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.
2. Select relevant databases.
3. Search databases

1. Identify keywords
- Youth, young adults, teens, teenagers
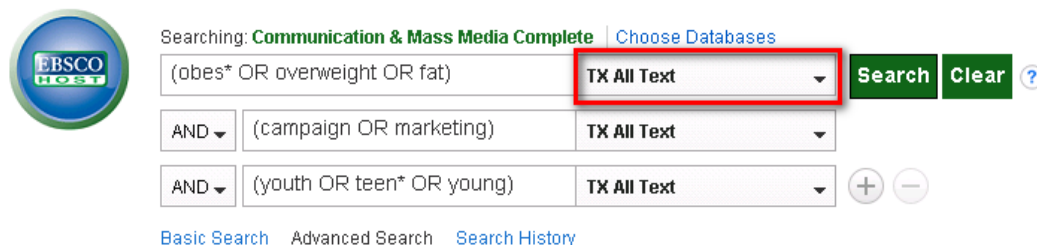- Obesity, obese, overweight, fat
- Campaign, marketing

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)

Searching: **Communication & Mass Media Complete** | Choose Databases

(obes* OR overweight OR fat)   TX All Text   Search Clear ?

AND ▾ (campaign OR marketing)   TX All Text

AND ▾ (youth OR teen* OR young)   TX All Text   ⊕ ⊖

Basic Search   Advanced Search   Search History

2. At the results page, sort by relevance.

Relevance ▾   Page Options ▾

Date Newest
Date Oldest
Source
Author
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

☐	Name ⇕	Hit Count ▲
☑	advertising	360
☑	marketing	240
☑	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 ▾

A

Folder has items

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

Go to: Folder View   **B**

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

NUS Libraries Cha (Beta) ▾

Chat Service is offline.
Have a question? Email us

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, p14-18, 5p

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

Articles

1-2 of 2
Page: 1   Name ▾   Page Options ▾

C
☑ 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, p4-13, 10p. Database: Communication & Mass Media Complete
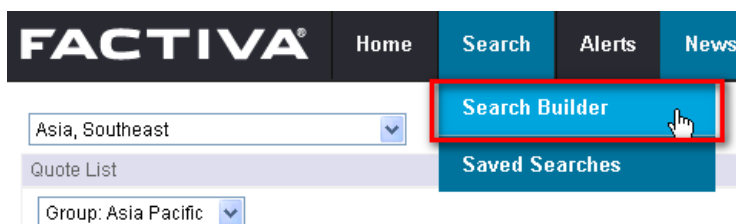
🖨 Print
D ✉ E-mail
💾 Save as File
➡ Export

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

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

3. Select your preferred **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.