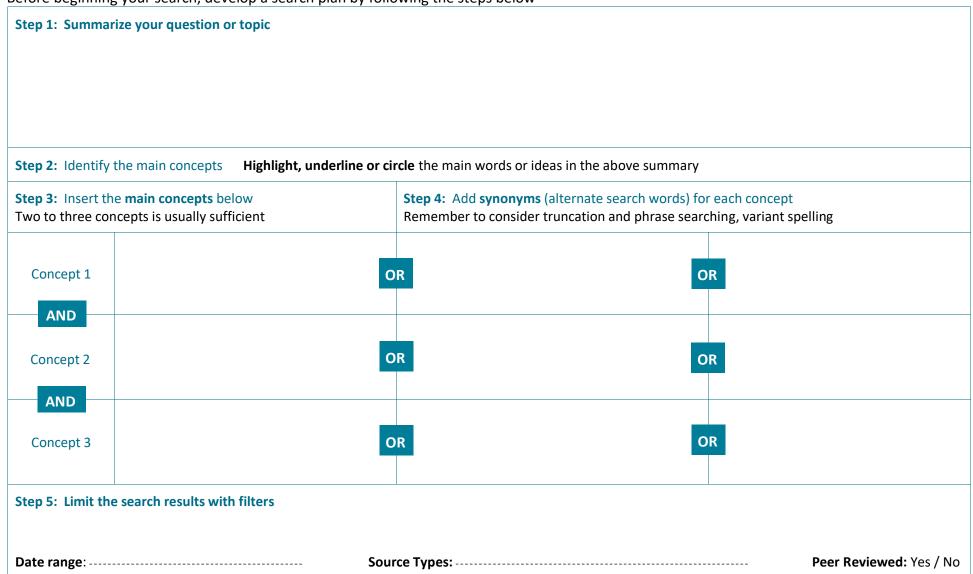


Plan your search

Before beginning your search, develop a search plan by following the steps below



Advanced search techniques:

Technique	Usage	Example
Synonyms	Search for words or phrases that have a same or similar meaning	youth, teenager, adolescent
Truncation	Search for spelling variations	organi?ation will search for variant spelling such as organization and organisation
	Search for different forms of a word	research* will search for research, researchers and researching
Phrase searching	Search for all terms in the exact order specified within quotation marks	"corporate social responsibility"
Boolean operators	AND will <u>narrow</u> a search by returning records only containing <u>both</u> terms	accounting AND ethics "social media" AND marketing
	OR will <u>broaden</u> a search by returning records with <u>one or both</u> terms	cars OR automobiles youth OR teen* OR adoles*
	NOT will <u>narrow</u> a search by returning records with the <u>first term</u> but <u>not both</u> terms	Cars OR automobiles NOT Europe
Acronyms	Avoid using acronyms	Use Canadian Broadcasting Corporation rather than CBC

Notes

Use this area to make notes and record additional information relevant to your search plan, such as databases which are applicable to your topic. Business article databases: ABI Inform (ABI), Business Source Ultimate (BSU), Canadian Business & Current Affairs (CBCA)