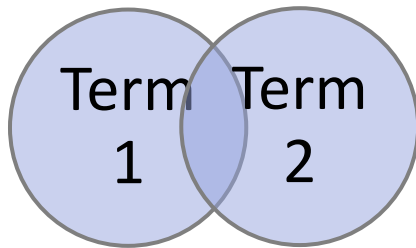


TIPS FOR CREATING A SEARCH STRATEGY

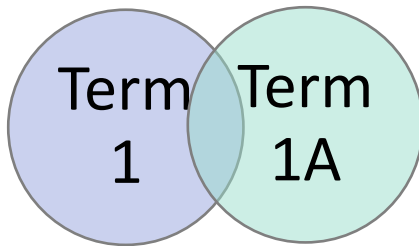
- Review your topic or thesis statement
- Identify the main ideas presented. These are your **Key Concepts** or **Keywords**
- Identify alternate terms (**Synonyms**) to express the same concept as your keywords. These terms may also help you locate helpful sources when searching.



AND retrieves results that contain all search terms (e.g. All the results include both Term 1 and Term 2).

- Used to narrow a search
- Used to be more specific when searching

Term 1 **AND** Term 2



OR retrieves results that contain any of the search terms (e.g. Results can include either Term 1 or Term 1A).

- Used to broaden or expand searches
- Useful when searching words with the same or similar meanings

Term 1 **OR** Term 1A

Truncation

- An **Asterisk** (*) is used at the end of the root of a word (in place of the suffix) to find all possible endings to a word
- Useful when expanding a search
- Driv* = Driving, Drive, Driven, Drives, Drivers

Phrase Searching

- **Quotation Marks** (“ ”) are used to search words as one entity or as a phrase
- Useful to keep multiple words together when searching as one concept
- “Cognitive Psychology”, “Positive Influence”, “Non-Profit Organization”