A Cross-Institutional Partnership Approach to Information Literacy Enhancement

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Hong Kong

• **Population:** 7.26 M

• **Four key industries:** Financial Services, Tourism, Trading & Logistics, Professional Services (e.g. Legal, Accounting, Engineering, I.T.)
### Global Top 10

#### The Global Competitiveness Index 2014-2015

<table>
<thead>
<tr>
<th>Country</th>
<th>Global rank</th>
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</thead>
<tbody>
<tr>
<td>Switzerland</td>
<td>1</td>
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<tr>
<td>Singapore</td>
<td>2</td>
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<tr>
<td>United States</td>
<td>3</td>
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<tr>
<td>Finland</td>
<td>4</td>
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<tr>
<td>Germany</td>
<td>5</td>
</tr>
<tr>
<td>Japan</td>
<td>6</td>
</tr>
<tr>
<td><strong>Hong Kong SAR</strong></td>
<td>7</td>
</tr>
<tr>
<td>Netherlands</td>
<td>8</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>9</td>
</tr>
<tr>
<td>Sweden</td>
<td>10</td>
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</tbody>
</table>


Note: * 2014-2015 rank out of 144 economies
The Hong Kong Polytechnic University

- 3rd largest (out of 8) in Hong Kong by student number enrolled in publicly-funded programmes
- Students: 32,254 (PG: 10625)
- Staff: 4812
- Alumni: 355,000
- 6 Faculties (with 25 academic units) & 2 Schools
- Taught programmes: 221
Student Numbers in Faculties and Schools (2013/2014)

- Faculty of Applied Science & Textiles: 4091
- Faculty of Business: 4979
- Faculty of Construction and Environment: 4637
- Faculty of Engineering: 6907
- Faculty of Health and Social Sciences: 6446
- Faculty of Humanities: 1886
- School of Design: 1353
- School of Hotel and Tourism Management: 1955
### Quacquarelli Symonds (QS) World University Rankings by Subject 2015

<table>
<thead>
<tr>
<th>Subject</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Civil &amp; Structural Engineering</td>
<td>11th</td>
</tr>
<tr>
<td>Architecture / Built Environment</td>
<td>12th</td>
</tr>
<tr>
<td>Art &amp; Design</td>
<td>24th</td>
</tr>
<tr>
<td>Linguistics</td>
<td>35th</td>
</tr>
<tr>
<td>Statistics &amp; Operational Research</td>
<td>45th</td>
</tr>
</tbody>
</table>

### School of Hotel and Tourism Management

- Ranked 2<sup>nd</sup> on World Ranking of Top 100 Hospitality and Tourism Programs by Journal of Hospitality & Tourism Research (Nov 2009 issue)

### Institute of Textiles and Clothing

- 1st in the world on research performance and citation impact
- 2nd in the world in terms of total number of papers published according to a survey by Thomson Reuters
HK Polytechnic University Library

- E-preferred acquisition policy
- 80% collection budget on electronic resources
- 3M ebooks
- 50,000 ejournal titles
- 24,000 online AV
HK Polytechnic University Library

Highest number of entrances among libraries of Hong Kong higher education institutions

Entrance Statistics 2013/14

<table>
<thead>
<tr>
<th>Library</th>
<th>Entrance Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>PolyU</td>
<td>2,890,127</td>
</tr>
<tr>
<td>CUHK</td>
<td>2,500,000</td>
</tr>
<tr>
<td>CityU</td>
<td>2,250,000</td>
</tr>
<tr>
<td>HKUST</td>
<td>2,000,000</td>
</tr>
<tr>
<td>HKU</td>
<td>1,750,000</td>
</tr>
<tr>
<td>HKBU</td>
<td>1,500,000</td>
</tr>
<tr>
<td>HKIEd</td>
<td>1,250,000</td>
</tr>
<tr>
<td>LU</td>
<td>1,000,000</td>
</tr>
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</table>
PolyU – The leading institution of the first large scale cross-institutional information literacy project in Hong Kong, funded with competitive government teaching & learning funding
## Project Summary

<table>
<thead>
<tr>
<th>Project Title:</th>
<th>Enhancing information literacy in Hong Kong higher education through the development and implementation of shared interactive multimedia courseware</th>
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<tbody>
<tr>
<td><strong>Leading Institution:</strong></td>
<td>The Hong Kong Polytechnic University</td>
</tr>
<tr>
<td><strong>Other Participating Institutions:</strong></td>
<td>All 8 publicly funded higher education institutions in Hong Kong PolyU, CUHK, CityU, HKBU, HKIEd, HKUST, HKU, LU</td>
</tr>
<tr>
<td><strong>Principal Investigator:</strong></td>
<td>Dr Shirley Chiu-wing Wong, University Librarian, The Hong Kong Polytechnic University</td>
</tr>
</tbody>
</table>
Project Fund
HK$6.2M (0.72M EURO)
mainly from the University Grant Council (UGC) Funding Scheme for Teaching and Learning Related Proposals

- Participating institutions' matching fund: 30%
- UGC's contribution: 70%
Project Team

• Members:
  – Library directors of all eight publicly funded higher education institutions in Hong Kong
  – three faculty members, one each from the three largest institutions
  – Honorary Consultant: Prof Christine Bruce of Queensland University of Technology, Australia
Significance to enhance Information Literacy

• The ability to find, evaluate, use and disseminate information in order to learn how to learn (ACRL, 1989, p. 1)

• The foundation for learning, and is critical for academic development and lifelong employability (Candy, Crebert and O’Leary, 1994; Hager and Holland, 2006)
Significance to enhance Information Literacy

• A basic human right in an information society for lifelong learning, for building a competitive workforce, and for closing the digital divide and reducing inequities among people and countries (Prague Declaration: Towards an Information Literate Society, UNESCO, 2003)
What is Information Literacy?

