



Yet Another Experiment

Going Beyond IL:

# Transliteracy

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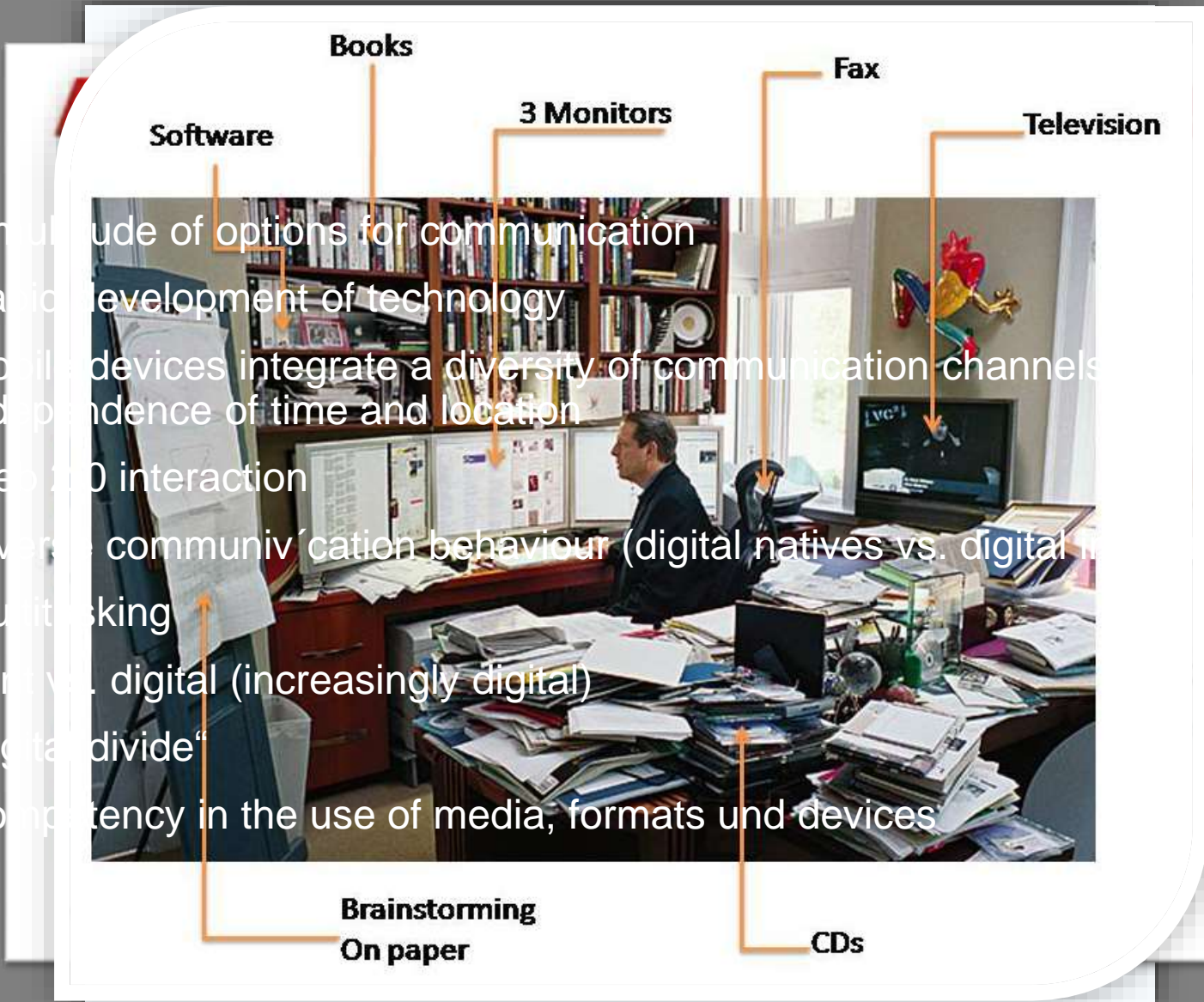
# What is Transliteracy?



# Communication in the 21<sup>st</sup> Century

Which channels do we communicate in? Where and how do we get our information?





