Chattin' 'bout my generation: Virtual reference use from Millennials to Boomers.

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Abstract: What generational differences are there in the information seeking and communication behaviors of members of the Millennial Generation (AKA Net Gen, Gen Y) when compared to older adults? How can virtual reference services (VRS) better serve members of the younger generation whose preferences for finding and using information seem to be radically different from previous library users? This paper reports findings from the *Seeking Synchronicity: Evaluating Virtual Reference Services from User, Non-User, and Librarian Perspectives*, funded by IMLS, Rutgers University, and OCLC. Results shed light on how people of different ages make decisions to use VR, what their preferred modes of communication are, what they like and dislike about VR and how these services can be made more attractive to non-users. Research-based recommendations with key implications for sustainability and growth of consortial VR, library use instruction, marketing, and system development will be discussed.