



**TOURO UNIVERSITY**  
WORLDWIDE

# Find, Evaluate and Cite Articles for Research

Using ProQuest Central

# Objectives

- Learn how to search for scholarly information using the ProQuest Central database portal
- Understand the differences between scholarly and popular publications
- Learn how to read and create citations

# Scholarly Articles

Suppose your professor has asked you to find scholarly peer-reviewed articles for a research paper. What does that mean?

**Scholarly articles** are written by experts in a field and are intended for other scholars in that field

These are often **peer-reviewed**, meaning that other experts have read and approved of the article before publication.

This means that information in the article is most likely to be **credible** and **reliable**.

# Where to Find Scholarly Articles

You can find scholarly articles using library databases.

Databases are large digital collections of information – in this case, journal articles and other scholarly information. These are often paid for by libraries, so access is restricted to library users.

# Find Articles using ProQuest Central

Let's look at how to find articles using the ProQuest Central database portal.

This database contains articles from a wide variety of scholarly journals and popular publications.

It is available to Touro students through the Touro Library tab in Integrated Campus (IC)

# Click on the Touro Library tab in Integrated Campus (IC)

The screenshot shows a web browser window with the URL <https://portal.tuw.edu/portal/library/index.php>. The page header features the Touro University Worldwide logo and a navigation bar with tabs: **Touro Library**, Orientation, Get Started Guide, Home, My Courses, Portal, and Logout. A red arrow points to the **Touro Library** tab, which is highlighted with a red box. Below the navigation bar, the page displays a welcome message: "Welcome back Platform Demo! Oct 11, 2017 - 9:36AM PDT" and "Last Login: 10/11/2017 08:29:02 from 67.159.161.210 (view all)". The main content area is titled "TUW Library" and includes a "Database" icon, "eJournals", and "Quick search" buttons. A message prompts the user to "Click on the Database icon below to login and begin your search". Below this is a "Quick Guide" section with links for "Library Account Registration", "Basic Search Instructions", and "Research Guides", along with "GET IT ON Google Play" and "Download on the App Store" buttons. A "QUESTIONS? ask a librarian!" button is also present.

# Click on the Database Icon

The screenshot shows a web browser window with the URL <https://portal.tuw.edu/portal/library/index.php>. The page header includes the TUW logo and the text "TOURO UNIVERSITY WORLDWIDE". A navigation bar contains buttons for "Touro Library", "Orientation", "Get Started Guide", "Home", "My Courses", "Portal", and "Logout". A welcome message reads "Welcome back Platform Demo! Oct 11, 2017 - 9:36AM PDT" with a "Last Login" timestamp and a "view all" link.

The main content area is titled "TUW Library" and features a sub-navigation bar with "Database", "eJournals", and "Quick search". Below this, a text instruction says "Click on the Database icon below to login and begin your search". A red box highlights a blue database icon, with a red arrow pointing to it from the right.

On the left side, a "Navigation" menu lists: Home, My Courses, Portal, Library, Ask a librarian, and Logout.

At the bottom, a "Quick Guide" section provides links for "Library Account Registration", "Basic Search Instructions", and "Research Guides". It also includes "GET IT ON Google Play" and "Download on the App Store" buttons. To the right of this section is a "QUESTIONS? ask a librarian!" button with a speech bubble icon.

You will be asked to submit your username and password.

Library Accounts | Locations and Hours Touro College | MyTouro | Blackboard

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### Log in to my account

Username   
Password

[Register here.](#)  
[Forgot your username or password?](#)

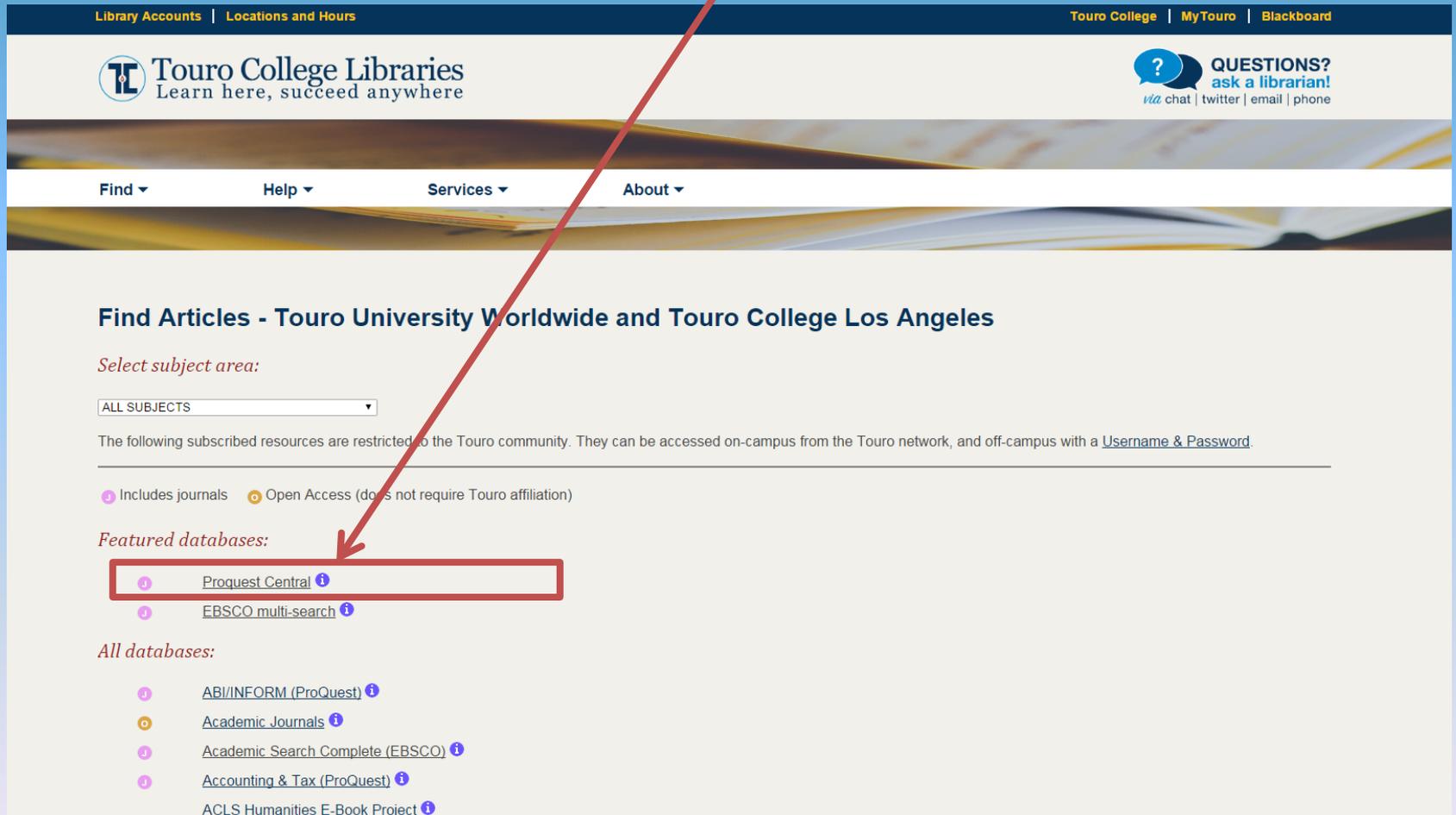
**Stay Connected!**     

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# Select ProQuest Central



Library Accounts | Locations and Hours Touro College | MyTouro | Blackboard

 **Touro College Libraries**  
Learn here, succeed anywhere  **QUESTIONS?**  
ask a librarian!  
via chat | twitter | email | phone

Find ▾ Help ▾ Services ▾ About ▾

## Find Articles - Touro University Worldwide and Touro College Los Angeles

*Select subject area:*

ALL SUBJECTS ▾

The following subscribed resources are restricted to the Touro community. They can be accessed on-campus from the Touro network, and off-campus with a [Username & Password](#).