- A multitude of options for communication
- Rapid development of technology
- Mobile devices integrate a diversity of communication channels
- Independence of time and location
- Web 2.0 interaction
- Diverse communication behaviour (digital natives vs. digital immigrants)
- Multitasking
- print vs. digital (increasingly digital)
- „digital divide“
- Competency in the use of media, formats und devices

## Transliteracy is...

„... the ability to read, write and interact across a range of platforms, tools and media from signing to orality through handwriting, print, TV, radio and film, to digital social networks.“<sup>1</sup>

An everyday life example →

<sup>1</sup>Definition by Research Group „Production and Research in Transliteracy“ , DeMonfort University





**Transliteracy =  
IL in the 21<sup>st</sup> century**

Information literacy



Digital literacy  
Academic literacy  
Media literacy  
New literacy  
Computer literacy

...

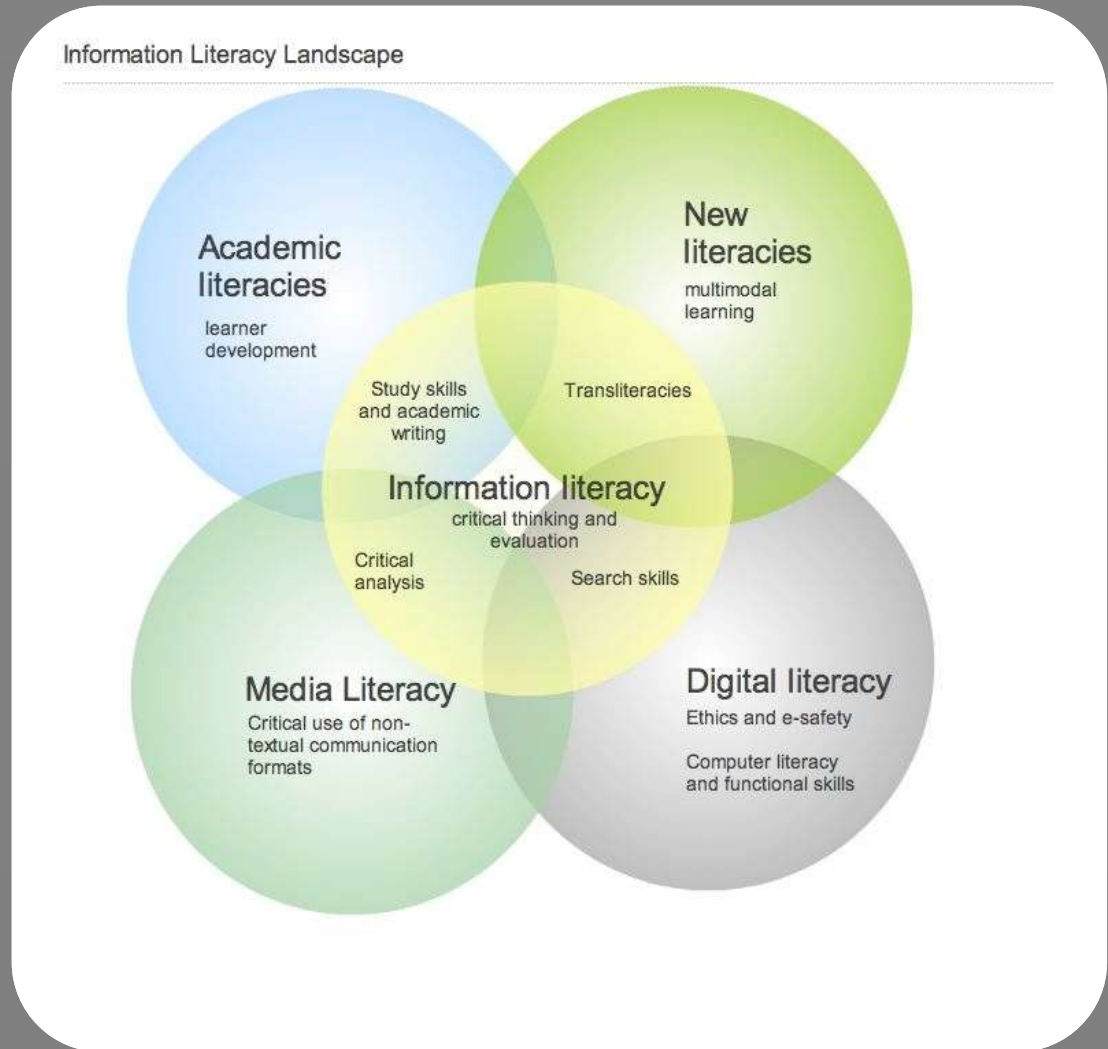


Figure 1, source: ANCIL project, 2011

# What does this mean for the library?



# Communication – Library vs. patron



- Literatur records in uncountable „traditional“ library information resources
- Training in the use of these information resources; ex-cathedra teaching mainly
- Library as aim in itself
- One-sided communication without exchange

