

Tools Used:

- Web of Knowledge
- SAGE
- Backlink Checker

What I Found:

- Web of Knowledge:

Kyroglou, G., & Henn, M. (2017). Political Consumerism as a Neoliberal Response to Youth Political Disengagement. *Societies*, 7(4), 34. MDPI AG. Retrieved from <http://dx.doi.org/10.3390/soc7040034>

- SAGE:

Jermier, J. M. (Ed.) (2013). *SAGE Library in Business and Management: Corporate environmentalism and the greening of organizations* (Vols. 1-6). London: SAGE Publications Ltd
doi: 10.4135/9781446286333 Retrieved from <http://sk.sagepub.com.libezproxy2.syr.edu/navigator/corporate-environmentalism-and-the-greening-of-organizations>

The first tool that caught my eye was “Web of Knowledge”. I found that it and SAGE were both relatively simple to navigate. I of course loved the option to copy citations to my clipboard, although the citation from SAGE did not include the URL, so I added it manually. I’m not sure my experiments with Backlink Checker were quite as successful. I tried the URL from the citation for Kyroglou and Henn article, and that provided me with 2,174,123 total backlinks from 13,328 domains. As a control, I tried backlinking an article from the Guardian. Got similar results!

I must admit to feeling a bit overwhelmed as I navigated through SAGE and Web of Knowledge. The sheer number of options and directions I could take my research was staggering and got me thinking about all sorts of possibilities. Ultimately, I settled on the two cited here for two reasons. First, with the Kyroglou and Henn article, I’m getting a distinctly European perspective which I didn’t already have. Jermier’s is considered a major work focusing on the relatively new phenomenon of “corporate environmentalism”, and the market forces and consumer expectations behind the trend.