

Placing Media and Information Literacy at the Core of Instruction

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The Real Challenge

- Information has become fluid and transcendental
- It has also become our fourth need
- Available round the clock if users are able to pay
- Ascent of Google and social networking tools
- Googlization of user mind-set
- At stake is the quality of information
- Developing media and information literacy (MIL) skills is the real challenge in the digital age



Paradigm Shift

- From teaching and learning, from rote learning to problem-based learning, from ownership to access, and from 9x5 to 24x7.
- Shift from quality control to the web-based chaos
- Net generation fallen in the trap of Google
- Google may provide seamless access but information is not always reliable
- Library may provide limited access but information is largely reliable
- MIL is the competence to improve information seekers' access to quality information



Libraries and Google

- Library access is available to the members only, but Google is available to anyone round the clock
- Reading is declining and viewing is killing users' imagination
- Librarians, faculty and students must collaborate to enable information seekers to make sense of the web-based chaos
- MIL can ensure sense-making & quality



International Developments

- Education for All Programme (EFAP)
- Information for All Programme (IFAP)
- Gunwald Declaration 1982
- Alexandria Declaration 2005
- Fez Declaration 2011
- UNESCO MIL Curriculum 2011
- IFLA MIL Recommendations 2011
- UNESCO supported IMILS Project

Promises and Perils of the New Media

- Shift from 9x5 to 24x7
- Breaking to barking news
- Channels competing with each other instead of informing the stakeholders
- Media virtually setting the agenda
- Need to ascertain the role, functions, and motives of the media
- MIL can convert typical consumers into vigilant citizens, critical thinkers, opinion makers and independent lifelong learners

MIL is the art of fishing

- The world today is dominated by the new media but the MIL skills among students are lacking.
- Urgent need to place MIL courses at the core of instruction
- Students must be trained in sifting reliable information from the huge mass of unreliable information
- In fact, if information is fish then MIL is the art of fishing. Let us each students this art.

Authorship Uncertainty

- Author is absent from the Wikipedia
- Who can be held responsible for the wrong facts
- Facts are sacred cows, we cannot distort them. Comment is free.
- How to enable students to differentiate between fact and comment
- MIL is the wayout.



Disintermediation

- Paradigm shift from intermediation to disintermediation
- Google is another name for information as a commodity
- Commodification of information is the root cause for the existing and widening information divide
- Gap between tacit knowledge and explicit knowledge is growing day by day
- Intermediation and MIL can save information seekers from info-stress and techno-stress



Credibility and Validity

- Quality of decisions is directly related to the quality of information
- Reliability and validity of information are at stake today
- Library personnel have a critical role to play in empowering the information seekers with MIL
- For this they will have to become pro-active and manage feedback from the end users
- Only that way they can contextualize our mandate to develop knowledge societies



Librarian-Faculty Partnership

- Librarians are loosing their ground to commercial providers including Google, and social networking sites
- The will have to learn and share their best practices with the students, faculty and researchers
- Collection management, organization and dissemination of fluid information, digital preservation, developing independent learners and critical thinkers are the main challenges today
- Librarian-faculty partnership is the best way to take information seekers to the next level of consciousness
- That is necessary for the ascent of the information seekers along with the ascent of information and ICTs



Thank you

- For your valuable time and kind attention