- In search of fast, simple solutions in the Internet (Google + Wikipedia)
- Hardly uses the library's information resources
- Writing, „liking“, tagging, commenting, sharing, everywhere (mobile devices)
- Considering the library as a space for learning



## As a consequence, we shall...

- ... reconsider our communication behaviour!
  - In order to enable our users for the efficient use of the current multitude of media („transliterate“ user)
- ... prepare ourselves
  - Skills of staff in technology, media and information resources
  - Treat new communication paths
- ... prepare our users
  - Create new services (neue contents + methods)
  - Rework old services
  - Show up ways to use the diversity of services for study and research

# First Steps I

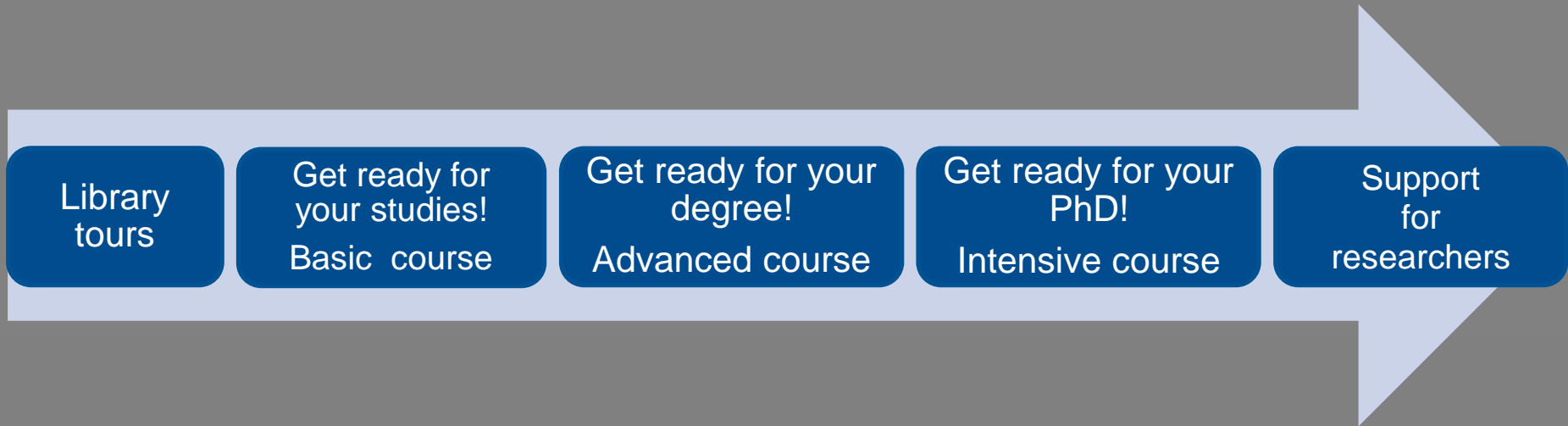
- Existing services
  - Analyse options to modify with respect to contents and methods
  - Rework accordingly
- Develop new training services
  - Google, Wikipedia etc.
  - Web 2.0-appliances useful for study and research (Flickr, Blogs, Social Bookmarking, Dropbox, RSS, Apps etc.)
  - Social Media for Researchers (usability, contents)



## First Steps II

- Overall Adaption of methods in training services
  - Multimedial and interactive
  - Game-based learning?
- E-learning materials
  - Extend (new content)
  - Better marketing (Website, Facebook, Infoscreens?)
- Modularity of services
  - Face-to-face training
  - eLearning





