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Implementing library strategies and values as a part of the workplace information literacy

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Innovations and organizational strategy and values

- Based on research and data collected from the adoption of the e-book in Finnish public libraries
- The key factor for embracing innovation is the communicability of innovation
 - suitability according to the individual's experience, values and needs
 - perceived usefulness and ease of use
- The adoption of innovation is dependent on attitudes
 - The knowledge capital, feelings, and behavior of the individual influence the formation of attitudes
- Information literacy in the workplace involves understanding the conversations that affect the creation, dissemination, and operational activity of the information
- Organizational strategy create values for organization and affect to adoption of innovation

Research questions

- 1. Libraries as innovators:
 - 1.1 What are the expectations, values, and attitudes of libraries on the adoption of e-books and related services?
 - 1.2 Regarding e-books and related services what kinds of activities do libraries seek to promote to staff as part of the library service concept?
- 2. Library staff as innovators:
 - 2.1 What are the staff's attitudes and social norms that promote or prevent the adoption of e-books and related services (by staff of e-books) as part of a library service concept?
 - 2.2 What organizational activities and educational features affect the adoption of e-books and related services by the library's staff as a part of the library's service concept?

Methodology

- Qualitative research
- Roger's Diffusion of Innovation –theory
- Include 6 libraries
 - geographically covers Finland
- Interviews
 - In every libraries was interviewed executive board as group interview
 - 5 member of library staff as individual interview
- Inductive and hermeneutic textual analysis

Values and their meanings in different strategies

Values	Meaning in national strategies	Meaning in local strategies	Meaning in decision making in libraries
Equality	Citizens' equal rights to education despite the place of residence	Library operations must be equal for all customers	Equal opportunities for digital content
Reliability	Reliable and up-to-date content	Professionally selected and trusted collection	
Communality	Library supports the development of civic skills	Encourage active citizenship by strengthening literacy and narrowing the digital divide	Preventing digital exclusion
Open-mindedness	Introduction of new content and services	The development of operations must be creative and bold	Libraries are up to date and offer up-to-date services
Customer orientation	Services and operating culture based on customer needs	Customers involved in the design and development of services	Identify and provide material in the form required by the customer
Availability	Versatile collections	Versatile and multilingual content	Expand the collection in print and in e-book
Accessibility	High quality services and collections	Multi-channel service production for different user groups	24/7 online Services takes disabled into account
Skill/competences	Adequate skills in technology and information management	Expertise must be versatile and fully utilized	
Challenges	New content, self-publishing Local government and economic	Changes in information channels, material formats and people's time usage Economic	From logistics to content

Actions for implementing e-book service

Actions	Content	Channel	Realizer	Object
Informing	What is an e-book What is eLibrary Schedule and steps for implementation	Intranet eMail Superior meetings Staff meetings	Information specialist Spokesperson	Staff
Instructions	How to borrow and read e-Book	Person channel Writings instructions Guide videos	Information specialist ICT-Librarians	Staff Customers
In-house training	How to use eLibrary	Main library Branch libraries	Information specialist	Staff
External training	E-book in library collections, acquisitions and licensing Technology issues	Seminars	County libraries Libraries.fi Consortium of Public Libraries Regional State Administrative Agency	Information specialist ICT-Librarians
Peer support and self-study	Technical know-how Problems	Branch libraries	Staff	Staff
“Digi-janitor”	Technical know-how Problems	Branch libraries	ICT Students	Staff Customers

The Attitudes of Library Staffs' Towards E-books

- E-books and related services are part of the library's service offering
 - considered as complementary and supplementary services in the library
- Attitudes towards e-book are generated from practical work
- The benefits of the e-book guides the formation of attitudes
 - e-book is more useful as a non-fiction than a fiction book
 - customer gets to borrow an e-book faster than a printed one
 - can be borrowed while traveling
 - good for readers with reading disabilities
- The values that attitudes are based on are rising from public debate

Conclusions

- The library staff understand and accept e-books as part of the services and collections, but connection with the library's values and strategies seems not to be internalized
- In libraries, the staff are trained in the introduction of e-book services from the point of view of their technical characteristics, but the ideology and strategic goals of e-books in the library's mission have not been clearly discussed with the staff
- Implementation not happen because the strategies were not well-known among the staff
 - external drivers generates a need to validate the organization's activities against the objective measures
- Internalizing e-book services for the staff requires formal discussions in the libraries. Information filtering and evaluation through the organization's strategy and values should be seen as part of information literacy in the workplace.

Thank you for your attention!
Questions?



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