Improve your search strategy

Hanlie Strydom

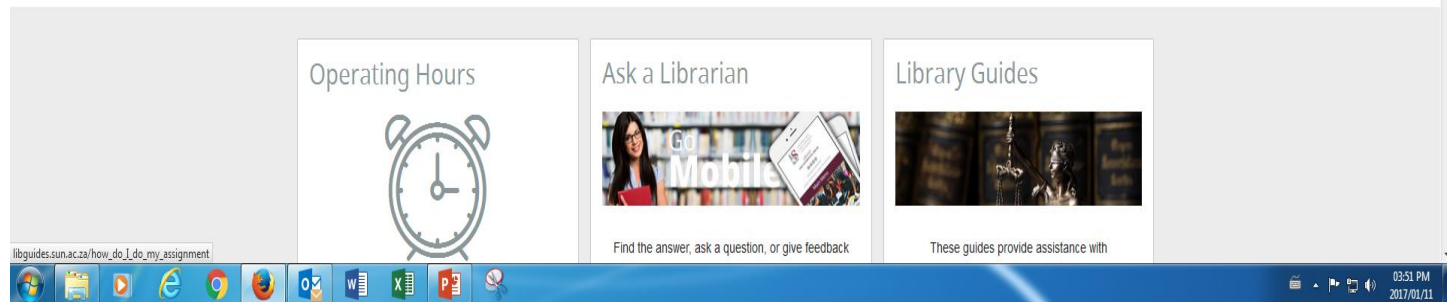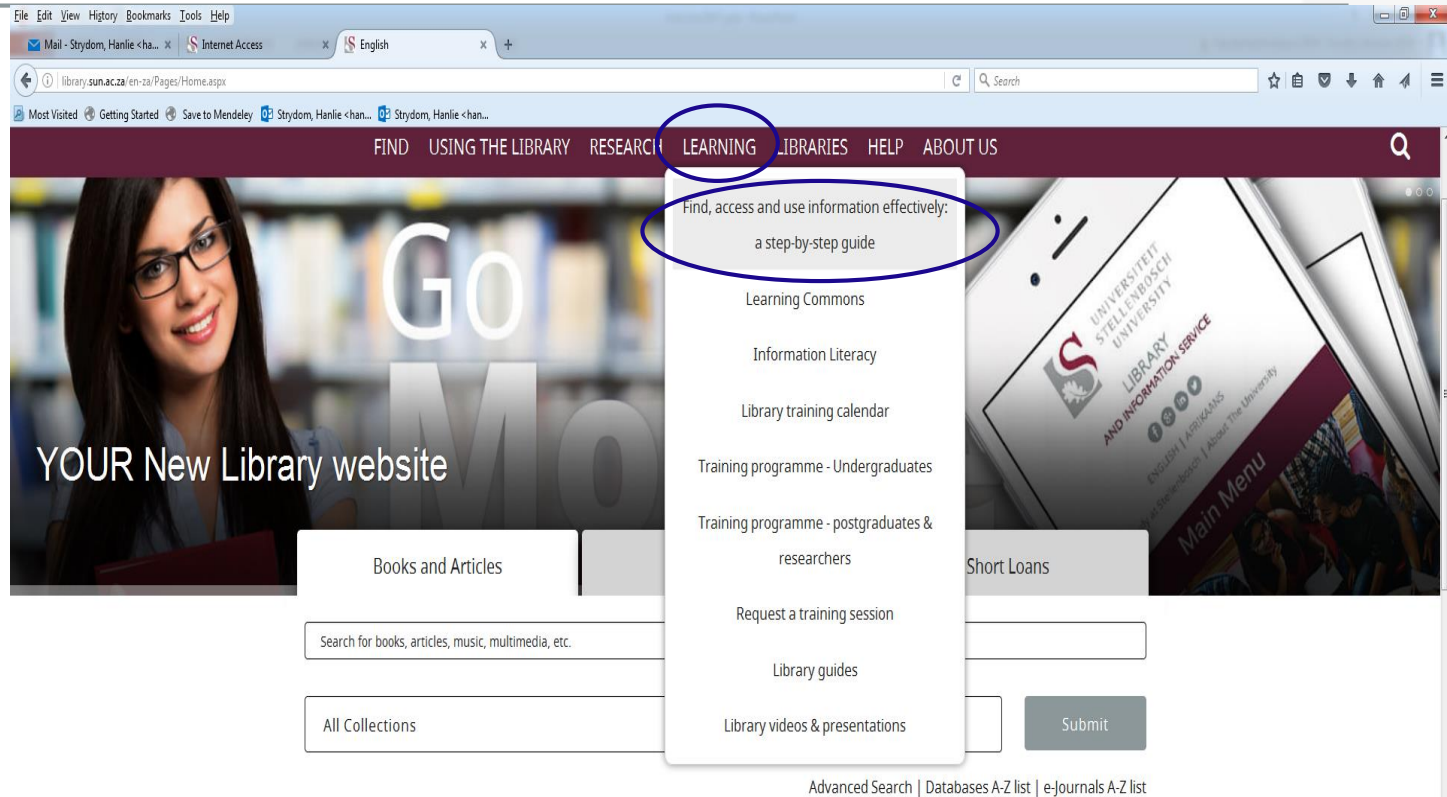Faculty Librarian Economic & Management Sciences

