

Media Literacy for Libraries 101: What it
is, the University of Minnesota Model,
and the Criticality of Library Support

Scott Spicer
Library Technology Conference
March 15, 2012

#ltc2012medialit



Gabe Habash, Reading (2011) Retrieved 3.11.12.
<http://blogs.publishersweekly.com/blogs/PWxyz/wp-content/uploads/2011/06/reading.jpg>



Writing UK (2012) Retrieved 3.11.12 (Retna)
<http://www.ukessaysadvice.co.uk/wp-content/uploads/2012/02/three-i-for-students-in-writing-uk-essays.jpg>

What is Literacy?



[Lascaux Caves-Prehistoric Paintings](#) (2005) by Peter80 ([CC BY-SA 3.0](#))



Cuneiform clay tablet, Wilcox Classical Museum, Retrieved 3.12.12: <http://www2.ku.edu/~wilcox/exhibits/misc/>

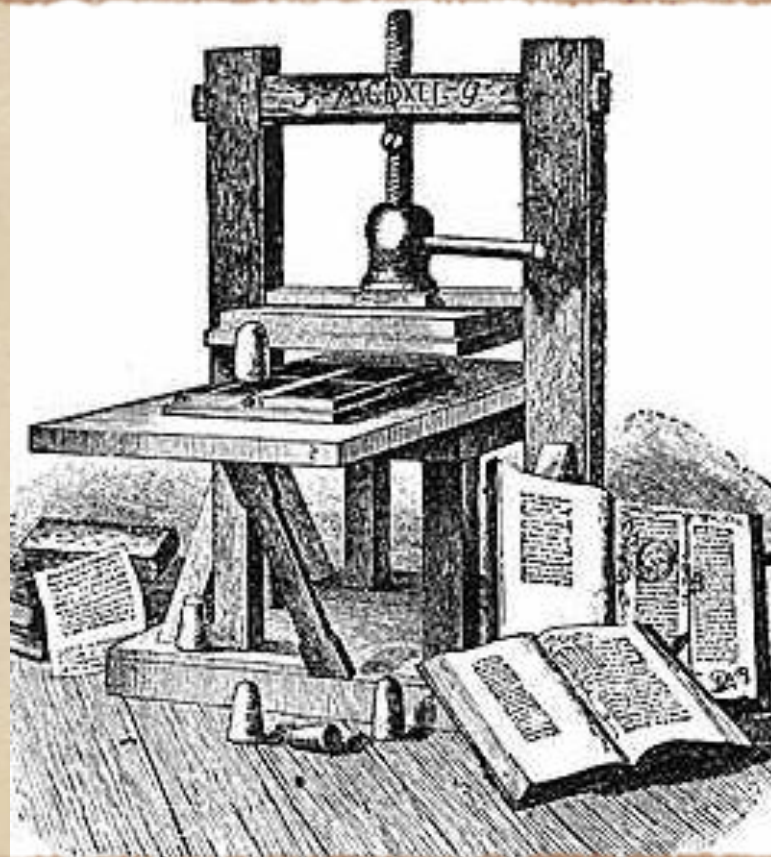


[nice ibises](#) (2010) by Karen Green ([CC BY-SA 2.0](#))



Greek Papyrology, Oslo University Library, Retrieved 3.12.12:
<http://www.hf.uio.no/ifikk/forskning/prosjekter/papyrus/bilder/POSLOinv1467verso507.JPG>





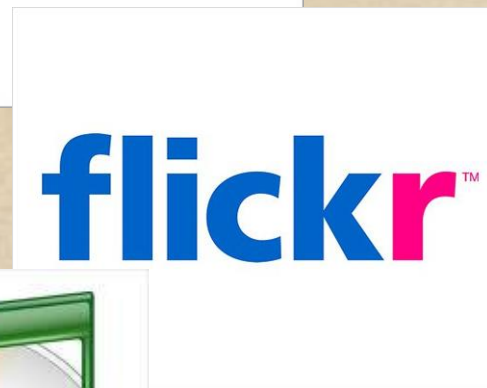
Gutenberg Press, Retrieved 3.12.12 <http://www.fromoldbooks.org/Rosenwald-BookOfHours/pages/016-detail-miniature-scribe/>

Non-print formats have
evolved over time as well,
right?