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 Includes journals  Open Access (does not require Touro affiliation)

*Featured databases:*

-  [Proquest Central](#) 
-  [EBSCO multi-search](#) 

*All databases:*

-  [ABI/INFORM \(ProQuest\)](#) 
-  [Academic Journals](#) 
-  [Academic Search Complete \(EBSCO\)](#) 
-  [Accounting & Tax \(ProQuest\)](#) 
- [ACLS Humanities E-Book Project](#) 

# You will be redirected to ProQuest

ProQuest

Basic Search Advanced Search ▾ Publications Browse Databases (9)

Full text Peer reviewed ⓘ Advanced search Search tips

### Search subject areas [List view](#)



The Arts



Business



Dissertations & Theses



Health & Medicine



History



Literature & Language



News & Newspapers



Science & Technology



Social Sciences

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# Select “Advanced Search”

ProQuest

Basic Search **Advanced Search** ▾ Publications Browse Databases (9)

Full text Peer reviewed ⓘ

Advanced search search tips

Search subject areas [List view](#)

The Arts Business Dissertations & Theses Health & Medicine History

Literature & Language News & Newspapers Science & Technology Social Sciences

Learn about the ProQuest platform

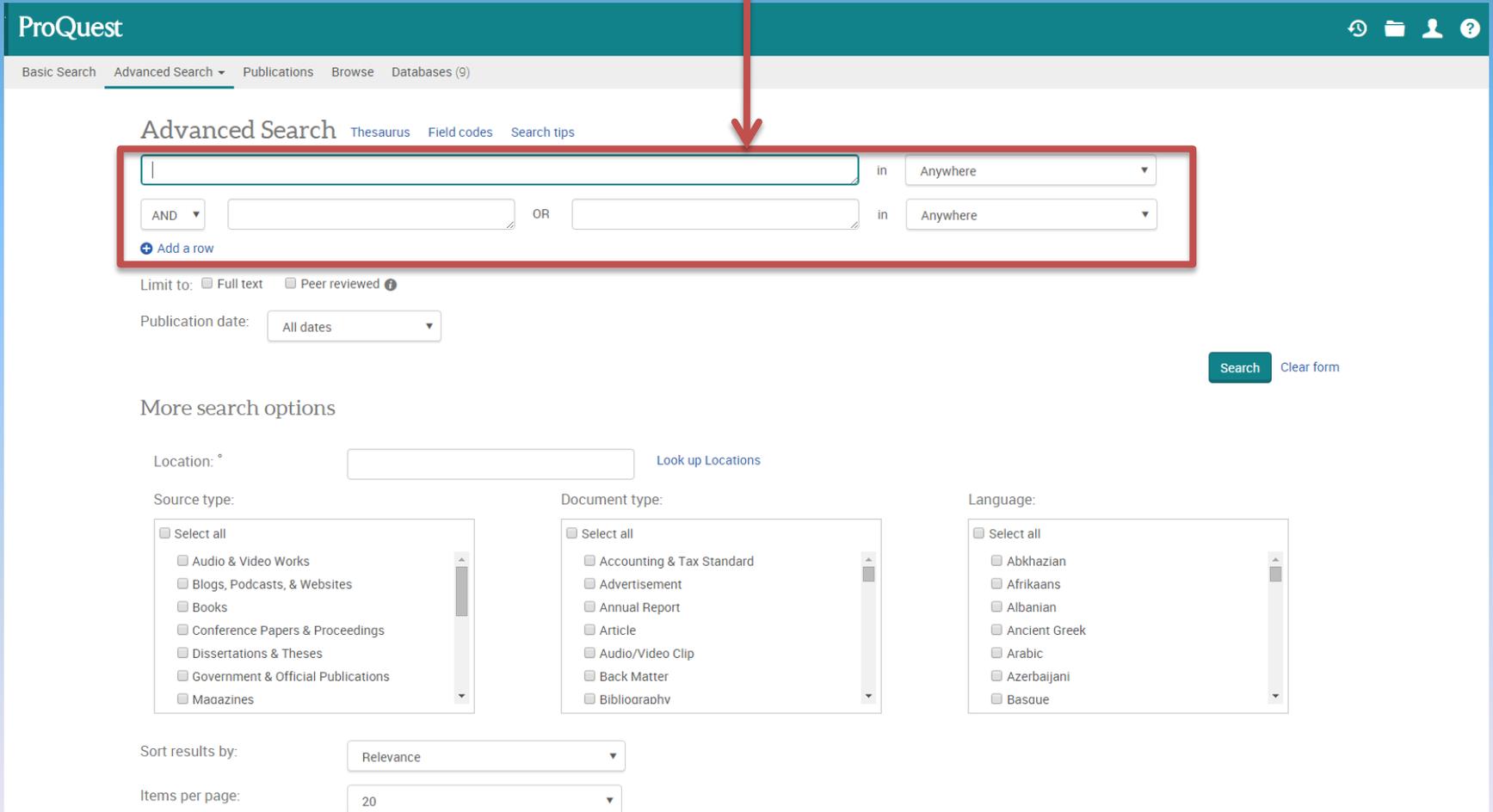
- Find out more about our [new design](#).
- Search the online [Help](#).
- Discover answers to common questions at ProQuest's Product Support Center.
- [Contact Support](#) if you need further assistance.

