

Technical Competencies of Health Librarians in a Library 2.0 Environment: an on-going study

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Outline

- Objectives
- Methodology
- Social Media Literacy Competencies
- MAHLAP Workshop
- Demographics
- Competency Matrix
- Competency Results
- Realizations

Objectives of the Presentation

- To inform the audience about the status of the draft social media competency matrix;
- To share the results of the competency levels acquired by the medical and health librarians.





11,561,740 (Philippines) : 2008
-1027% increase for the past 1 year
-Top 8 globally

13,764,000 (Philippines) : 2010
-Top 6 globally

<http://www.abs-cbnnews.com/lifestyle/08/13/10/philippines-6th-top-user-twitter>

<http://www.flowtown.com/blog/the-2010-social-networking-map>

The Objectives of the “study” (1/2)

- determine the acquired knowledge, perceptions and attitudes of medical and health librarians in the Philippines on the impact of Library 2.0.
- know the level of awareness and reveal any gaps among medical and health librarians in the use, creation and adaptation of Library 2.0 tools especially in informing, educating and empowering their users.
- recognize which technology is more common to Health Science Librarians, Library 1.0 or Library 2.0, in the time of abrupt technological changes.

The Objectives of the “study” (2/2)

- evaluate if the librarians have learned from the previous seminars conducted by MAHLAP (or from other library organizations) on the topic of emerging technologies and Web 2.0 through demonstration of applied skills as referred by the indicators set by technical competencies for health librarians.
- create a draft national competency requirement for medical and health librarians in the Philippines needed for a coordinated staff development program.

Library 2.0

- Library 2.0 is “the application of interactive, collaborative, and multi-media web-based technologies to library services and collections” (Tom Kwanya, 2009).

Competencies

- “capabilities expected of a person hired to perform a specific job or upon successful completion of a course of study or training. In librarianship, the knowledge, skills, and experience necessary to effectively handle professional responsibilities, usually within a specialization, expressed inclusively rather than as a set of minimum standards (Reitz, 2007.)”

Methodology

- Two Questionnaires:
 - MAHLAP Board / Officers
 - Identified medical and health librarians (based from the 2009 directory)

MAHLAP Workshop

- June 12-14, 2010
- To know the acquired knowledge, perceptions and attitudes of the officers and committee members of MAHLAP towards Library 2.0 tools and identifying the ways on how they use it.
- To raise awareness towards the use, creation and adaptation of Library 2.0 tools especially in informing, educating and empowering library users by defining what these tools are and in what capacity they can handle these tools.
- To evaluate, modify, approve or reject the proposed Library 2.0 matrix to be used as a tool for evaluating the technical competencies of the medical and health librarians

BLOG

WIKI

MEDIA SHARING

SOCIAL
NETWORKING

RSS

PODCASTS

SOCIAL TAGGING

FILIPINO LIBRARIAN

by JESSICA TAYLOR

PLUMI

CURE TOGETHER

LIBRARY THING

DIARY-LIKE ENG

WETPAINT

MEDICAL IMAGE

D EDUCATIONAL VIL
CLIPS

BUILDING ONLINE
COMMUNITIES

SOUND PRACTICE

ORATIVE
INDEXING

TUMBLR.

