

# Keyword Searching Strategies

## Developing Your Search

<p><b>Rule #1:</b> Choose the most important words that describe your topic. These become your search terms, or <i>keywords</i>.</p>	<p><i>Example:</i> Topic: What effects does the use of social media have on the lives of students?  <u>contains these keywords:</u>  <b>social media; students; effects</b></p>
<p><b>Rule #2:</b> Put quotation marks around common phrases to ensure that the entire phrase appears in any results.</p>	<p><i>Examples:</i></p> <ul style="list-style-type: none"> <li>• "social media"</li> <li>• "online privacy"</li> <li>• "No Child Left Behind"</li> </ul>
<p><b>Rule #3:</b> Link multiple words/phrases with <b>AND</b> to include them all in your search.</p>	<p><i>Examples:</i></p> <ul style="list-style-type: none"> <li>• "social media" <b>and</b> students <b>and</b> effects</li> <li>• "constructivist theory" <b>and</b> training</li> <li>• language <b>and</b> dialects <b>and</b> "social class"</li> </ul>

## Revising Your Search

<p><b>Narrowing</b></p> <p><i>Make your search terms or topic more specific to get more focused results.</i></p> <p>Too many results</p> <p>Fewer results ↓</p> <p>"social media" students effects</p> <p>"social media" "college students" effects</p> <p>"social media" "college students" benefits</p>	<p><b>Broadening</b></p> <p><i>Use fewer words or less specific search terms to get a larger pool of results.</i></p> <p>Too few results</p> <p>More results ↓</p> <p>facebook "college students" retention "Oakland University"</p> <p>facebook "college students" retention</p> <p>"social media" "college students" retention</p>
<p><b>Try Synonyms</b></p> <p><i>"social media" "college students" effects</i></p> <p>effects = impact consequences outcomes</p>	<p><b>Mining a Record</b></p> <p>Relevant Item Record</p> <p>title term</p> <p>abstract term</p> <p>subject term</p> <p><i>In the record for relevant item, browse for additional search terms to try.</i></p> <p><b>Be sure to check the title, abstract, and subject terms!</b></p>