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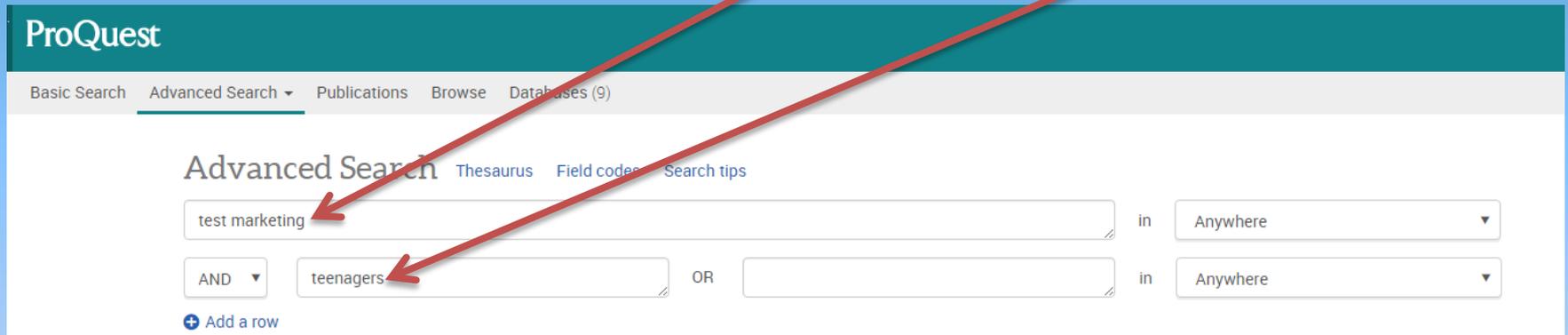
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Enter your search information at the top of the page.



The screenshot shows the ProQuest Advanced Search interface. At the top, there is a navigation bar with the ProQuest logo and several icons. Below this, there are tabs for 'Basic Search', 'Advanced Search', 'Publications', 'Browse', and 'Databases (9)'. The 'Advanced Search' tab is selected. The main search area is titled 'Advanced Search' and includes links for 'Thesaurus', 'Field codes', and 'Search tips'. A red box highlights the search input fields, which consist of a large text input field at the top, followed by a dropdown menu set to 'AND', two smaller text input fields, a dropdown menu set to 'OR', another two smaller text input fields, and two dropdown menus both set to 'Anywhere'. A red arrow points to the top input field. Below the search fields, there are options to 'Add a row', 'Limit to: Full text', 'Peer reviewed', and 'Publication date: All dates'. A 'Search' button and a 'Clear form' link are also present. The 'More search options' section includes a 'Location' field, a 'Look up Locations' button, and three columns of document type filters: 'Source type', 'Document type', and 'Language'. Each column has a 'Select all' checkbox and a list of document types with checkboxes. At the bottom, there are 'Sort results by: Relevance' and 'Items per page: 20' dropdown menus.

Let's say you want to find out about test marketing products to teenagers. Enter the key terms "test marketing" and "teenagers" then select the "Search" button.



The screenshot shows the ProQuest website's search interface. At the top, there's a dark green header with the ProQuest logo. Below it, a navigation bar includes 'Basic Search', 'Advanced Search' (which is selected), 'Publications', 'Browse', and 'Databases (9)'. The main search area is titled 'Advanced Search' and includes links for 'Thesaurus', 'Field codes', and 'Search tips'. There are two search rows. The first row has a text input field containing 'test marketing' and a dropdown menu set to 'Anywhere'. The second row has a dropdown menu set to 'AND', a text input field containing 'teenagers', a dropdown menu set to 'OR', and another dropdown menu set to 'Anywhere'. A blue '+ Add a row' button is located below the second row. Two red arrows point from the top text to the 'test marketing' and 'teenagers' input fields.

Do not type "test marketing products to teenagers"

If you do, results will only include article records that contain all of those words, leaving out many relevant articles. Search only the most important key terms for the best results.

This search has returned 22,765 results. Not all results are necessarily on the right topic. Let's see if we can narrow it down.

The screenshot shows the ProQuest search interface. At the top, the search query is "(test marketing) AND teenagers". Below the search bar, there are filters for "Full text" and "Peer reviewed". A red box highlights the "22,765 Results" count, with a red arrow pointing from the text above to it. The results are sorted by "Relevance". The left sidebar shows "Narrow results" with categories like "Full text", "Peer reviewed", and "Source type". The "Source type" section lists: Newspapers (7,844), Scholarly Journals (4,670), Dissertations & Theses (3,117), Trade Journals (2,480), and Wire Feeds (1,721). The main results area shows four items:

- Marketing**: Low-alcohol, brightly labeled cocktails stir fears they will tempt teenagers  
Shapiro, Eben. *Wall Street Journal, Eastern edition* [New York, N.Y.] 04 Aug 1993: PAGE B1.  
...will be tempting for teenagers  
...Cuervo Margaritas with a test of Smirnoff Quenchers  
...result of the various marketing moves will be more problem  
Abstract/Details Full text
- Teen marketing**: Visa Brings Buxx to the 'Burbs: Teenagers Have Plastic, Will Spend Credit card giant lets member banks go for the youth market by introducing a secured card  
*Financial Services Marketing* 2.6 (Sep/Oct 2000): 57.  
...Buxx card, Visa USA is targeting teenagers in what detractors say is a quest for  
...say such cards are just another marketing gimmick destined to train an  
...take a financial skills assessment test to determine their "financial literacy"  
Abstract/Details Full text
- Knox students tout OK Soda Coca-Cola gets marketing ideas from teenagers**  
Melonee McKinney *News-Sentinel* staff writer. *News Sentinel* [Knoxville, Tenn] 30 Apr 1995: D.1.  
...by some big-city marketing corporation. They  
...even OK Soda test markets to provide Coca-Cola with marketing ideas by  
...was developed by teenagers for teenagers, the  
Abstract/Details
- Key factors of teenagers' mobile advertising acceptance**  
Lisa Marie Dunne. *Comm. Plan. Critic. Public Affs. Critic. Advs. Messag. Jentiv. Educatl. Managem. & Bus. System.* 11.5 (2012): 733-740.  
Preview

On the left hand side of the page, there are a number of ways to refine your search.



Relevance Sort

Narrow results

Full text ▼

Peer reviewed ▼

Source type ▲

- Newspapers (7,844)
- Scholarly Journals (4,670)
- Dissertations & Theses (3,117)
- Trade Journals (2,480)
- Wire Feeds (1,721)

More options...

Publication date ▲

1947 - 2016 (decades)

Enter a date range Update

Publication title ▼

Document type ▼

Select 1-20 0 Selected items Brief view Detailed view

- Marketing:** Low-alcohol, brightly labeled cocktails stir fears they will tempt **teenagers**  
Shapiro, Eben. Wall Street Journal, Eastern edition [New York, N.Y.] 04 Aug 1993: PAGE B1.  
...will be tempting for **teenagers**.  
...Cuervo Margaritas with a **test** of Smirnoff Quenchers  
...result of the various **marketing** moves will be more problem  
[Abstract/Details](#) [Full text](#)
- Teen marketing:** Visa Brings Buxx to the 'Burbs: **Teenagers** Have Plastic, Will Spend Credit card giant lets member banks go for the youth market by introducing a secured card  
Financial Services Marketing 2.6 (Sep/Oct 2000): 57.  
...Buxx card, Visa USA is targeting **teenagers** in what detractors say is a quest for  
...say such cards are just another **marketing** gimmick destined to train an  
...take a financial skills assessment **test** to determine their "financial literacy"  
[Abstract/Details](#) [Full text](#)
- Knox students tout OK Soda Coca-Cola gets marketing ideas from teenagers**  
Melonee McKinney News-Sentinel staff writer. News Sentinel [Knoxville, Tenn] 30 Apr 1995: D.1.  
...by some big-city **marketing** corporation. They  
...eleven OK Soda **test** markets to provide Coca-Cola with **marketing** ideas by  
...was developed by **teenagers** for **teenagers**, the  
[Abstract/Details](#)
- Key factors of teenagers' mobile advertising acceptance**  
José Martí Parreño; Sanz-Blas, Silvia; Ruiz-Mafe, Carla; Aldás-Manzano, Joaquin. Industrial Management & Data Systems 113.5 (2013): 732-749.  
...permission on **teenagers'** attitudes and  
...acceptance of mobile **marketing**. This paper focuses  
...open to mobile **marketing** communication  
Cited by (6) [References \(71\)](#)  
[Abstract/Details](#) [Full text](#) [Full text - PDF \(261 KB\)](#)
- Role of reality TV as a consumer-socialization agent of teenagers in a developing country**  
Haq, Md Ridhwanul; Rahman, Syed H. International Journal of Emerging Markets 10.3 (2015): 598-618.  
...section, the SEM **test** results of the full  
...discussed. However, **teenagers'** gender differences  
...male and female **teenagers**, as both groups

