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# The Information Seeking Behavior of Today's College Students

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# The Information Seeking Behavior of Today's College Students

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# Today we're going to look at...

- how today's students look for information how that impacts their work
- the disconnect between this behavior and faculty's expectations and desires
- ways faculty can help influence students' information seeking behavior

# Before we begin...

- a word on generalizations

# The Millenials

- Relationship to parents
- Trained to be doers and achievers
- Tremendous consumers
- Technology veterans
- Increasingly diverse

# A look at what we're seeing…

- Break into buzz groups
  - Briefly talk about what happens when you give students an assignment that requires them to do research.
    - What sources do they use to conduct the research?
    - What's the quality or the sources?

# So what does research tell us?

- Most popular source for undergraduate research:

**The Internet!!!**

- The internet is as popular or even more popular with faculty

Lippincott & Kyrillidou, 2004

De Rosa, 2005

# Satisfaction with their Searching

| | |
|---|---|
| Very satisfied | 65% |
| Satisfied | 26% |
| Neither satisfied nor dissatisfied | 7% |
| Dissatisfied | 1% |
| Very Dissatisfied | 2% |

De Rosa, 2005

# Where are they learning about sources?

| | |
|---|---|
| Friend | 67% |
| Links from electronic information sources or websites | 61% |
| Teacher/Professor | 50% |
| News Media | 44% |
| Online News | 42% |
| Coworker | 37% |
| Reference from a library website | 36% |
| Librarian | 33% |

De Rosa, 2005

# Impact on Research

- Citing more than ever
  - Convenience
  - “Good enough”

Davis, 2003

# A little more complex

- Students believe they can find the information they want on the web.
- Yet they also realize the web doesn't meet all their needs.

De Rosa, 2005

# Shouldn't be a Surprise

- Starts early

# Faculty, the Web and Student Research

- Love/Hate Relationship
- Perception Gap
- The Missing Filter

# What To Do?

- Clear and enforceable guidelines
- Study at Cornell
  - Number of citations decreased
  - Number scholarly resources cited increased

# What To Do?

- Introduce new kinds of resources
  - Don’t assume
  - Force their hand

# What To Do?

- Introduce new kinds of resources
  - Go for a systematic approach
    - At GVSU
      - Natural Resource Management
      - Advertising and Public Relations

# What to do?

- What's working with your students?

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