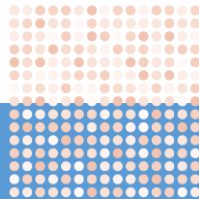




GLION SELF-HELP SERIES

Library & Information Services Support



Search tips

Searching databases:
keywords and
synonyms



●●●● BUILDING A SEARCH STRATEGY ●●●●

When you use a search engine like Google you can type in fully formed questions ("*What is the definition of luxury marketing?*"), but when you search databases, you need to identify the key concepts of your research idea or research question and use these concepts as your keywords.

There are 3 steps to building a search strategy for databases

1. Identify keywords in your research idea
2. Use **AND**, **OR**, and **NOT** to refine your search
3. Use phrase searching and truncation

By following these steps, the results of your search will be more pertinent and useful for you. You will save time and increase the quality of your work.



STEP 1: IDENTIFYING YOUR KEYWORDS

To search databases, you need to enter keywords.

It is important to choose your keywords carefully when you search for information on a database

For an example of how to identify the key words in a research idea or question, look at the following examples:

*How does **leadership style** influence **employee turnover** in the **hospitality industry**?*

*Using **digital marketing** to promote **luxury brands***

Sustainability strategies** in **spas** in the **ski resorts** in the **Alps

The key concepts or keywords are highlighted in bold.

They are the words which express the main ideas or concepts we are interested in.

The other words, such as “*influence*”, “*promote*” and “*strategies*” do not have a unique meaning and may be used in the titles of articles which have nothing to do with the topics we are interested.

You can lay out your keywords vertically:

Leadership style

AND

Employee turnover

AND

Hospitality industry



● ● ● STEP 2: EXPANDING KEYWORDS ● ● ● WITH SYNONYMS

Synonyms are words which have similar meanings or phrases which have related meanings.

You can make your search more effective by thinking of synonyms for your keywords.

Examples of synonyms:

Leadership style **OR** *Management style*

AND

Employee turnover **OR** *staff turnover* **OR** *staff loyalty*

AND

Hospitality industry **OR** *tourism industry* **OR** *luxury hospitality*

You can also exclude terms to make your search more precise by using the word **NOT**

Example: *Hospitality industry* **OR** *luxury hospitality* **NOT** *tourism industry*

If you are having difficulty thinking of synonyms, read an overview of your topic.

This will provide you with relevant keywords and key concepts.

You can also use a thesaurus to identify synonyms for your keywords.

Two sites you can use are

- <https://www.thesaurus.com/>
- <https://www.thesaurus.net>



● ● ● ● STEP 3: PHRASE SEARCHING AND TRUNCATION ● ● ● ●

Phrase searching means you enclose phrases within “quotation marks” so that the search engine treats the phrase as a single item and not as two distinct elements.

For example:

“Leadership style” OR “Management style”

AND

“Employee turnover” OR “staff turnover” OR “staff loyalty”

AND

“Hospitality industry” OR “luxury hospitality” NOT “tourism industry”

Truncation means you write the root of a keyword followed by an **asterisk***. This means the search engine will look for all forms of the root word, giving you more results.

For example, if you write the keyword root *Leader** the search engine will look for *leader* / *leaders* / *leadership*, giving you more chance to find relative sources.

“Leader*” style” OR “Manage*” style”

AND

“Employee turnover” OR “staff turnover” OR “staff loyalty”

AND

“Hospitality industry” OR “luxury hospitality” NOT “tourism industry”



BE FLEXIBLE



As you carry out your research, be ready to change or refine your keywords.

As you learn more about the topic you are researching, you may find a new direction or perspective you hadn't considered before.

You may discover more and more precise keywords.

Be curious, explore!





EXAMPLES

Using the advanced search bar on the library database

1. Check the 'peer-reviewed' box.
2. Click on "Advanced search" link.





3 EXAMPLES SHOWING THE 3 STEPS

GLION UNIVERSITY OF HOTEL MANAGEMENT

Searching: Find articles, e-books in one search

"Leader" style" OR "Manage" style" Select a Field (optional) Search

AND - >ye turnover" OR "staff turnover" OR "staff" Select a Field (optional) Create Alert

AND - "Hospitality industry" OR "luxury hospitality" Select a Field (optional) Clear ?

Basic Search Advanced Search Search History

Refine Results Search Results: 1 - 30 of 1,123 Relevance Page Options Share

Current Search

Find all my search terms: ("Leader" style" OR ("Leader" style" OR

1. **Manager's Role in Employee Turnover Intentions: A Special Study During Covid-19.**

By: Meduri, Yamini, Jindal, Poornam. IUP Journal of Organizational Behavior. Oct2021, Vol. 20 Issue 4, p98-122. 25p. Database: Business Source Complete

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Searching: Find articles, e-books in one search

"digital marketing" OR "online marketing" Select a Field (optional) Search

AND - "luxury brand" OR "luxury good" Select a Field (optional) Create Alert

NOT - touris* Select a Field (optional) Clear ?

Basic Search Advanced Search Search History

Refine Results Search Results: 1 - 30 of 2,842 Relevance Page Options Share

Current Search

Boolean/Phrase: ("digital marketing" OR "online marketing")...

