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The Authority of Sources in Academic Libraries: The Authority of Everyman

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The Authority of the Everyman: User Opinions & Consumer Research

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Of recent Pew Internet & American Life survey respondents:

- 79% of Internet users expect to find information on products and services online

- 81% of Internet users have used it to research a product with 20% doing it on a typical day
More Statistics

Again, from the Pew Internet & American Life Project:

- Of those who stated that the Internet had played an important or crucial role in making a recent important decision:
  - 34% said it helped them find advice & support from other people
  - 30% said it helped them find information or compare options
About the Information They Found

A recent Pew Survey found that:

- 79% of Internet Users are confident that they will make the right decision based on the information they found online.
- 63% stated that they were relieved by the information they found as it clarified a specific need.
- 53% were eager to share what they had learned online with others.
• 30% have posted a comment or reviewed a product or service they’d received.
• 32% had rated a product, service or person using and online ratings system
So Where Might They Be Going?

Librarians Say:

Authoritative!!!
Where Might They Be Going?
Where Else?