



# Joining conceptual approaches to foster Media and Information Literacy

Putting principles to work for online information access

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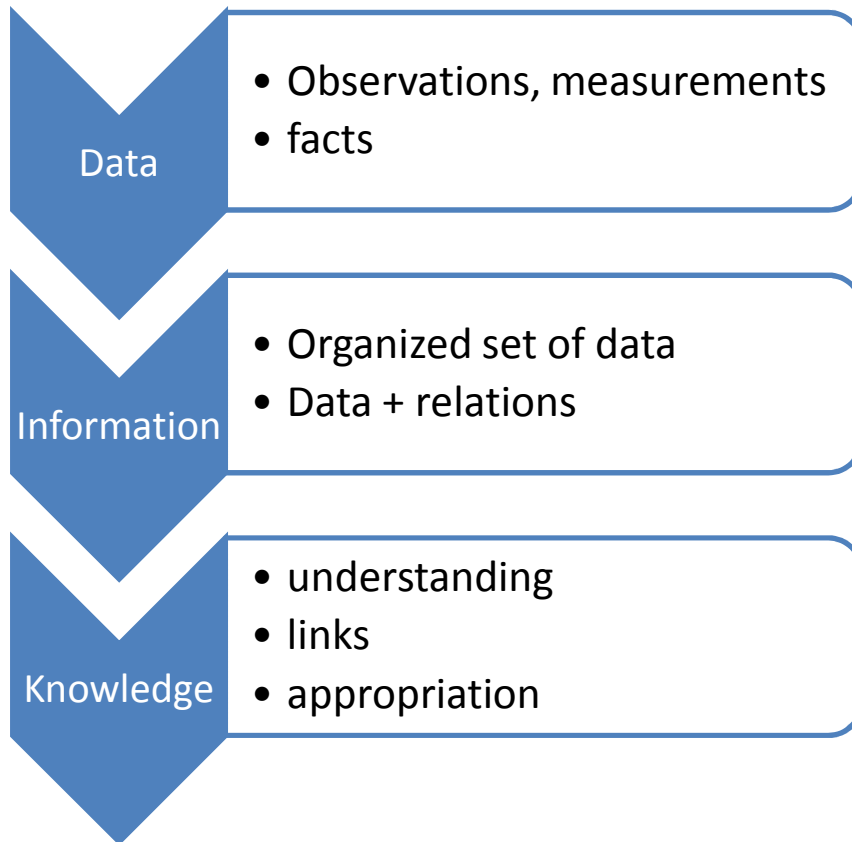
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# MIL and search engines

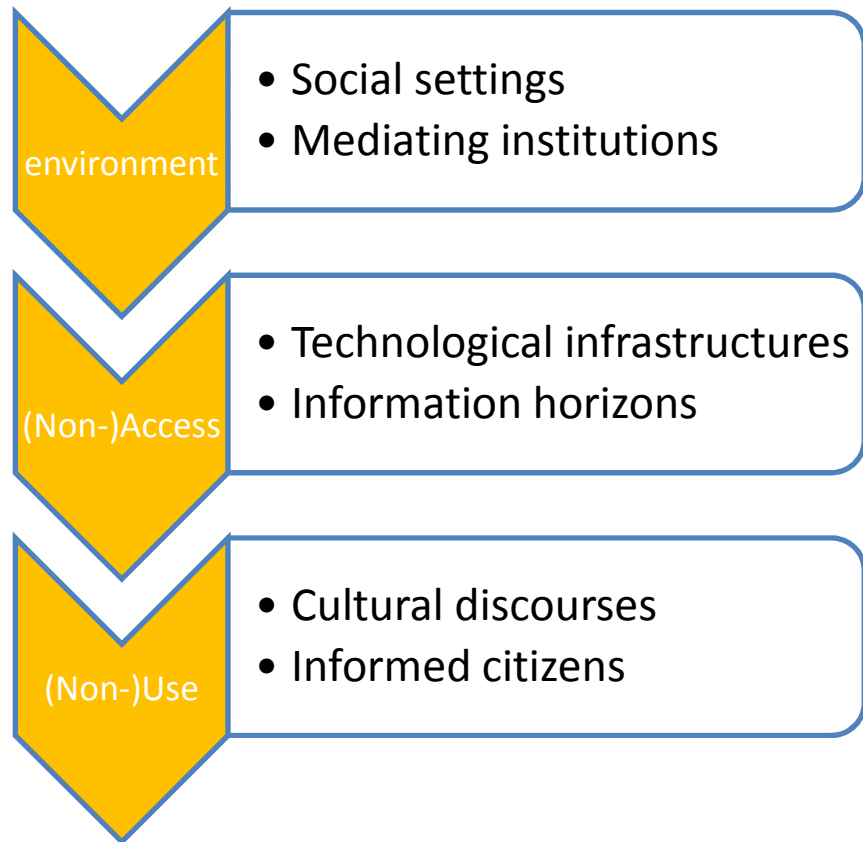
- Information literacy *versus* Media literacy concepts
- The technological turn *vs* the practice turn
- A specific case: web search engines

