

# Developing discerning information users.

s.u.r.e.

Source • Understand • Research • Evaluate

Information Literacy (IL) programmes are traditionally conducted by academic libraries. In Singapore, the National Library Board (NLB) drives IL awareness for the nation. Against the backdrop of information overload, the NLB launched a nation-wide campaign in 2013 to promote the importance of information searching and discernment. Singapore is the first country outside of the United States to promote IL on a national scale for the general public.

## About S.U.R.E.

### What is S.U.R.E.

We have distilled key information literacy concepts into a simple tagline: **Source, Understand, Research & Evaluate (S.U.R.E.)** to enable easy understanding.



#### Source

**Look at its origins. Is it trustworthy?**

Make sure that the source of information is credible and reliable.



#### Understand

**Know what you're reading. Search for clarity.**

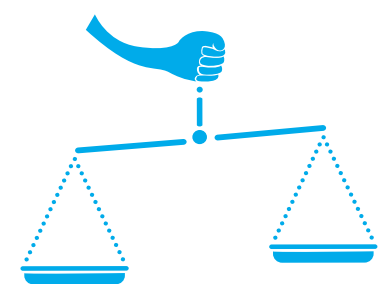
Look for facts rather than opinions.



#### Research

**Dig deeper. Go beyond the initial source.**

Investigate thoroughly before making a conclusion, check and compare with multiple sources.



#### Evaluate

**Find the balance. Exercise fair judgement.**

Look from different angles – there are at least two sides to a story.

### Who we are

We are a group of professional librarians and research associates at NLB passionate about information. We believe that the ability to locate, retrieve, evaluate, analyse and use information in a meaningful way is a critical life skill for the 21st century. As information professionals, we feel compelled to share our passion and expertise in information search and evaluation with the general public to promote a nation of discerning information users.

### What we do

We get people to start thinking about the information they receive every day and its sources through awareness marketing, training and engaging the public.

- Promote S.U.R.E. message by dressing up public spaces e.g. libraries, newsstands, eateries, etc.
- Increase public awareness via events
- Advocate application via advertorials, outdoor displays, articles, videos, etc.
- Engage public via social media e.g. Facebook, mobile app, e-learning resources, etc.
- Produce learning resources and workshops for teachers/students
- Groom next generation of expert information seekers via S.U.R.E. Club activities for student librarians
- Drive IL research via national surveys and collaborating with university researchers, and organising conferences such as the Information Literacy section of IFLA World Library & Information Congress in 2013



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