

Becoming an iLibrary

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Lynn University

- ❖ Private, non-profit; 2,300 student FTE; 25% international students
- ❖ The University's personality, summed up:
 - ❖ “If it's good for students, let's do it.”
 - ❖ “Go for it and figure out the details later.”
- ❖ Library staff: 7 FT, 3 PT (6 hired in the past 18 months)

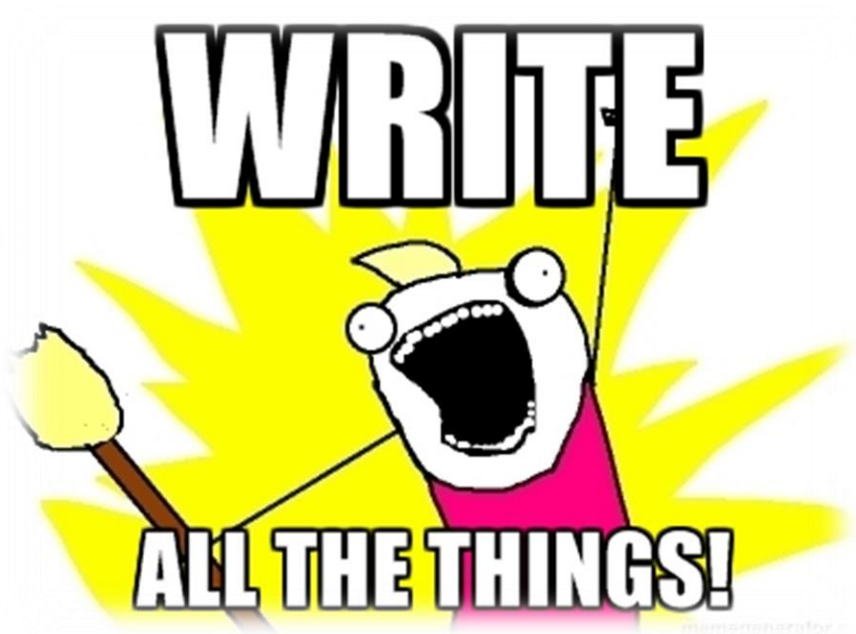


iPad Mini Initiative

- ❖ Fall 2013: SOME
 - ❖ Fall 2014: MOST
 - ❖ Fall 2015: ALL
-
- ❖ Gotta be iPad compatible:
 - ❖ Print → Electronic
 - ❖ Blackboard → iTunesU
 - ❖ Textbooks → iBooks *(or, due to Apple's officiousness: "multitouch books")*



Faculty-Authored iBooks



- ❖ Faculty mobilized, writing their own iBooks
- ❖ Voluntary (However, there's no tenure at Lynn.) 😊
- ❖ Stipend of \$2K and a MacBook Pro
- ❖ Free to students

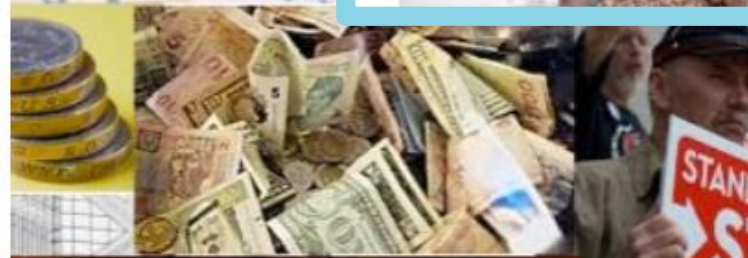
CHAPTER 1

Economics: Management of Resources

1.1	Defining Economic	3
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1.3	The Economists' Tool Kit	17

FARIDEH FARAZMAND

PRINCIPLES OF ECONOMICS



Chapter 1 Economics: Management of Resources

Start Up: Economies in the News

...to be the part of economic news. From the recent financial crisis since the Great Depression to the possibility of a global recession, to spiraling gasoline and food prices, and to plunging housing prices, economic questions were the primary focus in the presidential campaign of 2008 and dominated the news agenda.

1

Defining Economic

...the study of how individuals and societies use scarce resources to produce goods and services and distribute them among various members of society.

2

Scarcity, Choice, and Opportunity Cost

...the fact that resources are limited, and therefore choices must be made about how to allocate them. Opportunity cost is the value of the next best alternative that is foregone when a choice is made.

3

Production Possibilities Frontier

...a graph that shows the combinations of goods and services that a country can produce given its resources and technology.

4

Supply and Demand

...the relationship between the quantity of a good or service that consumers are willing to buy and the quantity that producers are willing to sell.

