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善用資訊結構行銷資訊素養

謝寶媛

台灣大學圖書資訊學系副教授

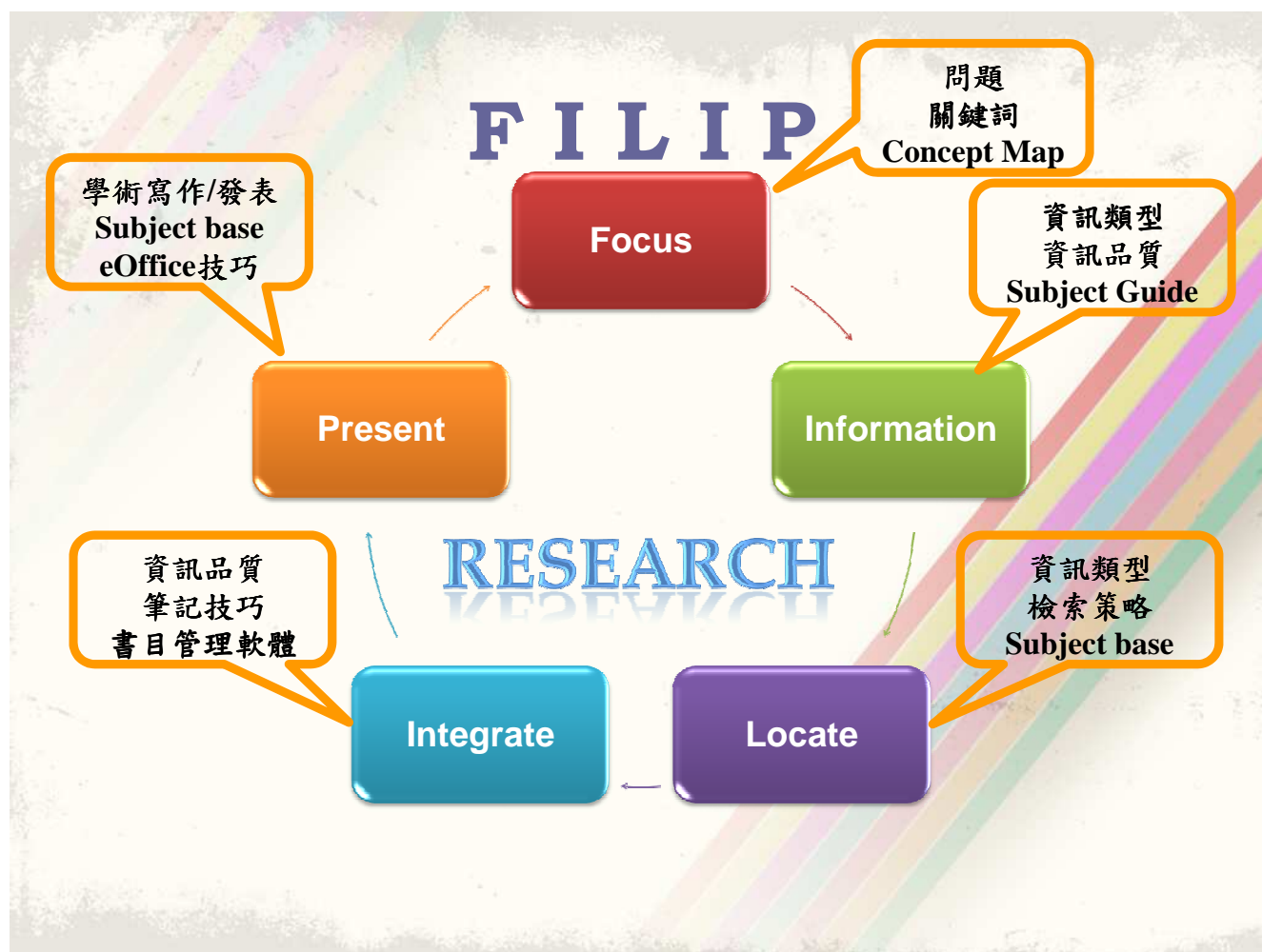
pnhsieh@ntu.edu.tw

2012年5月3日

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Duke, NIH, NY Times, and Reuters

New DUMC Articles

Recent articles by Duke authors

From the Literature

"Helicopter vs Ground Emergency Medical Services & Survival for Adults with Major Trauma"

Library Blog RSS

EndNote Clinic

Learn how to set up the program, add citations, & build bibliographies. Thurs., Apr. 2, 5:30-6:30pm, Rm 104 Lower Level. Class is FREE but **registration** is preferred.

