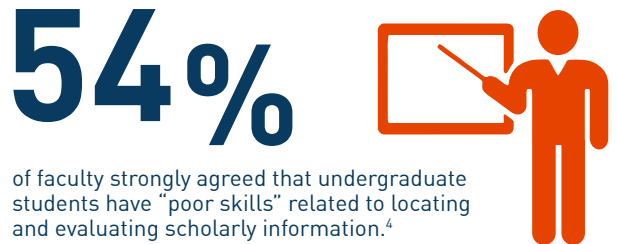


# HOW DIGITAL TECHNOLOGY IS CHANGING 21<sup>ST</sup> CENTURY STUDENT RESEARCH

The college years are a transformative time marked by hours spent studying, researching, and collaborating with peers. Studies evaluating the research habits of academics reveal how students are researching and the impact technology has in satisfying the growing demand for high-quality digital content accessible anytime, anywhere, and on any device.



of students agree technology helps them be more efficient and effective students.<sup>1</sup>



of faculty strongly agreed that undergraduate students have "poor skills" related to locating and evaluating scholarly information.<sup>4</sup>

## COLLEGE FRESHMEN HAVE THE MOST DIFFICULTY CONDUCTING RESEARCH

Coming up with keywords **75%**

Sorting through irrelevant search results **57%**

Identifying and selecting sources **51%**

Integrating writing styles from different sources **43%**

## GROWING DEVICE ADOPTION



**78%**

of students frequently use devices to read digital course materials.<sup>2</sup>

## TECHNOLOGY LEADS TO BETTER GRADES

**67%** **A+**

of students feel better prepared for class.<sup>7</sup>

## TECHNOLOGY INCREASES STUDENT ENGAGEMENT WITH



Course Materials



Professors



Fellow Students

## MUST HAVE MOBILE

**85%**

On average, students report that 85% of their preferred study spaces would be impossible to study in if not for technology such as laptops or smartphones.<sup>6</sup>

### TOP 5 EBOOKS BY DISCIPLINE

What Students Are Studying



Psychology



Business



Nursing



Education



History

10

## UPWARD TREND IN EBOOK USAGE

Nearly 60% of academic libraries expect eBook usage to grow — that's almost a 10% increase in circulation this year over last.<sup>8</sup>

## THE BIGGEST BARRIER?

Lack of awareness of eBook availability is cited by 56% of librarians as primary reason that eBooks are not more widely use.<sup>9</sup> Gale customers have access to customer success managers and free promotional materials like social media posts and digitized images. Plus, any page within *GVRL* can be permanently bookmarked, so you can promote usage from multiple points of access.

Learn how you can get more with Gale eBooks on *GVRL* [gale.com/ebooks](http://gale.com/ebooks)

1, 5, 6, 7 Are Learning Analytics the New 'Likes'? 87% of College Students Perform Better with Access to Personalized Data, New Research Finds, McGraw-Hill Education, October 2015

8, 9, 10 eBook Usage in U.S. Academic Libraries, Library Journal, 2016

2 Fifth Annual VitalSource/Wakefield Survey Finds College Students Want More and Better Classroom Technology, VitalSource Technologies Inc., July 2015

4 Ithaka S+R US Faculty Survey 2015, Ithaka S+R, April 2016

3 State of America's Library Report Archive: School Libraries, American Library Association, 2015