Developing an Effective Search Strategy

ANTH 1101: Introduction to Anthropology
By the end of the class, you will be able to:

- Develop and modify keywords that describe an information need in order to search with maximum flexibility and effectiveness.

- Construct search strategies using appropriate commands for the information retrieval system selected (e.g., Boolean operators, truncation, and proximity for search engines)

- Access the library’s catalog and research databases (GALILEO) in accordance with institutional policies.

- Identify the value and differences of resources in a variety of formats
Developing an Effective Search Strategy

1. Formulate a Research Question or Topic
2. Identify Key Search Terms or phrases
3. Use search techniques to broaden or narrow search
4. Identify Appropriate Information

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Developing an Effective Search Strategy

Never use sentence structure, such as your research question or thesis statement.

A keyword is a word used to search library catalogs (GIL-Find, GIL-Find Universal), article databases (GALILEO), and web search engines (Google Scholar) in order to locate results that match that word in a specified part or in any part of the item, such as the title or in the full text.
STEP 2- Identify key search terms and phrases

- Name(s)
- Anthropological Fields
- Professional Affiliation(s)
- Education
**STEP 2- Identify key search terms and phrases**

<table>
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<th>Name(s)</th>
<th>Anthropological Field(s)</th>
<th>Education</th>
<th>Professional Affiliations</th>
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STEP 2- Identify key search terms and phrases

John Gwaltney

John Langston Gwaltney

J.L. Gwaltney

Laura Henley

Laura Henley Dean

Laura Dean
STEP 2- Identify key search terms and phrases

Reginald Jackson

Anthropology

“Visual Anthropology”

Communicative Arts

Melvin D. Williams

Anthropology

Social Anthropology

Ethnology
STEP 2- Identify key search terms and phrases

Joan B. Waite
Sarah Lawrence College
University of Chicago

Theresa Ann Singleton
University of Florida
STEP 2 - Identify key search terms and phrases

Katherine Dunham
- Katherine Dunham Dance Group
- The Dunham Company
- Southern Illinois University

Melvin D. Williams
- Purdue University
- University of Michigan
- Belmar Museum
Laura Henley

Professional Affiliations
- Purdue University
- Belmar Museum
- University of Michigan
- Center for African American Studies
- Belmar Museum
- University of Michigan
- Purdue University
- Center for African American Studies
- Laura Henley Dean
- Laura Dean

Anthropological Fields
- Social Anthropology
- Ethnology
- Cultural Anthropology
- Anthropology

Education
- Sarah Lawrence College
- University of Chicago
STEP 2- Identify key search terms and phrases

Try it now. Try at home.

Write down the research topic you have developed for this class. Use the chart provided to help you figure out how to use key search terms.
STEP 3- Use search techniques to broaden or narrow search

Search techniques are the methods you use to search library catalogs (GIL-Find, GIL-Find Universal), article databases (GALILEO), and web search engines (Google Scholar) to find information.
STEP 3 - Using Search Operators

AND

Type **AND** between your keywords to narrow your search. The database or search engine will only retrieve those articles or web pages that contain both words. Using **AND** will decrease the number or hits or articles or web pages in your result list.

*Example:* Melvin D. Williams **AND** Anthropology
**STEP 3- Using Search Operators**

OR

Type **OR** between your keywords to broaden your search. The database or search engine will retrieve those articles or web pages that contain at least one of these words.

Using **OR** will increase the number of articles or web pages in your result. Use **OR** between keywords that are synonyms or have similar meanings.

*Example:* Juvenile Delinquency **OR** Youth Violence
STEP 3- Using Search Operators

**NOT**

Type **NOT** before a keyword to exclude that keyword from your search. Using **NOT** will decrease the number of articles or web pages in your result list. The best use of **NOT** is when you are searching for a keyword that may have multiple meanings.

*Example*: Katherine Dunham **NOT** Dance Company
STEP 3- Quotation Marks

Quotation marks can be used to identify phrases.

By using quotations marks, you are telling the computer to only bring back pages with the terms you typed in the exact order you typed them.
STEP 3 - Quotation Marks

“visual anthropology ”  
*Instead of*  
**Visual AND Anthropology**

“John Langston Gwaltney”  
*Instead of*  
**John AND Langston AND Gwaltney**
STEP 3- Truncation

Truncation allows you to search various forms of a word by finding alternate endings.

The character (⋆) is placed at the end of the first few letters of a search term or at the end of its root.

Note: A few databases will use a different character. (e.g. Lexis Nexis !)
STEP 3 - Truncation

Anthropol*
Retrieves
  Anthropological
  Anthropologist
  Anthropologists
  Anthropology
STEP 3- Truncation

Archaeo*
Retrieves
Archaeogeology
Archaeolatry
Archaeological
Archaeologist
Archaeologists
Archaeology

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STEP 3 - Use Advanced Search

**MOST** databases and search engines contain an **Advanced Search** option.

Using the Advanced Search interface can provide more control over your search results.
Using Advanced Search
Using Advanced Search
Using Advanced Search

Advanced Search

Find pages with...
- all these words:
- this exact word or phrase:
- any of these words:
- none of these words:
- numbers ranging from: to

Then narrow your results by...
- language:
- region:
- last update:
- site or domain:
- terms appearing:
- SafeSearch:
- reading level:
- file type:
- usage rights:

To do this in the search box:
- Type the important words tri-colour rat terrier
- Put exact words in quotes: “rat terriers”
- Type OR between all the words you want miniature OR standard
- Put a minus sign just before words that you don’t want: -colds, -“Jack Russell”
- Put two full stops between the numbers and add a unit of measurement: 10..25 kg, $300..$800, 2010..2011

Advanced Search
Why use ‘em?

