The Moral of the Story
Assessing the Social Value of Data Services
Storytelling: A Cultural Activity

- Entertaining
- Educating
- Sustaining Culture
- Instilling moral values

“... a means for sharing and interpreting experiences”
Cambridge Analytica: A Tale of Two Values

“\textit{I made Steve Bannon’s psychological warfare tool}” \hspace{1cm} “\textit{It’s no good fighting an election on the facts}”
Legitimacy & Social Value

“A perception that an entity’s actions are desirable proper or appropriate within a socially constructed system of norms, values, and beliefs”

Communities supply resources to services that are perceived to be legitimate
The Story of Social Value

Cultural Cognitive
(Community)

Normative
(Internal Unit)

Regulative
(External Units)

Ideals ➔ Values ➔ Principles
Beliefs ➔ Practices ➔ Standards

Legitimacy
The Cultural-Cognitive Plot

• Ideals: *What are the ideals of your institution?*

• Beliefs: *How do you believe they will be realized*

- "Global & Intercultural Learning"
- "Community Engagement"
- "Diversity & Inclusion"
The Normative Character

- Values: What are your professional values?
- Practices: What practices realize those values?

- Multicultural Collections
- Instruction: CREW Scholars
- Community Access

ALA Code of Ethics
“... ensure the free flow of information and ideas”

ACRL Framework for Information Literacy
“Authority is Constructed and Contextual”
The Regulative Perspective

• Principles: What principles guide behavior?
• Standards: What standards evaluate that behavior?

Community Engaged Learning- Course Development Rubric

Global & Intercultural Institutional Outcomes

Alternative Names:
• Foundations of Global & Intercultural Learning
• Global & Intercultural Developmental Model
• Global & Intercultural Institutional Learning Objectives
• Pathways to Global & Intercultural Learning

FOUR OBJECTIVES OF EQUITY AND INCLUSION

1. Devoting time and resources to ensuring the equitable and respectful treatment of all.
   Good: Publicize steps to file a complaint about discriminatory treatment and highlight Equity Action Partner.
Assessing the Social Value of Library Services

1. Inflow of Resources
2. Influence on Resource Allocation Decisions
3. Ability to Define Beliefs
The Moral of the Story

Social Value is Community Value(s)