Teaching Information Literacy on the Web: 
A Survey
IFLA Information Literacy Section Satellite Meeting
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Information Literacy in the U.S.

- “Information Literacy” has been adopted by accreditation agencies as standards for higher education
  - Middle States Commission on Higher Education (2003). Developing research and communication skills guidelines for information literacy in the curriculum.
- “Information Literacy” is in line with the mission and strategic goals of higher education institutions
A Purpose of the Survey

- This survey is about how the US academic libraries market and deliver information literacy on the Web - twelve years after the publication of the ACRL Standards.
- How do the US academic libraries use the Web to promote and deliver information literacy?
  - Advertise information literacy on the Web
    - Offer library instruction/information literacy
    - Promote/advertise library instruction/information literacy
  - Teaching information literacy on the Web
    - Research guides
    - Online tutorials
Methodology

1. Use Peterson’s Guide to Four Year Colleges 2012 for a listing of colleges and universities, a total of 2583 institutions
2. Generated 300 random numbers
3. Selected a sample based on matching random numbers
4. Only retain one entry for a university with multiple locations
5. A total of 264 academic institutions are selected in the final sample, about 10% of the total population of 2583
6. Checked each institution’s Web site for their library or libraires
7. Collected and analyzed the information
8. Findings at 95% of confidence interval and a standard deviation at ±3*

Institution Sites Linking to The Library

- **Direct links**: 110 (42%)
- **Sub links**: 134 (51%)
- **No links**: 13 (5%)
- **No Websites**: 7 (2%)

Total: 264
Marketing/Promotion of Instruction as a Service on the Web

- Yes: 170 (65%)
- No: 80 (30%)
- Missing: 14 (5%)

Total: 264
Libraries That Offer Instruction in Real Life

- Yes: 65%
- No: 21%
- Yes, but not on the Web: 2%
- Missing: 5%
- Presence of Instructional Librarians: 7%

Total: 264
Library Web Sites that Market IL and Offer Some Forms of Online Instruction-Guides & Tutorials

- Yes: 190 (72%)
- No: 60 (23%)
- Missing: 14 (5%)

Total: 264
Library Web Sites that Market IL and Offer Some Forms of Online Instruction-Guides & Tutorials

- Presence of LI as a service and guides/tutorials: 72%
- None: 15%
- Missing: 5%
- Offer LI, but not on the Web: 2%
- Total: 264
Web Sites That Market LI and Guides/Tutorials

- Offer both: 50%
- Market LI on the Web: 13%
- None: 23%
- Missing: 5%
- Offer Guides/Tutorials: 9%

Counts:
- Market LI on the Web: 34
- None: 60
- Missing: 14
- Offer Guides/tutorials: 24
- Offer Both: 132
The Presence of the Term and Concept “Information Literacy”

- **Used term "Information Literacy"**
  - Yes: 86 (33%)
  - No: 164 (62%)
  - Missing: 14 (5%)
  - Total: 264

- **Link to IL Standards by ACRL**
  - Yes: 41 (16%)
  - No: 209 (79%)
  - Missing: 14 (5%)
  - Total: 264

