



8-6-2010

The Academic Library's Role in Fostering Digital Citizenship

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Recommended Citation

Matthies, Brad, "The Academic Library's Role in Fostering Digital Citizenship" (2010). *Presentations*. 7.
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The Academic Library's Role in Fostering Digital Citizenship

Brad Matthies, MLS

Featuring Video Interviews Of...

- ▶ [Dr. James McGrath](#)
Associate Professor of Religion
Butler University
- ▶ [Dr. Marshall Gregory](#)
Associate Professor of English
Butler University

Abstract

- ▶ This presentation discusses Butler University Library's efforts to introduce various campus constituents to Digital Citizenship. The primary platform featured in this presentation is the Butler University Library Digital Commons, a product by Berkley Electronic Press. Discussed is how the presenter used this product to get digital immigrants excited about a Web 2.0 technology. Also discussed is marketing strategies for promoting similar Web 2.0 technologies to digital immigrants in higher education, and how such endeavors can also serve to transform the academic librarian's role in the 21st Century.

Agenda

- ▶ Some definitions
- ▶ Framing the discussion with some recent reports
- ▶ Role transformation
- ▶ bepress Digital Commons
- ▶ Results
- ▶ Video interviews of contributors

Some Definitions

- ▶ “Web 2.0 is the term given to describe a second generation of the World Wide Web that is focused on the ability for people to collaborate and share information online.”¹
- ▶ The term Digital Citizen commonly refers to a person that participates in society using a certain amount of information technology.²
- ▶ “A digital immigrant is an individual who grew up without digital technology and adopted it later.”³
- ▶ “While we frame digital natives as a generation “born digital,” not all youth are digital natives.”⁴

- ▶ 1. http://www.webopedia.com/TERM/W/Web_2_point_0.html
- ▶ 2. <http://www.digitalcitizenship.net/>
- ▶ 3. http://en.wikipedia.org/wiki/Digital_native
- ▶ 4. <http://www.digitalnative.org/#about>



The Digital Native



Framing The Discussion

- ▶ *2010 Research Libraries, Risk and Systemic Change* by OCLC Research
 - ▶ library's reduced sense of relevance among students and faculty
 - ▶ lack of properly trained staff who can adapt to new technologies
- ▶ *2009 Ithaka Faculty Survey*
 - ▶ decline in visibility, importance, and relevance of the library among faculty
 - ▶ many faculty and campus administrators now perceive the library as something other than an active and equal intellectual partner

Framing The Discussion

- ▶ *2010 The Digital Information Seeker* report by the Higher Education Funding Council
 - ▶ meta-analysis to examine many recent reports pertaining to the future of academic libraries
 - ▶ library services should be reshaped to meet user expectations that are now being molded by consumer-oriented sites like Google
 - ▶ librarians must do a better job of promoting its brand and value to the academic community

Higher Education IS Competing With Free And Easy!

Free content will eventually drive away anything that isn't free



Chris Anderson, Editor of *Wired Magazine*, 2008

<http://www.youtube.com/watch?v=RZkeCIW75CU>



Extreme Makeover -- Library Edition



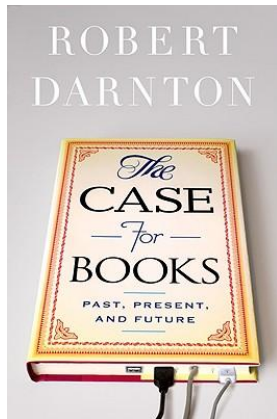
20th Century Librarian



21st Century Librarian?



A Better Idea?



- ▶ *The Case for Books: Past, Present, and Future* (2009) by Robert Darnton, director of Harvard's University Library
 - ▶ Presents a logical case for balancing our print legacy with electronic resources
 - ▶ I would add...
 - The library as an open access digital content provider (e.g. digitizing faculty work, student work, university history, original content, etc.)
 - The academic librarian as a teacher of information literacy skills (print, **electronic**, and the commercial and free **web!**)
 - The academic librarian as campus information expert (print, **electronic**, and the commercial and free **web!**)



Reclaiming Our Expert Status

- ▶ A recent study from Northwestern University
 - ▶ Students do not evaluate web sources for credibility
 - ▶ Search ranking is the primary factor they consider
 - ▶ Hargittai, E., Fullerton, L. Menchen-Trevino, E., and Thomas, K. (2010). Trust online: young adults' evaluation of web content. *International Journal of Communication*. Retrieved from <http://ijoc.org/ojs/index.php/ijoc/article/view/636>
- ▶ Higher education needs information experts who are willing to teach customers how to use technologies to conduct research (e.g. mobile devices, Google products, bepress Digital Commons™, RSS feeds, LibGuides, etc.)
 - ▶ **Information literacy:** Identify, retrieve, evaluate, and use information


The Academic Librarian As A Model Digital Citizen

- ▶ Academic Libraries need to explore ways to introduce Digital Natives and Digital Immigrants to the concept of good Digital Citizenship
 - ▶ SelectedWorks@Butler is one library project that introduces faculty and students to Web 2.0 and Digital Citizenship
 - ▶ Helps faculty promote their work to a Web 2.0 audience
 - ▶ Part of that audience can be the students that contributing faculty teach
 - ▶ Educates both groups about Digital Citizenship and Web 2.0

Digital Projects@Butler

- ▶ **bepress Digital Commons (hosted)**
 - ▶ Primarily used for our text-based projects
 - ▶ Out-of-the-box designed for SEO rather than stringent metadata
- ▶ **CONTENT dm (self-hosted)**
 - ▶ Primarily used for our image-based projects
 - ▶ Out-of-the-box designed with metadata in mind
- ▶ **BU Digital Commons has three components:**
 - ▶ A repository (includes such things as BU student theses, faculty scholarship, faculty presentations, etc.)
 - ▶ Journal Series (*BU Botanical Studies, Word Ways, & Booth*)
 - ▶ [Selected Works](#) (value enhanced profile pages for faculty that links to their repository contributions)

bepress™ Digital Commons

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Paper of the Day

Crafting A Measurement Framework Using A goal-Question-Metric Approach
Panos K. Linos

 2,008 papers to date  28,550 full-text downloads to date  26,347 downloads in the past year

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Butler University LIBRARIES
KNOWLEDGE CONNECTIONS

Workflows For Selected Works

- ▶ As a service we build SW pages for faculty
- ▶ We investigate permissions
- ▶ We handle all the uploading & maintenance



Success!



© creative commons

- ✓ Our pilot project with the Department of Philosophy and Religion grew to 46 SelectedWorks pages encompassing two colleges and two departments.
- ✓ Recently added [Booth](#) to our repository.
- ✓ The [College of Business](#) (COB) recently joined SelectedWorks.

❖ Number of faculty and students educated about Digital Citizenship?

Some Thoughts On Technology And Digital Citizenship



- ▶ Please see attached file for access to video interviews



Questions?



For copies of this presentation or questions about it, please e-mail me at:
bmatthie@butler.edu. You can also download it at
http://works.bepress.com/brad_matthies/

