Sample Search Strategy for Online Dating Scenario

Boolean searching for better results:

- **truncation**: Using * after the prefix of a word searches for different variations of the word.
- **phrase searching**: Putting quotes around a phrase searches the phrase as a whole.
- **connectors**: Using AND OR NOT to connect terms.

**Search Strategy Builder** is a tool designed to teach you how to create a search string using Boolean logic. You can cut and paste the results into most databases’ search boxes.
Search Strategy Activity

**Directions:** Enter as many words as you can think of for these categories

**Note:** You can add or drop words from your search strategies which you will need to do when searching for information, depending upon your search results

<table>
<thead>
<tr>
<th>Your Broad topic</th>
<th>Industry/Market type</th>
<th>Service/Product</th>
<th>Companies</th>
<th>Brands</th>
</tr>
</thead>
</table>