

Research Planner

SAMPLE



Research Topic

Advertising of beauty products and the effects on self-esteem.

Core Ideas/Concepts

- | | |
|--------------------|----------------|
| 1. Advertising | 3. Self-esteem |
| 2. Beauty products | 4. |

Brainstorming Search Terms

Assign one concept to each column, and write down all the words/phrases you can think of that capture that idea.

Concepts	Advertising	Beauty products	Self-esteem
Key Words or Phrases	Advertising Marketing Commercials Promotion	Beauty products Cosmetics Makeup	Body image Self-image Self-concept

The Database "Advanced Search" Form

Assign one of your concepts to each search field, and enter the key words/phrases for that idea on that line. Place the word 'OR' between each of your words/phrases.

Field 1		advertis* OR market* OR commerc* OR promot*
Field 2	AND	beauty products OR cosmetics OR makeup
Field 3	AND	self-esteem OR body image OR self-image OR self-concept