

# Digital media literacy for marginalised and excluded adults

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INFORMATION SYSTEMS  
AND INNOVATION GROUP  
Department of Management

# Penceil Project

- People Encountering E-illiteracy (and how they can take action to overcome it)
- Looking at digital and social exclusion
- Non and marginal users of digital technologies
- Field work on a south London public housing estate 2004 - 2006
- Led to critique of existing basic ICT (Information and Communication Technologies) curricula for adults




# Literacies

- We use literacy as a metaphor for
- A skilled and purposeful engagement
  - Many skills
  - Multiple purposes
  - Varied domains of engagement
- Many forms of literacy


# A (partial) taxonomy of skills for engagement in a digital world

- Reading
- Writing
- Spelling
- Numeracy
- Keyboard
- Fine motor control (mouse etc.)
- Technical literacy
  - IT literacy
  - Computer literacy
- Financial literacy
- Time literacy
- Layout awareness
- Identity literacy
- Media literacy
- Information literacy
- Use of language codes and registers
- Following routines
- Study skills
- ...

# New environments for skills

skill	Relationship to familiar world skill
Reading	Similar
Writing	Similar: but writing in a wider variety of contexts requires competence in many codes
Spelling	Easier: (limited) support form spell checkers (sic) 
Numeracy	Arithmetic is assisted: creating and interpreting charts and graphs problematic
Keyboard	Multi-functionality of keys
Time literacy	On-line world is 24/7 demands new time (and relationship) management skills

## New environments for skills 2

skill	Relationship to familiar world skill
Layout awareness	Related to decoding a newspaper page 
Identity literacy	Far more complex: must understand how data is stored, accessed and retained
Technical literacy	Computers (and peripherals) are new sorts of machines that go wrong in new ways
Information literacy	Far more data sources; far less knowledge of provenance; complex searching skills
Following routines	Like recipes; follow routines or understand process?

# How to support learning

Instruction vs discourse

Personal goals vs. pre-described competences

Student centred vs qualification centred

Risk vs fear

Negotiated curriculum

# More information

Penceil project at [www.penceil.lse.ac.uk](http://www.penceil.lse.ac.uk)

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Thank you

Questions and discussion



Today's picks from the best newspaper website

### In the web



**Obama! Inshallah!**  
Fans await Obama's arrival at the White House with enthusiasm tempered by scepticism, writes Middle East editor Ian Black  
guardian.co.uk/world/series/middleeast

### Comment is free...

#### about pains

The strength of New Labour was its ability to adapt to changing times – but can it do so again? guardian.co.uk/commentistree

### Most read

- 1 Cost of crash: \$2,500,000,000,000
- 2 How these mumbucks came to dominate Washington
- 3 US elections: Fourteen Words that spell racism
- 4 Sky's tattooed hermit on coming out of hiding
- 5 Cycling: Victoria Pendleton: I'm for something I'll never achieve

### Coming up

**Been there**  
Your guide to Amsterdam, including where to stay, what to do and what to see  
guardian.co.uk/travel

**Gallery**  
A guide to who's who in Quantum of Solace  
guardian.co.uk/film



Index			
Editorial	4	Comment & Debate	31-32
International	18	Leader comment	34
Opinion	20-21	Reply	35
Special	26	Obituaries	36-37
		Reviews	38
		Weather & Crossword	39
		TV and radio	p2, 27
		Quick Crossword	p2, 28

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Breaking news: Suicide bombers strike in northern Somalia

## BBC suspends Brand and Ross over sex prank calls

Russell Brand and Jonathan Ross suspended until inquiry into calls has been completed  
443 comments

- BBC inquiry findings to be revealed this week
- Poll: is the BBC suspension enough?
- Tories link prank to public service debate
- Profile: Russell Brand
- Profile: Jonathan Ross
- Matt Wells: How to solve a problem like Ross?
- Reaction: Brand and Ross's Radio 2 prank
- Have your say: who should replace the pair?
- Full coverage of the Russell Brand case



Link to this

## 'We don't rob from people's mouths'

Video (6min 56sec), US road trip: Pitting corn growers against environmentalists, ethanol is a divisive issue  
More from our US elections road trip

## McCain in danger of losing Arizona

Poll in McCain's home state shows Republican candidate with only a two-point lead over Obama  
Michael Tomasky: Arizona and the smell of victory  
Clintons make final case for Obama  
Fox News doubts Joe the foreign policy expert  
... while Joe 12 Pack campaigns for Obama  
In pictures: Early voting in the US elections

## Police shoot man dead in Essex

## Interest rate hopes lead market surge

Last updated two minutes ago

FTSE 100 closes up more than 8% - its third best day ever - as traders anticipate global rate cuts

20 comments

- Darling: new approach needed for public finances
- Halloween masks the horror of recession
- Mortgage lending edges up

## MS woman loses assisted suicide case

Only parliament can clarify law against helping terminally ill people to die, high court rules

- Q&A: What the law says on assisted suicide
- Profile: Debbie Purdy
- Arlene Judith Klotzky: Controlling the final chapter

## US elections Full coverage



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# Importance (and difficulty) of searching skills

- desni chile
- desni chile son



- “Subjects also rarely re-typed search terms in order to access more relevant retrievals...our subjects had such difficulty generating original search terms, figuring out appropriate spelling, and determining whether to place spaces between words in search terms” (Birru et al. 2004)

