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Information Literacy Skills in a World of Google and Wikipedia

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WANTED:

Information Literacy Skills in a World of Google and Wikipedia

*Identifying Where Students Thrive
and Struggle with Information Literacy Skills*

September 21, 2012

Georgia International Conference on Information Literacy

Who We Are, What We Do



Emily Gover

In-house Information Literacy Librarian

- Presented at Columbia University, AASL, SUNYLA, NYU's Bobst Library, ISLMA 2012 (Oct.) Library 2.012 Global Conference (Oct.)
- Masters in Information Science from University at Albany
- Continues to work as a public librarian, has previous work experience at Berry College, Reader's Digest and the University at Albany

EasyBib is an intuitive information literacy platform, with website evaluation, research, note taking and citation tools.

It has become a habit for many students to use popular websites for scholarly research.

Students continue to use these sites because they are easy to use and are familiar territory.



WIKIPEDIA
The Free Encyclopedia

YAHOO!

Google

bing™

Plagiarism

2011 Pew Research study polled college presidents on the prevalence of plagiarism over the past decade.

- 55% reported an increase
- 40% noticed neither an increase nor decrease
- 2% noticed a decrease

Of those who noticed an increase, 89% "believe that computers and the internet have played a major role in this trend."

Plagiarism

Turnitin Study

Over 33,500,000 papers submitted

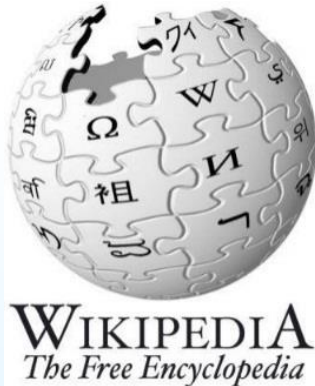
- 128 M content matches found
- 3.8 instances of plagiarism per paper
- 23.6 M matches 11.5 M matches to user-generated content sites in higher educational institutions (11.5 M in secondary)

The most plagiarized sites were...?

Plagiarism

Most Plagiarized Websites

#1



Higher Ed.

Secondary

10.74%

7.99%

#2



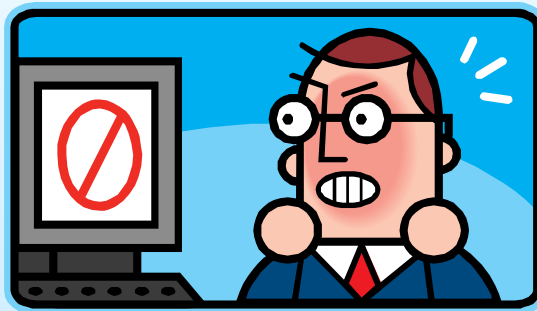
3.9%

7.55%

High School to College Transition

Students are overly confident with research skills upon entering college.

Bad first research experience = less likely to use academic library resources in future.

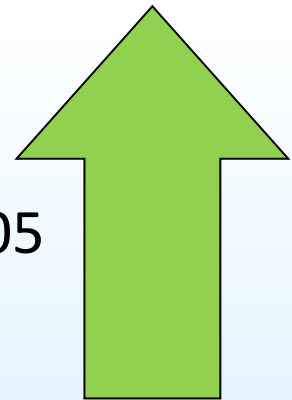


Ask an "Expert"

2010 OCLC study of college students' use of electronic information sources found:

136% increase

in use of "Ask an Expert" sites since 2005
(e.g., WikiAnswers)



In the study, only 10% of students used online library question services.

Ask an "Expert"

User-generated answer Q&A sites in a nutshell:



The screenshot shows a Q&A interface. At the top, a question is asked: "How big is the specific ocean?" by user "Matt Piece" 2 days ago. Below this, a "Best Answer" is provided by user "Cody H" 1 day ago, which reads "can you be more pacific?". The best answer has received 81 "good" ratings, indicated by a thumbs-up icon and the text "81 people rated this as good".


Matt Piece

How big is the specific ocean?

2 days ago


Cody H

Best Answer - Chosen by Asker

can you be more pacific?