WHERE TO FIND SEARCH STRATEGY NOTES

1.LIBRARY HOMEPAGE

2. Learning

3. Find, access and use information

4. FIND INFORMATION

5. SEARCH STRATEGY

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WHERE TO FIND SEARCH STRATEGY NOTES

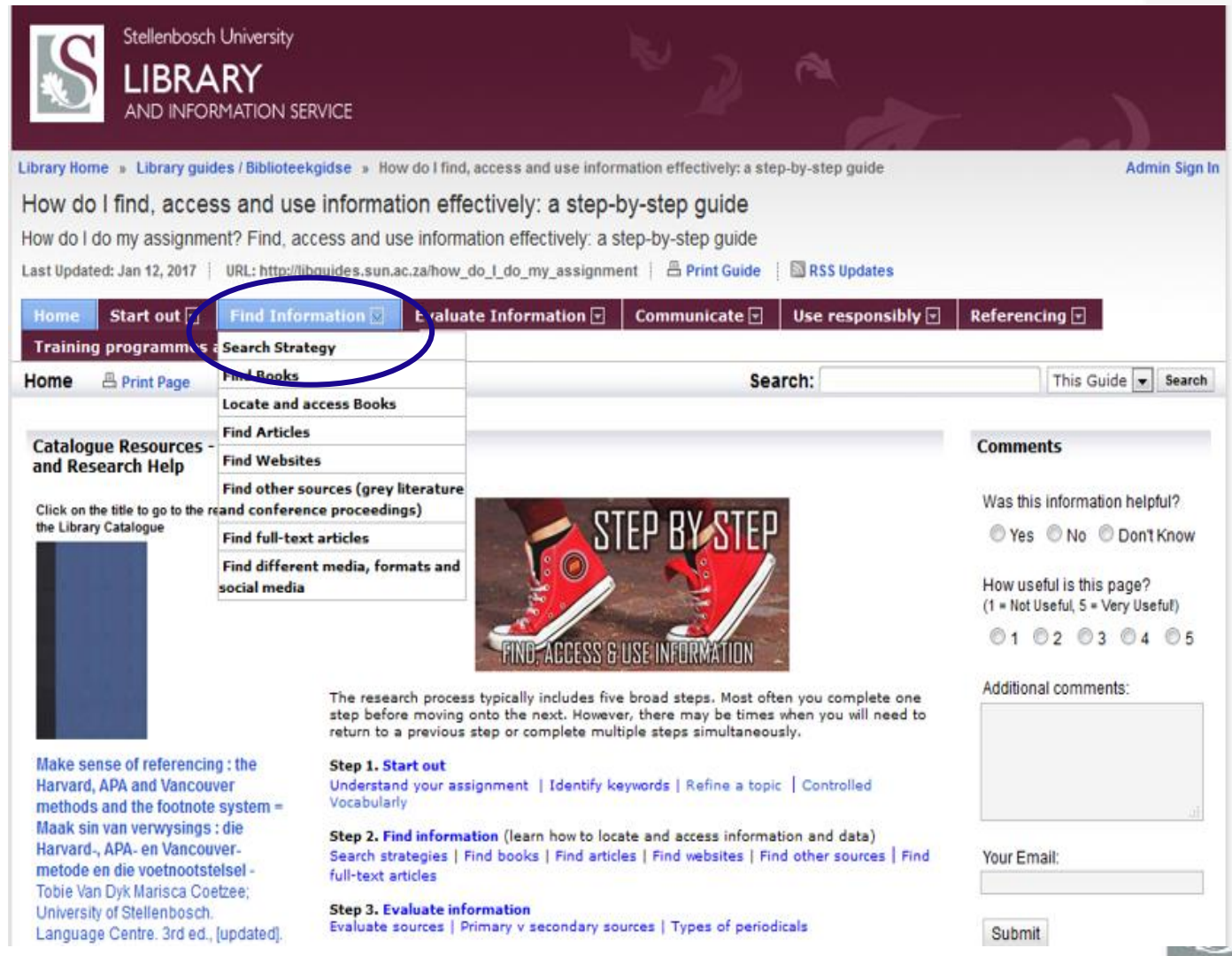Stellenbosch University
LIBRARY
AND INFORMATION SERVICE

