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# Your Brain on Google: Patterns of Cerebral Activation during Internet Searching

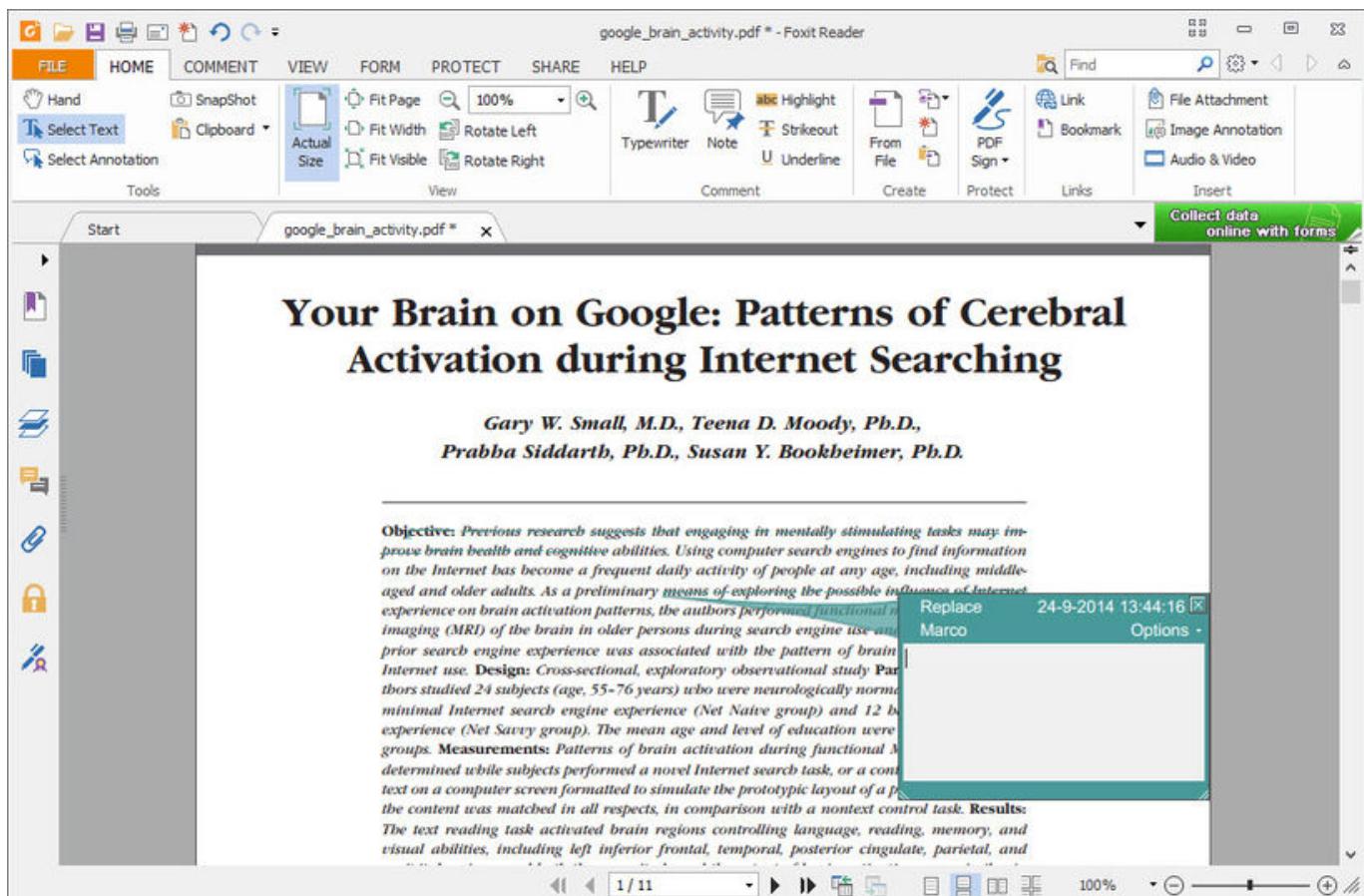
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**Objective:** Previous research suggests that engaging in mentally stimulating tasks may improve brain health and cognitive abilities. Using computer search engines to find information on the Internet has become a frequent daily activity of people at any age, including middle-aged and older adults. As a preliminary means of exploring the possible influences of Internet experience on brain activation patterns, the authors performed functional MRI (fMRI) of the brain in older persons during search engine use and prior search engine experience was associated with the pattern of brain Internet use. **Design:** Cross-sectional, exploratory observational study. **Participants:** Authors studied 24 subjects (age, 55–76 years) who were neurologically normal and had minimal Internet search engine experience (Net Naïve group) and 12 with more experience (Net Savvy group). The mean age and level of education were similar between groups. **Measurements:** Patterns of brain activation during functional MRI were determined while subjects performed a novel Internet search task, or a control task on a computer screen formatted to simulate the prototypic layout of a search engine. The content was matched in all respects, in comparison with a nontext control task. **Results:** The text reading task activated brain regions controlling language, reading, memory, and visual abilities, including left inferior frontal, temporal, posterior cingulate, parietal, and

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