

THE RESEARCH PROCESS

Journalism and Mass Communications

1. Develop a search strategy for your topic.

Write down your topic in few sentences (*ex. I want to look at health campaigns in the mass media. What makes them successful? What theories can be applied to increase the likelihood of success?*):

What are the keywords for your topic (*ex. Health campaigns, mass media*):

What are some other ways to say your topic (synonyms or specific examples) (*ex. Dental campaigns, television, newspapers*):

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Combine your search terms using boolean logic (AND, OR, NOT):

ex. (health campaigns OR dental campaigns) AND (mass media OR newspapers OR television)

2. Search and Refine

Conduct your search in one of the databases. Which database did you choose and why? _____

Find some citations for articles that relate to your topic. How many did you find? _____

Look at the keywords used in the citations. Can you add any words to your search? Are there better words to try than the ones you used?

3. Evaluating your search results

Find one relevant article on your topic. Write down the complete citation for the article below.

How would you get the full-text of this article? _____

What are some of the keywords or subjects are listed in the record for this article? You might use them as search terms.

What were the best search terms and why? _____
