

Information literacy and access to knowledge

Human Women



World Health
Organization

Access to knowledge Vision

"All citizens, anywhere, anytime can use any internet-connected digital device to search all of human knowledge In this vision no classroom, group or person is ever isolated from the world's greatest knowledge resources"

"Digital libraries: Universal access to Human Knowledge"

US President's Information Technology Advisory Committee, panel on digital libraries, 2001



Open content

- In scholarly communication open access is well established
 - 3622 open access journals
 - 1220 open repositories
 - 22 universities (15 countries) with open access mandates
 - 27 funding agencies (14 countries) with open access mandates

Source - Peter Suber (A2K3 September 2008)



Different models amongst open access publishers

- PLoS (Public Library of Science)
 - 6 journals + PLoS one
- BiomedCentral
 - 180+ journals, 35,000+ articles
- SciELO
 - 550+ journals, 180,000+ articles
- Hindawi Publishing
 - 130+ journals, 250+ staff
- Medknow Publications
 - 65+ journals (fee-less)



Open access remains comparatively small

- Harvard library system
 - Largest and most well-funded academic library in the World
 - gives access to nearly 100,000 journals and serials
- Yale library - 74,000 journals and serials
- Average ARL library - 50,000 serials
- India
 - Best funded library access to 10,000 journals
- Many repositories are quite empty

Source - Peter Suber (A2K3 September 2008)



Online Search vs Print Browsing

- In library usage
 - Print use is declining as electronic use increases
 - Users prefer online material to print
- Search by topic in online database increasing
 - Browsing has decreased
- More comprehensive online indexing
 - Facilitates avoidance of older and less relevant literature
- Hyperlinking through online archives
 - Facilitates retrieving articles that are widely discussed and referenced

Electronic Publication and the Narrowing of Science and Scholarship

- Evans JA (2008) Science 321:395-399
 - Using a database of 34 million articles and online availability
 - As more journal issues come online
 - Articles referenced tended to be more recent
 - Fewer journals and articles were cited
 - More of those citations were to fewer journals and articles
 - Forced browsing of print articles
 - Stretched scientists to anchor findings in past and present scholarship
 - May accelerate consensus and narrow the range of findings and ideas built upon
 - Cf Darwin and Newton



Impact

- Scholarly impact
 - Impact Factors, Citations
- Media impact
 - Newspaper reports, TV interviews, hits on the Web
- Policy impact
 - Knowledge transfer, Know-do gap
- Social impact
 - Social determinants of health
- Economic impact
 - Patents, profits, GDP



Information Literacy

- Many definitions
 - Set of skills or competencies an individual needs to participate actively in the information society
- These skills involve technological, social, and conceptual aspects as well as critical analysis e.g.
 - Accessing information resources
 - Understanding how information is produced
 - Ability to use IT based tools
 - Critical evaluating emerging innovations
- Ability to publish research and ideas electronically, in textual and multimedia forms



Use of internet as an instrument of mass collaboration not mass self expression

Richard Smith BMJ blog (4 August 2008)

- Charles Leadbetter in his book *We-Think: Mass Innovation not Mass Production*
 - traces intellectual roots of Web 2.0
 - must use “we think” to organise the explosion of information generated by “I think.”
 - “The web will work best for us” he writes, “when the power of mass collaboration orders the chaos of mass self-expression.”
- Roland Barthes, the French structuralist urged “the death of the author” to allow for “the birth of the reader.”
- Ivan Illich
 - People learn mostly from each other
 - information would be available everywhere anytime

Medpedia

- Medical version of wikipedia
- Supported by the universities of Harvard, Stanford, and Oxford



Publication of health information for developing countries

- How to increase access to international health information for readers in developing countries
- How to increase the relevance of topics in international health to the interests and needs of developing countries
- How to increase the contribution by authors from developing countries to the global discourse on health
- How to increase the quality and visibility of health information products produced developing countries



Example from music industry

- Music in Brazil
 - Largest music company in Brazil (Sony-BMG)
 - Last year produced 13 CDs of Brazilian music
 - Tecnobrega in Para
 - 100 DVDs and 400 CDs (original music)
 - Sold commercially at concerts, street vendors etc
 - Trauma Virtual website
 - 58,000s Brazilian artists
 - 200,000 songs
- Similar phenomenon in many other countries

Source – Ronaldo Lemos FGV (A2K3)

Example from Cinema

- Nigeria (Nollywood)

- Largest movie industry (by number of titles) in the World
- 1000 to 2000 a year
 - Bollywood 934 films, Hollywood 611 films
- Average cost per film 10,000 -100,000 USD
- Industry generates 5.5 billion USD per year
- Employs about 1,000,000 workers
- 24 DVD replication factories, 5 24-hr TV film channels
- Most of the output is not in English but global demand
- Folklore, storytelling, hospitality, respect for elders

- Brazil, 94% of films shown in cinemas are from Hollywood

Source - Charles Igwe & Ronaldo Lemos (A2K3)



Open business models

- More than just Open Access
 - Open content, Open code, Open standards
- Diversity of models
 - Mozilla, Linux, WordPress
 - Innovation and creativity
 - Revenue from services and customization
 - IBM gets more income from Linux services than patents
 - Free basic product, Pay for upgrade
 - Pay what you want (community donations)
 - Online music (Radio Heads)
 - Free on-line, sell physical copy
 - Nine Inch Nails - 1.6 million USD from limited edition vinyl disks

