INFORMATION LITERACY IN A NUTSHELL

...market research

Ministry of Informatics & STEM/MARK (Czech Republic)

May 2006 / Jan Tuček, CEO / STEM/MARK
Key facts / background

- Field of activity of the Ministry of Informatics
- STEM/MARK – Czech leading market research agency
- STEM/MARK’s original methodology combines both perspectives: theoretical and practical

Talking about literacy...

Computer literacy (processing the information)

- Ability to work with common software applications used for processing information, ...ability to work with internet used for communication between people, retrieving and processing information

I say “I can swim”

My brother says “You can’t swim”
Project Methodology and Goals

**MODULE 1**

**Method**
- Computer Aided Telephone Interview (CATI)

**Sample**
- 15,000 respondents - 3 waves

**Target Group**
- Population CR (18 – 60), representative sample +500 (15-17) +500 (60+)

**Main Goals**
- "Requirement and ability to process information"
- Segmentation of the uncovered level of the information literacy

**MODULE 2**

**Method**
- In-hall tests:
  - interviewing
  - testing practical skills

**Sample**
- 500 respondents; 5 locations

**Target Group**
- Information literate respondents; age 18 – 60 yo (sample support – data from the first wave)

**Main Goals**
- "Verification of the reached level of the information literacy"
- Verify level of the self-evaluation of the respondents
An information literate person must be able to reach basic level in all areas.

Information/computer literacy model

Typology of the information literate person

Model of information literacy consists of these main parts:

- Awareness of the IT wording
- Computer handling
- Word processor handling
- Spreadsheet handling
- Graphics handling
- Internet handling

Capability levels:

- Basic
- Medium
- Upper
„Typist only“ user

„Web surfer“

Samples of the information literacy segmentation

Typical clerk

Typical teacher
Samples of computer literacy indicators

**PC handling**
- Switch on the computer
- Launch an application
- Searching for files on the hard disc
- Minimize an application window
- Save a file on a movable disk
- Connect mouse
- Application installation
- File compression
- Find-out the amount of RAM
- Printer installation

**Word processor**
- Create a new document
- Change the font
- Copy a part of a document
- Change the format of a paragraph
- Launch the built-in spell checker
- Change the page properties
- Insert a picture to a document
- Start the document revisions
- Create a basic macro
- Working with headlines of the document

**Internet**
- Discover the URL
- Searching for information
- Fill a web form
- Write an email
- Send a file via email
- Change the homepage of the web browser
- Publish a file on the internet
- Create a rule for incoming email

*Describe the term: cookie*
- Configure the internet connection

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Ministry of Informatics
Czech Republic
Computer literacy in practice

I say: “I can swim”

- ...according to respondent’s declaration / CATI

My brother says: “You can’t swim”

- ...according to the practical capabilities test / CLT

To reveal the REAL LEVEL OF INFORMATION/COMPUTER LITERACY IN THE POPULATION
Let’s face the reality

Using PC or saying “I can use the computer” – 57 %

Literacy

<table>
<thead>
<tr>
<th>IT wording</th>
<th>PC handling</th>
<th>Word processor</th>
<th>Spreadsheet</th>
<th>Internet</th>
<th>Graphics</th>
</tr>
</thead>
<tbody>
<tr>
<td>45 %</td>
<td>47 %</td>
<td>37 %</td>
<td>26 %</td>
<td>34 %</td>
<td>45 %</td>
</tr>
</tbody>
</table>

Total proportion of information literate people (intersection of related areas): 23 %

Total proportion of information literate people (after verification with real tasks): 21 %
Information literacy - summary

Declared literacy – 57 %

Leaders of information literacy...
+ men
+ people from towns with 20,000+ inhabitants
+ secondary school, university level of education
+ 18-38

But...
- 49-60
- smallest villages
- vocational level of education

Modeled information literacy - profesion

BASE: All respondents, n=16000

Specialist (lawyer...) 70
Policeman, fireman or soldiers 45
Clerk 42
Teacher - basic/high level 39
Working in services 25
Doctors 20
Skilled worker 12
Non-skilled worker 7
Farmer, forester 5
Retired 2

SOURCE: STEM/MARK, Information literacy - 03/2005

population 23 %
Information literacy - summary

Declaration versus practice

- Send an email with attachment (INTERNET): IN-HALL 75%, CATI 77%
- Find information (INTERNET): IN-HALL 83%, CATI 77%
- Picture rotation (GRAPHICS): IN-HALL 74%, CATI 76%
- Basic spreadsheets functions (EXCEL): IN-HALL 66%, CATI 62%
- Document formatting (WORD): IN-HALL 80%, CATI 84%
- Searching for files on the hardisk (PC handling): IN-HALL 70%, CATI 81%
- Application installation (PC handling): IN-HALL 31%, CATI 57%
- Mouse connection (PC handling): IN-HALL 66%, CATI 84%

SOURCE: STEM/MARK, Information literacy, 3/2005
CLT – Real people doing real job

Jake (21)
- Computers are natural part of his life from his childhood.
- Perceives himself as an expert

Result:
Yes, confirmed – upper level of information literacy

Charles (39)
- He is not a computer fan. He is using computer because of his work not for fun
- Perceives himself as an advanced user

Result:
He highly overestimated his computer knowledge – basic level of information literacy
+/- : Compared to his declaration, he doesn’t know how to format a text document, create a chart or copy files

Mary (55)
- She has met computers only in her old age. She considered computers a mystery. However, she started to learning computer activities from her grandsons.
- Perceives herself as a total amateur

Result:
Slightly better level in comparison to her declaration – basic level of information literacy
+/- : Compared to her declaration, she is able to connect mouse and keyboard to the computer and print a text document
THANK YOU FOR YOUR ATTENTION

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