MEDPEDIA

SCRIBD

CONTRIBUTE OR
MODIFY CONTENT

REALLY SIMPLE SYNDI-
CATION

AUDIO MEDIA DIGITAL
FILES

AUDACITY

SOPAC, LOCUM, IN

CONNOTEA

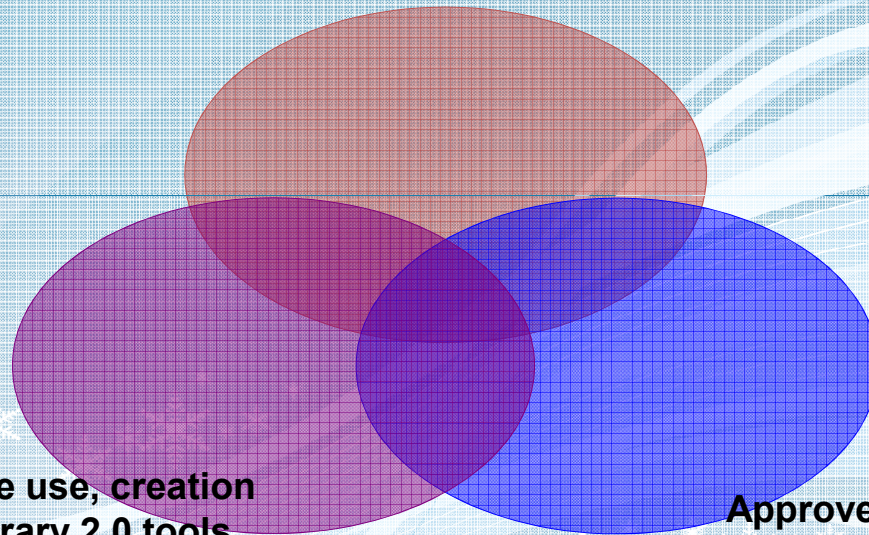
FEED for ALL

Learning Objectives

Knowledge, Perceptions and Attitudes of Officers

**Awareness towards the use, creation
and adaptation of Library 2.0 tools**

Approve/Reject the matrix



Social Media Literacy Competencies

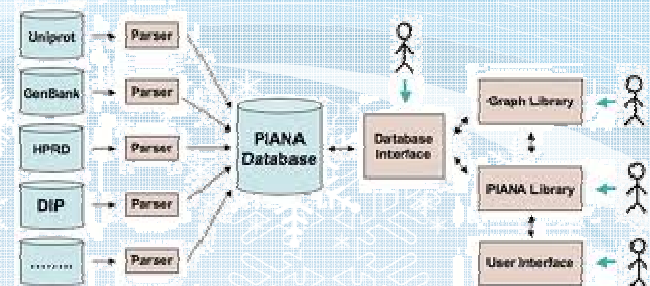
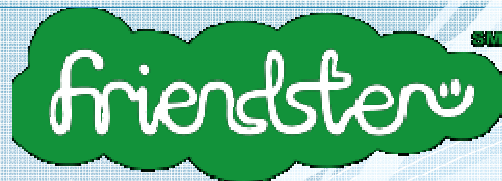
- The matrix was derived from the ACRL Information Literacy Competency Standards for Higher Education. This was introduced by **Joseph Murphy and Heather Lea Moulaison** in an ALA meeting in 2009 and they call it the Social Networking Literacy competencies.

Social Media Literacy Competencies (1/9)

- **Understands and Articulates Social Media Sites and Their Roles**

-Librarians should be familiar with a diversity of social media sites including those most relevant to their patrons. Librarians also need to be able to articulate the importance of online social media sites and their applications for libraries to peers, administrators, and patrons.

At the very novice level, they should be familiar and do understand the use of the following:



Social Media Literacy Competencies (2/9)

- **Creates Content**

- The social media literate librarian is capable of creating, contributing, and revising content in various formats including images, text, audio, video, links, and more within and beyond the presence of their library in a variety of social media sites with various tools.
- This extends to creating the library presence including pages, groups, profiles, and applications using new, simple, and revised programming methods like PHP, MySQL, AJAX, CSS, J2EE, widgets, gadgets, mashups, and APIs.



MULTIPLY



Home > Newspaper Articles

Save

Save and Close

Close editor

Newspaper Articles

Tags: +



KEEPVID
download streaming videos



Scribd
PubMed

Social Media Literacy Competencies (3/9)

- **Evaluates Information**

- Librarians also need to be able to assist patrons in gaining and applying these skills to evaluate information they encounter in various online social networks.

General tips for evaluating content on the Web

(Laura Cohen & Trudi E. Jacobson, 2009)

- the author has expertise on the topic.
- the source of the content is stated, whether original or borrowed, quoted, or imported from elsewhere. Material imported from another source via [RSS feed](#) can be difficult to identify, as this material can blend in with other content on the page without being appropriately labeled.
- the content can be independently verified from other sources. This is especially important if you cannot check on the expertise of the author, or if the author is not identified.
- the level and depth of the information meets your needs.
- an attractive, professional-looking presentation doesn't fool you into accepting all the material at face value. Shoddy presentations are easier to recognize and are a warning to carefully scrutinize the material.

General tips for evaluating content on the Web

(Laura Cohen & Trudi E. Jacobson, 2009) 2/2

- the site is currently being maintained. Check for posting or editing dates.
- up-to-date information is provided for topics that require it.
- links are relevant and appropriate, and are in working order.
- the site includes contact information.
- the domain location in the site address (URL) is relevant to the focus of the material, e.g., .edu for educational or research materials, .org for profit or non-profit organizations. Note that the domain is not necessarily a primary indicator of site content. For example, some authors post their content on blog or wiki platforms hosted by companies with .com addresses.

Determining the expertise of the author

- Search a library database or [Google Scholar](#) to identify other writings by the author.
- Search for your author in [Google Scholar](#) to see if others have cited works by your author in their own writings.
- "Google" the author to identify other writings by or about the author. Sometimes an author's participation in a conference or other professional activity can be identified in the search results.

- Home
- Getting Started
- Lost in the library
- Types of information
- Finding Items in the library
- Finding journal articles
- Plagiarism
- Referencing
- Evaluating information
- Finding information on the internet
- Copyright
- Help

Evaluating information

Introduction

Critical evaluation of information is vital in conducting quality research. When you need to evaluate information what you should look at:

Purpose

Audience

Accuracy

Authority

Currency

Coverage

Objectivity

Relevancy

Information can come in many different formats.

