



Guide to Boolean search & Creating profiles

Versie 1.0

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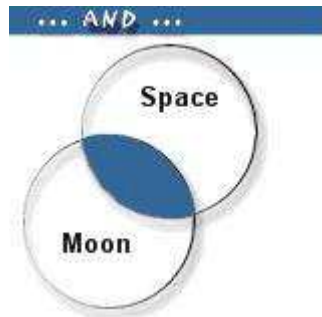
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To find news that is relevant to you, we use profiles, which are drafted with the help of Boolean algebra. Boolean algebra is a very simple form of mathematics, in which the relationship between words and phrases is being identified by means of so-called operators. Below you find the most common structures.

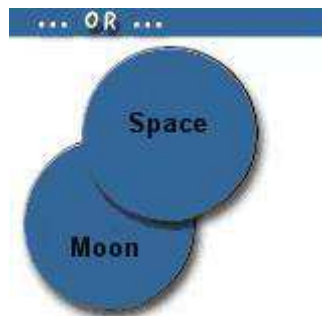


AND

The words left and right of the operator (AND) must both be present in the article to be found.

Example

Space AND Moon

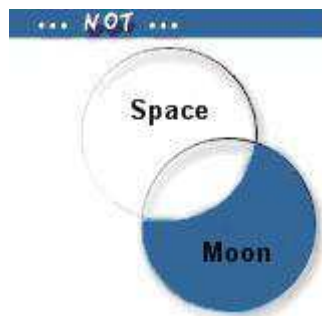


OR

At least one of the two words left and right of the operator (OR) should be present in the article to be found.

Example

Space OR Moon



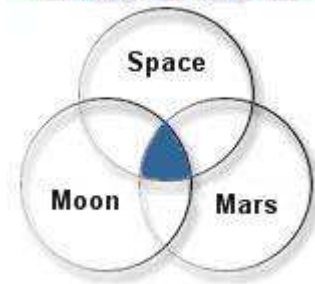
AND NOT

Articles which contain keywords placed right of the operator AND NOT, are excluded from the profile.

Example

Space AND NOT Moon

... AND ... AND ...



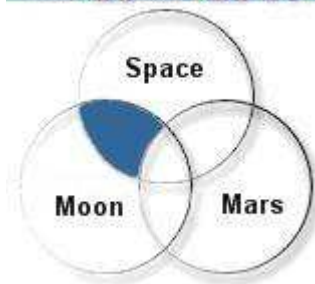
AND, AND

The more keywords are combined in a search with AND, the fewer records will be retrieved.

Example

Space AND Moon AND Mars

... AND ... AND NOT



AND, AND NOT/NOT

Combinations of AND and AND NOT allow you to specify your search even further.

Example

(Space AND Moon) AND NOT Mars

All the operators at a glance:

Operator	Description	Example
AND	The word left and right of the operator AND must be present in the article.	moon AND space
OR	At least one of the words left and right of the operator OR should be present in the search results.	moon OR space
AND NOT	Articles that contain the words right of this operator are excluded from the results.	space AND NOT moon
*	<p>The asterisk is a wildcard (also known as truncating). The wildcard character * can only be used at the end of a word.</p> <p>Please note: When using this wildcard the keyword has to be placed between quotation marks.</p>	"comput*" will result in: computer, computers, etc.
()	<p>Placing words between brackets can structure a complex query. Brackets affect the order in which parts of the query are used.</p> <p>See note on complex queries.</p>	space AND (moon OR mars)
" "	<p>By using quotes it is possible to search in phrases.</p> <p>In addition, quotation marks are necessary when special characters are used.</p>	<p>"space exploration"</p> <p>"e-mail"</p>

Case sensitivity

There is no need to distinguish between upper- and lower-case letters.

Punctuation

In the query punctuation marks like point (.) colon (:), semicolon (;) and comma (,) are ignored.

Special characters

When a symbol is used in the keyword, quotation marks are necessary. For example: "e-commerce" or "P&O"

Length of the query

The maximum length of the query is around 3800 characters.

Complex queries

You can combine for example:

("Greek*" AND Athens) AND NOT ("European Union*")
to find articles about Athens and Greece. Articles that deal with the European Union will be excluded.

Creating Profiles

Basic rules and guidelines

- Parts of the query that belong together have to be combined.
- Always use as many brackets to close a query as to open it.
- Always place brackets at the beginning and the end of each query.
- Quotation marks are placed around phrases, in order to search with the right combination of keywords.
- To exclude keywords you have to indicate to which part of the query they belong.
- Always use capital letters for the operators AND, OR and AND NOT to keep the query manageable.
- Blank lines also help you to keep the query manageable.