“[t]he ‘library’ has lost its etymologic meaning and means not a collection of books, but the central agency for disseminating information, innocent recreation, or, best of all, inspiration among the people. Whenever this can be done better, more quickly, or cheaply by a picture than a book, the picture is entitled to a place on the shelves and in the catalog”

Melvil Dewey, 1906

Why is the media as y particularly important now?



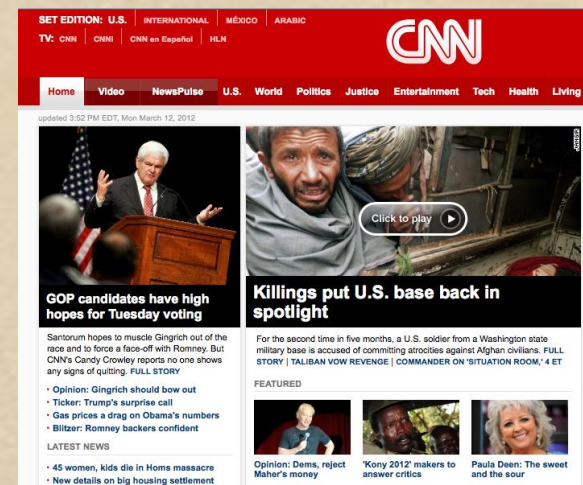
Facebook, GloriaRiggi (2011) Retrieved 3.11.12
<http://gloriaoriggi.blogspot.com/2011/01/kakonomics-of-facebook.html>



iPad, WolframAlpha Retrieved 3.11.12
products.wolframalpha.com



iPhone, Apple Retrieved 3.11.12
<http://www.apple.com/iphone/built-in-apps/>



cnn.com Retrieved 3.12.12



Hulu.com Retrieved 3.12.12

What is Media Literacy?



“The ability to access, analyze, evaluate and communicate messages in a wide variety of forms”
(Aspen Institute, 1992)

Approaches to Media Literacy

(Kellner and Share, 2007)

<http://www.lib.umn.edu/media/teachingmedialiteracy>

- Media Arts Education Approach
- Media Literacy Movement Approach
- Critical Media Literacy Approach

Media Arts Education Approach



Mainstream Media Literacy Movement Approach



Media Literacy Retrieved 3.14.12 from: <http://ocw.openhighschool.org/course/view.php?id=3>

Critical Media Literacy Approach



G.M.O Retrieved <http://www.buzzle.com/articles/genetically-modified-foods-pros-and-cons.html>

Activities in turf lab

[Back to Album](#)

[Previous](#) · [Next](#)



K-State Turf Lab Retrieved 3.14.12
<http://www.facebook.com/video/video.php?v=1457906488377>

Video as an Ecological Tool: Reinvisioning a Sustainable Campus

Students in Mary Guzowski and Loren Abraham's Architecture seminar course, Architecture as Catalyst, (ARCH 5110 [CDES]) produced videos to both communicate current issues related to campus environmental sustainability and propose solutions with an emphasis on audio/visual media narrative.

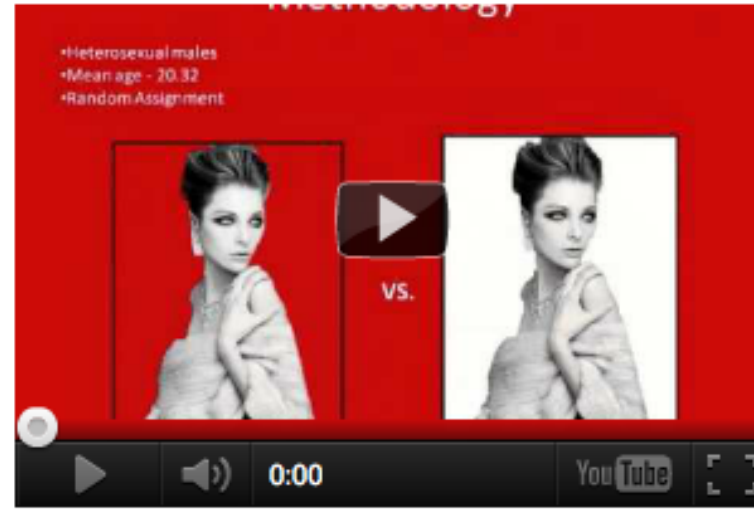
[Learn More](#)



