

.QRZOHGJH 0DQDHEHEDW 1R0DU

Connecting digital literacy in higher education to the 21st
century workforce

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0XOWLPHGLD 8QLYHUVLW\ &\EHUMD\

.QRZOHGJH 0DQDHHBPHQQWJ ±

WR ERWK DFDGHPLFLDQV DQG HPSOR\HUV LQ DFKLHYLQJ WKH G
IRU WKHHQWWU\ ZRUNIRUFH

Keywords: /HDUQV\QDOV /HDUQLQJ VW\OH /HDUQLQJ V\VWHP 'LJLW
HPSOR\DELOLW\

Biographical notes 'U 1DVUHHQ .KDQ LV D VHQLRU OHFWXUHU LQ WKH
0DQDJHPPHQW 0XOWLPHGLD 8QLYHUVLW\ 0DOD\VLD 6KH UHFHL
8QLYHUVLW\ 0DOD\D 6KH KDV EWHQ DQDDVFDGHPZFDVQ IRU RYHU
LQYROYHG DFWLYHO\ LQVHWHDEKFKQJDOVGDVXSLHUYLVLRQ +HU
SXEOLFDWLRQV KDYH DSSHUHG LQ YDULRXV LQWHUQDWLRQD
FRQIHUHQFH SURFHHGLQJV +HU UHVHDFK LQWHUHVWV LQFO
GLJLWDO PDUNHWLQJ FRPPXQLFDWLRQ FRQVXPHU EHKDYLRXU
UVRXUFH PDQDJHPPHQW

'U \$EGXOODK 6DUZDU LV FXUUHQWO\ D /HFWXUHU RI 0DUNHW
8QLYHUVLW\ 008 &\EHUMD\ 0DOD\VLD +H UHFHLYHG KLV
,QWHUQDQDO ,VODPLF 8QLYHUVLW\ 0DOD\VLD LQ %XVLQHVV \$GP
SXEOLVKHG PRUHHWLFDO MRXUQDQDO DUWLFOHV LQ YDULRXV LQWH
MRXUQDOV LQ WKH ILHOG RI PDUNHWLQJ DQG PDQDJHPPHQW +H
³(PHUDOG /LWHUDWL (HFWXUHQWV DQG VWRUHU FDWHJRU\ RI KLJKO\
FRPPHQGHG SDSHU +LV UHVHDFK LQWHUHVWV FRYHUV FR
GLJLWDO PDUNHWLQJ ,VODPLF PDUNHWLQJ DQG WRXULVP

'U 7DQ %RRL &KHQ LV D VHQLRU OHFWXUHU LQ WKH)DFXOV
0XOWLPHGLD 8QLYHUVLW\ UHODYHG KHU 3K' IURP 0XOWLPHGL
8QLYHUVLW\ LQ 6KH KDV EHHQIDGHQDGHVFLDQZD RY
LQYROYHG DFWLYHO\ LQ WHDFKLQJ DQG VXSHUYLVLVRQ +HU SXE
LQ YDULRXV LQWHUQDWLRQDO SURFHHGLQJ MRXUQDOV DQG FRQ
UHVHDFK LQWHUHVWV LQFOXGH FRQVXPHU EHKDYLRXU JUHHO
FRQVXPSWLRQ EHKDYLRXU DQG FRUSRUDWH VRFLDO UHVSQRVLEL

'U 6KHUHHQ .KDQ REWDLQHG %DFKHORU RI /DZV // % +RQV D
&RPSDUDWLYH /DZRP 0,QWHUQDWLRQDO ,VODPLF 8QLYHUVLW\ 0
,,80 DQG 'RFRU RI 3K'ORVRSKIDVLRQDQV\ RI
0DOD\VLD 8.0 6KH LV D TXDOLILHG \$GYRFDWH 6ROLFLWRU RI
0DOD\D 6KH KDG SUDFWLVLVGDV LQ RQYLDV DGHVFDQSRIDWHU LQWL
VHUYHG DV D /HJDO &RXQVHO DW .XDOD /XPSXU 5HJLRQDO &HQ
6KH KDG FRQVWLXWHG WR 1DWLRQDO +XPDQ 5LJKWV \$FWLRQ 3C
1+5\$3 DQG KDV SXEOLVKHG LQ ERWK ORFDO DQG LQWHUQDWLR
SURFHHGLQJ SDSHUV DW QXPHURXV LQWHUQDWLRQDO FRQIHUHQFHV

1. Introduction

:RUNSODFHV DUH JUDGXDOORORHIFRPPHQW FRULHQWVHG KZLWK
DGYDQFHV OHDGLQJ WR WKH GHYHORSPHQW RI QHZ MREV DQ
ZRUOG RI HGXFDWLRQ LV FRQVWDQWO\ HYROYLQJ MXVW DV W
GUDPDWLFDOO\ 5DWKHU WKBQXFFDULQJ RQH RZLQJ WKRGVZH IR
WKHGHYHORSPHQW RI VRIW VNLOOV FRPPXQLFDWLRQ FUHDWLY
UHVXOW ZH OO KDYH WR UHWKLQN KRZ ZH DSSURDFK WKLV 7
UHODWHG WR WKH KLDWLRQV DFXWGRHEUTXDSOLW\ WR VDQDO\H
WKHUHIRUH LPSRUWDQW IRU WKH QH[W JHQHUDWLRQ WR EH S
ZLOO QHGH WR DGDSW WR QHZ ZD\V RI GHYHORSLQJ FRPPXQL

