Communication Effectiveness in Health Administration
HLAD 307

ELIZABETH BUCCIARELLI
103-G HALLE LIBRARY
EBUCCIARE@EMICH.EDU
734-487-2506
Research Help

In-Person
- **Information Reference Desk** in the Halle Library
- **Academic Projects Center**, Rm. 116 Halle Library
- Meet individually or as a group with Elizabeth
  - Phone – 734-487-2506
  - Email – [ebucciare@emich.edu](mailto:ebucciare@emich.edu)

Online
- via 24/7 Ask-a-Librarian service
  - Email – [ebucciare@emich.edu](mailto:ebucciare@emich.edu)
Support Services for Student Research

ACADEMIC PROJECTS CENTER (APC)

Rm. 116 Halle Library

http://www.emich.edu/apc/

UNIVERSITY WRITING CENTER (UWC)

Rm. 115 Halle Library

http://www.emich.edu/uwc
APA Manual Sources


- Reserve Reference at Halle Circulation Desk - BF76.7 .P82

- [https://owl.purdue.edu/owl/research_and_citation/apa_style/apa_formatting_and_style_guide/general_format.html](https://owl.purdue.edu/owl/research_and_citation/apa_style/apa_formatting_and_style_guide/general_format.html)
Managing the Research Process - Tips for Successful Research

- Use a variety of resources (see next slide)

- Be open to learning more about research & tools

- Give yourself time to research properly

- Be persistent

- Keep a research journal

- Ask for help from your professor, a librarian, family members, friends, etc.
Developing a Research Topic

• Television & other electronic media

• Popular journals

• Trade magazines

• People – personal & professional

• Health admin association web pages
  ◦ Hot topics
  ◦ Letters & editorials
  ◦ Trends
  ◦ Law & legislation

• Professional newsletters

• Encyclopedias

• Choosing a Topic –
  ◦ https://guides.emich.edu/c.php?g=611337&p=5233730&preview=d997e5f1e0acee24f60bdad32a3ec618

ABSFreePic.com
Pixabay.com
Savvy parents
Creative images
Managing the Research Process -
The Research Journal

Record, record, record

- Ideas for topics; track your thinking processes; points of inspiration
- Databases & web sites searched
- Summary of search results
- Track & evaluate successes & failures
- Search strategies
- Keywords, terms, subject headings
- Conversations; People you want to contact

Use it consistently

Use electronic bibliographic management tools, e.g., Zotero, RefWorks, EnfNote, Mendeley
Managing the Research Process - Information Channels

Information Channels

- Books
- People & Organizations
- Dissertations & Theses
- U.S. Govt. Publications
- Popular Magazines
- Scholarly & Professional Journals
- Newspapers
- Other Internet Resources
- Reference Material, e.g. encyclopedias, handbooks, dictionaries
Levels of Research

1) Quick look-up AKA “googling it”

2) Consumer research

3) Subject specific, professional research
# Types of Journals

<table>
<thead>
<tr>
<th>POPULAR</th>
<th>SUBSTANTIVE</th>
</tr>
</thead>
<tbody>
<tr>
<td>◦ Slick and attractive in appearance</td>
<td>◦ May be attractive in format and have pictures and ads</td>
</tr>
<tr>
<td>◦ Rarely cite sources</td>
<td>◦ May cite sources, but usually not</td>
</tr>
<tr>
<td>◦ Written by staff or free-lance writers; may or may not list the author</td>
<td>◦ Articles may or may not be signed by the author</td>
</tr>
<tr>
<td>◦ Language level is simple</td>
<td>◦ Language level may be simple, but not necessarily</td>
</tr>
<tr>
<td>◦ Main purpose is to entertain or to convey general information</td>
<td>◦ Purpose is to provide information to a broad, educated audience</td>
</tr>
<tr>
<td>◦ Target audience is reading at ~7th grade level</td>
<td>◦ Target audience is reading at ~12th grade level</td>
</tr>
<tr>
<td>◦ e.g. People Weekly</td>
<td>◦ e.g. Time, Newsweek</td>
</tr>
</tbody>
</table>
Types of Journals, cont.