Example of an extensive query in the Content Wizard:

A company profile consisting of multiple combinations of AND and a number of exclusions.

1. Collect all keywords you want to use in the query.

The companies:

Shell, Texaco, IBM, Microsoft, Vodafone, Shell

Key business terms:

"Take over", "Strategy*", "Merge*", "Management*" "Annual results", CSR, "Corporate Social Responsibility", CEO, CIO, CTO, COO, "new product*", "innovati*", "target*", Chairman, legislation, "finance figures"

2. Determine the relationship between the keywords.

I.e. what kind of connection is there between the keywords?; an OR relationship? (If any of the words is in the article, it will be retrieved) or an AND relationship? (All of the words have to be in the article for it to be retrieved).

In this example it is important that at least one of the companies is present in the results (OR relationship). Connect all keywords with an OR relationship. If company names exist of two or more words please use quotation marks around the keywords so that the exact combination is searched for.

Shell OR Texaco OR IBM OR Microsoft OR Vodafone

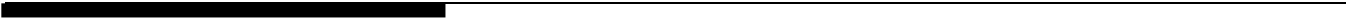
Suppose there is special interest in one of the following business keywords. Combine them with an OR relationship, or connect keywords which consist of several words with each other. See if there are keywords of which a part of the word is used (such as merger). You probably not only want to find merger, but also mergers. In that case, place an asterisk at the end of the word and make use of quotation marks as well.

"Take over" OR "Strategy*" OR "Merge*" OR
"Management*" OR "Annual results" OR CSR OR
"Corporate Social Responsibility" OR CEO OR CIO OR
CTO OR COO OR "new product*" OR "innovati*" OR
"target*" OR Chairman OR legislation OR "finance
figures"

3. Place brackets around the individual parts of the query.

(Shell OR Texaco OR IBM OR Microsoft OR Vodafone)

("Take over" OR "Strategy*" OR "Merge*" OR
"Management*" OR "Annual results" OR CSR OR
"Corporate Social Responsibility" OR CEO OR CIO OR
CTO OR COO OR "new product*" OR "innovati*" OR
"target*" OR Chairman OR legislation OR "finance
figures")



4. Combine the various components of the query by using OR, AND or AND NOT.

In this case, all parts of the query have to be present in the results. The components are combined with AND.

(Shell OR Texaco OR IBM OR Microsoft OR Vodafone)

AND

("Take over" OR "Strategy*" OR "Merge*" OR "Management*" OR "Annual results" OR CSR OR "Corporate Social Responsibility" OR CEO OR CIO OR CTO OR COO OR "new product*" OR "innovati*" OR "target*" OR Chairman OR legislation OR "finance figures")

5. Place brackets to the entire query.

In this way, it is clear that the entire query belongs together.

((Shell OR Texaco OR IBM OR Microsoft OR Vodafone)

AND

("Take over" OR "Strategy*" OR "Merge*" OR "Management*" OR "Annual results" OR CSR OR "Corporate Social Responsibility" OR CEO OR CIO OR CTO OR COO OR "new product*" OR "innovati*" OR "target*" OR Chairman OR legislation OR "finance figures"))

6. Adding exclusions.

Often there are irrelevant articles in the results. These can be excluded by using the operator AND NOT. You can exclude types of items (for example AEX and stock-related news, certain items from newspapers or lists of headlines).

a) Collect all exclusions.

Damrak AEX Euronext "sponsor*" LJN "Financieele

Dagblad" sea ocean beach

b) Place truncation (*), quotation marks and place OR between the terms.

Damrak OR AEX OR Euronext OR "sponsor*" OR ljn OR "Financieele Dagblad" OR sea OR ocean OR beach

c) Place AND NOT before the query and put brackets to the keywords.

AND NOT (Damrak OR AEX OR Euronext OR "sponsor*" OR "ljn OR "Financieele Dagblad" OR sea OR ocean OR beach)

d) Attach this part of the query to your previous part.

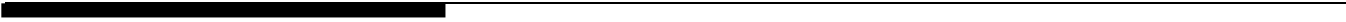
You must indicate that the exclusions relate to the total query. To do that you place brackets at the beginning of your query and in front of the AND NOT operator.