Minority Health Month

Help spread the word about what health equity means in lives of everyday Americans. "Health Equity Can't Wait. Act Now in Your Community!"

NIH Public Access Policy

Have questions about the NIH Public Access Policy? Need help finding a PMCID number? The revised subject guide can help.

[More Library News](#)



Contact Us (919) 660-1100 mclref@mc.duke.edu DUMC 3702 Durham, NC 27710 USA
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Search

Advanced Search

Browse New Titles

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0 marked items

Search for:

In:

Words Anywhere

[Search](#)

Examples: active learning
"united states" revolution causes


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The Duke University Health System's IRB for Clinical Investigations. Site contains e-IRB application, policies, educational resources and more.
- [Writing Help - Purdue OWL](#)
The Online Writing Lab (OWL) is hosted at Purdue University and offers over 200 free resources including:
* Writing and Teaching Writing
* Research
* Grammar and Mechanics
* Style Guides
* ESL (English as a Second Language)
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Finding Full-Text Articles

These links provide easy ways to verify citations or to search for the full-text of articles when you already have the citation.

To search for articles on a topic, see the [Searching the Literature](#) tab.

- [PubMed Citation Matcher](#)
For citations in medicine, nursing, and basic sciences.
- [Finding Articles Tip Sheet](#)
Tips on how to find articles and journals.
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- [Institutional Review Board \(IRB\)](#)
The Duke University Health System's IRB for Clinical Investigations. Site contains e-IRB application, policies, educational resources and more.
- [Writing Help - Purdue OWL](#)
The Online Writing Lab (OWL) is hosted at Purdue University and offers over 200 free resources including:
* Writing and Teaching Writing
* Research
* Grammar and Mechanics
* Style Guides
* ESL (English as a Second Language)
* Job Search and Professional Writing

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Finding Full-Text Articles

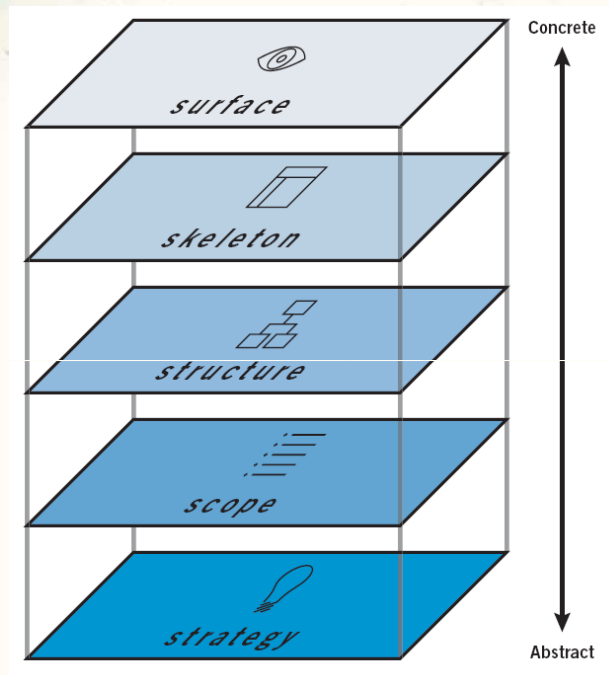
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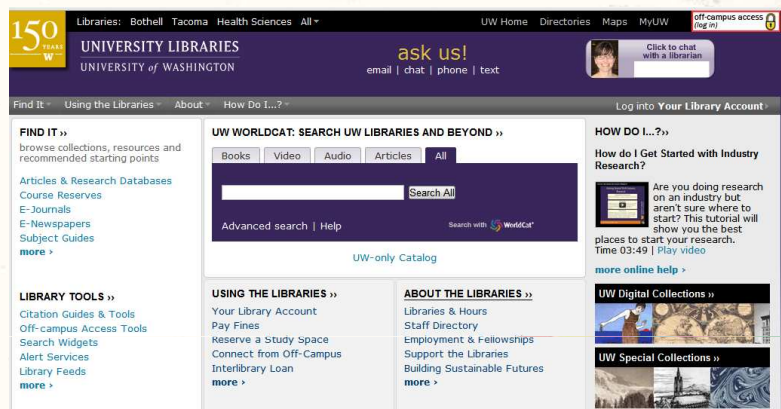
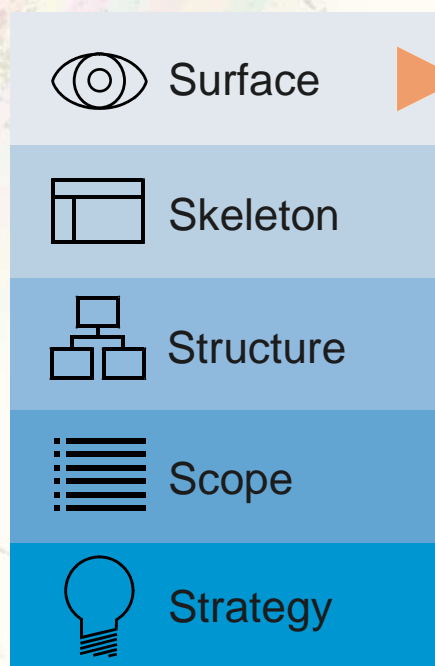


