

## Boolean Operators script

VIDEO	AUDIO
<p><b>Title:</b> Boolean Operators over soft focus freeze frame of opening shot</p> <p>WS student approaching desk</p> <p>CU student</p> <p>CU librarian</p> <p>CU student</p> <p>CU librarian</p> <p>[Transition to reference area]</p> <p>2 shot student and librarian at computer</p> <p>Screenshot showing No Results</p> <p>CU librarian</p> <p>CU student perplexed</p> <p>CU librarian</p> <p>Dissolve to animation of screen descending behind librarian, words appear on screen</p>	<p><b>MUSIC:</b> funk stinger</p> <p><b>Student:</b> “Can you help me? I’ve been trying to find information and I’m getting nothing! I need to turn in my sources in an hour!”</p> <p><b>Librarian:</b> “I’ll be happy to help. What is your topic?”</p> <p><b>Student:</b> Advertising and elections. I’ve tried every possible search term, and I keep getting no results.</p> <p><b>Librarian:</b> “Go ahead and log in to EBSCO host’s Academic Search Premier and show me what terms you used.”</p> <p><b>Student:</b> I tried “negative advertising in elections”, “negative ads elections” and “Advertising elections” and none of them get me anything. See...”</p> <p><b>Librarian:</b> “Well, the problem is most library databases don’t work well with phrase searching. You need to use Boolean operators.”</p> <p><b>Librarian:</b> (<i>laughing</i>) “It’s easy... it just means adding certain terms to your search to get better results.</p> <p>[SFX: screen noise]</p> <p>Most of the time you’ll add the word “AND”. “AND” gives you records that contain two concepts.</p>

<p>Animation of cherry and Washington state illustrating concepts</p>	<p>Let's say you're looking for records on the cherry industry in the state of Washington. Using the word AND will locate all records containing both the word "Washington" and "cherry".</p>
<p>Animation of George Washington</p>	<p>The problem is that you also get records on George Washington cutting down a cherry tree.</p>
<p></p>	<p>You can use the word "NOT" to exclude the ones you don't want. For example, typing "Washington AND cherry NOT George" will narrow your search.</p>
<p></p>	<p>Adding the word "OR" usually broadens a search. Typing "Washington" AND "cherry" OR "industry" will retrieve records about Washington, cherries, and also all types of industry.</p>
<p>Animation ends, screen retracts</p>	<p>You might want to use the word "OR" if your topic has synonyms. For example, information on the cherry industry might be included in records about the fruit industry, so a search for cherry or fruit will retrieve records with either the word "cherry" or the word "fruit".</p>
<p>CU student</p>	<p><b>Student:</b> "Uh, getting back to advertising and elections..."</p>
<p>CU librarian</p>	<p><b>Librarian:</b> "Sure. Let's go back to the database and see how Boolean operators will help to find materials for your topic."</p>
<p>Screen movie with arrows indicating key points</p>	<p><b>Librarian:</b> I have two keywords in my mind for your topic, advertising and elections. Noticed I put in Boolean operator "AND" so as to find articles that contains both concept.</p>
<p>CU student</p>	<p><b>Student:</b> "Wow! That's great, but I don't have time to look at twelve hundred records."</p>
<p>CU librarian</p>	<p><b>Librarian:</b> "Not a problem. Let's add a search term to narrow the results. What do you think we need to do?"</p>

CU student	<b>Student:</b> “How about concentrating on negative advertising on elections by adding the term “AND” and “negative?”
Screen movie following action	
CU librarian	<b>Librarian:</b> “OK, now we’ve narrowed it down to 129 results. How’s that?”
2 shot student and librarian	<b>Music under:</b> Funk sting
	<b>Student:</b> “This is cool!”
	Music up full
Cut to black	