

Winning or losing a generation

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illiterates, a growing nation

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Analfabeti, un popolo in crescita

Sono quasi sei milioni, altri 13 a rischio Chi non si
esercita va indietro di 5 anni

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Children of 11 cannot spell simplest of words

by LAURA CLARK, Daily Mail

Last updated at 09:38 28 Januar 2006

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Children's spelling ability has declined despite a multi-millionpound drive to improve literacy standards.

Pupils made more errors in last year's national English tests for 11-year-olds than they did in 2004, seven years into the Government's flagship strategy.

An analysis of scripts reveals youngsters misspelt nearly half the words in a list of 20, a rise in errors on the previous year.

They even tripped up on basic words such as 'washing' and 'before'.

Yet pupils could misspell these words and still pass the English test if they picked up enough marks in other sections of the exam to compensate.

Ministers trumpeted an increase in the proportion of 11-year-olds passing the English test from 78 per cent in 2004 to 79 per cent.

But the exam is made up of several parts, including reading, writing and spelling. An analysis by the Government's exam watchdog suggests the overall improvement masked a deterioration in spelling performance.



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'Unacceptably high' number of adults can't read

By Mark Ellis, Education Correspondent [29/01/2009](#)

a a

An "unacceptably high" number of adults cannot read, write or add up, MPs were warned yesterday. Despite £5billion spent on teaching basic skills in the past eight years there are 5.2 million adults in England with poor English and 6.8 million struggle with maths.

A report by the Commons Public Accounts Committee said tackling the problem is essential if England is to remain competitive in the global economy.

In 2003, an estimated 75 per cent of England's workingage population had numeracy skills below the level of a good GCSE, and 56 per cent had literacy skills below this level.

Committee chairman Edward Leigh said: "This is a dismal picture."

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NEWS

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A third of boys don't read

Published: 02 Jul 2003

ADD YOUR COMMENTS

A THIRD of teen boys never read outside school, a poll revealed yesterday. And only one in five of those who do actually pick up a book. The rest look at lads' mags and emails. The Organisation for Economic Co-operation and Development warned the "worrying" trend is linked to boys underperforming at school. Almost 36 per cent of 15-year-old boys never read at home, while only one in 13 spends at least an hour reading for fun. Seventy per cent flick through a magazine and 55 per cent check emails. Meanwhile, British kids slipped in a world education league table. Of 43 countries, the UK was ninth for maths, eighth for literacy and fifth for science ? all one place lower than 2002.

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MICHAEL JACKSON

NEWS

Got a story? Text: **63000** - Email: talkback@the-sun.co.uk

Four out of 10 kids can't read

By ONLINE REPORTER

Published: 07 Aug 2007

ADD YOUR COMMENTS

FOUR out of 10 children left primary school this year without being able to read or write, Government figures show today.

Just 60 per cent of the 585,000 11-year-olds who sat national curriculum tests this year reached Level 4 in reading, writing and arithmetic, the figures show.

It means more than 230,000 pupils fell short of the standard expected of the age group. Of the total,



Test ... kids in class



Are German pupils stupid?





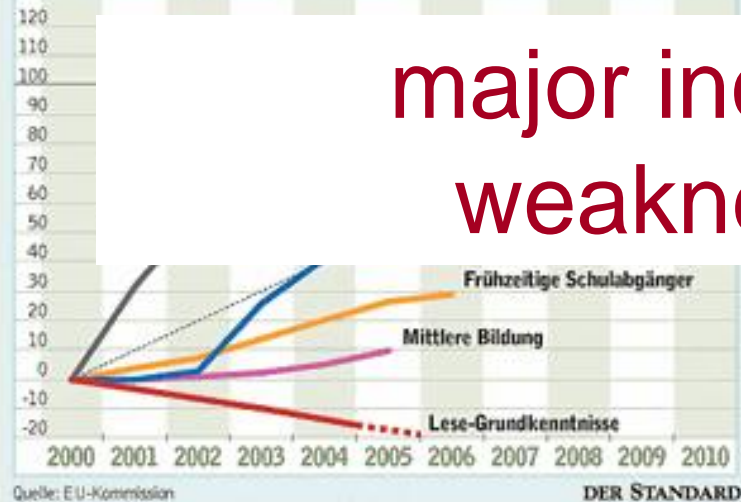
Leseschwäche nimmt in EU deutlich zu

13. Februar 2008, 13:24

Bereits jeder fünfte 15-Jährige in der Union hat größere Probleme, eine Zeitung oder ein Buch zu lesen - mit