使用者經驗五要素

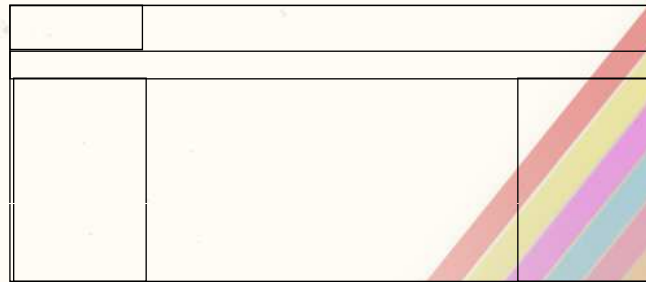
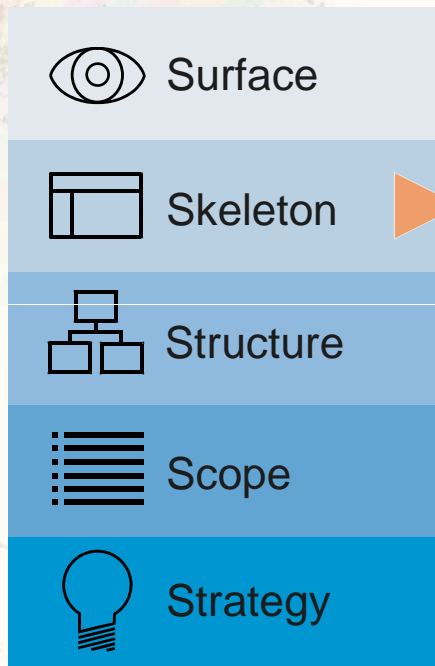


Jesse James Garrett's Elements of User Experience:
<http://www.jjg.net/elements/>

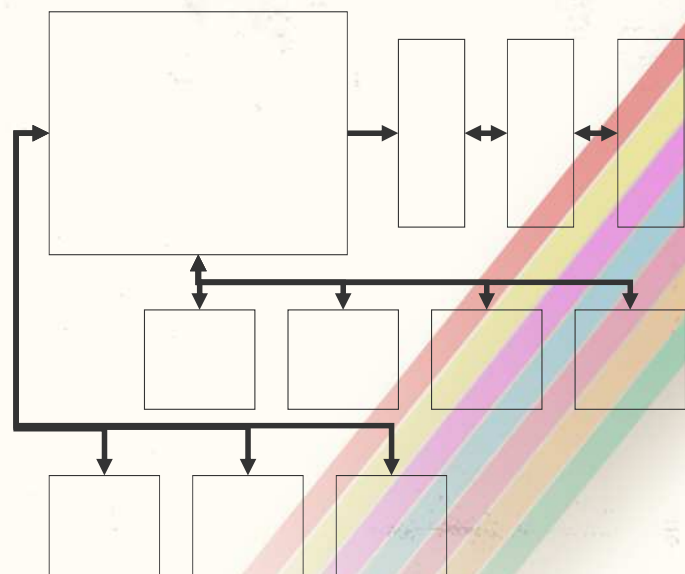
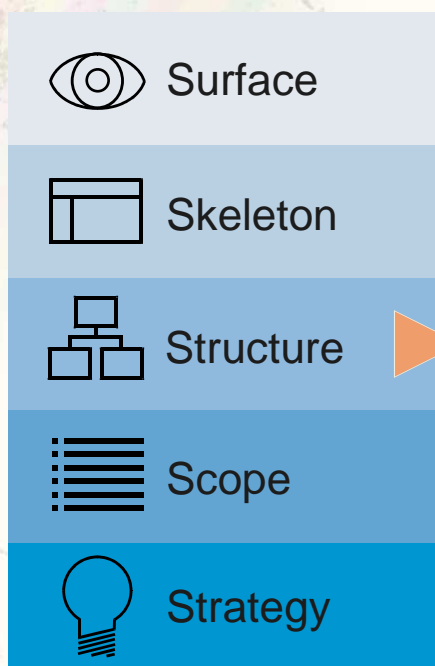
表面層展現視覺設計的成品



