

# Once Upon a Keyword...

Searching for Facts - Not Some Fairytale~!

Once Upon a Keyword....



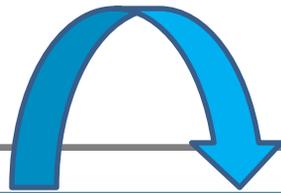
Not some fairytale...

Searching for Facts...  
NOT Some Fairytale-!



Teaching students to research effectively!

**\*Includes an interactive, modern Prezi presentation providing an overview of how to research effectively, student prezi handout for note-taking, and teacher's answer key!**

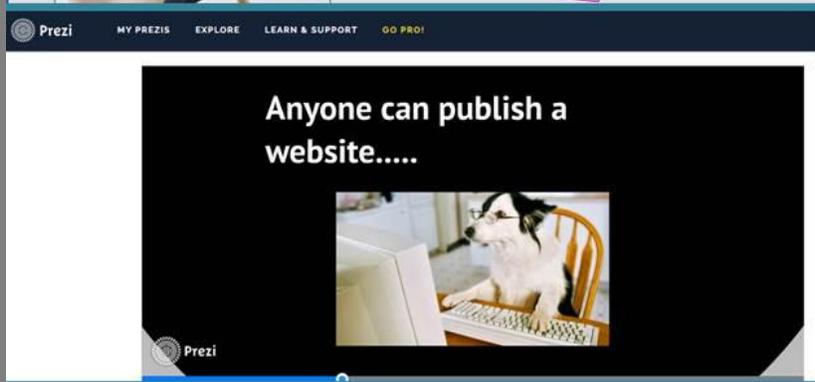


## Engaging Prezi Presentation on Conducting Effective Research!



**Topics include:**  
*Why Not Wikipedia?*  
**The 5 Ws of Website Evaluation**

**The Key to Effective Keyword Searching**



## Teacher Notes

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### Once Upon a Keyword...

#### Just the Facts – Not Some Fairytale~!

Revolutionize the way your students conduct research! This product will provide students with the tools they need to research effectively and access the information that they need!

We mistakenly believe students have it easy when it comes to accessing information online. If this is true, then why do they frequently use sources and information that is irrelevant?

How do you help when they state they can't find any information on their topic?

It's all about the search, selecting the right words, and limiting their online search results to include only articles and information that they need!

This teaching packet will provide students with the keys to effective keyword searching!

Included in this purchase:

Prezi Presentation on Effective Research Skills: Addresses 5 Ws of Website Evaluation, Answers the Question - Why Not Wikipedia, and Includes Search Tips and the Key to Effective Keyword Searching

Student Prezi Handout/Teacher's Answer Key

Keyword Searching Tips Sheet

How to Write a Research Question Student Handout

How to Write a Research Question Student Activity

Identifying Essential Keywords

Identifying Essential Keywords Practice Handout/Teacher's Answer Key

Google Search Tip Reference Sheet

Student Research Keyword Planning Handout and Template: Use with any research assignment!

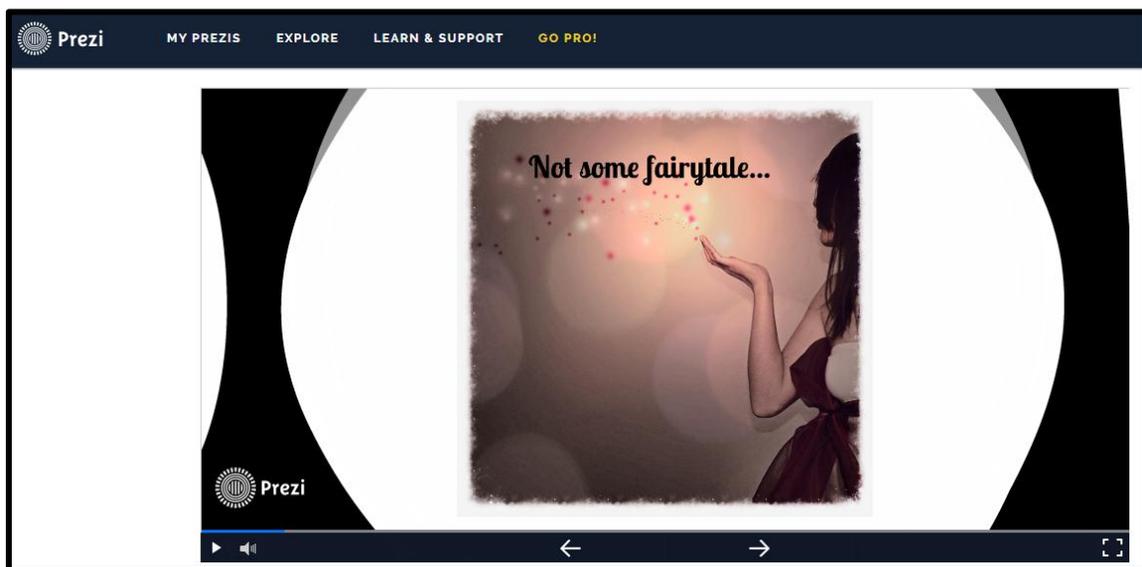
Learning to access information efficiently and effectively is not only an academic skill; it's a life skill as well!

