

Developing a search strategy for databases and the web

Example

1. Write down your research topic

Example: What role does brand recognition play in the marketing and promotional strategies of well-known international corporations?

2. Identify the keywords from this topic:

Term one	Term two	Term three	Term four
Brand recognition	Marketing	International	Corporations

3. Identify alternative words and alternative spelling:

Consider synonyms (words that mean the same thing). Example: marketing, promotion, advertising

Consider spelling. Example: colour or color, behaviour or behaviour

Consider plurals. Example: corporation or corporations

Term one - alternatives	Term two - alternatives	Term three - alternatives	Term Four - alternatives
Brand	Promotion	Global	Companies
Logo	Selling		

4. Write down your search strategy

For a Basic search, simply combine all your search terms in the search box.

For an Advanced search, you need to combine your search terms using connectors.

Use **And** between words to find resources that contain all your search terms.

Example: brand recognition AND marketing

Use **OR** between words to find resources that contain any of the terms specified. Example – marketing OR advertising

Sample search strategy – (brand or logo) AND (marketing or selling or promotion) AND (global or international) AND (corporations or companies)

Worksheet

1. Write down your research topic

2. Identify the keywords from this topic:

Term one	Term two	Term three

More terms?

3. Identify some alternative words and/or spelling:

Consider synonyms (words that mean the same thing).

Consider alternative spelling.

Consider plurals.

Term one - alternatives	Term two - alternatives	Term three - alternatives

4. Write down your search strategy