

1. Write down your topic.

My topic is “Predicting consumer behavior in VR gaming by integrating AI-driven predictive analytics, behavioral economics, and co-design.”

2. Write down the main concepts and alternative search terms. List search terms by concepts, as presented on the page Coming up with key words.

| Concept 1 | Concept 2 | Concept 3 | Concept 4 | Concept 5 |
|----------------------------------|-----------------|----------------------|----------------------|----------------------|
| Consumer behavior | VR gaming | Predictive analytics | Behavioral economics | Co-design |
| Player behavior | Virtual reality | Machine learning | Behavioral science | Participatory design |
| User behavior | Immersive games | data analytics | Decision biases | User centered design |
| Customer behavior | Video games | AI modeling | Consumer psychology | Inclusive design |
| Consumer decision making process | VR environment | Predictive modeling | | |
| | XR gaming | | | |

3. Select two databases that are appropriate for your topic. Provide key reasons for selecting those databases.

Database 1: Scopus

SCOPUS has a really broad range of search. It hosts interdisciplinary coverage, which is also trustworthy because most of it has been peer reviewed. Scopus also has tools such as Boolean operators (AND, OR, NOT) and field targeting (where to look) to help the database search more efficiently. It can also show the most cited works first, which can make search efficient. All in all, these make SCOPUS an ideal search engine to look for publications first time.

Database 2: EBSCO (Business Source Complete + PsycINFO)

Besides being recommended in the library guidelines, EBSCO provides more specific answers than scopus, and can provide full text. As we have learned in the seminar, scopus is quite broad but can be shallow in terms of its metadata. EBSCO can provide journals from specific and niche journals. This makes ebsco great for more detailed search.

4. Conduct searches in both databases. Check the database-specific instructions from database help or the Database guides. Report your searches here so that they are repeatable. See Building search strings.

| Database | Concept 1: Consumer Behavior | Concept 2: VR Gaming | Concept 3: Predictive Analytics / AI | Concept 4: Behavioral Economics | Concept 5: Co-design |
|----------|---|--|---|---|---|
| Scopus | ("consumer behavi*" OR "player behavi*" OR "user behavi*" OR "customer behavi*" OR "consumer decision mak*") | ("virtual realit*" OR "VR gam*" OR "immersive gam*" OR "gam*" OR "XR gam*" OR "VR environment") | ("predictive analytic*" OR "machine learn*" OR "data analy*" OR "AI model*" OR "predictive model*") | ("behavioral econom*" OR "behavioral science" OR "decision bias*" OR "consumer psychology") | ("co design*" OR "participatory design*" OR "user centered design*" OR "inclusive design*") |
| EBSCO | ("consumer behavi*" OR "player behavior" OR "user behavi*" OR "customer behavi*" OR "consumer decision mak*") | ("virtual realit*" OR "VR gam*" OR "immersive gam*" OR "video gam*" OR "XR gam*" OR "VR environment") | ("predictive analy*" OR "data analy*" OR "AI model*" OR "machine learn*") | ("behavioral econom*" OR "economic psychology" OR "behavioral science") | ("co design*" OR "participatory design*" OR "inclusive design*" OR "user center* design*") |

| Filters | SCOPUS | EBSCO |
|---------------|-------------------------------|------------------------------------|
| Search fields | Title, Abstract, and Keywords | Title, Abstract, and Subject Terms |
| Language | English | English |
| Years | 2000–2025 | 2000–2025 |

| | | |
|-------------------|--|--|
| Filters | Computer Science. Business, management and accounting. Engineering. Social sciences. Economics, Econometrics and Finance. Psychology. Arts and Humanities. | Business, Psychology, and Computer Science |
| Number of Results | | |

5. Evaluate your search results. Do the search results match what you searched for? See Evaluating the search results.

When I included all of the concepts, both SCOPUS and EBSCO did not turn out any results. I fixed some keywords and changed wordings to no avail. Afterwards, I have omitted concept 5 entirely and got 4 results on SCOPUS and 3 on EBSCO. This told me that either there was no publication available that contained all my concepts or that I was being too specific, which was probably the case. After identifying this issue, I went through the PRESS checklist to evaluate the structure and quality of my search strategy. Surely enough, or rather unfortunately, the checklist confirmed that the inclusion of all five concepts, especially codesign, had made the query too specific. This showed that my search needed broader concept groupings or separate searches for underrepresented concepts such as codesign. As a result, I decided to focus my main search on the four core concepts from 1 to 4 and explore co-design later through qualitative or supplementary searches.