

# Finding background info in Credo Reference & Statista

This tutorial will show you how to connect to two library databases, Credo Reference and Statista from the COMM 105 course page. These databases are easy to use, provide graphics that you might use as visual aids, and can sometimes help you develop a focus or main points for your speech.

Library.olivet.edu>

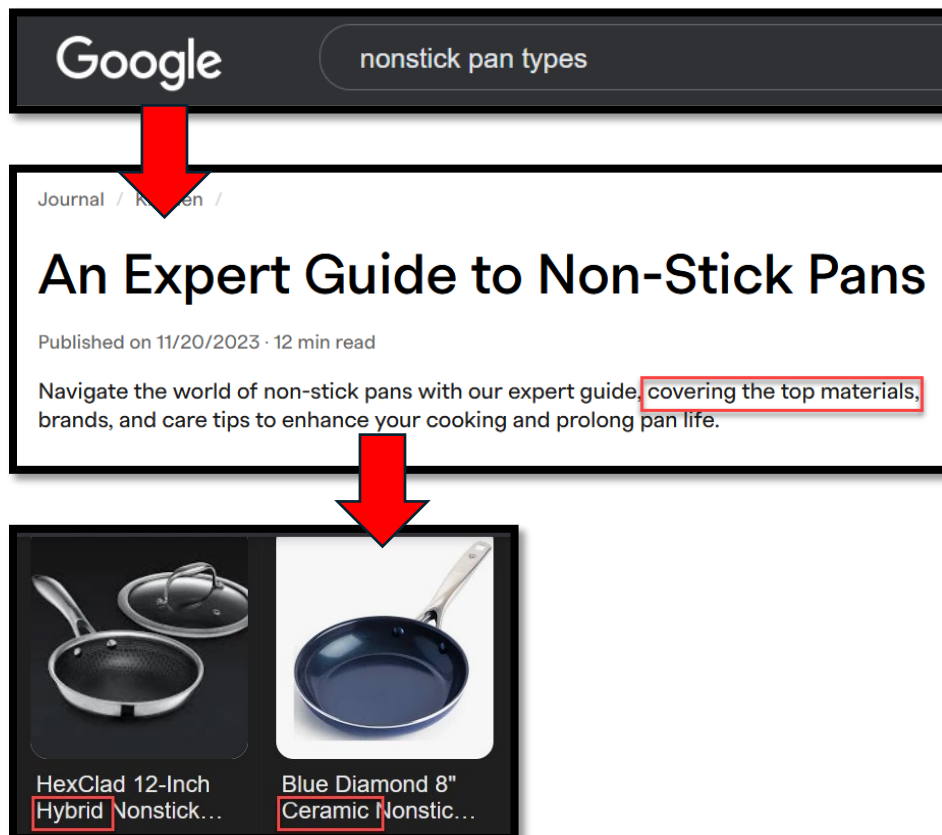
Subject Guides >

Fundamentals of Communication (COMM 105) (course guide)

## Credo Reference

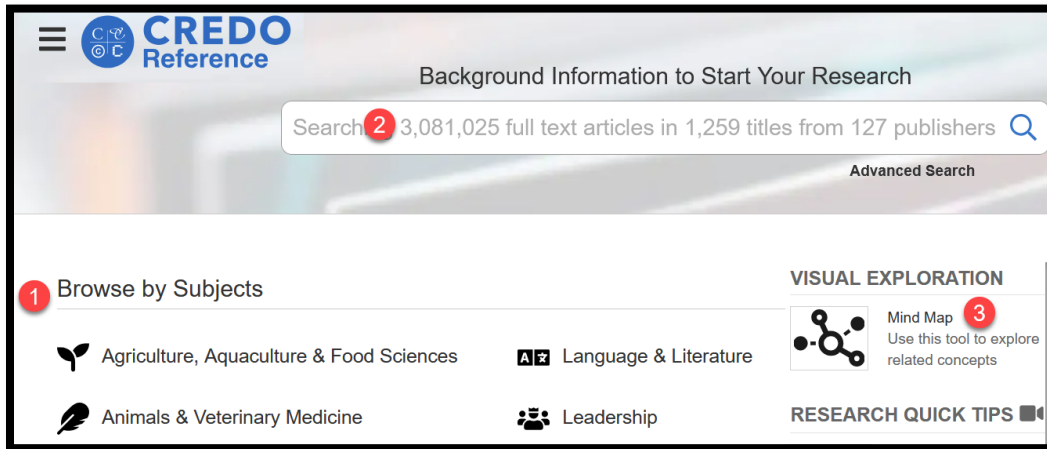
Although some faculty only allow students to cite magazine articles or credible websites in a *speech*, it can still be valuable to explore specialized dictionaries and encyclopedias such as those in Credo Reference. Use background sources to build your vocabulary and understanding of a topic.