How do I find, access and use information effectively: a step-by-step guide

How do I do my assignment? Find, access and use information effectively: a step-by-step guide

Last Updated: Jan 12, 2017 | URL: http://libguides.sun.ac.za/how_do_I_do_my_assignment | 🖨 Print Guide | 🔊 RSS Updates

| Home | Start out ▾ | **Find Information** ▾ | Evaluate Information ▾ | Communicate ▾ | Use responsibly ▾ | Referencing ▾ |

Training programmes and general orientation

Search Strategy 🖨 Print Page   Search: [ ] [This Guide ▾] [Search]

Search strategy

In order to retrieve the most relevant results, you will need to construct a *search string*. A search string is a combination of keywords, truncation symbols, and boolean operators you enter into the search box of an electronic library resource or an Internet search engine.

Comments (0)

Search strategy guides

Four basic types of search strategies

1. Quick & easy

2. Building blocks

3. Successive fraction

4. Pearl growing (snow-balling)

Search strategy builder

Use the "Search strategy builder" to help you create a search string, using Boolean logic. You can cut and paste the results into most databases' search boxes. If you cannot find items on your topic, contact your supervisor or faculty librarian.

Also see "Remedies for when you find too little or too much information".

Comments (0)

Boolean Operators

Boolean searching is the traditional way to search for information in most online databases and on the Internet.
Boolean operators, or connector words, such as AND, OR, and NOT, are used to create phrases and concepts based on specific rules of search logic. Use the Boolean machine to help with your search string.

Comments (0)

AGENDA

GOOGLE VS. ACADEMIC LIBRARY RESOURCES

BASIC TYPES OF SEARCH STRATEGIES

BARRIERS WHEN SEEKING INFORMATION AND REMEDIES

KEEPING UP TO DATE

GOOGLE vs. ACADEMIC LIBRARY SOURCES

A case study analysis by the City University (London) found:

If good quality results are required, it is better to use library databases (52% of Google results found "good" vs. 84% of library databases results found "good")

Google Scholar is a search engine for peer-reviewed papers, theses, books, abstracts, and other scholarly literature from all broad areas of research. Indexing by **full text**

GOOGLE vs. ACADEMIC LIBRARY SOURCES

GOOGLE SCHOLAR

Use advanced search.

Google Scholar Settings

My library   My Citations   Alerts   Metrics   Settings

Find articles

with **all** of the words	south africa
with the **exact phrase**	fishing industry Keywords
with **at least one** of the words	
without the words	
where my words occur	anywhere in the article ⇕

Return articles **authored** by

e.g., "PJ Hayes" or McCarthy

Return articles **published** in

e.g., J Biol Chem or Nature

Return articles **dated** between ___ — ___

e.g., 1996

Google

Scholar Settings

Save   Cancel

**Type
"Stellenbosch University"
and SAVE**

Search results

Languages

Library links

Show library access links for (choose up to five libraries):

stellenbosch   🔍

e.g., *Harvard*

☑ Stellenbosch University - Full-Text @ Stellenbosch
☑ Open WorldCat - Library Search

Online access to library subscriptions is usually restricted to patrons of that library. You may need to login with your library password, use a campus computer, or configure your browser to use a library proxy. Please visit your library's website or ask a local librarian for assistance.

