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Spring 2008

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Chair's Column

Greetings LACASIS members and friends!

Current Issue:

- [Fall 2008](#)

It's Spring! The time to renew and revitalize after a long, hard Winter! Okay, that's stretching the truth here in Southern California where the average temperature has been about 60 degrees this Winter (and mostly rain-free too). But Spring does represent a fine time to renew and revitalize your professional network, and LACASIS provides many opportunities to do just that. Here are a few of the activities that LACASIS sponsored for our information colleagues this winter:

Past Issues:







- [Spring 2008](#)
 - [Fall/Winter 2007](#)
 - Summer 2007 - not issued
 - [Spring 2007](#)
 - [Winter 2007](#)
 - [Fall 2006](#)
 - [Spring/Summer 2006](#)
 - [Fall 2005/Winter 2006](#) 
 - [Spring/Summer 2005](#) 
 - [Winter 2005](#) 
 - [Fall 2004](#) 
 - [Summer 2004](#) 
 - [Winter / Spring 2004](#) 
 - [Fall 2003](#)
- 2007 CISTA Award Recipient & Featured Speaker Dr. Carol Tenopir presented "Witnessing Change: Studying Scholarly Article Reading Over Time" at UCLA
 - A diverse group of invited speakers representing public, academic, special libraries, and museums presented at Tag You're It: A Dialog Between Social Tagging and Traditional Classification
 - We refreshed our LACASIS-L list! Our goal is to ensure that LACASIS-L is a useful resource for YOU!
- And we have more activities planned -- from field trips to online learning opportunities to speaker programs. Please check the website and lookout for announcements on LACASIS-L regarding future events.



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www.goalexandria.com

I would like to welcome our new LACASIS members and encourage you all, in particular, to get involved. What better way to get the most from your professional organization than to actively participate. Don't be shy! Come to an event and get to know us!

Aura Lippincott, 2007-2008 LACASIS Chair

Upcoming LACASIS Board Meetings

LACASIS board meetings are held monthly from 9:30 to 11:30 on the first Saturday of each month (with the exception of holidays) and are open to all members. During the summer months of June, July and August board meetings are held virtually via email.

[Tour of the Yahoo! Entertainment Usability Lab IA Summit 2008: April 12-14](#)
[Subscribe to LACASIS-L Mailing List](#)
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[LACASIS Executive Board for 2007-2008](#)

[Submission Guidelines](#) ↗

Editor:
[Grace Lau](#) ↗
[edit navigation](#)

Date	Location	Time
May 1, 2008	Acapulco Mexican Restaurant 1109 Glendon Ave Los Angeles, CA 90024 310) 208-3884	5:30pm-7:30
June 7, 2008	Virtual	
July 5, 2008	Virtual	
August 2, 2008	Virtual	

Save the Date!

ASIDIC Announces its Spring 2008 Meeting

The ASIDIC Spring Meeting is not your average event. It is your opportunity to be part of an intimate gathering of thought leaders from across the information industry. Join us as we take a closer look at major issues affecting the industry, challenge the way you think about these issues, and identify opportunities for future success.

Save the dates and plan to attend the ASIDIC Spring Meeting
Wynn Hotel and Resort, Las Vegas, NV, March 16-18, 2008

Below is an outline of the technical program. Please check the ASIDIC Web site at www.asidic.org/meetings/spring08.htm ↗ for details on the program and the local arrangements, and to register for the

meeting. We look forward to seeing you in Las Vegas in March.

As Worlds Collide

The Information Universe is expanding at an exponential rate causing not one, but many worlds to collide. Each collision presents both opportunities and dangers to the marketplace. Will the collisions destroy individual worlds or fuse worlds together?

- Will “Free Content” knock “For Fee Content” out of geosynchronous orbit?
- Is User Generated Content a super nova or a new galaxy?
- Will Open Access warp the space-time continuum of Traditional Publishing?
- Will Full Text Searching rocket past Abstracting and Indexing Services?
- Is Google-Yahoo–Microsoft (GYM) The Evil Empire or part of The Federation?
- Will Web 2.0 technology become the new propulsion system for content providers?