Find out how to evaluate information found in a ...

8 Blog

Book or e book

Broadcast

Journal or e journal

Newspaper

Podcast

Video

Websites

Magazine

Wiki

<http://iskillzone.uwe.ac.uk/RenderPages/RenderConstellation.aspx?Context=10&Area=8&Room=46&Constellation=66>

Social Media Literacy Competencies (4/9)

- **Applies Information Ethically and Legally**

- The social media literate librarian applies information in social media sites ethically and legally. They respect copyright and intellectual property of information encountered and applied in social media sites, and conscious of the unique cultural norms.
- This includes applying information found in social networking sites to other media and applying information to projects within social networking sites.

- Intellectual Property Code of the Philippines (RA 8293)
- Code of Ethics for Filipino librarians designed by the Professional Regulations Commission (PRC) signed last September 13, 2006
- Accurately record information retrieved
- Use one or more standard citation styles to clearly identify the sources of information that you incorporate into your own work
- Understand and respect the concept, purpose, and practice of academic honesty & intellectual property rights
- Utilize others' ideas in the *service* of their own
- Be aware of the issue of safe-guarding personal information while using online tools

<http://lrc.clatsopcc.edu/node/42>

Social Media Literacy Competencies (5/9)

- **Searches and Navigates**

- The social media literate librarian knows how to effectively search and browse various online social media for known and unknown contacts, and for information and resources in a variety of formats. This includes understanding the search tools available within the sites, knowledge of using outside search engines to search the sites, and an understanding of what information and fields are searchable. Skills for navigating and browsing within the sites and between a variety of individual networks and outside websites is also important.

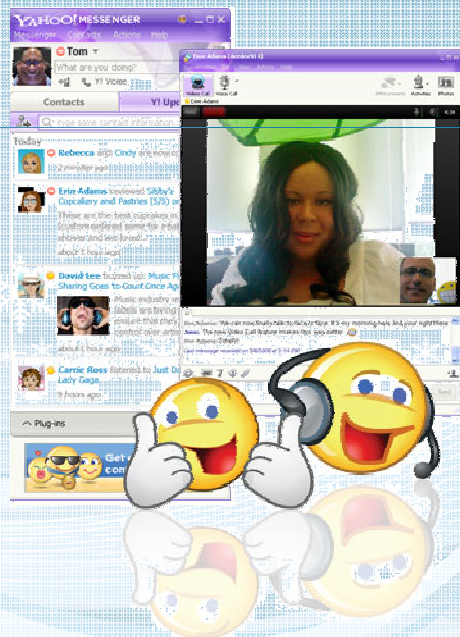
Social Media Literacy Competencies (6/9)

- **Interacts**

- The social media literate librarian is familiar with the diverse methods of communicating with social networking sites and is aware of and able to apply the unique cultural norms and expectations of each communication method.

twitter

skype



The Ultimate Social Media Etiquette Handbook

(Tamar Weinberg, 2008)

- Using a fake name as your Facebook name.
- Publicizing a private conversation on a wall post.
- Following a user and then unfollowing them before they have a chance to follow back.
- Asking for endorsements from individuals you don't know or that didn't do a good job in your employ.
- Shouting the same story repeatedly to your friends. Can we say spam?
- Asking someone repeatedly to watch your crummy video, subscribe to your channel, and give you a 5-star rating.
- Using content from another blog without attribution.



“Remember that social media communities are real relationships, real conversations, and as such, they should be treated like they are real. It’s not about a *me, myself, and I* mentality. It’s about the collective, the community, and the common good (Weinberg, 2008)”

Social Media Literacy Competencies (7/9)

- **Teaches**

- The social media literate librarian is capable of teaching these skills to library patrons and peers. This includes guiding and training patrons through targeted aspects of social media sites that arise in their use as resources and tools, teaching about the use of social media sites for scholarly purposes, and teaching faculty and instructors about the role of social media sites and considerations for issues affecting their students' work.

Social Media Literacy Competencies (8/9)

- **Provides Services**

-The social media literate librarian utilizes a variety of online social media sites to provide quality library services. They evaluate social media sites and choose which are most appropriate to establish a library presence in. They are capable of building and managing the library's presence in the form of profiles or applications, developing work flows for services, marketing services, weeding spam, understanding and working with privacy levels, assessing the library's presence and services, leveraging tagging and favoriting, understanding and engaging vendor and other third party applications, and being aware of relevant security topics. It is important that librarians are familiar with the steps and etiquette for initiating and responding to friend requests in building networks.

facebook

Search

Home

Profile

Account



Add to My Page's Favorites

Suggest to Friends

Subscribe via SMS

While dreaming of a comfy SPACE for its patrons, the Library, one of the busiest in UP, serves for relevance-- EFFICIENCY in INFORMATION ACCESS and delivery to students, faculty and researchers in pharmacy and the pharmaceutical sciences.

