Information literacy in the workplace

CILIP Conference
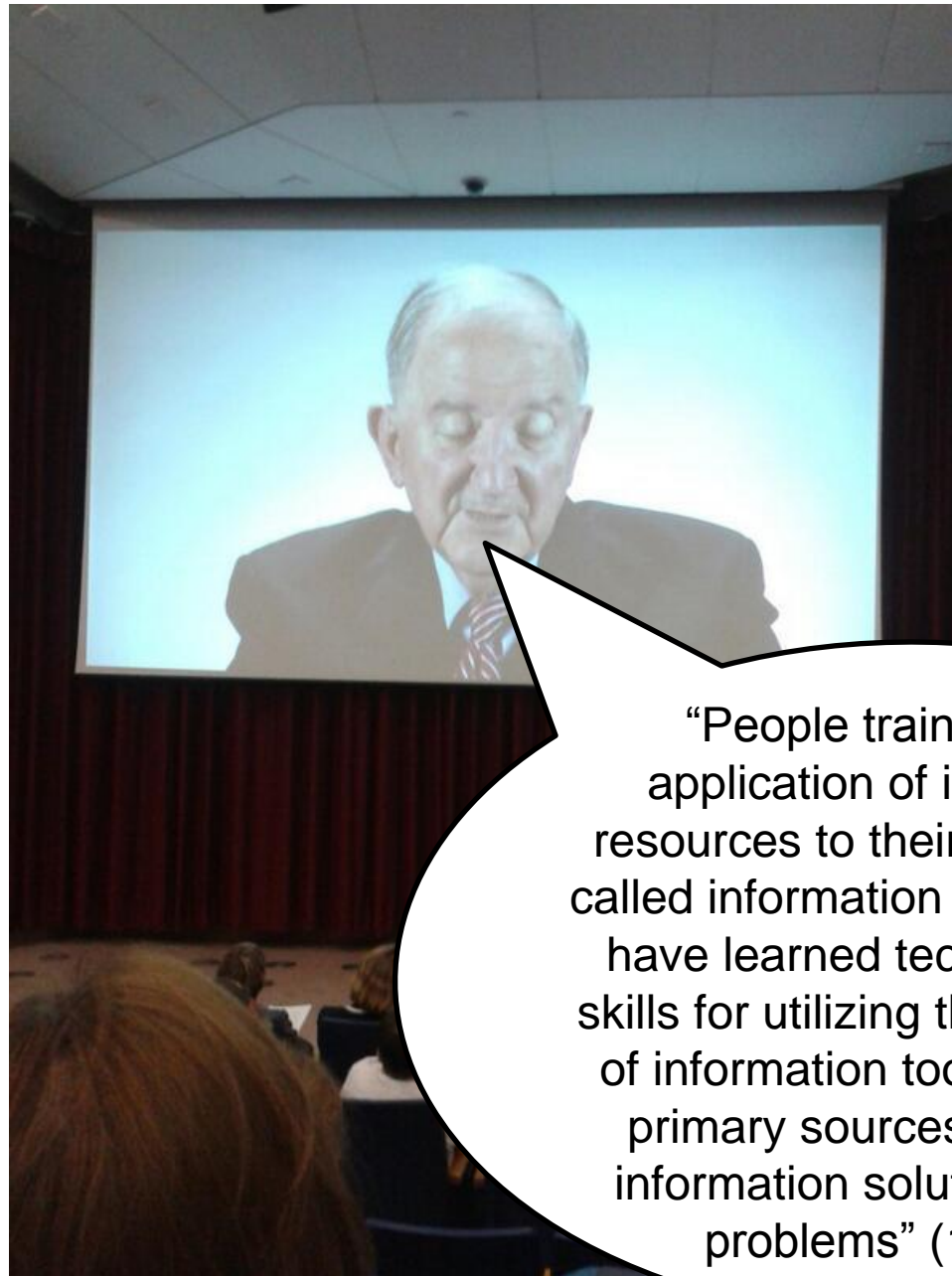Information literacy and digital inclusion
Thursday 2 July 2015 – 11:15

Dr Charles Inskip
c.inskip@ucl.ac.uk

"People trained in the application of information resources to their work can be called information literates. They have learned techniques and skills for utilizing the wide range of information tools as well as primary sources in molding information solutions to their problems" (1974:6).