Join the leaders in the publishing industry who wrestle with these issues and collaborate with them on insights that will drive your business plans forward and your business relationships into profitable new directions.

Early Registration and Group Discounts

Early registration discounts are available. Register on or before February 14, 2008 at www.asidic.org and receive a 20% discount! Groups of 3 or more registering at the same time also receive a 20% discount.

New Member Welcome

Congratulations to our new, or newly transferred, members!

- Sue Tyson
 - Justin Weddle
 - Ivan Quiroga
 - Mary Beshid
 - Lois Hightshoe
 - Frances Chu
 - Elizabeth Bowen
 - Sarah Stern
-

Members in the News

Sandra Tung

The library community lost a great contributor and professional last week. Sandra Tung, a former Santa Monica and Altadena resident, died peacefully on April 23, 2008. Sandra retired from Boeing last year where she was the Business Information Manager for Business Development since 1998. Previously she worked at Rockwell, Savage Information Services and NASA Applications Center. She set a very high standard when it came to being active in professional organizations.

Sandra was a long time member of the Los Angeles Chapter of the American Society of Information Science and Technology (LACASIS). During the 1980's, she played a major role in making LACASIS a stronger, more vibrant organization. Sandra, a talented leader with a "can do attitude", was a natural mentor. She understood the value of working with new members to insure the next generation of leaders would be strong. She was active in LACASIS for over 15 years and served as Treasurer, 1992-1995; Marketing/Database Coordinator, 1995-97; Program Committee member 1995-96; and Awards Committee Member 1997-99. In 1994 she was recognized for her service and won the Outstanding Member Award.

One of Sandra's legacies is the continuing success of LACASIS as a professional organization. She will always be remembered as a LACASIS "super star". Sandra was also very active in the Southern California Online Users Group (SCOUG) Steering Committee, where she somehow found time to serve as the Chair, Program Chair, Annual Retreat Coordinator and Annual Workshop Chair. She was also a member of the Special Libraries Association (SLA).

Sandra was a multi-talented, warm woman who will be missed by many. She is survived by her children Doug, Diana and Irene, three grandchildren and a loving extended family.

Donations may be made in her name to San Gabriel Valley Habitat for Humanity 770 N. Fair Oaks, Pasadena, CA 91103,
www.sgvhabitat.org

Please send us your news! Have you (or another LACASIS member you know) recently been promoted, changed jobs, won an award or acknowledgment? We'd like to hear about it and publicize your successes! Email the OASIS newsletter editor Grace Lau at laugh@gmail.com.

2008 Margaret McKinley Memorial

Student Scholarship Essay Competition

The Los Angeles Chapter of the American Society for Information Science and Technology (LACASIS) is sponsoring the Fifteenth Annual Student Scholarship Essay Competition. This Competition, first established in 1992, and renamed in memory of the late Margaret McKinley in 1993, is intended to encourage students in Library and Information Science Programs to consider the benefits of participation in the activities of professional societies.

AWARD: The winner will receive reimbursement funding up to US \$1,000 for registration, airfare, and hotel expenses to attend the ASIST 2008 Annual Meeting, "People Transforming Information - Information Transforming People" and a one-year membership in ASIST. Two runners-up will receive one-year memberships in ASIST.

ELIGIBILITY:

- All students (including those graduating in spring 2008) enrolled in Library and Information Science Programs (in-person or distance education) at universities within the areas represented by the Los Angeles Chapter of ASIST (Hawaii, California, Australia, and New Zealand) are eligible to enter.
- Students residing in one of the areas represented by the LACASIS (Hawaii, California, Australia, and New Zealand) and attending Library and Information Science Programs (LIS) distance education programs outside of the areas represented by LACASIS are eligible to enter.
- Students enrolled in graduate programs (at universities within the areas represented by the Los Angeles Chapter of ASIST) not identified as LIS programs may be eligible. Interested students in non-LIS programs must include in the essay submission (in addition to other essay requirements below), a statement explaining how the program mission relates to ASIST and how ASIST membership and conference attendance would be beneficial.

