

Yelizaveta Kamilova & Zhuldyz Orazymbetova
ECIL | 2023

Social project

of Media And Information Literacy Knowledge Improvement
among Academic and School Librarians in Kazakhstan

Facts about Kazakhstan



Region: *Central Asia*

Capital city: *Astana*

Population: *19 million people*

Territory: *2.724 million km²,
the 9th largest territory in the world*

*Kazakhstan is a member state of the
Eurasian Economic Union*

*Educational system: UNESCO International
Standard Classification of Education*

Kazakhstan is mineral and resource-rich

Nazarbayev University

Established: In 2010

Schools: Engineering and Digital Sciences, Public Policy, Sciences and Humanities, Education, Business, Mining and Geosciences, Medicine

Students: 6365

Faculty: 521 full-time faculty from 58 countries

World University Ranking: Times Higher Education, Top 30% of International Research Universities



Background

- Lack of state level standards
- Insufficient implementation of existing materials and projects
- Irrelevant programs that do not correspond to user needs
- The deficit of the materials in Kazakh language
- COVID-19 pandemic





NAZARBAYEV
UNIVERSITY

SauattyKeleşek

Social Project on Media And Information Literacy

DURATION:

October 2021 – November 2022

BUDGET:

812 00 Tenge / 1 615 Euro



SauattyKeleşek

AIM OF THE PROJECT

To develop knowledge, skills, and abilities in media and information literacy (MIL) among academic and school librarians in Kazakhstan.

TIMELINE OF THE PROJECT

If a task is once begun,
never leave it till it's done.
Be the labor great or small,
do it well or not at all.

(Author Unknown)

JAS Social Impact Grant Announcement
Nazarbayev University Social Development Fund (NU SDF)
announced the competition (July 7, 2021)

Project Application

Created project application submitted at SDF portal (July 29, 2021)

SDF Award

The project granted 812 000 Tenge for the implementation (October 1, 2021)

Project Team

7 librarians, 2 experts, and 3 partners were approved for the project team (October 4, 2021)

Agreement

The project Leader signed the contract with NU SDF (October 10, 2021)

Start

The implementation started (October 20, 2021)

Completion

Final report (November 20, 2022)

QUICK FACTS

Lay out the timeline for the marketing activities and initiatives that will make the campaign successful

Partners

1. Republican Scientific and Pedagogical Library of the Ministry of Education of the RK
2. JSC "National Center for Advanced Studies "Orleu"

