



PRINT OR eFORMAT: PREFERENCES AND FACTORS THAT INFLUENCE UNDERGRADUATE STUDENT BEHAVIOR



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Information seeking behavior

“Information seeking is the conscious effort to acquire information in response to a need or gap in knowledge (Case, 2002)...Thus, information seeking behaviour encompasses a wide array of actions which individuals or groups take to identify, seek, evaluate, select and use information to fulfil their information needs (Wilson, 2000).” (Kwayna, 2016 1)

Undergraduate preferences on format for academic readings and research materials

Past research methodology

Information-Citation chasing

Time/energy expended to find needed information

Length of time available to read the document (Rockinson et al. 2013, 260)

Preference for print due to lack of uniform formatting standards for ebooks/textbooks - eformat was “too restrictive” (Rockinson et al., 2013, 263)



Factors that influence undergraduates behavior as a group

Print Factors

Eye strain

Too many online distractions

Enhanced retention of knowledge

Better for complex lengthy required readings

Familiarity

Note taking/highlighting abilities

Ability to buy text with loan money (Rockinson et al., 2013 263)

eFormat Factors

Cost

Weight

Environmentally friendly

Shorter-less complex supplemental documents

“Just because there is a preference for print, it does not mean that there is an unwillingness to use digital.” (Becker, 2015 232)

Conclusion –

What undergraduates are seeking and why they are seeking it are intertwined & play a predominant role in how they seek information.

Some undergraduates “...[employ] the strategy of beginning with Wikipedia, looking up the resources listed, and moving on from there – a form of citation chasing.” (Mizrachi, 2010 575)