Information

Location:

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Ermita
Manila, Philippines, 1000

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Encanto



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UP College of Pharmacy Library

Wall

Info

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Links

Notes

Boxes

>>

Write something...

Attach:   

Share

Filters



UP College of Pharmacy Library List of on-line databases/journals available to UP Manila students, faculty, researchers with UP Manila Webmail accounts.

Sign in

docs.google.com

 September 8 at 5:57pm · Comment · Like · Share · Report

Erwin Pasquin and Karen Brizuela like this.



UP College of Pharmacy Library the list is posted on the library bulletin (or could be emailed by request). only the shared docs at google requires UPM webmail accounts sign-in.

September 8 at 6:28pm · Like · Flag

Write a comment...



UP College of Pharmacy Library Inviting everyone, BOOK ENTHUSIASTS (parents, children, students, teachers, researchers, etc.) to come for "The 31st Manila International Book Fair (MIBF) slated on September 15-19, 2010, Exhibit Halls 1-4, SMX Convention Center, Mall of Asia Complex, Pasay City. This is everyone's event. Be informed! READ, LEARN & be...

See More

**Home - The 31st MIBF**

www.manilabookfair.com

Content on this page requires a newer version of Adobe Flash Player.



September 2 at 12:38pm · Comment · Like · Share · Report



UP College of Pharmacy Library Limited group/individual invitations/gate pass available at the Library and Dean Melds office.

September 6 at 11:23am · Like · Flag

Write a comment...

**UP College of Pharmacy Library** While scanning a book. Drug-induced

Create an Ad

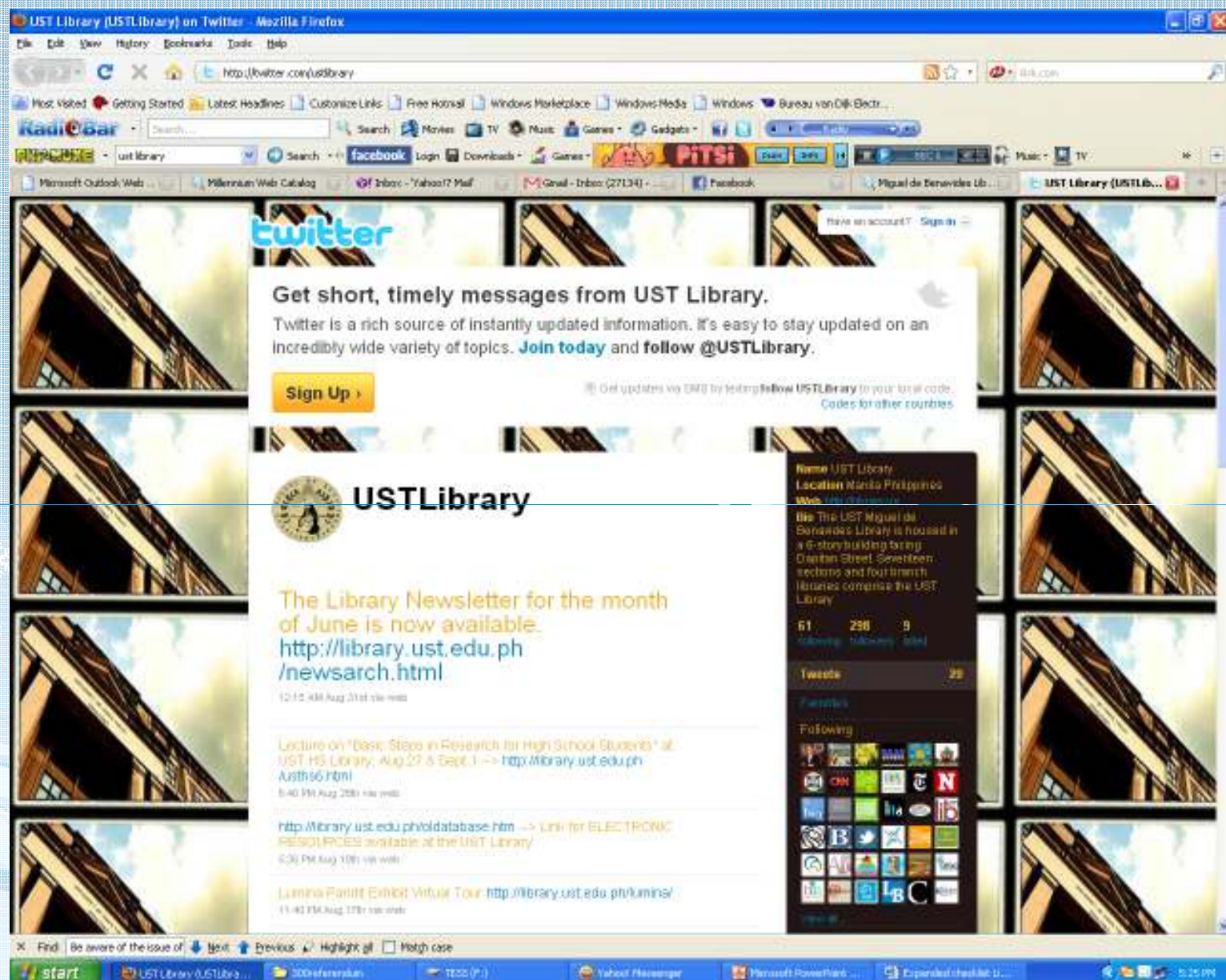
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P12/ft2

