Difference between **Keyword** searching and **Subject Term** searching

* **Keyword searching** asks the search engine to look for every article that has the keywords in it, so an article may, or may not, be on the subject you are interested in researching.
* **Subject Term** searching (using Descriptors or Subjects) asks the search engine to look for every article that is related to the concept represented by the subject terms you are using.

**Business Source Complete**

* [www.spu.edu](http://www.spu.edu)
* Click on **Library** Link (top of the web page)
* Click on **Subject Guides** link (on the left)
* Click on the **Business and Economics** link
* Select **Business Source Complete** (if working remotely you will need to authenticate yourself as an SPU patron using your SPU username and password—same as for Banner and Webmail)
* Click on the **Thesaurus** link at the top of the page
* Try typing a few keywords into the **“Browse for:“** For example, type **“monetary policy”** (without quote marks) into the **“Browse for: “** box.
* Examine the results, and click on a germane hyperlinked subject term, such as **“MONETARY policy”**
* Note the numerous optional subject terms on the results page
* Click on a germane hyperlinked subject term
* Examine the “Scope Note” and note the ‘Broader Terms,” “Narrower Terms,” “Related Terms,” and “Used for” sections
* Put a check mark in the box next to one of the subject terms and click the **ADD** button. Note that this action adds the subject term to the “Searching: Business Source Complete” box at the top of the page. You can put check marks next to other terms, thus building a search strategy (make sure you AND them together, not OR them) or perform a search on just one term by clicking on the blue **SEARCH** button. *It is ALWAYS important to start broad and work to the narrow.*
* Once you click the blue **Search** button, on the resulting page, check the **Scholarly (Peer Reviewed) Journals** box in the **Refine your results** section of the page. Do not check the **Full Text** box. Click on the **Update** button.
* Examine the **“Subject: Thesaurus Term”** and **“Publication”** sections on the left. Clicking on one of the hyperlinked options will narrow your results.
* You can add keywords to your search in another one of the search boxes at the top.
* As you can see, playing with different combinations of search terms (subject terms, keywords, etc.) will be a vital practice as you try to get the search engine to return the articles you desire. Be PATIENTwith the search process. It does take time.