

# SEARCH STRATEGY WORKSHEET:

## SAMPLE TOPIC

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### Developing a search strategy will:

- Improve your results when searching the catalogue, databases and the Internet
- Save time by planning and keeping a record of search terms

### Step 1. Identify the question.

Discuss the effect of television advertising on children.

### Step 2. Identify the major concepts / keywords.

Discuss the effect of television advertising on children.

### Step 3. Consider any alternative keywords or phrases. These could be:

- related terms
- spelling variations / including plurals
- broader terms if you get only a few results
- Narrower terms if you get too many results

### Step 4. Plan your search

- **Write** your keywords in a concept box
- **Combine** keywords using Boolean Operators (AND & OR)
- **Truncate** terms. Truncation symbols vary from database to database
- **Limit** your search by: English language, year range, review article etc.

Keyword		Alternative words	
KEYWORD 1: Television	OR	TV	Use <b>truncation</b> to find other forms of a word, e.g.,  Advert*=advertise =advertising =advertisement =advertisements
<b>AND</b>			
KEYWORD 2: Child*	OR	Adolescen*	
<b>AND</b>			
KEYWORD 3: Advert*	OR	Commercial* OR marketing	

### Step 5. Identify suitable databases & other relevant resources

Databases	Other resources to try
Proquest 5000	Subject dictionary / encyclopedia
AGIS Plus text	Books, including textbooks
Expanded Academic ASAP	E-readings / Short loans
PsycInfo	<i>Resources for Assignments &amp; Resources by Topic</i> on the Library home page

# SEARCH STRATEGY WORKSHEET: YOUR TOPIC

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**Step 1.** Write down your question.

**Step 2.** Identify the major concepts / keywords.

**Step 3.** Consider any alternative keywords or phrases. These could be:

- related terms
- spelling variations / including plurals
- broader terms if you get only a few results
- narrower terms if you get too many results

**Step 4.** Plan your search

- **Write** your keywords in a concept box
- **Combine** keywords using Boolean Operators (AND & OR)
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- **Limit** your search by: English language, year range, review article etc.

Keyword	Alternative words
KEYWORD 1:	OR
<b>AND</b>	
KEYWORD 2:	OR
<b>AND</b>	
KEYWORD 3:	OR

**Step 5.** Identify suitable databases & other relevant resources

Databases	Other resources to try

**NOTES**