1 .KDQ HW DO

D O & K F L J K G X F L W M R L W X W L R

1 .KDQ HW DO

RI REWDLQLQJ WKH LQIRUPDOWLRQ WKH ERU GYKHLW BODOLUHLWHUDW
OHEUW KDYH WR EHFRPH DFWLYH SDUWLRUSPDMWRQLQOVDOHFWL
SXUSRVH6XODZDKLJKOLJKWHG WKDW LQGLYLGXDO WR EH GLJLW
DFWLYHO\ VHHN QHZ LQIRUPDWLRQ DQG DOKURHKLDWHLDELOLW\ W
WKH ZRUNSODFH \$FFRUGLQDQWRHWVDOXEDUFROGXFWHGH ELV D
FUXFLDO HOHPHQWESDUWLFKDDQDQJLQZHLURQPHQWV 7KHUH I
VWXGLHV H[SORULQJ WKH UHODWLRQWKLSLVHHWDFHQ)OHZ
UHVHDUFKHUJGDREFKLDQHW DRN LQWR GLJLWDO OLWHUDF\ DQG
OHDUQHUV

,Q WKH LQIRUPDWLRQ DJH LQGLYLGXDOV KDYH WXUQH G X
LQGLYL6XODZDKLJKOLJKWHG WKDW LQGLYLGXDO WR EH GLJLW
OHDUQLQJ VW\OH \$OXGLRXJKDMHYHGBQWSDLVWGWVKH GLIHHUHQW
VW\OH QR UHVHDUFK KDV \HW WR FRILUP ZKLFK OHDUQLQ
+LQULFKVHQ &RPHEDQGLQOV LGHQWLILHG W\SHV RI OHDU
VW\OHV DQG WKHVH DHEGLQJXDQG DLGLHWBOKVHDLF \$OWHUQDWL
FODVVLILHG OHDUQLQJ VW\OHV DV DYRLGDQW RU SDUWFLSDC

.QRZOHGJH 0DQDHHBPHQQWJ ±

2XWFRPHV RI GLJLWDO OLWHUDF\

/DERXU PDUNHWVWDDQWFRDNLQWLSRQDFH JOREDOO\ DQG H[LVWL
UHGHVLJQHG DQG QHZ MREV DUH EHLQJ FUHDWHG DOO RI ZK
DQG VNLOOV %DQGHKOHCEXFDWELRQDHW RXWFRPHV FDQ EH JUHD

1 .KDQ HW DO

H2: /H DUQLQJ VW\OH KDV VLJQLILFDQW LPSDFW RQ GLJLWDO O

H3: /H DUQLQJ VW\OH KDV VLJQLILFDQW LPSDFW RQ GLJLWDO OLWHUDF\

.QRZOHGJH 0DQDHHPIQQWJ ±

1 .KDQ HW DO

.QRZOHGJH 0DQDHHBPHQQWJ ±

Table 3

5HJUHVVLQR DQDO\VLV

'HSHQGHQW ,QGSHQGHG 0HDVXUHPHQW

%HW W D ð

1 .KDQ HW DO

5. Discussion and conclusion

,Q WRGD\ V ZRUNSODFHV GLJLWDO WUDQVIRUPDWLRQ LV D IR
DERXW DXWRPDWLRQV DEDWHHQWKEVVPDOOHUULPSREUMV RI WHF
SUDOHQW :KLOH HLOKHYHXZRRJNWHQGRZ UHTXLUH DQ HOHPH
GLJLWDO OLWHUDF\ DW ZRUN SDVW UHVHDFK KRZHYHU FUL
XQSUHSDUHG LW RPHG W7 MH SXUSR VH RLJW HHHWKKRIG ULVYWR LQY
GLJLWDO OLWHUDF\ WKDW VKRXOG EH WDXJKW LQ KLJKHU HG
GLJLWDO HUD ZRUNSODFH

.QRZOHGJH 0DQDHHPIKQWJ ±

6. Practical implications

1 .KDQ HW DO

5WULHYHG

IURP

KWWSV DVVHWYLSEJOLYKQURVSHURDPR/ XSORDGV DWWDFKPH

QWBGDWD ILKCHW BGLJLWDOBVNLOOV BGRW B B Z RUMBSOHDHGBWRB

FHBQRZBDQGGLQBWKHBQH[WB BHDUVB SGI

/HXQJ / /6H1 3 ,PSDFW RI LQWHUQHW OLWHUFD\ LQW

.QRZOHGJH 0DQDHHBPIQQWJ ±

5LHFKPQ 6 : *UDVKD \$ UDWLRQDO DSSURDFK WR GHYHO
DVVHVVLQJ WKH FRQVWUXFW Y DCHBEPQÀFV7DCH ÀQMSFSDVW/C%F
-RXUQDO RI 3V\FKRORJ\

\"OHP ÀR pU7SSG DL-Qh UeYOH -ED % SofghUM\OH UnCLG D SOP™o6fv...TĐ À OH #P ` \ YQNR