major increase in reading weaknesses in the EU

EU-Bildungsplan Fortschritt in den fünf Bereichen (EU-Durchschnitt)



vergrößern 500x382

größere Probleme, eine Tageszeitung oder ein einfacheres Buch zu lesen. Vor zehn Jahren waren es nur 13 Prozent. Diese Zahlen gehen auf eine Untersuchung der EU-Kommission hervor, die auf Zahlen aus 2003 und 2004 basieren. Experten zufolge bestätigen jüngste Untersuchungen aber den Trend. Insgesamt hat die Kommission im Rahmen des Lissabon-Prozesses für die Stärkung des Wirtschaftsraumes auch fünf Bildungsziele für die Union definiert:

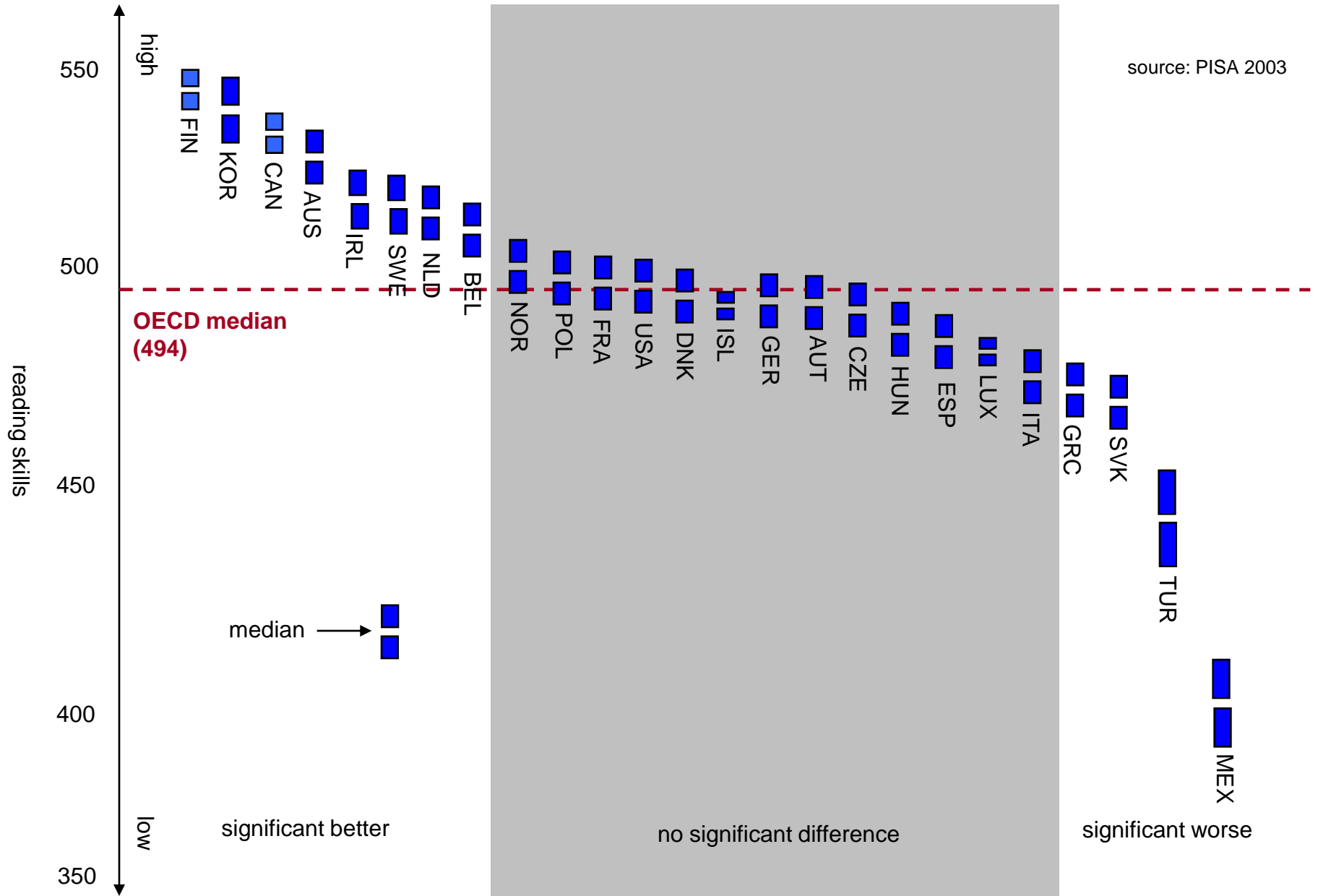
PISA (Programme for International Student Assessment)