TARPAULIN PRINTING for as low as P12.00/sq.ft. to P20.00/sq.ft. - depending on material & volume of order.
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2551568,Tutuban

Like

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Social Media Literacy Competencies (9/9)

- **Flexibility**

-Flexibility is the defining skill for librarians engaging people and information through social networking sites. Librarians must be able to apply the above skills to unique and novel social networking sites as they emerge and evolve. Familiarity with each of the above skills in multiple social networking sites will help librarians be flexible in applying these skills to future sites and services.

Levels and Outcomes

- The matrix had four levels each was described by outcomes:

novice

experienced

**highly
experienced**

expert

Workshop Feedback

Advantages	Disadvantages
1. Professional empowerment 2. Competitive 3. Uplifting the profession	1. The “older” librarians feels the fear of the unknown 2. Additional cost for attending training, updating on current trends (time, money and effort) 3. Resistance to change
The effect of the competencies to the profession: a. If ever this Library 2.0 list of competencies will be implemented and adapted by Medical and Health Libraries/Librarians, I think librarians working in government institutions will be highly recognized. b. Librarians as a whole will increase its efficiency and effectiveness. c. Web 2.0 competencies for librarians will be of great help to Human Resources Department in creating a more detailed Job description or performance standard requirements. d. Web 2.0 technology competencies will allow librarians to train themselves and learn more skills related for their work.	

Map of LUZON



ILOCOS REGION

Region III

NCR

Region IV-A

CAR



LUZON

50 0 50

..... Boundaries of Provinces



PACIFIC
OCEAN



1

25

6

Total: 32 respondents

Demographics

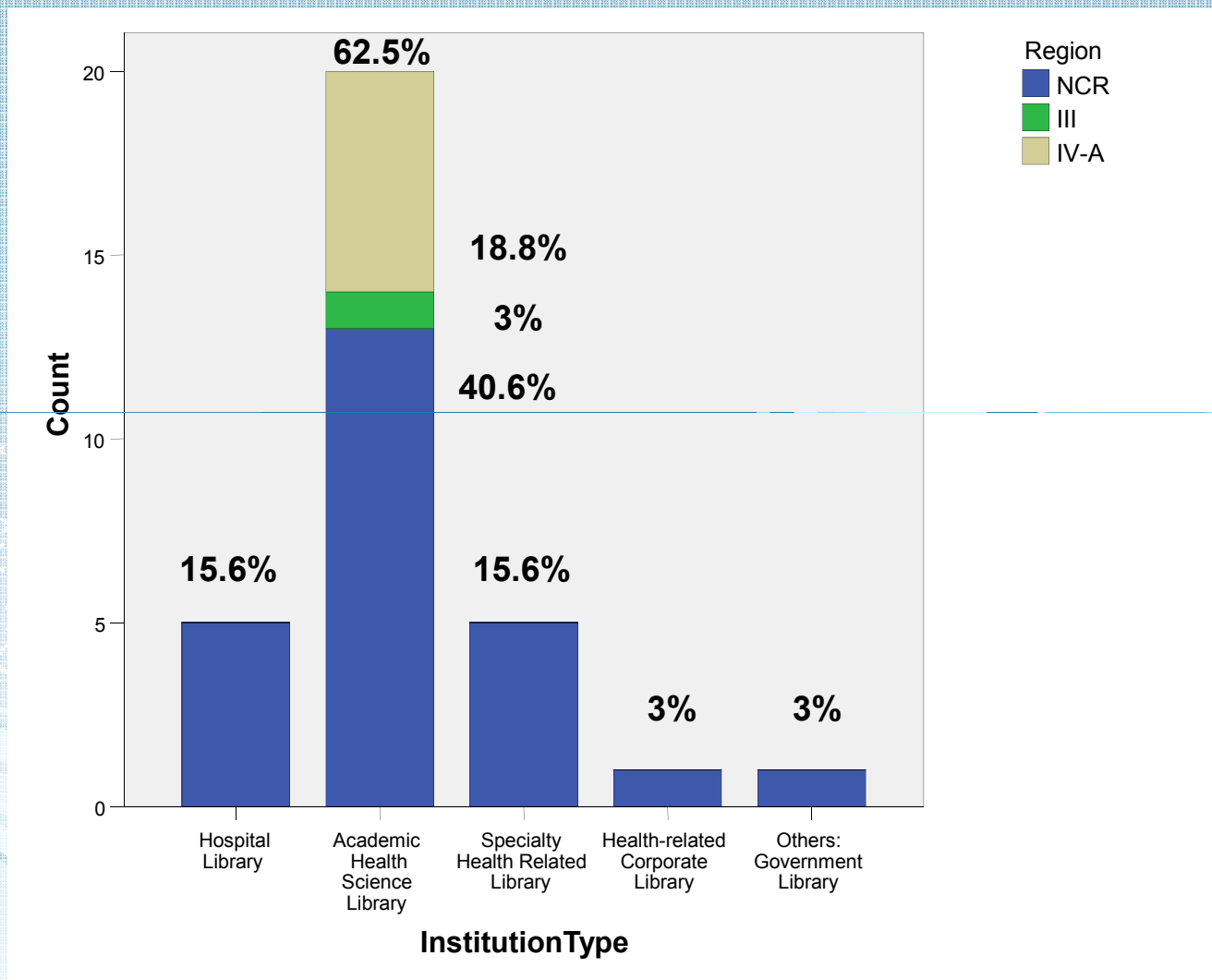
- **Gender:** 6 (18.8%)
26 (81.35%)



