

# **Sustainable information culture: what perception do information professionals have on their practices**

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# Plan

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- Introduction
  - › The concept of sustainable information
- Research projet on information sustainability practices
- Information governance
- Conclusion

## Introduction

# “Sustainable information”: what is it?

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- Sustainable information: valuable intangible asset (Brunet, 2013)
- “Sustainable information refers to resources that either facilitate integration and participation according to the three constitutive parts of sustainable development (social, economic and environmental protection) and/or contributes to the strengthening of the process in which society is transformed according to the ideals of sustainable development.” (Nolin, 2010)

## Introduction

# “Sustainable information”: why should we bother?

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### ● Impact on

- Information behavior of users
- Information behavior of organizations
- Information practices of information professionals
- Information culture of organizations
- Information governance strategy

## **Pilot project on information sustainability practices**

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- Pilot project on information sustainability practices
  - › And its perception among information professionals
  
- Research goal
  - › Given the instability and the growth of information in organizations, what is the perception of the concept of information sustainability among information professionals, and how is it taken into account in their day-to-day practice?

# Pilot project on information sustainability practices

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## ● Research questions

- › Q1 – How do information professionals understand the concept of sustainability in their areas of expertise and their work?
- › Q2 – What sustainable information practices are in place?
- › Q3 – What does sustainable information culture mean for information professionals?

# Pilot project on information sustainability practices

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## ● Methods

- Exploratory and descriptive study

- Sample

- Information professionals
- 246 respondents: 66.3% French-speaking Canada – 33,7% France

- Data collection method

- Online survey (in French)
- Data collected in 2013

## ● Initiator of the pilot project

- Research Group on Sustainable Information, Communication and Documentation (Groupe de Recherche en Information, Communication et Documentation Durables) (<http://www.gricodd.info/>)

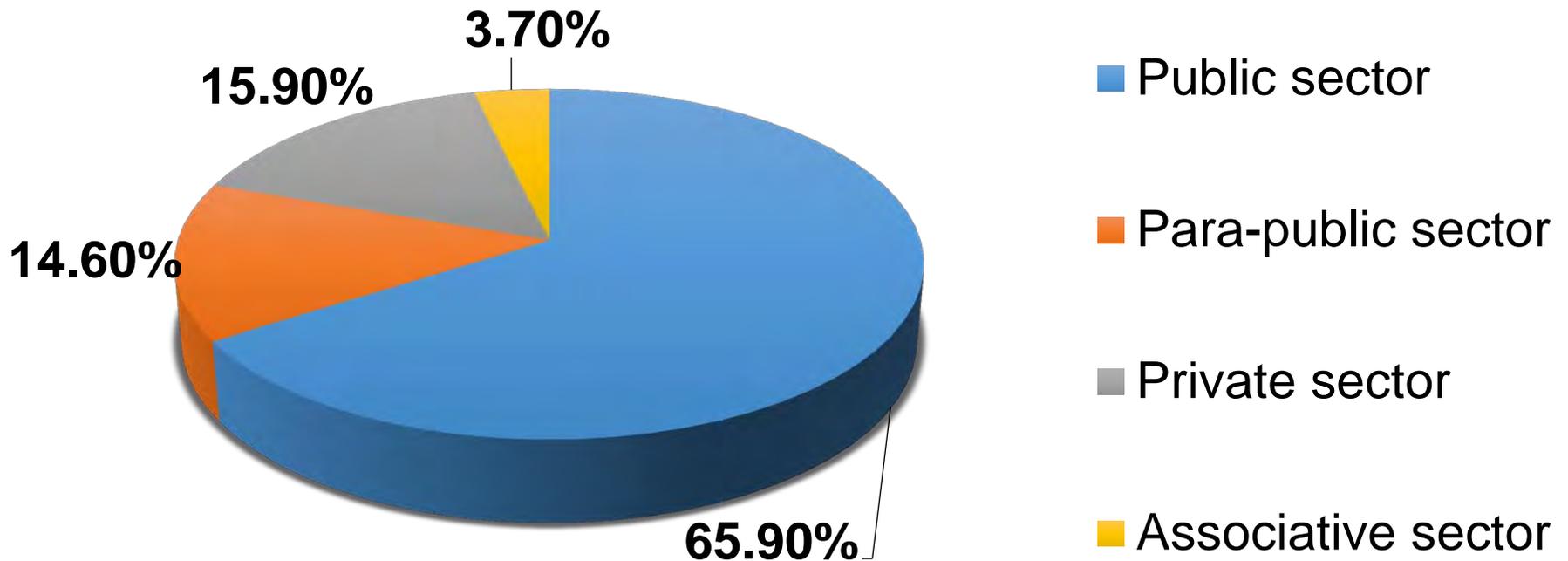
- Researchers in charge of the pilot project: **Dominique Maurel** (Université de Montréal, Canada) and **Vincent Liquète** (Université de Bordeaux, France)