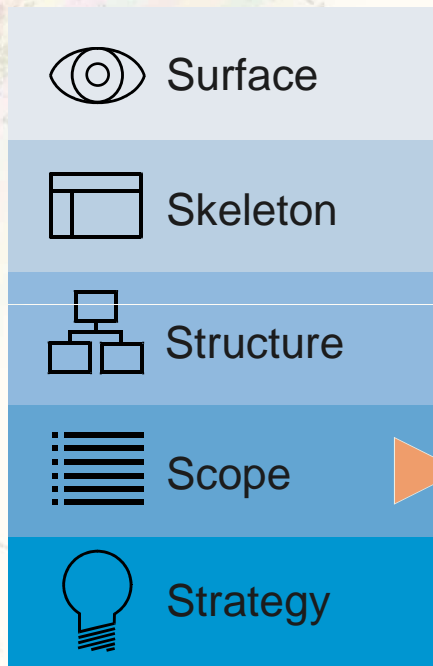
骨幹層展現螢幕配置和功能畫分



架構層界定導覽路徑



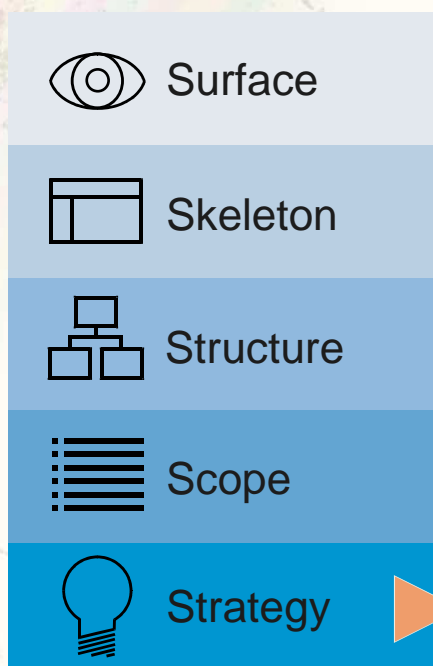
範圍層支援使用者導向的任務



user tasks:

- xxxx
- Xxxx
- Xxxx
- Xxxx
- Xxxx
- Xxxx
- Xxxx
- Xxxx
- Xxxx
-

策略層協調組織目標使用群和使用情境



Library goals:

- 目標 1
- 目標 2
- 目標 3
- 目標 4
- ...

user constituencies:

- 教師
- 研究生
- 大學生
- 校友
- 訪客
- ...

usage contexts:

- office desktop
- laptop on campus
- mobile
- ...

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U.S. National Library of Medicine
National Institutes of Health

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 - Limits
 - Building Blocks
 - Search Tools
 - Search by Citation
 - Search by Field
- Managing the Results
 - Saving the Search
 - Getting the Articles
 - Beyond PubMed
 - My NCBI
- Review Exercises

Building the Search

In this module, you will learn how to use PubMed to conduct a search. By the end of this module, you should be able to:

- Understand how PubMed translates basic searches.
- Use Limits to narrow your search.
- Understand and use Boolean operators.
- Use PubMed search tools and related databases to construct a search.
- Build your own search using search field tags.

Throughout this module, you will have an opportunity to test your understanding of what has been presented.

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Automatic Term Mapping

What is searched?

PubMed uses an **Automatic Term Mapping** feature to search for **unqualified terms**. When you click **Search**, PubMed will look for a match in several lists.

It looks first for a match for your phrase as a

- **Subject** in the
 - **MeSH Translation Table**. If it doesn't find a match, it looks for your phrase as a
- **Journal** in the
 - **Journals Translation Table**, then it searches for
- **Author and Investigator names** in the
 - **Full Author Translation Table**, in the
 - **Author Index**, in the
 - **Full Investigator Translation Table**, and in the
 - **Investigator Index**.

As soon as PubMed finds a match, the mapping stops. That is, if a term matches in the MeSH Translation Table, PubMed does not continue looking in the next table.

If no match is found, PubMed breaks apart the phrase and repeats the process until a match is found.