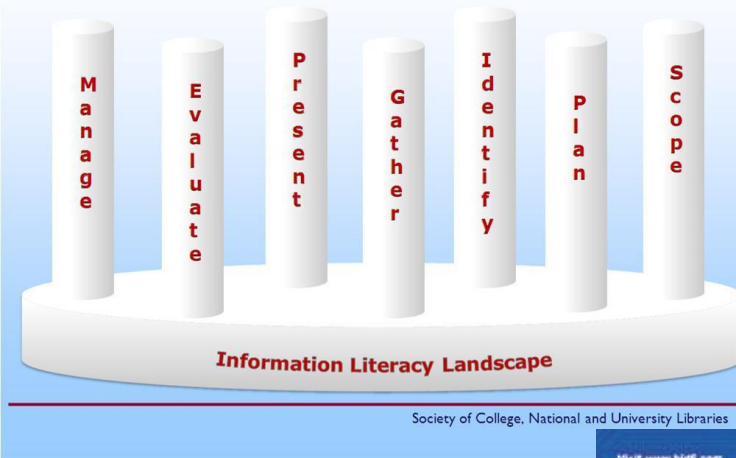Information literacy empowers people in all walks of life to seek, evaluate, use and create information effectively to achieve their personal, social, occupational and educational goals. It is a basic human
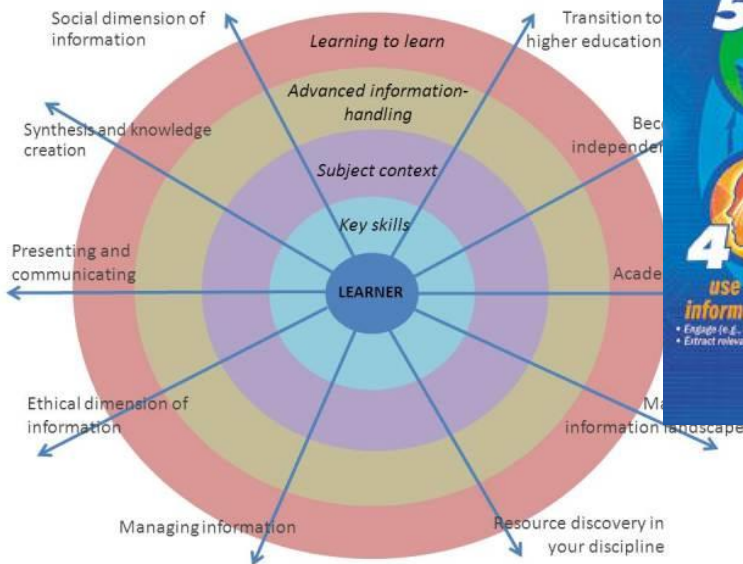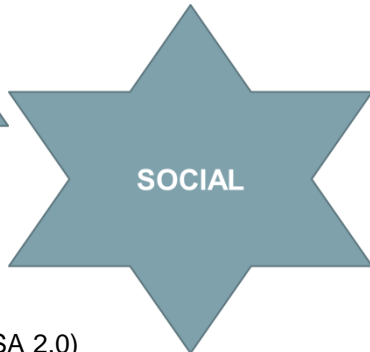
EDUCATIONAL

