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# **Media Information Literacy. The Perspective of Saudi Blind and Visually Impaired University Students**

Dr. Maryam S. AlOshan



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## Outline:

- ◀ Research idea
- ◀ Aim and scope
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## Research idea

The research idea was initiated after supervising Information Science students on their graduation project. The project was to create a smart phone application for blind people that help them identify Saudi money notes



# Aim and scope

## **This research aimed to:**

- Shed light on blind students' media information literacy in Saudi Arabia
- Investigate how competent they are in relation to their levels of media information literacy skills.
- Make recommendation to improve their engagement effectively with both information communication technologies and media information systems

# Background



- Blind people dealing with information using computers and other devices, encounter both search difficulties and difficulties in adjusting themselves to the screen.
  - Blind people are not able to locate something as basic as the search button because of the design complexity of the screen.  
Internet empowers blind and visually impaired people as it allows them to browse information without needing help from others.
  - Blind people are now not only able to access information but also to participate in online social media in unprecedented way.  
Social media tools are complex and hard to follow but the opportunity of blind people to communicate with both disabled and nondisabled compensate for its low functionalities
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# Methodology

- There are approximately 300 blind collage students in Riyadh universities.
- Participants were approached in many ways: through universities' centers for people with special needs, Emails, and email lists.
- 47 responses were generated.
- The survey question were adopted from the International Media & Information Literacy Survey (IMILS),
- Translated into Arabic language and formatted using Google Docs (most applicable online survey format) with screen readers used by the blind.
- Designed to provide information about:
  - The views of participants on media and information literacy.
  - Assessing participants media and information literacy skills
  - Investigates the difficulties faced to use information successfully.

# Profile of participants of completed surveys

<i>Variables</i>	<i>Value</i>	<i>Frequency</i>	<i>Percentage</i>
Gender	Male	13	28%
	Female	33	72%
Age	18-20	12	26%
	21-29	28	61%
	30-39	6	13%
Current Level Of Study	Preparation Year	4	9%
	First Year	11	24%
	Second Year	8	17%
	Third Year	7	15%
	Forth Year	16	35%



