The Google Generation is at Your Library’s Door

Who are they?

- Children of Generation X (Born between 1996 and 2012)
- Other names they are called:
  - Google Generation
  - Post-Millenials
  - iGens
  - Homelanders
  - 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
- Use two computers at the same time
- Believe learning can take place anytime, anywhere

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

Sources:
- EBSCO Research Starter “Generation Z”
- www.pewinternet.org/2018/05/31/social-media-use-in-2018/