

Creating an Effective Search Strategy

Part 1

the**library**

This guide will help you to find the literature you need for your essays or dissertation, by choosing the best search terms and creating an effective strategy for searching.

Choosing Search Terms

- 1 First make sure you are clear about the main topics or concepts that you want to find information about. These will form the keywords or phrases that you may use as your initial search terms.

Example topic

“How relevant is Shakespeare in today’s multicultural society?”

Here, your keywords are going to be **Shakespeare** and **multicultural**

- 2 Before starting to search, it is important to consider what **synonyms, related or broader terms, or alternative spellings** for your keywords. This will ensure you don’t miss literature that uses slightly different language.

Keep a note of all your search terms as you will keep finding new terms as you research.

Possible synonyms for **Shakespeare**

Shakespeare’s, Shakespearean, Bard, OR even the broader topic, “Elizabethan theatre”

Possible synonyms for **multicultural**

culture, race, racial, ethnic OR ethnicity