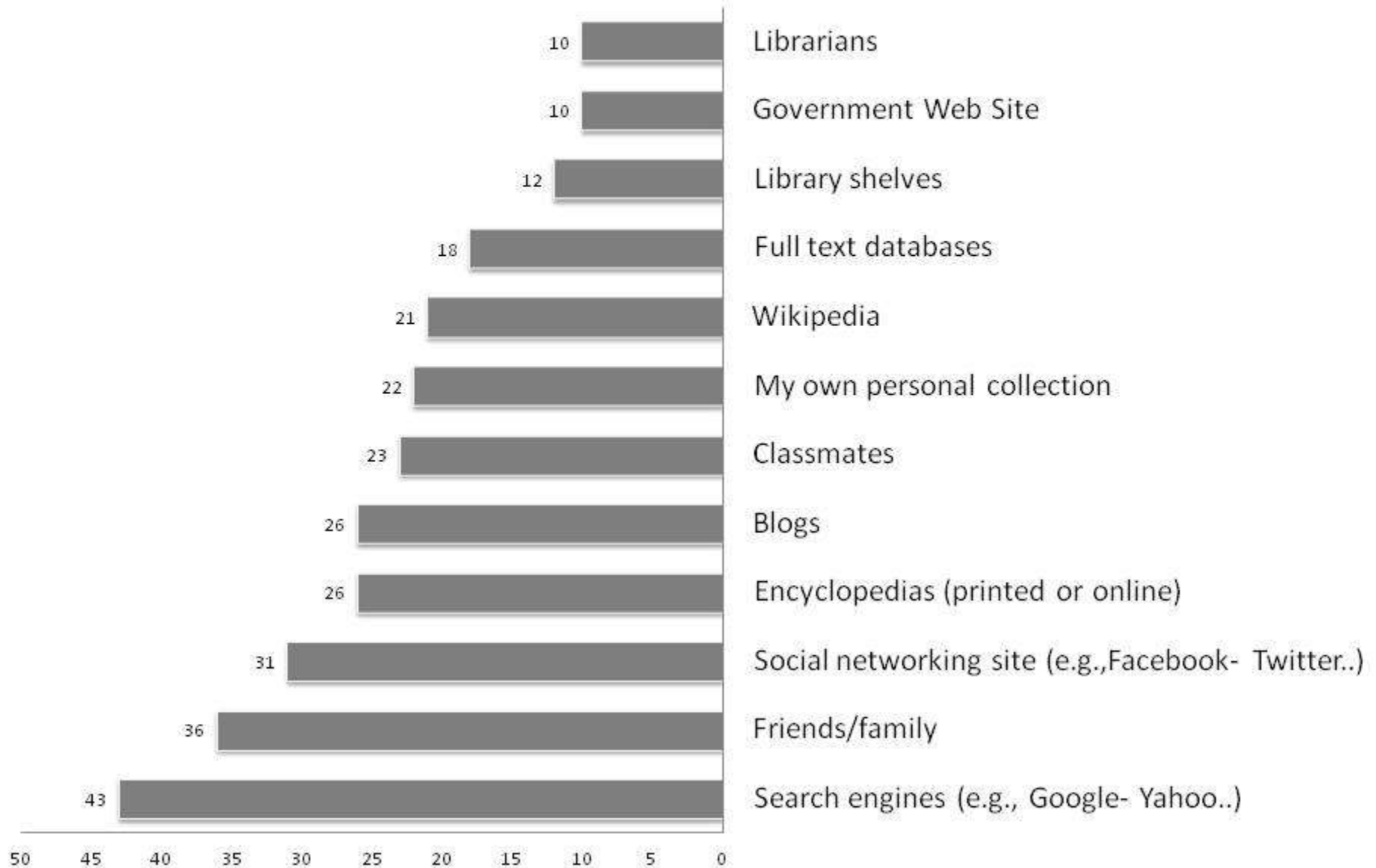


# Findings

## Topics for recent web search:

- Searching for social contact
- Spiritual information
- Finding news/current events
- Purchasing something (e.g., product or service)
- Information related to possible housing locations
- Travel information
- Career related information
- Advocacy information about different political/social causes.