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Google scholar   corporate social responsibility "coca cola"   [Search]   Advanced Scholar Search

My Citations

Scholar [Articles and patents ▾] [anytime ▾] [include citations ▾] ✉ Create email alert   Results **1** - **30** of about 23,800. (0.24 sec)

Corporate social responsibility in the 21st century: A view from the world's most successful firms
J Snider, RP Hill... - Journal of Business Ethics, 2003 - Springer
... United Technologies Corporation UTC Technology **Coca-Cola** Beverages Target Retail ... Information
from Forbes 500s, 2002, on Forbes.com. Page 5. **Corporate Social Responsibility** in the 21st
Century 179 TABLE II Top 50 international firms according to 2001 revenue* ...
Cited by 202 - Related articles - BL Direct - All 10 versions

[PDF] from jstor.org
Full-Text @ Stellenbosch

[PDF] **Corporate Social Responsibility**: Not Whether, But How
NC Smith - Center for Marketing Working Paper, 2003 - facultyresearch.london.edu
Page 1. CORPORATE SOCIAL RESPONSIBILITY: NOT WHETHER, BUT HOW? N. Craig Smith
Centre for Marketing Working Paper No. ... Page 2. **Corporate Social Responsibility**: Not Whether,
But How? Abstract **Corporate social responsibility** (CSR) is not a new idea. ...
Cited by 472 - Related articles - View as HTML - BL Direct - All 6 versions

[PDF] from london.edu

Private politics, **corporate social responsibility**, and integrated strategy
DP Baron - Journal of Economics & Management Strategy, 2001 - Wiley Online Library
... Greenpeace's campaign against **Coca-Cola** does not involve the disclosure of any hidden practice
but instead can be thought of as an attempt to mobilize consumers by informing them of the issue
and reducing their cost of taking ... 3.1 Strategic **Corporate Social Responsibility** ...
Cited by 378 - Related articles - BL Direct - All 11 versions

[PDF] from stanford.edu
Full-Text @ Stellenbosch

Strategic **corporate social responsibility** as global brand insurance
WB Werther, D Chandler - Business Horizons, 2005 - Elsevier
... Can **Coca-Cola** or other global brands afford to wait for criticism of their operations before acting? ...
This simple relationship can be summarized in what we label The Branding Law of **Corporate
Social Responsibility**: The Branding Law of **Corporate Social Responsibility**. ...
Cited by 83 - Related articles - All 5 versions

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Between Self-Regulation and the Alien Tort Claims Act: On the Contested Concept of **Corporate
Social Responsibility**
R Shamir - Law & Society Review, 2004 - Wiley Online Library
... In fact, ATCA cases force MNCs into a strategy of downplaying their ability to have a substantial
impact upon their immediate **social** and physical environment, thereby ... We may speak here of
a strategy designed to create **corporate** distance from issues of **responsibility**. ...
Cited by 106 - Related articles - BL Direct - All 7 versions

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[PDF] The next wave of **corporate** community involvement: **Corporate social** initiatives
D Hess, N Rogovsky... - California ..., 2002 - oldsite.impactgiveback.org
... **responsibility** or risk losing value-increasing opportunities at a minimum, and severe ... One of
the most important features of **corporate social** initiatives is reflected in ... A dramatic example
involves **Coca-Cola's** recent commitment to the global fight against AIDS. ...
Cited by 209 - Related articles - View as HTML - BL Direct - All 16 versions

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Kopernio

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https://kopernio.com/

Corporate social responsibility
D Matten, J Moon - Journal of business Ethics, 2004 - Springer
In the context of some criticism about social responsibility education in business schools, the paper reports findings from a survey of CSR education (teaching and research) in Europe. It analyses the extent of CSR education, the different ways in which it is defined and the levels ...
☆ ⊅⊅ Cited by 547 Related articles All 16 versions Web of Science: 177 ⊁⊁
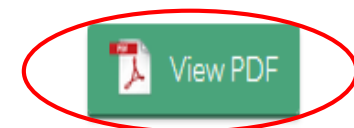
[PDF] springer.com
Full View

