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Information literacy education programs at the academic libraries network in Serbia

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Tekst jest udostępniony do wykorzystania w ramach dozwolonego użytku.

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INFORMATION LITERACY EDUCATION PROGRAMS AT THE ACADEMIC LIBRARIES NETWORK IN SERBIA

Introduction

Knowledge society as a goal the whole developed world is trying to achieve, and **information literacy** as a necessary precondition for its achievement, are the subjects of many talks by politicians, journalists, professors, librarians ... The main characteristics of knowledge society is that knowledge is the substantial resource for economic activities. To use the knowledge as a resource, citizens must be able to find and use information, with the help of ICT. But adequate use of ICT is not enough. “*According to convergent model web literacy (evaluation and production of web information) and research literacy (data mining, information retrieval, evaluation of scientific sources, research skills in writing, making bibliography) are united into information literacy*” [Mackey & Ho, 2005]. Research literacy will be a significant subject for the following phase of user education development in an academic environment and in academic libraries.

Information Literacy Competency Standards for Higher Education were reviewed by the ACRL Standards Committee and approved by the Board of Directors of the Association of College and Research Libraries (ACRL) in January 2000. Information literacy is defined as a set of abilities requiring individuals to “*recognize when information is needed and have the ability to locate, evaluate, and use effectively the needed information*” [ACRL, 2000]. „To be information literate, an individual should be able to:

- Determine the extent of information needed
- Access the needed information effectively and efficiently
- Evaluate information and its sources critically
- Incorporate selected information into ones 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“.

The Seven pillars model of information literacy, where each pillar represents a skill, is a widely known concept introduced by SCONUL (Society of College, National and University Libraries) in Great Britain in 1999, revised in 2011. The SCONUL definition of information literacy meaning is: „Information literate people will demonstrate an awareness of how they gather, use, manage, synthesise and create information and data in an ethical manner and will have the information skills to do so effectively.“ The same definition is used for students and for researchers, but the scope of their knowledge is not the same. „Each pillar is further described by a series of statements relating to a set of skills/competencies and a set of attitudes/understandings. It is expected that as a researcher becomes more information literate they will demonstrate more of the attributes in each pillar and so move to the top of the pillar“ [SCONUL, 2011].

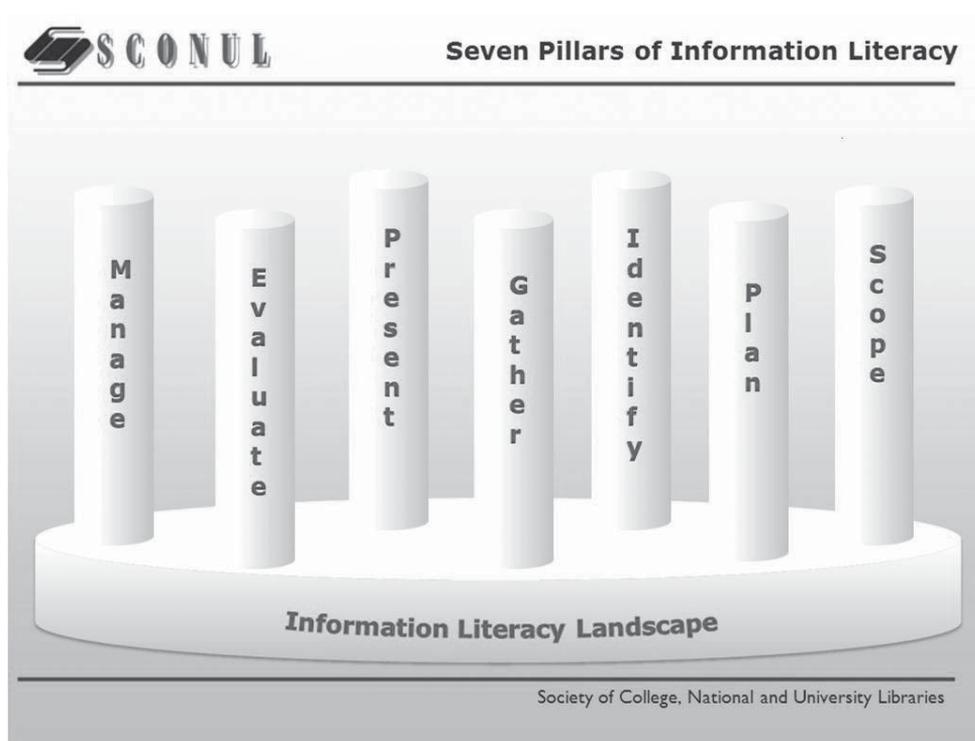


Figure 1. Seven pillars of information literacy

A common belief is that young people, the so-called „Google generation“ is information literate because they grew up with Internet and Google

