Mapping of Digital Literacy Skills

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Mapping Digital Literacy Skills

Digital Literacy: The ability to appropriately and effectively use digital technologies for learning, working and living in a digital age.

Why is Digital Literacy Important?
- Find, select, evaluate & critique information
- Use social media to collaborate
- Use VLEs
- Know when & how to share information
- Build and manage a professional identity
- Employers expect it

How Can We Easily Incorporate Digital Literacy Into a Programme?
- Distribute elements of Digital Literacy throughout the Programme.
- Include elements of criticality – as well as learning to use digital tools.
- Ask your College Librarian for support.
- Start off small – Digital Literacy may already be implicit in some modules.

Recognising What We’re Doing Already

<table>
<thead>
<tr>
<th>Assessment Tool</th>
<th>Sample Learning Outcomes</th>
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</thead>
<tbody>
<tr>
<td>Written Report/Essay</td>
<td>Use appropriate software tools and extensions (e.g. referencing software) to develop and reference a professional standard report.</td>
</tr>
<tr>
<td>Report/Essay</td>
<td>Locate, retrieve and use information from a range of sources.</td>
</tr>
<tr>
<td>Presentation</td>
<td>Use presentation software to present a report / disseminate ideas.</td>
</tr>
</tbody>
</table>

Modifying Current Activity

Individual Essay
- Use the Wiki facility on Webcourses to collaborate.
- Locate, retrieve, and use information about companies and brands using a range of resources (incl. library databases).
- Reference all sources used correctly using the APA style.

Group Wiki
Modifying Current Activity

- Combine both print and digital tools to communicate information to different audiences.
- Decide on appropriate levels of information to communicate online to different audiences.

Raft Case Study: Pharmacy

Further Modifications

- Written Marketing Plan for New Product
  - Develop App
  - Use Library Databases to research market for app
  - Reflective Blog Postings on research process & contrib. to project
  - Reference and cite sources throughout Marketing Plan

DT341/1: Digital Marketing: Practice and Theory module

Sample Learning Outcomes

- Use an app builder and design tools to develop an app.
- Formulate a search strategy and apply it to find articles and market research information in relation to a company, its competitors, and the related industry.
- Distinguish between appropriate and inappropriate (for assignments) sources of information.
- Avoid plagiarism by citing sources using the APA (6th) system.

Digital Literacy Toolkit

For more examples and case studies, visit

http://dit.ie/graduateattributes/digitallyliterate/

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