5

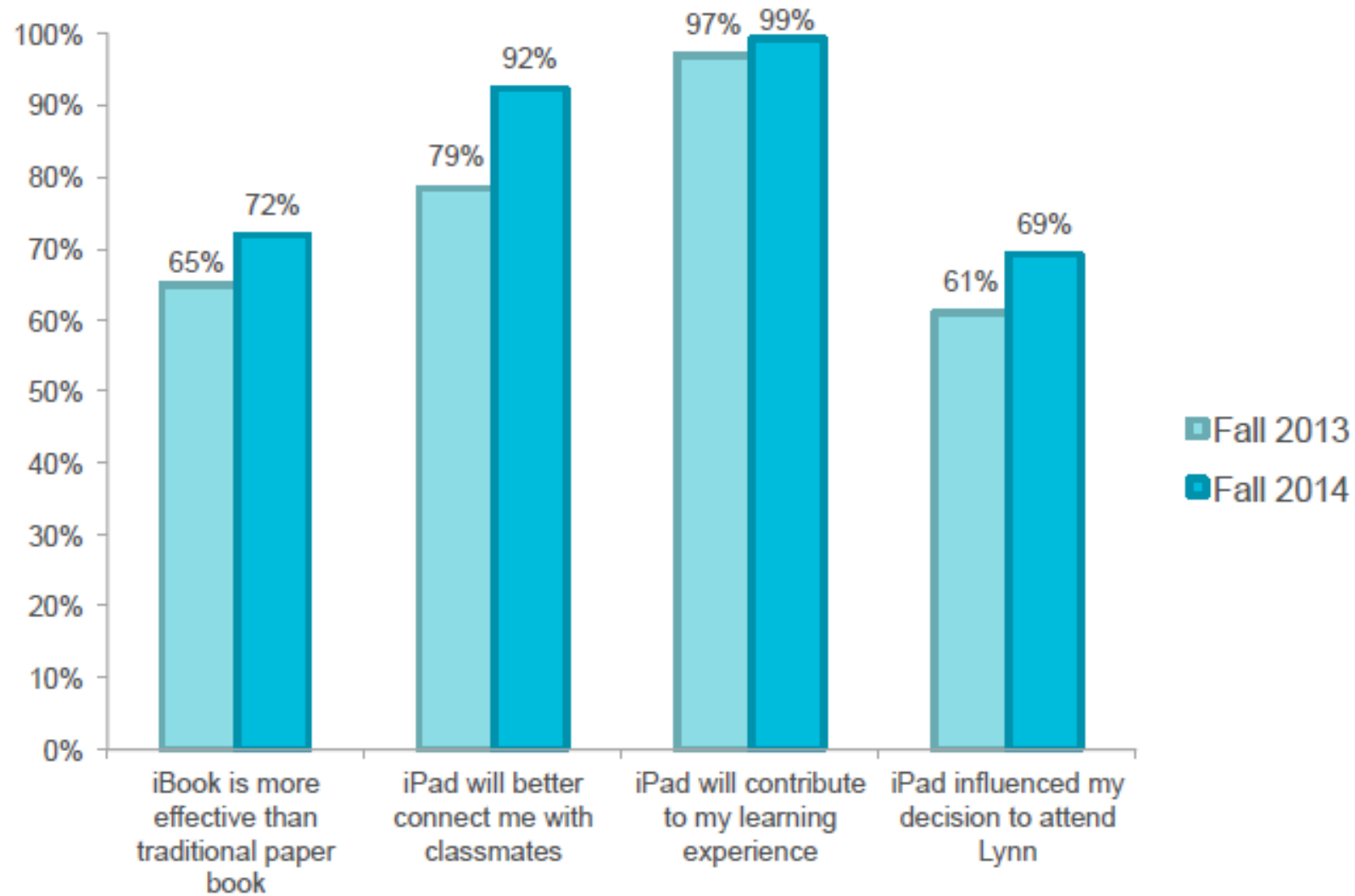
Government's Role

...the actions taken by the government to influence the economy, such as setting tax rates and regulating markets.

6



Year-over-year comparison*

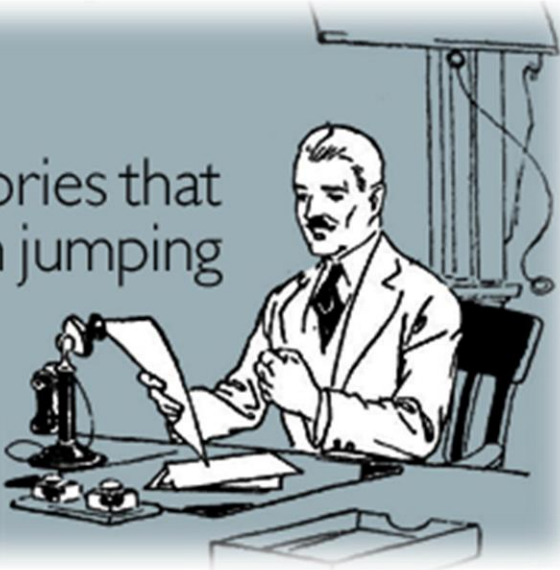


*Lynn University surveys of students who received an iPad in August 2013 and August 2014.

Complete* Success!

*[*By “complete” we mean “partial”]*

It's the small victories that prevent me from jumping out the window.



someecards



Distinguished School

Recognized by Apple® as a distinguished school for innovation, leadership and education excellence.

- ❖ 24 iBooks in use; dozen more on the way
- ❖ Subjects include philosophy, economics, leadership, fashion, business analytics, education, history, new media, professional communication, biology, aeronautics
- ❖ Dramatically cuts textbook costs
- ❖ Students love them

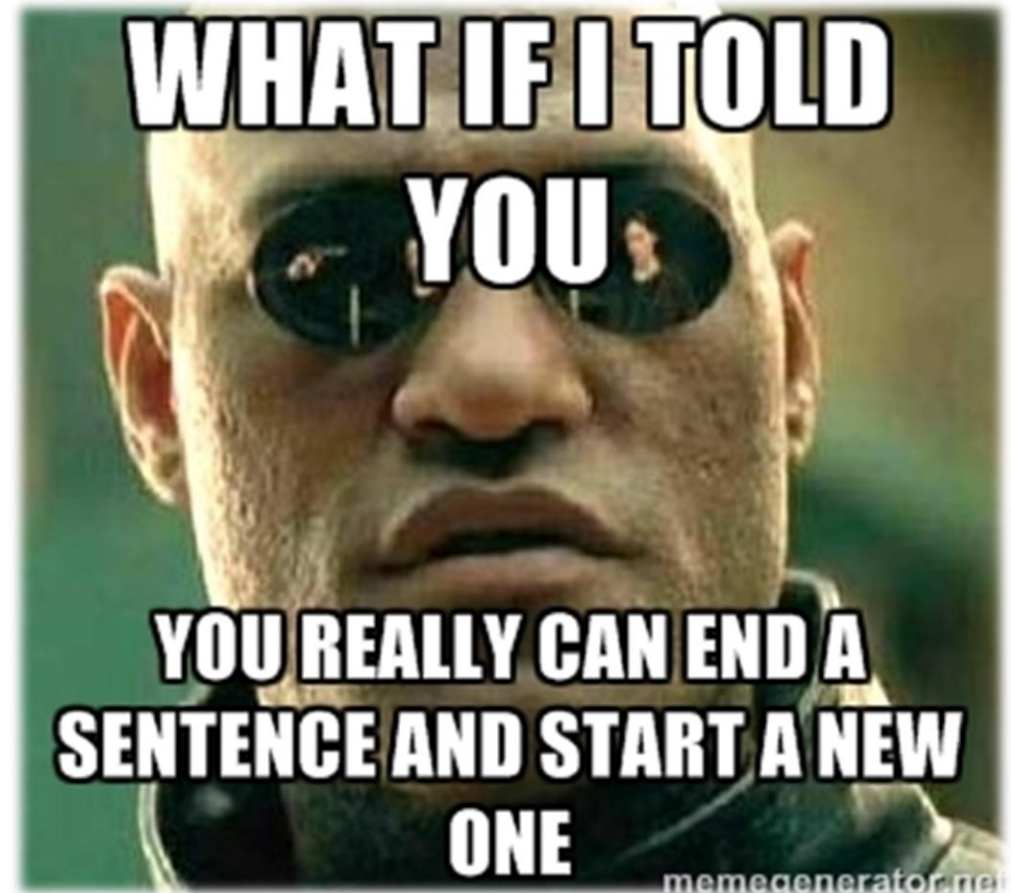
The iBooks are amazing and the program is unique but...