Corporate social responsibility
A Lindgreen, V Swaen - International Journal of Management ..., 2010 - Wiley Online Library
The high ranking of corporate social responsibility (CSR) on research agendas (Greenfield 2004; Maignan and Ralston 2002; McWilliams et al. 2006; Pearce and Doh 2005) appears to be reflected in theoretical and managerial discussions that argue 'not only is doing good ...
☆ ⊅⊅ Cited by 511 Related articles All 8 versions Web of Science: 140

[PDF] wiley.com
FullText@Stellenbosch

Find Databases for your subject

Use Library guides

Find Databases for your subject

Basic Types of Search Strategy

- – Quick & easy search

- – Building blocks

- – Pearl-growing (or snow-balling)

Boolean Operators
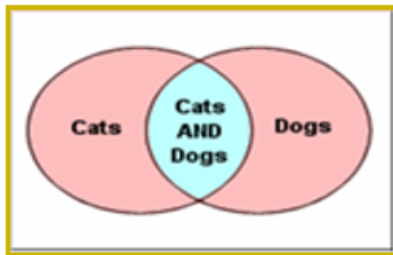
AND narrow a search by retrieving the intersection between topics.

Eg cats **AND** dogs will find both the animals
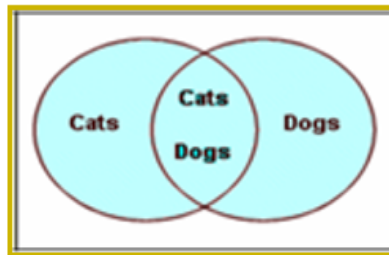
OR broadens a search by retrieving either topic. **OR** is especially important for grouping synonyms.

Eg cats **OR** dogs would get anything that had either type of animal.
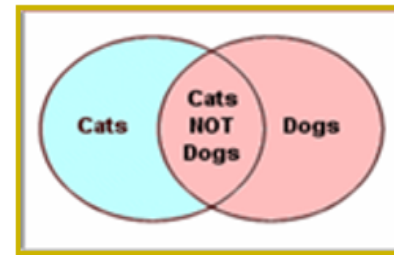
NOT narrows a search by excluding entire categories of information.

eg. cats **NOT** dogs would exlclude anything on dogs

Search Tips

Identify the _concepts_ in your search

Use "AND" to combine search terms (less hits)
Use "OR" for synonyms (more hits)

Use the * (asterix) for truncation.

Example : "south* africa*" will include all these words   South Africa
Southern Africa
Southern African
South Africans

Use exact "phrase searching"

My example

Practical

The impact of genetically modified foods on our lives

Search terms: Genetically modified foods, GM foods, transgenic foods, food safety, risks, allergic reactions

(Genetically modified foods OR GM foods OR transgenic foods) AND (food safety OR risks OR allergic reactions)

Search Tips

Preliminary

general starting points, whatever strategy you choose:

– just think before you type

– make some conceptual analysis:

1. write your problem down in a sentence
2. Identify the main keywords
3. which keyword is most vital (and which next)?
4. think about some proper search terms (other than those words
        jotted down already)
5. Compose a simple query using a few keywords
6. which search engines and databases ?

Quick & Easy Search Technique

Quick & Easy Search Technique

Quick & Easy Search Technique

Peer-reviewed or academic articles are written by experts in a specific field of study and are reviewed by people with credentials in the same field of study before being accepted for publication.

