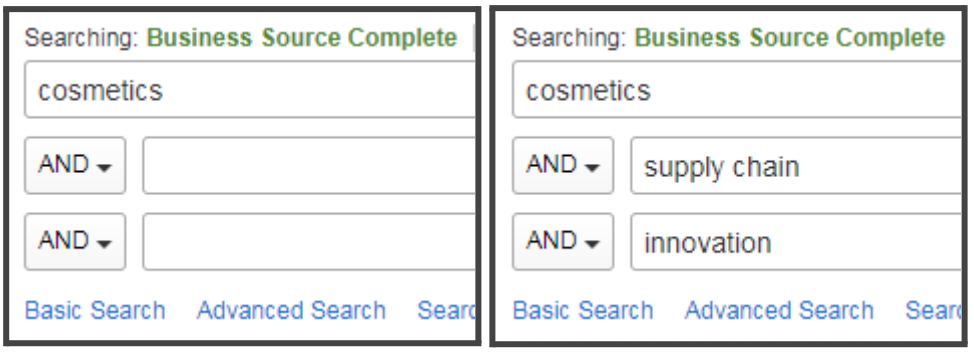
Too many results?

TIP 1: Use AND functionality

Add **more** (relevant) keywords. On journals databases, use the **AND** functionality:



72,517 results

21 results

TIP 2: Narrower keywords

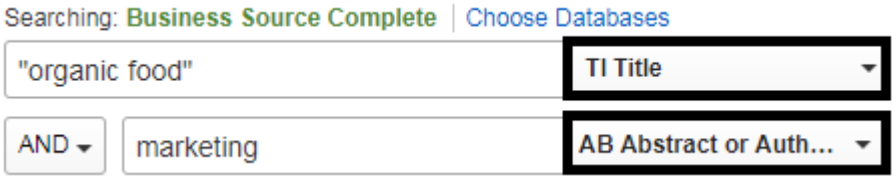
For example: Taiwan instead of Asia? Restaurants or bars instead of hospitality?

TIP 3: Phrase searching

Use quotation marks to search for a whole phrase e.g. “business models”.

TIP 4: Restricted fields search

In journals databases like Emerald and Business Source Complete you can tell the database to look for your keywords only in the most important places, e.g. in the **article/content item title** or in the **abstract**.



Too many results?

TIP 5: Filter your results

Particularly on commercial databases like Mintel or Passport you'll see a wide range of filters to refine your search. Journals databases have some of these filters and might also have different ones.

- By date
- By format (e.g. reports, analysis, news)
- By subject or theme
- By industry sectors and demographics
- By country or geographic region
- Journals - by academic/ non-academic type

TIP 6: Use NOT functionality

This is used to exclude something specific that you don't want to appear in the results. Use this one carefully! You want to avoid screening out potentially relevant results. Use it when:

- A term is used in different ways that are irrelevant to your topic

e.g. coaching **NOT** sport

- You want to exclude something that has received a lot of coverage that may be related but not relevant to your query

e.g. Ryanair sales **NOT** strike



Not enough results?

TIP 1: Use fewer keywords

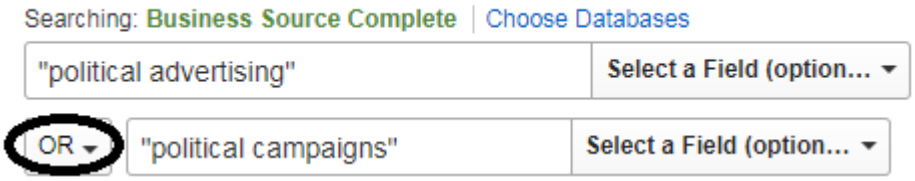
Start searching for more general topic information or a wider geographic area.

TIP 2: Use broader keywords

Digital marketing instead of email marketing? China instead of Beijing?