...There Was Some Bad Writing

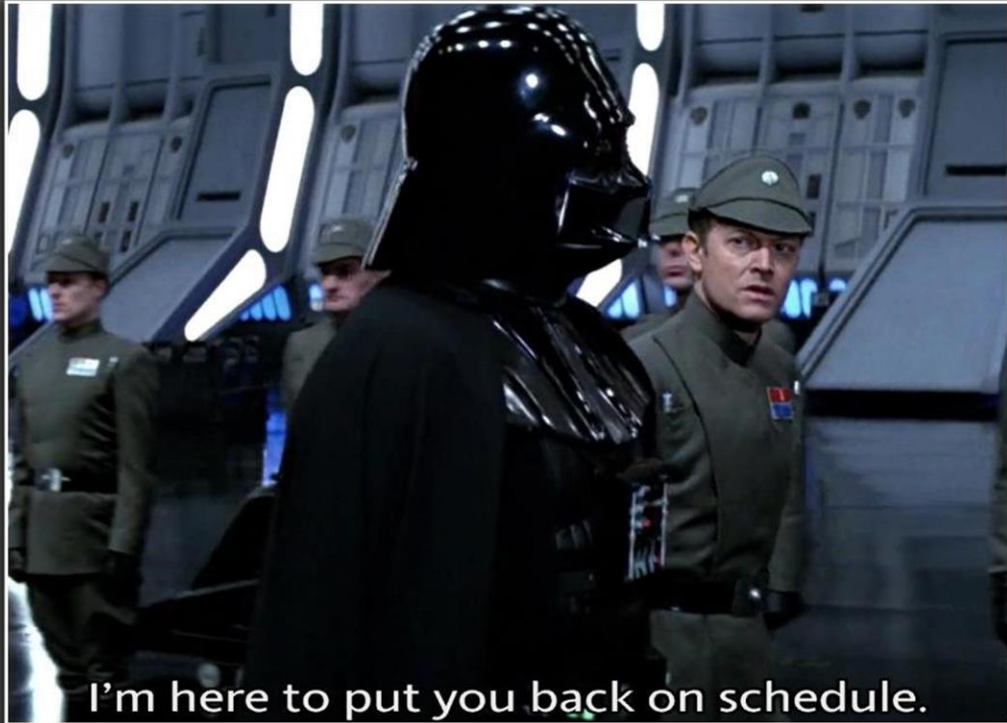
- ❖ Training and technology, but no real oversight of the writing process.

Led to sentences like:

“There are two significant implications of contingency theory: if there is no ‘one best way’, then even apparently quite similar organizations, for example, two nearby colleges, may choose significantly different structures and still survive, be reasonably successful in achieving their missions, and so on if different parts of the same organization are influenced in different ways by the contingencies bearing upon them, then it may be appropriate for them to be structured differently, for example, one university department may have a functional structure whilst another may have a matrix structure”



...& Some Exhausting Disorganization



I'm here to put you back on schedule.

DARTH VADER
SITH PROJECT MANAGER

- ❖ “Not a single one of the 178 images is cited in the text.”
- ❖ “She has no idea where her most recent .iba file is.”
- ❖ “I’m not sure how to access the drive remotely.”
- ❖ “This one chapter of hers is going to exceed the entire length of Jim’s iBook.”

The Lynn University Digital Press



- ❖ Just officially launched with iLynn, Lynn's new online learning initiative, May 3rd

- ❖ Part of the Lynn University Library
- ❖ Hired an Academic Editor in December 2014
- ❖ Instructional designers work on multimedia and widgets
- ❖ Editorial style guide, workflow, contracts, policies & procedures in place
- ❖ All books have now been thoroughly edited and revised

Information Literacy at Lynn

- ❖ Embedded within the Core Curriculum
- ❖ IL Learning Outcomes Required for Core Courses
- ❖ Responsibility Falls Primarily on Faculty
- ❖ Library Provides Instruction & Assistance Upon Request