Try playing around with these options to see what kind of results you get.

Narrow results

Full text

Peer reviewed

Peer reviewed (4,049)

Source type

Scholarly Journals (4,670)

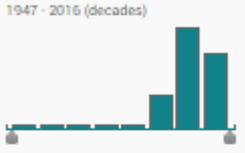
Trade Journals (2,480)

Wire Feeds (1,721)

More options...

Publication date

1947 - 2016 (decades)



Enter a date range

Update

Publication title

Document type

Subject

teenagers (1,486)

children & youth (671)

humans (641)

More options...

Classification

Company/organization

Location

United States-US (1,238)

United States (778)

Europe (250)

United Kingdom-UK (235)

More options...

Person

- For now, let's select only "Peer reviewed" journals

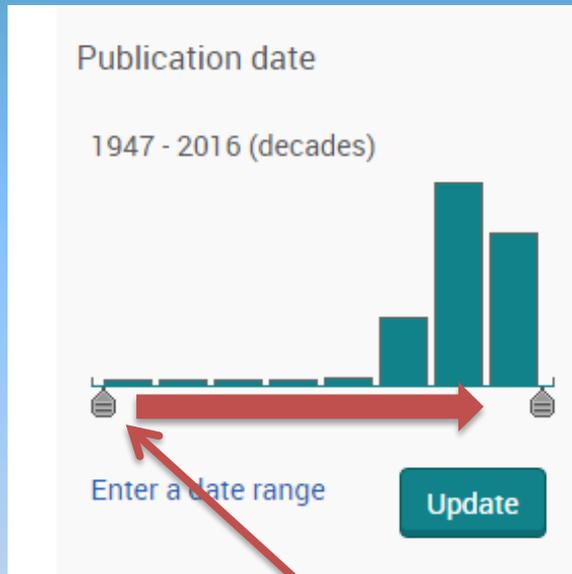
- For the Source Type, select "Scholarly Journals."

- Publication date is very important – we will look at this next

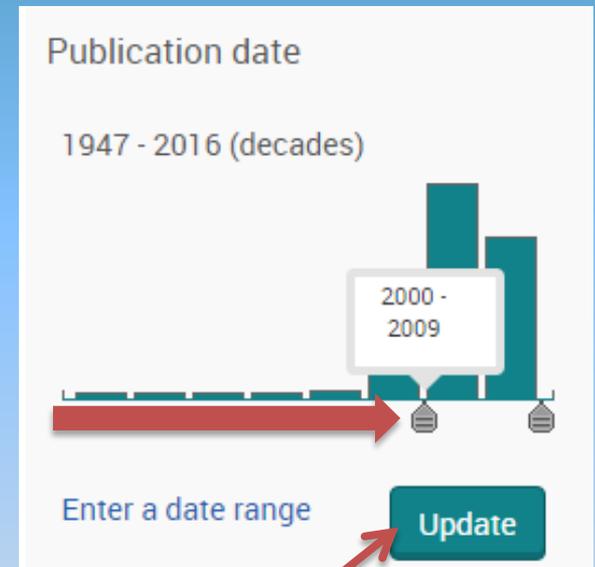
- Select "teenagers" as the official subject heading

- Select "United States" under location

It's usually best to look for recent information – research conducted in 1937 may not be the most up to date.



- You can change the dates by clicking on the scroll bar and sliding it towards the center.



- Date ranges will become visible above the scroll bar.
- Click update.

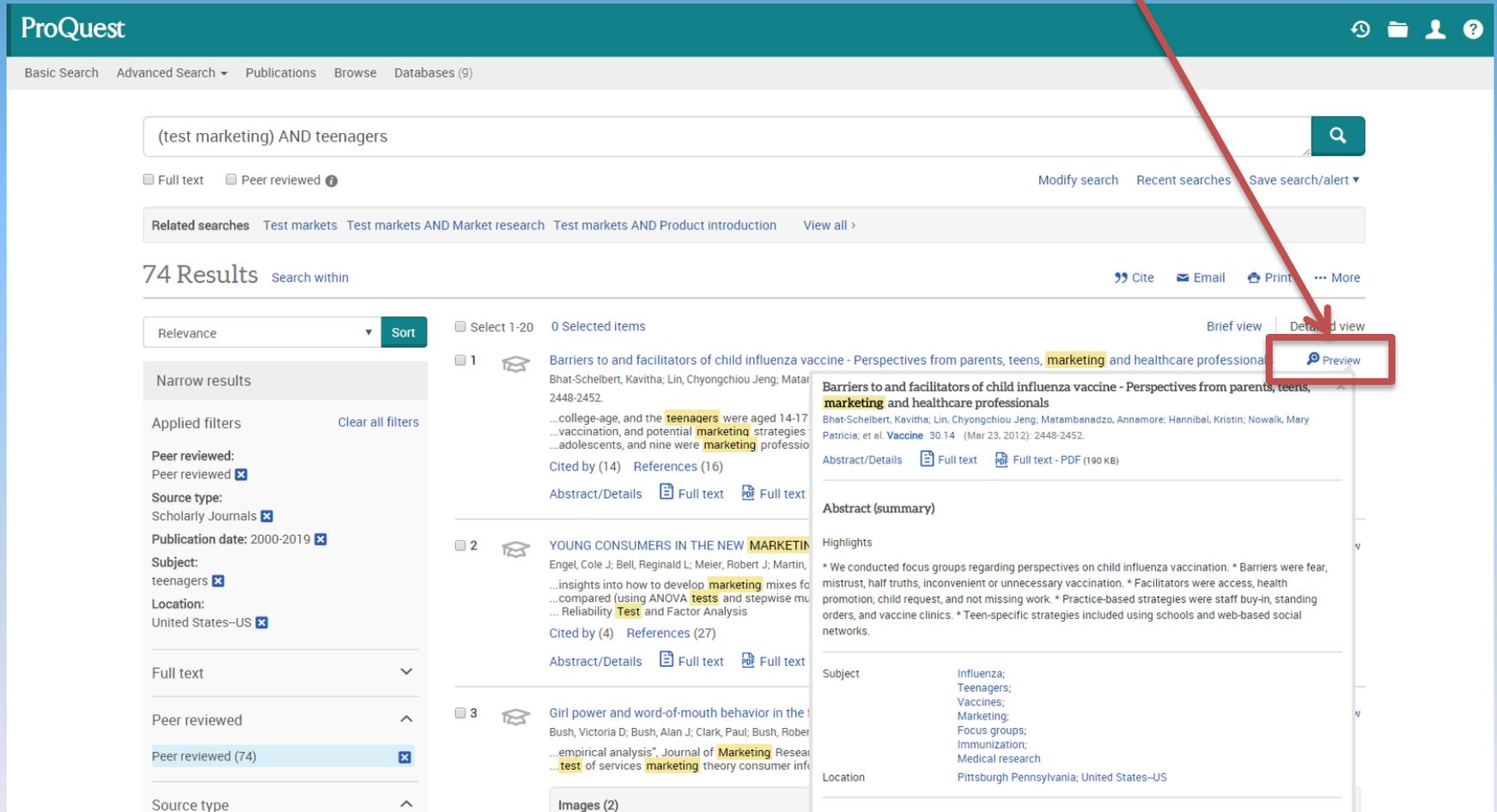
Our refined search returns 74 results. Take a look at them, but remember to take your time and try different limits whenever you search in a database.