(SCONUL, 2011)
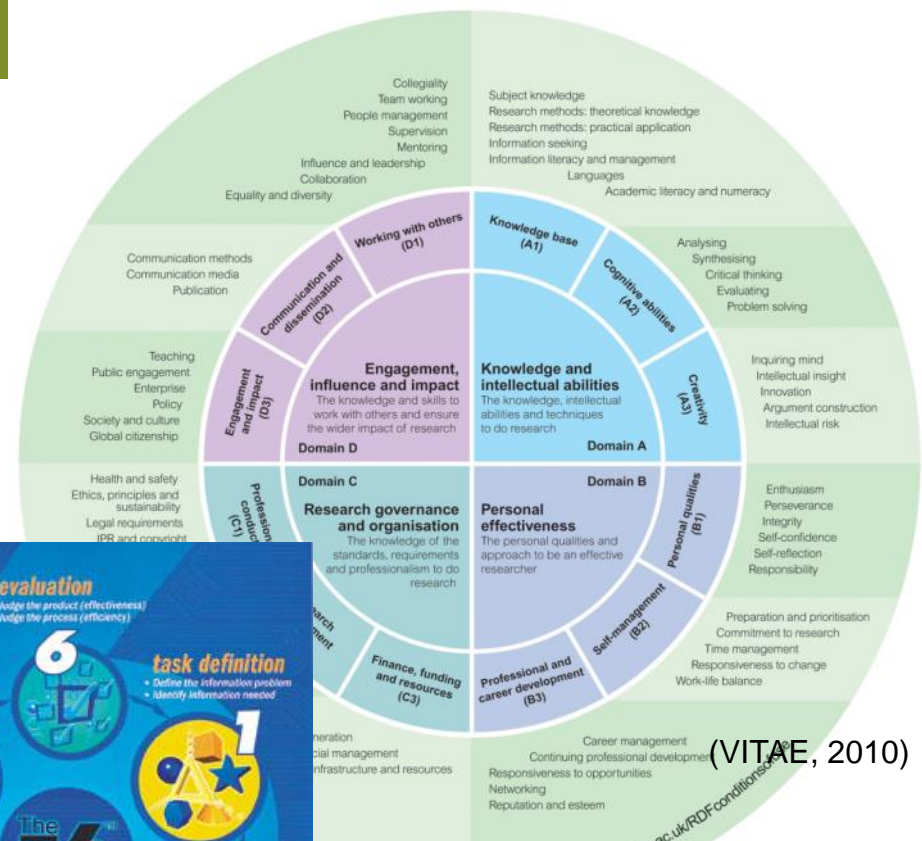
(VITAE, 2010)

(Eisenberg, 2008)

(ANCIL, 2012)

(Manchester Metropolitan University, 2002)
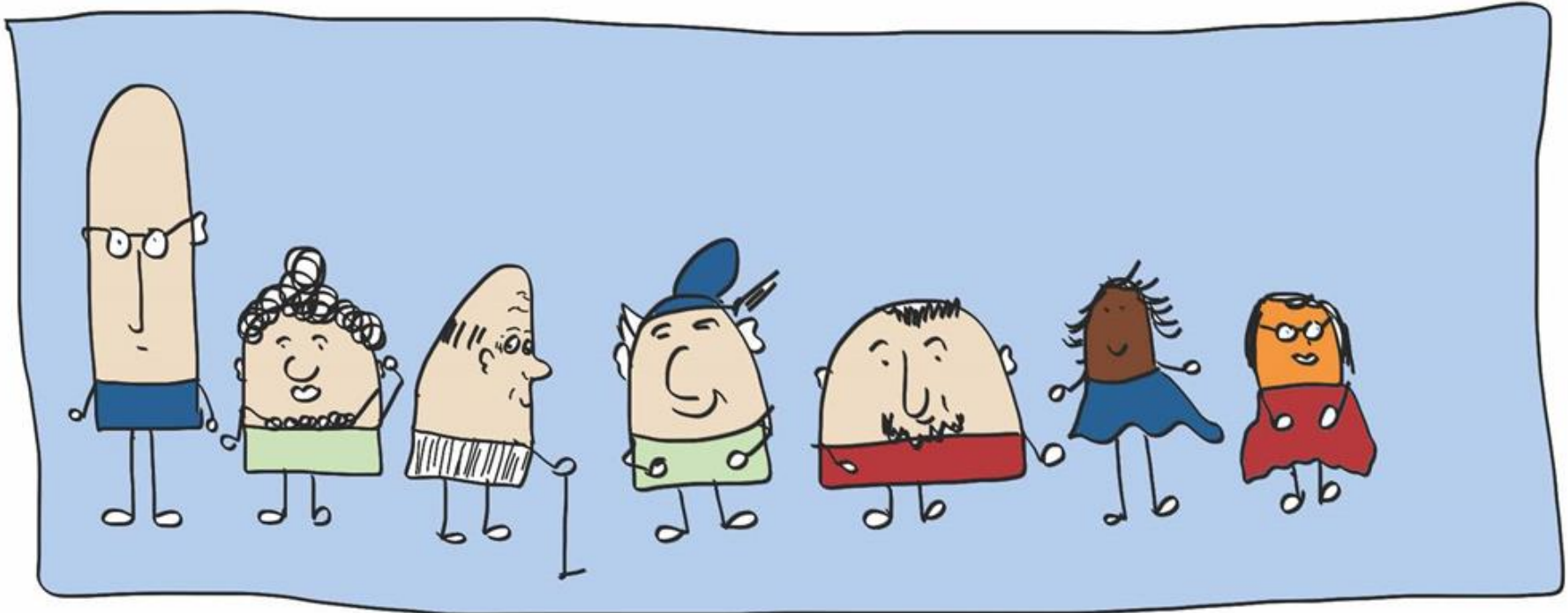
PERSONAL

