Mobile Information Literacy for Libraries

A case study on requirements for an effective Information Literacy Program

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Everything and Everywhere is Mobile
Agenda

• Introduction
• Trends in Mobile Technologies
• Mobile Technologies in Libraries
• Information Literacy through Mobile Applications
• Case Study on Requirements of IL through Mobile Applications
• Proposal for Adopting Mobile Information Literacy
• Conclusion
Information Literacy

Information literacy is usually described as the ability to locate, manage and use information effectively for a range of purposes.

-Christine Bruce
Information Literacy

The Information Literacy Models

• Christine Bruce (1997) “seven faces”
  – ONE: THE INFORMATION TECHNOLOGY CONCEPTION
  – TWO: THE INFORMATION SOURCES CONCEPTION
  – THREE: THE INFORMATION PROCESS CONCEPTION
  – FOUR: THE INFORMATION CONTROL CONCEPTION
  – FIVE: THE KNOWLEDGE CONSTRUCTION CONCEPTION
  – SIX: THE KNOWLEDGE EXTENSION CONCEPTION
  – SEVEN: THE WISDOM CONCEPTION

  – LOOKING FOR A NEEDLE IN A HAYSTACK
  – FINDING YOUR WAY THROUGH A MAZE
  – INFORMATION SEARCHING IS SEEN AS USING THE TOOLS AS A FILTER
  – INFORMATION SEARCHING IS SEEN AS PANNING FOR GOLD
Mobile Technologies in Libraries

- Being available for your users anytime, anywhere, any place
- New Paradigm - Possibility of never seeing your patrons in person in the future
- Does new mobile technology change what it means to be “information literate”? 
Mobile Information Literacy

What does it mean to be mobile information literate?

Information Literacy Competency of ACRL

The information literate student considers the costs and benefits of acquiring the needed information.

The information literate student selects the most appropriate investigative methods or information retrieval systems for accessing the needed information.

The information literate student communicates the product or performance effectively to others.

The information literate student understands many of the ethical, legal and socio-economic issues surrounding information and information technology.

http://www.ala.org/acrl/standards/informationliteracycompetency
### Demography of Respondent

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<thead>
<tr>
<th>Category of Respondent</th>
<th>Number</th>
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<tbody>
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<tr>
<td>M. Tech Student</td>
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<tr>
<td>PhD Student</td>
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<td><strong>Total</strong></td>
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![Pie chart showing the distribution of respondents by category: B. Tech Student (77%), M. Tech Student (12%), PhD Student (11%).]
Case Study @ JUIT on Feasibility of Mobile Information Literacy
Attended Information Literacy Orientation Class

- Yes: 213 (66.36%)
- No: 33 (10.28%)

- Attended: 20%
- Not Attended: 80%

Category of Respondent:
- B. Tech Student: 33 (10.28%)
- M. Tech Student: 28 (8.72%)
- PhD Student: 22 (6.85%)
Owning a Mobile Phone?

- Android Phone: 53%
- iOS (iPhone): 18%
- Internet Enabled Mobile Phones: 11%
- Mobile phone without Internet: 8%
- Windows Mobile Phones: 10%
Information Needs in Online Mode

- B. Tech Student: 93.90% Yes, 6.10% No
- M. Tech Student: 85.71% Yes, 14.29% No
- PhD Student: 86.11% Yes, 13.89% No
Access Internet through Mobile

- Frequently: 77%
- Rarely: 11%
- Never: 12%
Intent of Information Services through Mobile

- Database: 64.11%
- Library Tour: 74.84%
- Content Alert: 67.17%
- Over Due Alert: 48.00%
- New Arrivals: 68.40%
Librarians need to look for ways to insert themselves into mobile apps. This doesn’t mean creating an app for the library, but instead using existing apps to reach out to patrons...
...Another redefinition of librarians’ roles involves looking for unique content from one’s own library and making it electronically available. –Boon Tom, 2011
What does it mean to “If a library goes mobile”???
Library Services On Mobile Devices

- Library Account (Renewals)
- Library Chat Help (IM, SMS)
- Library News (RSS)
- Desktop/Laptop Availability
- Research Workshop Schedule/Sign-up
- Floor Maps / Stacks Guide
- Automated Phone Renewals
- VPN/WIFI Configuration
- Reservation Status

- Mobile Subject Guides
- Campus Webcams
- Course Reserves
- Videos - vodcast (libcasts)
- Podcast
- Full Text Finders (Article Finder)
- Send book location / call number to phone
- DDS Alert
Mobile Information Seeking Behavior

• Users likely to have more immediate and goal-directed intentions relevant to their context
• Need to consider the time factor. Users typically less interested in lengthy documents/browsing
• Cost of data plans affect usage of data by users, as well as time of day of usage
• Users often only access information from mobile devices as a last resort.

Future Proposal

• After this analysis
  – Designing a road map for implementation of Mobile Information Literacy Program and Services such as SMS gateway
  – Design of Mobile library website
  – Development of Mobile Library Apps
Thank You