Results - Socio-demographic profile of the respondents

## Sample – Socio-demographic data

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### Respondents provenance

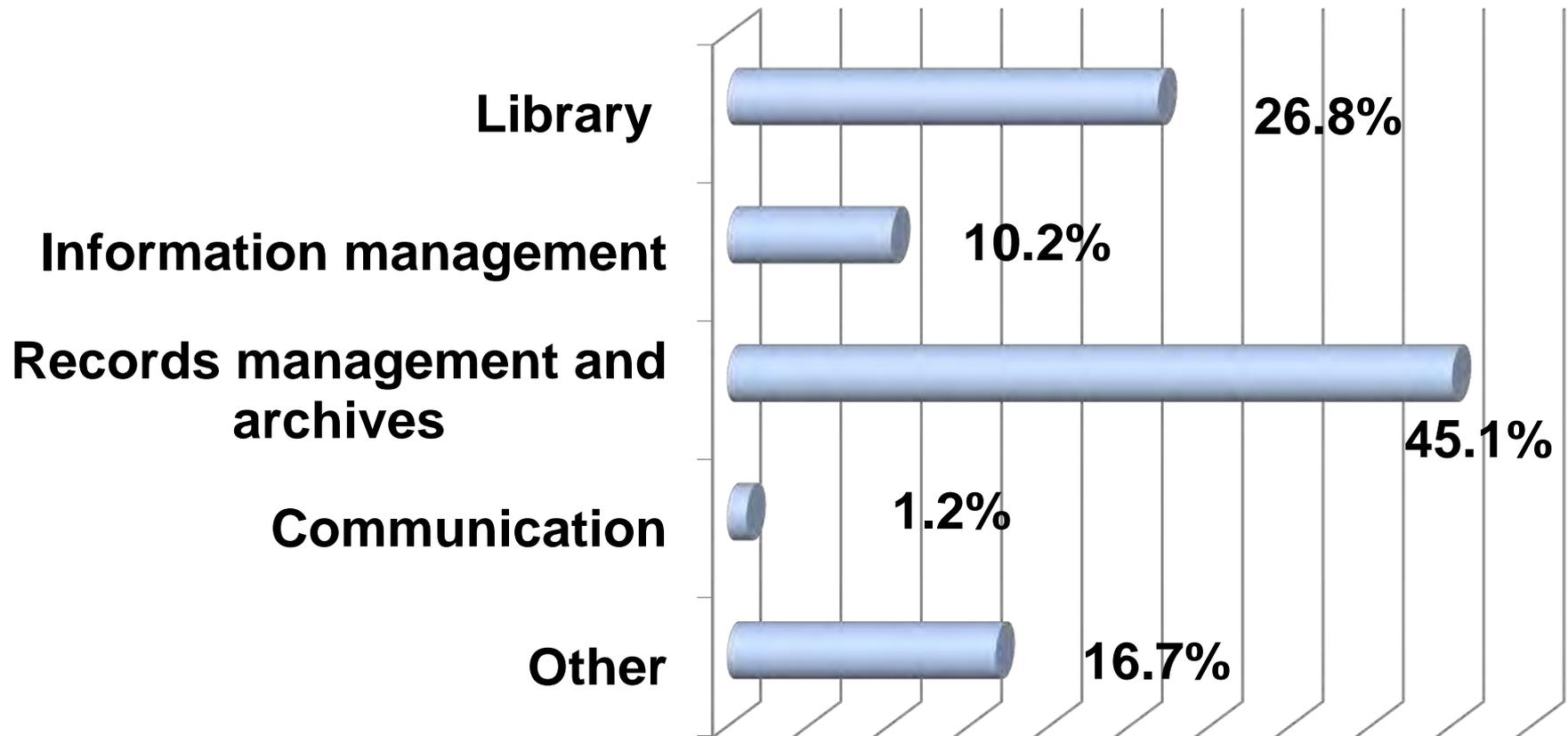


Results - Socio-demographic profile of the respondents

## Sample – Socio-demographic data

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### Respondents areas of expertise



Results - Contextual background

## **Q1. Results – Main transformations in the respondents' areas of expertise**

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### **Libraries**

- Evolution in uses of the libraries
- Need for formative support of the users
- Need for didactic approach
- Remote and virtual users, “24/7” access

### **Information management / Records management and archives**

- Access to information, provision of information
- (Digital) Information overload

### **All areas of expertise**

- Prominently digital information and service offerings
- New forms of mediation and support required by users
- Evolution and diversity of skills required of information professionals

Results - Contextual background

## Q1. Results – Monitoring the areas of expertise transformations?

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Do the respondents think it necessary to monitor the transformations in their areas of expertise?