Communicating Discipline Research Through Video Podcasts (Vodcasts)

Students in Sehoja Cotner's Introduction to Zoology course (BIOL 2012 [CBS]) produced multimedia vodcasts to communicate recent research in the Zoology field, with an emphasis on engaging non-Biologist audiences. [Learn](#)

[More](#)



Documenting Community Outreach Through Digital Storytelling

Students in William Goodman's Family Social Science course (FSOS 2101 [CEHD]) produced videos documenting a wide array of community social support agencies. [Learn More](#)



Public Service Announcements

Students in Prof. Jamie Stang's Public Health course (PubH 6902 (School of Public Health)) produced Public Service Announcements (PSA) targeting specific audiences, in promoting healthy habits and awareness of risk factors related to obesity in women of childbearing age. [Learn More](#)



Additional Student Media Benefits

Benefits

Use Case



experiential learning
group work
self-reflection

Role Play



media resources
synth. complex subj. matter
group work
scholarly material
presentation skills

Vodcast

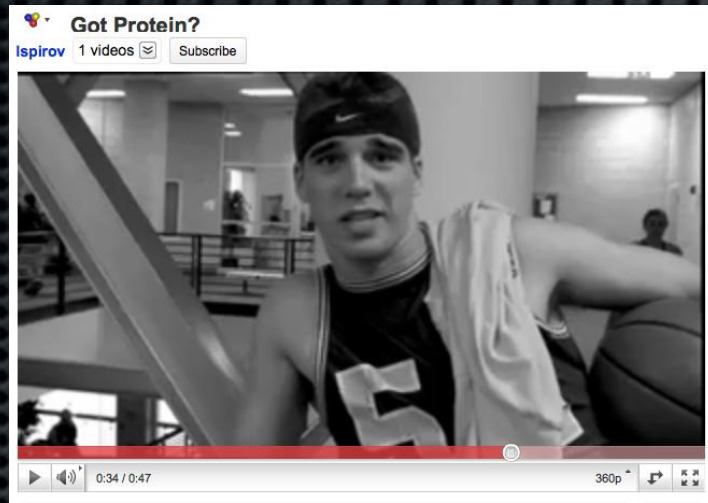
Youtube:

<http://www.youtube.com/watch?v=ZWX8WTqr1bs>
Zoology Class (Biol 2012): <http://zoologyvods.posterous.com/>

Additional Student Media Benefits

Use Case

PSA-Skit



Documentary
Style



Benefits

creative applied knowledge
group work
media production

creative applied knowledge
scholarly research
interview preparation
voice over
media production
group work
media resources

Additional Student Media Benefits

Benefits

creative applied knowledge
scholarly research
interview preparation
media production
media resources
self-reflection

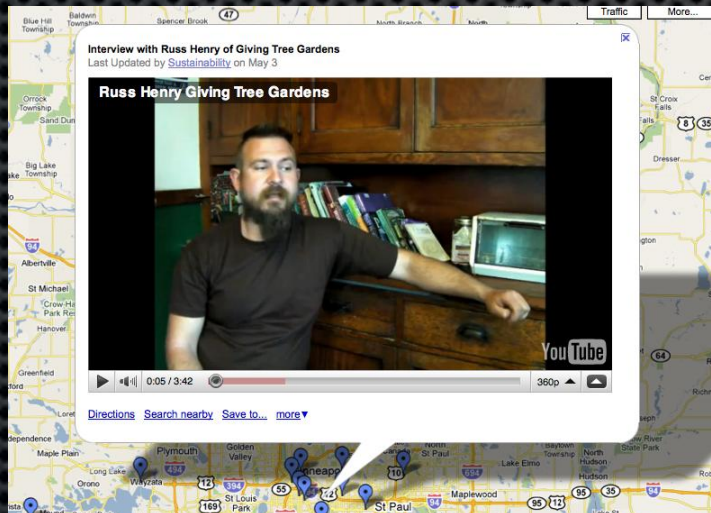
creative applied knowledge
scholarly research
interview preparation
media production
group work
media resources
programming