Think of it like this: sometimes when making a new purchase you might start with an overview before you can even start comparing product descriptions and prices. For example, if you need a new nonstick pan, you might first read an article describing the features of ceramic, aluminum, and other materials. Once a shopper knows the kind of pan they want, they'll be more informed and precise in exploring and evaluating specific products.



When you open Credo Reference, you have three ways to explore:

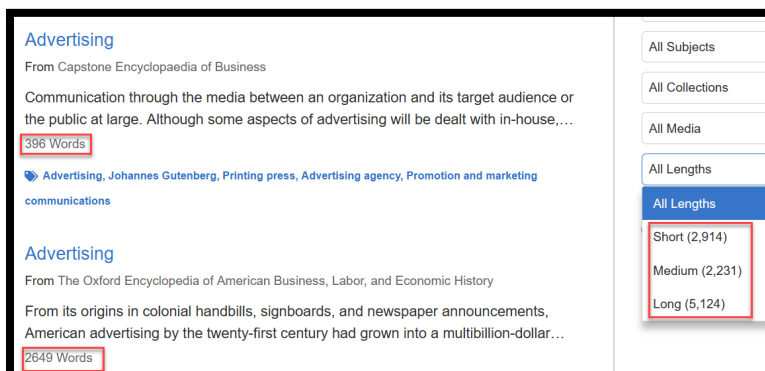
You can browse by category, search by keyword, or use the Mind Map for a graphic representation of connections between topics.



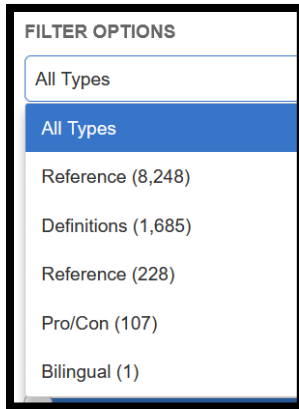
When you search by keyword you can narrow your results to articles or images,



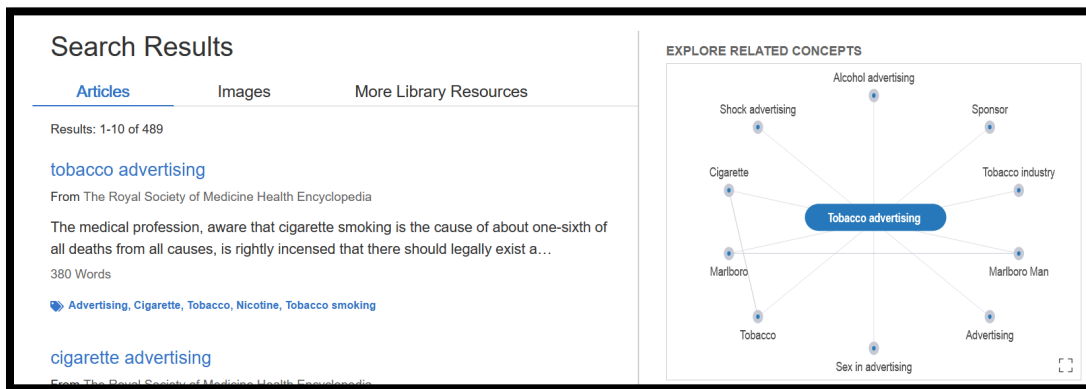
and filter by article length.



CreDO contains both short definitions and lengthy essay-like encyclopedia articles.