Empower your students with the knowledge they need! Help them learn how to choose the right keywords when searching online to ensure they access relevant results!



## Searching for Facts - Not Some Fairytale~!

<https://prezi.com/3rrs1u9mckwa/searching-for-facts-not-some-fairytale/>



# Once Upon a Keyword....

## Searching for Facts – Not Some Fairytale~!



Student's Name:

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1. Explain why you should cautious when using Wikipedia for academic research:

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2. Where should you go to locate more reliable links and resources within a Wikipedia article entry?

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3. What type of website do the following websites “dots” indicate?

- a. .edu

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- b. .com

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- c. .org

---

- d. .gov

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4. What mistake do most students make when conducting research searches?

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5. List at least 2 suggestions that could help you find more accurate Internet search results:

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6. What are the 5Ws of website evaluation?

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Once Upon a Keyword...

Searching for Facts – Not Some Fairytale~!



Student's Name:

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1. Explain why you should be cautious when using Wikipedia for academic research:

**Can be edited by anyone, inaccuracy, unreliable**

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2. Where should you go to locate more reliable links and resources within a Wikipedia article entry?

**The bottom of the page students should look for sources cited as reference for the entry.**

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3. What type of website do the following websites "dots" indicate?

e. .edu **educational institution**

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f. .com **personal/business**

---

g. .org **organization, non-profit**

---

h. .gov **governmental agency**

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4. What mistakes do most students make when conducting research searches?

**Answers may vary – using Wikipedia, not evaluating website, searching for broad search terms**

5. List at least 2 suggestions that could help you find more accurate Internet search results:

**Specific keywords, substitute keywords, quotation marks around phrases**

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6. What are the 5Ws of website evaluation?

**Who, What, When, Where, Why**

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Once Upon a Keyword...



## The Keys to Effective Keyword Searching

Student's Name:

Class Period:

The most common mistake made in conducting online research is in using search terms that are too broad. Try the following Internet searches and contrast the results:

Context: You are searching for local seafood restaurants. Using Google, try the following searches and note the number of results.

**Seafood Restaurants**

**Number of Results:**

**Seafood Restaurants  
Your State**

**Number of Results:**

**Seafood Restaurants  
Your City, State**

**Number of Results:**

**Seafood Restaurants  
Your Zip Code**

**Number of Results:**

**Identify the search terms that you  
used which provided the most  
relevant results:**



# Once Upon a Keyword....



## Types of Keyword Searches & Search Reminders

Search Strategy	Description	Examples
<b>Search Strings</b>	<p>Examine your research topic, argument topic, or research question.</p> <p>Identify the most important terms.</p> <p>Include a search string of phrases – do not use punctuation. Include the most important terms AND add any words that will help you access results with data for support of your topic or facts!</p>	<p><i>Topic:</i> Is reality television harming our society?</p> <p><i>Search String:</i> Reality TV negative impact society</p> <p>*****</p> <p><i>Topic:</i> Research the Jazz Age during the 1920s</p> <p><i>Search String:</i> 1920s Jazz Age influence background</p>
<b>Wildcard</b>	<p>Use an asterisk (*) or question mark (?) to stand for any character or strand of characters in a word</p>	<p>Teen* (results include teens, teenagers, teen)</p> <p>Auto? (for autos, auto, automobile)</p>
<b>Phrase Searching</b>	<p>Use quotation marks to access results with words appearing together or in a certain order</p>	<p>“Chicago Bears”</p> <p>“Martin Luther King, Jr”</p>



## The Keys to Effective Keyword Searching

**Plan your search strategies and conduct more effective searches when researching online! Just follow these steps:**

Step 1: Identify your research topic. Write the topic in the form of a question.

Step 2: Identify the most important terms in your research question.

Step 3: Implement a search strategy such as using a search string of key terms, placing quotation marks around phrases, or use a wildcard (asterisk or question mark) to broaden results.

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Example Research Topic: Gaming Violence

**Write a research question based on the topic.**

Step 1:

Research Question: What effects do violent games have on teens?