Expanders Also search within the Full text of the articles

1. **Research on online marketing channel layout of luxury brands.**

By: Oladokun, S.O.; Lu, S.; Wang, Shan; Fang, Gang. E3S Web of Conferences, 12/11/2020, Vol. 218, p1-5. 5p. Publisher: EDP Sciences, Database: Complementary Index

Conference Full Text Finder Export to Zotero

GLION UNIVERSITY OF HOTEL MANAGEMENT

Searching: Find articles, e-books in one search

sustainab* Select a Field (optional) Search

AND - spa* OR health* Select a Field (optional) Create Alert

AND - "ski resort" Select a Field (optional) Clear ?

AND - alp* Select a Field (optional) + -

Basic Search Advanced Search Search History

Refine Results Search Results: 1 - 30 of 3,500 Relevance Page Options Share

Current Search

Boolean/Phrase: sustainab* AND (spa* OR health*) AND "ski resort" AND alp*

1. **Marketing Places and Spaces**

By: Antónia Correia, Juergen Gnoth, Metin Kozak, Alan Fyall. Series: Advances in Culture, Tourism and Hospitality Research, v. 10. Edition: First edition. Bingley, UK: Emerald Group Publishing Limited. 2015. eBook, Database: eBook Collection (EBSCOhost)



●●●● SAVING SOURCES FOR LATER ●●●●

When searching EDS (EBSCO Discovery Service, search bar on the library website), you may want to save search results to work on them later.

To do so, make sure you have created your own EBSCO account using your Glion email address.

Open EBSCO and click on the “MyEBSCO” button on the top right corner:

The image shows a screenshot of the MyEBSCO user interface. At the top right, there is a 'MyEBSCO' header with a 'Sign in' button. Below this, the main content area features a large circular profile icon, the text 'Hello, researcher!', and a 'My preferences' section with a gear icon. A callout box with a blue border and a pointer to the 'Create an account' link contains the text: 'Click here and create your account (use your school email)'. The 'Create an account' link is in blue text. Below it is a large blue button labeled 'Sign in to MyEBSCO'. To the right of the 'Create an account' link, there is a section titled 'MyEBSCO account benefits' with a list of features and an illustration of a person using a laptop.

- Create projects
- Download eBooks
- Save your research
- Sync to the mobile app

[Create an account](#)

[Sign in to MyEBSCO](#)



Now you can safely do the following:

- Save the pdf or HTML file, if available:

Peer reviewed | Academic Journal

Data-Driven at Sea: Forecasting and *Revenue Management* at Molslinjen.

By: Pinson, Pierre; Bjørn, Mikkel; Kristiansen, Simon; +4 more • In: INFORMS Journal on Applied Analytics, Jan/Feb2025 • Business Source Complete

Molslinjen and Halfspace have partnered to develop a state-of-the-art and bespoke forecasting and *revenue management* system. It led to substantial impact, both in terms of *revenue* and ESG criteria. The work combined technical development and chan... [Show more](#)

Subjects: *Revenue management*; Artificial intelligence; Fuel costs; Fuel Dealers; +3 more

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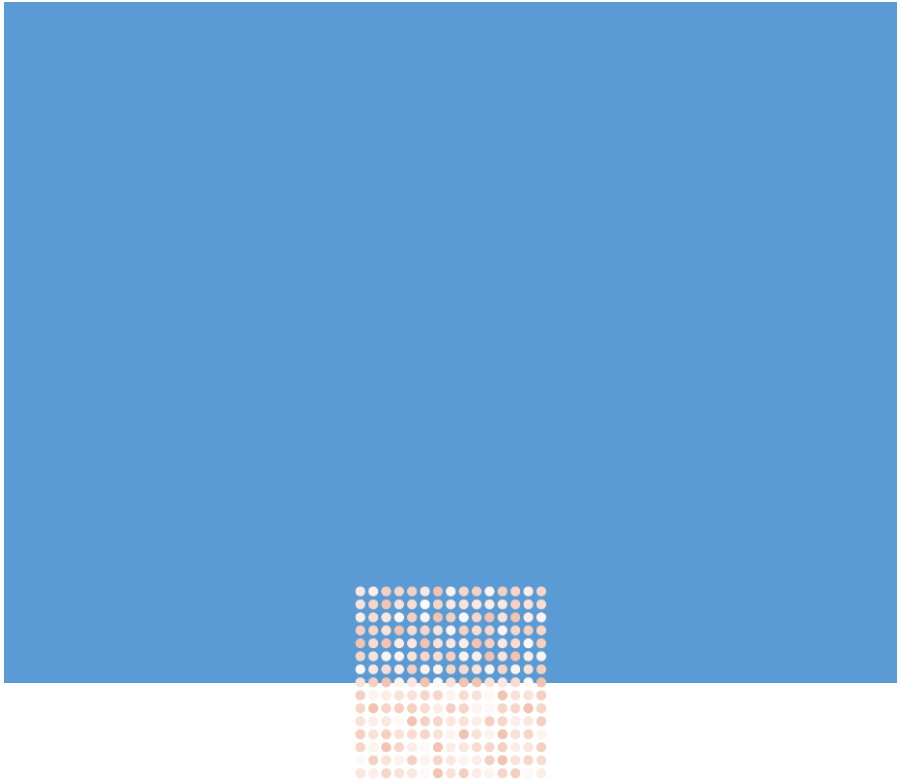
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