

# **Information Literacy and Information Culture in Higher Education Institutions**

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# Information culture

- Every organization has one
- *„values, attitudes and behaviours that influence the way people sense, collect, organise, process, communicate and use information „ ( Marchand , 1996)*
- Related to information management practices and information use
- Can foster knowledge creation and sharing and organizational learning



# Information culture and information literacy in HEIs

- What are the types of information culture represented in the Estonian higher education institutions?
- How can the different types of information culture be characterised by the use of information resources and frequency of information use? IKM practices?



# Information culture in relations with job satisfaction

- Is information culture related to the academic staff's satisfaction with job and leadership and self-reported individual performance?



# Method

- Web-based survey questionnaire
- 39 closed and open-ended questions
- Questions on information culture, use of information resources, information management practices and satisfaction with job and leadership as well as assessment of own performance



# Respondents

- 160 respondents
- 4 universities, 8 prof HEI
- 103 women, 57 men
- 109 under 50 years old
- 68% had been working in the current HEI for more than 5 years.



# Results

Factor analysis revealed three types of information culture in HEI:

- integrated
- pro-active
- informal



# Integrated information culture

- The academic staff of HEIs representing this type of IC is informed about the performance of their unit as well as the HEI
- Information sharing in this type of IC is formally regulated, inclusive and transparent



# Proactive information culture

- Tends to search for information on trends and changes in the higher education landscape
- More involved in joint activities of other units in the HEI as well as outside of HEI
- Use of new information channels
- Feel that they are influenced by the performance of their institution



# Informal information culture

- This type of IC prefers colleagues as informal sources over formal ones to make work-related decisions. They also control the information presented in the formal sources by using colleagues



# Information cultures of different types of HEIs

Type of Information Culture	Cases	
	University	Professional HEI
Integrated IC	34.7%	49%
Proactive IC	29.5%	24.6%
Informal IC	35.8%	26.2%



# Information use

	Integrated IC	Proactive IC	Informal IC
Use of information resources	More intranet	More webpages, electronic lists, databases, intranet, conferences, social media.	More information from colleagues and social media.
Frequency of information use	No differences	More frequent information use	No differences



# Information and knowledge management

- Information for work-related decision-making
- Preference of communication channel (e-mail or personal contact)
- Development of information skills
- Sharing of knowledge and experience
- Information overload and limited time resources



# Information and knowledge management

- Integrated IC is more satisfied with availability of information
- Proactive IC is more willing to share knowledge and experience
- Informal IC is more frustrated with information overload



# Information culture and

- ...satisfaction with job, leadership
- ...self-reported individual performance
- Significant correlation between information culture with integrated information sharing and use, and job satisfaction, satisfaction with leadership as well as with self-reported individual performance.



# Information culture and job satisfaction

- Informal information culture – negative correlation with job satisfaction
  - willingness to leave the present job
- Job satisfaction, satisfaction with leadership and perception of effectiveness also significantly correlate to each other



# Conclusions

- Information culture – explaining the information environment of HEI
- Implications to information use, IKM and job satisfaction
- Only differentiating type of IC is the **Integrated IC** which had significant correlations with job satisfaction and higher self-reported performance.



# Organisational development

- Job satisfaction and satisfaction with leadership along with the organisation's information culture are strong bases for organisational innovation. (Tien ja Chao 2012)
- The risk-taking type of information culture, which encourages innovation, creativity and exploration of new ideas, would require externally-focused information seeking (Choo 2013)



# Conclusions

- **Proactive IC** - active attitude towards information sharing - significantly more diverse information sources are used and information source usage is more frequent. Co-operation and communication.
- No correlations with job satisfaction nor with self-reported performance
- Could be trigger for organizational development



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Thank you!

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