Yes	78.6 %
No	16.9 %
Do not know	4.5 %

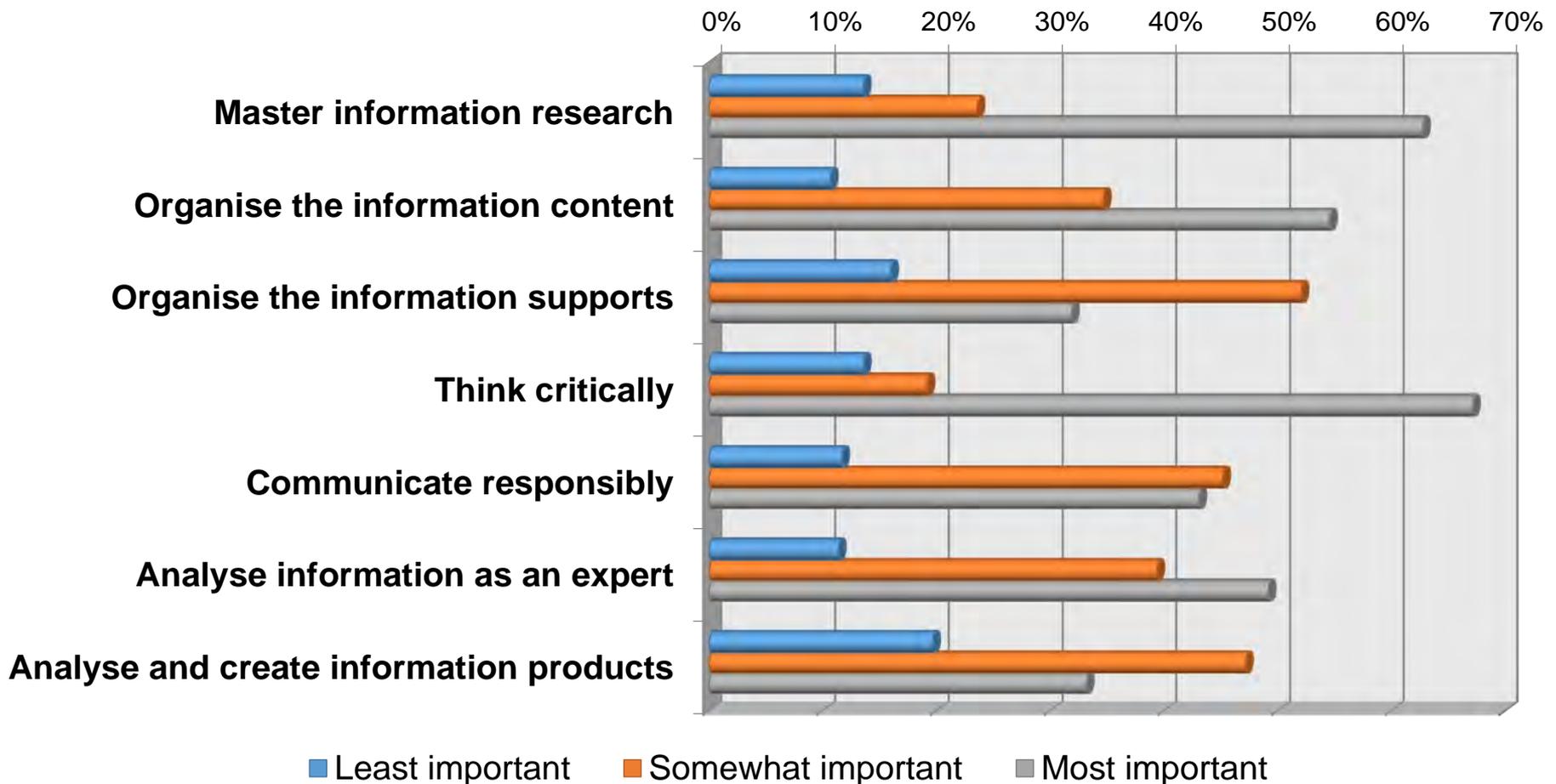
What strategies do they use?

