

Prof. Joachim Griesbaum



Prof. Joachim Griesbaum is a professor of information science at the **University of Hildesheim**. His research focuses on **information behaviour, information literacy, online marketing, and e-learning**.

He also plays a leading role in **KILA – Knowledge Lab Information Literacy & Accessibility**, an interdisciplinary research lab exploring the dynamics of **information, technology, and social participation in the digital age**.

His recent work includes publications on **intercultural perspectives on information literacy and metaliteracy**, as well as on **information literacy concepts, research, and promotion**.

Talk 1: Information literacy: prerequisites and conceptual aspects of implementation

Abstract Information literacy is widely promoted as a key competence for participation in democratic societies, but its conceptual foundations and the conditions for its actual implementation remain under-discussed. Drawing on the **UNESCO Media and Information Literacy framework**, the talk argues that information literacy must be addressed both at the **individual** and the **societal** level, including the regulation of information markets and the role of educational systems.

It then discusses **cognitive, meta-cognitive, and motivational prerequisites** of information-literate behaviour and illustrates practical implications with established evaluation strategies.

The talk closes with a reflection on **AI and information literacy**.

Talk 2: IPILM: Intercultural aspects of information literacy and metaliteracy

A transnational project to foster intercultural learning, information literacy, and metaliteracy among students from diverse cultural backgrounds

Abstract : The **IPILM project — Intercultural Perspectives on Information Literacy and Metaliteracy** — brings together students and instructors from universities across multiple continents in transnational collaborative learning. Conceptually, IPILM combines **information literacy** with **metaliteracy** and is organised as a **Collaborative Online International Learning (COIL)** format, following a **Computer-Supported Collaborative Learning** approach.

Three goals shape the design:

1. fostering **intercultural learning**;
2. addressing **information literacy and metaliteracy** from transnational perspectives;
3. sharing the resulting knowledge with a wider public.

Since 2019/2020, IPILM has been iterated in numerous courses with partner institutions in **Germany, Austria, Poland, India, the USA, and Bosnia-Herzegovina**.

The talk presents the conceptual framework and discusses how the model can be adopted by other educators interested in **transnational teaching**.