Membership in ASIST is not required to enter the Competition.

TO ENTER: Compose an essay that addresses the following:

- What specific benefits do I expect to derive from attending the ASIST 2008 Annual meeting?
- How will I integrate these benefits into the start of my new career?
- How might LACASIS or ASIST benefit from you receiving this scholarship?

For details about the theme of the ASIST 2008 Annual meeting, visit the

ASIST website <http://www.asis.org/>

Essays should not exceed 500 words or two typed, double spaced pages. Do not identify yourself or your school in the essay. Submit the essay with a separate cover sheet listing your name, address, email, telephone number, and school by the deadline of July 1, 2008. Essays may be submitted by email to:

Andrea Lynch

Email: andlynch@yahoo.com

A panel of LACASIS members will judge the essays. Winners will be notified by July 31, 2008.

LACASIS Recent Event Reviews

LACASIST Holiday Program 12/13/07

The Secret History of Farmers' Markets

Submitted by Kristen LaBonte, Digital Resources and GIS Librarian,
California State University, Channel Islands

Russ Parsons, food columnist from the Los Angeles Times, enlightened attendees about the local farmers' markets and issues relating to farming and fresh food. He has written hundreds of stories and features on farmers' markets, California cooking and restaurants. He has received three James Beard Foundation Awards, The Bert Green Award for food journalism, and the University of Missouri Lifestyle Journalism Award for consumer writing.

Russ opened his talk by thanking the librarians and letting them know that there are not many places he would rather be than in a library.

Originally, almost all of the produce sold in America was at farmers' markets where owners of Mom and Pop food markets would buy the produce to re-sell. The farms were surrounding the city and the produce was brought to the people. Around the same time as the expansion of rail lines and refrigerated rail cars came on line, city demographics changed and people moved into the suburbs and the farms were pressured to move out. Right before World War I produce was starting to be shipped from California to the East Coast. The Great Central Valley of California was opened up and now more than half of the fresh produce in the United States comes from California. During that time period regulations were in place to limit farmers' markets and force farmers to sell to distributors. Farmers' markets were illegal until 1977.

At that time produce was sold in markets that were more like food coops but the tide soon turned. In 1978-79 farmers' markets were founded by religious organizations to get fresh food to underserved areas. Around the same time some markets appeared in New York City and the surrounding neighborhoods were improved. A few years later Santa Monica Farmers' Market appeared and now there are near 3000 markets in the country and 400 in Southern California.

The current structure of Farmers' Markets has been a revolutionary force in the agricultural community and means much more to farmers than being a place to sell produce. If you are a farmer, there is no incentive to grow great food when you sell to large grocery distributors. However, if you are selling at a farmers' market then you have the ability to prove the quality of your food and get a reflective price. Today in Santa Monica, some chefs have turned into produce distributors who purchase and ship to high end restaurants across the country.

In recent years, some farmers have initiated Community Supported Agriculture, where consumers buy into a share of the harvest. They give their money to the farmers up front and in return receive boxes of produce. The consumers take a risk on the farm, but in return receive a variety of seasonal produce. In addition, there are permanent market structures being established in places like Napa where farmers, butchers, and bakers are rotated throughout the market seven days per week. Santa Monica has a satellite market where produce baskets are delivered to office buildings and there is hope to expand the program to include schools and hospitals. In the future, farmers' markets will continue to evolve and will always come back to farmers in the field.

Tag You're It: A Dialog Between Social Tagging and Traditional Classification

Submitted by Kristen LaBonte, Digital Resources and GIS Librarian,
California State University, Channel Islands

<http://www.lacasist.org/events/tagging.htm>

Gabriel Lundeen - Los Angeles Public Library

What is a tag? It is a form of descriptive metadata that anyone can perform although most people do not realize they are cataloging.