**TRADE**

- Intention is to report on specific industry news, trends, key players & industry changes
- Contains advertising focused on the industry in question
- Contains pertinent job notices
- Pictures, charts, and ads abound
- Cite sources within the text of the article, but no official bibliography
- Articles are usually signed
- Trade jargon is used
- Reading level ~12th grade

**SCHOLARLY**

- Sober in tone
- Pictures not usually used, but charts and graphs may be
- Sources are always cited
- Articles are signed by a scholar or researcher
- Language is elevated and assumes familiarity with the jargon of the discipline
- May be published by a professional organization or university
- e.g. AJN, JAMA, AJOT
Refereed / Peer Reviewed Journals

- A journal which requires that, prior to publication, submitted articles be approved by a board in order to evaluate the quality, validity, reliability of the article.

- This review process is often done ‘blind’, that is, the reviewers do not know the name or academic affiliations of the authors, and the authors do not know who is reviewing their work.

- Check the journal title in *Ulrich’s Global Serials Directory*
  
  http://www.emich.edu/library/databases/iadFullList.php?firstCh=U
TITLE: The impact of electronic medical records data sources on an adverse drug event quality measure.
AUTHOR(S): Kahn MG ; Ranade D
AUTHOR AFFILIATION: Department of Pediatrics, University of Colorado Denver, Aurora, Colorado 80045, USA. Michael.Kahn@ucdenver.edu
SOURCE: Journal of the American Medical Informatics Association, 2016 Mar 1; 17(2): 185-91 (20 ref)
ABSTRACT: OBJECTIVE: To examine the impact of billing and clinical data extracted from an electronic medical record system on the calculation of an adverse drug event...
MAJOR SUBJECTS: Adverse Drug Event ; Computerized Patient Record; Information Retrieval ; Quality Assurance -- Methods
MINOR SUBJECTS: Human ; Joint Commission ; United States ; Systems Analysis
LANGUAGE: English
PUBLICATION TYPE: Research; Journal-Article
SUBSET: Peer Reviewed
RESEARCH INSTRUMENT / QUESTIONAIRRE / SCALE:
Keyword / Free Text Searching

- Searches the selected words anywhere in the text of the record
- Searches most fields
- Used when
  - you forget how to begin searching
  - you are not locating much information on your topic
  - you cannot find a good descriptor in the thesaurus
General Resources

- **EBSCO PowerSearch**

- **Gale Virtual Reference Library** — encyclopedias of medical, nursing, cancer, genetic disorders, alternative medicine, and allied health

- **Health Source: Academic**

- **MedlinePlus**

- **ProQuest PowerSearch**

- **STAT!Ref**

- **Library Research Guides** – General Health Information tab  
  [http://guides.emich.edu/healthadmin](http://guides.emich.edu/healthadmin)
Health Administration
Databases – Medical

- **CINAHL** - Cumulative Index to Nursing and Allied Health Literature

- **Health Source: Academic**

- **PsycINFO**

- **PubMed/Medline**
Health Administration Databases - Business and Law

- Business – Scholarly & Trade
- General BusinessFile
- Congress.gov
- Westlaw Campus Research
Combining Sets

\[ \text{AND} = \text{Intersection} \]

\[ \text{OR} = \text{Union} \]
Cited Reference Searching

• Google Scholar

• Web of Science
Evaluating Information

A³BCD
- Authority
- Accuracy
- Audience
- Bias/Objectivity
- Currency
- Design
  - Functionality
  - Format & appearance

CRAAAPP
- C – Currency
- R – Relevance
- A – Authority
- A – Accuracy
- A – Audience
- P – Purpose

http://www.emich.edu/library/help/a3bcd/index.php


EBucciarelli 1/2019