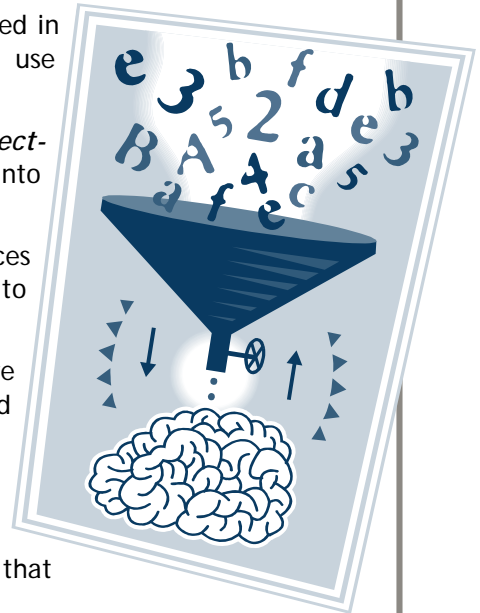


HOW TO SEARCH & FIND WHAT YOU ARE LOOKING FOR ONLINE

- When we set off on a search for information, we usually have a few broad ideas in mind. This is a start to your information search but can leave you feeling frustrated when your searches don't deliver the results you want.
- Information retrieval is time consuming and you can waste precious time by being too *general* and *non-specific* in your search indicators.
- The trick is to *narrow* your search as much as possible and be as *specific* as you can when putting keywords into a search engine.
- Take time out before you start your online search to brainstorm your main ideas and come up with a list of *related* or *alternative* keywords.
- Sometimes the terms you use are not those generally used in a specific field. E.g. Instead of 'Individual branding', use 'Personal Branding'.
- When you find a relevant article, scan it for the *subject-specific terms* used in the article and then feed those into your search.
- Expand your reference base by scouring the references used by reputable scholars and often you will be able to source alternative authors with diverse viewpoints .
- Many well known authors have their own websites where they post their articles as well as list their recommended authors. (see quick links on Research Guide)
- Online searches can lead you to authors and titles that can be sourced on a library shelf.
- Researchers should liken themselves to magpies—birds that compulsively collect and hoard small, shiny objects.
- We need to select the gems we come across in the information we retrieve, and hoard them for our own future use and development!



*“To steal ideas from one person is plagiarism,
to steal ideas from many is research.”*

Anon