SOCIAL

OCCUPATIONAL

EDUCATIONAL

Image: Tanja Fohr Flickr (CC BY-NC-SA 2.0)
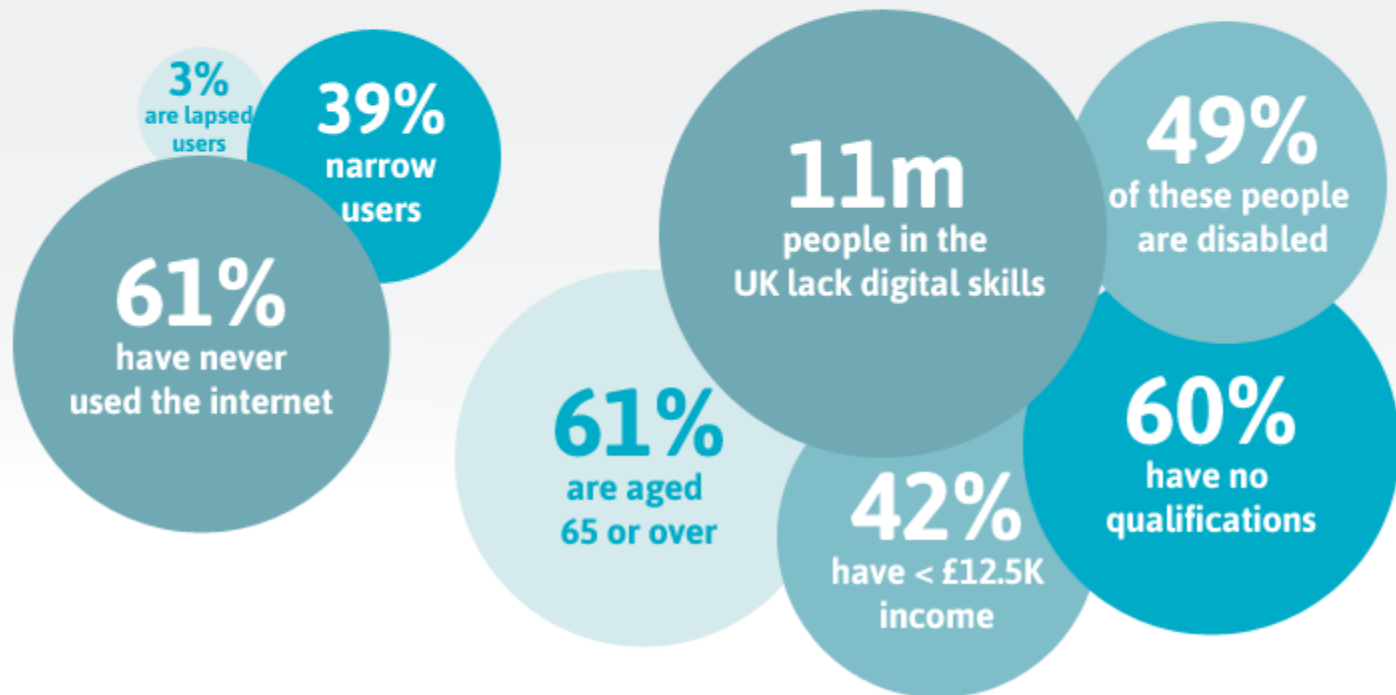
DIGITAL NATION?

Facts, stats and how to close the gap

who's offline?

who's online?