- **Explain IL and Standards**
  - Yes: 63 (24%)
  - No: 187 (71%)
  - Missing: 14 (5%)
  - Total: 264
<table>
<thead>
<tr>
<th>Term</th>
<th>Count</th>
<th>Term</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>library instruction</td>
<td>70</td>
<td>instruction. Librarians in the Classroom</td>
<td>1</td>
</tr>
<tr>
<td>Information Literacy</td>
<td>15</td>
<td>Instruction/library instruction</td>
<td>1</td>
</tr>
<tr>
<td>instruction</td>
<td>8</td>
<td>Instructional Resources</td>
<td>1</td>
</tr>
<tr>
<td>instruction sessions</td>
<td>4</td>
<td>Li instruction/bibliographical instruction</td>
<td>1</td>
</tr>
<tr>
<td>IL Instruction</td>
<td>3</td>
<td>lib &amp; research instruction</td>
<td>1</td>
</tr>
<tr>
<td>Information literacy program</td>
<td>3</td>
<td>library classes</td>
<td>1</td>
</tr>
<tr>
<td>library orientation</td>
<td>3</td>
<td>Library Classes (online); Lib Research Tips &amp; Tricks</td>
<td>1</td>
</tr>
<tr>
<td>information literacy instruction</td>
<td>2</td>
<td>library classes/orientation sessions</td>
<td>1</td>
</tr>
<tr>
<td>Class instruction</td>
<td>2</td>
<td>library courses</td>
<td>1</td>
</tr>
<tr>
<td>instruction service</td>
<td>2</td>
<td>library instruction and tours</td>
<td>1</td>
</tr>
<tr>
<td>instructional service</td>
<td>2</td>
<td>Library Instruction Form(faculty only)</td>
<td>1</td>
</tr>
<tr>
<td>Library and Research Instruction</td>
<td>2</td>
<td>Library instruction, research instruction</td>
<td>1</td>
</tr>
<tr>
<td>Library Instruction/Workshops</td>
<td>2</td>
<td>Library instruction, research workshop/seminar</td>
<td>1</td>
</tr>
<tr>
<td>Bibliographical instruction sessions/Library instruction/classes</td>
<td>1</td>
<td>Library instruction, Research instruction</td>
<td>1</td>
</tr>
<tr>
<td>Class visit and Library Instruction</td>
<td>1</td>
<td>Library instruction/bibliographical instruction</td>
<td>1</td>
</tr>
<tr>
<td>Class/information literacy</td>
<td>1</td>
<td>Library Instruction/instruction</td>
<td>1</td>
</tr>
<tr>
<td>Classes/essential education courses</td>
<td>1</td>
<td>Library instructional sessions</td>
<td>1</td>
</tr>
<tr>
<td>Classes and workshops</td>
<td>1</td>
<td>library research</td>
<td>1</td>
</tr>
<tr>
<td>Consultation</td>
<td>1</td>
<td>Library training</td>
<td>1</td>
</tr>
<tr>
<td>Education (lib education &amp; instruction)</td>
<td>1</td>
<td>library workshops</td>
<td>1</td>
</tr>
<tr>
<td>IL instruction, research instruction</td>
<td>1</td>
<td>Library classes, library course offering</td>
<td>1</td>
</tr>
<tr>
<td>INFORMATION LITERACY CLASSES</td>
<td>1</td>
<td>Programs &amp; Workshops</td>
<td>1</td>
</tr>
<tr>
<td>Information literacy education</td>
<td>1</td>
<td>Reference &amp; Instruction</td>
<td>1</td>
</tr>
<tr>
<td>Instruction Library Liaisons to incorporate IL into courses</td>
<td>1</td>
<td>Research instruction</td>
<td>1</td>
</tr>
<tr>
<td>Information literacy sessions</td>
<td>1</td>
<td>Research Tutorial</td>
<td>1</td>
</tr>
<tr>
<td>instruction and orientation</td>
<td>1</td>
<td>Workshops &amp; Instruction</td>
<td>1</td>
</tr>
<tr>
<td>instruction program</td>
<td>1</td>
<td>workshops for library and Internet use</td>
<td>1</td>
</tr>
</tbody>
</table>
Presence of Guides/Tutorials on the Web

- Yes: 59%
- No: 36%
- Missing: 5%

Total: 264
Presence of Guides/tutorials on the Web

<table>
<thead>
<tr>
<th>Presence</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tutorials</td>
<td>107</td>
<td>41%</td>
</tr>
<tr>
<td>Guides</td>
<td>150</td>
<td>57%</td>
</tr>
<tr>
<td>Both tutorials &amp; guides</td>
<td>96</td>
<td>36%</td>
</tr>
<tr>
<td>Nothing</td>
<td>89</td>
<td>34%</td>
</tr>
<tr>
<td>Missing</td>
<td>14</td>
<td>5%</td>
</tr>
</tbody>
</table>

Total 264
### Tutorials by contents

<table>
<thead>
<tr>
<th>Content</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>General research</td>
<td>38%</td>
</tr>
<tr>
<td>About databases</td>
<td>33%</td>
</tr>
<tr>
<td>Explain a concept</td>
<td>17%</td>
</tr>
<tr>
<td>Policies/procedures</td>
<td>16%</td>
</tr>
<tr>
<td>Technological how to</td>
<td>9%</td>
</tr>
<tr>
<td>Presence of test</td>
<td>3%</td>
</tr>
</tbody>
</table>

Total tutorials: 264
Conclusion

1. Libraries are still the center of academic institutions.

2. Information literacy as a term and a concept is not given enough promotion (33% mentioned it; 24% explained it; 16% linked to the Standards) - Recommendation: More explanation/emphasis on the concept.

3. An estimated 2% of the libraries showed information literacy in the context of university’s strategic planning and learning outcomes - Recommendation: More effort to integrate information literacy into the institution’s strategic planning/learning outcome and advertise it in such context on the Web.

4. An estimated 2% of the libraries offered library instruction in formal courses as part of the academic curriculum with credits - Recommendation: Ideal, but not push for it.

5. Information literacy is displayed on the Web in black/white text - Recommendation: Find more innovative ways to promote information literacy such as multi-media format...
Questions & Answers