



Yet Another Experiment

Going Beyond IL:

Transliteracy

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What is Transliteracy?



Communication in the 21st 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



Books

Fax

Software

3 Monitors

Television

**Brainstorming
On paper**

CDs

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.“¹

An everyday life example →

¹Definition by Research Group „Production and Research in Transliteracy“ , DeMonfort University



**Transliteracy =
IL in the 21st century**

Information literacy



Digital literacy
Academic literacy
Media literacy
New literacy
Computer literacy
...

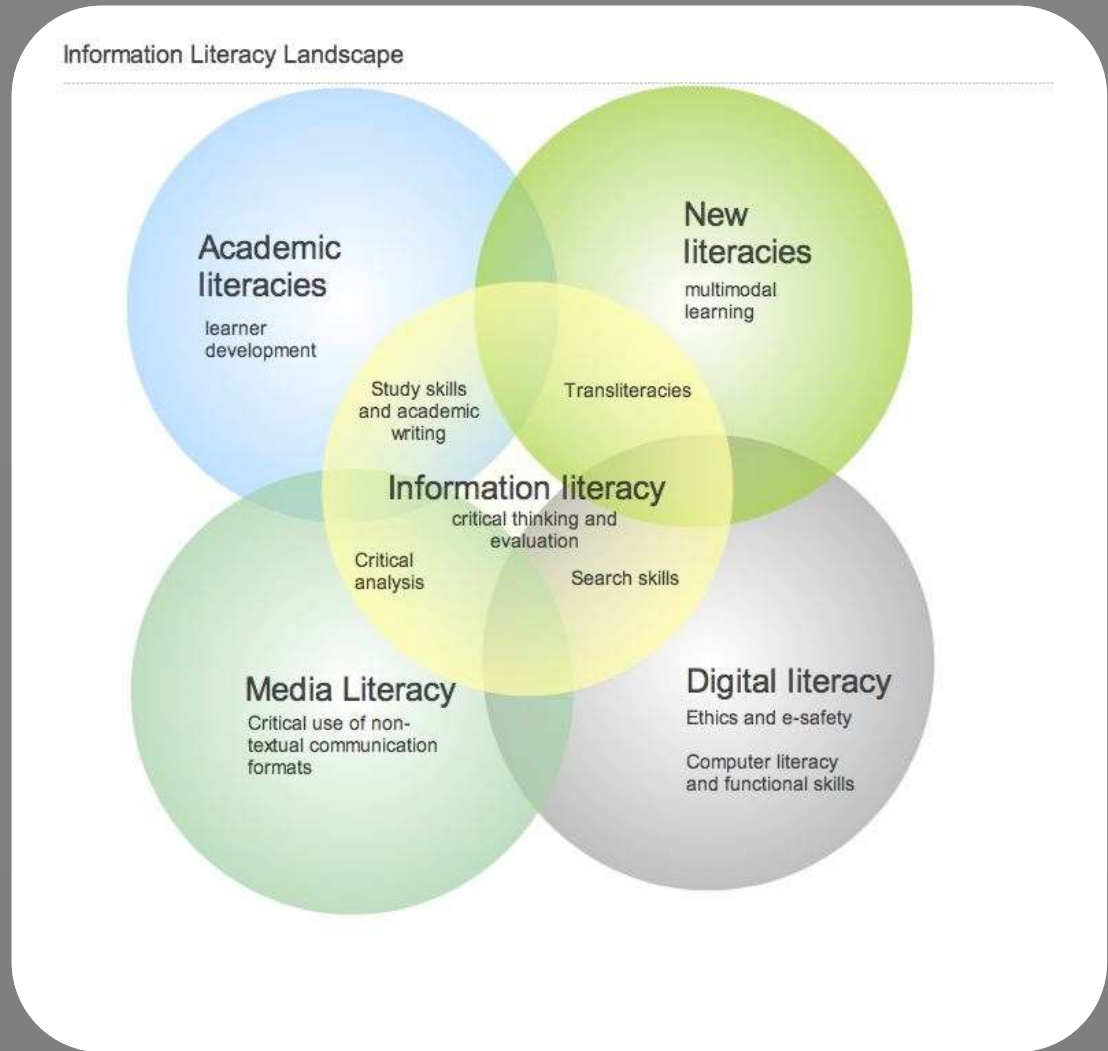


Figure 1, source: ANCIL project, 2011

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