Use Case

Digital Story



Multimodal Digital Interactive



Eurasian Milfoil: Angie-Offerman: <http://www.cehd.umn.edu/PSTL/Water/Stories/Angie-Offerman.html>

Minnesota Food Systems:
<http://www.google.com/maps/ms?ie=UTF8&msa=0&msid=108750780200649768857.0004851a5704310cc0ba3&ll=44.963826,-93.430481&spp=0.445028,1.194763&z=10>

Digital Media Resources

Library Media Services - Images Collections Guides

Please select the relevant discipline-based categories of digital image collections or [browse through all discipline collections](#).



Image courtesy of [Find Icons](#)

[Arts Images Guide](#)



Image courtesy of [Wikipedia](#)

[Humanities Images Guide](#)



Image courtesy of [MillionFace](#)

[Professional Programs Images Guide \(Architecture/Journalism /Marketing/Apparel\)](#)

Digital Video Collections Guide


Below is a guide of university licensed and freely available quality digital (mostly streaming) video online resources.

Table of Contents:

- [Licensed Streaming Video Collections](#)
- [Open Video Collection Websites](#)

Licensed Streaming Video Collections

These are amazing collections of streaming video titles the UMN Libraries have licensed. These collections are restricted to University affiliates (requiring .x500 for off campus access).

- [Acland's Video Atlas of Human Anatomy](#) 
Acland's Video Atlas of Human Anatomy is a series of anatomy lessons on video presented by Robert Acland. Dr. Acland is a professor of surgery in the division of plastic and reconstructive surgery at the University of Louisville School of Medicine. The series uses unembalmed human specimens to illustrate anatomical structures.

