The Google Generation is at Your Library’s Door

Who are they?

- Children of Generation X (born between 1977 and 2000)
- Other names they are called
  - Google Generation
  - iGens
  - Homelands
  - Generation Z
- Born when Google began, and in elementary school when Facebook launched
- More likely to be pursuing college than other generations

Their UX Preferences

- Prefer to socialize online than face to face
- Value personalization, convenience, self-sufficiency, intuitive web and web-based shopping experiences
- Prefer Video – YouTube is their favorite online platform (94% of 18-24 year olds use YouTube)

Their Research & Learning Behavior

- Expect learning tools to be available on-demand and with low barriers to access
- Overreliance on Google for research
- Use several Internet browser windows at the same time
- Believe learning can take place anytime, anywhere
- Use two computers at the same time

“Bouncers”: view only 1-2 pages on a visit to a website and leave

Sources

EBSCO Research Starter “Generation Z”
www.pewinternet.org/2018/03/01/social-media-use-in-2018/03-01-social-media-02/