Article : ☑ Peer-reviewed

Building Blocks Search Technique

The most widely used online searching strategy

• Determine the main *elements/keywords* or *concepts* associated with your problem (in somewhat more detail than before)

• Write characteristic words for them, next to each other

• Think of synonyms or alternatives for these words,

Building Blocks Search Technique

Sample: Find articles on modern town planning in The Netherlands:

Town planning	Modern	Netherlands
Town planning	Modern	Netherlands
Urban planning	Contemporary	Holland
Urban design	Current	Dutch
City planning	20th century	Amsterdam
	Twentieth century	Rotterdam

Building Blocks Search Technique

• Formulate queries based on the *elements* or *concept groups,* "OR"- synonyms, using controlled or free vocabulary

• Retrieve individual result sets for each *element* or *concept group*

• Combine systematically retrieved sets with Boolean operators (mostly AND) to build a solution set for the whole problem

Architecture	Modern	Netherlands
Town planning	Modern	Netherlands
Urban planning	Contemporary	Holland
Urban design	Current	Dutch
City planning	20th century	Amsterdam
	Twentieth century	Rotterdam

OR ↕ ↕ OR

AND   AND
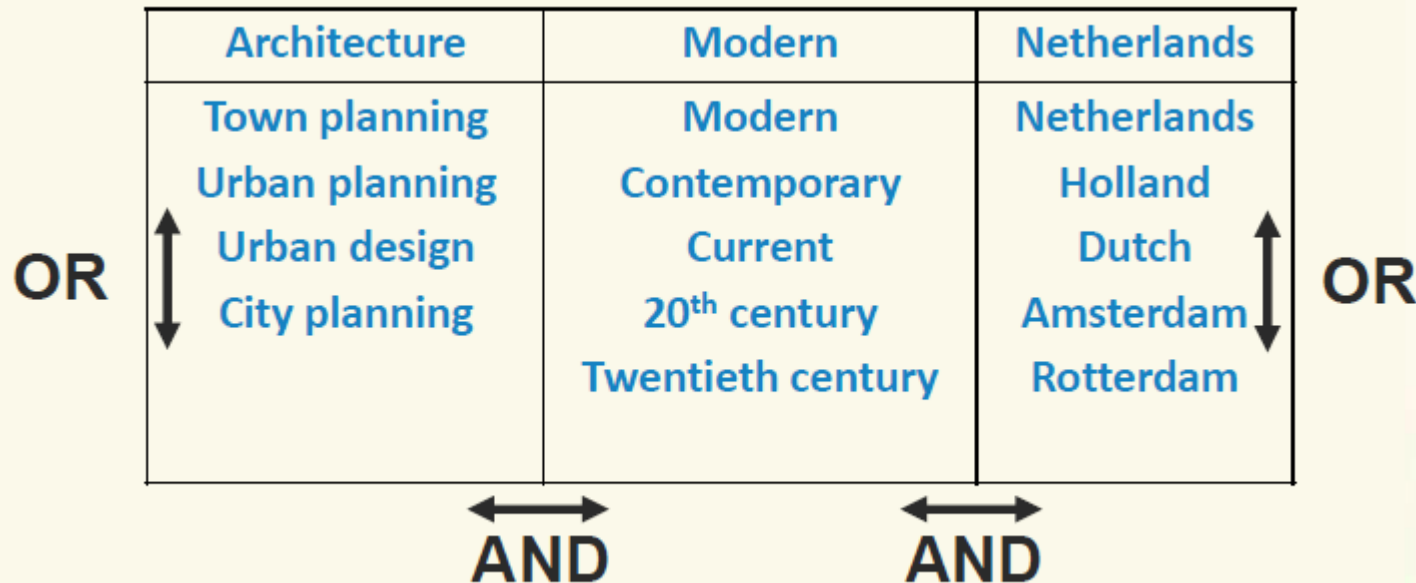
The "building blocks" approach
Combine the building blocks with Boolean "AND" operators

Pearl growing Search Technique

Begin with a specific document or document set that is known to be relevant (the "pearl")

Use the characteristics of the "pearl" to successively grow a set of related documents: Use assigned index terms, title or text words, names, **citations, publication data**, or structural and statistical properties to formulate queries to retrieve subsequent sets.

Pearl growing Search Technique

Keeping up to date

Researchers employ various sources to keep on top of developments

- Setting up alerting services
- Receiving table of contents by email via "new issue alerts"
- Professional meetings
- Serving as a peer reviewer of grants and journal articles
- Contacts at other universities

Haines et al. 2010

Keeping up to date

Learn more about alerts/RSS feeds by clicking on the icon.

Create ALERTS : library Guide

Dankie
Thank you
Enkosi

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