NM4219: NEW MEDIA IN HEALTH COMMUNICATION
Discover library resources and more in order to find sources and scholarly materials for your assignments
AGENDA

• Research Process
• Information Sources
• Searching for Primary Data
• Searching for Secondary Data
  • Boolean + Search Statements
  • Google Scholar
  • Factiva
• Searching Social Media
RESEARCH PROCESS
RESEARCH PROCESS

1. Explore
   - Identify main keywords
   - List synonyms, related words & variant spellings
   - Create search statement
   - Search for sources using FindMore, databases...
   - Check reference list/bibliography for more sources

2. Complete your assignment
   - Are there enough? Evaluate quality, currency, relevance, etc.
   - no

3. yes

State: Explore
INFORMATION SOURCES
Primary Sources

- A primary source provides direct or first-hand evidence about an event, object, person, or work of art.

Secondary Sources

- Secondary sources describe, discuss, interpret, comment upon, analyse, evaluate, summarise, and process primary sources.
<table>
<thead>
<tr>
<th>Primary sources</th>
<th>Secondary sources</th>
</tr>
</thead>
<tbody>
<tr>
<td>Legislation by governments</td>
<td>Literature/books on the subject</td>
</tr>
<tr>
<td>Statistics and surveys</td>
<td>Newspaper articles</td>
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<tr>
<td>Interviews</td>
<td>Theses and dissertations</td>
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<tr>
<td>Food regulations</td>
<td>Journal articles</td>
</tr>
<tr>
<td>Patents</td>
<td>Commentaries, criticisms</td>
</tr>
</tbody>
</table>
PRIMARY OR SECONDARY?
Diabetes in Singapore
The Big Numbers

Diabetes is common, and increasingly so

440,000 Singaporeans had diabetes in 2014. The number is estimated to go up to 1 million by 2050.

It accounts for 10% of disease burden in Singapore.

1 Extrapolation based on National Health Survey 2010, Ministry of Health
2 Saw Swee Hock School of Public Health
3 Singapore Burden of Disease Study 2016, Ministry of Health
Public (Mis)understanding of News about Behavioral Genetics Research: A Survey Experiment

ALEXANDRE MORIN-CHASSE

Discoveries from the field of behavioral genetics regularly appear in the mainstream news media. Although science journalists generally present reliable reports of these research findings, the way this information is interpreted by the public remains unclear. In this current study, I examined this issue using a blinded randomized controlled experiment implemented using a Web survey. In total, 1,413 American subjects were exposed to one of three published news articles: one covering cancer genetics and the two others covering recent findings from behavioral genetics research. The results indicate that both treatments inadvertently contribute to increasing subjects’ impression that genetics also influence other orientations, skills, and behaviors that are at best loosely related to the content of the news. This finding highlights an important paradox: The dissemination of news about behavioral genetics unintentionally induces unfounded beliefs that are not supported by the scientific evidence presented, therefore going against the educational purpose of science reporting.

Keywords: behavioral science, cognition, education, genetics, policy/ethics

Recent findings in the field of behavioral genetics have generated a great deal of interest in the mainstream media, often leading to misunderstandings and misrepresentations of the research findings. These articles are commonly viewed as uninfluenced by genes. The results indicate that although the readers generally accepted the findings, they were not always able to critically assess them.
Cellular therapy gives hope to cancer patients

Ten patients who faced almost certain death from an aggressive form of cancer have a new lease of life after undergoing experimental treatment to boost their immune systems.

The patients, who have acute lymphoblastic leukaemia, had exhausted standard forms of treatment such as chemotherapy and bone marrow transplants, without success.

Their last ray of hope came in the form of CAR-T cell immunotherapy, which involves drawing immune cells from a patient’s blood and equipping each with a Chimeric Antigen Receptor (CAR) - a receptor which binds itself to a specific protein on the cancer cells. This enables the immune cells to track down cancer cells and kill them.
I refer to the report (Ex-director of chiropractic firm jailed 8 months over role to cheat insurance company, ST Online, Aug 6).

Members of the Chiropractic Association Singapore (TCAS) are prohibited from the sale of large packages, as these care plans are not based on evidence-based research.

Furthermore, we recommend that our member chiropractors have protocols to avoid ethical conflicts, including involvement of insurance-related matters.
SEARCHING FOR PRIMARY DATA
WHERE CAN WE GET STATISTICS?

- Government Sources
  - Data.gov.sg
  - Ministry of Health
  - Ministry of Communications and Information
  - Health Promotion Board
WHERE CAN WE GET STATISTICS?

• Research Institutes
  • Singapore Clinical Research Institute
  • National University Cancer Institute, Singapore
  • other institutes with specific research focus
WHERE CAN WE GET STATISTICS?

- Non-Governmental Organisations
  - Singapore Heart Foundation
  - Singapore Association for Mental Health
  - ...

