

GOOGLE OR GUTENBERG GENERATION: CHILEAN UNIVERSITY STUDENTS' READING HABITS AND READING PURPOSES

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INTRODUCTION



Reading habits, facilitate and encourage the development of competence in understanding and positively influence the academic performance of university students.



Google Generation identifies young people born since 1993, characterized by living in a world of connectivity permanent.



«Gutenberg Generation» those joining the digital world who prefer academic reading assignments in paper format to digital.

OBJECTIVE AND METHODOLOGY

Describe the reading habits revealed by college students in two disciplines (human sciences and economic and administrative sciences) in respect of reading on paper and in digital under three reading purposes: academic, entertainment and information research.



HALE&P survey:
24 closed questions /6 sections.
894 students
2 Chilean universities/ 5 careers.
Team of researchers from Project FONDECYT N° 1170623.



RESULTS

Paper substrate is the preferred without affecting the discipline

To find information prefer digital format



All comparisons between paper and digital media are statistically significant in favor of paper.

Influenced on principle logocentric words dominate other systems semiotics

«Google Generation» prefer the paper substrate

CONCLUSIONS



Being born in a period or from a year (1993) does not grant being a digital reader. A distinction must be made between the uses of technology and purpose: leisure, academic...



There is currently a generation in transition "Gutenberg-Google", which still recognizes and relevance to paper, in particular for academic purposes.



The results are readers' habits and opinions. We focus on declarative knowledge, what they say they do; not on what they do when they read (procedural knowledge).

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