# Concepts : Information

## Information as an intermediate state between data and knowledge



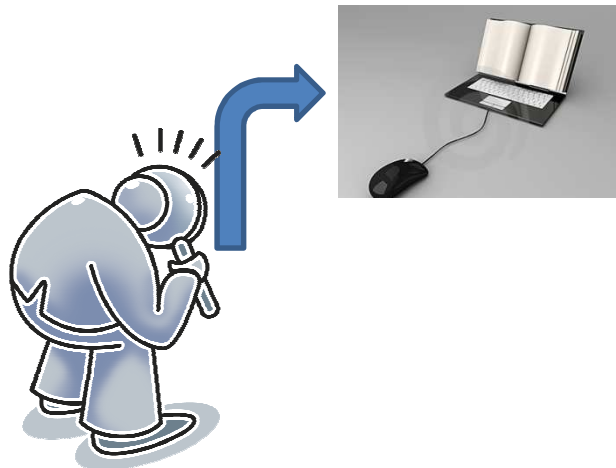
## Information as a social process



# Concepts

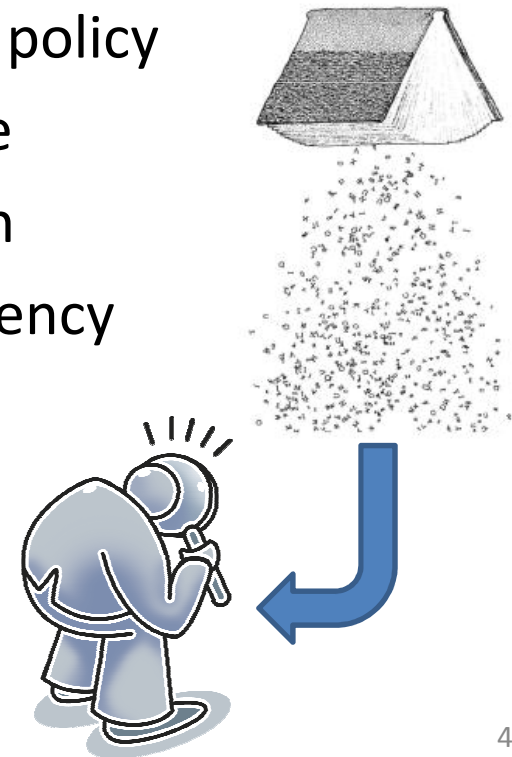
## Information literacy

- Information need
- Information sources
- Relevance
  - Information quality
  - Content matching with need



## Media education

- role and functioning of media
- editorial policy
- audience
- attention
- transparency



# Technological turn vs practice turn

- Information and communication technologies (ICT)
  - Not new : books are ICT
    - Organize readable texts for action (Anderson, 1988)
  - Mediated communication, computerized media
- Practice turn in social sciences
  - User instructions embedded in ICT vs actual users practices
  - Appropriation by users in their activities

# Information access

- Settings (“dispositifs”, Michel Foucault)
  - Spaces of relations and power playground
- Actor-network theory
  - Actors, actants, enrolment, spokesperson (Bruno Latour)

# Information access

- Web search engines success
  - Easy to use
  - Quick
  - Give results to any query
- Training to search engine use
  - How to formulate a query : obsolete
  - How to « read » results ?

# MIL for web search engines training

- Search engines as media :
  - An editorial policy
    - Selection, information processing, results presentation (snippets)
    - Suggesting queries
  - Economic interests for users' tracking
    - not answering to user needs but satisfying their audience
  - Transparency vs « black boxes »
    - Clear interfaces vs opaque functioning (trade secrets)
  - Spaces for interaction
    - Search engine marketing
    - Google bombing



# MIL for web search engines training

- Search engines are not neutral “tools”
  - For users
    - Thinking by keywords is not natural
      - [Language barriers](#)
    - Reading search engine results pages (SERP)
      - Understanding why such results
      - Less and less user power to specify their needs
  - Not simply giving answers, creating attachment (audience loyalty)
- Mediated access to information
  - Efficiency : easy and quick
  - Performance : what is produced in mediated relations

# Media and Information Literacy

- Joigning concepts of both fields can enhance education
  - asking questions is the first step to knowledge
  - Access to information is not (only) about “information needs”
- MIL :
  - giving the flavour to know
  - giving the concepts to think

Thank you for your attention  
and for your questions

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