This poster is titled Diversity Terms Unbound: Explore, Engage, and Envision Research through PubMed and the Health Sciences Library for MCMLA, Salt Lake City, September 14-17, 2013.

The Health Sciences Library was invited to display a poster at a campus wide diversity event. In order to capitalize on our opportunity we created a poster that would actively engage and educate participants. Our goal was to communicate how we could assist with the challenging task of searching for information within the domain of diversity in health care.

We created an interactive poster to engage participants, demonstrating the complexity of search terms available in PubMed, promoting databases of interest to researchers, and promoting library consultation and search services for anyone conducting research. My goal today is to share with you our method for creating an interactive poster session so that you can adapt it to a presentation of your own.

Using the MeSH term Cultural Diversity as our starting point, we created a visual image of term relationships using Knalij for PubMed and a list of medical subject headings using PubMed PubReMiner.

We provided a summary document with information on the resources we recommended for exploring the topic of diversity research in health care, and Health Sciences Library contact information. Views of the recommended resources are show along the bottom of the poster. Many researchers on our campus never explore further than PubMed. We wanted them to consider the many other resources we make available that offered content in this subject area.

SLIDE 2

Using numbers of citations searched from PubMed, we created a wagon wheel diagram of the MeSH’s subdomains. Each subdomain flap could be flipped up to reveal the number of subdomain citations and narrower MeSH terms.

During the poster session we discussed creating effective search strategies on diversity topics. We promoted our Ask Us electronic reference services, and in-person consultation services.

SLIDE 3

We asked participants to place a heart shaped sticker by a topic they have researched in the past and a gold star near a topic they might use in a future search. We wanted a physical activity that could help poster visitors remember and commit to exploring this new term in their future searching.

We spoke with 75 attendees in some depth and 49 attendees plotted past and future search terms for our session interaction.

We felt that the interaction was very positive and participants reported that they were exposed to new and relevant terms they had not considered before. They also reported increased awareness of library services and resources.

Colorful, interactive poster design is an effective tool for education and marketing in an intra-campus conference setting. While librarians understand structured database complexities, many constituents do not. Using graphics and lists are good ways to help lay searchers grasp the nature of PubMed’s more than 23 million citations. The sticker placements and subdomain flaps encouraged up-close poster examinations. Interactive design resulted in longer and more substantive engagement by participants with our topic and our librarians. We achieved our goal of engage and educate, while having a fun and rewarding experience planning and presenting a poster session.

Thank you for viewing our poster, Diversity Terms Unbound: Explore, Engage, and Envision Research through PubMed and the Health Sciences Library

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Searching for Diversity: Explore, Engage, Envision Research Through PubMed and the Health Sciences Library

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Reviewing the prior literature on diversity research takes time and understanding of multiple resources, a wide variety of terms, complex relationships between terms, and effective techniques for searching. The Health Sciences Library wants to help you visualize concepts and techniques for searching. They also offer consultations and professional searching to help you get off to a great start with your research.

1. One Research Concept you have searched online in the past
2. One Research Concept you learned about today that you will search in the future
Searching for Diversity: Explore, Engage, Envision Research Through PubMed and the Health Sciences Library

Reviewing the prior literature on diversity research takes time and understanding of multiple resources, a wide variety of terms, concepts, and techniques for searching. The Health Sciences Library also offer consultations and workshops to help you get off to a great start with your research.

1. One Research Concept you have learned about today that you will search in the future

2. One Research Concept you identified today that you will share with your peers.
Searching for Diversity: Explore, Engage, Envision Research Through PubMed and the Health Sciences Library

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Reviewing the prior literature is an important step in understanding of multiple resources, a wide variety of terms, complex relationships between terms, and effective techniques for searching. The Health Sciences Library wants to help you visualize concepts and techniques for searching. They also offer consultations and professional searching to help you get off to a great start with your research.

Share your experience, place a sticker on our poster for:

1. One Research Concept you have to
2. One Research Concept you learned about
3. One Research Concept you plan to learn in the future
How can you improve your PubMed search for diversity related articles?