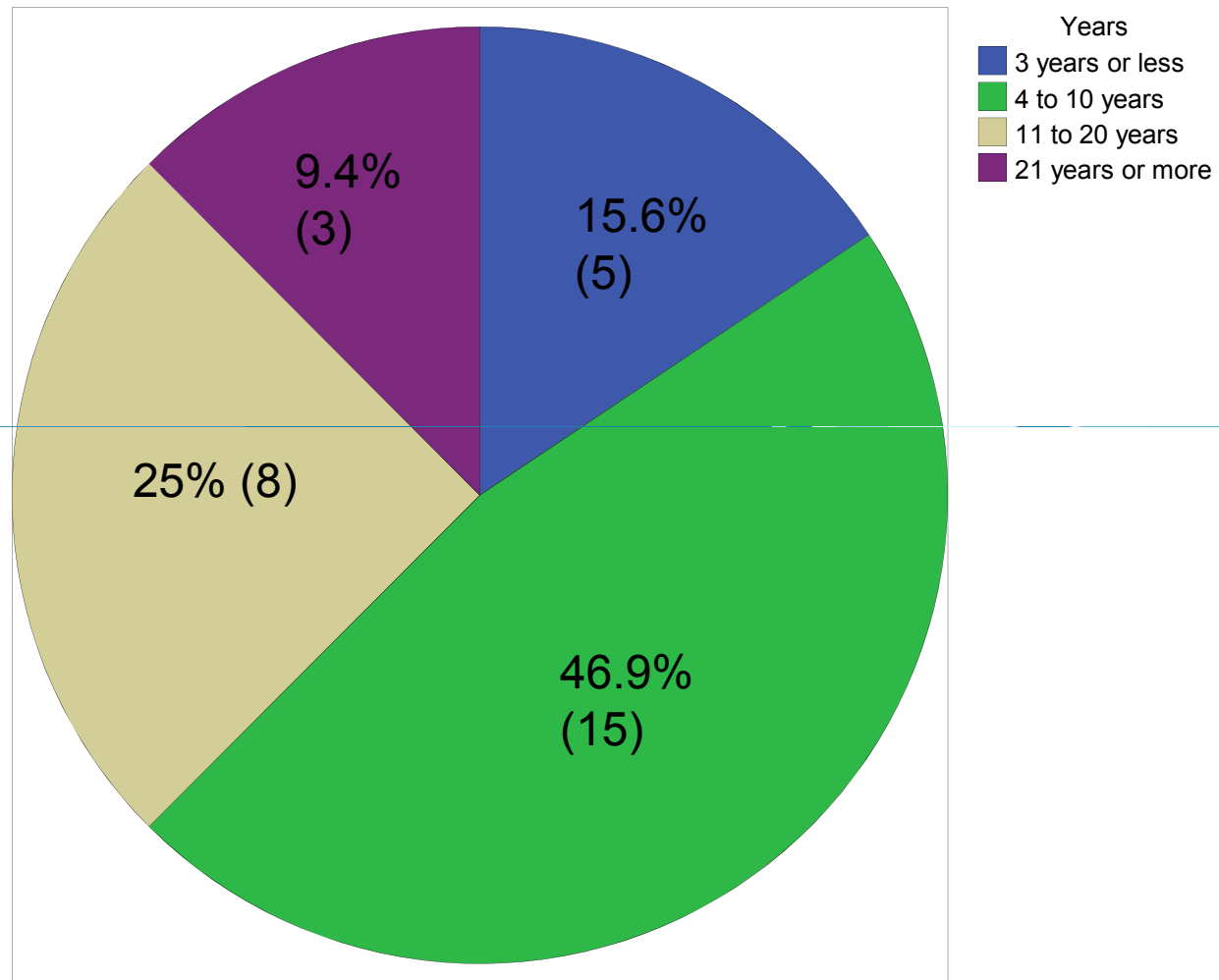
- **Age**

Age Group	Frequency	Percent	Valid Percent	Cumulative Percent
26-35	18	56.3	56.3	56.3
36-45	6	18.8	18.8	75.0
46-55	3	9.4	9.4	84.4
56 and above	5	15.6	15.6	100.0
Total	32	100.0	100.0	

