

EXPANDING the Digital Identity Literacy Conversation: UBC Digital Tattoo Project's New Partnership with University of Toronto Libraries and the Faculty of Information

Setting the Stage

The shift to a technology-dependent and technology-centric society over the past decade+ has translated into a huge increase in digital producers which has impacted our daily social, learning, teaching, and research activities. To address this shift, teaching and learning institutions are assiduously integrating new technology into the classroom and course assignments (i.e. learning management systems); acquiring and lending technology (i.e. iPads, Raspberry Pis, and laptops); and coordinating educational hands-on opportunities on how to utilize different hardware and software for production (i.e. workshops and maker parties). While the efforts are many in the provision of technology and in the training of use, there remains a deficiency in instructional endeavors surrounding the critical assessment of individuals' online activities and how these activities affect one's digital identity.

Digital identity literacy is a relevancy opportunity for libraries, as it provides us with a sustainable means of addressing society's information needs without the need for or cost of acquiring new technology.



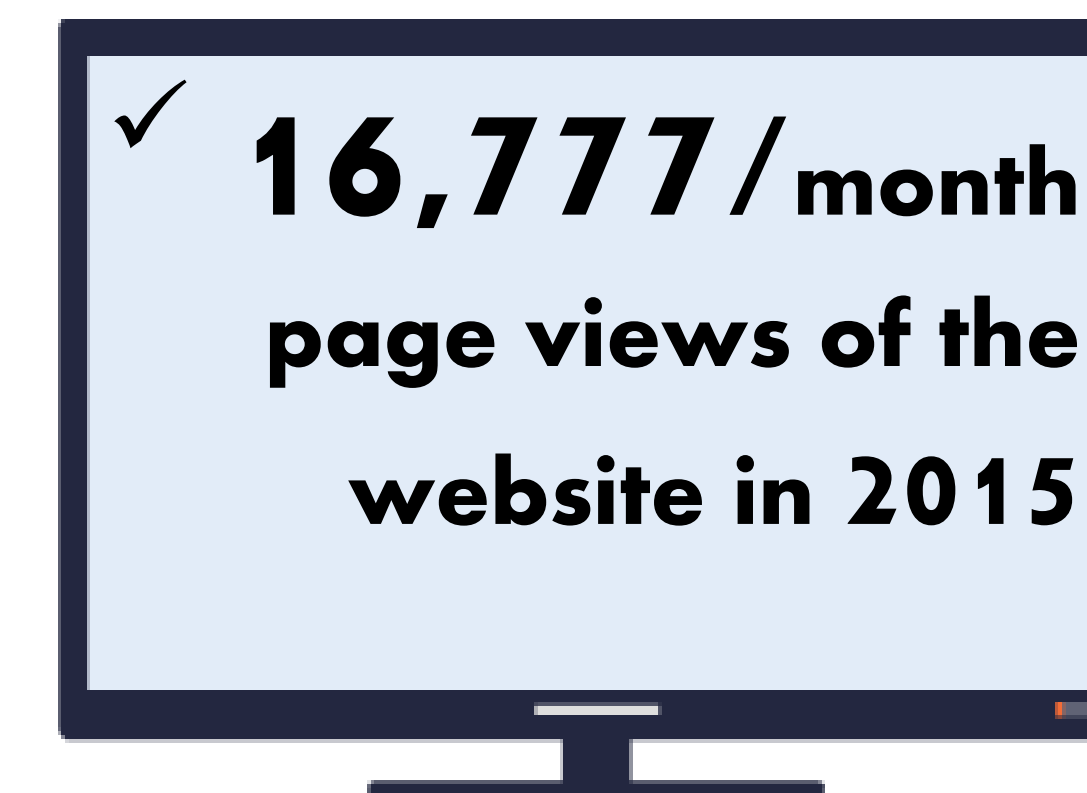
Digital Tattoo Project

The Digital Tattoo Project was conceived in 2007 by UBC librarians and established in 2008, with the help of internal and external partners, to foster discussions surrounding how one's online consumption and production choices can positively and/or negatively shape and impact the legacy of one's digital identity, while simultaneously exploring what it means to be a digital citizen in ever-shifting online environments.

Goals of Digital Tattoo Project

- Raise awareness about themes related to online identity
- Engage students through student-generated themes
- Encourage personal reflection and self-directed identity management
- Provide open and reusable online resources for teaching and learning

Analytics



Goals of the UBC & U of T Partners

- Introduce critical assessment as it pertains to online activity and support on-going discussions surrounding digital literacy with audiences beyond university students (seniors, children, caregivers, etc.) in an effort to raise awareness on a national level
- Engage with library educators interested in remixing and sharing reusable teaching materials
- Conduct a currency and accessibility audit of the website and the teaching and learning resources
- Identify and apply for grants
- Hire U of T students to work on Digital Tattoo
- Harness synergies between Digital Tattoo and other digital identity literacy initiatives
- Research how Digital Tattoo student workers' digital identity awareness has or has not changed by being involved with the project

How YOU Can Contribute

Join the discussion online



www.facebook.com/digitaltattoo



@DTatUBC #thinkbeforeyouink



Feedback via the website

Engage and share with your community

- Link to our website -- digitaltattoo.ubc.ca
- Review and remix the reusable teaching materials for your community's needs
- Share your remixed and reusable teaching materials with the Digital Tattoo Project so others can take advantage

UBC and U of T Partners

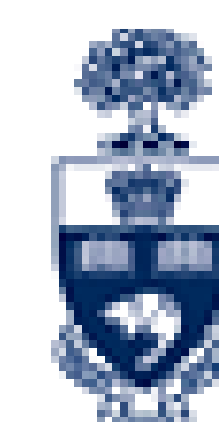
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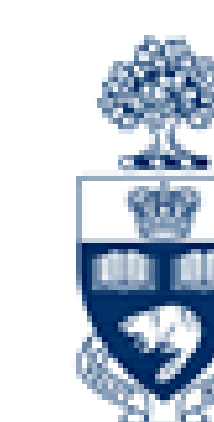
a place of mind
THE UNIVERSITY OF BRITISH COLUMBIA



digital tattoo



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& YOU!