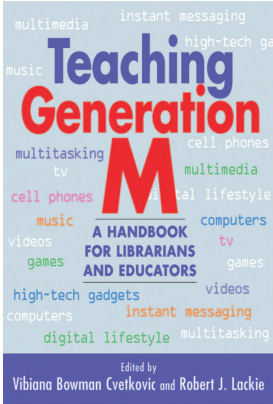


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Teaching Generation M: A Handbook for Librarians and Educators



Edited by **Vibiana Bowman Cvetkovic** and **Robert J. Lackie**

Working with and devising quality educational resources for “Generation M” – today’s group of teens and young adults born in the early 1980s through the mid 1990s – can be a challenge. Editors Cvetkovic and Lackie answer the core questions you’ll need to facilitate new and powerful learning opportunities for your Gen M audience, including:

- Who are the members of Gen M?
- What is their shared cultural experience and how does it influence learning?
- How can librarians and educators best meet this cohort’s educational requirements?

Cvetkovic, Lackie and their contributors debunk common myths and misconceptions about this unique generation to provide a realistic understanding of their instructional needs and learning styles. You’ll find a comprehensive introduction and overview of Gen M, including key term definitions, background information, and a clear idea of the scope of issues facing educators charged with teaching and working with this age group. Contributors cover popular online social medial tools, many of which play a large role in Gen M information retrieval, and also address key educational theories and provide instruction for creating lessons and learning objects that can be used in both traditional and online educational environments. Examples of current best practices are provided along with corresponding instruction for designing and implementing them in your library or classroom.

About the Editors

Vibiana Bowman Cvetkovic is Reference Librarian and Web Administrator at the Paul Robeson Library, Rutgers University, Camden, New Jersey. Vibiana is Chair of the Children and Childhood Studies Section of the Mid-Atlantic Popular/American Culture Association. She was named one of the “Library Movers and Shakers for 2005” by *Library Journal*.

Robert J. Lackie is Professor-Librarian at Rider University, Lawrenceville, New Jersey, where he co-leads the Library Instruction Program and serves as Reference Collection Development Librarian. He was chosen as “2004 New Jersey Librarian of the Year,” was a recipient of the “2004 Rider University Award for Distinguished Teaching,” and was granted the 2006 ALA “Ken Haycock Award for Promoting Librarianship.”

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