

Pre-Searching Analysis Worksheet

Introduction

Information gathered by market research team members may be critical to final determinations of industry capabilities; industry practices; available technologies; market trends; standard terms and conditions; competitive market forces; and availability of products or services. Knowing where to start and planning your search can determine your consistent success. Gathering appropriate market research data is important. This worksheet can assist you with your initial search on the Web. Below are questions to ask yourself as you start your initial market research efforts.

Item/subject	
Are there any UNIQUE WORDS, DISTINCTIVE NAMES, ABBREVIATIONS, or ACRONYMS associated with this item/subject? <i>(These may be the place to begin because their specificity will help zero in on relevant pages.)</i>	
Are there any societies, organizations, or groups that might have information on your subject via their pages? <i>Search these as a "phrase in quotes", looking for a home page that might contain links to other pages, journals, discussion groups, or databases on your subject. You may require the "phrase in quotes" to be in the documents' titles by preceding it by title: [no space]</i>	
Are there any other words that are likely to be in Web documents on your topic? <i>You may want to require these by joining them with AND or preceding each by + [nospace]</i>	
Do any of the terms in the questions above belong in phrases or strings -- together in a certain order, like a cliché? Search these as a "phrase in quotes". (E.g., "wing pods" or "air refueling")	
For the term generated above, can you think of synonyms, variant spellings, or equivalent terms you would also accept in relevant documents? <i>You may want to allow these terms by joining them by OR and including each set of equivalent terms in ().</i>	
Can you think of any extraneous or irrelevant documents these words might pick up? <i>You may want to exclude terms or phrases with -[nospace] before each term, or AND NOT</i>	www
What BROADER terms could your item/subject be covered by? <i>When browsing subject categories or searching sites of webliographies or databases on your topic, try broader categories.</i>	