- OECD (Organisation for Economic Co-operation and Development)
- Measures the skills of 15-year-olds
- Measures reading, mathematical, and scientific literacy
- Since 2000, every 3 years in 30 OECD countries and other participating countries

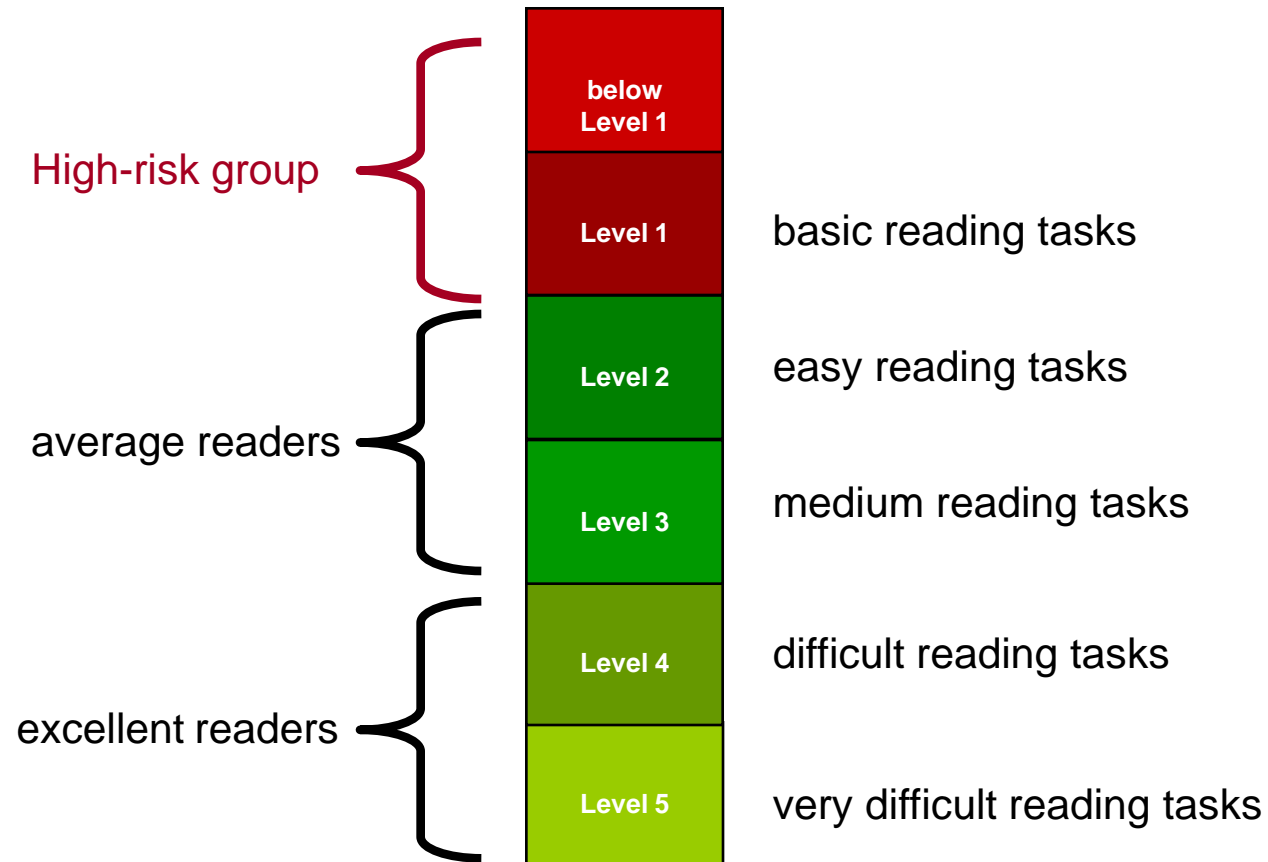
OECD/PISA definition of reading literacy