- 99% of 16–24 yr olds
- 90% of ABC1s
- 95% of graduates
- 99% of £40k+ earners
- 75% of households

internet access

WELCOME TO THE OFFLINE NATION — POP. 11M
LOW INCOME · ELDERLY · UNEDUCATED

WELCOME TO THE ONLINE WORLD — POP. 36M
BETTER OFF · YOUNG · EDUCATED

- no digital skills
- never used
- narrow users < 4 activities
- lapsed
- 11m
- disabled
- no quals
- +65yrs
- < £12.5k

61% 3% 39% 49% 60% 61% 42%

- smart phone — 51%
- laptop — 62%
- internet access — 100%
- tablet — 24%
- 7% smart tv

We don't need the web

Let's raise awareness

WHY WE'RE NOT ONLINE

MOTIVATION
82% of people who don't have the internet at home say it's because they **have no interest**

SKILLS + CONFIDENCE
20% say a **lack of online skills** is why they have no broadband at home

88% feel more **confident** after they get help to use the internet

We don't have the skills

We'll help you learn

SUSTAINED ACCESS
20% say **cost** is why they're not online at home

< 1% say **poor broadband access** is why they're not online

We don't have access

Get help with access at home

HOW TO CLOSE THE GAP

- **1-1 support** — volunteers and expert tutors
- **access** — wi-fi, signposting + partnership
- **local marketing** — calls to action from local brands
- **intermediaries** — trusted partners helping hard-to-reach people
- **online learning** — own pace, any place, bitesized, pick 'n' mix
- **inspiration** — showing the web as relevant and fun
- **outreach** — helping people where they live, work and play
- **hyperlocal delivery** — friendly informal community spaces

BENEFITS

Jobs
People with good ICT skills earn between 3%-10% more than those without.

72% of employers wouldn't even interview entry level candidates with no IT skills.

Money
Getting online increases lifetime earnings by >£8300.

By 2016 British people will buy £221bn worth of online goods and services.

Social
33% of people got online to communicate with friends and family.

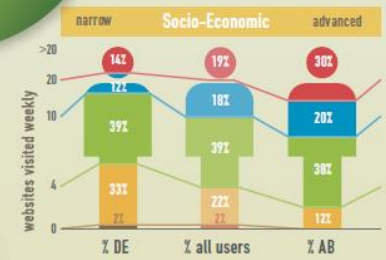In 2011 the UK business participation effect of Facebook was £1.1bn.

Public services
Digital by default services are more efficient and convenient for users. 93% say GOV.UK is easy to use.

The government could save as much as £70bn by 2020 if it adopted plans to work smarter and digitise its activities.

Health
36% visited their GP less after using NHS Choices.

If just 1% of GP visits were converted to NHS Choices visits, it would save close to £108m.

Education
A person with a degree is 3 x more likely to use the internet than one without.

Being online drives >£768m from educational attainment and lifetime earnings.

personal / economic

user activity

narrow	Age	advanced
	websites visited weekly	

>20: 8% / 19% / 23%
20: 33% / 18% / 23%
10: 53% / 39% / 35%
0: 7% / 22% / 17%
2% / 2%

% 75yrs+ · % all users · % 16–24yrs

narrow	Socio-Economic	advanced
	websites visited weekly	

>20: 14% / 19% / 30%
20: 12% / 18% / 20%
4: 39% / 39% / 38%
0: 33% / 22% / 12%
2% / 2%

% DE · % all users · % AB

SOURCES tinderfoundation.org/DN
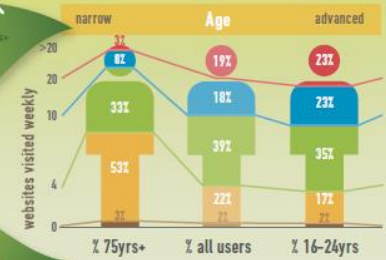
TINDER FOUNDATION
WE MAKE GOOD THINGS HAPPEN WITH DIGITAL TECHNOLOGY

Nov 2013

"… over a third of British businesses don't even have a website"

BRITAIN'S DIGITAL OPPORTUNITY

A STUDY OF DIGITAL MATURITY WITHIN BRITAIN'S BUSINESSES AND CHARITIES.

