Paul Sturges
Professor Emeritus
Loughborough University, Department of Information Science, UK.
r.p.sturges@lboro.ac.uk

Paul Sturges has 40 years experience as a researcher, writer (over 150 publications) and speaker (in over 60 countries) on an eclectic range of topics, clustering in the area of freedom of expression. He was Chair of IFLA’s FAIFE Committee 2003-9 and received the UK honour the OBE in 2010 and the IFLA Medal in 2011.

More information at: http://www.lboro.ac.uk/departments/ls/people/psturges.html

University of Zadar Summer School 2012
April 11 – 14, 2012

Lecture: The Brain and e-Information: Lessons from Popular Neuroscience

Modern neuroscience suggests that we are much more dependent than we realise on information, ideas and sensations that are acquired and processed by areas of the brain not always immediately accessible to the conscious mind. Consequently the intuitive aspects of e-information and e-learning can offer a better fit for human need than the comparative rigidities of text-based learning. Important insights from the recent wealth of popular books on neuroscience will be offered to suggest arguments on how normal brain function relates to the modes and structures of e-information. The connection with ideas such as the concept of ‘flow’, and the so-called ‘passive information seeking’ in models of information seeking will be tentatively explored.