- › Information monitoring and warning systems
- › Professional networks
- › Professional journals
- › Membership to their professional association
- › Training sessions and annual conference of their association
- › Personal contacts

## Results - Contextual background

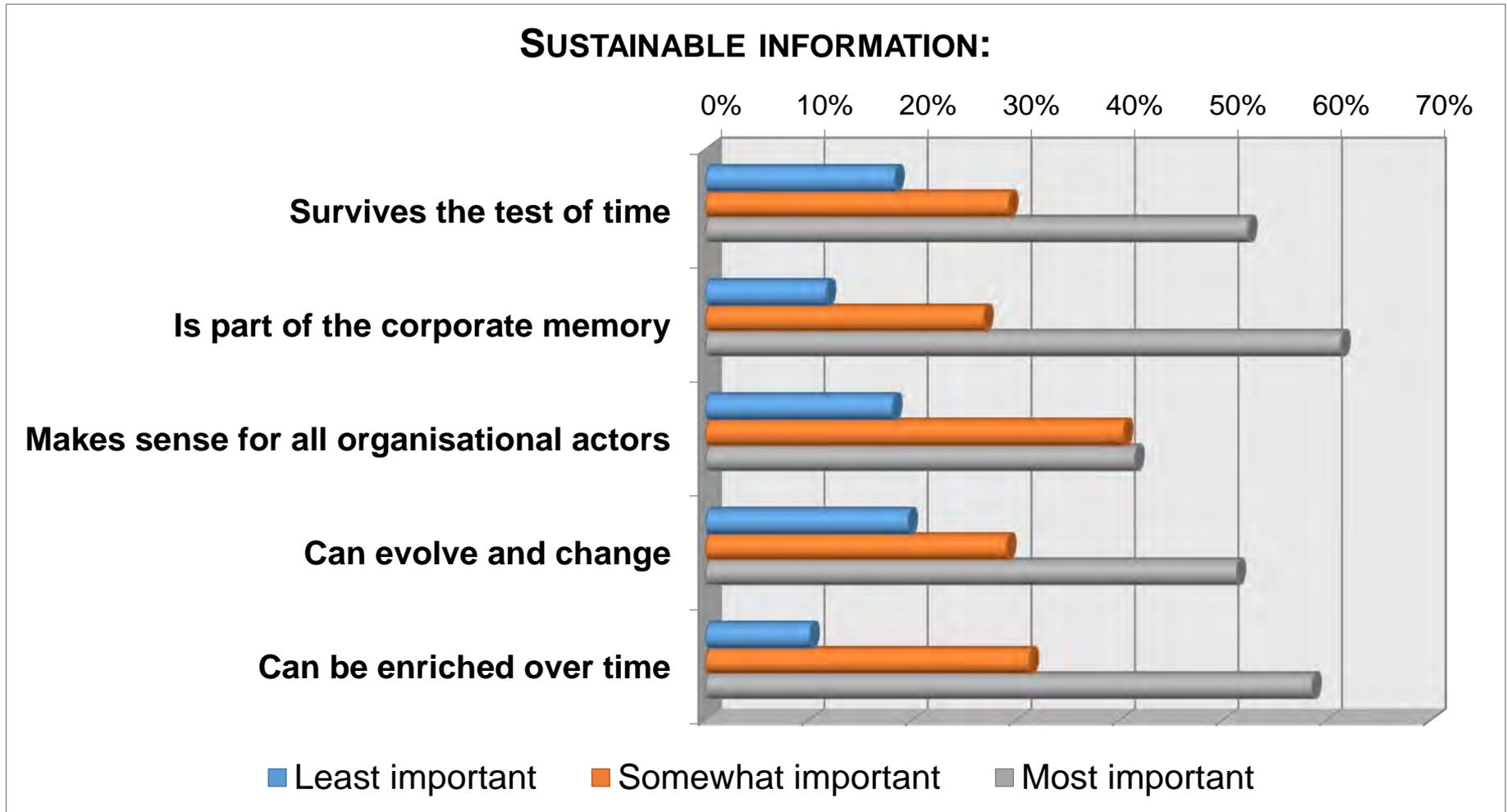
# Q1. Results – What “mastering information” means to the respondents