services, but this is not quite correct. Diane Mizrachi [Mizrachi, 2010] showed in her research of student habits in searching literature that they usually start searching literature for their essays with Google and Wikipedia and that they do not know how to evaluate the materials retrieved. Students are not familiar with more sophisticated ways of finding relevant materials in all kinds of databases that are available to them, they do not use „*Advanced Search*“ options and rarely use all the possibilities that libraries offer to them [Biddix, 2011]. That is why library instructions, bibliographic instructions, information literacy courses, or any kind of educational materials concerning information literacy are essentially important for them to perform better in their literature searches. It is also important that librarians change their attitude toward those generations because they are exposed to much more information than any other in human history and have less patience for long (and boring) textual explanations.

Mobile devices are quickly spreading, and replacing stationary computers in online search on Internet. It is widely known that people usually click only on a few links in result list of any search. It is very important to make a precise query so that the most relevant results are brought up first on the list. With smaller displays on mobile devices the rank of relevant results will be even more important, and search skills are going to be vital for successful search. Librarians all over the world are aware of that, so they are preparing different kind of programs – video lectures, comics, podcasts, online tutorials, specialised training materials etc.

Educational activities at the University Library “Svetozar Markovic”

University Library „Svetozar Markovic“ is the central library for the University of Belgrade and the oldest and biggest academic library in Serbia. It has about 1,5 million of library units, and performs the role of main library for the whole network of 70 more libraries with 2 million library units. The library was built in 1926 with the help of Carnegie Foundation for International Peace. Educational activities have been a part of library services since the establishment of the University Library but they were much less performed and needed before the emergence of electronic catalogues, databases, journals, and books. Librarians organized bibliographic instruction upon request from some professors, mainly teaching humanities subjects, but the majority of educational work was individual. Nearly until the end of 20th century our approach was ‘one instructor – one user’.

In 1989 a shared union electronic catalogue of former Yugoslavia was established by the main national and academic libraries. After a break in the turbulent period 1995-2003, it was re-established, under the name „Virtual Library of Serbia“ with joined forces of National Library of Serbia, Library of Matica Srpska and University Library „Svetozar Markovic“.

The University Library was the coordinator of the Tempus project „Building cooperative academic library network in Serbia at the universities of Belgrade, Nis and Kragujevac“ 2002-2004 [Filipi Matutinovic, 2001; Mazic i Filipi Matutinovic, 2005].

A lot of information needed by our users concerned OPAC and the possibilities to get relevant information from the online catalogue, database aggregator DIALOG, and available databases on CD-ROM. Librarians from the Department for Scientific Information performed a lot of instructional work with users, but only for registered library members and not for all potential users from the University of Belgrade.

In 1997, Academic Computer Network connected via Internet all the state universities with numerous faculties, research institutes, libraries, and some medical institutions. Librarians understood that they have to learn how to use all the newly acquired possibilities. In 1998, the first course for academic librarians was conducted at the university libraries in Belgrade and Niš, and the title was „*Internet for librarians*“, and the first web site for University Library was launched. A small Internet Center was formed at our library. Librarians educated users on how to use Internet to get some information and connect with colleagues.

Establishment of KoBSON

The next very important moment was the establishment of KoBSON (Consortium of Serbian libraries for Coordinated Acquisition) in 2001. The consortium was founded by the directors of six main research libraries and the president of the Serbian Academic Library Association, with the main goal to provide users in Serbia with access to emerging electronic databases and journals. It was decided to buy licenses for electronic journals and databases instead of printed ones whenever possible, because they were licensed for the all state universities and research institutions and available to the whole academic community, not just to few institutions having one example of printed journal or database on CD-ROM. Consortium was and still is financed by the state through the Ministry of Education and Science.