„Reading literacy is understanding, using and reflecting on written texts, in order to achieve one’s goals, to develop one’s knowledge and potential and to participate in society.“

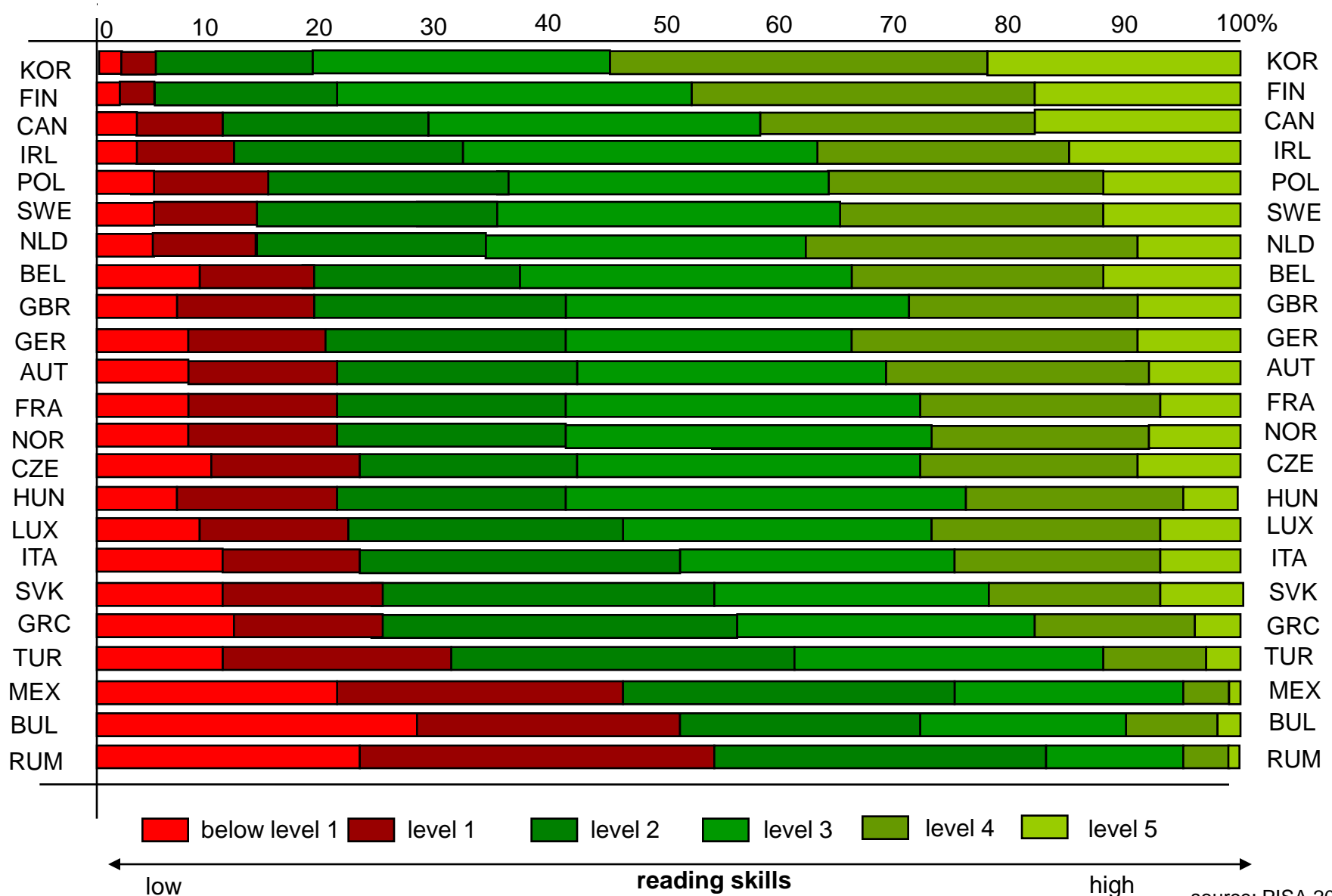
Reading skills by international comparison