SEARCHING FOR SECONDARY DATA

Boolean and Search Statements
**BOOLEAN OPERATOR - AND**

**AND**
- Both terms must be present
- Links two concepts together
- Narrows your search results
BOOLEAN OPERATORS - OR

**OR**

- Either terms may be present
- Links synonyms together
- Broadens your search results

Bulimia

Anorexia
SEARCH OPERATOR – TRUNCATION *

Use asterisks * to retrieve other forms of the root word

Example:

promot* = promote / promotion / promoting
SEARCH OPERATOR –
PHRASE SEARCH “”

Use quotation marks “…” to search for exact phrases

Examples:

“eating disorder”
“anorexia nervosa”
“war on diabetes”
Use parentheses ( ) for grouping similar or related words and for prioritising searches

Example:

(bulimi* OR “anorexia nervosa”)
Scopus is a multidisciplinary database with:

- 67 million journal articles
- 1.4 million book items
- 8 million conference proceedings
- The largest abstract and citation database of peer-reviewed literature
The effect of promotion, branding and advertising of cigarettes and tobacco use on teenagers
The effect of promotion, branding and advertising of cigarettes and tobacco use on teenagers
<table>
<thead>
<tr>
<th>Search Statement</th>
<th>No. of Results</th>
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</tr>
<tr>
<td>1</td>
<td>advertising branding promotion tobacco use teenagers</td>
</tr>
<tr>
<td>2</td>
<td>(advertising or branding or promotion) and &quot;tobacco use&quot; and teenagers</td>
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<tr>
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<td>advertising branding promotion tobacco use teenagers</td>
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<td>2</td>
</tr>
<tr>
<td>(advertis* or brand* or promot*) and &quot;tobacco use&quot; and teen*</td>
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<tr>
<td>Search Statement</td>
<td>No. of Results</td>
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<td>1  advertising branding promotion tobacco use teenagers</td>
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<td>2  (advertising or branding or promotion) and &quot;tobacco use&quot; and teenagers</td>
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<tr>
<td>3  (advertis* or brand* or promot*) and &quot;tobacco use&quot; and teen*</td>
<td>114</td>
</tr>
</tbody>
</table>
RECAP

(advertis* OR brand* OR promot*) AND
("tobacco use" OR smok*) AND (teen* OR adoles*)
LET'S TRY SEARCHING GOOGLE SCHOLAR!

advertising branding promotion
tobacco use teenagers
Factiva

Global news database from 33,000 premium sources

- News media
- Magazines
- Press releases
- Web and social media
- Images, TV and Radio clips
4. FACTIVA

Let's try…

campaign* AND (anorex* OR bulim* OR “eating disorder”)

Let's try…

campaign* AND (anorex* OR bulim* OR “eating disorder”)
SEARCHING SOCIAL MEDIA
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Social Media Monitoring  Twitter  Google Tips
‘STALKING’ SOCIAL MEDIA

- Useful for campaign managers to look at real time reactions
  - E.g. Instagram campaigns, Social Media challenges and promotions
- [https://twitter.com/search-advanced](https://twitter.com/search-advanced)
  - Supports Boolean operators
FACEBOOK VIA GOOGLE

site:facebook.com {your search terms}
FACEBOOK

Look at visitor’s posts and reviews
How to be a
Power user

Search engines are the backbone of everyday internet use, but are you aware of the hidden tips and tricks available to improve your search? Here are some pointers that'll save you Googling 'how to Google'.

Search operators
IN SUMMARY

<table>
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<tr>
<th>What you're looking for</th>
<th>Where to find it</th>
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<tbody>
<tr>
<td>Books</td>
<td>Library Portal – FindMore@NUSL</td>
</tr>
<tr>
<td>- Background information on the health issue</td>
<td></td>
</tr>
<tr>
<td>Journal Articles</td>
<td>Library Portal – FindMore@NUSL Databases</td>
</tr>
<tr>
<td>- Academic &amp; scholarly research in health</td>
<td>e.g. Scopus, Web of Science, Communication &amp; Mass Media Complete, CINAHL Plus…</td>
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<tr>
<td>communication</td>
<td>Google Scholar</td>
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<tr>
<td>- Case studies of health communication</td>
<td></td>
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<tr>
<td>campaigns</td>
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<tr>
<td>Newspaper Articles</td>
<td>Factiva</td>
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<tr>
<td>- Health promotion and campaigns in local news;</td>
<td>LexisNexis Academic</td>
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<td>state of affairs in Singapore</td>
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<tr>
<td>Internet Sites</td>
<td>Google</td>
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<tr>
<td>- Information about health organizations</td>
<td>Social Media</td>
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<tr>
<td>- Case studies of past health communication</td>
<td></td>
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<tr>
<td>campaigns</td>
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</tbody>
</table>
Search for help across all our online GUIDES and FAQs

Find online guides either by SUBJECT or RESOURCE LIBRARIANS

Contact the Library via: EMAIL, PHONE

ADVISORY SESSIONS
USEFUL LINKS

2. Citation Styles Guide - [http://libguides.nus.edu.sg/citation](http://libguides.nus.edu.sg/citation)
3. More about newspapers - [http://libguides.nus.edu.sg/history/newspapers](http://libguides.nus.edu.sg/history/newspapers)
5. How to be a Google power-user - [http://coolinfographics.com/blog/2014/9/24/how-to-be-a-google-power-user.html](http://coolinfographics.com/blog/2014/9/24/how-to-be-a-google-power-user.html)
6. Twitter Advanced Search - [https://twitter.com/search-advanced](https://twitter.com/search-advanced)