



# March Letter from Andersen Library

March 1, 2017

<http://library.uww.edu>

University of Wisconsin - Whitewater

## Information Has Value

## Data, Data & More Data

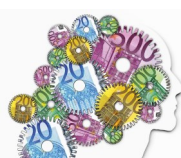
The *Chronicle of Higher Ed* recently featured [information literacy](#) in its [2017 Trends Report](#). Helping students separate fact from fiction is seen as one of the ten key shifts in higher ed this year. So we're right in step with this trend as we focus on frame three of the [Information Literacy Framework for Higher Education: Information Has Value](#). This frame addresses the various ways information has value: as a product that is bought and sold, as a means to influence, and as a means of negotiating and understanding the world.

The questions librarians have posed to help students understand this frame are:

- ⇒ What is the purpose of this information?
- ⇒ Who has access to this information and who does not? Why?
- ⇒ When and how can this information be reused? What are the restrictions on reuse?
- ⇒ How does the value of your online personal information and history of interactions affect the information you receive online?

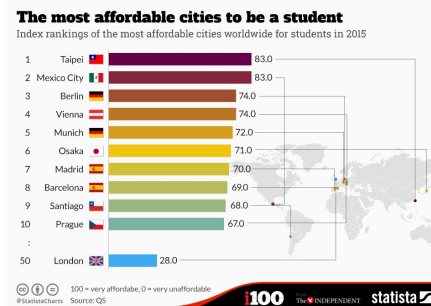
As a recap from previous newsletters, the six information literacy "frames" from the Association of College & Research Libraries guide us in developing a deep understanding of how information is created, shared, and valued within specific contexts:

- Authority Is Constructed and Contextual
- Information Creation as a Process
- Information Has Value
- Research as Inquiry
- Scholarship as Conversation
- Searching as Strategic Exploration



The Library has a number of products that offer data, statistics and infographics. Here are some highlights:

- ◇ [Data-Planet Statistical Datasets](#) puts 18.9 billion data points from more than 70 source organizations at your fingertips. The data is presented in charts, maps, graphs, and table form. See our [tutorial](#) for assistance using this powerful tool.
- ◇ [Simmons OneView](#) is new to UWW. It brings a brand's target consumers to life with vivid and complete profiles, including demographics, lifestyles, attitudes, brand preferences, and media use. All data is drawn from the National Consumer Study (NCS) and National Hispanic Consumer Study (NHCS) surveys of U.S. adults, 18 and over.
- ◇ [Statista](#) offers 1 million stats from government and proprietary sources on just about any topic. It's global in scope and includes splashy infographics that can be cited and freely used in publications and course materials.
- ◇ See the full list of the Library's [data and statistics sources](#) on the Library's web site.



## Spring Break Library Hours

## Backpack to Briefcase Series

Sat-Sun. March 18-19	CLOSED
Mon-Fri March 20-24	8:00 am - 4:30 pm
Sat March 25	CLOSED
Sun March 26	3:00 pm - 2:00 am

Career & Leadership Development is offering two *Backpack to Briefcase* sessions for students in Andersen Library this month. No registration is required.



- ◆ **Job Offers and Salary Negotiations**, *Frank Lanko, Senior Business Career Advisor for C&LD*  
Wednesday, March 8th, 4:00-4:45 pm
- ◆ **Speed Networking**, *Jason Brown, Career Counselor for C&LD*  
Wednesday, March 29th, 5:00-6:00 pm



See <http://library.uww.edu/hours> for regular hours.

Questions? Contact Carol Elsen, Collection Manager, x5751 [elsenc@uww.edu](mailto:elsenc@uww.edu)