Boolean Key Word Search Primer

The internet is a vast database. The key to finding the right job opportunities is learning an effective internet search strategy. The Boolean search is an effective way to quickly find what you are looking for online. Here’s how it works:

First you want to use one of three standard connecting words in your search. They are: AND, OR NOT

These words are called logical operators. Depending on which logical operator you choose you can either broaden or narrow your online search. The following Venn Diagrams illustrate how the three logical operators will affect your online search.

Suppose you want to learn about cats AND dogs.

You want to use the search terms: cats, dogs

Connect: cats AND dogs

The shaded area represents websites that contain information about cats AND dogs. By using AND as a connector your top search results will be sites that contain information about both cats and dogs will be your top search results.

Connect: cats OR dogs

The above diagram represents sites you will find if you connect cat OR dogs in a search. Some sites will be about cats, some about dogs and some about both cats and dogs.

Connect: dogs NOT cats

The above diagram represents sites you will find if you connect dogs NOT cats. Your search results will only include information about dogs but not cats.