

# **Information Literacy in Top Schools of Business Evident to the Outside World?**

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# LILAC Conference Definition

## What is Information Literacy?

- The conference defines information literacy as the ability to find, use, evaluate and communicate information. We see it as the cornerstone of learning and an essential skill in this digital age and era of life-long learning. Media coverage of reports such as the Google Generation and Digital Britain demonstrate how information literacy skills are increasingly being recognized by those outside the library profession as being essential for all.

# Business & IL

Research demonstrates that despite the failure of the business community to embrace the concept of information literacy, IL skills are in fact highly valued in the field.

(Klusek and Bornstein, 2006)

# Deciphering Literacy

➤ Information Literacy

VS

➤ Library Literacy

VS

➤ Technology Literacy

(Klusek & Bornstein 2006)

# Business Student Tendencies

- A. More task oriented than those in humanities/social sciences
- B. Less prone to browsing and more demanding of target information
- C. Prefer electronic resources over print resources
- D. Overrate own knowledge and proficiency in using the library/business library
- E. Some librarians not familiar with specialized business resources.
- F. Prefer to work in groups for team based info-seeking sessions
- G. Find satisfaction in immediate trade-offs for time spent researching vs. relevant information over long term = potential dissonance
- H. In Business Academia: *PUSH* (encouragement by faculty & availability of resources vs *PULL* (time & cost & value constraints)
- I. One individual of the group identified as "research specialist," relieving others of the responsibility
- J. Lack of properly fostered research skills

(Atkinson 1997 & Simon 2009)

# Challenges of Business IL

Lavin (1995): Business information

- A. Inherent abundance
- B. Diverse
- C. Specialization of business resources
- D. Complex nature of business inquiries

Business Pundits contend: There is no traditional basic Business IL  
*Information Literate Discipline #1 ≠ Information Literate Discipline #2*

(Cooney 2005)

# The Business Professor.....

Fiegen, Cherry & Watson study on information literacy assessments in a business curriculum at Cal State – San Marcos in 2001 found:

“Throughout the process, professors often indicated a sense of being overwhelmed by the vastness of the information literacy outcomes.”

(Fiegen 2002)

# Table 1

US News & World Report Top 25 MBA Programs of 2010											
Research conducted Oct 2010	Business School Website					Main School Website					
	Information Literacy	"Information Literacy"	Literacy	Total Hits	Information Literacy	"Information Literacy"	Literacy	Total Hits	Combined Hits	Bus/Total	
Harvard	320	1	386	707	1000	126	1000	2126	2833	24.96%	
Standford	500	0	437	937	717	82	907	1706	2643	35.45%	
MIT	46	0	61	107	520	74	601	1195	1302	8.22%	
Northwestern	39	0	60	99	275	30	332	637	736	13.45%	
Univ of Chicago	23	0	32	55	444	37	579	1060	1115	4.93%	
Univ of Penn	11	0	17	28	1000	71	1000	2071	2099	1.33%	
Dartmouth	2	0	0	2	51	28	159	238	240	0.83%	
Univ of Cal- Berkeley	184	1	249	434	1000	397	1000	2397	2831	15.33%	
Columbia	61	0	97	158	5550	34	6160	11744	11902	1.33%	
NYU	41	0	63	104	1000	83	1000	2083	2187	4.76%	
Yale	7	0	8	15	339	46	338	723	738	2.03%	
Univ of Michigan	36	0	42	78	641	316	754	1711	1789	4.36%	
Univ of Virginia	13	0	18	31	88	23	302	413	444	6.98%	
Duke	43	0	51	94	2560	98	5050	7708	7802	1.20%	
Univ of Cal- LA	33	0	61	94	269	54	346	669	763	12.32%	
Carnegie Mellon	870	870	7	1747	378	35	382	795	2542	68.73%	
Univ of Texas-Austin	138	0	0	138	369	245	509	1123	1261	10.94%	
Cornell	8	0	16	24	489	218	558	1265	1289	1.86%	
Washington Univ- StL	1	0	2	3	461	11	532	1004	1007	0.30%	
Univ of Souther Cal	31	2	34	67	72	23	187	282	349	19.20%	
Univ of NC - Chapel Hill	45	0	64	109	692	253	765	1710	1819	5.99%	
Univ of Indiana - Bloomington	31	1	33	65	300	234	319	853	918	7.08%	
Texas A&M	2	0	2	4	438	69	468	975	979	0.41%	
Univ of Maryland -CollegePark	36	0	45	81	393	97	368	858	939	8.63%	
Notre Dame	6	0	15	21	399	63	284	746	767	2.74%	
Average	101.08	35	72	208.08	777.8	109.88	956	1843.68	2051.76	10.53%	

