Keyword Matrix

# Instructions

* In the **Topic/Synonyms** column, write down the key topics you would like to investigate and alternative words that mean the same thing (synonyms). Enter one topic for each row.
* In the **Narrower** column, enter specific aspects of that topic. Here you can also relate your topic to themes emerging from your interviews.
* In the **Broader** column, try to think about the bigger concepts that your topic fits within. This is used in case your search comes back with too few results.

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| --- | --- | --- | --- |
|  | **Narrower/More specific** | **Topic area/Synonyms** | **Broader** |
| **Topic 1** | Body image/satisfaction  Academic achievement  Confidence  Self-presentation  Social status | Self-esteem  Self-worth | Self-concept  identity |
| **Topic 2** |  |  |  |
| **Topic 3** |  |  |  |
| **Topic 4** |  |  |  |
| **Topic 5** |  |  |  |
| **Topic 6** |  |  |  |

# Searching

After filling in the matrix, you can combine your keywords with **search operators** to create a **search strategy**.

|  |  |
| --- | --- |
| **AND** | **AND** is used to combine two different topics. It makes sure each of your results includes both of your topic areas. Using **AND** will return fewer results.  Eg: self-esteem **AND** family |
| **OR** | **OR** is used when you are using synonyms. It makes sure your results contain all the possible ways of talking about your topic. Using **OR** will return more results.  Eg: self-esteem **OR** self-worth |
| **(**nesting**)** | Nesting search terms tells the search engine what to do first. You put brackets around a group of synonyms to let the search engine know they are together.  Eg: **(**self-esteem OR self-worth**)** AND **(**family OR domestic**)** |
| **“**phrase searching**”** | Phrase searching is used when a term contains more than one word. It tells the search engine to only search for that exact phrase.  Eg: **“**body image**”** |
| truncation**\*** | Using an asterisk \* at the end of part of a word tells the database that you’re looking for all the words that start with those letters. It’s the same as typing out all the words and placing OR between them.  Eg: Educat**\*** instead of (educating OR educator OR education OR educational OR …) |

Write your search strategy in the box below using your keyword matrix and search operators.

## Tips for searching:

* Use narrower terms if there are too many results.
* Use broader terms or more synonyms if there are not enough results.
* Use different terms if your results aren’t relevant enough.