

**North Carolina Central University**

School of Library and Information Sciences presents the

# **Samuel Lazerow Memorial Lecture**

## **The Impact of Online Games and Virtual Worlds on Human Information Behavior**

THURSDAY, FEBRUARY 12, 2009

5:30 P.M.

MARY M. TOWNES SCIENCE  
BUILDING, ROOM #2221

A reception will immediately follow the lecture.  
Please RSVP to [nccuslis@gmail.com](mailto:nccuslis@gmail.com) by Thursday,  
February 3, 2009.

Some people, such as those in Generation Y, are active members of virtual worlds such as Second Life or frequent players of online games such as World of Warcraft. How do these individuals integrate virtual worlds and online games with the “real” world, especially with regard to social relationships, education, health, and leisure? What is the impact of these integrations on information seeking and information retrieval? Dr. Campbell will provide an exposé of virtual worlds and online games from a perspective that meshes social psychology and information science.



Dr. Andrew J. Campbell,  
Lecturer in Psychology  
Faculty of Health Sciences  
The University of Sydney  
Sydney, Australia



**NORTH  
CAROLINA  
CENTRAL  
UNIVERSITY**  
FOUNDED 1910



**THOMSON REUTERS**