

The Google Generation: Are ICT innovations Changing information Seeking Behaviour? (Chandos Information Professional Series)

Barrie Gunter, Ian Rowlands, David Nicholas

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The Google Generation examines original and secondary research evidence from international sources to determine whether there is a younger generation of learners who are adopting different styles of information search behaviour from older generations as a function of their patterns of use of online technologies. The book addresses the questions: might the widespread availability and use of search engines, such as Google, give rise to a different type of scholar who seeks out and utilises online information sources and thereby develops a different orientation to learning from older generations whose information seeking practices became established initially in the offline world.

- Provides a one of the most comprehensive analyses yet on the evolving nature of information search behaviour
- Combines a review of a wide range of international research evidence combined with original, cutting edge research
- Directed towards industry end-users and policy makers as well as academics with shared scholarly interests



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