Social tagging is the sharing of tags which brings people together. The tags mean something specific to the tagger and there are now a large amount of sites that use tagging because the learning curve is so low.

[Del.icio.us](http://del.icio.us) is the social bookmarking web site where users bookmark web sites with tags. In addition there are other sites: lifehacker, magnolia, citeulike (for organizing academic papers), flickr which allows cluster tagging of images, and last.fm which is a social music site.

Social tagging sites:

- Engage users as active participants. However, a few shape for the many as people see how other people have tagged and mimic.
- Improve your OPAC
- Personalize an otherwise generic experience
- Instructional and learning benefits and reinforcement

Traditional cataloging can be confusing for learners and is geared towards the print world. Traditional cataloging and tagging don't need to be seen as one versus the other, they can be combined. Tagging is not the death of taxonomies. Taxonomies and folksonomies can be synergistic.

A taxonomy is based upon a tree structure and a folksonomy can be viewed as raking the leaves together. Some possible tagging problems:

- A Few will tag for the many
- Tags with the same name but different meaning, such as Paris

Jonathan Furner – UCLA

Jonathan discussed the research into tagging, which predates the activity of tagging. He proposes a framework for new research.

1. Practices – How do people tag?

- A cognitive and social process. Do patterns change as systems grow? Will the masses ever tag?

2. Contexts, motivations, meanings, incentives

- Why should people tag?
- What are the designer's contexts, motivations, and goals?

3. Networks, communities, cultures

- What social structures shape and are shaped?

4. Designs, interfaces

- Vocabulary control, visualization

5. Effects (descriptive)

- few people use lots of tags and many people use few tags

6. Effects (evaluative)

- Outputs based studies, are tags good enough?
- Outcomes based studies, does tagging support taggers or goals of designers?

7. Methods

8. Institutions, fields, paradigms

- Is there a paradigm shift in library and information science?
- Asking people why they tag. 50% of google searches do not result on users clicking on a link.

Murtha Baca, Getty Research Institute

Folksonomy is not a taxonomy, it is just a bunch of words. Tagging is cheap and you get what you pay for. The Getty is interested in controlled thesauri and expert social tagging. The power in folksonomy is in popularity. If it catches on, people will use it (like google). If libraries' missions include resource discovery, then we need to promote it. Thesauri can be created with subject-specific collections in mind, or they can be non-expert thesauri. For example, searching for bottles and pots will lead you to vessels. The process of tagging can be used to help interpret objects.

The use of "bibliographic control" can't be used to describe image metadata. We need to combine pre-existing controlled vocabulary with user created tags. The Dublin Core is too rigid and tagging is open ended so we need to find something in the middle.

Rich Cherry, Project Steve

steve.museum is the museum social tagging project. It is a collaborative research project that is run on linux and windows machines. It is funded by an IMLS grant and is used to track tags written by taggers. A team reviews the tags and tries to utilize information to create better social tagging. It is also hoped that more people become engaged with museums both at home and inside the museum. The research has shown that greater access to museum collections has resulted from social tagging. The software can be found at <http://tagger.steve.museum>

Jezmyne Westcott, Alexandra Chappell, Candace Lebel, Claremont Colleges – Library Thing

Library Thing is easy to implement at home and at libraries. If your library decides to implement the software, it will have access to terms used to describe books outside of Library of Congress Subject Headings. It is an especially useful discovery tool if there are no LC headings for a particular book or if other users would use a non LC term to find a book in the catalog.

www.librarything.com/forlibraries matches ISBNs in the library catalog and displays the tags from individuals' library thing collections. The Claremont Colleges successfully sent 600,000 ISBNs out and received an easy to input code for input into their OPAC.

