



U N I V E R S I T Y O F

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A member of the Russell Group

**From *search* to  
*research*:** Linking  
Information Literacy  
and critical thinking  
skills

Emma Thompson  
Simon Snowden



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# Context

- 2008 First semester, first year undergraduate module in e-business (30 students)
- Students not reading academic resources
- Dependence on free sources of information
- Low module grades



## *What we did – Year 1*

- Seminar – Information Literacy in context
- Seminar – academic reading and critical thinking
- Hands on Workshop
- Introduction of the H2O Playlist tool



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## *What the students did*

- reading for the assignment
- creation of assessed Playlist with reflections
- written assignment
- and... continued use of H2O beyond this



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# H2O Playlist

<http://h2obeta.law.harvard.edu/>

“a shared list of readings and other content about a topic of intellectual interest”



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# Student playlist

EBUS101

**Creator:** University of Liverpool (Updated 03 Nov 2008)


## Description:

A detailed list of references and journals which will enable students to develop their ideas of web site analysis.

**Tags:** wide, World, session, EBUS101, ebusiness, analysis, site, web, accessibility, Architecture, design, benchmarking, interface, appearance, usability, analytics

## Associated Link:

[[www.emeraldinsight.com](http://www.emeraldinsight.com)]

**Influence:** 

.: [Send This Playlist to Friends](#)  
.: [Printer Friendly Version](#)  
.: [Read Comments \(1\)](#)

## View Playlists:

.: [by Scott Martin \(1\)](#)  
.: [with same items \(1\)](#)  
.: [with same tags \(50+\)](#)

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Add checked items to :

My Library



Create new playlist based on this one



## Books



1. Robin Nobles and Kerr-Leigh Grady, [Web Site Analysis and Reporting](#)  
**Notes:** Publisher: Prima Publishing (2001) ISBN: 0761528423



## Academic Journals



2. Ilyoo B. Hong, [A survey of web site success metrics used by Internet-dependent organizations in Korea](#) [external link]  
**Notes:** Internet Research, Vol. 17 No. 3, 2007, pp. 272-290, Emerald Group Publishing Limited, DOI 10.1108/10662240710758920

**Description:** This article is relevant to the assignment as it explores the success of organisations web sites based on the use of web metrics, these metrics ... [expand](#)



3. Hudson Bell and Nelson K.H. Tang, [The effectiveness of commercial Internet Web sites: a user's perspective](#) [external link]  
**Notes:** Internet Research: Electronic Networking Applications and Policy, Volume 8 : Number 3 : 1998 : pp. 219-228

8. Tarafdar, Monideepa, Jie Zhang, **ANALYSIS OF CRITICAL WEBSITE CHARACTERISTICS: A CROSS-CATEGORY STUDY OF SUCCESSFUL WEBSITES** [external link]

**Notes:** Journal of Computer Information Systems; Winter2005/2006, Vol. 46 Issue 2, p14-24, 11p, 5 charts

**Description:** Key Words: This article focuses very strongly around the key words. Laying out detailed reasoning behind each of the characteristics and then analyses websites using ... [expand](#)

## Comments

[.: Post a comment](#)

Tutor comments

**Excellent set of references.**

Simon Snowden, University of Liverpool (Posted 28 Oct 2008)

You've got it, a good set of papers found and good analysis of said works, keep this up and you will get a good mark. Just need to see what your writing is like now.

[.: Read all comments \(1\)](#)

Other playlists by James Long

[RSS](#)

[IPL](#)

[OPML](#)

ULMS Do Organisations need managers?

MKIB153

# Analysis of each article found

## Playlist item descriptions

200531286 EBUS101

**Key Words:** This article focuses very strongly around the key words. Laying out detailed reasoning behind each of the characteristics and then analyses websites using a Likert Scale.

### SWOT Analysis

**Strengths:** This article carries out details analysis on the key characteristics which comprise a successful website. It does this by outlining the characteristics and then analyses the top 40 successful web sites.

### Weaknesses:

**Opportunities:** This website offers a detailed method of analysing websites and could assist in developing my own quantitative method of analysis.

**Threats:** This article was released in 2005/06 and is therefore a couple of years old. The speed at which the Computer industry moves in terms of technology could affect the reliability of this article meaning that some things may have changed since its release.

## Comments

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## *What we did – Year 2*

- Seminar – What's new in the Library
- Seminar – Mindmapping
- Hands on Workshop
- Introduction of RefWorks



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## *What we did – Year 3*

- Seminar – What's new in the Library
- Hands on Workshop
- Researching companies – for assignments and job-hunting



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## *3<sup>rd</sup> year Student Feedback:*

“The skills that I developed as an eBusiness first year student, in terms of researching and reading articles, are what I consider to be the most important that I have taken from the degree programme. I am confident now in writing about any subject based on my ability to explore the problem and effectively research the problem.”



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## *Conclusions*

- Information Literacy by Stealth... through partnership with academic staff
- Students engaged when IL is in context
- We need to promote IL for employability



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# *Next Steps*

- H2O Playlist not developing - other Tools?  
(E.g. [Zotero](#), [Noodle tools](#))
- Application in other subjects?
- How do we scale up this success for larger modules?



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# Any Questions?

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