Digital Audio Collections Guide


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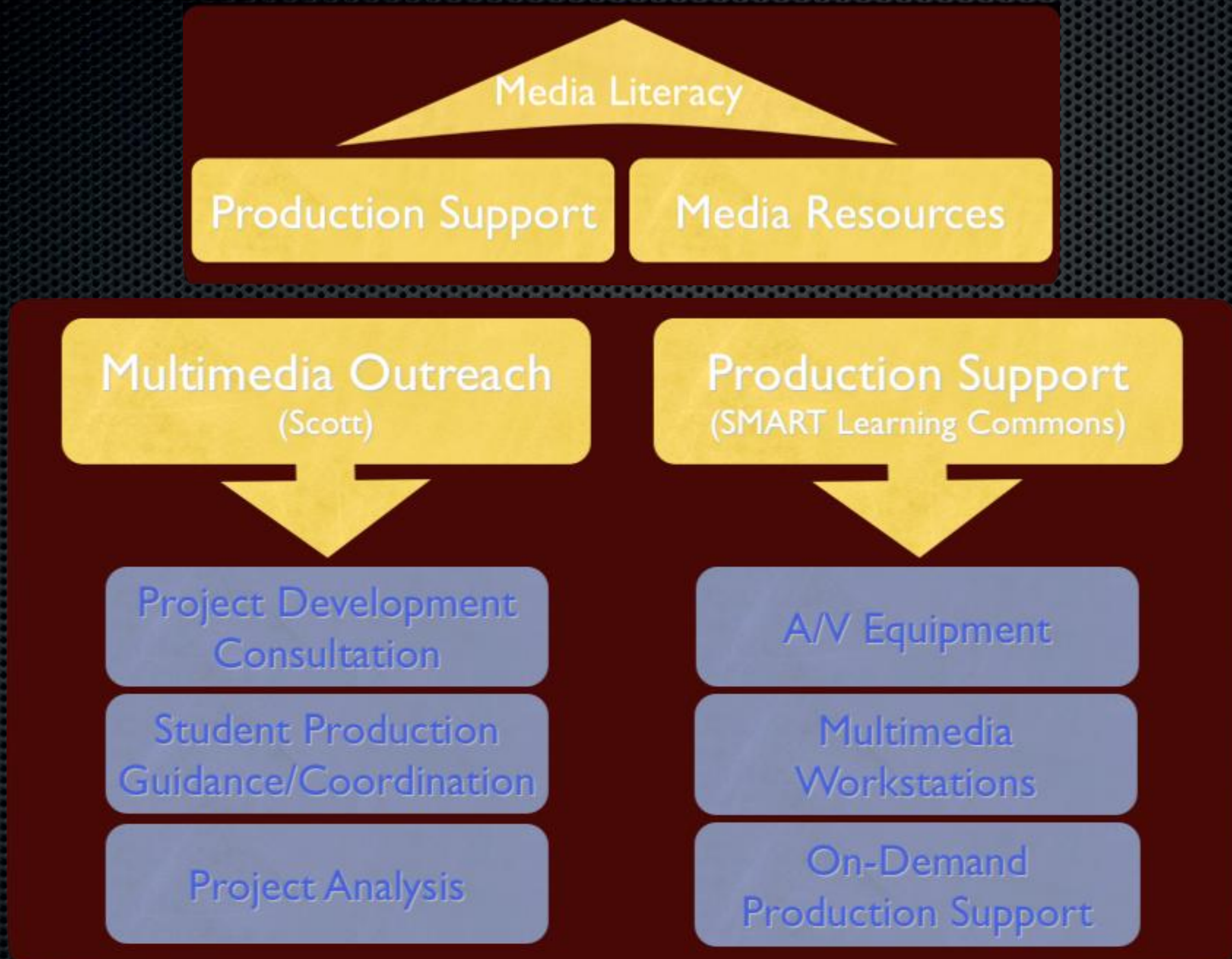
- [Licensed Streaming Audio Collections](#)
- [Open Audio Collection Websites](#)

Licensed Streaming Audio Collections

These are amazing collections of streaming audio collections the UMN Libraries have licensed. These collections are restricted to University affiliates (requiring .x500 for off campus access).

- [American Song](#) 
American Song is a history database that contains ~12,00 tracks that allow people to hear and feel the music from America's past. The database includes songs by and about American Indians, miners, immigrants, slaves, children, pioneers, and cowboys. Included in the database are the songs of Civil Rights, political campaigns, Prohibition, the Revolutionary War, the Civil War, anti-war protests, and more. This release includes 763 albums, equaling 12,542 tracks.

Media Services Philosophy & Production Outreach



SMART Learning Commons

2 media locations: Walter and Wilson Libraries

Staff

- Head
- Multimedia Consultant
- 15-17 Student Staff

Software

Macs

- Adobe Creative Suite
- Final Cut Pro X
- Adobe Production/Design
- iMovie HD
- Audacity