# Sources Used for Everyday Life Research

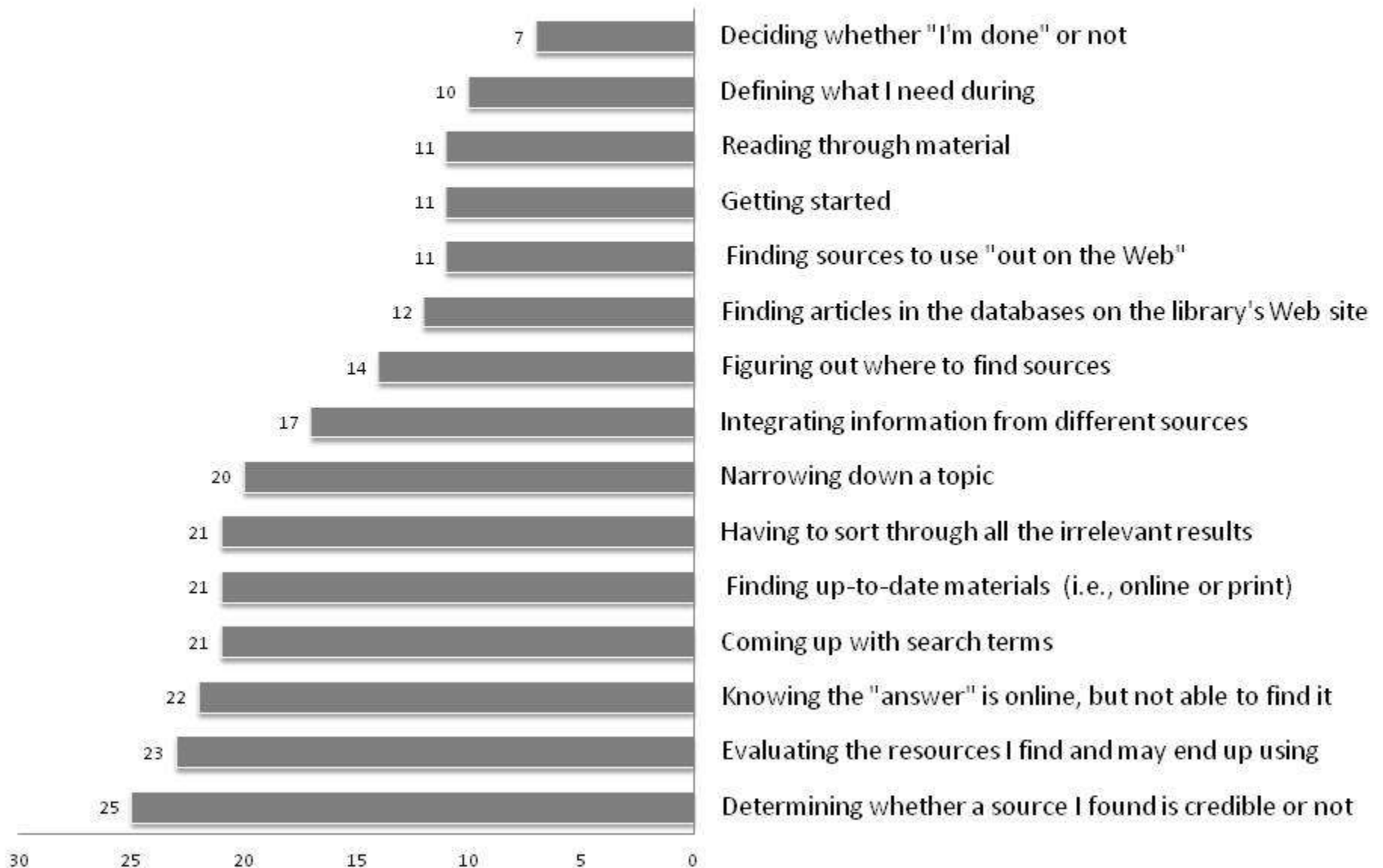




## Evaluation criteria

- Currency (up to date) the highest priority (n=31)
- Author's credentials the second (n=26)
- Citation (n=24)
- Subjectivity of the author's opinion (n=22)
- Familiar of the website to the user (n= 21)
- No interest in knowing if web resources had been mentioned by a librarian or the origins of an URL address.

# Difficult faced in everyday life search



# Social media for the blind



During the last six months the most common application tools used by blind people to support their everyday life search queries

- Microblogs such as Twitter and Face-book (n=32, 70%)
- Voice over Internet Protocol (e.g., Skype) (n=28, 61%)
- Blogging (e.g., LiveJournal) at the rate of (n=23, 50%)
- Photo sharing site such as Flickr and Photobucket (n=8, 17%)

# What's next

- ▶ To survive and be an active citizen in the society blind people need not only to have access to information and knowledge but also to communicate with the rest of the society. The connection to both content and people improves the quality of their lives.
- ▶ Social media are the cornerstones of modern communication and it is essential that people with disabilities, who can become socially isolated, are able to use these tools and stay connected with the world.'
- ▶ 'Social media gives voices to individuals marginalized and ignored by traditional media, enabling the world to hear these voices for the first time in history'
- ▶ There is a need further investigation and analysis. Media and Information Literacy is recognized as a lifelong learning process and a main component of individual development and empowerment. Preparing a national strategic plan for Blind Media Information Literacy is a very important for their social inclusion

**Thank you for Listening..**

**Any Question?**

Dr. Maryam S. Al-Oshan  
Assistant Professor  
Imam Mohammad bin Saud University  
College of Computer Science  
Department of Information Studies  
[Aloshan@ccis.imamu.edu.sa](mailto:Aloshan@ccis.imamu.edu.sa)