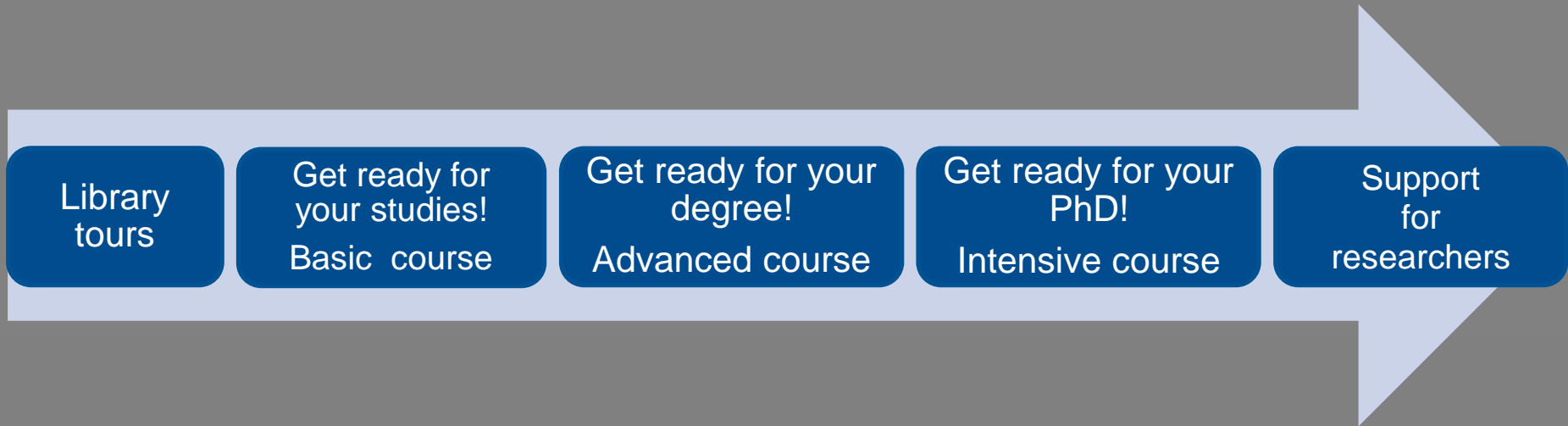
- Existing services
 - Analyse options to modify with respect to contents and methods
 - Rework accordingly
- Develop new training services
 - Google, Wikipedia etc.
 - Web 2.0-appliances useful for study and research (Flickr, Blogs, Social Bookmarking, Dropbox, RSS, Apps etc.)
 - Social Media for Researchers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

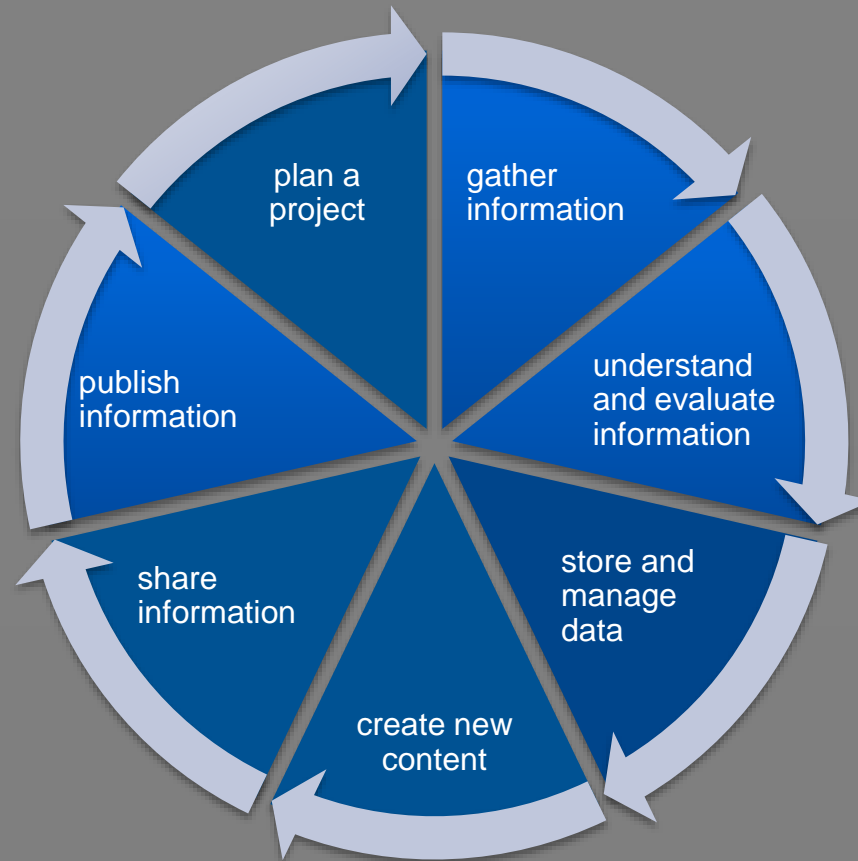
- Mobile Appliances
 - Improvement of the mobile website
 - Make all services accessible via mobile devices
- Technical competency for library staff
 - Standards
 - Internal training
 - E-learning material in the Intranet, employee blog
- eRIC
 - Transliteracy services as an integral part of the TUM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