Dialogues of Learning | Lynn's Core Curriculum

Core Courses

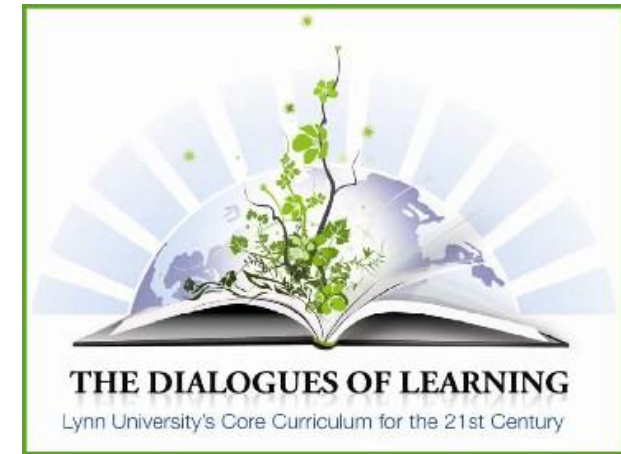
Self & Society

Justice & Civic Life

Belief & Reason

100 & 200 General Courses

300 & 400 Integrated with Majors



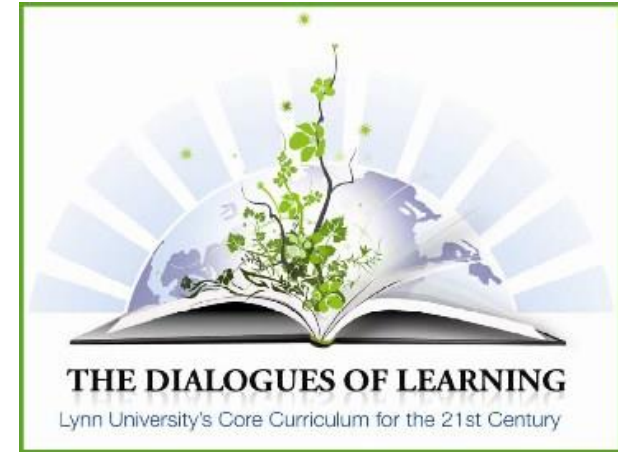
Quantitative Reasoning
Scientific Literacy

Core Skills

Writing

Speaking

Critical Thinking



Technology Literacy
Information Literacy



Based on WMU
Translated into Captivate
Integrated with Blackboard

6 Modules
Self & Society 100

Limitations

- ❖ Too Concentrated
- ❖ Not Mobile Friendly
- ❖ Difficult to Update
- ❖ No Support

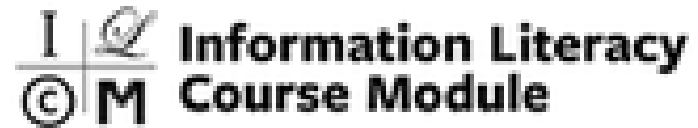



Redesign

Mobile Friendly

Pre-Packaged Videos &
Quizzes

Spread Through 100 & 200
Level Dialogues

The logo consists of a square divided into four quadrants by a vertical and a horizontal line. The top-left quadrant contains the letter 'I', the top-right contains a magnifying glass icon, the bottom-left contains a copyright symbol '©', and the bottom-right contains the letter 'M'. To the right of this square, the text 'Information Literacy' is on the top line and 'Course Module' is on the bottom line, both in a bold, sans-serif font.

I |  **Information Literacy**
© | **M** **Course Module**

Reorganize

Self & Society 100

- Welcome
- Information Literacy Pre-Assessment

Justice & Civic Life 100

- Academic Integrity
- Citing Sources

Belief & Reason 100

- Study Skills
- Presenting Information

Self & Society 200

- Research Process
- Anatomy of a Research Paper

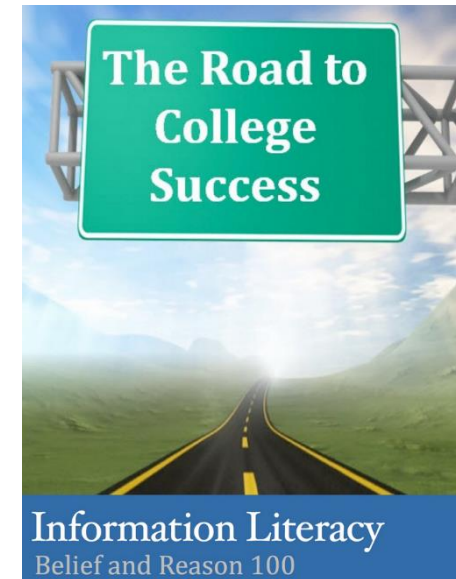
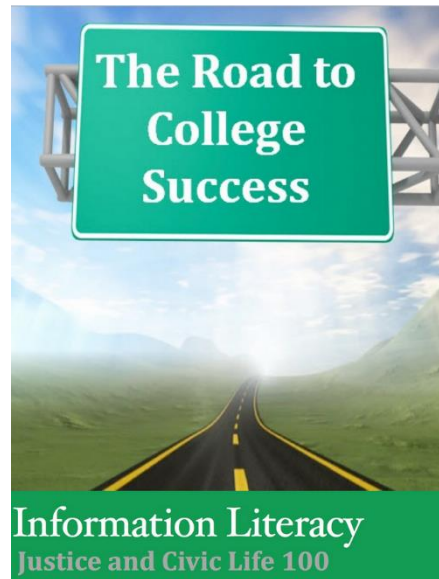
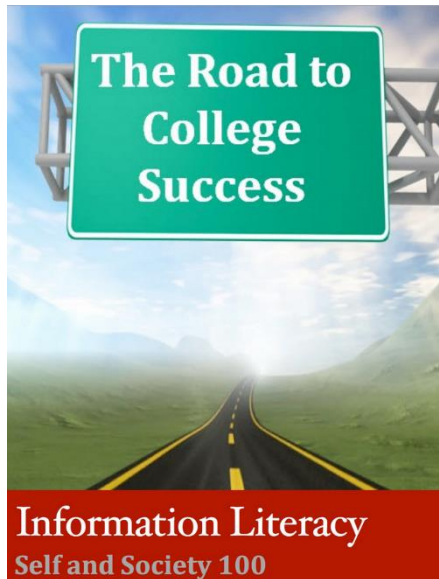
Justice & Civic Life 200

