Graphic text: Item #3

Assignment for the graphic text: "Conducting effective online searches"

Pre-reading activity

1. Graphic texts provide information in visual ways. There are many kinds of graphic texts. Name four that you see every day.

2. This graphic text is about how to do online searches. Is this a topic that you know very much about? Who taught you to do online searches? Would you say that you use a method when you search online, or are you more of a non-method searcher?

During reading

3. List the order in which you read the information in this graphic text.

4. a) How is reading a graphic text very different from reading a narrative text?

   b) How is reading a graphic text the same as reading a narrative text?

Post-reading questions

5. a) How many types of online searches are explained in this graphic text?

    b) What are the names of each of those types of searches?

6. Which three *little* words are important to relational searches?

7. What is another name for a relational search?

8. What is the table at the bottom of the document trying to show?

9. Based on this graphic text, what advice would you have for a Grade 12 student searching for information on the topic *trade in international business*?

Graphic text, Item #3: "Conducting effective online searches"

Effective Online Searching Strategies

Strategy 1: Using Concepts to Develop Keywords

Types of Online Searches

Keyword Searches = Broad Search

- Make a list of terms before you start to search (see example to the right).
- Use specific words (e.g., Bengal tigers, *not* tigers).
- Search by phrase using quotation marks to find the words together (e.g., "acid rain").
- Narrow your search with related terms (e.g., "Bengal tigers" *and* habitat).
- Use upper and lower case carefully (e.g., java is the coffee, Java is the country, JAVA is the programming language).
- Use initial caps for proper names (e.g., "Green Day," *not* "green day").
- Check spelling and typing (e.g., centre *vs.* center; colour *vs.* color; labour *vs.* labor).

Directory Search = Subject/Topic Search

- Search by subject or topic in Internet directories and online subscription databases.
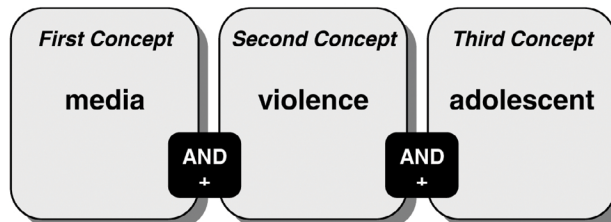
Boolean Search = Relational Search

- Use operators **AND**(**+**), **OR**, and **NOT**(**-**) to find relationships between search terms:
    - **AND** (**+**) for information containing *all terms* (e.g., Renaissance AND sculpture; Renaissance +sculpture)
    - **OR** for information with *any term* (e.g., "Paul Martin" OR prime minister of Canada)
    - **NOT** (**-**) for information *without a term* (e.g., python NOT Monty; python –Monty).
- Use the Advanced Search features of search engines and directories to narrow your search.

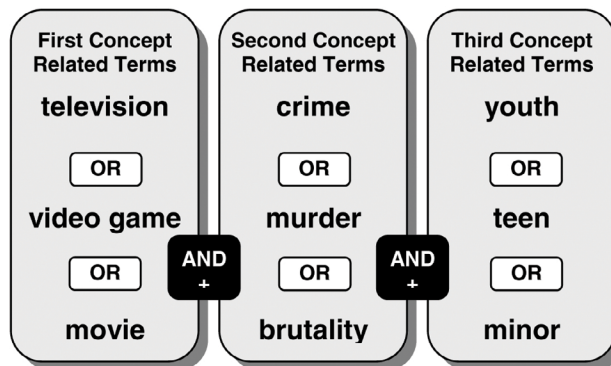### Step 1. Briefly Describe Your Topic/Focus/Thesis

> *Topic/Focus/Thesis*
> Contemporary media celebrates violence in ways that encourage violent behaviour in adolescents today.

Step 2. Identify the Main Concepts

First Concept	*Second Concept*	*Third Concept*
media	**violence**	**adolescent**

AND +   AND +

Step 3. Think of Synonyms/Related Terms

First Concept Related Terms	Second Concept Related Terms	Third Concept Related Terms
television	**crime**	**youth**
OR	OR	OR
video game	**murder**	**teen**
OR AND+	OR AND+	OR
movie	**brutality**	**minor**

Strategy 2: Tracking the Search to Narrow the Results

Types of Searches: K = Keyword   P= Phrase   S= Subject/Directory Search   B= Boolean Search

Search Terms	Type of Search	Number of Hits
adolescent violence television	**K**eyword	**3 178 000**
"television violence"	**P**hrase	**25 345**
Television and society	**S**ubject/Directory	**950**
adolescent AND violence AND television NOT movies	**B**oolean	**300**

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