The screenshot shows the ProQuest search interface. At the top, the search bar contains the query "(test marketing) AND teenagers". Below the search bar, there are options for "Full text" and "Peer reviewed". The search results section displays "74 Results" in a red-bordered box, with a red arrow pointing to it from the text above. The results are sorted by "Relevance" and show three items:

- Item 1:** Barriers to and facilitators of child influenza vaccine - Perspectives from parents, teens, marketing and healthcare professionals. Bhat-Schelbert, Kavitha; Lin, Chyongchiou Jeng; Matambanadzo, Annamore; Hannibal, Kristin; Nowalk, Mary Patricia; et al. *Vaccine* 30.14 (Mar 23, 2012): 2448-2452. ...college-age, and the teenagers were aged 14-17 ...vaccination, and potential marketing strategies that ...adolescents, and nine were marketing professionals. Participants. Cited by (14) References (16). Abstract/Details Full text Full text - PDF (190 KB)
- Item 2:** YOUNG CONSUMERS IN THE NEW MARKETING ECOSYSTEM: AN ANALYSIS OF THEIR USAGE OF INTERACTIVE TECHNOLOGIES. Engel, Cole J; Bell, Reginald L; Meier, Robert J; Martin, Michael J; Rumpel, Joan H. *Academy of Marketing Studies Journal* 15.2 (2011): 23-44. ...insights into how to develop marketing mixes for segmentation ...compared (using ANOVA tests and stepwise multiple-regression ... Reliability Test and Factor Analysis. Cited by (4) References (27). Abstract/Details Full text Full text - PDF (320 KB)
- Item 3:** Girl power and word-of-mouth behavior in the flourishing sports market. Bush, Victoria D; Bush, Alan J; Clark, Paul; Bush, Robert P. *The Journal of Consumer Marketing* 22.4/5 (2005): 257-264. ...empirical analysis". *Journal of Marketing Research*, Vol. 15, November, pp. ...test of services marketing theory consumer information acquisition activities".

The left sidebar shows applied filters: Peer reviewed (checked), Source type: Scholarly Journals (checked), Publication date: 2000-2019 (checked), Subject: teenagers (checked), Location: United States-US (checked), Full text (checked), Peer reviewed (checked), and Peer reviewed (74) (checked).

Results are listed in the center of the page. To learn more about an article, hover cursor over "Preview."



The screenshot shows the ProQuest search results page for the query "(test marketing) AND teenagers". The page displays 74 results. A red arrow points from the top right of the page to the "Preview" button for the first result. The first result is titled "Barriers to and facilitators of child influenza vaccine - Perspectives from parents, teens, marketing and healthcare professionals" by Bhat-Schelbert, Kavitha; Lin, Chyongchiou Jeng; Matambanadzo, Annamore; Hannibal, Kristin; Nowalk, Mary Patricia; et al. The "Preview" button is highlighted with a red box.

ProQuest

Basic Search Advanced Search Publications Browse Databases (9)

(test marketing) AND teenagers

Full text Peer reviewed

Modify search Recent searches Save search/alert

Related searches Test markets Test markets AND Market research Test markets AND Product introduction View all >

74 Results Search within

Cite Email Print More

Relevance Sort

Select 1-20 0 Selected items

Brief view Detailed view

Preview

Narrow results

Applied filters Clear all filters

Peer reviewed: Peer reviewed

Source type: Scholarly Journals

Publication date: 2000-2019

Subject: teenagers

Location: United States--US

Full text

Peer reviewed

Peer reviewed (74)

Source type

1 Barriers to and facilitators of child influenza vaccine - Perspectives from parents, teens, marketing and healthcare professionals

Bhat-Schelbert, Kavitha; Lin, Chyongchiou Jeng; Matambanadzo, Annamore; Hannibal, Kristin; Nowalk, Mary Patricia; et al. *Vaccine* 30.14 (Mar 23, 2012): 2448-2452.

...college-age, and the teenagers were aged 14-17 ...vaccination, and potential marketing strategies ...adolescents, and nine were marketing professio

Cited by (14) References (16)

Abstract/Details Full text Full text - PDF (190 kB)

2 YOUNG CONSUMERS IN THE NEW MARKETING

Engel, Cole J; Bell, Reginald L; Meier, Robert J; Martin, ...insights into how to develop marketing mixes fo ...compared (using ANOVA tests and stepwise mu ...Reliability Test and Factor Analysis

Cited by (4) References (27)

Abstract/Details Full text Full text

3 Girl power and word-of-mouth behavior in the

Bush, Victoria D; Bush, Alan J; Clark, Paul; Bush, Rober ...empirical analysis", *Journal of Marketing Resear ...test of services marketing theory consumer inf*

Images (2)

Abstract (summary)

Highlights

\* We conducted focus groups regarding perspectives on child influenza vaccination. \* Barriers were fear, mistrust, half truths, inconvenient or unnecessary vaccination. \* Facilitators were access, health promotion, child request, and not missing work. \* Practice-based strategies were staff buy-in, standing orders, and vaccine clinics. \* Teen-specific strategies included using schools and web-based social networks.

