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

Scott Spicer
Library Technology Conference
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#ltc2012medialit
What is Literacy?


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-essaye.jpg
Lascaux Caves-Prehistoric Paintings (2005) by Peter80 (CC BY-SA 3.0)
Greek Papyrology, Oslo University Library, Retrieved 3.12.12:
http://www.hf.uio.no/ifikk/forskning/prosjekter/papyrus/bilder/POSLOinv1467verso507.JPG
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 media literacy particularly important now? Because media is everywhere!
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

Critical Media Literacy Approach

Activities in turf lab

Communicating Discipline Research Through Video Podcasts (Vodcasts)

Students in Sehoya 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

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

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

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
Additional Student Media Benefits

Use Case

Role Play

Benefits

experiential learning
group work
self-reflection

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

Vodcast

Youtube:
http://www.youtube.com/watch?v=ZWX8WTqr1bs
Additional Student Media Benefits

Use Case
PSA-Skit

Youtube: http://www.youtube.com/watch?v=BjIGzIqPWMU

Benefits
creative applied knowledge
group work
media production

Documentary Style

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

Permission Granted: The Uganda Child Soldier Xang, Mai Chia, Qias, Bryn, Amarn, Aziz)
Additional Student Media Benefits

**Use Case**

**Digital Story**


**Benefits**

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

**Multimodal Digital Interactive**

Minnesota Food Systems: [http://www.google.com/maps/ms?ie=UTF8&msa=0&msid=108750780200649768857.0004851a5704310ce0ba3&ll=44.963826,-93.430481&spn=0.445028,1.194763&z=10](http://www.google.com/maps/ms?ie=UTF8&msa=0&msid=108750780200649768857.0004851a5704310ce0ba3&ll=44.963826,-93.430481&spn=0.445028,1.194763&z=10)
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 Icon
- Image courtesy of Wikipedia
- Image courtesy of Millionface

Arts Images Guide
Humanities Images Guide
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.

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- American Song
  American Song is a history database that contains ~12,000 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

Media Literacy

Production Support

Multimedia Outreach (Scott)
- Project Development Consultation
- Student Production Guidance/Coordination
- Project Analysis

Media Resources

Production Support (SMART Learning Commons)
- A/V Equipment
- Multimedia Workstations
- On-Demand Production Support
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...

Dynamic eLearning Platforms

Multimodal eTextbooks

Dynamic Multimodal Media Platforms

Digital Humanities

Geospatial - Data Visualization

Mobile: Anytime, Anyplace

Semantic Web
Back to the Future...  
Knowledge Navigator Retrieved 3.15.12 
http://www.youtube.com/watch?v=SSr-yCRkiCk

Into the Future?  
Office Future Retrieved 3.15.12 
http://www.youtube.com/watch?v=a6cNdhOKwi0
Thank you...

- Scott Spicer
- University of Minnesota Libraries - Twin Cities
- spic0016@umn.edu
- 612.626.0629

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