

From Knowing to Showing: **Using Marking Tasks to Demonstrate** **Information Literacy in Practice**

Helena Häußler, Sebastian Schultheiß, Sebastian Sünkler, Dirk Lewandowski
Hamburg University of Applied Sciences, Germany

ASIS&T 24-Hour Global Conference
04/27/2022



**SEARCH
STUDIES**

**HAW
HAMBURG**

Introduction



Dadaczynski et al. (2021)



what is coronavirus?

Ad · <https://www.worldanimalprotection.ca/wildlife-trade/petition> (800) 363-9772

What Caused COVID-19? - Sign The Petition

Let's Learn From **COVID-19** And Do Everything We Can To Stop It From Happening Again. Help Us Stop The Global Wildlife Trade And End The Exploitation Of Wild Animals. [Ways to Give](#) · [About Us](#) · [The WAP BMO® Credit Card](#) · [Australia Bushfire Relief](#)

<https://www.who.int> > Health topics

Coronavirus disease (COVID-19) - WHO | World Health ...

Coronavirus disease (**COVID-19**) is an infectious disease caused by the SARS-CoV-2 virus. Most people infected with the virus will experience mild to moderate ... [About the virus](#) · [Therapeutics and COVID-19](#) · [Technical guidance publications](#)

<https://www.mayoclinic.org> > syc-20479963

Coronavirus disease 2019 (COVID-19) - Symptoms and causes

Mar 1, 2022 — The virus is known as severe acute respiratory syndrome **coronavirus 2** (SARS-CoV-2). The disease it causes is called **coronavirus** disease 2019 (...

Icons: Freepik

Problem



Image: <https://www.iea.nl/news-events/news/european-commission-fund-participation-icils-2023>



Image: <https://thresholdachievement.com/>

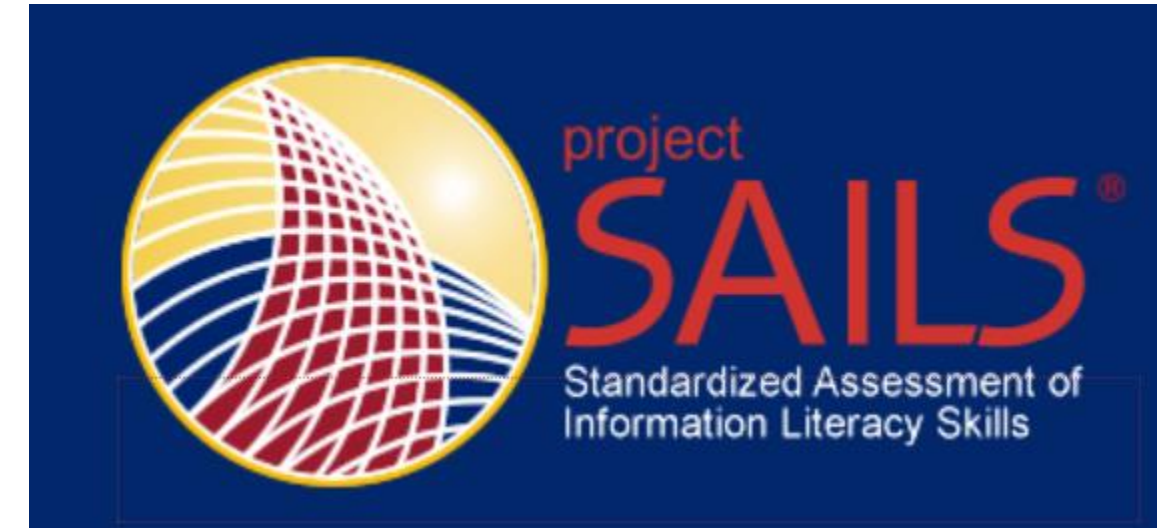


Image: <https://www.projectsails.org/site/>

How do you evaluate the quality of a page returned by a search engine? Check all that apply.

