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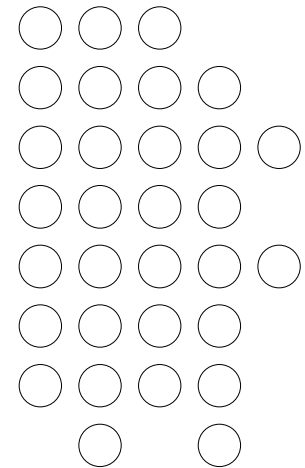
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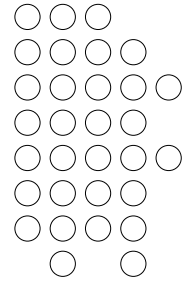
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How real is the Google Generation?

David Bawden
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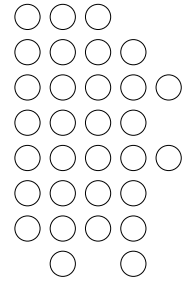


Google generation



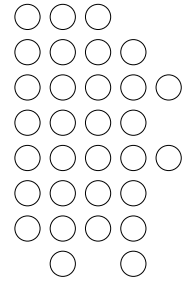
- those born in, or after, 1993
- who have not known a world before the web
- Last in line of 'generations': baby boomers, Gen X, Gen Y, etc.

Assumptions



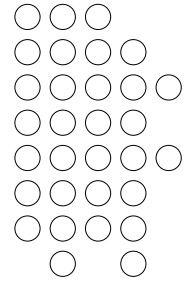
- the Google generation are different
- they love computers
- they hate books (and libraries)
- and many more

Evidence



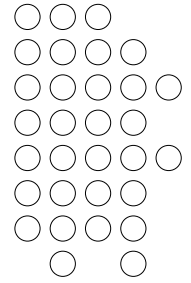
- Rather lacking
- Few empirical studies
- Lots of anecdote and opinion
- Hardly any evaluation and ‘meta study’
(University College London - Ian Rowlands)

10 assumptions



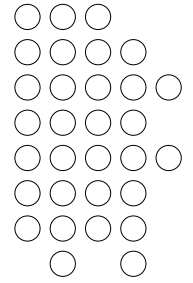
- About the Google generation and information
- How justified are they ?
- Summarise evidence (with some personal observation)

Google generation are different and homogenous



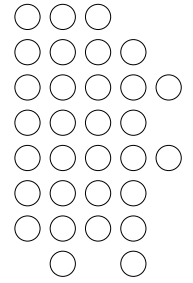
- perceived as different
- but still large differences
 - between individuals
 - between socio-economic groups
 - between countries
- and many similarity with older groups

Google generation are obsessed by technology



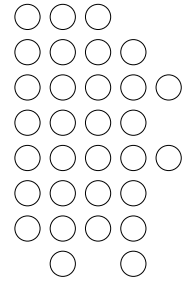
- Not all of them
- Not all the time

Google generation prefer multimedia to text



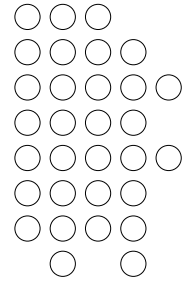
- not all of them
- none of them all the time
- reading more than previous generations
- novelty fades

Google generation demand edutainment and infotainment



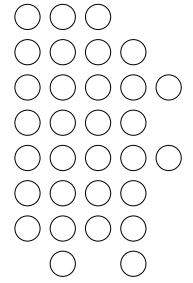
- not all of them
- none of them all the time
- novelty fades
- easiest and quickest is best

Google generation demands instant information



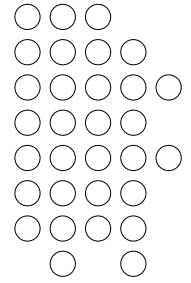
- yes
- so do most other people
- GG cannot remember a time when this was not the norm
- Maybe 'slow information' is the next trend (City University PhD project)

Google generation are skilled with technology



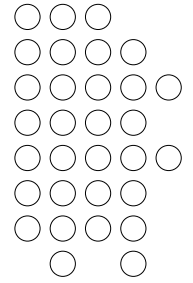
- not really
- some are, most aren't
- confidence is mistaken for skill

Google generation are good at finding information



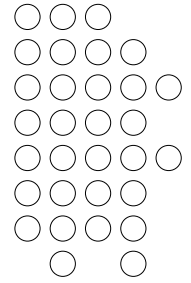
- not so
- they can often find something quickly
- but it may not be what they want
- lack understanding of ‘information world’
- limited judgement and evaluation
- stop at ‘good enough’ without appreciation what ‘better’ might be
(like the rest of us ?)

Google generation wants only digital communication



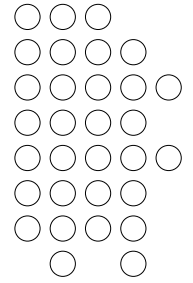
- true, to a large extent
- but this may reflect cost (free texts) and convenience

Google generation multitasks effectively

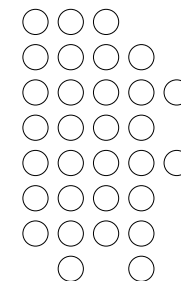


- Need to stay connected
- Attempt to do several things 'at once'
- Distraction problem
 - Getting worse ?

Google generation rely on peers rather than 'authority'



- 'wisdom of crowds' view
- social networking effect
- no evidence for this
- peers are quick and convenient sources



Concluding thoughts

- Google generation
 - Not so similar to each other
 - Not so different from everyone else
 - Not so good with technology and information as they, and others, think
 - Show same trends as previous (but more so?)
 - Difficult to provide for
 - Need to be understood better