The ability to recognize when information is needed, to locate, evaluate, and use effectively the needed information:

• Determine the **extent** of information **needed**
• **Access** the needed information effectively and efficiently
• **Evaluate** information and its sources critically
• **Incorporate** selected information into one’s **knowledge base**
• **Use** information effectively to accomplish a specific purpose
• Understand the **economic, legal, and social** issues surrounding the use of information, and access and use information **ethically and legally** (Association of College & Research Libraries, 2000)
What is Information Literacy?

Experience of using information to learn via a reflection process enables the transfer of the learning process to new contexts, thus, facilitating student-centered inquiry-based pedagogies and lifelong learning (Bruce, 2008)
The need for information literacy enhancement in HK higher education

• University freshmen (Wong, 2011)
  – Very limited experience in information use for research tasks in school years
  – Weak in using scholarly information sources and search tools
  – Heavy reliance on quick web information for research tasks
  – Weak capability in evaluating information and acknowledging sources

  – Even PhD students start out ignorant of many important scholarly sources and need help to develop their information skills
The need to understand information behaviours among university students in Hong Kong

- Limited research conducted focusing on information literacy among university students in Hong Kong

- Large-scale comprehensive study needed to fully understand student information behaviours → to assess local information literacy educational needs in Hong Kong
Inadequate information literacy embedment in HK higher education compared to countries worldwide

• International trend to integrate information literacy (IL) into university curricula
• Not a standard practice in Hong Kong yet
• Of the 8 publicly funded tertiary institutions, only
  – 1 offers a one credit mandatory course on IT skills with small portions of IL elements
  – 1 provides a one credit compulsory research ethics course with 1/6 IL components
Key Deliverables of Project

- A knowledge base on the information behaviours of students
- An IL self-assessment tool
- An interactive multimedia IL courseware addressing the local IL educational needs
- Training for librarians in embedding IL into the university curricula
- Embedding IL into curricula with the “Course Enhancement Funds”
Project objectives

Bring about a paradigm shift to valuing information literacy among university management and faculty

Embed information literacy into university curricula

Enhance information literacy among students
Seven Project Phases

1. Student needs assessment & development of RRSA HK
2. Interactive multimedia courseware design
3. Evaluation & refinement of courseware
4. Implementation
5. Evaluation
6. Continuous updating & Ongoing training
7. Capacity building programme

Course Enhancement Funds
Phase 1

Assessment of IL educational needs & development of an IL self-assessment tool (RRSA-HK)
Qualitative need assessment on information behaviour

• Strong emphasis on local context, including:
  – Observations and process analysis of information tasks performed by students
  – Analysis on student inquiry projects to review information sources cited and format
  – In-depth interviews with students and faculty members

• Sample size = 96 students
• Tasks analysis will be screen captured
• Whole process audio-taped
Findings from qualitative need assessment used to form:

Knowledge base of local students’ specific IL educational needs

RRSA-HK development - customization of US-based RRSA with local context

Informs

Administer RRSA-HK to students as pre-intervention IL self-assessment

Guides

Shared Interactive multimedia IL courseware development

Phase 1
Phase 2

Design of a shared interactive multimedia IL courseware
Design of a shared interactive multimedia courseware features

• Centralized IL learning platform shared among all 8 publicly funded institutions

• Contents aligned to learning needs identified in phase 1 & IL theoretical framework

• Authentic tasks that reflect real life situations

• Modular approach

• Readily embedded into LMCs

• Interactive - e.g. decision tree simulation, games & animations, visual & audio effects to engage learners

• Online formative assessment activities & discussion forums
Courseware development

Collaborative effort from:

– Project team
– Librarians of all 8 participating institutions
– Contract for service software designers
Phase 3

Evaluation and refinement of courseware and its elements
Evaluation and refinement of courseware

• Pilot run of courseware on selected teaching programmes before launch

• Conduct usability test with student feedback on:
  – Learnability
  – Efficiency
  – Memorability
  – Errors
  – Satisfaction

• Refinement based on above evaluations
Phase 4

Capacity building in enhancing IL
Capacity building programme for librarians

• IL assessment
• Research assignment design
• Building collaborative partnerships
Phase 5

Course enhancement funds for promoting partnerships between faculty and librarians
Course enhancement funds for promoting partnerships between faculty and librarians

• 40 course enhancement funds, HK$15,000 (1,730 EURO) each

• For teaching staff to work with librarians to
  – Develop new information literacy content
  – Modify existing research assignments and assessments

• Funding may be used to support hiring Teaching Associate or Instructional Assistant
Phase 6

Implementation of the courseware with an integrated and embedded approach
Implementation of the courseware with an integrated and embedded approach

- Faculty or subject librarians working closely with respective programme coordinators and individual teaching staff
- Certificate programme on the courseware through blended learning
- A half day symposium and seminars for university management and faculty members
- Meetings with university management, deans and department chairs
- Campus awareness campaigns
Phase 7

Evaluation of the outcomes and impacts of the project
Evaluation of the outcomes and impacts of the project

- RRSA-HK as post-intervention IL self-assessment to students
- Formative assessments built into the courseware modules
- Usability studies, including satisfaction level among faculty and students
- User surveys
- Usage analysis
Collaboration and monitoring mechanisms

JULAC

JULAC Learning Strategies Committee

- Provide support
- Provide support

Project Team

Librarians of UGC-funded institutions

Works to ensure long-term sustainability of project outcomes

Work together
References


Thank you