Develop Effective Search Strategies

1. **Use Quotes**
   - Place quotes around words you want searched together (Prevents words from being split in different sentences or paragraphs).
   - **Example:** “employee turnover”

2. **Use Truncation**
   - Place * after the prefix of a word (Searches for different variations of the word)
   - **Example:** trend* searches for trend, trends, trendier, etc.

3. **Connect Keywords**
   - Use **AND** to connect keywords you want in your search.
     - This Narrows the search (Requires all keywords be included in documents retrieved)
   - Use **OR** to connect similar words.
     - This Broadens the search (Retrieves documents with one or more of keywords used)
   - Use **NOT** for words you do not want in your search
     - **Example:** ethics NOT health

4. **Look for additional keywords** to use in articles you find.

5. **Sample Searches:**
   - **Keyword Search Examples:**
     - Social media - business ethics
     - corporate culture - leadership
     - employee motivat* - personnel management
   - **Search Strategy Examples:**
     - personnel management AND trend*
     - motivation AND theor*
     - business ethics AND leader*
     - “employee turnover” AND trend*
     - motivation OR incentives
     - business ethics NOT accounting