Weaknesses include:

- inability to search for tags as a field in the OPAC
- inability to retrieve statistics
- must update ISBN list often
- not every book has tags or ISBNs

Strengths include:

- Server is reliable and if it goes down it does not shut down your OPAC.
- Libraries don't need to create tags

- Easy to use and implement
- No migration needed
- Customization of labels (for example: change “tags” to “Library Thing Tags”)
- Relatively inexpensive in cost and time (there is an annual fee)
- Friendly, innovative, and supportive people at Library Thing

Mike Winkler, University of Pennsylvania – PennTags

PennTags was created by librarians at Penn State University and is used to describe online resources, journal articles, and books and videos in the library catalog. It is also used as a social discovery tool where users can see how others have organized and assigned tags. Tags can also be sorted or received as rss feeds. The librarians at Penn State designed this system knowing that users don't always come to the library directly to access our services. The library does not control content, rather, it manages content.

It is not a social tagging site either. It is used to aggregate disparate sources like bookmarks, tags, descriptions, and flexible frames in an online environment. It can be input into facebook or a widget can be used to put feeds into other pages such as yahoo.

Case Study - Tour of the Yahoo! Entertainment Usability Lab

A Tour de Force: The Story

Submitted by John Khuu, Co-Chair, 2007-2008, ASIS&T Student Chapter at University of California, Los Angeles

Throughout the academic year, the ASIS&T Student Chapter at UCLA(ASIS&T@UCLA) constantly solicits and listens to ideas for future programming from graduate students in the Department of Information Studies. Each academic quarter,our chapter offers programming and workshops to students for current courses to facilitate professional growth in the field of information science. This past fall quarter,for example, ASIS&T@UCLA produced a workshop on the content management system, CONTENTdm, to students enrolled in "Information Structures".[1] This workshop along with other ASIS&T@UCLA events envisions providing LIS students and the community with enriching programming.

In the fall of 2007, a graduate student's wish to visit a usability lab was voiced. This call for action resulted in the planning for a tour of a usability lab in the Los Angeles area. As certain studies still continue being defined and evolve, class instruction offers students glimpses of particular disciplines. However, extracurricular activities, such as the tour of a usability lab, can provide complementary experiences to such

glimpses. Effective programming is reflected when the needs of the community are addressed.

Recognizing the power of professional networks and contacts, board members sought possible hosts for the tour in the Los Angeles area. Within weeks, the name of a potential host and contact information were provided. In the following weeks of winter quarter, tour arrangements were underway with Yahoo! Entertainment's User Research office. Important to note was the enthusiasm by Yahoo!'s Raina Brody to participate in community-building by taking work time to host an informative tour of the Santa Monica research office.

The tour of the usability lab included an in-depth explanation on user research

techniques, tools and components in the capture process, and the functional rooms that are employed. Morae, the eye-tracking technology, was also shown and explained. Due to technical problems, sample demonstrations were not possible. However, an ad hoc usability test was performed with an attendee, which put into practice the earlier explanations. All in all, tour attendees left with great satisfaction (and of course, a pair of Yahoo!'s OMG flip-flops).

The popularity of the usability lab tour was exhibited reservations from:

- UCLA MLIS students who were in various specializations
- Archival Studies, and Library Studies to Latin Studies);
- UCLA Library staff members;
- local non-LIS members of the community; and
- Including an international professional [2].

Elements of Success: Reflection

From this case study, we hope to empower future student leaders in producing rewarding programming for their community. Particularly examining the tour of a Top 100 Forbes company, this case study details the successful coordination of tours by the ASIS&T Student Chapter at the University of California, Los Angeles. As exemplified from the study, this past winter's tour of the Yahoo! Entertainment Usability Lab came about from the interplay of some key elements that are vital for any student organization:

- Vision,
- Community, and
- Networking.

