Library OneSearch
Keyword Searching Strategies

Developing Your Search

**Rule #1:**
Choose the most important words that describe your topic. These become your search terms, or *keywords*.

**Example:**
Topic: What effects does the use of social media have on the lives of students?

contains these keywords:

*social media; students; effect*

**Rule #2:**
Put quotation marks around common phrases to ensure that the entire phrase appears in any results.

**Examples:**
- “social media”
- “online privacy”
- “No Child Left Behind”

Tips for Revising Your Search

**Narrowing**
Make your search terms or topic more specific to get more focused results.

- “social media”
- “college students”
- “effects"

**Broadening**
Use fewer words or less specific search terms to get a larger pool of results.

- “social media”
- “college students”
- “facebook”
- “retention”
- “Oakland University”

**Try Synonyms**

“social media” “college students” effects

- effects
- impact
- consequences
- outcomes

**Mining a Record**

In the record for relevant item, browse for additional search terms to try.

Be sure to check the title, abstract, and subject terms!