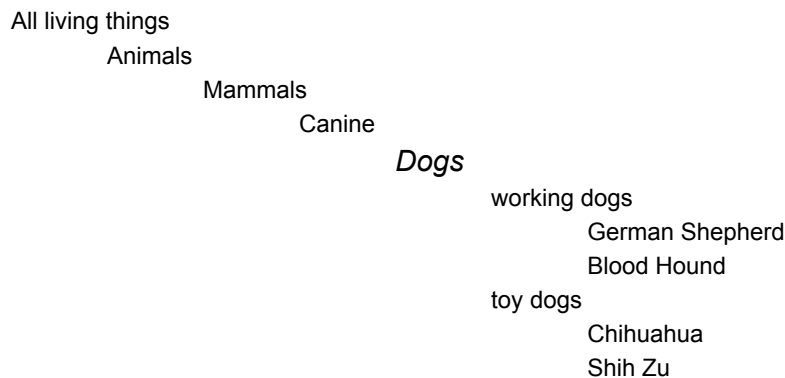


Advanced Research Tips

1. Think about your topic in a hierarchical term.

That means - to which broader category does your topic belong to - what sub-topics could be included in your topic? Use any synonyms to broaden or refine your search.

For example: Your topic is *Dogs*



2. Consider the balance of your sources.

Review the material you have collected and consider how well it represents all the stakeholders or points of view relating to your topic. A very simple way to do this is to examine the URLs of your online resources. **Perhaps the URLs are all .com, try limiting your Google search using site:.gov or site:.org or site:museum.**

Consider the format of your resources. If they are all textual, consider limiting your search to video/audio or images to discover material in different formats.

Search for and pay attention to URL domain types.

.com = company

.gov = government website

.edu = educational institution

.org = organization

If you search for military service, the following information will tell you different things:

✚ Blogs: People's opinions about military service.

✚

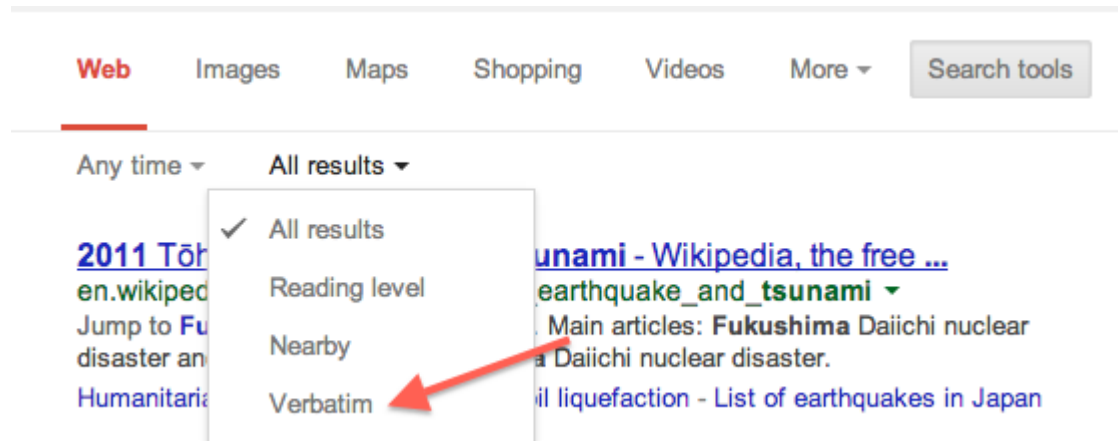
Video: Videos related to military service. Some might be made by anyone, while others might be created by news outlets, organizations, or the government.

✚

News: The latest news articles and stories related to military service.

3. Ensure your search stays on topic.

Google searches employ an extremely complicated series of algorithms, and use Google's knowledge of your personal selections from past searches, synonyms and contextual extensions before completing a search. Whilst this returns the largest number of returns, many items may not be appropriate. Try using GoogleVerbatim, this will limit your search to only the word or phrase you indicate, and can save you time when reviewing a large number of returns.



Select Reading Level: This will change the reading level of the search results

4. Think about alternatives to google.com

e.g. <http://www.commonsensemedia.org/>

e.g. www.qwiki.com (download the app)