- Digital Social Issues
- Evaluating Information/Peer Review

Belief & Reason 200

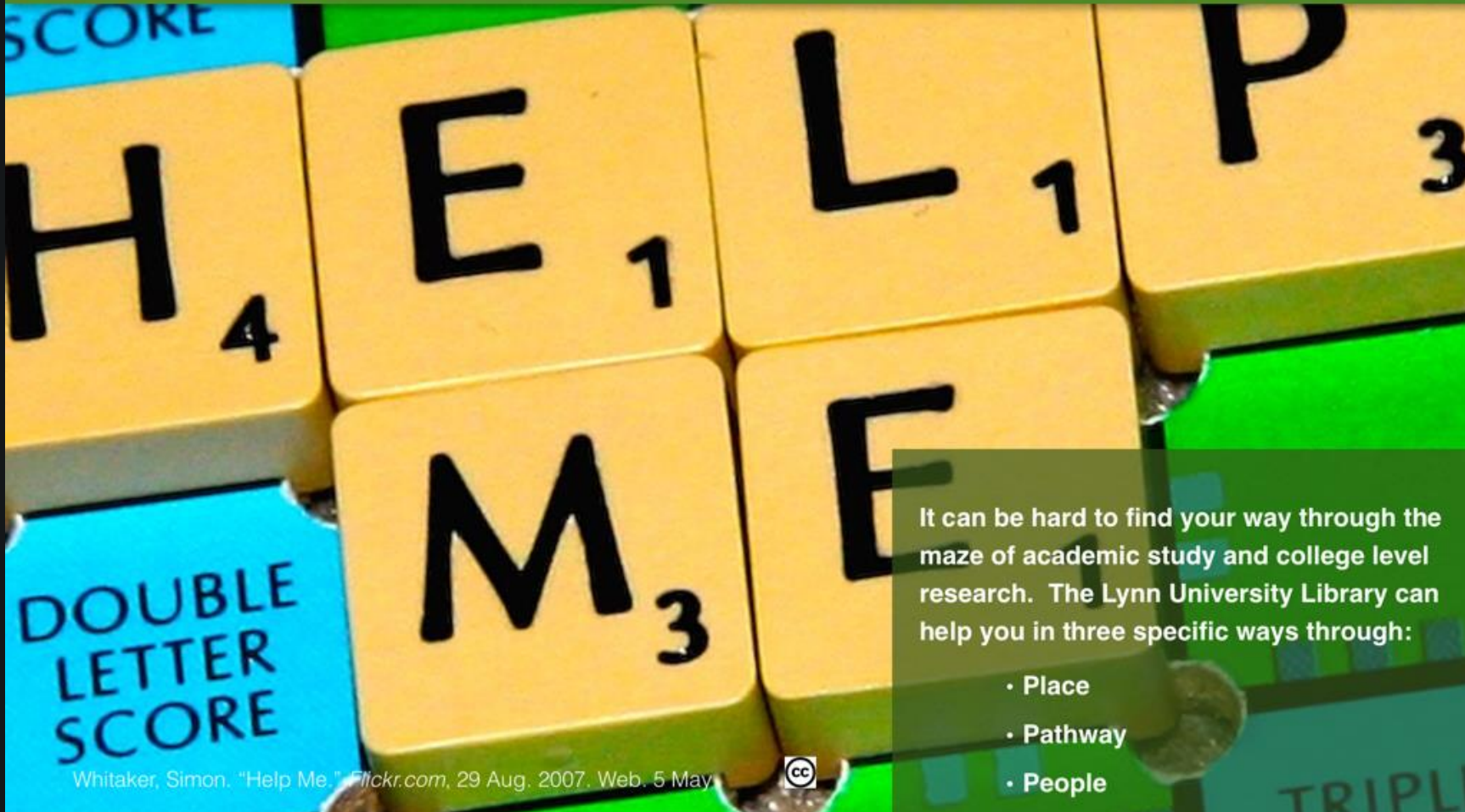
- Search Techniques
- Primary and Secondary Sources

Repackage into iBooks



Chapter 1

Here to Help



It can be hard to find your way through the maze of academic study and college level research. The Lynn University Library can help you in three specific ways through:

- Place
- Pathway
- People

Section 1

The Library as Place for Learning

We endeavor to make the library a relaxed and welcoming place. Stop at the Perper Coffee House on your way in and get a coffee and a snack. Meet with your classmates in one of the study rooms to work on your group project. Use our new Mac Lab to create graphics for your class presentations. Print out a paper just in time to turn it in. For a break from studying check out a Harry Potter book or *The Fault in our Stars* or a DVD like *Anchorman 2*.

The first floor of the library is study central. If you need help with research, computers, or anything else, just ask at the Information Desk. Collaboration is encouraged.



Meyer, Roger. "nuisance 01." Flickr.com, 14 Mar.

2009. Web 29 July 2014. 

If you need quiet in order to concentrate, make your way to the second floor. We reserve this space as a no cell phone, no chatting refuge for undisturbed study.

The Library is open seven days a week. We have extended hours during exams. Check the Library website (www.lynn.edu/library) for current hours.



Section 2

The Library as a Pathway to Knowledge



Ten Good Reasons to Use the Library

So, you have to write a paper on the pros and cons of capital punishment or immigration reform. You've always just gone on the web and used Google to find information before. Why should you bother using library resources? Here are ten good reasons why:

1. **Not everything is on the Internet.** There is a lot of useful information out there on the web. Unfortunately, this often leads to the misconception that everything you need to know can be found online. This simply isn't true. There are tons of published materials (books, articles, videos, music, etc) that you won't find using a standard search engine like Google or Yahoo. And even when you do find them, your access may be limited (see #2 below.)

2. **Not everything on the Internet is free.** Much of the web consists of subscription services that make you pay if you want to get into their website or download their stuff. Before you go and spend your hard-earned money on these services, check out the library's website. We've already paid for many of these services so you don't have to.

3. **The Internet is not very organized.** How many times have you searched for something on the web and got a list of 1.5 million web pages? How are you supposed to make sense of that? Does searching the web feel like looking for a needle in a haystack? Well, library resources, unlike the web, are organized by topic and broken down into different types of information (books, articles, databases, etc.) Library resources have been organized by real people, not by search engine robots.

