

第115回

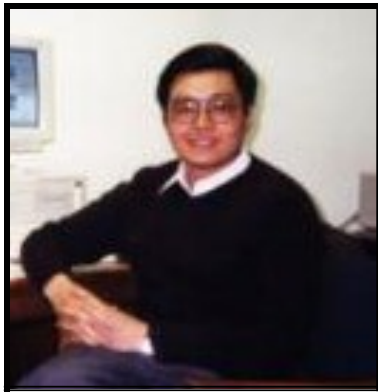
知的コミュニティ基盤研究センター 研究談話会



知的コミュニティ基盤研究センター
Research Center for Knowledge Communities

日時: 2014年9月22日(月) 15:15-16:15

場所: 筑波大学 筑波キャンパス 春日エリア メディアユニオン3階 共同研究会議室1



周慶山

Dr. Qingshan Zhou

北京大学
信息管理系
教授

講演は英語で行われます。学生、教員、一般、学内外を問わず、どなたでもご自由にご参加ください。

An Empirical Study on the Digital Resource Utilization Model and Literacy Evaluation of the Academic Users

The trend of digital media convergence have increasingly influenced the user information seeking behaviors. The academic users now shift to the digital resource channels from traditional academic institutions. However, the digital users are facing more challenges in utilizing the academic resources in the digital ways.

Digital academic resources utilization factors and the model is an important research approach in the user-oriented information service area, some user behavior models such as TAM (Technology Acceptance Model, by Fred D. Davis) are using in the research on digital resource utilization of academic users to developing the utilization model. Related research effort is to developing a digital information literacy assessment system, these model analysis are aimed for understanding the needs of academic users of digital resources for the evaluation and selection in a more scientific and rational digitized information architecture and organization, to provide integrated digital service.

In this presentation, I will introduce our study on the issues including the digital utilization model of academic user, and through questionnaires and data analysis to explore the digital utilization status, the utilization factors and its relations, the scientific nature of the patterns, and then discusses the structural framework of the digital technology literacy for utilization of the scientific research users. Finally, I will talk about some applied recommendations in the information policy dimensions.



主催: 知的コミュニティ基盤研究センター <http://www.kc.tsukuba.ac.jp/index.html>
〒305-8550 茨城県つくば市春日1-2

お問い合わせはこちら

メール kc-office@ml.cc.tsukuba.ac.jp

電話 029-859-1524(学内からは内線1524)