Reading literacy levels



Allocation on levels including high-risk groups – OECD comparison



source: PISA 2006

Paradigm shift

- Shift of focus from developing countries to industrial countries
 - reading weaknesses are perceived as a significant social problem of the industrial countries
- Shift of the debate from culture to economy
 - It's no longer about an education canon, but about economical harm or benefit

Implications for libraries

- Don't ignore the paradigm shift
- Evaluate your offers and services
- Identify weaknesses/shortcomings
- Develop new attractive offers and services
- React on the paradigm shift with your argumentation
- Orient your work at best-practices

Successful products need:

- A highly qualitative product
- Effective marketing



proper combination!

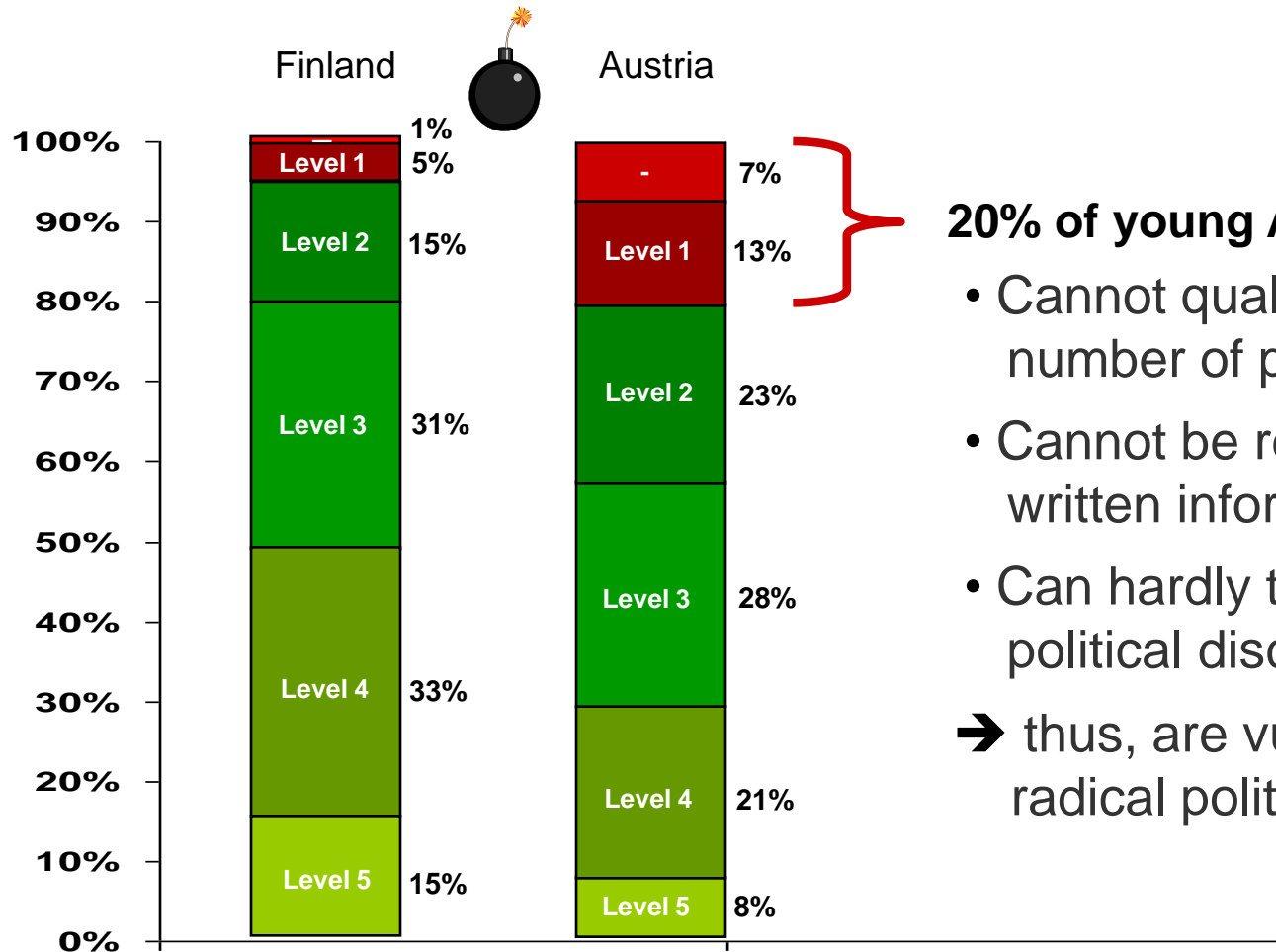
Austria: some facts

- 8.2 mio inhabitants
- ~ 2,500 libraries
- OECD wealth ranking: 7th
- 4th richest country in the EU
- No library law
- OECD PISA study: 19th rank

Nobel Prize in Literature – Elfriede Jelinek



Reading Skills



20% of young Austrians:

- Cannot qualify for a number of professions
 - Cannot be reached with written information
 - Can hardly take part of political discussions
- ➔ thus, are vulnerable to radical political positions!

PISA and the libraries

- Measures were so far concentrating on schools only
- Libraries were rarely an issue of education debates

PISA and the libraries

- PISA has shown:
- massive lacks in reading skills of young people
- but also:
- a serious awareness deficit of Austrian libraries

Austria's nationwide campaign



- Promotion of reading
- Improving public awareness of libraries

Key aspects

- Nation-wide literature festival
 - ➔ Austria's biggest literature festival
- Effective PR campaign

Austria Reads.

Meeting Point Library



bvo

Posters



Promotion material

bags



T-shirts



balloons



bookmarks

Patronage

The Federal President
of Austria,
Dr. Heinz Fischer



Funding

First time!

- Federal Ministry for Education, Arts and Culture
- All Austrian federal states
- Participating libraries
- Sponsored by business companies

Mobilization and motivation

- Numerous publications + periodical direct mailings to all public libraries
- Website, inter alia offering information about event management
- Numerous conferences
- Foundation of the “Reading Academy“: offering workshops in all federal states