((Shell OR Texaco OR IBM OR Microsoft OR Vodafone)

AND

("Take over" OR "Strategy*" OR "Merge*" OR "Management*" OR "Annual results" OR CSR OR "Corporate Social Responsibility" OR CEO OR CIO OR CTO OR COO OR "new product*" OR "innovati*" OR "target*" OR Chairman OR legislation OR "finance figures"))

AND NOT (Damrak OR AEX OR Euronext OR "sponsor*" OR "ljn" OR "Financieele Dagblad" OR sea OR ocean OR beach))



Example 2: Combining various queries in one profile.

1. Collect all the keywords you want to use in the search.

Put the words together that form a query.

- Financial Times merger acquisition employee reorganization
- Unilever acquisition employees
- Orange employees governance board
- Netherlands holdings multinationals companies

2. Determine the relationship between the keywords.

I.e. what kind of relationship is there between the keywords: an OR (If any of the words is in the article, it will be retrieved) or an AND (All of the words have to be in the article for it to be retrieved).

Financial Times AND merger OR acquisition OR employee OR reorganization
Unilever AND acquisition OR employees
Orange AND employees OR governance board
Netherlands AND holdings OR multinationals OR companies

3. Determine the use of quotation marks and truncating (*)

Place quotation marks to keywords that belong together. See if there are keywords you can TRUNCATE. By TRUNCATING "merge*" you also find mergers, etc.

"Financial Times" AND "merge*" OR "acquisition*" OR "employ*" OR "reorganiz*" Unilever AND "acquisition*" OR "employ*" Orange AND "employ*" OR "governance board"
Netherlands AND "holding*" OR "multinational*" OR "compan*"

4. Place brackets around the parts of the query that belong together.

Find the parts that belong together and place brackets in front of and behind the operators.

"Financial Times" AND ("merge*" OR "acquisition*" OR "employ*" OR "reorganiz*") Unilever AND ("acquisition*" OR "employ*") Orange AND ("employ*" OR "governance board") Netherlands AND ("holding*" OR "multinational*" OR "compan*")

5. Place round brackets around the individual queries.

Make sure that the number of brackets you open with is equal to the number that you use to close.

("Financial Times" AND ("merge*" OR "acquisition*" OR "employ*" OR "reorganiz*"))

(Unilever AND ("acquisition*" OR "employ*"))

(Orange AND ("employ*" OR "governance board"))

(Netherlands AND ("holding*" OR "multinational*" OR "compan*"))

6. Combine the separate queries to one query.

In this case, you want to find articles with the four underlying queries. To achieve this, they must be combined with an OR relationship.

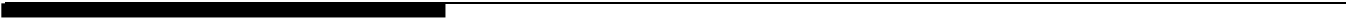
("Financial Times" AND ("merge*" OR "acquisition*" OR "employ*" OR "reorganiz*"))

OR

(Unilever AND ("acquisition*" OR "employ*"))

OR

(Orange AND ("employ*" OR "governance board"))



OR

(Netherlands AND ("holding*" OR "multinational*" OR "compan*"))

7. Start and finish the query with brackets.

In this way, it is clear that the entire query belongs together.

((("Financial Times" AND ("merge*" OR "acquisition*" OR "employ*" OR "reorganiz*"))

OR

(Unilever AND ("acquisition*" OR "employ*"))

OR

(Orange AND ("employ*" OR "governance board"))

OR

(Netherlands AND ("holding*" OR "multinational*" OR "compan*"))

Tips

Below you find a number of tips:

- Did you create a profile in the Content Wizard? Save it and then open the profile in the Mandash application. There you can take a look at the articles that are found.
- By clicking the I-icon in Mandash just in front of the profile name a new window opens, showing the keywords with which the article was found.
- By choosing the option "Zoektermen/Analyse" in the blue bar you see the distribution of the results on the keywords of the search. Also you find the total number of matches. (Note: this is often

placed at the bottom of the page, so you must scroll to see this).

-
- To see which terms give you a lot of hits you can determine whether you want to continue to use a keyword, remove it or perhaps combine it with an extra AND relationship.
 - By choosing the option (in the blue bar) "Rubrieken, /Bronnen/Landen/Talen", you can easily see which categories and sources are selected. If you see no categories or sources, it means all sources are being used.

DO YOU GET TOO MANY RESULTS AND DID YOU ALREADY EXCLUDE ITEMS BY USING KEYWORDS? CHECK IF THERE ARE A SPECIFIC NUMBER OF CATEGORIES YOU CAN SELECT WHICH APPLY TO YOUR SEARCH. AN OVERVIEW OF THE SOURCES FOR EACH CATEGORY CAN BE FOUND AT THE [HOWARDSHOME SUPPORTDESK](#).