Identify main concepts of your research question and choose keywords for those concepts

e.x. Should COLLEGE ATHLETES be PAID to play?

Find synonyms/related terms for each keyword

e.x.  COLLEGE
      university
      higher education
      collegiate

      ATHLETE
      player
      sports
      football, basketball etc.

      PAID
      salary
      compensation
      financial

Brainstorm a list of stakeholders. Who cares about this issue? Add these to your list of keywords.

e.x.  NCAA
      coaches
      faculty
      fans
      students
      family
      athletic director
      taxpayers

String multiple words together to get more focused results

REMEMBER THESE RESULTS

**AND** combines words

**OR** searches for either word

**NOT** eliminates unwanted words