

How to access the Wall Street Journal

Duke provides **free** access to WSJ articles through the library (see instructions below). Articles will be listed by date in a database. We recommend going to the WSJ website (www.wsj.com) first to identify which articles you would like to read in full.

The public version of the WSJ website allows you to view news headlines and a brief description of all articles, *without* requiring an online subscription. The “Today’s Newspaper” tab provides the stories from that day’s front page, and each of the main sections, to help familiarize you with the layout of the print version.

Guide to accessing the WSJ at Duke Libraries (need to be on Duke Network):

1. Go to the Duke Library website: <http://library.duke.edu/>
2. In the catalog search box, select “Title” from the dropdown box and search “Wall Street Journal (online)”. The following page should appear:
<http://find.library.duke.edu/results.php?type=books&catalogsuggestions=is&catalogsource=duke&sourceid=homepage&searchtype=Title&query=wall+street+journal+%28online%29>
3. Select the first hit (Wall Street Journal (Eastern ed.: Online) by clicking on “getit@DUKE” which will take you to a different page:
[http://getitatduke.library.duke.edu/?sid=sersol&SS_ic=JC_001145597&title=Wall+Street+Journal+\(online\)](http://getitatduke.library.duke.edu/?sid=sersol&SS_ic=JC_001145597&title=Wall+Street+Journal+(online))
4. On the page above, click on third "link to Journal" on the left side of the page (1984 - present), and you'll go directly to the Wall Street Journal online.
5. Then the below page will appear and you can select a date and all the articles will appear separately: <http://proquest.umi.com/pqdweb?RQT=318&pmid=117310>
6. For Today’s article, click on “View most recent issue” at the top of the page.
7. You can search for the article you want, but it requires you to know the exact start of the headline, which sometimes changes. Quickest way to skim through the 125+ articles is to make sure you select to view *100 items per page* (dropdown box at the bottom of the page), and select “Brief view” above the first article.

Guidelines for reading the Wall Street Journal

Section A: Start with the **What's News** columns on the front page. If a story about a particular company or market situation continues over several days, (i.e. has "legs") you should read the entire text of such stories; not just the paragraph that appears on the front page!

HINT: If you have an online subscription, click on the "Today's Newspaper" tab: links to the main *Business and Finance* stories are listed here. You can also download a pdf of the front page of the printed edition, to make sure you've followed the *Business and Finance* stories.

Section B: Check main stories on the first page, to see whether any are of interest. Also look at the **Index to Businesses** section on page 2; check the list and see whether there are any companies referenced that are of interest to you (especially firms that you might want to interview with in the future).

Section C: Any story that begins on the front page of Section C, regardless of whether it appeared in the *Business and Finance* column of Section A, should also be read completely, or at least skimmed through. (Chances are that the Section C, page 1 stories are referenced on the front page of Section A as well.)

In Section C, also make sure that you also read the **Heard on the Street** column (on the back page in the Print version).

Financial Data

You should follow the following stocks/bonds/commodities/currencies:

S&P 500

Dow Jones Industrial Average

Nasdaq Composite

Federal Funds rate

US Treasury 10yr note yield (a measure of interest rates)

Gold

Oil

Yen

Euro

You will not be expected to know the exact level of any of these assets on any given day. You *will* be expected to know whether these assets have been moving up, down, or sideways (i.e. in a range) in recent weeks. You should have a sense of the approximate levels of these assets, how volatile they are, and how those levels look relative to recent history.