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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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Some Background Statistics

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 an online ratings system

So Where Might They Be Going?

Librarians Say:

The logo for Consumer Reports, featuring the word "Consumer" in bold black text with a red dot over the 'o', and "Reports" in bold black text below it.

**Consumer
Reports**

The logo for ProQuest, with "Pro" in grey and "Quest" in red, separated by a red swoosh. Below "Quest" is the tagline "Start here." in small grey text.

ProQuest
Start here.

The logo for General OneFile, featuring a collage of magazine covers on the left and the text "General OneFile" in blue on a white background.

General OneFile

Authoritative!!!

Where Might They Be Going?



Where Else?

amazon.com

Epinions.comSM
a Shopping.com company



GoogleTM
Product Search BETA