➔ Improving of the quality





***„Für mich
gehört Lesen
zum guten Ton“***

Anna Netrebko

**Österreich liest
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20.–26. Oktober 2008

www.oesterreichliest.at

Foto: Atomic

„Lesen heißt gewinnen“

Benni Raich

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Gefördert vom bmuk





„Lesen gibt mir den Schwung“

Marlies Schild

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Foto: Furtner



„Ich fliege auf Bibliotheken“

Toni Innauer
*Sportdirektor Skisprung
und Kombinierer*

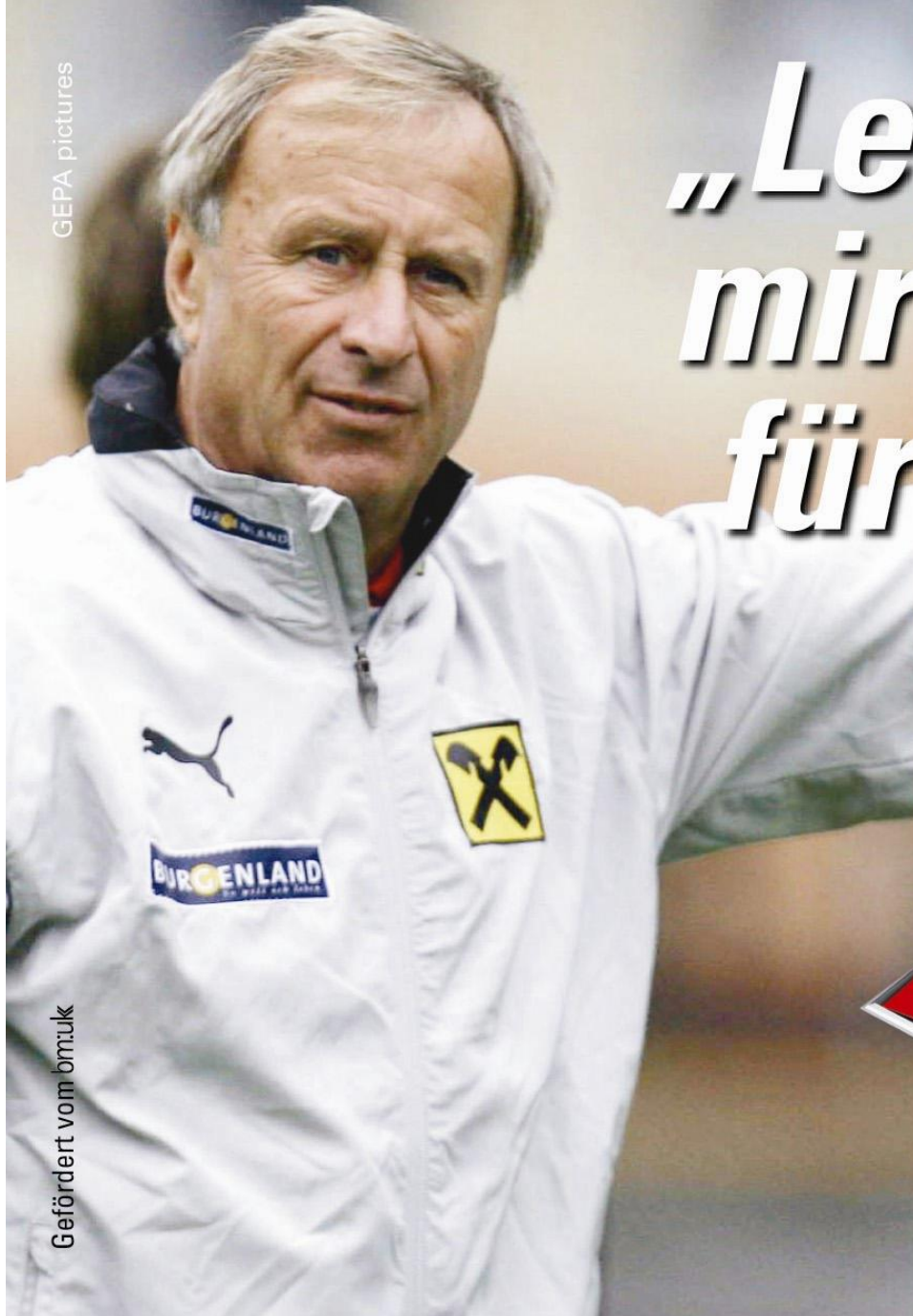
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GEPA pictures



**„Lesen gibt
mir den Kick
fürs Leben“**

Josef Hickersberger

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**„Lesen bedeutet,
neue Welten zu
entdecken“**

Mag. Brigitte Ederer

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Gefördert von
Siemens Österreich