Finding and using the correct terms for concepts in diversity can be challenging. Often your concepts don’t match the terms used in journal articles. Sometimes these databases use language that is very different from your concepts. The following tools will help you explore and identify terms for searching, and can offer new resources that you may not have searched before. A little exploration or experimentation can help you improve your results.

Don’t struggle on your own, use the Library’s Ask Us service! [http://hslibrary.ucdenver.edu/aaal](http://hslibrary.ucdenver.edu/aaal)
- Call 303-724-2152 for library assistance during our business hours.
- Chat online to answer questions quickly Monday – Friday 9am – 5pm.
- Email your question for a response in 24 hours or less, excluding Saturdays and holidays.
- Make an appointment for a free consultation to plan your search strategy or learn search techniques.
- Request a fee-based professional search for in depth attention to your research topic

Knalij for PubMed (pronounced knowledge) is not a database for searching for articles. It’s primary purpose is to help you visualize the relationships between articles in PubMed. Viewing an image of the relationships between PubMed articles can help you:
- Identify new terms on your topic to search in PubMed
- Draw attention to topics where there has been lots of research, and provide ideas on topics where there may be little research
Switch to PubMed to search for these new terms, since Knalij does not contain the complete PubMed database.

PubMed ReMiner allows you to search a topic and then view a list of terms that results share in common. You can view both keyword terms and PubMed “Medical Subject Headings” (MeSH). Adding subject headings into your search strategy may retrieve different results, expand the number of relevant articles found, or allow PubMed’s Automatic Term Mapping to function more effectively.
Switch over to PubMed for actual searching, since PubMed ReMiner may not be able to display results in a format that is convenient for browsing.
ReMiner can display both keywords and MeSH terms related to a search topic. ReMiner lists terms to inform you about the frequency of use of a term, so you can identify the most popular concepts related to a topic.

PubMed provides information on MeSH terms. Change the search box option from PubMed to MeSH at the PubMed homepage and you can explore the subject headings used in PubMed.

The information under “Entry Terms” lists words and phrases that match up with this topic. You can search any of these and be automatically matched to this topic.

Every subject heading fits somewhere in a topical outline. Use a term up or down the outline if it seems more appropriate to your search topic.

Another great discovery tool in PubMed is in the Advanced “Search Builder” view. Show Index is great for searching for new buzzwords, slang, and other terms entering the medical journal literature.

Type in a topic and click Show Index list. PubMed will show you all of the different uses for that word or phrase and give a count of the number of records that contain the term.

You can then select one or more (click + control) to add to your search strategy.
http://hslibrary.ucdenver.edu/databases/ovid
Select “PsycInfo”

PsycInfo
This database offers clinical and organizational psychology literature related to diversity issues. It has its own unique set of search terms for use in researching this subject.

http://hslibrary.ucdenver.edu/databases
Click “C”

Interested in issues of diversity in Nursing and Allied Health fields?
CINAHL (Cumulative Index to Nursing and Allied Health Literature) will provide articles, dissertations, books, book chapters, and other materials related to the topic.
Leave the Suggest Subject Terms box checked and CINAHL will suggest terms of possible interest.

http://hslibrary.ucdenver.edu/databases
Click “E”

Are you interested in diversity issues in other parts of the world? Try the EMBASE database.
EMBASE includes journal literature from Europe, Britain, and countries around the world with historical ties to these areas.
It is often a source of interesting articles from journals not included in PubMed.
As an added bonus, it’s possible to search both EMBASE and Medline (the medical journal database that is used by PubMed or Ovid)
Google Scholar takes a different approach to searching for diversity topics. You’ll find relevant and important scholarship on your topic. Scholar is also particularly good for cross-disciplinary research. Use your own topics, terms in use in your field of study, or concepts that are historical or very new. Google Scholar will scan journal, book, and proceedings literature from multiple disciplines. Results are sorted based on two criteria:

- Relevance to your search terms
- How often the scholarship has been cited

http://scholar.google.com/