## TO MASTER INFORMATION MEANS:



## Results - Sustainability

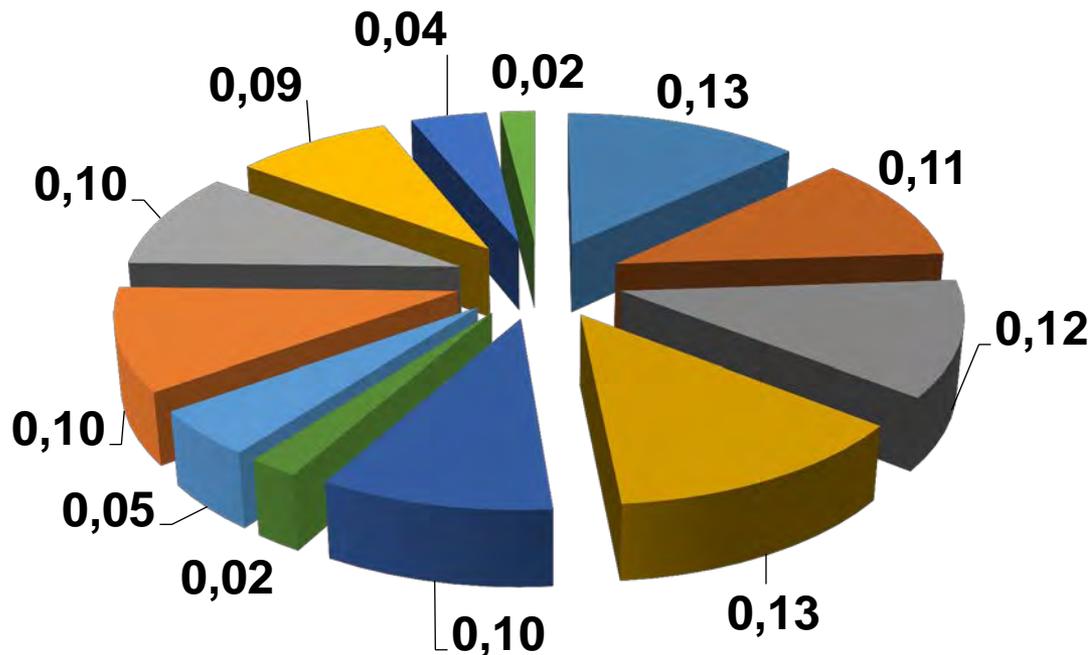
# Q2. Results – The perception of sustainable information



## Results - Sustainability

## Q2. What sustainable practices and for what information activities

### SUSTAINABLE APPROACH – MAIN ACTIVITIES



- Information retrieval
- Information seeking
- Information management
- Document processing
- Information archiving
- Developing social networks
- Developing professional networks
- Updating of knowledge
- Information monitoring
- Internal communication

Results - Information culture

### **Q3. Results – Information culture in context**

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- What does “information culture” mean for the respondents?
  - › Support and training offered to the users
  - › Mediation actions undertaken with users
  - › Knowledge and control of documents and media
  - › Set of capabilities aiming to link different information environments and various resources