In 2003, Consortium started with presentations of the available e-services to the researchers in many academic, cultural, educational and medical institutions, and with workshops and lectures for academic librarians all over Serbia. The first aggregator was EBSCO with about 3000 e-journals that Consortium provided for access from Serbia and the first database was ISI Web of Science. Electronic resources were new to people. There was not enough computers in academic institutions and libraries. Slowly more and more people, both librarians and users, embraced the e-resources.

As one of KoBSON founders, librarians from University Library gave more than 100 presentations with over 1,500 participants. Those pre-

presentations are performed at the faculties and institutes, lasting usually 1,5 hours and tailor-made for each institution. The presentations begin with a small introduction to the current situation in scientific communication, author rights protection and open access movement, and continues with presentation of e-services adequate for research in that specific field. The last part of the presentation is explaining the bibliometric indicators, impact factor of journals, h-index and available citation indexes – Thomson Reuters, Scopus and Serbian citation index SCIndeks. This is important for researchers – starting in 2008 in Serbia, the evaluation of scientific performance with bibliometric indicators is strongly correlated with the ability to get posts in research institutions, financing for projects or even to assess PhD dissertation, and many researchers were not familiar with it.

Education of librarians

Academic librarians are aware of the fact that they must have good and up-to-date library skills to be able to help researchers. As part of the activities of the Serbian Academic Library Association, librarians from the University Library „Svetozar Markovic“ conducted series of courses concerning Internet services, Electronic journals and databases, Citation indexes and bibliometric indicators. Every year on the General Assembly of Serbian Academic Library Association, academic librarians are informed which new electronic resources are available for academic libraries and a plan of courses for librarians for the next year is approved. In the period 2004-2011, more than 70 courses and workshops with about 1300 attendents were conducted for librarians from SALA members. The courses last on average 2 to 3 hours and the main subjects include all types of electronic resources available in Serbia, authors rights protection, citation indexing, and bibliometric evaluation.

Courses for PhD students

Since 2007, the Ministry of science awards scholarships to the best students of doctoral studies in Serbia. The Ministry requested from KoBSON to establish a course for them to train them on how to best use the available electronic resources during their studies. This project for PhD students is ongoing. The teachers are from University Library „Svetozar Markovic“ and National Library of Serbia. Besides e-resources search, we introduce PhD students to citation databases, bibliometric evaluation of scientific performance, copyright matters and open access resources. The course is lasting one working day and consists of six lessons. Groups are between 30 and 40 students, and all of them have access to computers and KoBSON resources during the course. Usually there are four courses every year.

The first lesson is devoted to changes in the communication process in science. The subjects include: printed and electronic works, DOI, role of researchers, publishers and librarians in the communication chain and data about the situation in Serbia, detailed presentation of KoBSON web page, Google, Google Translate, Google Scholar and the possibility to use it as a search engine only for resources provided by KoBSON.

The second lesson subjects are: printed publications search (Virtual Library of Serbia, Europeana, Google Book), Interlibrary loan, electronic books and PhD theses, and presentation of service EBRARY.

The third lesson subject is literature search in available databases, online journals and aggregators and use of the service ALERT.

The fourth lesson is devoted to evaluation of scientific performance, bibliometric laws (Lotka's and Bradford's), Impact Factor and Hirsch Index, ranking according to bibliometric indicators values, citation indexes (Thomson Reuters, Scopus, Google Scholar) and Serbian Citation Index SCIndeks.

The fifth lesson is devoted to Authors rights and their protection in electronic age, national and international legal regulation, Creative Commons License and Open Access movement (Green and Gold road), digital repositories (institutional, national and subject).

The sixth lesson is devoted to presentation of the practical ways to access KoBSON services from academic environment and with special personal licenses from anywhere in Serbia, licensing regulation and the rest of time is reserved for all kind of questions.

