FACTORS AFFECTING UNIVERSITY STUDENTS' ONLINE INFORMATION SEARCH BEHAVIOR

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Abstract

Most people in the world utilize the internet for communication, learning and research. Information on the Internet has evolved into a structure that can be accessed or edited by users, especially with the development of web 2.0 technologies. Hence, online environments are complicated by the addition of millions of new documents, resources, news or information every second. There are significant differences in the accuracy and reliability of information resources available on the Internet. Therefore, it is necessary that individuals have the ability to determine the appropriateness, reliability and quality of the countless number of information in these sources. It is possible for users to access the information they seek on the internet in the most accurate and reliable manner with a number of cognitive and meta-cognitive strategies. The purpose of this research is to review the literature for the factors affecting the information search behavior of university students. For this purpose, the relevant studies in the literature have been examined systematically. According to the results of the study, age, gender, frequency and time of daily internet usage, department and class affect information searching behavior on the internet. In addition, epistemological beliefs and mastery-approach goals characteristics of individuals are other factors that are effective in online information search behavior. It is seen from the studies in the literature that the more emphasis is given to university students' demographic variables. There is a need for research that examines the relationship between university students' online information seeking and different variables, such as critical thinking levels.

Keywords: Online information search, Web 2.0, literature review.