Results - Information culture

### **Q3. Results – Information culture in context**

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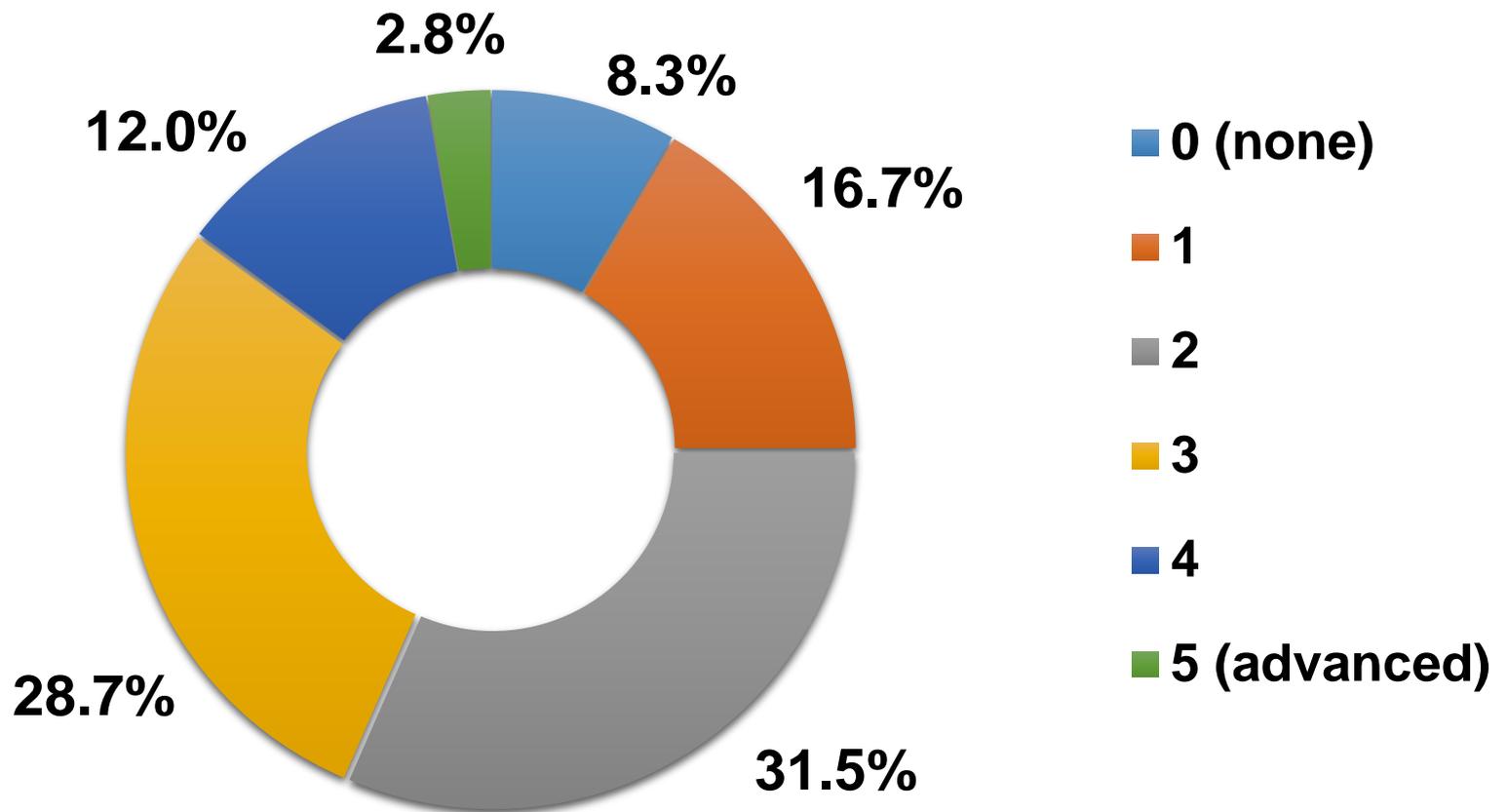
🔴 What does “sustainable information culture” mean for the respondents?

- Permanent and constant training actions offered to users
- Structuring and management of an efficient information system
- Organization, transfer and reinvestment of best practices
- Long-term commitment

## Results - Information culture

### Q3. Results – Information culture in context

**Sustainable information culture implementation in the respondents' organizations**



The issue under the lens of information governance

## **Could information governance be a means to enforce a sustainable information culture in organizations?**

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### ● What is information governance?

- › “the specification of decision rights and an accountability framework to encourage desirable behavior in the valuation, creation, storage, use, archival and deletion of information. It includes the processes, roles, standards and metrics that ensure the effective and efficient use of information in enabling an organization to achieve its goals.”(Logan, 2010)

### ● Dimensions of information governance to take into account

- › legal, informational, technological, managerial, etc.
- › (in a global and integrated approach)

The issue under the lens of information governance

## **Components of an information governance program**

(1/2)

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- Scope of the information governance program
- Goals
- Fundamentals
  - Ex.: ARMA – Generally accepted recordkeeping principles-Information Governance Maturity Model
  - Ex.: National Health Service (UK)
- Regulatory framework
  - Policies, rules, procedures
- Organisational actors involved

The issue under the lens of information governance

## **Components of an information governance program** (2/2)

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### Information processes

- › Management of organizational records
- › Data management
- › Knowledge management
- › Business intelligence
- › Information security and risk management
- › Access to information
- › Privacy issues
- › Management of information technology

### Assessment – Indicators of performance

# Conclusion

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- **Importance of strategically positioning information professionals in order to promote a sustainable information culture throughout organizations**
  - › Consider information governance as a strategic lever
  - › Position the information unit within the business strategy
  
- **Sustainable information culture is strategic**
  - › The establishment of an information governance can be successful only if it is supported by all the key stakeholders on which it is based, including information professionals
  - › Information governance should serve as a lever for information professionals to reinforce their strategic role in their organizations

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**Questions?**

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