TIP 3: Use OR functionality

Try using OR between similar search terms:

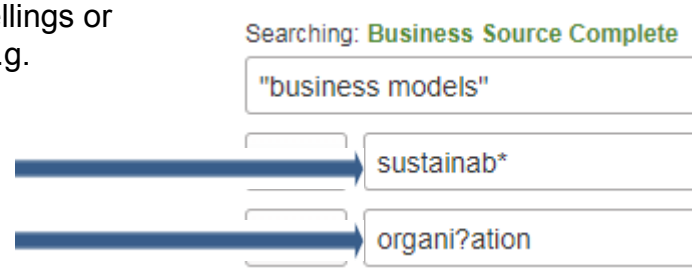


TIP 4: Wildcard symbols

Use these to include different spellings or words that begin the same way e.g. sustainable and sustainability.

Use * to replace a word ending

Use ? to replace a letter in the middle of a word



TIP 5: Remove filters

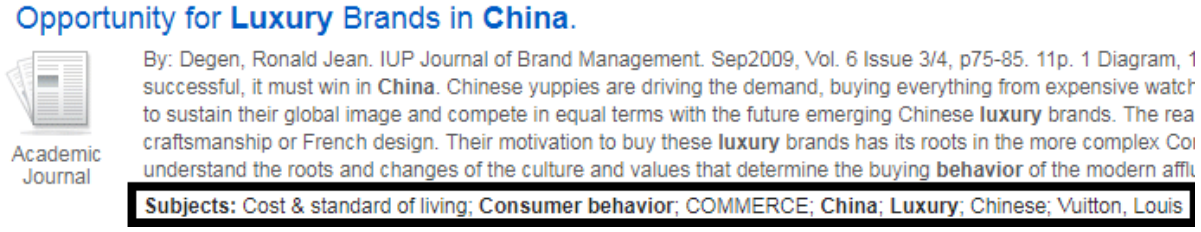
Remove or broaden any existing filters. For example, on Factiva the date range is automatically set to only the last 3 months.



Not enough results?

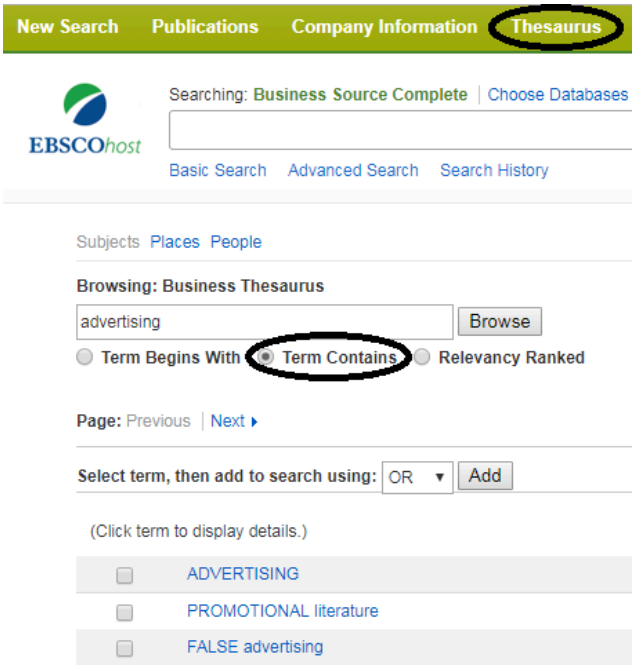
TIP 6: Subject keywords on Business Source Complete

Found an interesting article on Business Source Complete? Look at the Subjects listed under the abstract for new ideas for keywords to use in your next search.



TIP 7: Thesaurus on Business Source Complete

On Business Source Complete, use the **Thesaurus** to identify more subject terms. Words highlighted in blue are "official" subject terms used in the database. Click on one of these for suggested broader/ narrower terms.



TIP 8: Citation searching

Found a useful article? Use it to look for related articles.

Under the record of an article in your search results you'll sometimes see this:



Cited References is a list of links to articles mentioned in the bibliography of *this* article (looking **backwards** from the date of the article)

Times cited in this database is a list of related articles written *after* this article which cite it (looking **forwards** from the date of the article).