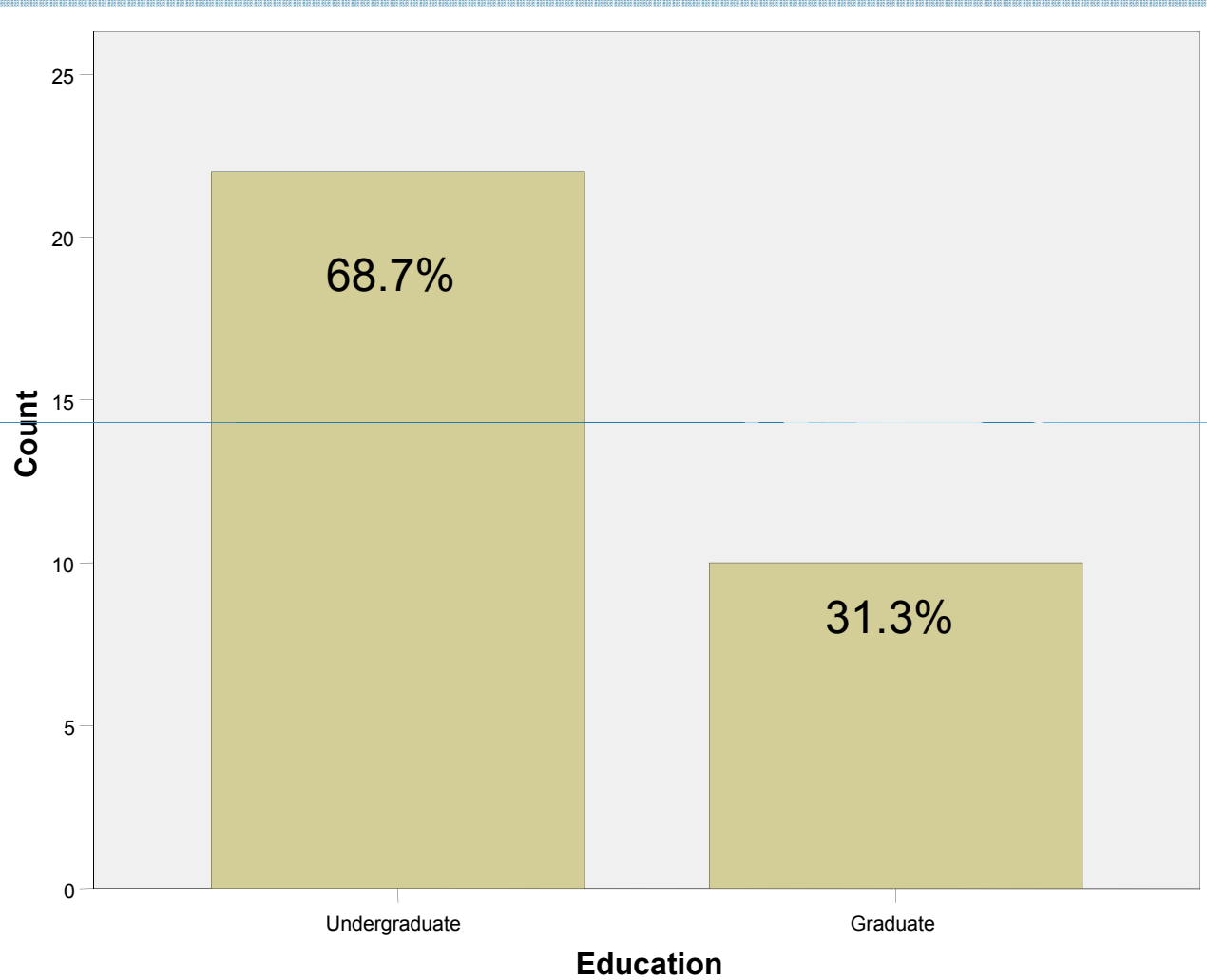
Library-type



Years of Service



Education



The Matrix - sample

Expanded checklist Library 2.0 matrix

Competency Number	Novice level	Experienced level	Highly experienced level	Expert level
8. Providing Services.	Uses a particular social networking site/ social media or any Web 2.0 tool in promoting the services or activities of a library. Show at least one proof by opening and showing all the past posts. The librarian should also show how to tag, <u>favorited</u> or commented on a post and consistently verifies "friends" before approving them.	The librarian should be able to show how spam emails are monitored. The library account on any social networking site has an increasing growth in terms of its members and interactions with the users. This can be reported as the library's success in communicating and informing its users.	Conducts surveys from the clients using the social networking sites and provides a report as results based from the surveys of library satisfactions or ratings. Applies the etiquette listed in the interacting competency.	<u>Provides a fast and interactive delivery to all clients.</u>

Competency Results

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below Novice	1	3.1	3.1	3.1
	Novice	15	46.9	46.9	50.0
	Experienced	13	40.6	40.6	90.6
	Expert	1	3.1	3.1	93.8
	Not Included	2	6.3	6.3	100.0
	Total	32	100.0	100.0	

Competency 1: Understanding and Articulating Library 2.0 tools and Their Roles

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below Novice	1	3.1	3.1	3.1
	Novice	4	12.5	12.5	15.6
	Experienced	21	65.6	65.6	81.3
	Highly Experienced	4	12.5	12.5	93.8
	Not Included	2	6.3	6.3	100.0
Total		32	100.0	100.0	

Competency 2: Creating Content

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below Novice	8	25.0	25.0	25.0
	Novice	18	56.3	56.3	81.3
	Experienced	4	12.5	12.5	93.8
	Not Included	2	6.3	6.3	100.0
	Total	32	100.0	100.0	

Competency 3: Evaluating Information

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below Novice	2	6.3	6.3	6.3
	Novice	12	37.5	37.5	43.8
	Experienced	9	28.1	28.1	71.9
	Highly Experienced	4	12.5	12.5	84.4
	Expert	3	9.4	9.4	93.8
	Not Included	2	6.3	6.3	100.0
	Total	32	100.0	100.0	

Competency 4: Applying Information Ethically and Legally

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below Novice	2	6.3	6.3	6.3
	Novice	15	46.9	46.9	53.1
	Experienced	13	40.6	40.6	93.8
	Not Included	2	6.3	6.3	100.0
	Total	32	100.0	100.0	

Competency 5: Searching and Navigating

