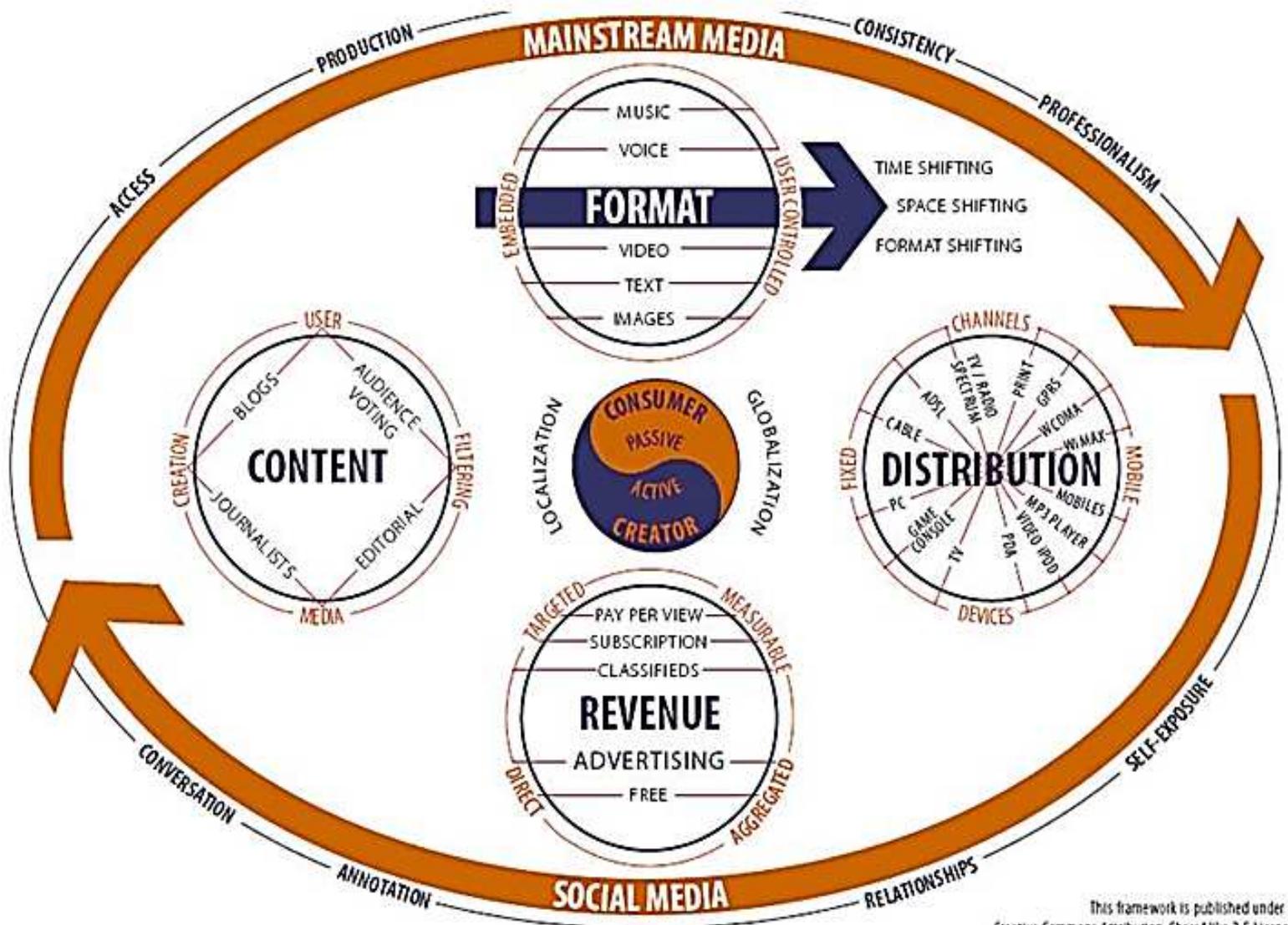


CCOM 210W: Writing and Research for Media



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<http://marketingoofies.wordpress.com/2006/12/06/future-of-emerging-media-india/>

Prof. Donati – Spring, 2013

**Alison Gregory – Research Help Librarian
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Before you write, it's helpful to have something to say.

LexisNexis Academic database – current events, company information & legal research

- Full text for many newspapers, news magazines & wire services
 - General news topics; foreign language news sources; company, industry, and market news; legal news
- Narrow your results by using the facets on the left side of the screen or use the “Search within results” box (at the top right of the screen)

Business Source Premier database – business research & related publications

- Full-text from over 2,300 periodicals
 - Scholarly journals like *Public Relations Quarterly*
 - Trade journals like *Harvard Business Review* and *Billboard*
 - News magazines like *Newsweek* & *U.S. News & World Report*
- Some full text links (PDF Full Text includes images, charts and graphs; HTML Full Text includes text only)
- No “Full Text” link?
 - Click “Check for Lycoming Access”
 - If it's online elsewhere, you'll get a link to the article.
 - If it's in print, you'll get the link to the Periodicals A-to-Z List.
 - If we don't have it, you'll get a link to “Request this item.”
 - Log in with your Lyco username and password
 - Can take 2 days to 2 weeks

Corporate Websites & Social Media Presences

- Use an Internet search engine like Google to find company websites, Twitter feeds, Facebook pages, and the like.
- Be sure that you're using the organization's official website or social media tool, and not just another site talking about the company.