**„Bibliotheken sichern
allen Menschen freien
Zugang zu Bildung“**

Mag. Franz Voves
Landeshauptmann der Steiermark

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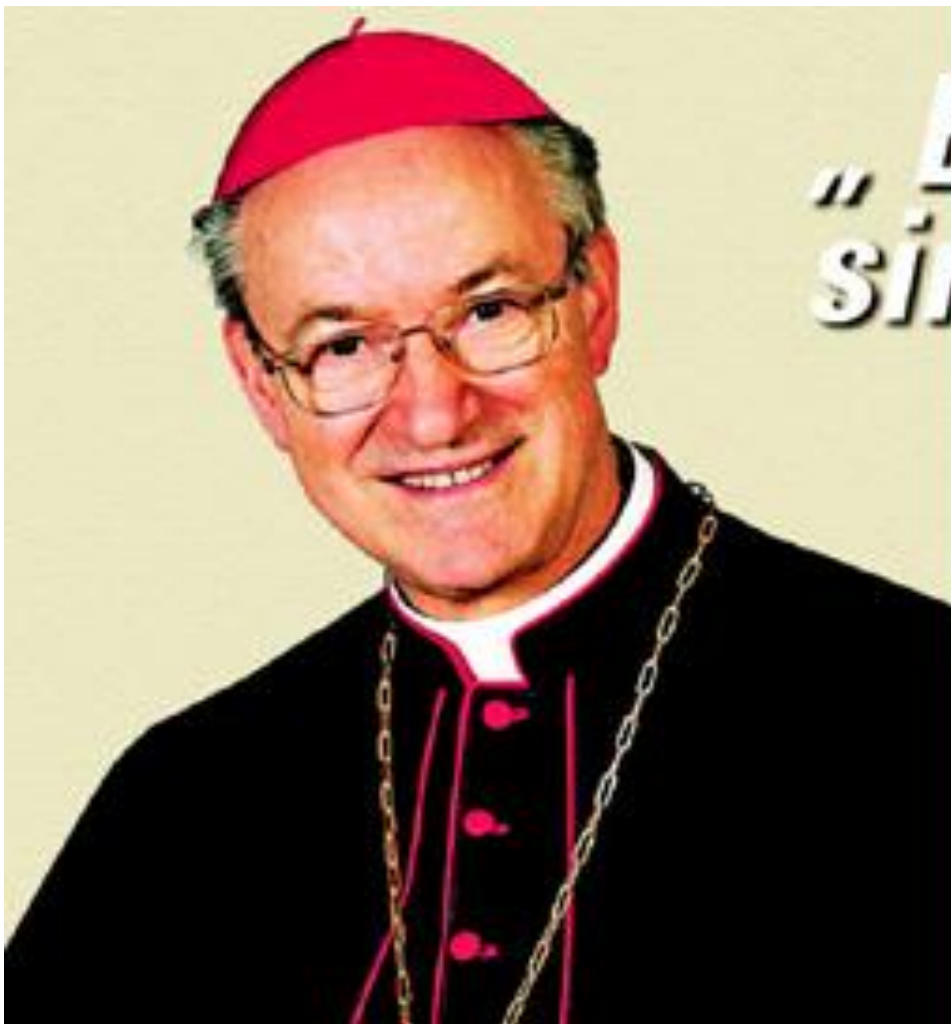
**„Jedes Buch birgt
einen Schatz“**

**Bürgermeister
Dr. Michael Häupl**

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„Bibliotheken sind ein Segen“

*Erzbischof
Dr. Alois Kochgasser*

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Fotos: ÖBB/Robert Deopito

- From Vienna to Salzburg
- From Eastern Austria to the West

Austria Reads on TV

- 30“ TVC on ORF, the Austrian national broadcasting channel, during prime time in the two weeks before the campaign



International cooperations

- In 2008, numerous „Österreich-Bibliotheken“ abroad participated in the campaign
- 2008: „Germany Reads. Meeting Point Library“
- 2010: „Switzerland Reads. Meeting Point Library“

„Austria Reeds. Meeting point library“

- high quality product
- self created professional PR campaign

Austrian state award for Public Relations



„Austria Reads. Meeting point library“

- Austria´s biggest literature festival
 - valuable marketing tool
 - thematises the situation of libraries
 - lobbying for libraries
- ➔ For the **first time** libraries in the government program**



Thank you for your attention!