**Search Strategy & Tips for CIS 376**

**Strategy:** Record your search terms to **save time and get better search results.**

1. In one sentence, describe your topic:

2. Note the main concepts/nouns above, and write them in different columns in the chart below. Start by brainstorming **synonyms**, then use the tips below to combine your search terms efficiently and effectively.

3. Record additional terms as necessary. Changing and refining your search terms is part of the research process.

<table>
<thead>
<tr>
<th>Main concepts:</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Synonyms:</td>
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<tr>
<td>Related terms:</td>
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<tr>
<td>Broader terms:</td>
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<tr>
<td>Narrower terms:</td>
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</tbody>
</table>

**Tips:** Use these tips to **search more effectively.**

**Truncation:** *manag* retrieves management, managing, manager, manages, manage (expands results)

**Phrases:** “marketing strategies” retrieves words in your specified left to right order (narrows results)

**Boolean searching:** AND, OR, NOT (capitalized) between search terms *marketing AND internet  internet OR web  coffee NOT tea  apple NOT fruit* (many databases and search engines automatically AND your terms)

**Parentheses:** *(internet OR website OR online) AND (marketing OR advertising) AND (b2b OR “business to business”)* searches for one or more words in parentheses first, then combines results with the rest of your search string

**Citations:** many library databases will generate a **preformatted APA style citation (or something close to it)**

**Google tips:** search for Google cheat sheet or Google search tips to find more, or use Google’s advanced search interface

Google Boolean: AND is assumed; use OR and the minus sign (-) for NOT: *coffee -tea*

Google site search: search within or exclude a particular website or site extension: *homelessness site:.org site:uaa.alaska.edu -site:wikipedia.org -site:.com (site:.gov is very useful for finding government sources)*

Google exact word or phrase search, no synonyms or plurals: *advertisement  “online advertising”*

Google include synonyms and related words search: *-website  ~higher education*

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R. Terry - Spring 2019