Vision

A student organization that leads with a vision can assuringly offer its members and related community promising programs and events. Our endeavor to bring quality

programming derives from our chapter mission's commitment in "presenting programs that will enrich the academic lives and professional futures of our members." [3]

Community

Critical around this vision were board members who shared interests with its student community to whom it served. A community is a group of individuals who share common values and interests. Offering outlets for and earnestly receiving suggestions are the groundwork for community outreach. Building on this foundation, a successful organization listens to and understands the needs of its community, then addresses them by providing relevant and meaningful programming.

Networking

This community-centered orientation is partially developed from networking. It is important to recognize that communities overlap and enrich the experience of all its members. Communities do overlap across disciplines and professional levels. Networks are these vital relationships that offer support and opportunities to further connect with others. In this scope, professional networks play a central role in the growth of emerging professionals.

Afterthoughts

In closing, there are other elements lending to the success of any student chapter that were not covered in this case study. Other successful student chapters stories may involve group dynamics, collaboration, academic initiatives, etc. The unifying ingredient is the universal pursuit of knowledge for betterment. For-students, by-students organizations are vital arteries in any department's program. They promote circulation in the department and carry forth the vitality of the profession. They crucially provide its members with an added value experience that supplement course readings and lectures. Student organizations also open up opportunities for students to step up and rise to the occasion of being leaders in their class and into the future.

1. CONTENTdm Workshop, ASIS&T Student Chapter at UCLA. <http://polaris.gseis.ucla.edu/asist/news/2007/20071119e.htm>
2. Unfortunately, the practicing usability specialist from Canada was not in the Los Angeles area at the time to attend.
3. Mission Statement, About ASIS&T Student Chapter at UCLA.

<http://polaris.gseis.ucla.edu/asist/about/index.htm>

IA Summit 2008: April 12-14

Submitted by John Khoo, John Khoo, Co-Chair, 2007-2008, ASIS&T Student Chapter at University of California, Los Angeles

The Information Architecture Summit took place in sunny and warm Miami, Florida from April 12 - 14, 2008. This year's theme explored how users "experience information" and how information architects can better design and support these experiences in digital applications. Memorable calls to action included: addressing user needs by providing quality assurance, and participating and engaging within our community and communities of other practices.

- The pirate-themed [IA Slam](#) was a grueling but most rewarding walk on the plank. Attendees were arbitrarily grouped and presented with the daunting task of formulating an information needs solution amongst total strangers. The Slam simulated a work world dilemma and having to confront group dynamics, meeting deadlines and client expectations, as well as technical matters of creating, expressing, and justifying ideas.
- For a flex track (encore presentation), [Luke Wroblewski](#) shared his experience-trodden "[Content Page Design Best Practices](#)" to enhance user experience. Content page design relied on several elements: Content, Context, and Related Information. He emphasized on keeping promises to deliver content and relevancy, simplicity of design, and presenting user-oriented information.
- Eric Reiss of [FatDUX](#) spoke passionately about "[E-Service](#)," or how information architects need to aim at affecting better customer satisfaction. Arming the crowd with cherubic rubber ducks, Reiss invited the audience to share in the displeasure of real cases of poor customer service by throwing the ducks at the projection screen. Additionally, he offered up lessons and caveats in "customer experience management." "*If we do not demand good service, we will never receive it.*"
- [Leah Buley](#)'s personal-inspired story on "[How to Be a UX Team of One](#)" resonates the cornerstone of community-building through open discussion. Regardless of the area of information architecture we are in (i.e., user experience or interaction design), she shared three central steps in being a team of one. First: Brainstorm, a lot. Second: Assemble an ad hoc team. And third: Pick the best ideas. From this zen-like philosophy, Buley planted handfuls of ideas and tools for receptive professionals hoping to germinate into their own UX Team of One.
- With [Andrew Hinton](#)'s closing plenary on "[Linkosophy](#)," information professionals are reminded that communities of practices exist through *linked* interests and the perpetual knowledge-sharing. After all, the IA field is not a single silo

working in a vacuum, like a ready-made milkshake as Hinton suggests. Rather communities of practice contribute and work together, just like Ben & Jerry's Chunky Monkey ice cream: it takes every ingredient together to be called such. Linkosophy covered five themes: Conversations, Practice, Space, Structure, and Identity.

