NORMANDALE COMMUNITY COLLEGE | LIBRARY

Library Information Session

Keyword Development Worksheet

Keywords:

What company put the commercial out?

What themes, threads or initiatives run through the commercial? (**Keep them short one to three words works the best)**

What are some synonyms for the keywords you have found? (for example: Teen can also be: juvenile, teenage, adolescent, youth) (Use www.thesaurus.com)

Theme	Synonym

Search help: Putting keywords together Use Boolean Operators (AND/OR/NOT) to broaden or narrow your search.

• AND--will narrow a search. All search terms must be in the record.

• OR--will broaden a search. Either or both terms must appear in the record.

• NOT--will narrow a search. The term following “not” won’t appear in a record.

Other search tips:

•Use quotes “ “ to keep words together as a phrase (“learning disabilities”)

• Use the asterisk * to find alternate endings to words (child* would retrieve child, children, children’s, childhood, etc.)