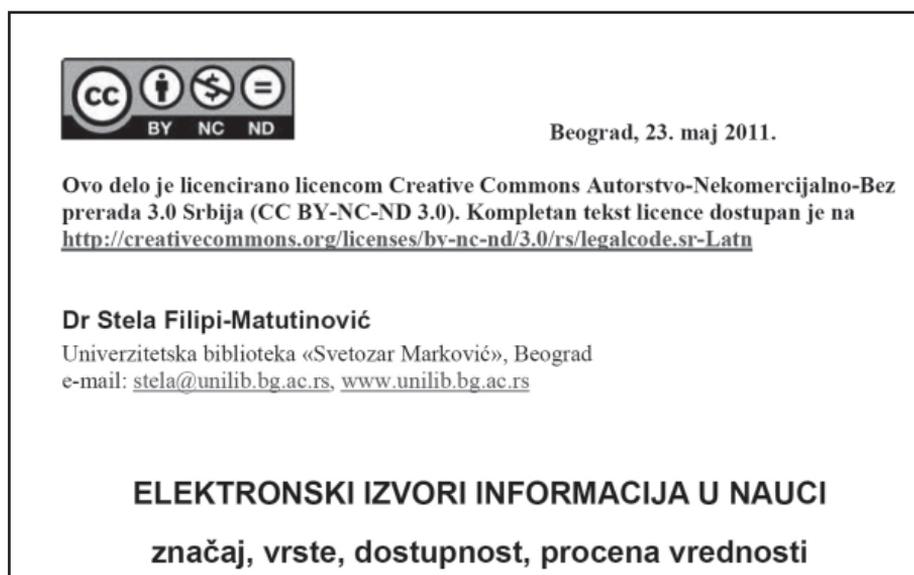
From 2007 to 2011 nearly a thousand PhD students with scholarships from the Ministry of Science attended these courses. A manual was prepared for the first time in 2008 and revised each year, since changes in availability and scope of resources were annual.

We were interested to see if PhD students were satisfied with the course, so we gave them an anonymous questionnaire in 2009, asking about their opinion on lectures, subjects, teachers, etc. In Table 1 the results are shown. Of 500 questionnaires, we received 296 answers. The results show that only a few students were not satisfied and that about 90% thought that the lectures were very good or excellent.

The results were great encouragement to us because it was obvious that our attendees were interested in the subjects we talked about and did not get that knowledge in any other course they had previously attended. That was the reason to suggest to the Senate of the University of Belgrade to recommend inclusion of those courses to all PhD programs, so that all doctoral students get this information, not just the students with state scholarships. The Senate supported that initiative from the University Library and in the school year 2010/2011 librarians from the Department of Scientific Information organized short courses for 10 faculties and some of them were repeated 2 to 3 times. Those courses are

Table 1. Results of lectures evaluation by PhD students

Level of relevance of subjects treated in lectures	Not relevant	Weakly relevant	Relevant	Very relevant	Most relevant
Communication in science and KoBSON	1		7	45	243
e-books and e-theses and dissertations		3	14	66	213
Database search		2	14	43	237
Citation indexes (WoS, Scopus, Google Scholar)	1	4	16	72	203
SCIndeks (Serbian citation index)	2	4	17	88	185
Open Access and Copyright	4	5	24	98	165

**Figure 2.** First page of the manual

performed at the faculties and cover all the same subjects but have been adapted to faculty specialties and condensed into 3 hours. On that way the Library is officially becoming to perform the role of the educational center for information literacy for the University of Belgrade, with the support of University Senate.

Data about the course, program, manual and some photos are available on the KoBSON website on: http://nainfo.nb.rs/nauka_u_srbiji/zamlade_istravice.96.html. Manual is protected under Creative Commons License, and it is freely available for download in PDF format.

Power point presentations prepared and presented at different faculties and the manual are also freely available on the web site of the University Library "Svetozar Markovic", under the heading EDUKACIJA : <http://www.unilib.bg.ac.rs/edukacija/index.lat.php>.

The Present and future

Through Serbian research libraries consortium (KoBSON), we now have access to 35,000 full text electronic journals and 40,000 electronic books. As one of the KoBSON founders, librarians from University Library gave from year 2003 until 2011 more than 200 presentations and became experienced teachers. Majority of those presentations were at the faculties and research institutions from Belgrade, Nis, Kragujevac, Novi Sad and some other cities where academic institutions are located. Thanks to these presentations, researchers have begun to use electronic resources more often. The number of downloaded articles increased from 683,897 in 2005 to 824,478 in 2006. In 2007 it surpassed one million downloaded articles for the first time and in year 2010 it was already 1.680.914. The growth of citation databases` and e-books` use also shows a constant growth.