(Seiler 2011)

# Study Results....

- *Business School Searches*
  - High: Carnegie Mellon – 1747 hits
  - Low: Dartmouth – 2 hits
  - Average: 208 hits
- *University Searches*
  - High: Columbia – 11744 hits
  - Low: Dartmouth – 238 hits
  - Average: 1844 hits
- *Combined Business & University Searches*
  - Business as Highest % of Total: Carnegie Mellon 68.7%
  - 2<sup>nd</sup> Highest : Stanford 35.5%
  - Average of Combined Total Hits: 2052

# BRINGING THE GAP.....

## *FACULTY* Bring:

- Course Objectives
- Assessment Instruments

## *LIBRARIANS* Bring:

- Information Literacy Standards
- Search Strategies

## Information Literacy Infused Curriculum

- Matching of course objectives with info literacy competencies

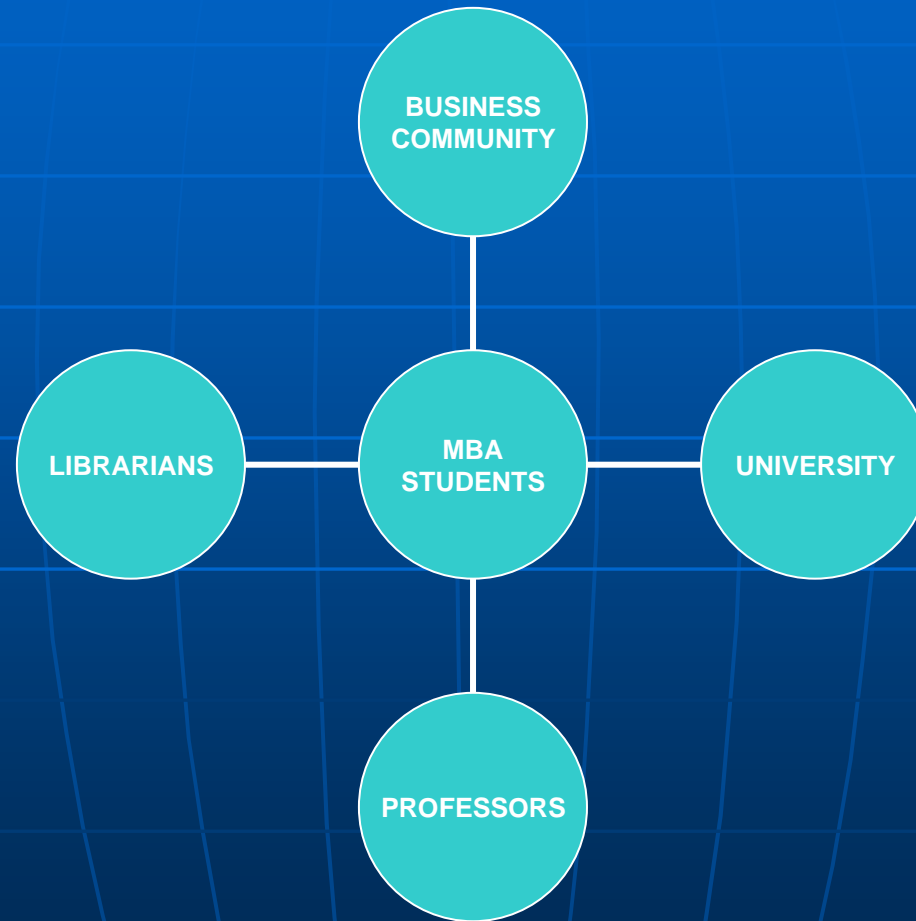
(Fiegen 2002)

# Analysis Points

- Google Search Engines: Pros v Cons
- “Information Literacy” v Information Literacy
- IL in School Culture/School Identity
- Website Exposure vs Proprietary Characteristics

