Bono: COMM B9: Health Communication

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How does communication impact health care?

Possible Topics

- injustice & prejudice in health care system
- patient-provider communication
- health in the media
- health campaigns
- health policies
- grieving

Use scholarly, peer-reviewed journals. (AKA--Academic Journals)
Magazines vs. Academic Journals

**Magazines**
- General Audience
- Colorful pictures/ads
- 6th grade reading level

**Academic Journals**
- Selected audience
- Higher vocabulary used, specific to that industry
- Lots of text and graphs
- Peer-reviewed articles

http://www.epcc.edu/Library/MDP/Pages/ResearchHelp.aspx
http://www.design-newtoncollege.com/year-7/unit-1--magazine-cover
https://www.trentu.ca/library/help/scholarly/journal
Library Databases with 24/7 Access
What Are Databases?

What Are Databases? Video
What Are Databases?

- Databases are searchable collections of reliable, vetted resources, like encyclopedias, magazines, academic journals, and newspapers.
- Not part of the visible Internet—Google doesn’t have access to these articles.
- We pay for access to the servers that host the database search-engines.
How to Talk to Databases

• Find **key words or phrases** in your essential question.
  • The word or words that the question is about.
  • The important words in the question.

• Example: How does someone’s poverty level affect their access to higher education?
• What are the important words?

How does someone’s **poverty** level affect their access to **higher education**?
Next you will develop a list of **synonyms** for these key words/ phrases.

What are words we could use for **higher education**? college, university, post-secondary education
Let’s See It
In Action…

Keywords Video
But what if the author uses colleges or universities?

- Truncation
  - Truncate = to shorten or take off at the end
  - Use * (Shift 8)

college* -------------- college and colleges
universit*------------ university and universities
Boolean Operators

**AND**
Finds information about both terms
Narrows your search
Makes your search more relevant

**OR**
Finds information about either term
Broadens your search

**NOT**
Excludes information from your search
Putting it all together...

communication AND health care
communicat* AND (health care OR healthcare)
(injustice OR prejudice) AND health care system
patient-provider communication
health care AND (media OR news)
health care AND campaign*
(health care OR medical care) AND (policy OR policies)
(palliative care OR health care) AND grieving
health care AND grieving
Recommended Databases

- Academic Search Complete
- MasterFILE Complete
- Health Source: Nursing/Academic Edition
- Health Source: Consumer Edition
- Psychology & Behavioral Sciences Collection
- Applied Science & Technology Source
- Military & Government Collection
- ERIC
- MEDLINE

Academic OneFile

OPPOSING VIEWPOINTS IN CONTEXT
Getting to the Databases
Use your BC @ number, without the @ symbol.

To the databases!
How will I remember all this?!

- Use the Library’s navigation bar to access our LibGuides.
- “COMM B9: Communication & Health Care”
Now it’s your turn to research and figure out...

THE ROLE OF COMMUNICATION
IN A NEW HEALTHCARE WORLD