

Abstract: The aim of this master thesis is to investigate the impact of teaching analytical search strategies on information seeking behaviour in the academic environment of the CTU university and to assess this importance in the teaching of students from the position of a teaching librarian. The thesis is processed from theoretical and practical perspectives. The theoretical part of the thesis is devoted to a review of terminology and the current state of knowledge in the field of information seeking behaviour. In more detail, this section describes the various elements related to the issues of search strategies, information resources and the role of academic libraries in information education in order to understand their role in the process of information retrieval. The practical part presents the interpreted results based on the conducted questionnaire survey, which are an important basis for evaluating the effectiveness of teaching and assessing its impact on the information behaviour of students in the academic environment of CTU.

Keywords: information literacy, information education, analytical strategies, browsing, information seeking behaviour, models of information behaviour, online searching, teaching librarian, generation Z, technical fields, information brokering.