Media PC's

- Adobe Premier and Photoshop Elements
- Audacity
- Video Factory

Equipment

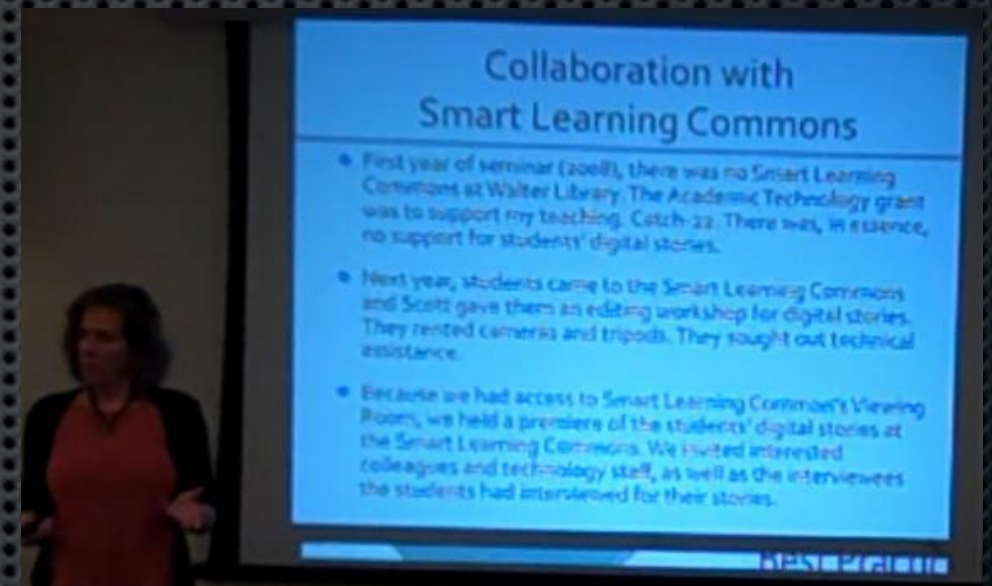
- 7 iMacs
- 6 Media PC's
- 2 analog/digital conversion PC's
- 33 general PC's (Wilson) - 8 general PC's (Walter)
- turntable, VHS deck
- analog/digital box
- 2 Blue microphones

12 Sanyo Xacti camcorders
4 Canon Vixia camcorders
8 H2 Zoom audio recorders
6 tripods
8 handheld mics

Keys to Developing a Quality Media Outreach Program

Media projects can provide transformative learning experiences. Always focus on teaching and learning!

- Strive to cultivate relationships with new faculty and grow with past
- Make friends and get out there!
- Recruit knowledgeable, passionate, professional staff focused on student learning
- Recruit and heavily train competent, reliable, student staff
- Consult with colleagues at other institutions
- Keep one eye on today and the other on TOMORROW!



Not all mai tais..



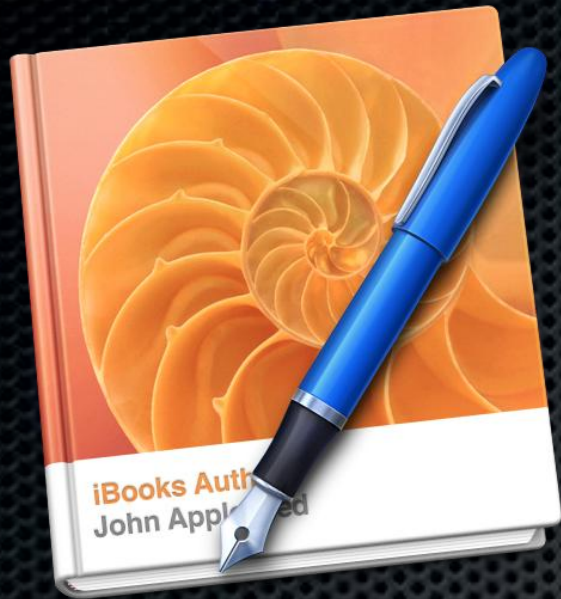
Scaling Service Strategies: Student-Produced Media in SMART Commons

- Student staff media training program
- Student facing media support site
- Partnerships for equipment sharing
- Partnerships student media workshops/Learning Bytes (with UTTC)

Scaling Service Strategies: Media Outreach Instructor - Support Staff

- Media Services Site
- “Profiles of Teaching and Learning with Media”
- Communications strategy
- Faculty/staff media workshops