The phrases and individual terms are also searched in **All Fields**, with the exceptions of multi-word Substance Names and MeSH headings that include stand-alone numbers or letters, which are searched in All Fields as phrases only.

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http://www.nlm.nih.gov/bsd/disted/pubmedtutorial/020_040.html

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Automatic Term Mapping (continued)

Details

Details, a feature accessible from the results screen [**Show Me**] and the Advanced Search page [**Show Me**], is useful to see how PubMed translated your search. Sometimes you may find that PubMed interpreted your search in a way you had not expected. This may help you understand your retrieval and may also point out a misspelled word.

The Details page shows:

- The search box with the actual strategy and syntax used to run the search. [**Show Me**]
It may include MeSH vocabulary term mappings as well as mappings from the PubMed phrase index. The display will include any error messages, such as **stopwords**, truncation warnings, and misspellings.
- The Result number displays the total number of retrieved citations for the current search and can be used to link to those results. [**Show Me**]
- The Translations area shows how each term was translated. [**Show Me**]

The Details page **does NOT show** MeSH terms included by **automatic explosion**. For terms mapped to MeSH, find the term in the **MeSH Database** to discover any more specific terms automatically included in your search.

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http://www.nlm.nih.gov/bsd/disted/pubmedtutorial/020_045.html

使用者經驗 1

查詢檢索

您覺得檢索結果，會是什麼？

查書刊

簡易查書刊

查文章

站內搜尋

書刊名 ▼

information architecture

全部館藏 ▼

查詢

☐ 只顯示可流通資料

- 館藏目錄查詢 / 查詢個人借閱紀錄

- 各分類號簡表請見圖書分類法簡表

- 館藏目錄使用教學

使用者經驗 2

New! [click to save preferences](#)



Met@Cat

書名/期刊名 作者 標題 ISBN ISSN 關鍵字

"thinking visually"

查詢

每頁顯示五項 每頁顯示十項 每頁顯示十五項

主要圖書館(三十萬冊以上) 北部 中部 南部 東部 醫學 教育 佛學

搜尋各圖書館前五頁結果

關於 "thinking visually" 大約有 31 項搜尋結果，整合後共 27 項，這是第 0 至 15 項。

[The script as blueprint \[electronic resource\]: A beginner's guide to writing for radio, television,](#)

網路資源

國立臺灣大學

[Thinking visually \[electronic resource\]: The process of video composition in peer-production groups](#)

網路資源

國立臺灣大學

[Thinking visually: a strategy manual for problem solving](#)

McKim, Robert H

國立政治大學

[Thinking visually: The process of video composition in peer-production groups in a language arts classroom](#)

Bruce, David L

國立中正大學

[「全球視障菁英就業輔導研討會」會議錄 The international symposium on "the global current employment o](#)

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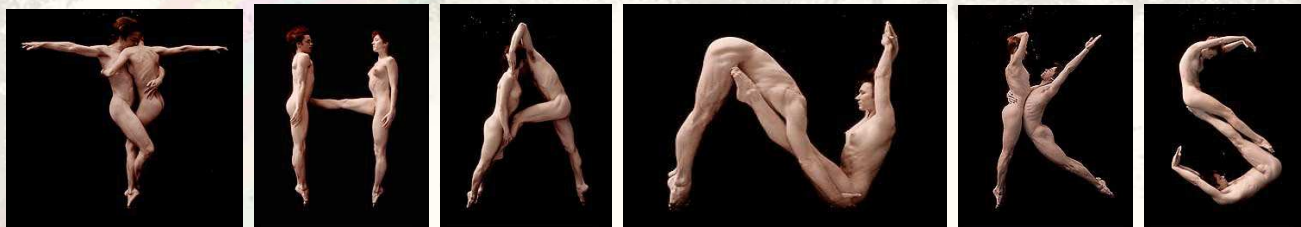
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- ☒ 國立臺灣大學 ☒ 國家圖書館
- ☒ 中央研究院 ☒ 國立臺灣師範大學
- ☒ 國立政治大學 ☒ 國立交通大學
- ☒ 國立清華大學 ☒ 國立成功大學
- ☒ 國立中正大學 ☒ 國立中興大學
- ☒ 國立中山大學 ☒ 國立中央大學
- ☒ 靜宜大學 ☒ 淡江大學

點選需要整合之圖書館
或直接連到各圖書館查詢
圖書館陸續增加中

善用資訊結構行銷資訊素養



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知識是兒子

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