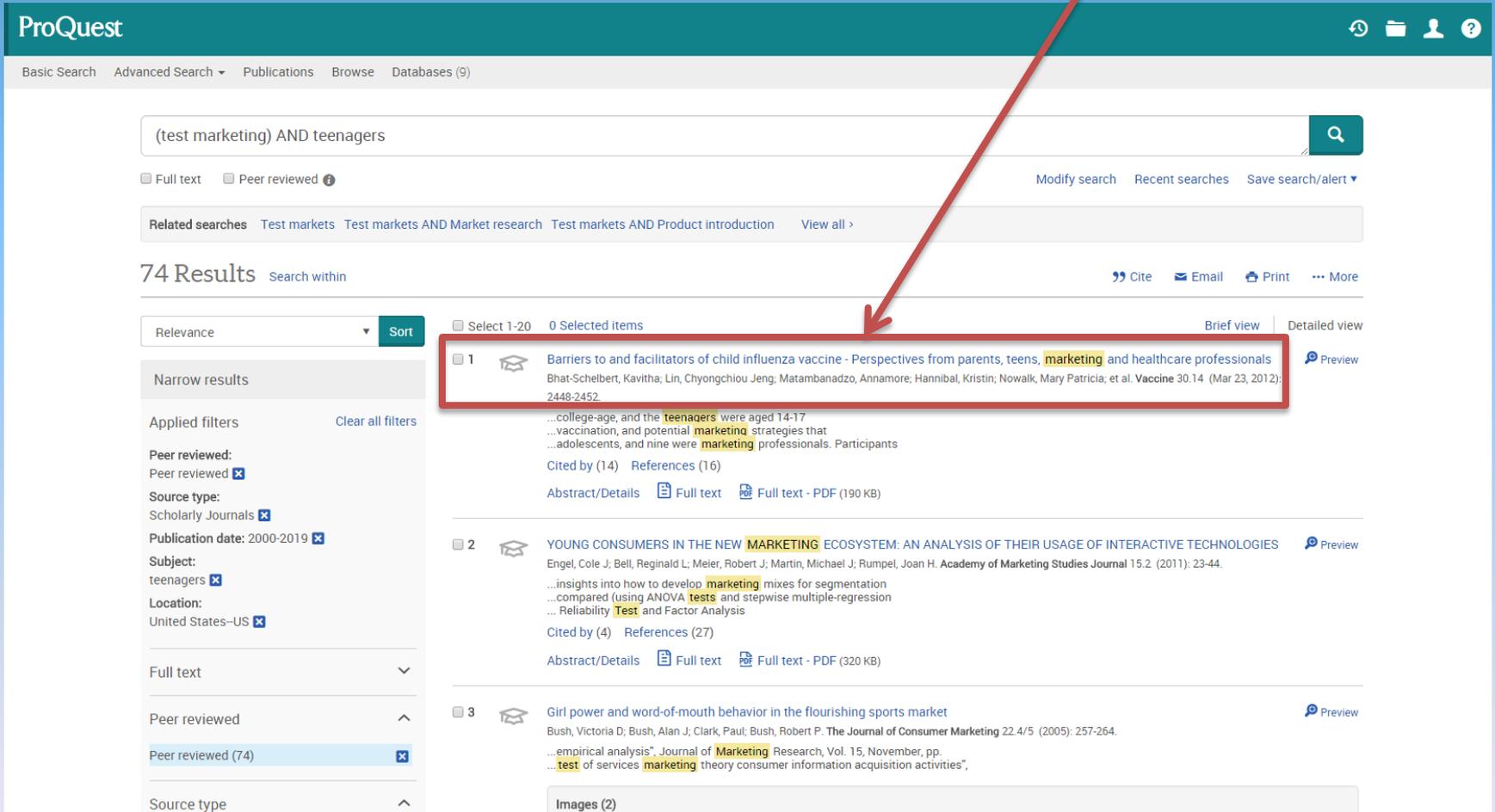
Subject

Influenza; Teenagers; Vaccines; Marketing; Focus groups; Immunization; Medical research

Location

Pittsburgh Pennsylvania; United States--US

# Select an article by clicking on the title.



ProQuest

Basic Search Advanced Search Publications Browse Databases (9)

(test marketing) AND teenagers

Full text Peer reviewed

Modify search Recent searches Save search/alert

Related searches Test markets Test markets AND Market research Test markets AND Product introduction View all >

74 Results Search within

Cite Email Print More

Relevance Sort

Select 1-20 0 Selected items Brief view Detailed view

1  Barriers to and facilitators of child influenza vaccine - Perspectives from parents, teens, marketing and healthcare professionals  Preview  
Bhat-Schelbert, Kavitha; Lin, Chyongchiou Jeng; Matambanadzo, Annamore; Hannibal, Kristin; Nowalk, Mary Patricia; et al. *Vaccine* 30.14 (Mar 23, 2012): 2448-2452.  
...college-age, and the teenagers were aged 14-17  
...vaccination, and potential marketing strategies that  
...adolescents, and nine were marketing professionals. Participants  
Cited by (14) References (16)  
Abstract/Details Full text Full text - PDF (190 KB)

2  YOUNG CONSUMERS IN THE NEW MARKETING ECOSYSTEM: AN ANALYSIS OF THEIR USAGE OF INTERACTIVE TECHNOLOGIES  Preview  
Engel, Cole J; Bell, Reginald L; Meier, Robert J; Martin, Michael J; Rumpel, Joan H. *Academy of Marketing Studies Journal* 15.2 (2011): 23-44.  
...insights into how to develop marketing mixes for segmentation  
...compared (using ANOVA tests and stepwise multiple-regression  
... Reliability Test and Factor Analysis  
Cited by (4) References (27)  
Abstract/Details Full text Full text - PDF (320 KB)

3  Girl power and word-of-mouth behavior in the flourishing sports market  Preview  
Bush, Victoria D; Bush, Alan J; Clark, Paul; Bush, Robert P. *The Journal of Consumer Marketing* 22.4/5 (2005): 257-264.  
...empirical analysis", *Journal of Marketing Research*, Vol. 15, November, pp.  
...test of services marketing theory consumer information acquisition activities",

Images (2)

The article's record is now in view, in this case, in HTML full text. You also have the option to view in Full text – PDF or Download PDF.