Registered

417 librarians

Trained

365 librarians, 2500 schoolchildren

Workshops

24 **online** and **onsite** sessions

Language

Kazakh & Russian

Website

<https://sites.google.com/view/sauattykeleshek-kz/>

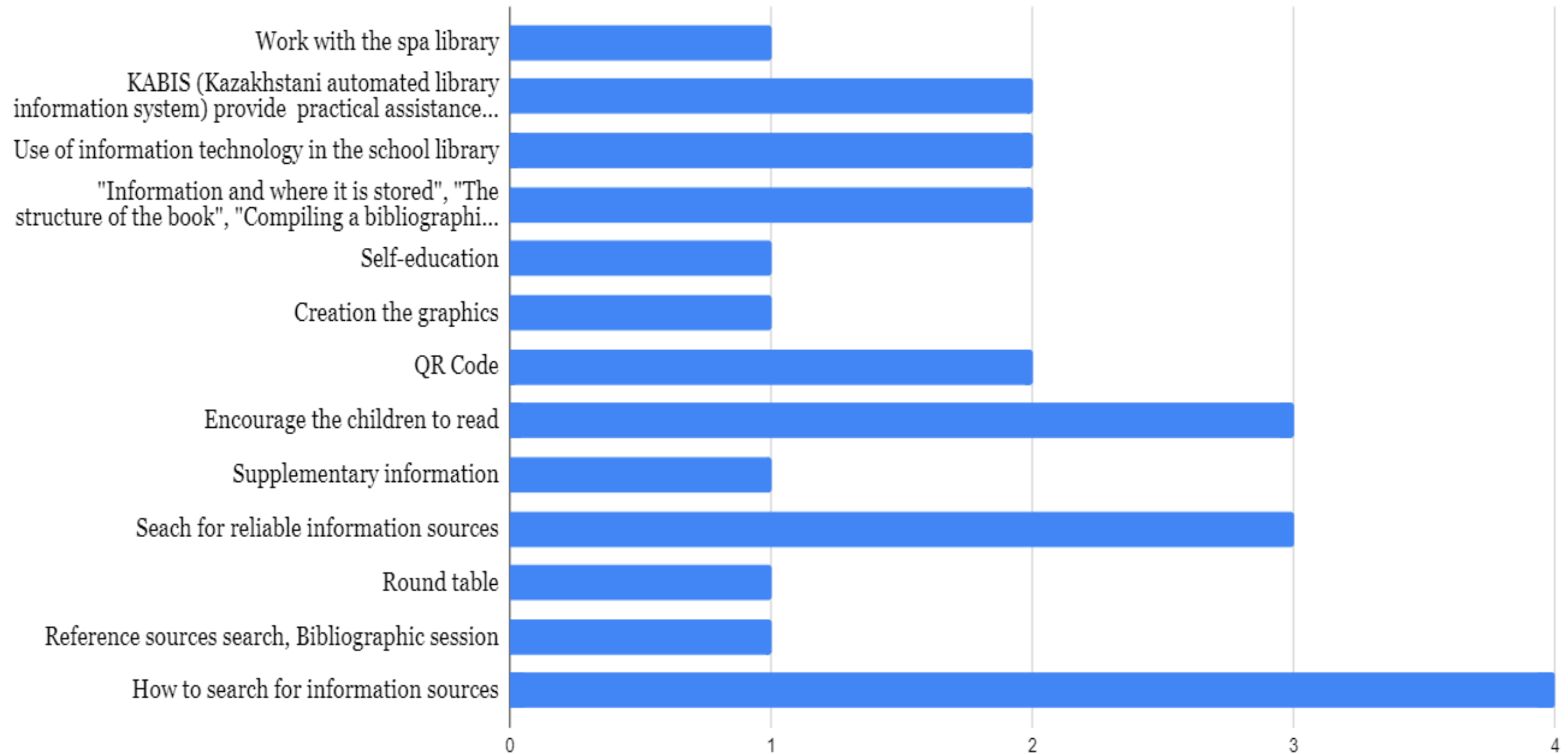
MIL Manual in two languages

180 paged guide

DEVELOPING MIL TRAINING PROGRAM

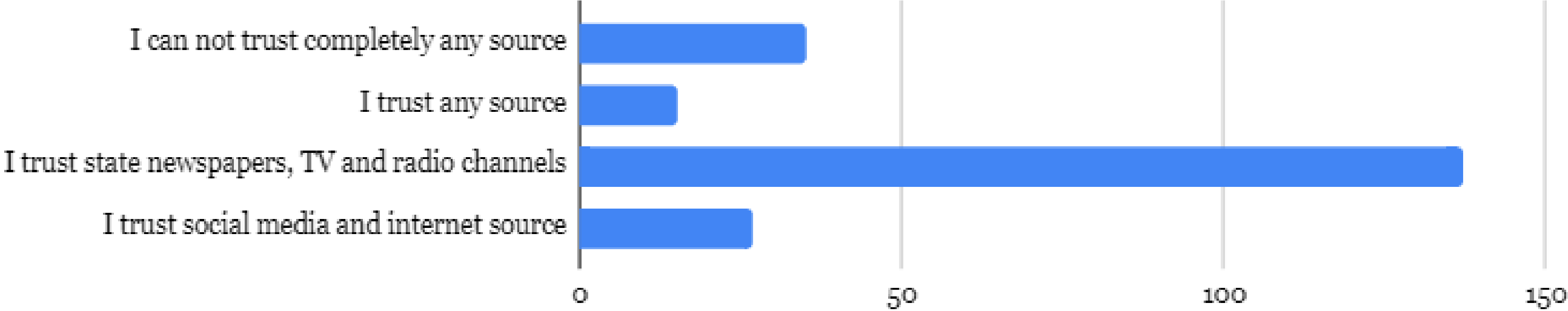
-
- Preliminary Survey
 - Data Analysis
 - Identification of MIL knowledge needs

Preliminary Survey



Librarians' response on library activities related to Information Literacy

Preliminary Survey



Librarians' response on trusted sources of information



Jas Social Impact

ГРАНТЫ
НА СОЦИАЛЬНЫЕ ПРОЕКТЫ И
СОЦИАЛЬНОЕ ПРЕДПРИНИМАТЕЛЬСТВО

Сбор заявок: до 30 июля



MIL TRAINING PROGRAM

3 Modules, 10 Sections/Topics

Module 1: Introduction to MIL

- Information Literacy
- Media Literacy
- MIL in Education

Module 2: MIL Competencies

- Searching for Information
- Evaluating Information Sources and Critical Thinking
- Ethical Use of Information

Module 3: Development and usage of media and informational content

- Marketing Tools of Communication in Media and Information
- Presentation Slides Development Using Microsoft Office
- Accessible Content to Users with Disabilities: Methods and Recommendations
- Interactive Quizzes and Tools.

