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.

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Narrower/More specific** | **Topic area/Synonyms** | **Broader** |
| **Topic 1** | Body image/satisfactionAcademic achievementConfidenceSelf-presentationSocial status | Self-esteemSelf-worth | Self-conceptidentity |
| **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.