- I do not understand what is meant by quality in this question
- If the page includes pictures and charts, it is a quality site
- If the page is free from spelling and typographical errors and the author uses good grammar, I consider it a quality site
- If the information presented in the site is comprehensive and covers the topic in considerable depth, I consider it a quality site

Taylor & Dalal (2017), 110.

Select the tools or techniques you would use to make sure that all the results contained both words typed into the search box. (select all that apply)

- Not sure
- Truncation

- Limit by publish date
- Limit by location

Bailey (2017), 385.

Approach: Marking Tasks

Google covid tests cheap

All Shopping Images News Videos More Tools

About 55,900,000 results (0.62 seconds)

Ad · <https://www.getbrio.com/>

Bulk COVID Test Kits - For employers and employees

At-home or on-site, end-to-end **testing** with the lowest operational need from your business.
An OSHA, HIPAA, and FDA compliant **testing** solution for employers and employees.

<https://khn.org/news/article/at-home-covid-tests-sc...>

Why You Can't Find Cheap At-Home Covid Tests - Kaiser ...

Nov 22, 2021 — You probably won't be **testing** everyone at your Thanksgiving table for **covid** because the **tests** are expensive and hard to find. Why?

<https://www.hhs.gov/coronavirus/community-based...>

Community-Based Testing Sites for COVID-19 | HHS.gov

Low or no-cost **COVID-19 tests** are available to everyone in the U.S., including the uninsured, at health centers and select pharmacies nationwide. Additional ...

COVID-19 Contracts · The HHS COVID-19 Public... · Care for uninsured... · Masks

Please mark organic results!

Icons: Freepik, Pixels perfect

Application 1: Ads

- Are users able to identify **paid advertising** on a search engine results page?

→ Most users have serious difficulties

- Do self-reported measures on searching skills correlate with task-based measures regarding **ads**?

→ No

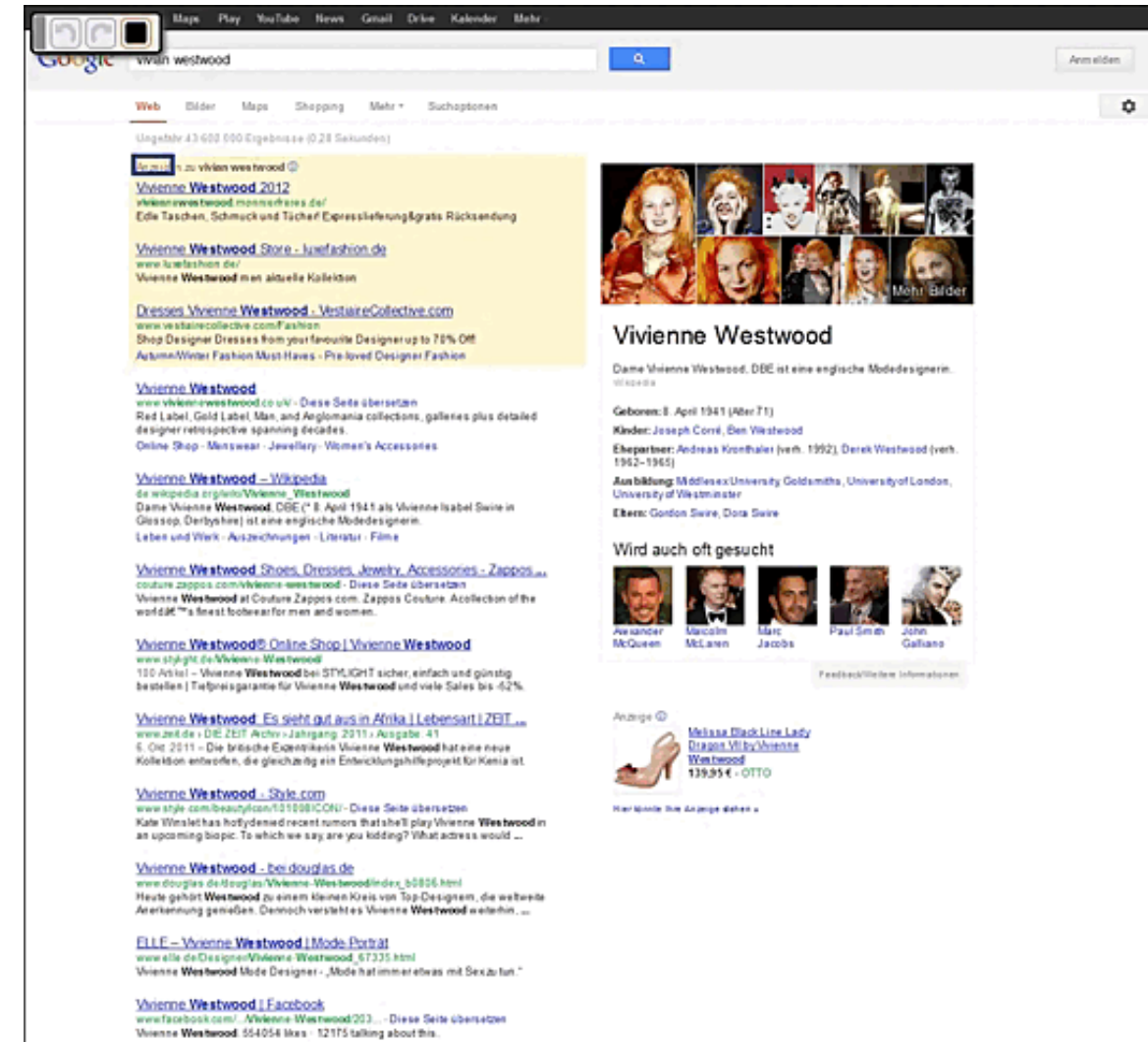
Lewandowski et al. (2018)

