# Keywords for searching by Gillian Siddall [Video Transcript]

What are keywords?

Keywords are words you can use to search for information.

Rather than searching for your whole question, it’s useful to break it down into keywords or phrases.

For example: I have to find some information on ethics in the fashion industry.

What other keywords could I use?

Think about synonyms, British and American spellings, as well as singular and plural words.

You can then try different combinations of your keywords to search for literature:

Retail AND fair trade.

Fashion industry AND sweatshops.

Thank you.