Using advanced search techniques when searching library catalogs, article databases, and web search engines will help refine your search.

They will help limit the number of search results, and the results found should be more relevant for your research question.
Remember

Web Resources

General Library Resources

Specialized Resources
Theresa Singleton

Associate Professor, Anthropology

Degree
Ph.D., University of Florida, 1980

Specialties
Historical archaeology, African American history and culture, slavery in plantation America, Archaeology of the African Diaspora

Courses
ANT 341, Anthropological Archaeology
ANT 741, Archaeological Theory
ANT 842/442, Archaeological Methods
ANT 346, Gender and the Ancestors

Biography

My areas of interest include historical archaeology, African Diaspora, Museums, North America, and the Caribbean. Throughout my career as an archaeologist, I have combined my research interests with developing museum collections, exhibitions, lectures, workshops, and publications gained wider general audiences. I am particularly interested in comparative studies of slave societies in the Americas. I began my study of slavery in coastal Georgia where African Americans, descendants from the former slave population, are known as the Gullah. (Gullah refers to both the creole language they speak as well as the people themselves). Since that time, I have conducted research, contributed to exhibitions, and published on various aspects of African-American life in the United States.

I am completing a book on the investigation of a coffee plantation in Cuba tentatively titled "Behind a Wall Endures: An Archaeology of Slavery on a Cuban Coffee Plantation." I am also working on another book publication focusing on competing plantation life in the Caribbean and the United States.

Publications

BOOKS / MONOGRAPHS


Book Chapters and Journal Articles:

Web Resources

General Library Resources

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**John Langston Gwaltney**

From Wikipedia, the free encyclopedia


**Early life**

Gwaltney lost his eyesight soon after birth and was the first blind student to attend his local high school in Tallahassee, FL.

**Academic background**

Gwaltney earned a B.A. from Upsala College in 1952, an M.A. from the University of Wisconsin in 1957, and a Ph.D. in anthropology from Columbia University, where he won the society's Dissertation Award and studied under Margaret Black; who called him the most remarkable man she had ever taught. His dissertation on native American peoples in Kansas, titled *Silence: Cultural Accommodation to Blindness and Other Disabilities in a Mexican Community*, eventually became his 1970 book *Dyloango: A Self Portrait of Black America*.

He was a professor of anthropology at the University of Wisconsin in New York.

**Dryloango**

*Dryloango* is a collection of Gwaltney's accounts of interviews with whom he called "real black people" - ordinary men and women who make up black America. In the interviews, he asked people to define their culture. The book includes a glossary of African-American terms, and interviews with 42 people from the Northeast United States. The title is from an African-American word, "dryloango", which is used to mean "ordinary", in reference to the social status of the interviewees. In a foreword introductory statement chosen by Gwaltney from an interviewee not included in the broader text, factory worker Otto Sullivan says, "I think this anthropology is just another way to call me a nigger."

*The New York Times* described it as "the most expansive and realistic exposition of contemporary mainstream black attitudes yet published."

**Bibliography**


* The Dancers: Voices From Contemporary America* (Random House, 1980)

**References**


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Melvin D. Williams

Professor Anthropology

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About

Dr. Williams is professor of anthropology with an affiliate appointment in the Center for African and African-American Studies. He has done research and published on the Strait Salish of vancouver Island, urban partecocultural, urban neighborhoods, African-Churches in the Midwest, critical race theory, human nature and the mirror images of war and human nature. Dr. Williams has worked in the Barmer neighborhood for 40 years and continues to the present. He has established a community museum there to document the social changes during the past century. He produces a television program there entitled LIFTING THE VEIL.

I spent my boyhood in an urban ghetto in Pittsburgh at Number 4 Cassatt Street. The street terminated at a deep precipice that overlooked the Pennsylvania Railroad Terminal and tracks. My home was demolished in the bright removal downtown expansion area. I was ashamed of my street name because we pronounced it Cassat and I associated it with death. No one ever taught me otherwise. Much later I learned that death comes equally to all of us and when it

General Library Resources
Where can the *library* come in?

- I have a citation for a *book*, what do I do next?
- I have a citation for an *article*, what do I do next?
- I have a citation for a *dissertation*, what do I do next?
General Library Resources
GALILEO Discover
GIL-Find Catalog
+ Interlibrary Services

Web Resources
Google
Google Scholar

Specialized Resources
Institutional Repositories
Special Collections
Archives
Where can the library come in?

savannahstate.libguides.com/anth1101