SAUATTYKELEŞEK PROJECT WEBSITE

- About the project
- MIL Training Program
- MIL Training Materials
- Video Records of the MIL Training
- MIL Manual



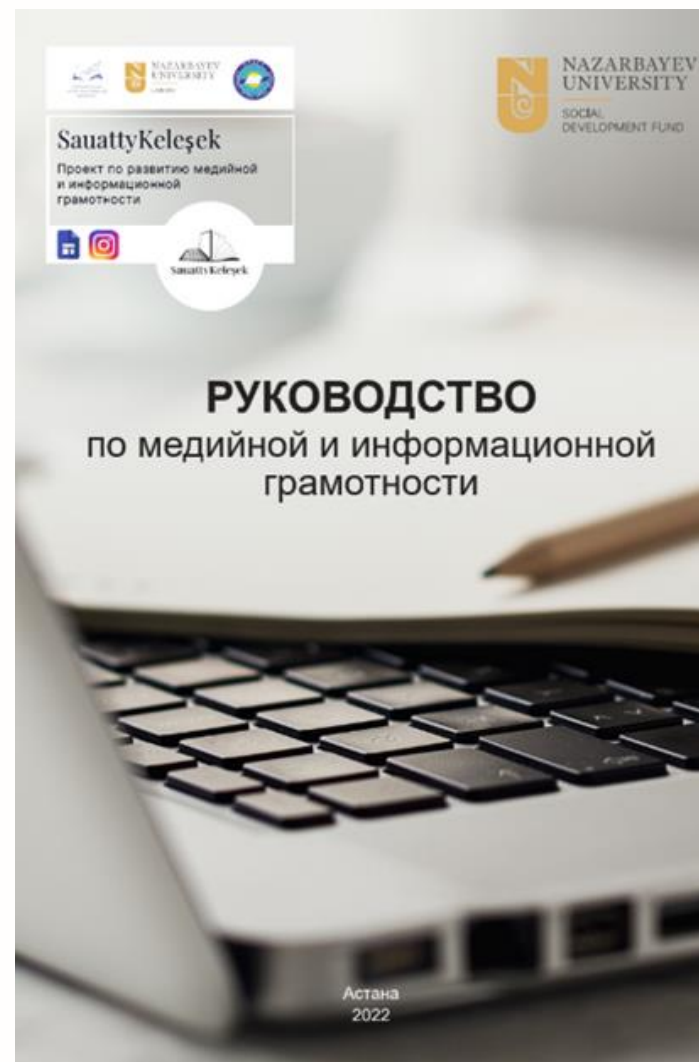
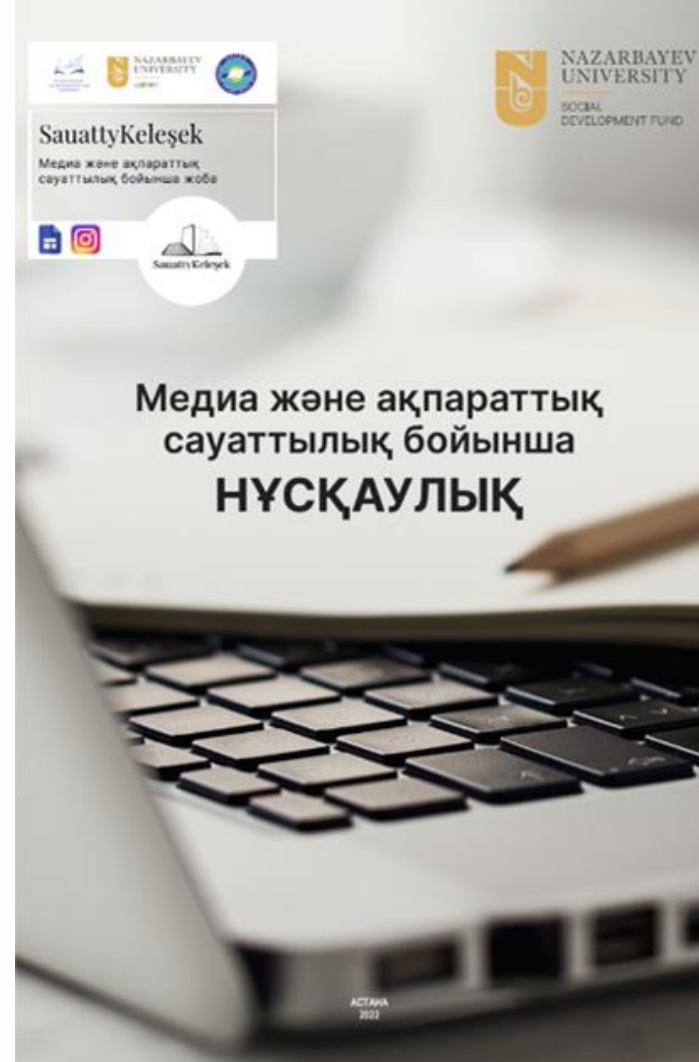
<https://sites.google.com/view/sauattykeleshek-kz/>