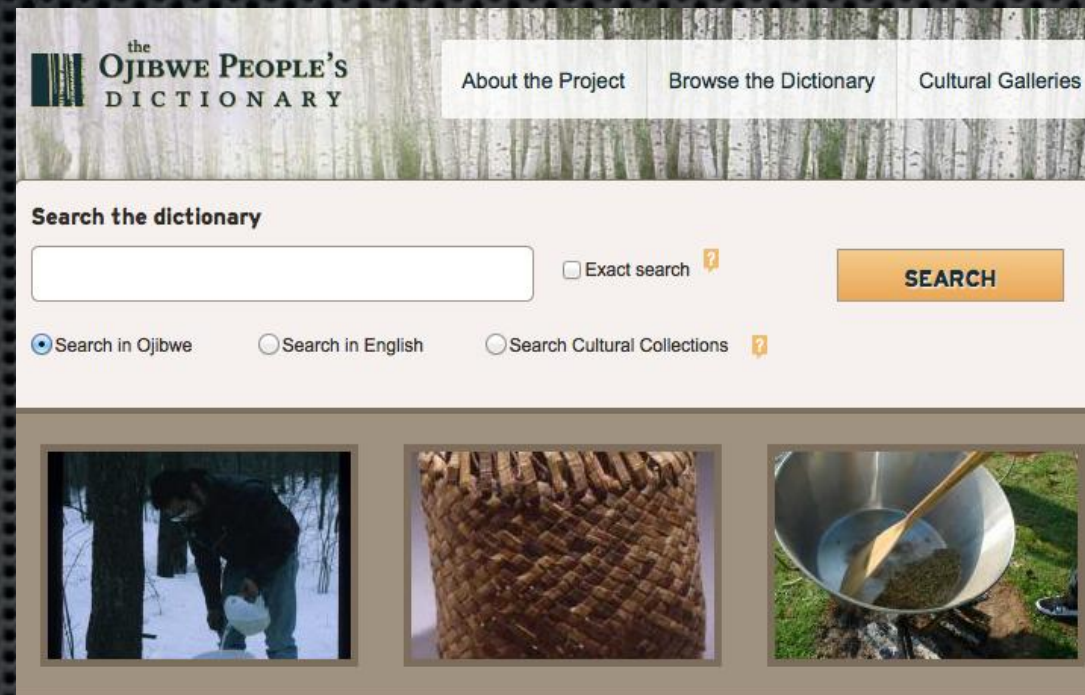
One eye on tomorrow...



[Instructor Generated]
Multimodal eTextbooks



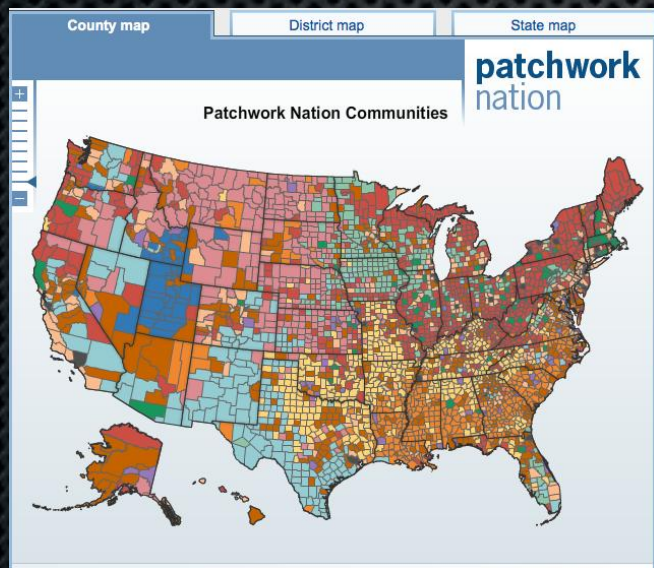
Dynamic eLearning Platforms



Digital Humanities



Dynamic Multimodal
Media Platforms



Geospatial -
Data Visualization



Mobile: Anytime, Anyplace



Semantic Web

Back to the Future... Into the Future?

Knowledge Navigator



Knowledge Navigator Retrieved 3.15.12
<http://www.youtube.com/watch?v=SSr-yCRkiCk>

Office Future Retrieved 3.15.12
<http://www.youtube.com/watch?v=a6cNdhOKwi0>

Thank you...

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- 612.626.0629

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