The number of downloaded articles for six-year period from full text e-services tripled, as Figure 1 shows. One of the key factors was education on courses and promotion of electronic services on library websites, professional meetings, and public media.

Since it is impossible to approach every potential user, subject librarians prepared short manuals for all services available to academic library users in Serbia explaining with illustrations on a few pages the way each available service can be searched and materials read or downloaded. They were launched on the website in 2006, and updated regularly. At present there are 34 short manuals on the University Library web site, www.unilib.bg.ac.rs, under the heading ELECTRONIC PUBLICATIONS.

Under the heading RECOMENDED LINKS, we also prepared lists of links to quality scientific materials in open access. At the moment there are about 380 links, classified in 50 different subject categories. Besides

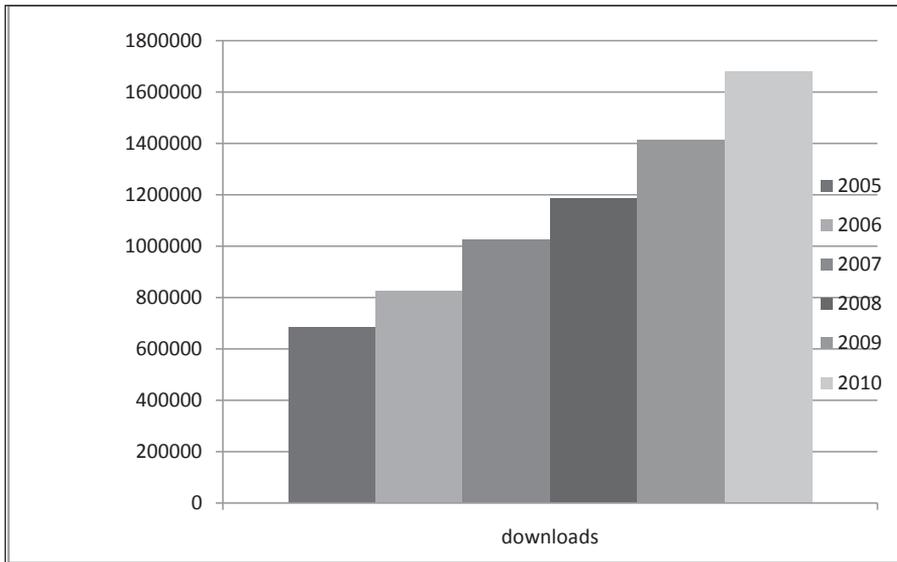


Figure 3. Number of downloaded articles per year

University library "Svetozar Markovic"

Google Custom Search

Serbian: Cyrillic

- University Library Electronic
- Virtual Library of Serbia (C
- Electronic journals and bo
- E-CRIS.SR

About us | Services | **Electronic publications** | Recommended links | Projects

Electronic journals

Electronic books

LIBRARY Electronic data bases

LIBRARY SUMMER PERIOD

REGISTRATION AND LOANS
 From 16 July to 1 September 2012
 Registration and book request: 8.00 – 13.00
 Book loans: 8.00 - 13.30

NOTE: Professors' Reading Room and Students' Reading Room (downstairs) will not be open for users from 16 July to 1 September 2012.

University Library celebrated Alan Turing's 100th Birthday

University Library "Svetozar Markovic" launched the "Turing Party" on July 3, 2012 at [omladine. It was opened by PhD Stela Filipi Matutinovic, director of University Libra

Figure 4. Electronic publications short manuals

The screenshot shows the website for the University Library "Svetozar Markovic". At the top left is the library's name and a search bar with "Google Custom Search" and a "Search" button. Below the search bar is a navigation menu with links: "About us", "Services", "Electronic publications", "Recommended links", "Projects", and "Library Association". The main content area is titled "General information resources" and lists various services and links:

