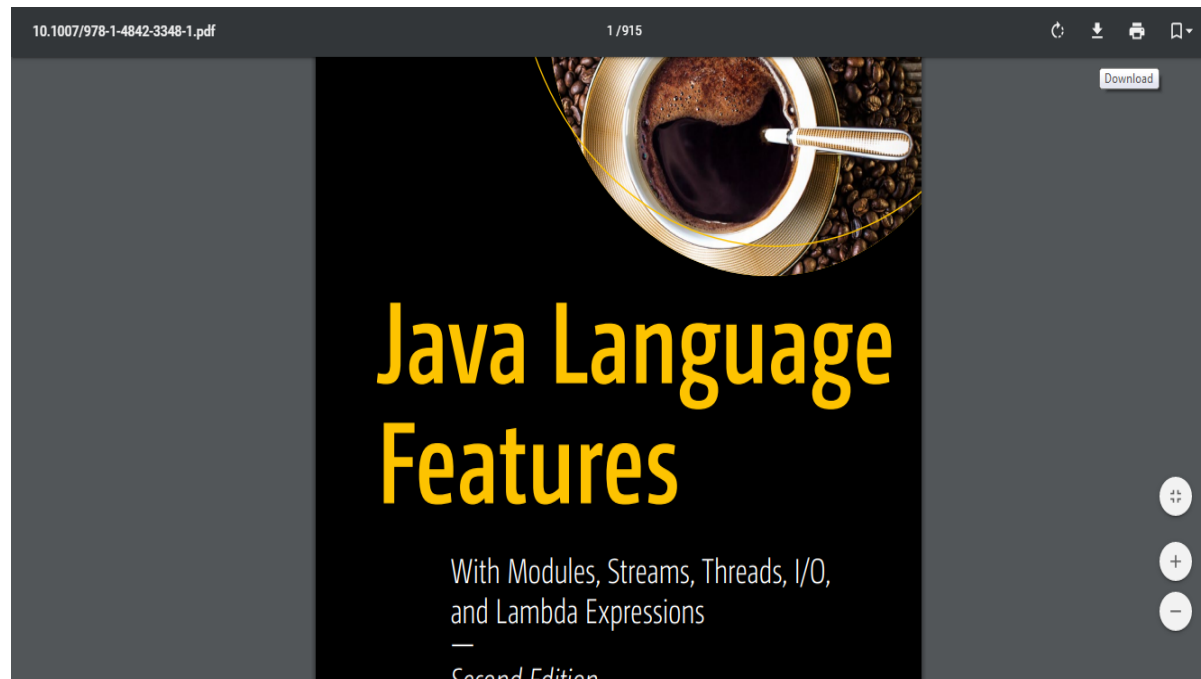
- Click on download:



The screenshot shows the Springer Link interface for the book "Java Language Features". At the top, the Springer Link logo is on the left, and search, home, and login options are on the right. A banner below the header introduces new learning courses and educational videos from Apress. The main content area features the book cover on the left, which includes the title "Java Language Features", the subtitle "With Modules, Streams, Threads, I/O, and Lambda Expressions", the author "Kishori Sharan", and the publisher "Apress". To the right of the cover, the book title is repeated, followed by the subtitle and author information. Below the author name, there are two circular icons: one with the number "1" labeled "Citations" and another with "20k" labeled "Downloads". At the bottom of the page, there are two buttons for downloading the book: "Download book PDF" and "Download book EPUB". Below these buttons, there are two more buttons: "Table of contents (18 chapters)" and "About this book".

# Download Complete

- The book can be read, printed or saved on your computer and shared with other colleagues.





# Elsevier ScienceDirect e-Book Collection

- The institution has perpetual access to Elsevier ScienceDirect 2012-2018 e-book collection.

The e-book collection consists of the following subject areas:

Computer Science

Engineering

Mathematics

Social Science

Business, Management, Hospitality and Tourism

Finance

Media Technology

Medicine and Dentistry

# Campus Access

The e-book collection can be accessed through IP Address Authentication at campuses.

Click on link: [www.ScienceDirect.com](http://www.ScienceDirect.com)

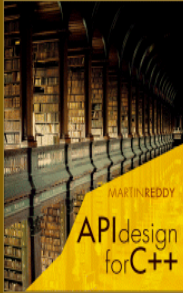


# Selecting an e-Book

The entire e-book can be downloaded or selected chapters:

## API Design for C++

Book • 2011



Authors:  
Martin Reddy

[↓ About the book](#)

### Browse this book

[↓](#) By table of contents

### Book description

API Design for C++ provides a comprehensive discussion of Application Programming Interface (API) development, from initial design through implementation, testing, documentation, r ... [read full description](#)

### Get this book

[↓](#) Download all chapters

[Share this book](#)

# Digital Library Benefits

- How do students benefit?
- Hassle free: no set up or maintenance required.
- Simple: easy access to digital resources.
- Convenient: download your favourite article and read anywhere, anytime.
- Enjoyable: enhanced with unique digital features that students will enjoy an interactive virtual reading experience.
- Selection: students have access to a wide range of digital resources that can be used for research, teaching & learning.