The spirit of IA Summit 2008 still reverberates like a Newton's pendulum. With the start of one pendulum, other pendulums are kept in continuous motion and ever so affecting each other. Through practice within community of sharing, knowledge continues to swing in full stride and echoes in other fields. Current presentation slides and podcasts can be found at the IA Summit's Web site: <http://www.iasummit.org>. The next Summit is already slated for March 18 - 22, 2009 in Graceland: Memphis, Tennessee.

Photo Credit: Alex Kirmse (Zappos) <http://www.flickr.com/photos/alx007/2410629719/>

Subscribe to LACASIS-L Mailing List

Want to stay current with LACASIS activities and receive our quarterly newsletter "OASIS"? Join our mailing list, LACASIS-L. Send email to listproc@usc.edu, no subject, first line of text: subscribe lacasis-l firstname lastname (leave your signature file off the message).

Members in the News

Please send us your news! Have you (or another LACASIS member you know) recently been promoted, changed jobs, won an award or acknowledgment? We'd like to hear about it and publicize your successes! Email the OASIS newsletter editor Grace Lau laugh@gmail.com.

Want to Write for OASIS?

We are currently looking for content providers for the OASIS newsletter wiki! Do you have an idea for a column (it can be a one time article, ongoing or occasional column)? Do you want to write a short summary on a recent LACASIS event that you attended? Do you want to be an OASIS photographer? We are looking for all of the above and more! Want to write but don't have an idea of what to do, here are some new column ideas that might grab you:

- **ASIST Insider: News from HQ** - browse the ASIST website for news and tidbits from HQ, other Chapters or SIGS
- **Student Chapter News** - must be a student and involved with the

UCLA or SJSU Student chapters; report on what your chapters are doing - events, gatherings, internships wanted, etc.

- **Library/Technology humor** - (ongoing or occasional column) - find humorous anecdotes about our profession and report on them
- **OASIS Photographer**- (must have a digital camera) take digital photos of LACASIS events and get permission from the people photographed to publish them in the newsletter

If you are interested, please email OASIS Editor Grace Lau at laugh@gmail.com

LACASIS Executive Board for 2007-2008

Name	Position
Aura Lippincott	Chair
Sharon Shafer	Chair-Elect/Programs
Amy Wallace	Treasurer
Lisa McAulay	Secretary
Christina Salazar	Nominations/Past Chair
Rob Assmus	Publicity Coordinator
Andrea Lynch	Student Chapter Coordinator
Claude Zachary	Archives
Kristen LaBonte	Program Recorder
Zorana Ercegovac	Awards Chair
Rachael Clemens	Chapter Assembly Representative
Bo-Gay Salvador	Hospitality Coordinator
Grace Lau	OASIS Coordinator Editor
Louisa Verma	OASIS Coordinator Editor
Dominique Turnbow	Website Coordinator
Shahla Bahavar	LACASIS-L Administrator
Linda McCann	Special Projects
Marianne Afifi	
Linda Rudell-Betts	Membership Database
Janet Beal	Member Retention & Recruitment

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American Society for Information Science and Technology
Student Chapter at UCLA



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News and Events

Workshop Series - CONTENTdm Tutorial

- November 19, 2007, 1:00-2:00PM
- GSE&IS Room 118 (Mac Lab)

ASIST Student Chapter invites you to a workshop on CONTENTdm, specifically designed for Fall 2007 IS 260 students. CONTENTdm is powerful collections management system that allows users to create a digital collection of objects. This 1-hour workshop will cover basic skills on navigating the site, adding and removing items to a collection, and customizing the end-user presentation.

Due to the nature of the IS 260 assignment, this workshop can only cover technical questions regarding CONTENTdm.

To get the most out of this workshop, please bring your CONTENTdm login so that you can follow along. And don't forget your ETU login for the Mac Lab!

