Camelia GRĂDINARU
"Alexandru Ioan Cuza" University of Iaşi (Romania)

The Information Searching Behaviour in the Digital Age*

Abstract: This paper focuses on the information searching behaviour of scholars in the digital age. The inflation of the scientific publication puts a hard pressure on the academics; in this respect, they developed new digital practices to cope with this situation. The analysis of those patterns draws an intrigued picture of the online searching behaviour, characterized by scanning a big number of online pages or sites, skimming the information, and spending very little time for reading it. These online "habits" have been organized in several taxonomies; in this article I analyzed concepts such as bouncing, squirreling and power browsing. I chose these terms because they can be related with the concept of reading and because they can illustrate the manner in which scholars combine different "text technologies" in their work. The study of the online information searching behaviour is also important as long as it can indicate how digitalization may lead to a different model of obtaining and developing knowledge.

Keywords: searching behaviour, bouncing, power browsing, squirreling, reading

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