The screenshot shows the ProQuest interface for an article. At the top, the ProQuest logo is on the left, and navigation icons are on the right. Below the logo, there are search options: Basic Search, Advanced Search, Publications, Browse, and Databases (9). The article title is "Barriers to and facilitators of child influenza vaccine - Perspectives from parents, teens, marketing and healthcare professionals". Below the title, the authors are listed: Bharti-Schelbert, Kavitha, Lin, Chyongchiou Jeng, Matambanadzo, Annamore, Hannibal, Kristin, Nowalk, Mary Patricia, et al. The article is from the journal "Vaccine", volume 30, issue 14, dated Mar 23, 2012, with pages 2448-2452. There are four tabs: "Full text", "Full text - PDF", "Abstract/Details", and "References 16". The "Full text" tab is selected. Below the tabs, there is an "Abstract" section with a "Translate" option and a "Hide highlighting" button. The abstract text is: "\* We conducted focus groups regarding perspectives on child influenza vaccination. \* Barriers were fear, mistrust, half truths, inconvenient or unnecessary vaccination. \* Facilitators were access, health promotion, child request, and not missing work. \* Practice-based strategies were staff buy-in, standing orders, and vaccine clinics. \* Teen-specific strategies included using schools and web-based social networks." Below the abstract is the "Full Text" section, also with a "Translate" option. The "Full Text" section has a "Background" sub-section. The background text is: "The burden of influenza on children is substantial. For every 100 children, an annual average of 6-15 outpatient visits and 3-9 courses of antibiotics are attributable to influenza [1]. Millions of school absences and lost work days among parents caring for sick children occur each year and in 2010-2011, 116 pediatric deaths associated with influenza were reported in the United States [2]. Influenza vaccination provides protection to the individual child, which also confers some protection of others in the household and community [3]. Vaccinating school children could reduce the incidence of disease in other age groups [4]. Although influenza vaccination is now universally recommended for all individuals six months of age or older and has been recommended for children with chronic medical conditions for years [5], less than half of U.S. children were vaccinated in 2010-2011 [6]. Clearly, traditional vaccination efforts have been insufficient to reach the entire population of eligible children." Below the background text is a paragraph: "To understand barriers and facilitators of childhood influenza vaccination, a study was conducted to collect opinions of primary stakeholders in childhood immunizations. This paper discusses the results and identified themes, and offers recommendations for overcoming barriers to universal childhood influenza vaccination and improving practice-based interventions." Below this paragraph is the "Methods" section, which starts with: "Focus groups were conducted with healthcare providers, parents, teens, and marketing professionals who were selected to represent a cross section of". On the right side of the page, there is a search bar with the text "Search ProQuest...". Below the search bar is a "Download PDF" button, which is highlighted with a red box and a red arrow. Below the "Download PDF" button are several other options: "Cite", "Email", "Print", "More", "Add to Selected items", "Cited by (14)", "Documents with shared references (3794)", "Related items", "Search with indexing terms", "Subject", and "Location". The "Subject" section has a list of checkboxes: "Influenza", "Teenagers", "Vaccines", "Marketing", "Focus groups", and "More...". The "Location" section has a list of checkboxes: "Pittsburgh Pennsylvania" and "United States-US". At the bottom right of the page is a "Search" button.

If PDF is selected, a copy of how the article looks in print will populate the page. This format is useful because it provides page numbers, which may be required if this article is cited in your research.

**ProQuest**

Basic Search Advanced Search Publications Browse Databases (9)

Back to results 1 of 74 >

## Barriers to and facilitators of child influenza vaccine - Perspectives from parents, teens, marketing and healthcare professionals

Bhat-Schelbert, Kavitha, Lin, Chyongchiou Jeng, Matambanadzo, Annamore, Hannibal, Kristin, Nowalk, Mary Patricia et al. *Vaccine* 30.14 (Mar 23, 2012): 2448-2452.

Full text Full text - PDF Abstract/Details References 16

Barriers to and facilitators of child influenza vaccine - Perspect... 1 / 6

Vaccine 30 (2012) 2448–2452

Contents lists available at SciVerse ScienceDirect

**Vaccine**

journal homepage: [www.elsevier.com/locate/vaccine](http://www.elsevier.com/locate/vaccine)

### Barriers to and facilitators of child influenza vaccine – Perspectives from parents, teens, marketing and healthcare professionals

Kavitha Bhat-Schelbert<sup>a,\*</sup>, Chyongchiou Jeng Lin<sup>a</sup>, Annamore Matambanadzo<sup>a</sup>, Kristin Hannibal<sup>b</sup>, Mary Patricia Nowalk<sup>a</sup>, Richard K. Zimmerman<sup>a</sup>

<sup>a</sup> Department of Family Medicine, University of Pittsburgh, 3518 Fifth Avenue, Pittsburgh, PA 15261, USA  
<sup>b</sup> Department of Pediatrics, Child Development Unit, University of Pittsburgh Children's Hospital of Pittsburgh, 3420 Fifth Avenue-CHOB, Pittsburgh, PA 15213, USA

**ARTICLE INFO**

**Article history:**  
Received 17 October 2011  
Received in revised form 12 January 2012  
Accepted 17 January 2012  
Available online 31 January 2012

**Keywords:**  
Influenza  
Vaccination

**ABSTRACT**

**Background:** The CDC recommends annual influenza vaccination for all children age 6 months and older, yet vaccination rates remain modest. Effective strategies to improve influenza vaccination for children are needed.

**Methods:** Eight focus groups with 91 parents, teens, pediatric healthcare staff and providers, and immunization and marketing experts were conducted, audiotaped, transcribed verbatim, and coded based on grounded theory.

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## Barriers to and facilitators of child influenza vaccine – Perspectives from parents, teens, marketing and healthcare professionals

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### ABSTRACT

**Background:** The CDC recommends annual influenza vaccination for all children age 6 months and older, yet vaccination rates remain modest. Effective strategies to improve influenza vaccination for children are needed.

**Methods:** Eight focus groups with 91 parents, teens, pediatric healthcare staff and providers, and immunization and marketing experts were conducted, audiotaped, transcribed verbatim, and coded based on grounded theory.

**Results:** Three themes emerged: barriers, facilitators, and strategies. Barriers included fear, misinformation, and mistrust, with exacerbation of these barriers attributed to media messages. Many considered influenza vaccination unnecessary and inconvenient, but would accept vaccination if recipients or other family members were considered high risk, if recommended by their doctor or another trusted person, or if offered or mandated by the school. Access to better information regarding influenza disease burden and vaccine safety and efficacy were notable facilitators, as were prevention of the inconvenience of missing work or important events, and if the child requests to receive the vaccine. Marketing strategies included incentives, jingles, videos, wearable items, strategically-located information sheets or posters, and promotion by informed counselors. Practice-based strategies included staff buy-in, standing orders through schools, texting, internet, and social networking sites.

**Conclusion:** To improve influenza vaccination rates for children using practice-based interventions, participants suggested campaigns that provide better information regarding the vaccine, the disease and its implications, and convenient access to vaccination. Strategies targeting adolescents should use web-based social marketing technologies and campaigns based in schools.

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### 1. Background

The burden of influenza on children is substantial. For every 100 children, an annual average of 6–15 outpatient visits and 3–9 courses of antibiotics are attributable to influenza [1]. Millions of school absences and lost work days among parents caring for sick children occur each year and in 2010–2011, 116 pediatric deaths associated with influenza were reported in the United States [7]. Influenza vaccination provides protection to the individual child, which also confers some protection of others in the household and community [3]. Vaccinating school children could reduce the

incidence of disease in other age groups [4]. Although influenza vaccination is now universally recommended for all individuals six months of age or older and has been recommended for children with chronic medical conditions for years [5], less than half of U.S. children were vaccinated in 2010–2011 [6]. Clearly, traditional vaccination efforts have been insufficient to reach the entire population of eligible children.

To understand barriers and facilitators of childhood influenza vaccination, a study was conducted to collect opinions of primary stakeholders in childhood immunizations. This paper discusses the results and identified themes, and offers recommendations for

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## Barriers to and facilitators of child influenza vaccine - Perspectives from parents, teens, marketing and healthcare professionals

Bhat-Schelbert, Kavitha; Lin, Chyongchiou Jeng ; Matambanadzo, Annamore ; Hannibal, Kristin ; Nowalk, Mary Patricia  et al. *Vaccine* 30.14 (Mar 23, 2012): 2448-2452.

