Personal Information Culture – A Vertical Model

Research and development for a new generation space of information culture

László Z. KARVALICS

University of Szeged

Hungarian IFAP Committee

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Information Nirvana and Informatorium

Eugene Garfield, end of 1960's   *Szeged, Hungary*, 2013

Informatorium: The „Sanctuary" of (which) Information Culture?

- Hyperintegrated space for every aspects of information culture
- Tools, services, activities, communities
- Dissemination, exhibition, incubation, training
- Simultaneously working space, demonstration space and event venue
- Visitors, students, teachers, researchers, decision makers, public servants, businessmen

Main „Attractions"

- Intelligent Home
- Smart Room
- Screen Wall
- Gadget Empire

Other Activity Forms

- Broadcast Paradise
- LED-cave, digital signage tools, immersive 3D environment
- Online Game Culture Knowledge Center
- Szegedicum – Virtual Collection of the city history
- IT-security „flood-gate"
- Building Psychology and Intelligent Office Center
- Personal Information Management Consulting
- Digitization, Personal Digital Archiving
- Infographics and Information Architecture Center
- Software Testing Laboratory
- Incubation of university startups on creative and IT-domains
- **International projects**
- **Home of organizations working for Information Culture**
- …. and further 50

Research, supporting the planning and development of Informatorium

Three levels of Information Culture
Modelling, modelling, modelling

- **Macro** (Domains and Subsystems)
- **Meso** (Information subcultures)
- **Micro** (Personal Information Culture, PIC) (*Gendina*)

The Revival of „Personal"

Personal Information Management (PIM)

Personal Knowledge Management (PKM)

Personal Digital Archiving (PDA)

Personal Learning Environments (PLE)

Personal Area Network (PAN)

Personal Productivity Improvement (PPI)

Personal Network Management (PNM)

Personal Knowledge Governance (PKG)

Where are the literacies in PIC?

- ***Basic Personal Information Culture*** (BPIC) elementary literacy forms (computer/ network/ online literacy, functional usage of different communication channels and tools, search skills. familiarity and ability to manage online transactions, etc.)

- ***High-level Personal Information Culture*** (HPIC, hyperliteracy or digital erudition (information outlook, information ethics, analytic knowledge on different aspects and concepts of information culture, discourse-sensibility. reflectivity to the digital universe and an acting self)
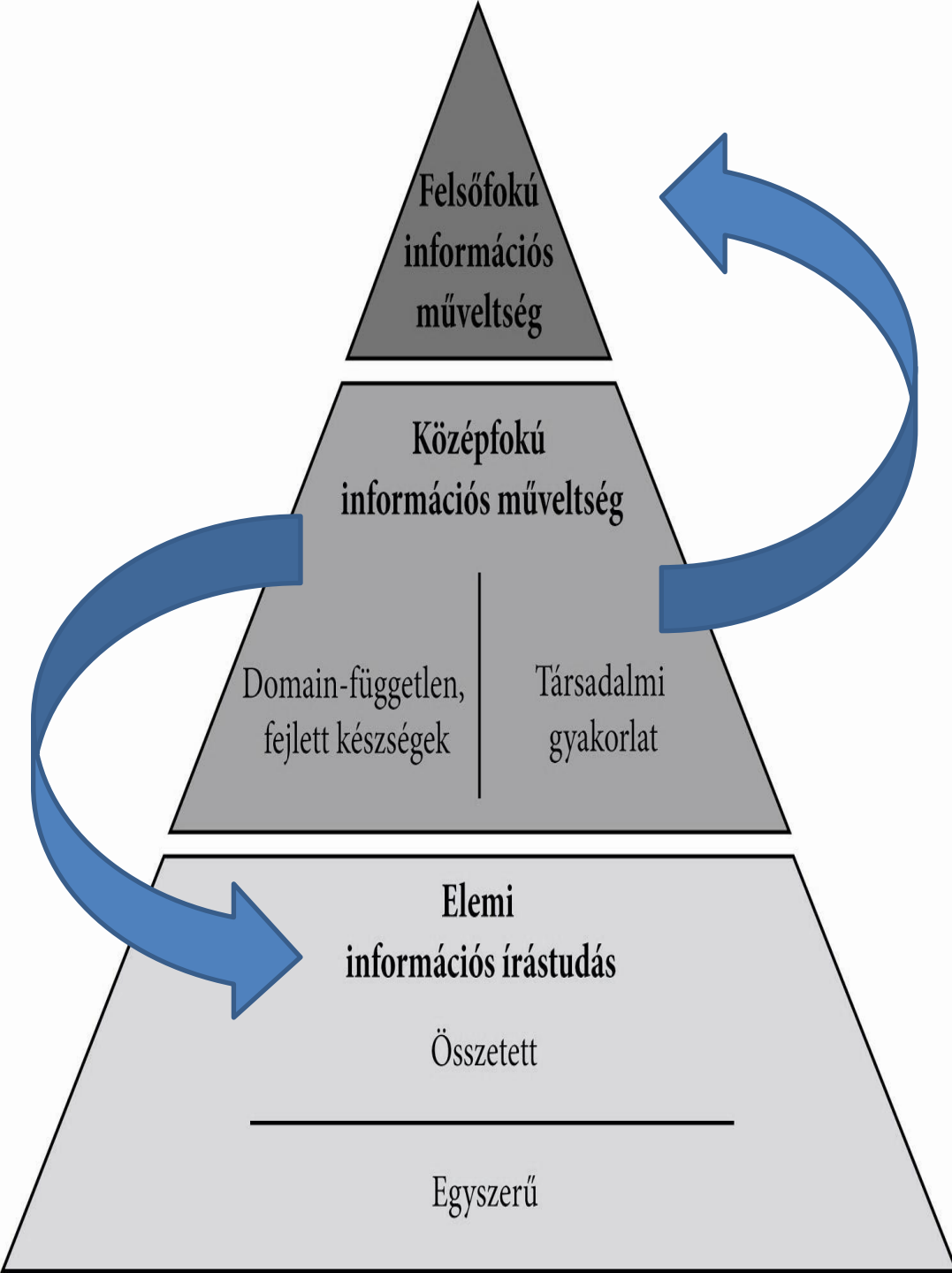
Mid-level personal information culture (MPIC)

Domain-independent skills and abilities	**Literacies of social practice**
• Visual literacy (*visuacy*) • Navigation literacy (*navigacy*) • Media literacy/ critical information literacy • English proficiency • Game literacy	• Financial literacy • Participation literacy (*participacy*) • Scientific literacy • Legal literacy • Psycholiteracy

Pyramid (left to right, top to bottom):

- Felsőfokú információs műveltség
- Középfokú információs műveltség
  - Domain-független, fejlett készségek
  - Társadalmi gyakorlat
- Elemi információs írástudás
  - Összetett
  - Egyszerű

High-level Personal Information Culture (Digital Erudition)

Mid-level personal information culture
- *Domain-independent skills and abilities*
- *Social practice*

Elementary information literacies
- Complex
- Basic

Designing social practice literacies
in the Informatorium

- **Filmocracy** (participative animation film making platform)

- **Palaestria** (workflow tool for scientific research projects, conducted by scientists, teachers and students

For the UNESCO, there is no more 'authentic" domain than **combining Sciences, Education and the Info-communication** (as platform) into one coordinated, worldwide action to make every student scientifically literate

Let's start to design your own Informatoriums!

Thank you for your attention!

zkl@hung.u-szeged.hu