1 day ago

 81 people rated this as **good**

College Library Web Site Use

2010 OCLC study of college students' use of electronic information sources found:

40% have never used their library's website

Of those who have not used it, 23% believe other websites have better information (!)

~~BREAKING NEWS~~

Students Use Google and Wikipedia for Research

Over 95% of college-level students use Google
in course-related contexts (papers, projects)

85% use Wikipedia

projectinfolit.org

Areas of Improvement



Citation Recognition

- Only 23% successfully identified a journal article
- 13% understand which bibliographic elements are used to locate journal article in an OPAC

Referencing

- 25.4% did not understand the need to cite a source in instances other than direct quotes (i.e., paraphrasing, summarizing)
- 24% did not know when to cite a source at all

Journal Articles

- Over 45% did not know what credentials constituted a scholarly article

IL: Areas of Understanding

Boolean Operators

Asked which sample queries would narrow results

- One-third understood “AND” narrowed results
- Less than 10% believed “OR” would narrow results

Web Site Quality/Credibility

Asked to identify three characteristics to consider

- 23.8% identified all three
- 73.9% identified an answer with at least one

Analysis of Our Users



Which source types do they prefer?
What are they citing specifically?
Where are they struggling?

"Let's do the numbers..."

37,094,296

Number of students who used EasyBib
over the past 12 months

We serve a wide range of students: middle school, high school, community colleges and four-year universities



"Let's do the numbers..."

Our most used citation formats:

50% ?????

15% ?????

6% ?????

2% ?????

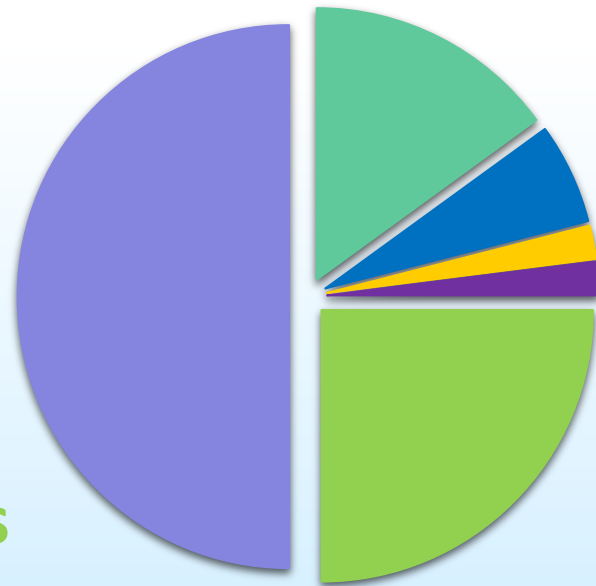
2% ?????

Take a guess at our most cited formats

"Let's do the numbers..."

Our most used citation formats:

50%	Web sites
15%	Books
6%	Journals
2%	Newspapers
2%	Photos
25%	Other 54 types



Top 10 Online Sources Cited on EasyBib



Can you guess what #1 is?

Top 10 Online Sources Cited on EasyBib

10. The Washington Post
9. CNN
8. **Answers.com**
7. Time Magazine
6. **Associated Content (Yahoo! Voices)**
5. BBC News
4. JSTOR
3. **YouTube**
2. The New York Times
1. **Wikipedia**

What We're Learning

Multimedia citations are increasing

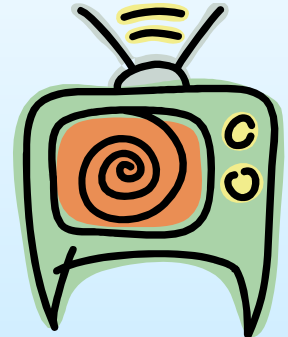
Included in the top 10 source types:

- Photographs
- Digital images
- Films



In top 25 source types:

- Musical recordings
- Television



What We're Learning

Students struggle with attribution

Frequently cited web sites:

Google Images

Google

EasyBib (!)

Our Philosophy

EasyBib forms its tools and features based around what we learn from our users.

We analyze what they do, and find ways to make it easy, efficient, and effective.

Through analysis, we see where they're struggling, and strive to make the research process more manageable.



Works Cited

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Thank you for your time!

If you would like to view this presentation online or learn more, please email Emily:

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EasyBib Librarians



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