**First year students - Last year students - PhD candidates - TUM staff**



## First Steps III

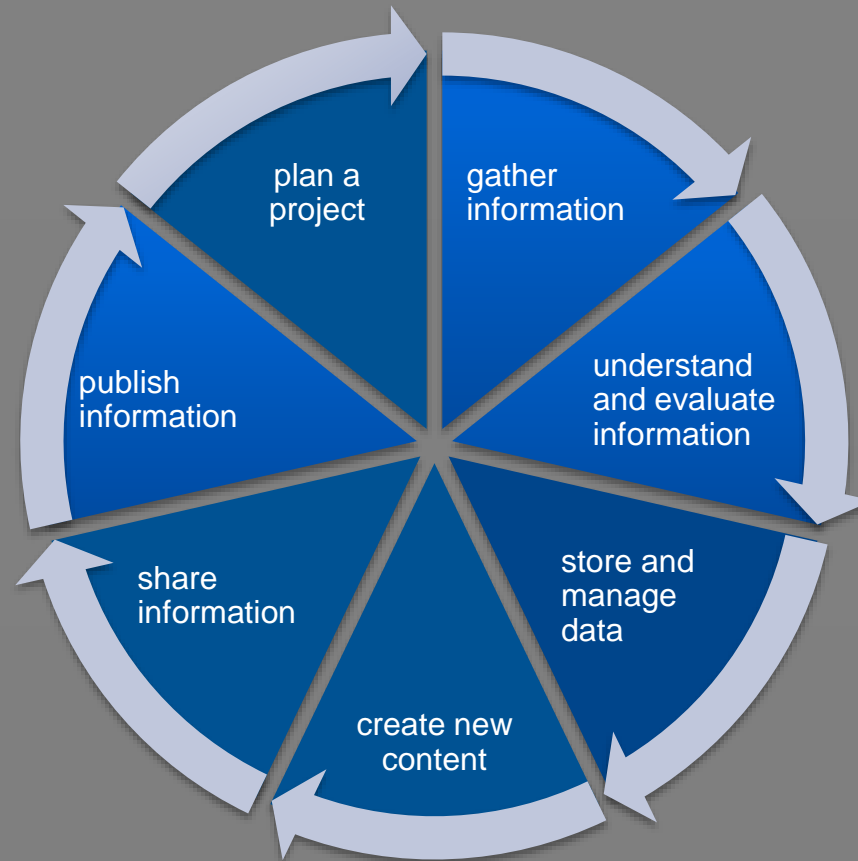
- Mobile Appliances
  - Improvement of the mobile website
  - Make all services accessible via mobile devices
- Technical competency for library staff
  - Standards
  - Internal training
  - E-learning material in the Intranet, employee blog
- eRIC
  - Transliteracy services as an integral part of the TUM e-research support initiative