Gallery 1.1 Library Databases Provide a Wealth of Information



Find Today's news from Newspapers around the world in Library Press Display

4. **There is no quality control on the Internet.** The internet is full of lies, misconceptions, and half-truths. Almost anyone with a computer can put up a website, and they don't have to know what they're talking about. Some sites will deliberately mislead you in order to get your money, change your opinion on a controversial issue, or just to pull your leg. Hoax sites are all over the place, and they often look real. Library resources, on the other hand, have mostly been through editors and fact-checkers who make sure you're getting (relatively) reliable information.

5. **Sources on the Internet can be harder to verify.** When you write a paper, it's important to cite your sources. Some web pages make it difficult to figure out who's telling you what and where they got their information. Library resources, even those on our online databases, will tell you exactly where the information came from.

6. **The Internet is too new for some things.** Are you looking for news stories from the day you were born? The web is relatively new, and many sources of information over 15-20 years old have not been digitized or placed on the web. If you're looking for information on older events, you'll have better luck checking out the library's resources.

7. **Library online resources are available 24/7.** There's more to the library than books these days. The library's online databases, e-books collections and other online resources can be accessed 24/7 through the library's website. Although you access these resources through the internet, they are not "internet sources". They are every bit a part of our library's collection as the books on our shelf. The articles and books you find in our online databases and e-books collections are reprinted from real live print sources.

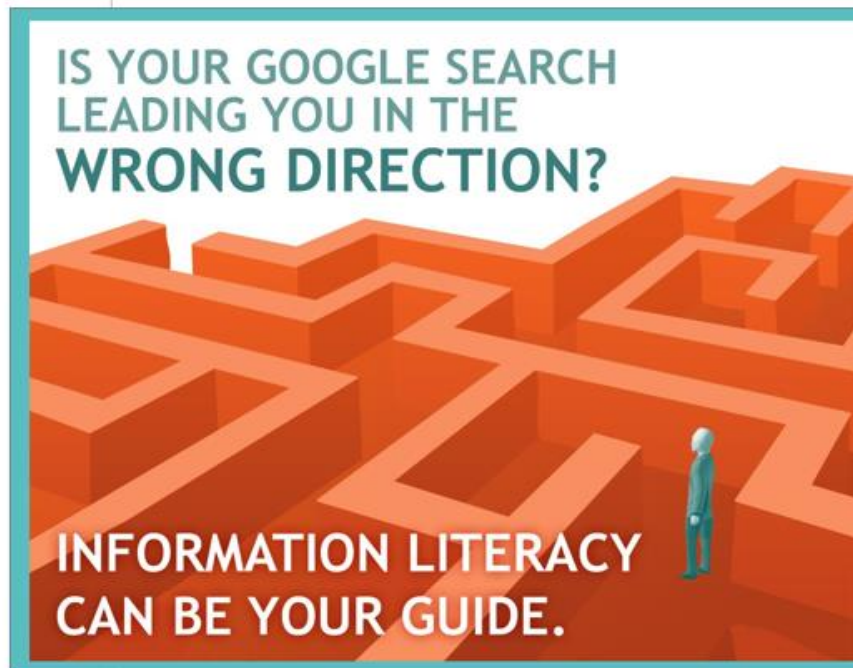
8. **The Internet is a mile wide and an inch deep.** So you've found 40 websites on a particular topic, but they all give you the same four or five facts without very much detail. How do you stretch that out to a five-page paper? For a varied and more in-depth analysis, try some of the library's books or article databases.

9. **You're already paying for the library.** Your tuition and fees help pay for library resources. Why not get your money's worth?

10. **Real live people can help you use our library.** Nice, eager, friendly, highly-trained librarians are standing by, waiting to help you find the information you're looking for. Don't spend hours in vain looking for information on the web. Take advantage of our services to point you in the right direction.

This list is adapted from Mark Herring's "10 Reasons Why the Internet Is No Substitute for a Library," which originally appeared in *American Libraries*, April 2001, p. 76-78.

Lynn Library's electronic resources are vast. A carefully selected collection of research databases containing 76,000 e-journal titles and more is accessible through the library. The library also has more than 100,000 e-books that are accessible via the web. You can use our quick and easy Library Search Box found on our [library home page](#) to search almost everything at once. Or search individual databases from the [articles and databases page](#).



Section 3

The Library has Helpful People

Lynn Librarians are here to help you (we don't bite!). We are able to help you in many ways: assist you in deciding on a good topic for your paper, suggest good sources of information for your topic, show you how to find reliable information, help you with computer stuff (Microsoft Word, Powerpoint, iPad apps), teach you how to format your citations in MLA style, etc.

You can contact us:

- via chat from the [Library Home Page](#)
- by texting 561-299-3043

Or Contact Individual Librarians



Amy Filiatreau 561-237-7067 afiliatreau@lynn.edu



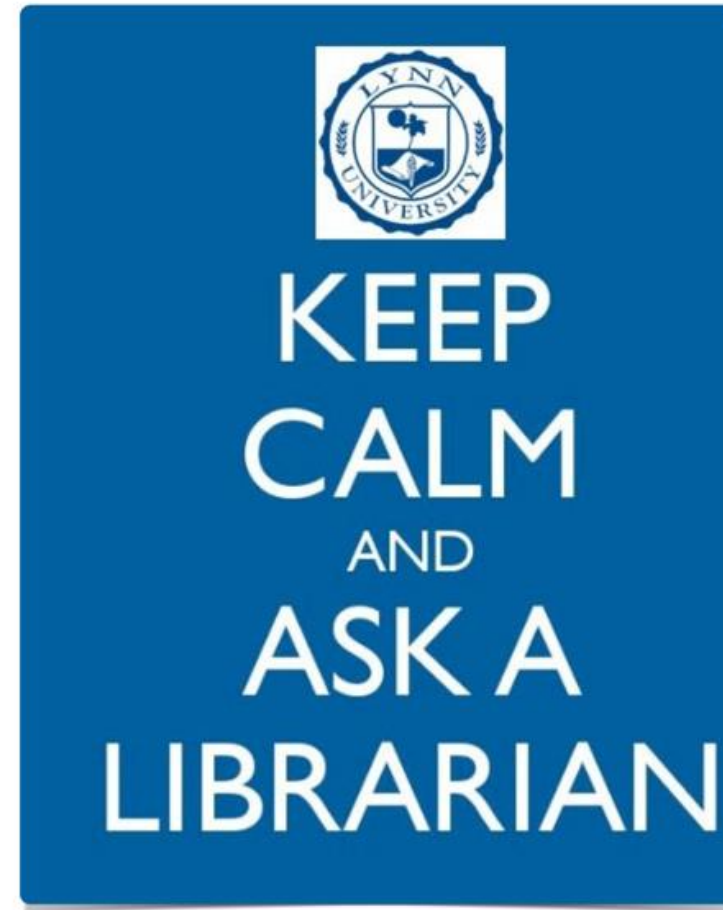
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Chapter 2

Information Literacy:

Why is it Important?