MIL MANUAL

Developed on the basis of the training materials of the project "SauattyKeleşek in Kazakh and Russian languages

<https://nur.nu.edu.kz/handle/123456789/7207>





<https://nur.nu.edu.kz/handle/123456789/7208>



Қысқартылған сөздердің тізімі

АС – Ақпараттық сауаттылық
МС – Медиа сауаттылық
МАС – Медиа және ақпараттық сауаттылық
пт – Пункт (қаріп өлшемі)
БАҚ – Бұқаралық ақпарат құралдары
ТМД – Тәуелсіз Мемлекеттер Достастығы
ЮНЕСКО – Біріккен Ұлттар Ұйымының ғылым-білім және мәдениет бойынша мәселелерімен айналысатын саласы
SEO – Search engine optimization
SMM – Social media marketing

Шартты белгілер

-  – үй тапсырмасы
-  – теория
-  – алған білімді тексеру
-  – тәжірибе

МОДУЛЬ 1 МЕДИА ЖӘНЕ АҚПАРАТТЫҚ САУАТТЫЛЫҚТЫ ТҮСІНУ



МОДУЛЬ 2

КОМПЕТЕНЦИИ МЕДИЙНОЙ И ИНФОРМАЦИОННОЙ ГРАМОТНОСТИ



УДК 304.444.373
ББК 74.3
Р85

Рецензенты:
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ассоциированный профессор Высшей школы образования

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Р85. Руководство по медийной и информационной грамотности / под ред.
Ж. А. Оразымбетовой. — Астана: Библиотека Назарбаев Университета, 2022. —
180 с.

ISBN 978-601-80931-7-3

Руководство систематизирует знания о медийной и информационной грамотности с учетом доступности информации для людей с инвалидностью. Разработано на основе обучающих материалов проекта "SauattyKeleşek", реализованного при поддержке Фонда социального развития АО "Назарбаев Университет". Материал, изложенный в руководстве, может служить основой для разработки и практического применения методов обучения школьников ключевым навыкам медийной и информационной грамотности. Руководство предназначено для школьных библиотекарей, учителей и учащихся школ, а также для всех, кто интересуется формированием и развитием знаний в области информации.

УДК 304.444.373
ББК 74.3

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("Атрибуция - Некоммерческое использование")

Астана
2022

ONSITE WORKSHOPS

✓	Media Information Literacy in Education and the Participation of School Librarians in the Social Project (April 2022, Stepnogorsk, Akmola Region)
✓	Methods, forms, and means of teaching media and information literacy and the basics of inclusion to students of secondary schools (May 2022, Almaty)
✓	Gamification as a means of formation of media and information literacy in schools (June 2022, Schuchinsk, Akmola Region)
✓ ✓	"National Priority of Kazakhstan: Children and Education" Republican August Forum of Education Leaders: The modern library for the modern reader (August 2022, Astana & Almaty)
	Electronic and Internet Resources for a Modern School Library (October 2022, Astana)



LIBRARY TOUR FOR THE BEST 10 LIBRARIANS

According to the result of the final test 10 librarians who demonstrated the highest score were selected for the NU Library Tour (November 11, 2022)



NAZARBAYEV UNIVERSITY TEACHING AWARDS 2023

SHARING NU EXPERIENCE



Thank you for your attention!

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