"By engaging with SMEs during the early stages of digital development, reinforcing positive messages about growth and signposting them to relevant services, there is an opportunity to accelerate momentum amongst this group."

http://www.optimisaresearch.com/reports/Britains-Digital-Opportunity.pdf

Useful recent documentation

- [Transferring information know-how](#)

- [Information Literacy in the Workplace: An annotated bibliography](#)

- [Information literacy is for life, not just for a good degree: a literature review](#)

- [Digital skills for tomorrow's world](#)
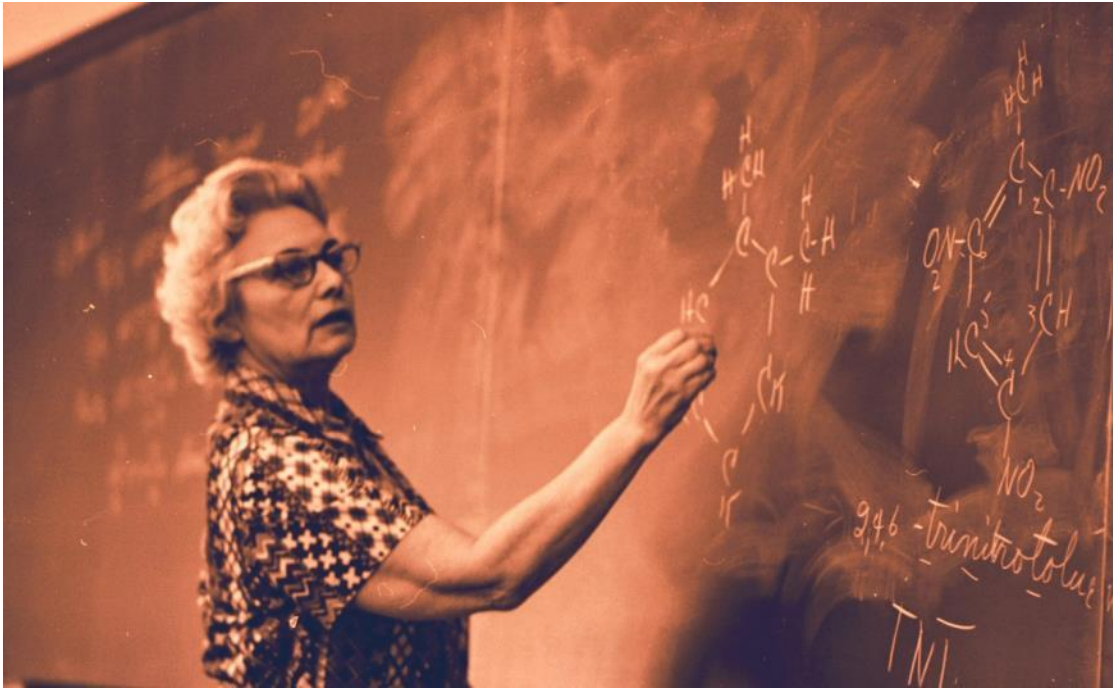
Teaching Chemistry – starmanseries - https://flic.kr/p/ciLwbon CC BY 2.0