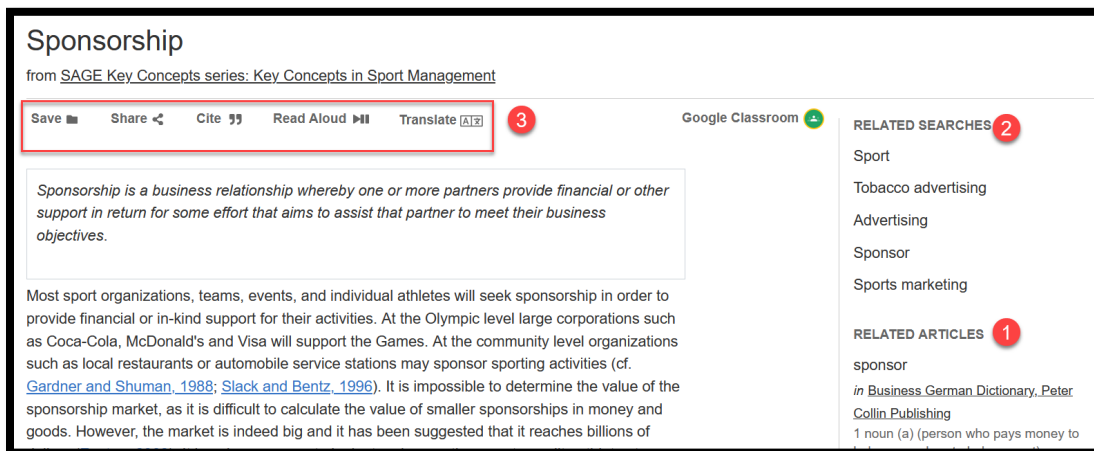


The articles displayed, correspond to the topic in the middle of the Mind Map. Click on a related topic to recenter the Mind Map and view different articles. Keep clicking to explore related and narrower aspects of a topic.



When you open an article notice these navigation and organizational tools:

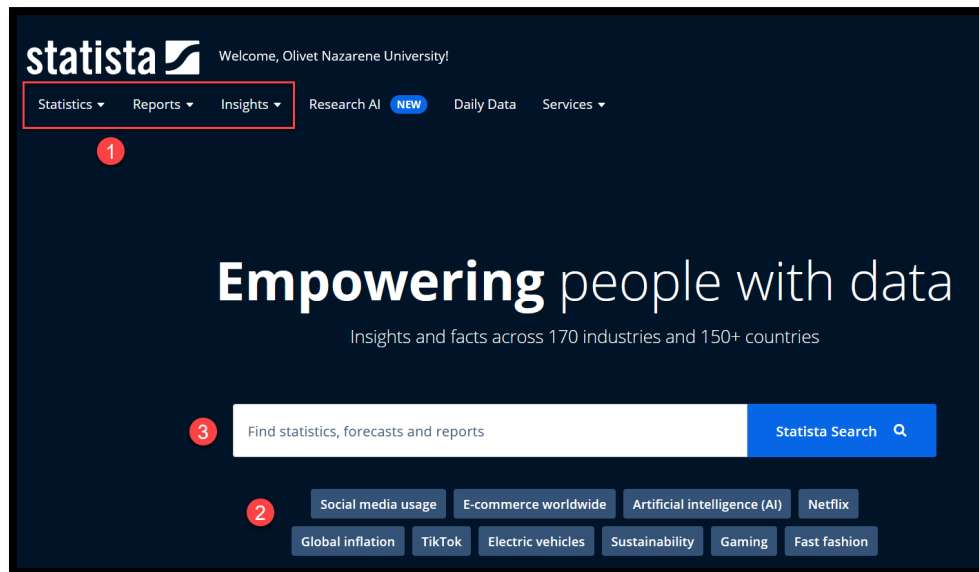
1. Similar article results
2. Related search words
3. Tools to read, cite, and save the article you're reading



# Statista

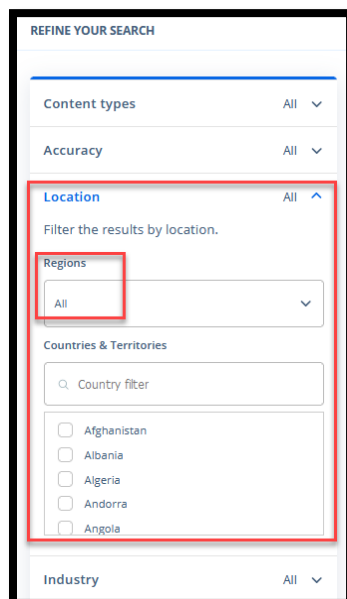
The next database we're going to look at is Statista. Unlike Credo Reference which includes dictionaries and encyclopedias, Statista contains research reports (called dossiers) plus statistics that are ready to insert into a PowerPoint as an attractive and informative visual aid. You'll be able to cite these results as credible, appropriate sources PLUS they can help you get a background understanding of your topic and related issues.

