

> appendix 5b

Advanced Searches

In advanced searches, you use your knowledge of the database to make the search more productive.

Limiters in Periodical Databases

- Date
- Full text
- Periodical title
- Peer review (scholarly journals)

The Search Query

Use the keywords from your management question to prepare a query for the databases. Bibliographic databases, including the library's online catalog, all have similar search options, usually a basic keyword search, an advanced search, and a way to choose a subject from a browse list. Like all databases, bibliographic databases consist of several standard fields.

Standard Search Fields for Monographs

- Author
- Title
- Subject headings
- Publisher
- Series

Limiters in Book Catalogs

- Language
- Date of publication
- Type of publication

In most bibliographic databases, all searches are keyword searches, but it is possible to search for a specific author or title or series (a known-item search) by limiting your results to a specific field of the bibliographic record. This is especially important if you are researching a

prolific author such as Peter Drucker, who may have many works both by and about him. If you do not limit or narrow your search to a specific field, then you will do a general keyword search of all the records in the database. Because of the size of most databases, single-word searches generally yield results that are not very useful unless the single word is very unique. Instead, examine your management question for all relevant keywords and variations and establish a more precise search query using the connectors described as follows.

Standard Search Fields for Periodical Databases

- Author
- Title
- Subject headings
- Publisher
- Abstract
- Company name
- NAICS code

Limiters in Periodical Databases

- Date
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The most important thing to remember about search engines for the Web or for databases is that they do not all work alike. In fact, they have widely varying search protocols. What you do not know can act against you. So, if finding good information is important to you, take a couple of minutes to determine what special features and search options are used. For instance, if you enter a multi-word term, what happens? Does the database search your term as a phrase? Or does it insert a connector such as *AND* or *OR* between each word? How does it handle stopwords (*the*, *in*, and other similar small words)? The results will vary considerably in these three scenarios.

>Exhibit 5b-1 Review of Advanced Search Options

| Expanding Your Search | | Narrowing Your Search | |
|---|---|--|--|
| OR | AND | Phrases | |
| <p>Use OR to search for plurals, synonyms, or spelling variations. Either or both terms will be present in results.</p> <ul style="list-style-type: none"> woman OR women business OR corporation international OR foreign | <p>Use AND to require that all terms you specify be present in the results.</p> <ul style="list-style-type: none"> child AND advertising | <p>Use a term consisting of two or more words. Some phrases require double quotes to enclose the phrase, while others do not.</p> <ul style="list-style-type: none"> human resource management “human resource management” | |
| | NOT | ADJ | |
| <p>Truncation</p> <p>Symbols (?, *, !) that replace one or more characters or letters in a word or at the end of a word.</p> <ul style="list-style-type: none"> electr* (retrieves electricity, electric, electrical) child? (retrieves children, childish, child’s) | <p>Use NOT to eliminate terms from your search. But use NOT with care. It is easy to eliminate the good with the unwanted.</p> <ul style="list-style-type: none"> medicine NOT nursing Caribbean NOT Cuba | <p>ADJ requires the first term specified to immediately precede the last term specified.</p> <ul style="list-style-type: none"> six ADJ sigma | |
| | Limiters | | |
| | <p>Conditions (date, publication type, language) for limiting your search. Most databases also offer <i>field limiting</i>, limiting the occurrences of your search to a specific database field, such as the author field, title, etc. Some bibliographic databases offer the convenience of limiting the search results to peer-reviewed articles or to articles only available in full text. Use the latter with care as some significant articles may be overlooked even though they are available in the library.</p> | | |

Search Strategy Options

Basic Searches If you have a unique term, try a basic search with that term. Most bibliographic databases will present the results list in reverse date order; that is, the most recently published items will appear first. Review the list of items your search has retrieved. Are there too many? not enough? very relevant or not very relevant? If they meet the Goldilocks test of “just right,” then you can move on to the next step (saving results).

Advanced Searches If you have retrieved too few or no relevant items, or if you have retrieved hundreds of items, you should consider modifying your search query. Start with the most relevant items you find in the results list. Then do one of the following:

- Search for the cited works (the bibliography) of the full-text articles.
- Search for other works by the author or authors of the relevant citations.
- Check the subject headings assigned to the articles. Are there any more precise terms or synonyms that would improve your search results? More importantly, are there pairs of terms that appear in all of the most relevant items? Is there a thesaurus with the database that defines or expands the terminology used in the subject headings?

As a result of your examination of the relevant citations and any background preparation you have done in other sources such as encyclopedias, you should now have one or more concepts and synonyms for each concept. You can now use Boolean operators or connectors (see [Exhibit 5b-1](#)) to combine terms or sets of terms to expand or narrow your search. There are four basic Boolean operators or connectors: OR, AND, NOT, and ADJ.

Think of your management question as a series of key concepts. For example, your management question might be How can I design an appropriate or awareness program to prevent sexual harassment lawsuits in my company? In this example, concept A would be *training*; concept B would be *harassment*; concept C would be *lawsuits*. In the most basic of keyword searches, you could use a keyword search with the operator AND to combine them:

training AND harassment AND lawsuits

If your search results are inadequate, you might need to expand your search statement with synonyms connected with the operator OR. For our sample management question, your search would look like [Exhibit 5b-2](#). If your search results are too numerous, you’d need to limit your search.

>**Exhibit 5b-2** Advanced Searching Process

| Step 1: Build a list of synonyms for each concept in the management question. | | | | |
|---|----------|-----------------|----------|-----------|
| Concept A | Operator | Concept B | Operator | Concept C |
| training | AND | sex* harassment | AND | lawsuit |
| awareness | | wom*n | | law |
| behavior | | female | | courts |
| professional | | gender | | legal |
| development | | men | | |
| <p>Step 2: Create and search with a concept group by combining each term in a column with OR. Put each concept group in parentheses. Then combine each concept group with AND.</p> <p>(training OR awareness OR behavior OR professional development) AND (sex* harassment OR wom*n OR men OR female OR gender) AND (lawsuit OR legal OR law OR courts)</p> | | | | |