- Open access electronic books
- Open access electronic journals
- Encyclopedias and lexicons
- Dictionaries
- Biographical dictionaries
- Online reference centres
- Search engines
- Meta search engines
- Scientific and professional literature search engines
- Universities
- Distance learning
- Economy, Banking
- Parliament
- Government organisations

On the right side, there is a section titled "RECOMENDED LINKS" and "General information resources" with a sub-header "Serbian: Cyrillic-Latin". The links listed are:

- University Library Electronic Catalogue
- Virtual Library of Serbia (COBISS / VLS)
- Electronic journals and books (KoBSON)
- E-CRIS.SR

Figure 5. Recommended links

the University Library electronic catalogue and the link to Virtual Library of Serbia with tens of thousands visits, this part of library web site is visited most often at 4.000 to 6.000 times a month.

Development of Web 2.0 services set up new tasks for librarians. In an effort to promote existing services to younger population, librarians need to educate students even before their enrolment to the University. Curriculums reformed according to the Bologna process give students a much more active role during their studies. From the end of 2009 the University Library started short courses for graduating high school students on how to search the electronic catalog and on how to use e-services. A Facebook page was created for the University library and in a few months there were more fans of the library on social networking sites than registered users. Social networks are also good channel to approach young generations with information about the library services and to transfer facts important for information literacy.

In April 2011 free courses were offered in the library every Wednesday at noon. Courses last one hour and include information about electronic catalogues search, service „My Library“ and resources available through KoBSON licenses. There were nearly a hundred attendees, and the aim is to see that number grow as the new school year starts in October.

Conclusion

It is essential that new generations of researchers, lecturers and students gain knowledge about database searching, electronic publications, citation analysis, bibliometric indicators and author's rights. Therefore we are going to intensify library activities, visit more and more institutions and try to attract more attendees between library visitors. As stated in article by Luo, »*We will prepare different kind[s] of levels education of patrons for large scale „classical” Web 2.0 technologies and for „digital natives” generations, integration of Web 2.0 tools will improve methods in education and increase level of knowledge into new experience*« (Luo, 2010). Our goal to aid users did not change, but the means to achieve it is changing on a daily basis so academic librarians must permanently learn to be able to teach information literacy.

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Stela Filipi Matutinović

Programy edukacyjne z zakresu Information Literacy w sieci bibliotek serbskich

Streszczenie

Pierwsze programy szkoleń z zakresu Information Literacy pojawiły się w akademickiej sieci bibliotek Serbii w latach 80. ubiegłego wieku. Pod koniec lat 90. Biblioteka Uniwersytecka „Svetozar Marković” w Belgradzie w kształceniu pracowników i użytkowników biblioteki zaczęła wykorzystywać Internet oraz czasopisma elektroniczne.

Wraz z powołaniem ogólnokrajowego Konsorcjum Bibliotek Serbii ds. Koordynacji Gromadzenia Zbiorów (Konsorcjum biblioteka Srbije za objedinjenu nabavku - KoBSON) w bibliotekach akademickich większość czasopism tradycyjnych zastąpiono wydawnictwami elektronicznymi, a jednym z ważniejszych zadań bibliotek stało się prowadzenie serii szkoleń dla pracowników naukowych. Jako współzałożyciele KoBSON, bibliotekarze Biblioteki Uniwersyteckiej zrealizowali ponad 200 szkoleń, w których uczestniczyło ponad 2,5 tys. osób. Dzięki nim, pracownicy naukowcy na szerszą skalę zaczęli wykorzystywać zasoby elektroniczne. Liczba przeglądanych artykułów wzrosła z 683 897 w 2005 roku do 1 680 914 w roku 2010. Odnotowano również wzrost liczby cytowań na podstawie baz danych oraz e-booków. Biblioteka rozwinęła gamę szkoleń na różnych poziomach dla członków Stowarzyszenia Bibliotek Akademickich Serbii (Zajednica biblioteka univerziteta u Srbiji), studentów pierwszego i drugiego stopnia, doktorantów, pracowników nauki i innych grup użytkowników. Organizowane kursy obejmują różnicowaną tematykę: zbiory elektroniczne, prawa autorskie, korzystanie z Internetu, ocenę i analizę wyników badań naukowych oraz wskaźników bibliometrycznych, Web 2.0 itd.