

### About this database:

This database is great for finding articles on topics related to New Zealand or the Pacific Islands (from 1987 to present).

**There is no full-text access to the articles from this database** but you'll probably find that we have many of the journals on the library shelves.

### How to find Index New Zealand:

- Go to ⇒ Library Homepage <http://www.library.otago.ac.nz/billrobertson/index.html>
- Select ⇒ *Databases & Article Searching* (under Research Tools)
- Browse ⇒ Databases A-Z
- Select ⇒ *Index New Zealand*
- Click on ⇒ **Search INNZ**

If you are **searching for articles on a topic**, select the **Advanced Search**.

Enter the **words** that are most important to your search – it doesn't have to be a sentence. This search, for example, will retrieve any articles with the words **Television, child? and either the word effect?, impact? OR consequence?**

**Advanced Search** | New Search | Headings List | Titles List | Search History | Help | Exit

You are connected to Index New Zealand

Simple Search | **Advanced Search**

Find television child? all of these in Keyword Anywhere

Find impact? consequence? effect? any of these in Keyword Anywhere

Find [ ] all of these in Keyword Anywhere

25 records per page | Search

**Annotations:**

- Advanced Search**: You can search for these words in the *title, abstract or subject fields* of a database record. This option is the best one to start with.
- All of these**: searches all words entered
- As a phrase**: searches for all the words in that order
- Any of these**: only one of these words has to be found.
- A ? at the end of a word stem**: tells the database to search for all the different endings that can be put on that word. So **child?** will retrieve Child, Children, Childhood. And **effect?** will retrieve for effect, effects, effected AND effecting.

### Search results:

Number of articles found.

Search Request: Advanced = (television AND child?)[in Keyword Anywhere] AND (impact? OR consequence? OR effect?)[in Keyword Anywhere]

Search Results: Displaying 1 through 26 of 63 entries.

Previous | 1 | 26 | 51 | Next

Brief summary of each article.

#	Article Title	Source	Abstract...
1	Scrap heap or poster child? / by Gordon Campbell	Take (Auckland, N.Z.), Sum 2010; n.67.p.4	Comments on local content, the Platinum Fund and other funds which effect broadcasting decisions.
2	Learning through experience : the impact of direct experience on children's brand awareness / by Stacey Baxter	Marketing bulletin (Massey University. Dept of Marketing : Online), 2009; v.20:13p	Examines the impact of direct experience on children's brand awareness. Investigates both the influe
3	(Non)regulation of marketing of unhealthy food to children in New Zealand	New Zealand medical journal, 23 Jan 2009; v.122 n.1288.p.76-86	Tracks the progress, or lack thereof, in restrictions on the marketing of unhealthy food to NZ child
		Australia & New Zealand health policy, 22 Jan 2009; v.6 n.1:16p	Describes and evaluates some of the criteria on the basis of which food advertising to children on t
		Herald on Sunday, 13 Apr 2008; n.184.p.28-29	The author, a forensic psychologist and a presenter of television programme 'Beyond the darklands',
		Otago Daily Times, 14 Jun 2008; p.41,44	Talks to Canadian-born psychologist Dr Cordelia Fine of the University of Melbourne about the techni

Click on the **article title** for more information.

This is the extra information provided about articles in the Index New Zealand database:

Television advertising : children participating in adult worlds  
 By : Brennan, Margaret  
 In : Early education, Win 2001; n.26.p.23-30  
 Journal Article

**Abstract** : Investigates the effects of television viewing on children's learning and development and discusses how young children gain access to, and participate in the adult world, through examining the influence of consumerism and television advertising on their play and talk. Considers the implications of the authors findings for young children's learning and development along with some strategies that teachers and parents can employ to encourage young children to take a more critical view of television advertising and its messages.

**Subject** : Television advertising and children  
 Early childhood education Research

Url of this record - <http://linz.natlib.govt.nz/cgi-bin/Pwebrecon.cgi?BBID=599248>  
 Find library holdings for this journal

This article is in a journal called *Early Education*.

This article is filed under these **subject headings**. Click on a heading to find more articles related to *Television advertising and children*, for example.

Unfortunately this button **will not take you to the full-text of an article**. Instead you are redirected to the National Library catalogue.

Get Article?

Click on the check-box to **select/bookmark multiple article entries to save, print or email**.

#	Article Title	Source	Abstract...
<input checked="" type="checkbox"/> 1	Scrap heap or poster child? / by Gordon Campbell	Take (Auckland, N.Z.), Sum 2010; n.57:p.4	Comments on local content, the Platinum Fund and broadcasting decisions.
<input checked="" type="checkbox"/> 2	Learning through experience : the impact of direct experience on children's brand awareness / by Stacey Baxter	Marketing bulletin (Massey University. Dept of Marketing : Online), 2009; v.20:13p	Examines the impact of direct experience on children. Investigates both the influe
<input type="checkbox"/> 3	(Non)regulation of marketing of unhealthy food to children in New Zealand	New Zealand medical journal, 23 Jan 2009; v.122 n.1288:p.76-86	Tracks the progress, or lack thereof, in restrictions on food to NZ child
<input checked="" type="checkbox"/> 4	Regulatory axes on food advertising to children on television	Australia & New Zealand health policy, 22 Jan 2009; v.6 n.1:16p	Describes and evaluates some of the criteria on the to children on t

Once you've made a selection, scroll to the bottom of the page.

Clear Selected Retain Selected

Previous 1 26 51 Next

Record Options

Select Download Format: Quick Print/Save

Records  
 All on Page  
 Selected On Page  
 Selected all Pages

Enter your email address:  Email

It is best to choose the **detailed** option and then click **print/save** to generate a list of the articles in a format for easy printing or saving.

If you want to send your selection to your email – enter your address here.

**How do I get to the articles I've found on this database?**

Go to the **Library Catalogue** and search for the **title of the journal** the article came from.

Basic Search  
 University of Otago Libraries [Search another library](#)

Basic **Advanced** Subject Author Course Reserve New Books Group Room Bookings

Search:  within  Limit To: All Material 2006 And After Journals Videos/DVDs EBooks EJournals These

[Early education.](#)

Click on this heading to see all the volumes of this journal on the **Library shelves**.

[Early education and development \[electronic resource\].](#)

Click on this heading, then *Otago Polytechnic* (if displayed), to get to the **online version of the journal**.

If the journal you want is not listed in the catalogue (or is online but not available to the Otago Polytechnic), ask the library staff about the Document Delivery Service.