Left circle (red) only:
argument, arguments
audience, audiences
critical, critically
data
evidence
form, forms
ideas
interpret, interpretation
issue, issues
learn, learning
make, making
others
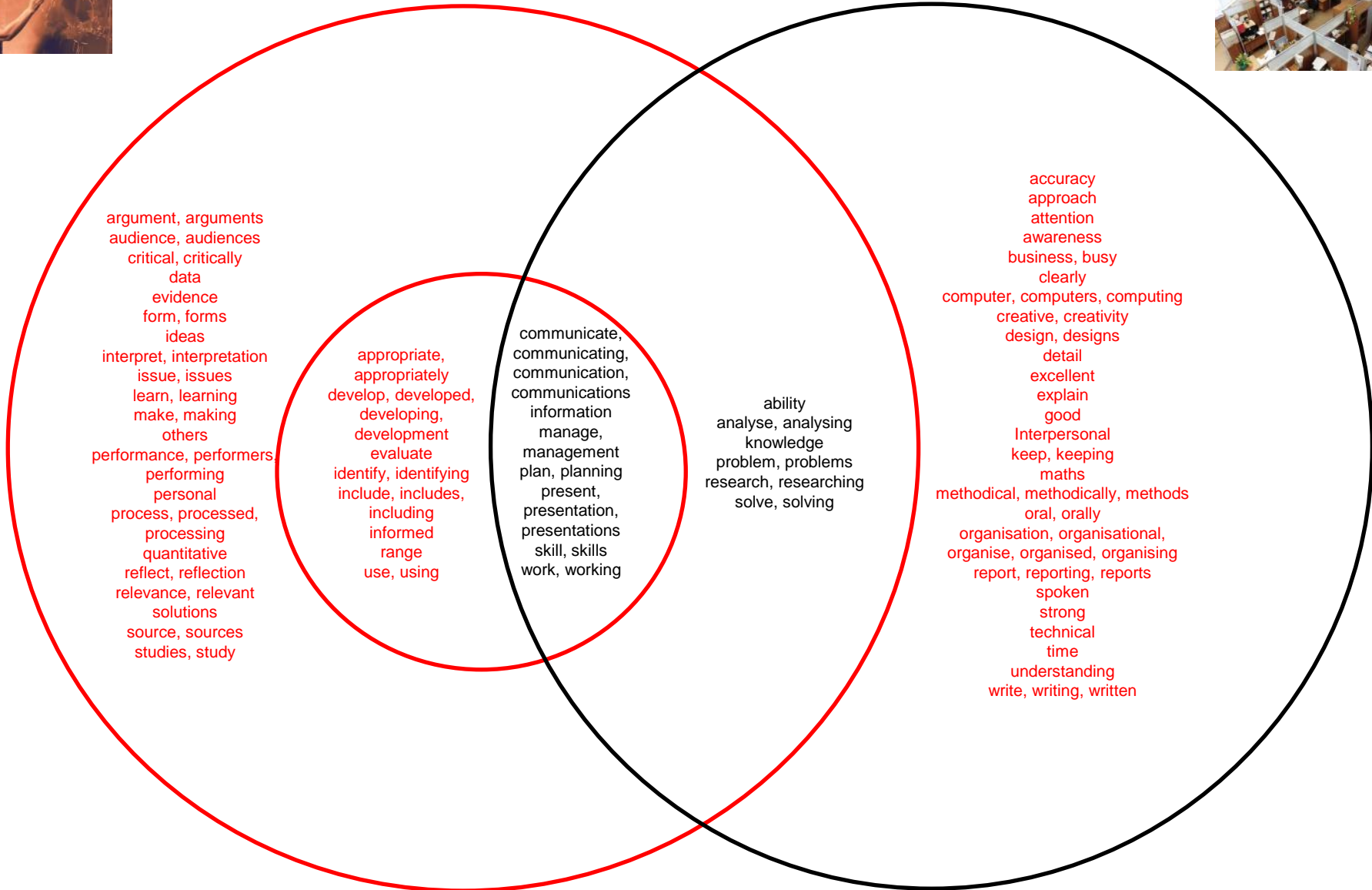performance, performers,
performing
personal
process, processed,
processing
quantitative
reflect, reflection
relevance, relevant
solutions
source, sources
studies, study

Inner left (red):
appropriate,
appropriately
develop, developed,
developing,
development
evaluate
identify, identifying
include, includes,
including
informed
range
use, using

Inner centre (black):
communicate,
communicating,
communication,
communications
information
manage,
management
plan, planning
present,
presentation,
presentations
skill, skills
work, working

Centre overlap (black):
ability
analyse, analysing
knowledge
problem, problems
research, researching
solve, solving

Right circle (red):
accuracy
approach
attention
awareness
business, busy
clearly
computer, computers, computing
creative, creativity
design, designs
detail
excellent
explain
good
Interpersonal
keep, keeping
maths
methodical, methodically, methods
oral, orally
organisation, organisational,
organise, organised, organising
report, reporting, reports
spoken
strong
technical
time
understanding
write, writing, written

MIND THE GAP

INFORMATION

digital
ict
computing
data
media
research
problem-solving
current awareness
knowledge-management
e-skills

LITERACY

skills
fluency
competencies
capabilities
abilities
solving
awareness
understanding
evaluation
know-how
knowledge
confidence
capacity
use
handling

WORKPLACE

reports
presentations
plans
copyrights
confidentiality
instructions
weights
measures
up-to-date

⚠ CAUTION
WORK IN PROGRESS