



Digital Literacy 2.0

Workshop DLit2.0 and libraries

Final Conference
22nd January 2014, Berlin

Presentations



„Adapting the recipe“

Bibnet (Belgium):

- Signpost („but they can help you“)
- Face-to-face on counter or PC
- Workshop

BPI (France):

- Staff training: 3 days, filling gaps (e.g. timing)
- Library in Grigny: Daily use & face-to-face

„Adapting the recipe“

Cologne:

- Staff training: Adding a layer about being a trainer
- End-users: 26 x 2hours workshops

Core questions



1. **Engage:**
How can my target group be **reached, motivated and engaged**?
2. **Conquer:**
What are the technical and organisational **obstacles and barriers to life long learning** for my target group?
3. **Empower:**
How can **web 2.0 applications help empower** my target group?
4. **Envision:**
How can my target group make the most **beneficial use** of information and educational resources with the help **of the DLit2.0 approach**?

Engage



How can my target group be **reached, motivated and engaged?**

Define „target group“ – consist of very diverse subgroups

Specific groups need **specification** and **mediation**

Work together with a **multiplier**, someone close to the group to **reach** them and **motivate** them.

Trainers working with **3th party**

Conquer



What are the technical and organisational **obstacles and barriers to life long learning** for my target group?

Workload for the libraries

Limited technical education for librarians

Diverse technical world (impossible to replicate)

Matter of **marketing** of the services

People need an **open mind**

- Need can-do attitude in library staff
- How to influence the end-users?

Conquer



Marketing the services:

To reach more people than you are using now.

Warm and open invitation.

And show what you have: Libraries are not only books.

„We have iPads, PC's and people to help you“

Empower



How can **web 2.0 applications** help empower my target group?

Staff or end-users??

Help library staff to become **proficient to work with web 2.0**

We need training for staff and for end-users

Envision



How can my target group make the most **beneficial use** of information and educational resources with the help of the **DLit2.0 approach**?

Intergenerational approach

Less formalized formats

Stimulate the **try-out attitude** (come and try)

Address **technophobia** (building self-confidence)