How to create a database search...

1. Put your topic in the form of a question, then break it down into 2-3 separate concepts:
e.g. Is advertising on social networks an effective way to reach young adults?
   - Concept 1: Advertising
   - Concept 2: Social Networks
   - Concept 3: Young Adults

Try it!
Your topic/question:
Concept 1:
Concept 2:
Concept 3:

2. Create a list of synonyms and related words for each concept:

<table>
<thead>
<tr>
<th>Concept</th>
<th>Concept 1</th>
<th>Concept 2</th>
<th>Concept 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Synonyms and related words</td>
<td>Internet advertising</td>
<td>Social media</td>
<td>Teenagers</td>
</tr>
<tr>
<td></td>
<td>Marketing</td>
<td>Web 2.0</td>
<td>Adolescents</td>
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<td></td>
<td>Marketing strategy</td>
<td>Websites</td>
<td>Consumers</td>
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<td></td>
<td>Publicity</td>
<td>Facebook</td>
<td>Customers</td>
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<tr>
<td></td>
<td>Promotion</td>
<td>Twitter</td>
<td>Demographic</td>
</tr>
</tbody>
</table>

Try it!

3. String together different combinations of your keywords using AND. Add and subtract words for different results.
e.g. Advertising AND social media AND teenagers; Marketing AND Facebook AND young adults
You can build even more sophisticated searches using OR and NOT
e.g. Advertising AND social media NOT Twitter

Questions? Contact your college library!