## Please Note:

- **Please note that “e-libraries” are available on campuses using the free wifi.**
- **To access “e-libraries” out of campuses and at your own cost, using 3g or other wifi sources, please log onto the moodle portal as follows:**
- **<https://learning.aaaschool.ac.za/>**

# Accessing Moodle

Click on link: <https://learning.aaaschool.ac.za/>

Enter your unique username and password to log in

AAA School of Advertising

Welcome to the Learning Management System of the AAA School of Advertising

Search Modules ▾ Resources ▾

conectTime

Test Progress

New Courses Progress Materialize

INFORMAÇÕES DA DISCIPLINA

INFORMAÇÕES COMPLEMENTARES

Access to the platform

Username

Username

Password

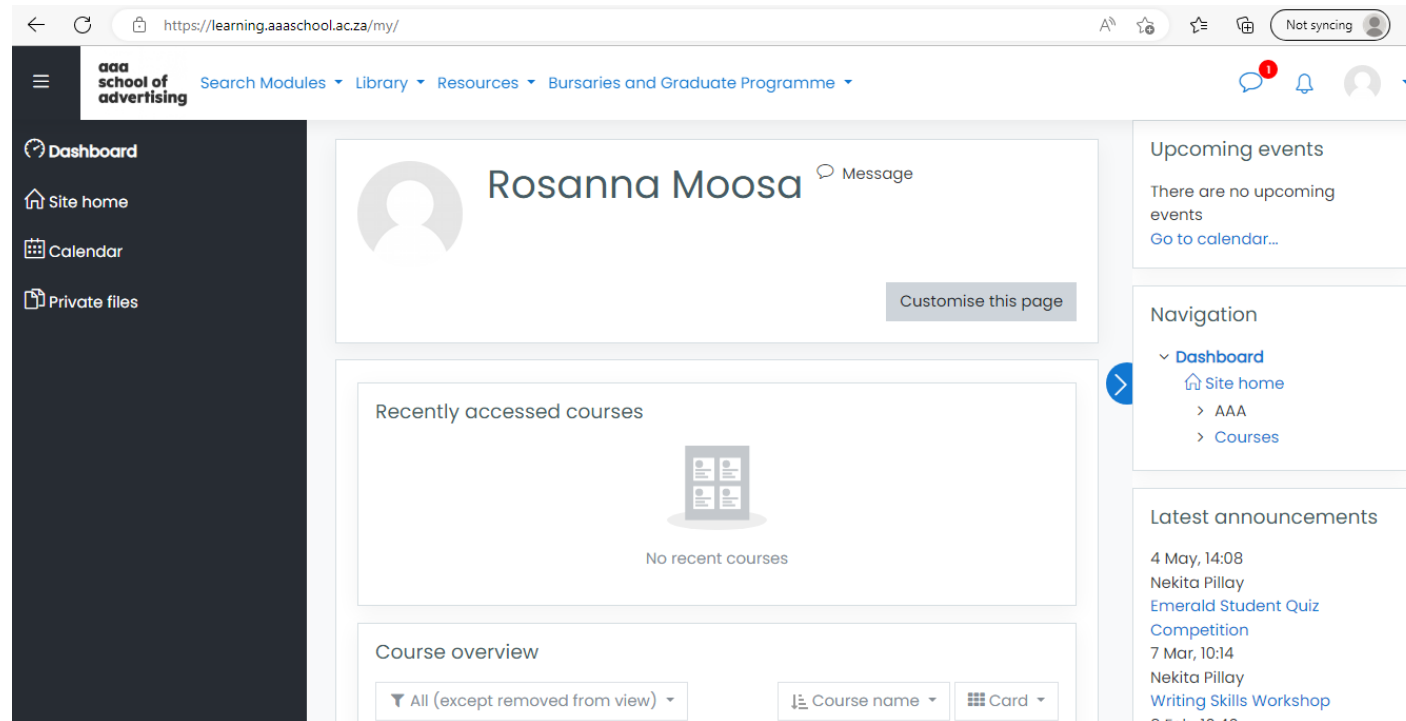
Password

Log in

Forgotten your username or password?

# Accessing The Digital Library

Select the tab “Library”



The screenshot shows a web browser window with the URL <https://learning.aaaschool.ac.za/my/>. The page header includes the logo for 'aaa school of advertising' and navigation links for 'Search Modules', 'Library', 'Resources', and 'Bursaries and Graduate Programme'. The user's name, 'Rosanna Moosa', is displayed with a 'Message' icon and a 'Customise this page' button. The main content area is divided into three sections: 'Recently accessed courses' (showing 'No recent courses'), 'Course overview' (with filters for 'All (except removed from view)', 'Course name', and 'Card'), and 'Upcoming events' (showing 'There are no upcoming events' and a 'Go to calendar...' link). A 'Navigation' sidebar on the right lists 'Dashboard', 'Site home', 'AAA', and 'Courses'. The 'Latest announcements' section on the right lists several events, including 'Emerald Student Quiz Competition' and 'Writing Skills Workshop'.

Thank You

Kindly contact the  
National Librarian: Mrs Rosanna  
Moosa  
for Remote Access to Springer and  
Elsevier ScienceDirect e-books  
[rosanna.moosa@growth-ten.com](mailto:rosanna.moosa@growth-ten.com)



**Thank You**

**aaa  
school of  
advertising**