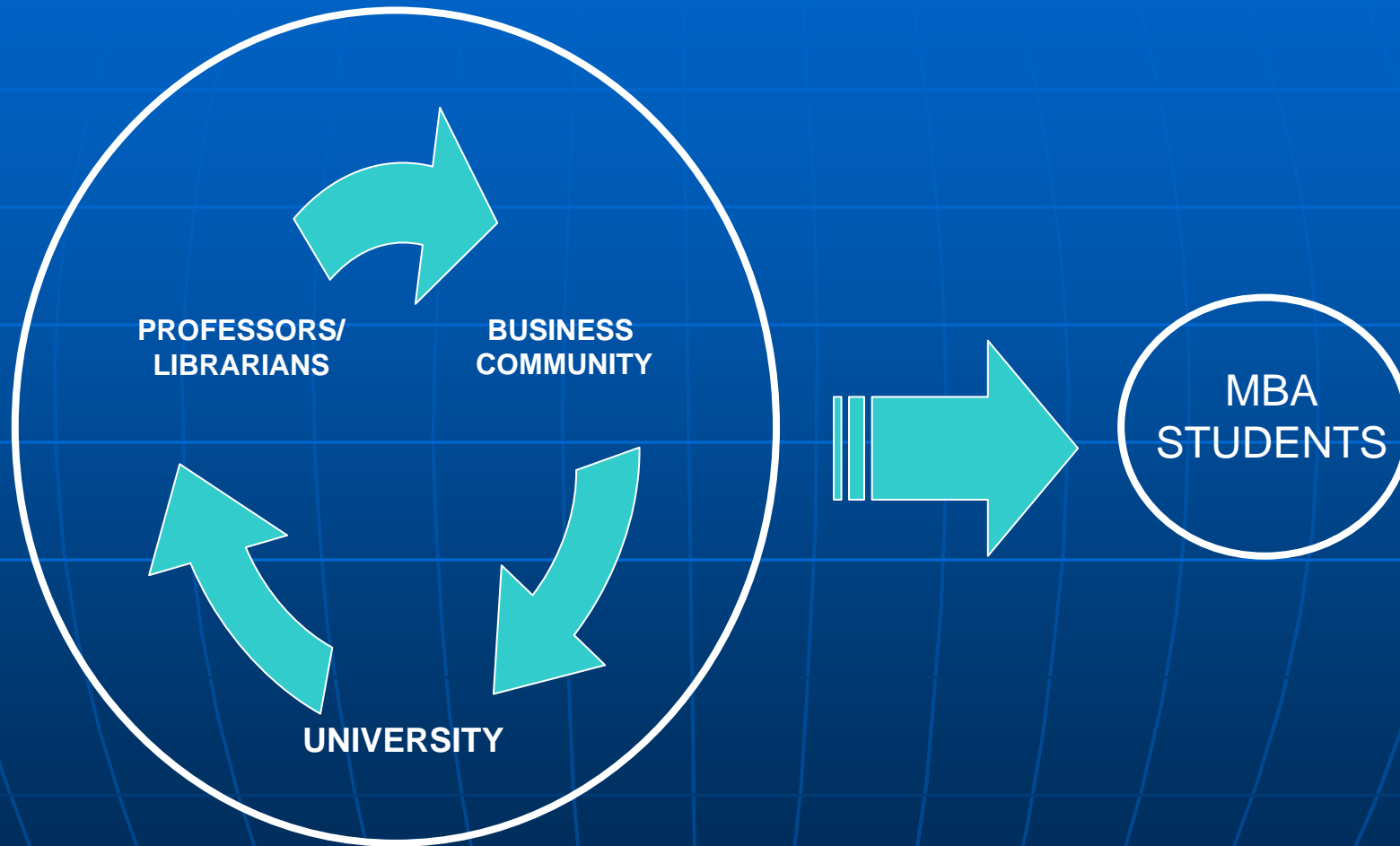
(Seiler 2011)

# INFORMATION LITERACY ADOPTION BEFORE....



(Seiler 2011)

# INFORMATION LITERACY ADOPTION AFTER....



(Seiler 2011)

# Beyond this Research

- Creating a commonly accepted IL language/formulas
- Necessary updates to University IL in Public/Website/School/Culture
- Long-Term Librarian/Professor/Business Community Partnerships
- YOUR SCHOOL & THEIR WEBSITE???