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below Novice	1	3.1	3.1	3.1
	Novice	1	3.1	3.1	6.3
	Experienced	7	21.9	21.9	28.1
	Highly Experienced	18	56.3	56.3	84.4
Expert		3	9.4	9.4	93.8
Not Included		2	6.3	6.3	100.0
Total		32	100.0	100.0	

Competency 6: Interacting

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below Novice	18	56.3	56.3	56.3
	Novice	9	28.1	28.1	84.4
	Experienced	1	3.1	3.1	87.5
	Highly Experienced	2	6.3	6.3	93.8
	Not Included	2	6.3	6.3	100.0
	Total	32	100.0	100.0	

Competency 7: Teaching

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below Novice	25	78.1	78.1	78.1
	Novice	4	12.5	12.5	90.6
	Expert	1	3.1	3.1	93.8
	Not Included	2	6.3	6.3	100.0
	Total	32	100.0	100.0	

Competency 8: Providing Services

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below Novice	3	9.4	9.4	9.4
	Novice	26	81.3	81.3	90.6
	Experienced	1	3.1	3.1	93.8
	Not Included	2	6.3	6.3	100.0
	Total	32	100.0	100.0	

Competency 9: Flexibility

Realizations (1/4)

- The utilization of social media in the Philippines is relatively high particularly with social networking sites and Instant Messengers.
- But, we can also say that these librarians are willing to try and communicate with their users as proven by their utilization of e-mail, SMS and blog.

Realizations (2/4)

- Medical and health librarians are well adept in using instant messengers and social networking sites but they need to be exposed to the use of RSS, blogs, podcasting and social tagging (folksonomy). Either personally or professionally, they do not use these tools probably because they do not know how to use them, they do not know the importance of using them and they do not know how helpful these tools are in the social web.

Realizations (3/4)

- More often than not, medical and health librarians are more naïve when it comes to collaborative participation. Most of them are just lurkers and they do not really participate in an online discussion. They tend to be readers and not writers.
- Their systems administrators block the popular websites they are visiting yet they find a way to access them by using other online tools such as online proxy servers. They just need to find a way to market their collection, services and facilities.

Realizations (4/4)

- Medical and health librarians are only users of other peoples content. They get information but it is hard for them to provide online content for others. Only a few does it.

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THANK YOU FOR LISTENING



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