# Transliteracy

Skills to move confidently through the whole life cycle of learning and research

eRIC



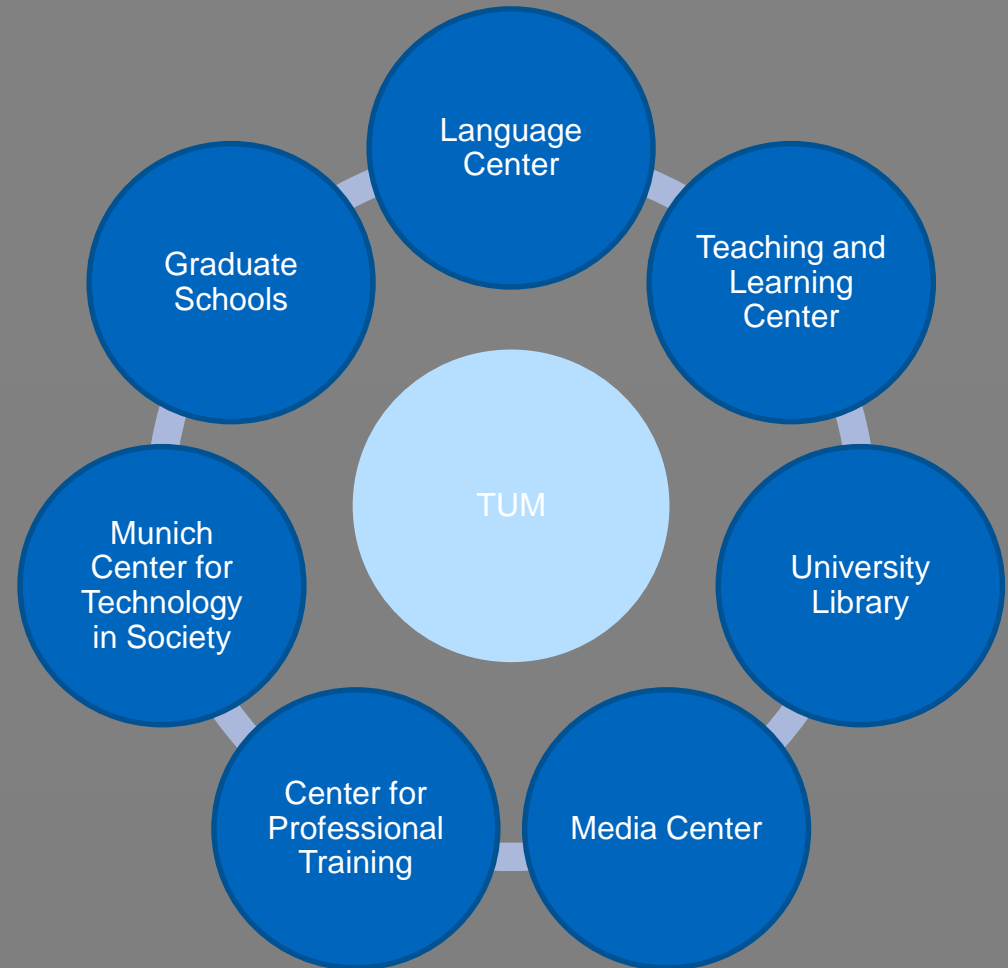


## What else?

- Structured interviews with researchers:  
How do they work? What do they need?
- Feedback from our IL courses participants:  
What was most important? What could have been missed?
- Survey among information specialists: What do we consider to be core knowledge?
- Collaboration at TUM



# Collaboration at TUM





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## Collaboration at TUM - Examples

- Graduate School: Presence at kick-off and final seminars
- Presentation on academic networking in a workshop on career management
- Mutual references on website between departments
- Embedded IL-Courses in faculty curricula
- TUM Centre for Professional Training: Courses for administrative and academic staff
- Cooperation with Munich Center for Technology in Society
- Tours and events for TUM alumni



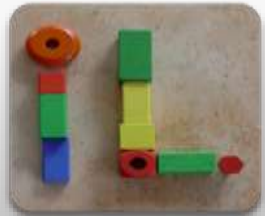


## SIG Information Literacy



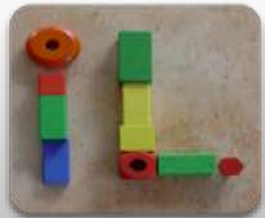
### News and Trends in IL in STM

- Standards and Frameworks
- Upcoming ideas and developments



### Share best practice

- Course planning and content
- Share experience and expert advice



### Support for IATUL members

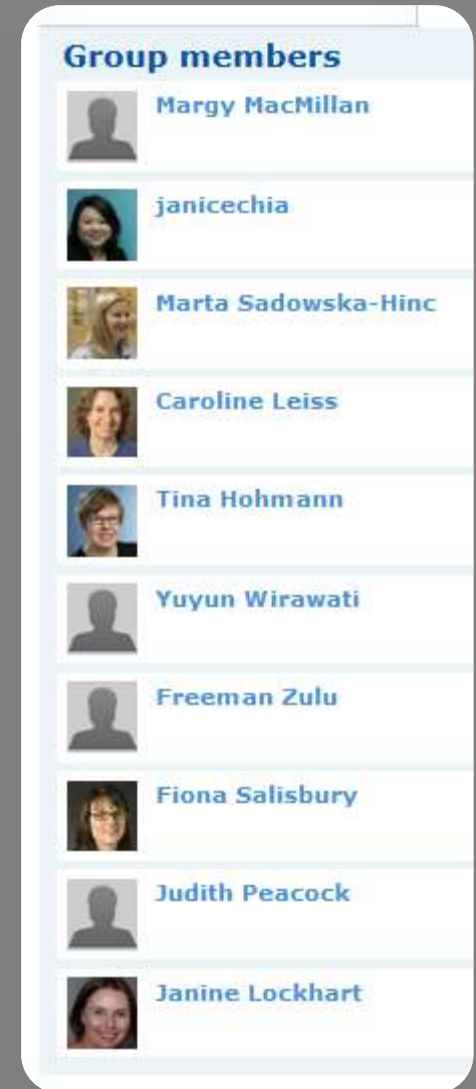
- Assistance for programme development
- Strategy documents for IL programmes



# SIG Information Literacy

## Current Agenda

- Survey of institution-specific standards and frameworks in IATUL libraries
- Survey of transliteracy skills and knowledge
- Strategic papers for information literacy programme development
- Blogposts on a regular basis







# SIG Information Literacy

**Interested**



<http://www.iatul.org/groups/informationliteracyspecialinterestgrouplinks.asp>

**Get in touch**



Do you have any questions?

Thank you for your attention

