

NM 4221: Searching for books, newspaper, magazine and journal articles.

For this library workshop, let's look at the example of **youth targeted communication strategies in the area of obesity among youths**.

The 3-Step Search Process

1. Identify keywords of topic.
 1. Identify keywords
 - Youth, young adults, teens, teenagers
 - Obesity, obese, overweight, fat
 - Campaign, marketing
2. Select relevant databases
 - Communication & Mass Media Complete - a database that provides most robust, quality research solution in areas related to communication and mass media.
 - Factiva – a newspaper covering Straits Times, Business Times, etc.

Communication & Mass Media Complete

1. At the search boxes, enter the following search statement, and select "Search in ALL TEXT":

(obes* OR overweight OR fat) AND (campaign OR marketing) AND (youth OR teen* OR young)



2. At the results page, sort by relevance.



3. At the left frame, look at the Subject Thesaurus Terms and click on Show More.

Subject: Thesaurus ▾
Term

- advertising (360)
- marketing (240)
- consumer behavior (159)
- consumers (140)
- mass media (123)
- television programs (92)

[Show More](#)

4. You can refine your search further by using these suggested Subjects.

Subject: Thesaurus Term

<input type="checkbox"/> Name ▾	Hit Count ▲
<input checked="" type="checkbox"/> advertising	360
<input checked="" type="checkbox"/> marketing	240
<input checked="" type="checkbox"/> consumer behavior	159

5. To save your articles:
- a. Click on the folder icon next to each article
 - b. Click on Folder View to view saved articles

Search Results: 1 - 10 of 622 Relevance ▾ Page Options ▾ Share ▾

1. **Food Marketing to Youth: Pervasive, Powerful, and Pernicious.**  **A**

 By: Schwartz, Marlene B.; Kunkel, Dale; DeLucia, Sarah. Communication Research Trends, 2013, Vol. 32 Issue 2, p4-13, 10p

Subjects: MARKETING; FOOD; CHILD nutrition -- United States; CHILDREN -- Health; FOOD preferences in children; SCHOOL children -- Food -- United States; OBESITY in children -- Prevention

 [PDF Full Text \(77KB\)](#) [Check NUS Libraries holdings](#)

2. **Food Marketing, Children, and Obesity in Chile: Evidence and Challenges for Regulation.** 

 By: Uribe, Rodrigo; Fuentes-García, Alejandra. Communication Research Trends, 2013, Vol. 32 Issue 2, n14-18, 5n

Folder has items

-  Food Marketing, Children,...
-  Food Marketing to Youth: ...

[Go to: Folder View](#) **B**

NUS Libraries Chat (Beta) ▾

Chat Service is offline.
Have a question? [Email us](#)

- c. Click on Select All.
- d. Click on Email.

Articles

1-2 of 2

Page: 1 **C** Name ▾ Page Options ▾

Select / deselect all [Delete Items](#)

1. **Food Marketing to Youth: Pervasive, Powerful, and Pernicious.** 

 By: Schwartz, Marlene B.; Kunkel, Dale; DeLucia, Sarah. Communication Research Trends, 2013, Vol. 32 Issue 2, n4-13, 10n. Database: Communication & Mass Media Complete

 Print

 **D** E-mail

 Save as File

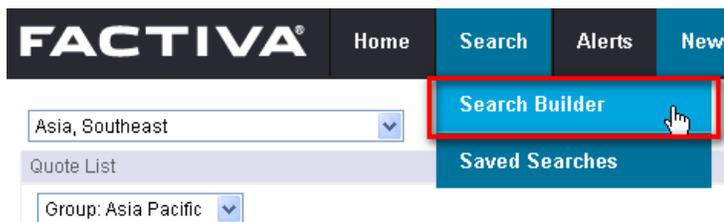
 Export

- e. Click on Citation Format and select the citation style you require.
- f. Enter your email address and click on Send.

The screenshot shows an email form with fields for 'E-mail from', 'E-mail to', 'Subject', and 'Comments'. To the right, under 'Include when sending', there are several options: 'PDF as separate attachment (when available)' (checked), 'Standard Field Format' (radio button), 'Citation Format' (radio button and highlighted with a red box), and 'Chicago/Turabian: Author-Date' (radio button). Below 'Citation Format', a dropdown menu is open, showing options like 'AMA (American Medical Assoc.)', 'APA (American Psychological Assoc.)', and 'Chicago/Turabian: Author-Date'. A red box also highlights the 'Citation Format' radio button and its dropdown menu.

Factiva

1. At Factiva page, mouse over Search and click on **Search Builder**.



2. At the search box, try the following search:

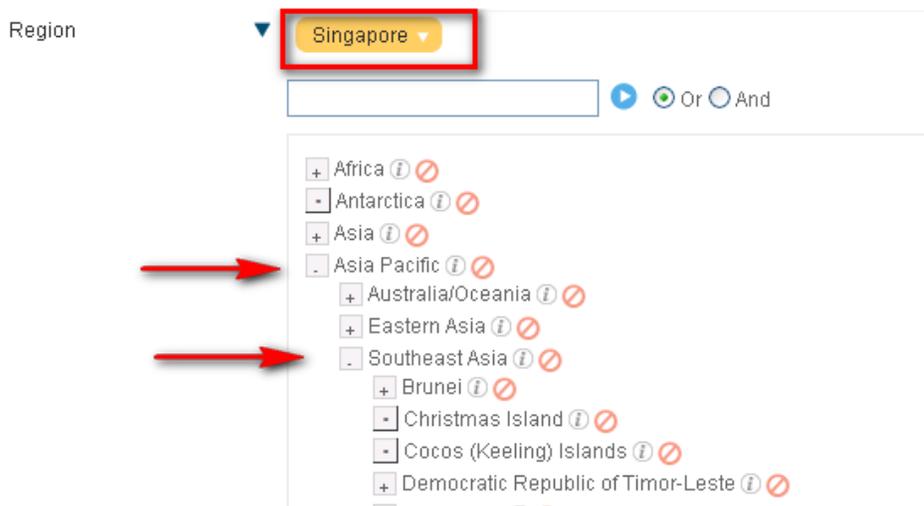
(obes* OR overweight OR fat) AND (youth OR teen* OR young) AND health

The screenshot shows the Factiva search interface. The search box contains the query: `(obes* OR overweight OR fat) AND (youth OR teen* OR young) AND health`. Below the search box, there are options for 'Free Text Search', 'Search Form', and 'Examples'. There is also a 'Concept Explorer [Beta]' section and a 'Date' dropdown menu set to 'In the last 3 months' and a 'Duplicates' dropdown menu set to 'Identical'.

3. Select your preferred **date range**:

The screenshot shows a dropdown menu for selecting a date range. The options are: 'In the last 3 months' (highlighted with a blue bar and a mouse cursor), 'In the last day', 'In the last week', 'In the last month', 'In the last 3 months', 'In the last 6 months', 'In the last year', 'In the last 2 years', 'All Dates', and 'Enter date range...'.

4. Click the search button, if you want to search across all regions. *If you'll like to narrow your search to Singapore news only, please do following:*



4. At the results list, sort by **relevance**.



5. You can use the **Keywords** and **Subjects** to narrow down your search further.

▼ **Keywords**

united states
physical activity jenny shapiro
eating disorders gastric bypass
mental health weight gain
young people report card eating disorder

▼ **Subjects** Export

Obesity	326
Health	224
Infant/Child/Teenage Health	152
Medical Treatments/Proced...	88
Weight Loss	75
Diabetes	45
Sciences/Technologies	37
Nutrition	36
Living/Lifestyle	35
Physical Fitness	25