Like we saw in Credo Reference, Statista's homepage allows you to browse by industry categories, click on trending topics, or search with your own keywords.



Statista is a German company that does research for business clients. They also license the final reports and infographics they've created to libraries for use in academic or personal projects, as long as you cite the information.

Because of the global scope of coverage in this database, you might choose to narrow the results by "location" depending on your information need.



Use the color codes and icons to quickly determine which results you want to open:



Red file folder: topic overview with multiple results

Orange document: longer research report or dossier. This could count as an “*article*” in your speech.

Blue chart: statistic in visual form that’s ready to download in various file formats.

Here’s an example of a statistic that you can download as a .pdf, image file, or PowerPoint. If you choose the PowerPoint, you’ll get several slides with the same tabular information in slightly different formatting and color. If you want to modify the information displayed in the table, choose the Excel option, then modify the data/cells and generate a new figure.

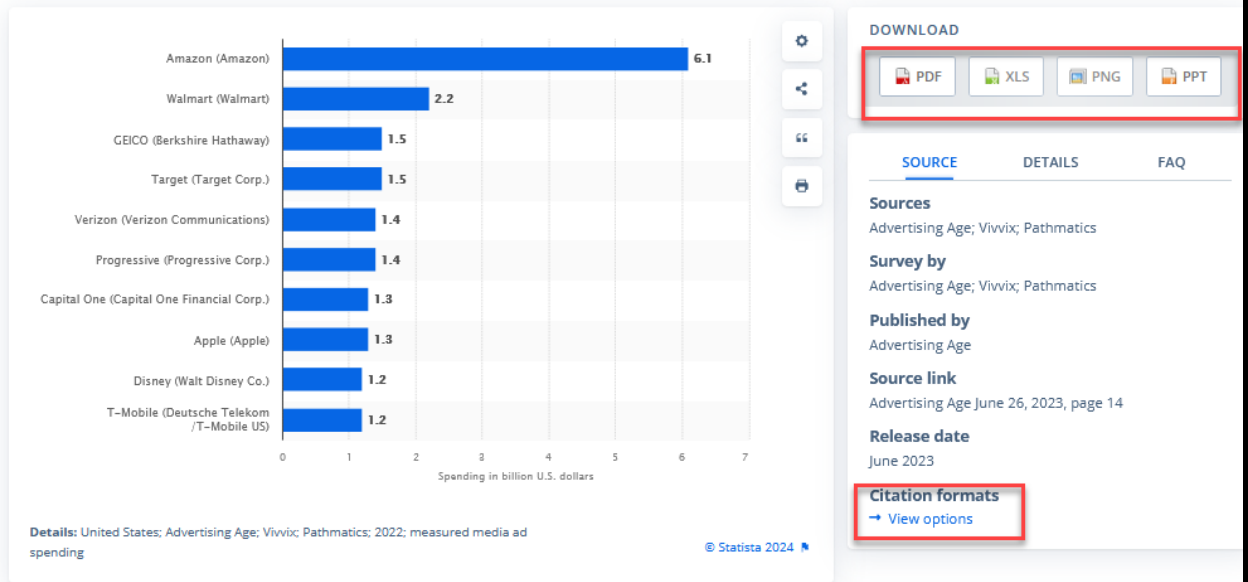
Read which data sources were consulted to create this figure and download the citation. Remember to double check citation formatting against the information you’re learning in class.

Below the figure, you’ll see a short summary/interpretation of the data.

For more information like this, keep scrolling.

# Most advertised brands in the United States in 2022, by advertising spending

(in billion U.S. dollars)



## Most advertised brands in the U.S. 2022

Published by [Julia Faria](#), Sep 13, 2023

Amazon ranked as the most advertised brand in the United States in 2022, with a measured media ad spend of 6.1 billion U.S. dollars. Walmart came in second that year, with a spending of 2.2 billion dollars in measured media advertising. GEICO - a car insurance brand that belongs to Berkshire Hathaway - followed with 1.5 billion dollars.

The battle for digital ad revenues shows in the United States

[Read more](#)

## OTHER STATISTICS ON THE TOPIC

[Advertising in the United States](#)

Not every topic is well represented in Credo or Statista. If you need help, contact the INFO Desk staff!

Library home > Contact > Ask a Librarian