Transliteracy

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

eRIC

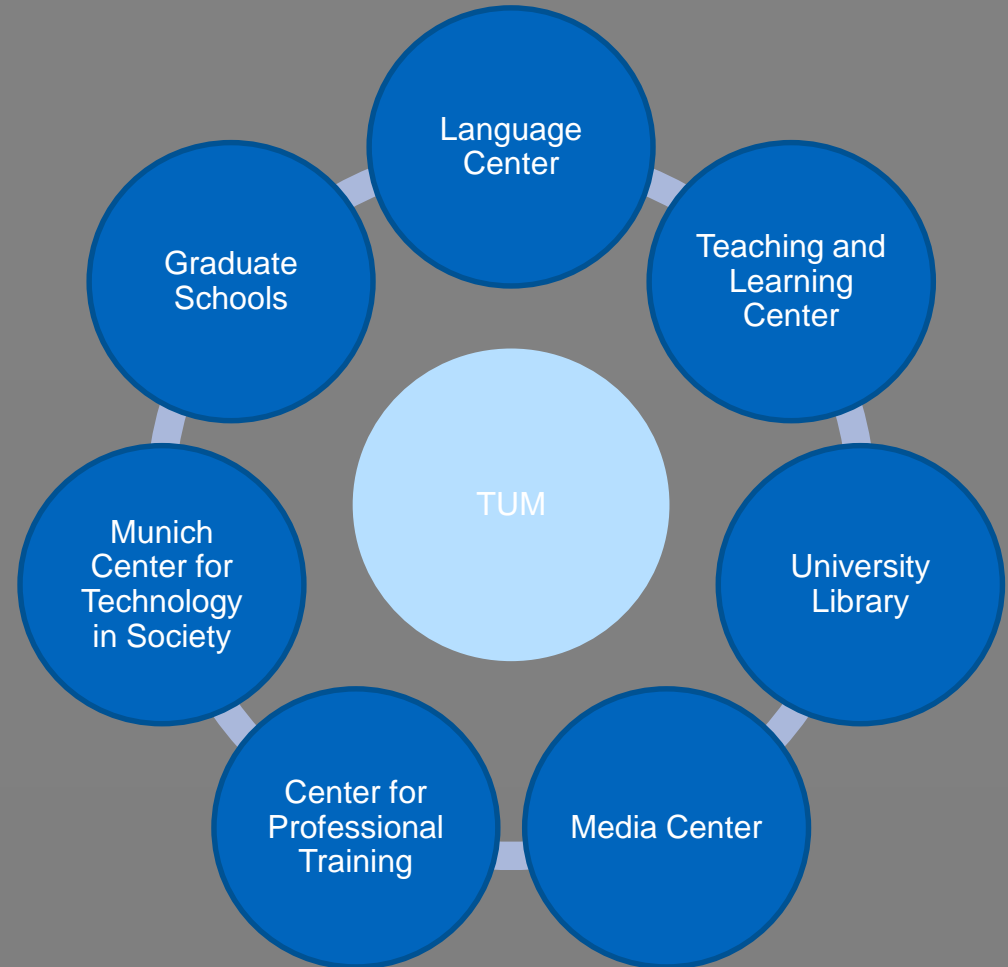


What else?

- 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



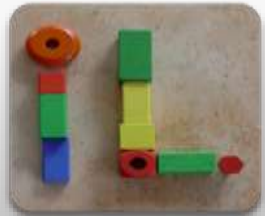


SIG Information Literacy



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

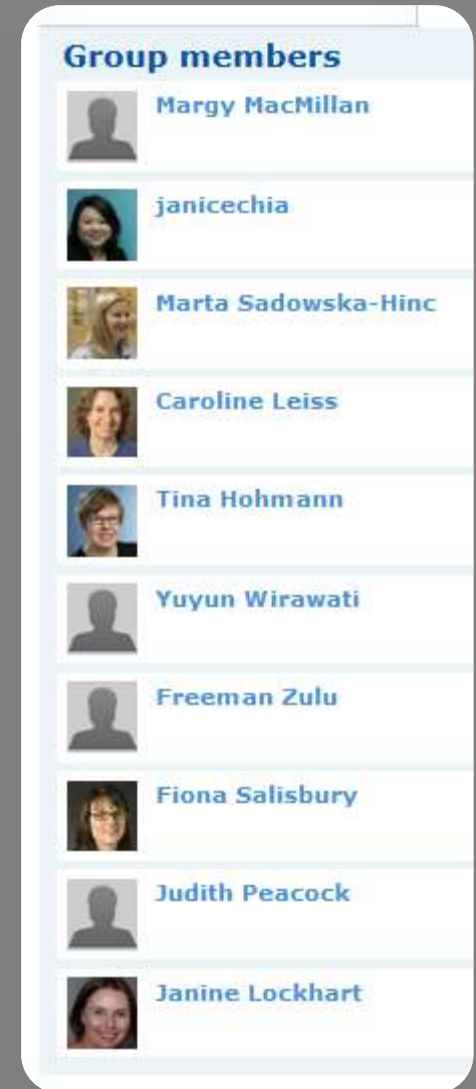
- Assistance for programme development
- Strategy documents for IL programmes



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