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from several groups, including professionals, parents, teenagers and marketers; moreover our groups represented a variety of ethnic and socioeconomic backgrounds.

### 5. Conclusion

To improve influenza vaccination rates for children, participants recommended that influenza vaccination campaigns address the need for vaccination, concerns about safety, vaccine efficacy and indirect benefits to others. They recommended strategies targeting adolescents, using web-based social marketing technologies, improving clinic-based access and developing campaigns based in schools.

*Conflict of Interest:* Drs. Zimmerman and Lin have research grants from Sanofi. Drs. Zimmerman, Nowalk and Lin have consulted for MedImmune. Source of Funding: This investigation was supported by the grant (U01 IP000321) from the Center for Disease Control and Prevention. However, its contents do not represent the official viewpoint of the CDC.

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## Let's take a closer look at a reference.

**Adams, Rebecca A., Fred P. Piercy, Joan A. Jurich, and Robert A. Lewis (1992), "Components of a Model Adolescent AIDS/Drug Abuse Prevention Program: A Delphi Study," Family Relations, 41 (July), 312-17.**

Each reference provides the following information about an article or book:

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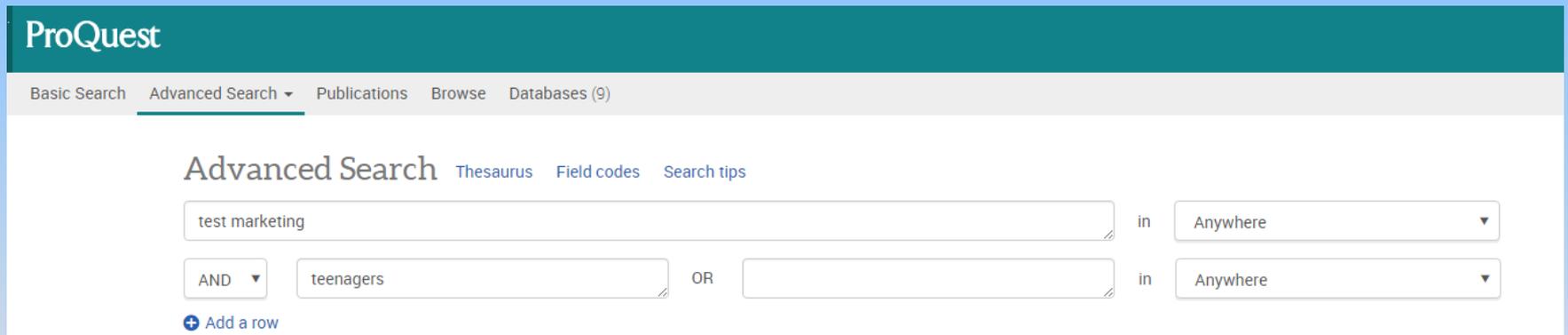
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**Adams, Rebecca A., Fred P. Piercy, Joan A. Jurich, and Robert A. Lewis (1992), "Components of a Model Adolescent AIDS/Drug Abuse Prevention Program: A Delphi Study," Family Relations, 41(July), 312-17.**

References enable the author to identify where they found their information and allow readers to locate it as well.

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The screenshot shows the ProQuest website's search interface. At the top, the ProQuest logo is displayed in white on a dark teal background. Below the logo, a navigation bar contains links for 'Basic Search', 'Advanced Search' (which is selected and underlined), 'Publications', 'Browse', and 'Databases (9)'. The main content area is titled 'Advanced Search' and includes links for 'Thesaurus', 'Field codes', and 'Search tips'. The search form consists of two rows. The first row has a text input field containing 'test marketing', followed by the word 'in', and a dropdown menu set to 'Anywhere'. The second row starts with a dropdown menu set to 'AND', followed by a text input field containing 'teenagers', the word 'OR', an empty text input field, the word 'in', and another dropdown menu set to 'Anywhere'. At the bottom left of the search area, there is a blue plus icon and the text 'Add a row'.

Our search begins the same as before except now we know and can use exact information about the article we are searching for.

The screenshot shows the ProQuest Advanced Search interface. The search bar contains the text "Components of a Model Adolescent AIDS/Drug Abuse Prevention Program: A Delphi Study". Below the search bar, there are two rows of search criteria. The first row has a dropdown menu set to "AND" and a text input field containing "Adams". The second row has a dropdown menu set to "OR" and a text input field that is empty. To the right of the search criteria, there are two dropdown menus. The first dropdown menu is set to "Document title - TI" and has a purple arrow pointing to it. The second dropdown menu is set to "Author - AU\*" and has a red arrow pointing to it. Below the search criteria, there are several options: "Add a row", "Limit to: Full text", "Peer reviewed", and "Publication date: All dates". At the bottom right, there are "Search" and "Clear form" buttons.

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Components of a Model Adolescent AIDS/Drug Abuse Prevention Program: A Delphi Study in Document title - TI

AND Adams OR in Author - AU\* Look up Authors

+ Add a row

Limit to:  Full text  Peer reviewed

Publication date: All dates

Search Clear form

Select a field or multiple fields on the right and type in the appropriate information on the left. Then select the “Search” button. **Title** and **Author** are used in this example.

As you can see, the single result returned is the correct record!

The screenshot shows the ProQuest search interface. At the top, the ProQuest logo is on the left, and navigation icons (refresh, home, user, help) are on the right. Below the logo, there are links for 'Basic Search', 'Advanced Search', 'Publications', 'Browse', and 'Databases (9)'. The search bar contains the query: 'ti(Components of a Model Adolescent AIDS/Drug Abuse Prevention Program: A Delphi Study) AND au(Adams)'. Below the search bar, there are filters for 'Full text' and 'Peer reviewed'. To the right of the filters are links for 'Modify search', 'Recent searches', and 'Save search/alert'. Below the search bar, there is a section for 'Related searches' with 'Drug abuse' and 'Drug abuse AND Drug prevention'. The main results area shows '1 Result' with a 'Search within' dropdown. To the right of the result count are links for 'Cite', 'Email', 'Print', and 'More'. On the left side, there is a sidebar with 'Relevance' and 'Sort' options, and a 'Narrow results' section with filters for 'Full text', 'Peer reviewed', 'Source type', 'Scholarly Journals (1)', and 'Publication date'. At the bottom of the sidebar is a 'July 1992 (days)' chart. The main results area shows a single result: 'Components of a Model Adolescent AIDS / Drug Abuse Prevention Program : A Delphi Study' by Adams, Rebecca A; Piercy, Fred P; et al. The result is highlighted with a red box, and a red arrow points to it from the text above. The result includes the journal title 'Family Relations 41.3 (Jul 1992): 312', 'Cited by (6)', 'References (60)', and a 'Full text - PDF (694 KB)' link. At the bottom of the results area, there is a 'Search Within' field and an 'Items per page' dropdown set to '20'.