

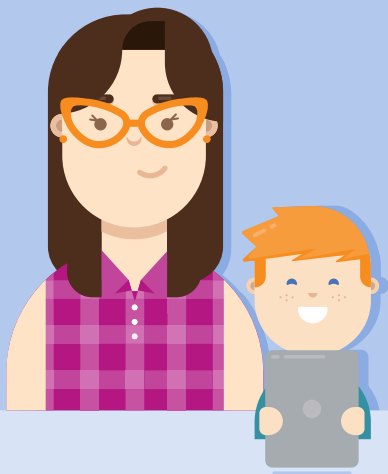


# The Google Generation is at Your Library's Door

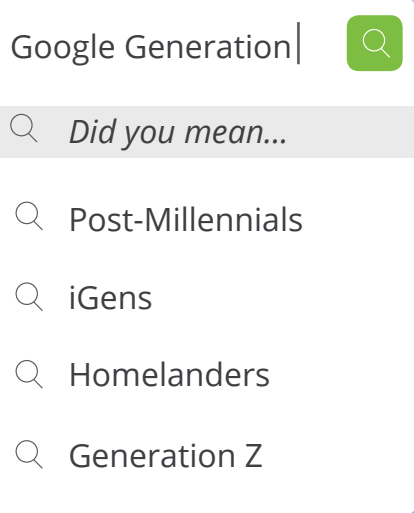
## Who are they?

Children of Generation X

(Born between 1996 and 2012)



Other names they are called



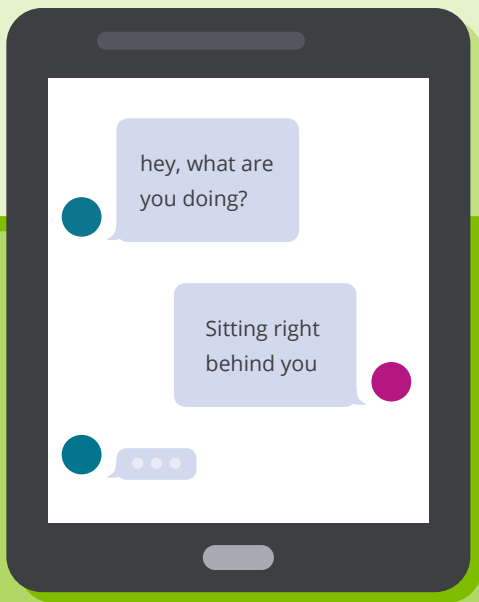
Born when Google began, and in elementary school when Facebook launched



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

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