Step 2:

Violence games teens effects

**Identify key terms in your research questions.**

Step 3:

Using quotation marks to limit search results to webpages that contain these words together - "violent games"

Use a wildcard to broaden search to include articles containing information on teens *and* teenagers \*teens

Add additional specific terms to access articles for support

Influence detrimental research statistics

# The Key to Effective Keyword Searching

Student's Name:

Class Period:

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## How to Write a Research Question

Forming one or more research questions based on your topic can make the research process much easier! Using questions to guide your research will structure your focus, help you make decisions about “what to write down” when you find an article on your topic and webpage. A question will help you only note the information that is relevant to your topic.

Once you draft one or more research questions, you will be able to select *better keywords* while searching by *narrowing* your focus! Your research will center on locating information that *answers* the research question you have created!

### **Suggestions:**

Limit your research to specific demographics.

Once you have your topic, you may want to write a research question focusing on a specific location, time period, or age group.

### **Suggestions:**

Whether you are researching about an issue, person, or event, you will want to examine *influence, impact, background, and effects*.

Research questions typically focus on why the topic itself is significant.

Researching an event – Your question may ask the impact the event had on our world.

Researching a person – Your question may focus on how this person influenced others.

Researching an issue – Your question will include a specific angle, stance, or argument.

# The Key to Effective Keyword Searching

Student's Name:

Class Period:

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## How to Write a Research Question

Example: Your teacher assigns a research project on environmental issues.

You decide to focus on *global warming*.

Now you can narrow your focus to include a specific aspect or angle.

*What reduces global warming?*

You can narrow this even further by researching *hybrid cars*.

Your research question: *How have hybrid cars reduced global warming?*

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## Time to Practice!

Narrow your focus by forming a research question using the following broad topics:

Topic 1: Cell Phones

Topic 2: Animal Testing

Research Question:

Research Question:

Topic 3: World War II

Topic 4: Year Round School

Research Question:

Research Question:

# The Key to Effective Keyword Searching

Student's Name:

Class Period:

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## Identifying Key Search Phrases

**What terms should you include when using a search engine such as Google?**

Highlight, underline, or circle the important concepts or key terms in the following research questions:

1. How does secondhand smoke affect children with asthma?
2. What are the advantages of attending a year round school?
3. What effect does birth order have on academic achievement?
4. Are children who play video games more likely to be violent?
5. Is reality television a negative influence on society?
6. Should the legal drinking age be lowered?

7. Should marijuana be legalized?
  
8. Should juveniles be tried as adults?
  
9. Do statewide teen curfews impact juvenile crime?
  
10. What are the advantages of single gender classes?

# The Key to Effective Keyword Searching

Student's Name:

Class Period:

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## Identifying Key Search Phrases

**What terms should you include when using a search engine such as Google?**

Highlight, underline, or circle the important concepts or key terms in the following research questions:

1. How does **secondhand smoke** affect **children** with **asthma**?
2. What are the **advantages** of attending a **year round school**?
3. What **effect** does **birth order** have on **academic achievement**?
4. Are **children** who play **video games** more likely to be **violent**?
5. Is **reality television** a **negative influence** on **society**?
6. Should the **legal drinking age** be **lowered**?

7. Should marijuana be legalized?
8. Should juveniles be tried as adults?
9. Do statewide teen curfews impact juvenile crime?
10. What are the advantages of single gender classes?



## **BECOME A BETTER RESEARCHER NOW!**

Write a research question to answer based on your topic!

**If you are researching a specific demographic, include that in a search string.**

Examples: Teenagers, United States, 1960s, Women, etc.



Include all key terms written in your research question! Add the following terms if they apply to your topic or research question:



**Impact    Influence    World    Significance    Effects    Background**

Try adding the following to your search string in order to better access academic articles and factual support:

**Data    Statistics    Facts    Research    Research Studies**

*Once Upon a Keyword.....*

## **Search Strategy**

*Write your research topic in question format:*

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### **Identify the Important Terms and Concepts**

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Plan your search string by using a search strategy or including any synonyms or related words. Include at least 2 search strategy ideas listed below:

Wildcard (\*): \_\_\_\_\_.

Keyword Phrases:

“ \_\_\_\_\_ ”

Thank you for your purchase!



*Stacy E Henderson* — [Teen Tech University](#)

If you have any questions, please do not hesitate to contact me at [stacyeholcombe@gmail.com](mailto:stacyeholcombe@gmail.com). Also, if you and your students enjoy this product, try the following additional research resources:

[\*\*Bias Buster: Author's Purpose and Bias in Informational Text\*\*](#)

[\*\*Research 101: Ready, Set, Research Bundle for Any Content Area\*\*](#)

[\*\*Ready to Research Task Cards\*\*](#)

[\*\*Reference Materials Mastered: Using Reference Sources for\*\*](#)

[\*\*Research\*\*](#)

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