Find It!

Weigh It!

Use It!

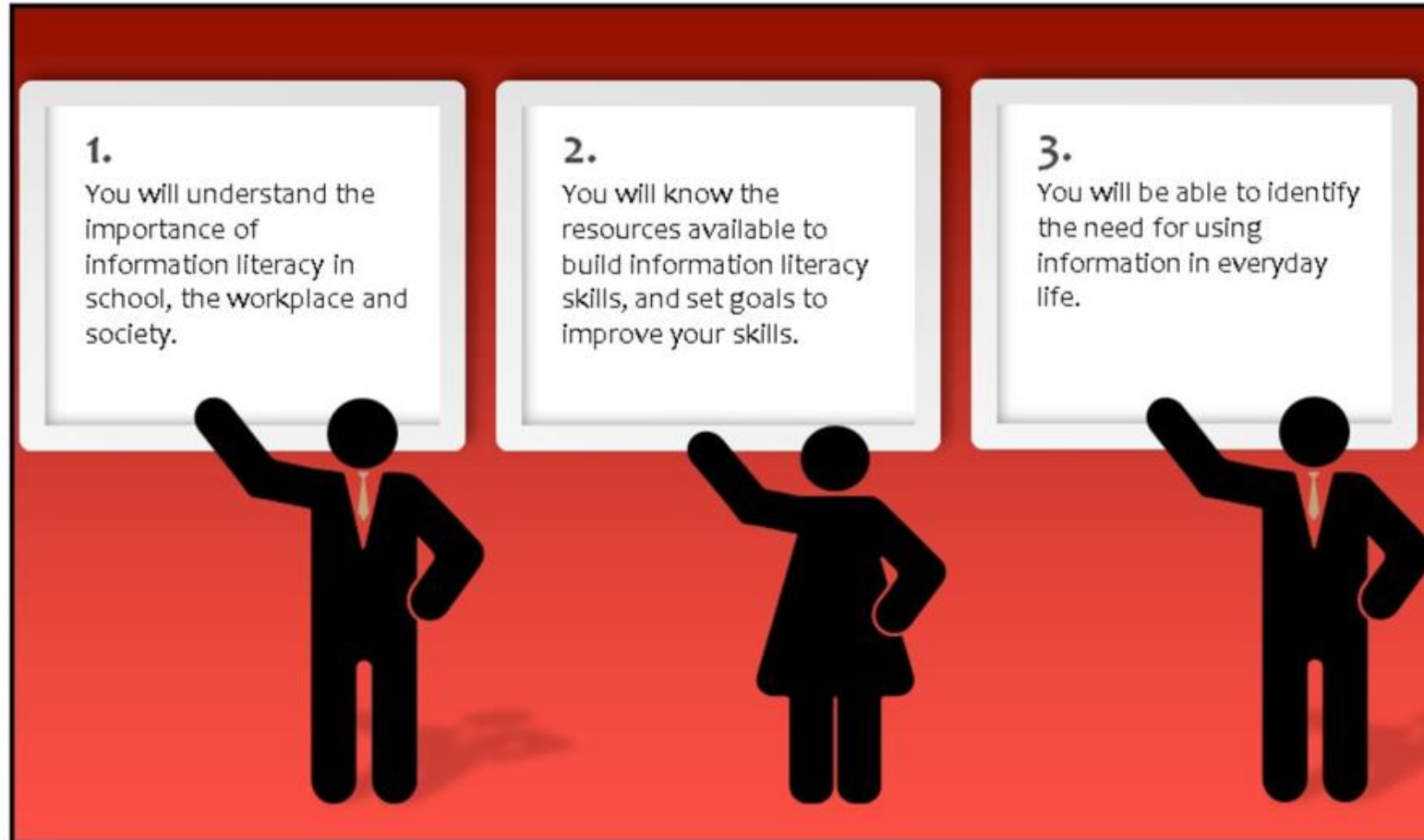
INFORMATION LITERACY

Become Research Ready

In today's world, information skills – critical thinking and problem solving – are essential to success in the workplace and in many aspects of life. Being conscious of information and basing your decisions on good knowledge will significantly impact your experiences.

Section 1

Learning Outcomes



The image shows three whiteboards on a red background, each with a numbered learning outcome. Below each whiteboard is a black silhouette of a person pointing at the board. The first is a man in a suit, the second is a woman in a dress, and the third is a man in a suit.

- 1.** You will understand the importance of information literacy in school, the workplace and society.
- 2.** You will know the resources available to build information literacy skills, and set goals to improve your skills.
- 3.** You will be able to identify the need for using information in everyday life.

Section 2

What is Information Literacy?

Information literacy is

- Recognizing an information need, like the need to develop a new skill
- Knowing where to look for information and understanding there may be multiple sources of information, like the opinion of your service provider and an independent source
- Being able to evaluate information, based on authority, accuracy, currency, coverage, and objectivity, such as trusting medical information from a peer-reviewed journal from the Public Library of Science more than information from a drug manufacturer's web site
- Using and sharing information appropriately, like avoiding plagiarism or packaging the information in a way that is fits your audience



Section 3

Why is Information Literacy Important?