Search Term Strategies

1. What is the public relations campaign that you're working on?
2. What are the main concepts of the campaign? Underline them.
3. In this table, write each underlined word or phrase in a separate column. Below each concept, note synonyms and similar terms.

| Concept 1 | | Concept 2 | | Concept 3 |
|-----------|-------------|-----------|-------------|-----------|
| | A N D | | A N D | |
| OR | | OR | | OR |
| | | | | |
| OR | | OR | | OR |
| | | | | |

4. Create a search statement. Make sure ANDs, ORs, and NOTs are used logically.

AND - use to limit search and combine topics/terms/subjects.

e.g. social media AND pharmaceutical

OR - use to expand search and look for similar topics or synonyms.

e.g. social media OR social networking

NOT: use to omit or discount a term from a search.

e.g. pharmaceutical print advertisements NOT television advertisements

: An asterisk can be used in most databases as a way to find word variations (singular and plural, words that begin with the same root word). e.g. advertis (advertising, advertisement, advertisements, ...)

“ ”: Quotation marks should be used around exact phrases so that the search results are only for that phrase. e.g. “social networking”

I found some relevant search results, but what do they mean?

Detailed Record from a Database

- Searched for pharmaceutical AND public relations

Social media and compliant pharmaceutical industry promotion: The ASCO 2010 Twitter experience.

Authors: Chaudhry, Aafia

Source: Journal of Medical Marketing; Feb2011, Vol. 11 Issue 1, p38-48, 11p

Document Type: Article

Subject Terms: *PHARMACEUTICAL industry
*BIOTECHNOLOGY industries
*PUBLIC relations
SOCIAL media
ONLINE social networks

Author-Supplied Keywords: ASCO
oncology
physician engagement
social media
Twitter

NAICS/Industry Codes:

541711 Research and Development in Biotechnology
325412 Pharmaceutical Preparation Manufacturing
541820 Public Relations Agencies

Abstract: Pharmaceutical and biotechnology companies are beginning to establish a significant corporate social media presence, but the extent to which tools such as Twitter are being utilized to discuss and disseminate newly available scientific data remains poorly understood. This study

analyzed over 3400 tweets generated by attendees at a major global scientific conference in order to better understand the actual extent and nature of pharmaceutical and biotechnology industry discourse via Twitter. The pharmaceutical industry and its support service providers were the largest segment of ASCO Twitter oncology community users, but unlike physicians, predominantly utilized this medium for promotional dialogue as opposed to clinical news or clinical management discussion. The total number of pharmaceutical companies that utilized Twitter on site as an adjunct to other public relations channels was small. This first-in-kind analysis uncovers key best practices for compliant pharmaceutical and biotechnology social media utilization that can enhance the overall attendee experience at major academic and clinical meetings. [ABSTRACT FROM AUTHOR]

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Full Text Word Count: 296

ISSN: 17457904

DOI: 10.1057/jmm.2010.32

Accession Number: 66966406

Database: Business Source Premier

1. What database did this result come from? _____

2. What subject terms are associated with this article? Circle them.

3. What are some of the author-supplied keywords that might be helpful for future searches? _____

4. Underline key concepts in the abstract that could help you broaden your search.

Reading a Citation

Chaudhry, A. (2011). Social media and compliant pharmaceutical industry promotion: The ASCO 2010 Twitter experience. *Journal of Medical Marketing*, 11(1), 38-48. doi:10.1057/jmm.2010.32

Author: _____

Article title: _____

Publication title: _____

Date: _____ Pages: _____

Volume: _____ Issue: _____

I need to find an article that Prof. Donati said was in *Harvard Business Review*. Does Snowden Library have it?

- Use the Periodicals A-to-Z List (linked on the left side of the library's website)
 - Master list of every periodical to which we have access

SNOWDEN LIBRARY
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570-321-4053 www.lycoming.edu/library

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Titles where title name contains 'Harvard Business Review': 1

Harvard business review

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Snowden Library's journal collection 2005 to present [v.83, 2005 -]

Snowden Library's microfilm collection 1922 - 1957 [v.1, 1922 - v.35, 1957]

Snowden Library's microfilm collection 1972 - 2004 [v.50, 1972 - v.82, 2004]

[Biography In Context](#) 1997 - 2000

[Business Source Premier](#) 1922 to present

ISSN: 0017-8012
Publisher: Harvard Business Review
Subject: [Social Sciences](#) -- [Commerce](#) -- [Business](#)

1. Where would you find the January, 2013, issue?

2. Where would you find an issue from 2006?