ASIS&T 24-Hour Global Conference 2022

Helena Häußler, Sebastian Schultheiß, Sebastian Sünkler, Dirk Lewandowski

Labelling areas on the screenshots using frames

Example:



Application 2: SEO

- Are users able to associate **organic results** with **SEO** on a search engine results page?
→ Only one out of ten organic results were associated with SEO
- Do self-reported measures on searching skills correlate with task-based measures regarding **SEO**?
→ No

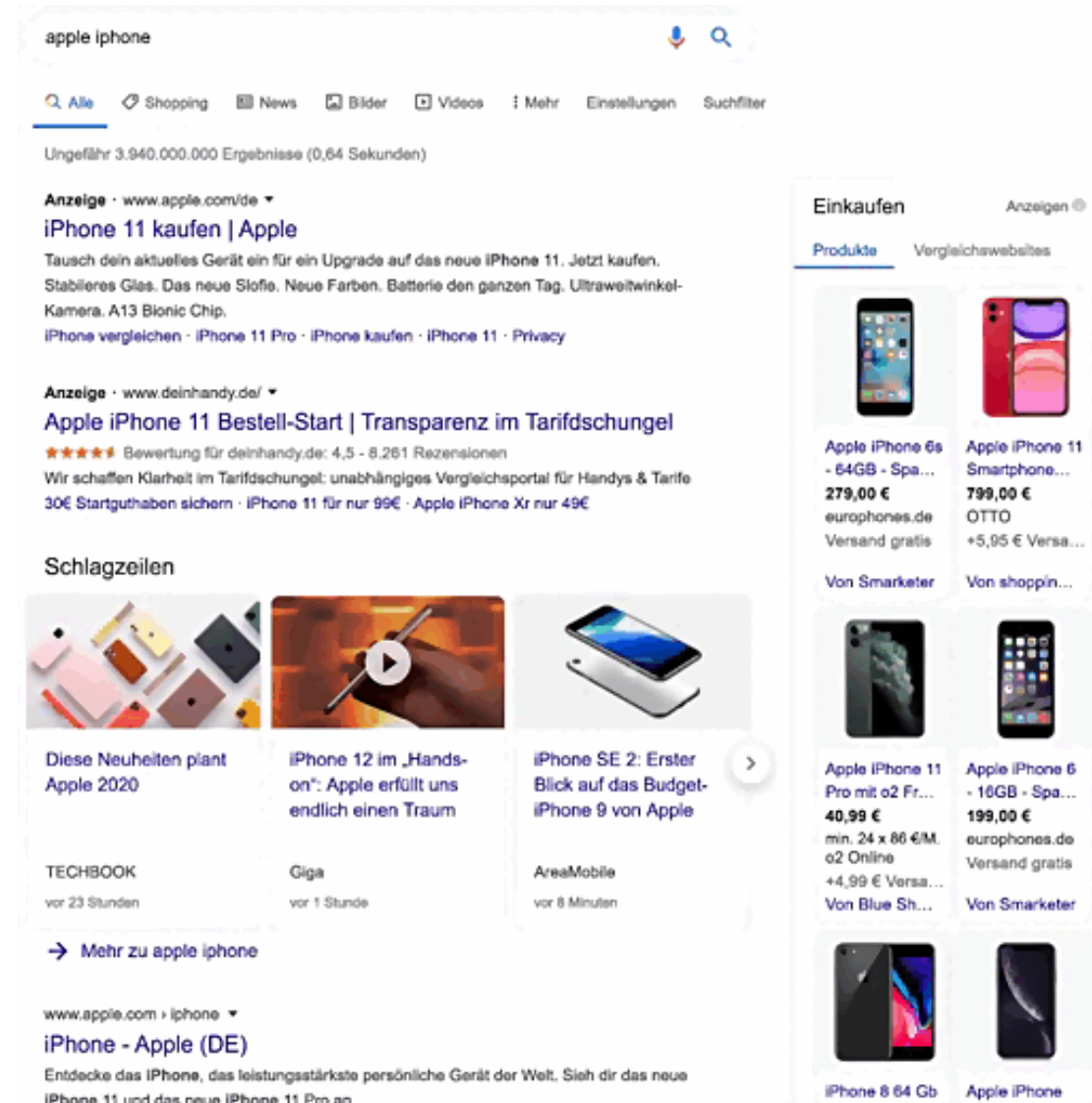
Schultheiß & Lewandowski (2021a, 2021b)

ASIS&T 24-Hour Global Conference 2022

Helena Häußler, Sebastian Schultheiß, Sebastian Sünkler, Dirk Lewandowski

Labelling areas on the screenshots using **clickable screenshots**

Example:



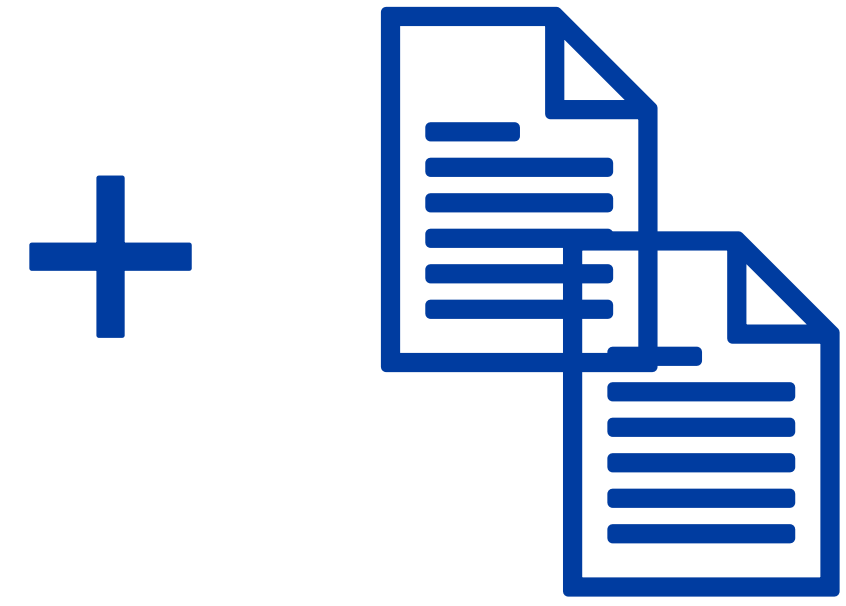
Good Practices

The screenshot shows a Google search for "covid tests cheap". Three search results are highlighted with blue boxes and numbered 1, 2, and 3. A blue box labeled "Clear instructions" has arrows pointing to these results. A blue mouse cursor points to the second result.

1 Ad · <https://www.getbrio.com/>
Bulk COVID Test Kits - For employers and employees
At-home or on-site, end-to-end **testing** with the lowest operational need from your business. An OSHA, HIPAA, and FDA compliant **testing** solution for employers and employees.

2 <https://khn.org/news/article/at-home-covid-tests-sc...>
Why You Can't Find Cheap At-Home Covid Tests - Kaiser ...
Nov 22, 2021 — You probably won't be **testing** everyone at your Thanksgiving table for **covid** because the **tests** are expensive and hard to find. Why?

3 <https://www.hhs.gov/coronavirus/community-based...>
Community-Based Testing Sites for COVID-19 | HHS.gov
Low or no-cost **COVID-19 tests** are available to everyone in the U.S., including the uninsured, at health centers and select pharmacies nationwide. Additional ...
COVID-19 Contracts · The HHS COVID-19 Public... · Care for uninsured... · Masks



Balance tasks

Icons: Freepik, Pixels perfect

References

- Bailey, E. (2017). *Measuring Online Search Expertise* (Dissertation). University of North Carolina, Chapel Hill.
- Dadaczynski, K., Okan, O., Messer, M., Leung, A. Y. M., Rosário, R., Darlington, E., & Rathmann, K. (2021). Digital Health Literacy and Web-Based Information-Seeking Behaviors of University Students in Germany During the COVID-19 Pandemic: Cross-sectional Survey Study. *Journal of Medical Internet Research*, 23(1), 1-17. <https://doi.org/10.2196/24097>.
- Lewandowski, D., Kerkmann, F., Rümmele, S., & Sünkler, S. (2018). An empirical investigation on search engine ad disclosure. *Journal of the Association for Information Science and Technology*, 69(3), 420–437. <https://doi.org/10.1002/asi.23963>.
- Schultheiß, S., & Lewandowski, D. (2021a). Misplaced trust? The relationship between trust, ability to identify commercially influenced results, and search engine. *Journal of Information Science*, 1–15. <https://doi.org/10.1177/01655515211014157>.
- Schultheiß, S., & Lewandowski, D. (2021b). (Un)bekannte Akteure auf der Suchergebnisseite? Ein Vergleich zwischen selbst eingeschätzter und tatsächlich vorhandener Suchmaschinenkompetenz deutscher InternetnutzerInnen. In T. Schmidt & C. Wolff (Eds.), *Information between Data and Knowledge. Information Science and its Neighbors from Data Science to Digital Humanities. Proceedings of the 16th International Symposium of Information Science (ISI 2021), Regensburg, Germany, 8th—10th March 2021* (pp. 218–246). Verlag Werner Hülsbusch. <https://doi.org/10.5283/epub.44946>.
- Taylor, A., & Dalal, H. A. (2017). Gender and information literacy: Evaluation of gender differences in a student survey of information sources. *College & Research Libraries*, 78(1), 90–113. <https://doi.org/10.5860/crl.78.1.90>.

What do you think?

- Comments
- Conceptual questions
- Suggestions