Click on the picture below to watch a video which answers this question:



iNFORMATION  N LITERACY
WHY IS IT IMPORTANT?



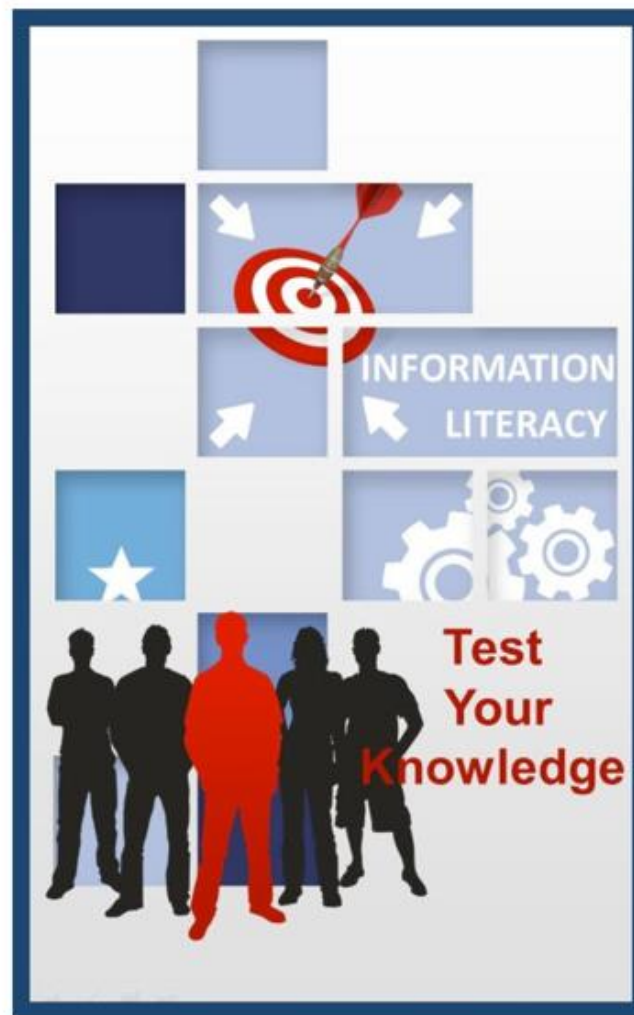
Section 4

What do you know about Information Literacy?

Click on the picture on the left to take the Information Literacy Pre-Assessment Quiz.

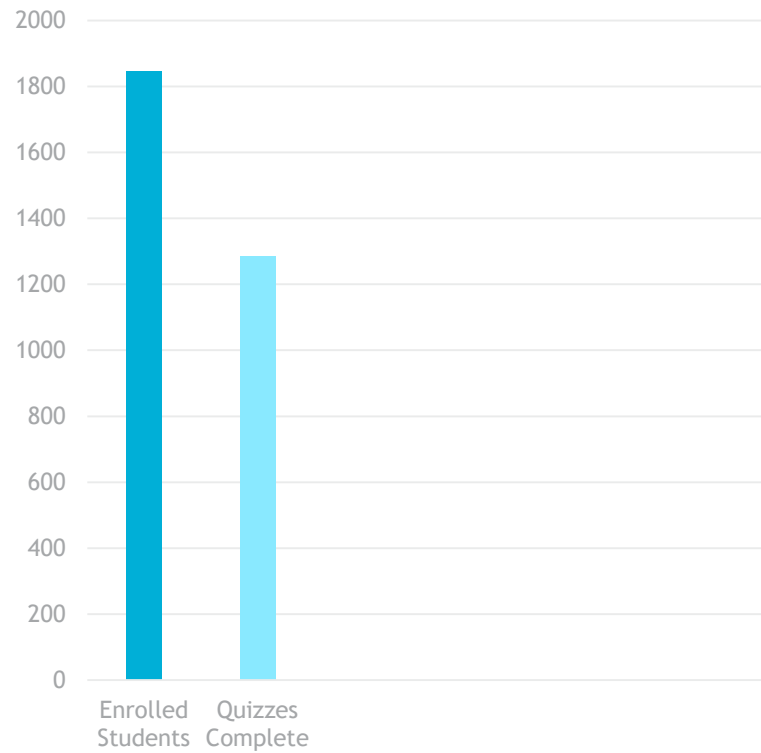
Be sure to enter the exact course and section number (for example, DSS100A) for your class to get credit for taking

***This test is just to see how much you know about Information Literacy before you study it. Don't worry if you don't know most of the answers. You will be learning about Information Literacy in your Dialogue classes over the next two years.



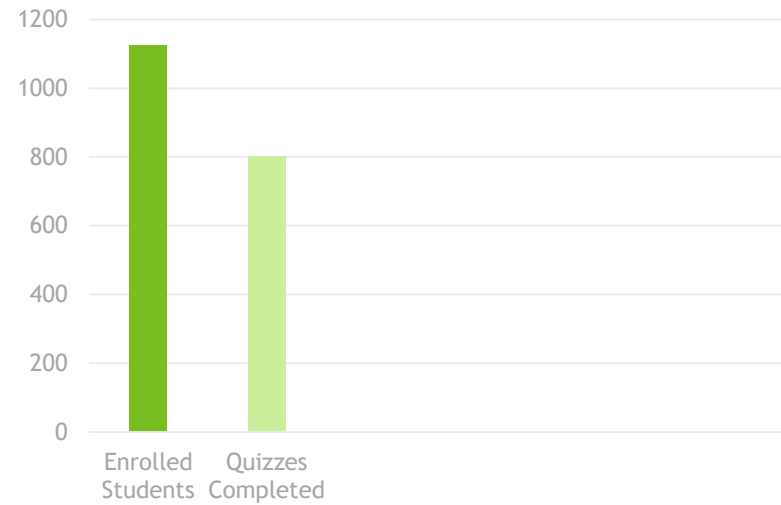
Participation

Fall Information Literacy Quizzes



63%

Spring Information Literacy Quizzes



67%