There will be an encore workshop after the Thanksgiving holiday for those unable to attend this workshop. If you are interested, please email asist@ucla.edu with suggested dates and times.

[Workshop Agenda](#)

Recommended sites:

- Official CONTENTdm Online Help: <http://www.contentdm.com/help4/index.html>
 - Collection Administration at <http://www.contentdm.com/help4/collection-admin/index.html>
 - Using Collections at <http://www.contentdm.com/help4/using/index.html>
- CONTENTdm Tutorials (requires free account registration): <http://www.contentdm.com/USC/tutorials/index.asp>
 - Official QuickStart guide: <http://www.contentdm.com/USC/tutorials/quickstart-guide.pdf>
- CONTENTdm Wiki Help - created by the user community: http://www.consultdm.com/wiki/Main_Page

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April 10-14, 2008 IN MIAMI, FLORIDA

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Main conference presentation

IA Slam 2008: The workshop with a winner

[Lynn Boyden](#), [Chris Chandler](#), [Matthew Fetchko](#), [Eric Reiss](#)

Saturday April 12 2008, 2:45 - 5:45PM

In this session, we're not looking for a definition of what we do, or arcane methodologies, or gilt-edged case studies: we're looking for results, and we promise a clear-cut winner. Good design demands cross-disciplinary collaboration to reconcile the particular with the grand in a politicized world. This session brings the rhetorical spices of ethos and pathos to locus, coupled to a deadline from hell, to challenge ideas of practice and teamwork and to seek a roadmap to re-engineer the project delivery process. We emphasize creation, integration, presentation, and results. Not your garden-variety lecture and PowerPoint presentation; this is hands-on interactive adventure that is fun and educational.

During the session, participants are divided into groups. The groups are presented with a project, provided with client-side deliverables, and allowed to interview the client team. Groups create and present a solution within a deliberately stressful timeframe. The session concludes with presentations from the groups to the assembly. Presentations will be evaluated on technical and artistic criteria. Bonus points will be awarded for creative headgear. Judging criteria are loosely based on the 2002 International Skating Union publication "Judging Olympic Figure Skating". The medal in Information Architecture will be awarded at the following day's luncheon.

CrowdVine network

Discussions about this years conference are still ongoing on our [CrowdVine](#) community site.

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American Society for Information Science and Technology

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Boxes And Arrows : The Design Behind the Design

December Issue, 2009



IA Summit 2008, Day 2

Podcasts from April 13

by [Chris Baum](#) and [Jeff Parks](#) on 2008/04/25 | [\[0 Comments\]](#)



The IA Summit was held in Miami, FL from April 10-14. Boxes and Arrows captured many of the main conference sessions ([see schedule](#)) starting on April 12.

[Day 1, April 12](#) | **[Day 2, April 13](#)** | [Day 3, April 14](#)

Podcasts will appear on this page as we produce them from the audio files so please check back regularly or subscribe to the iTunes feed below.



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Search patterns – *Peter Morville*

Peter describes a pattern language for search that explains user psychology and information seeking behavior, highlights emerging technologies and interaction models, illustrates repeatable solutions to common problems, and positions us all to design better search interfaces and applications. (*published 04/25/08*)



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[See the slidecast](#)

The information Architect and the Fighter Pilot – Matthew Milan

Matthew argues that fighter pilot and military strategist John Boyd can teach us a great deal about how to understand, interpret and design for human decision making. (*published 04/25/08*)

[Download](#)**E-service: What we can learn from the customer-service gurus – Eric Reiss**

In this passionate and entertaining presentation, Eric Reiss talks about the design and execution of a system of activities – people, processes, and technology – that ultimately build brand, revenues, and customer satisfaction. (*published 04/25/08*)

[Download](#)**Practical Prototyping –**

Todd Zaki Warfel, Chris Conley, Anders Ramsay, and Jed Wood The panel discuss various methods for prototyping with a focus on why we don't prototype in software as much as we should and why we should be doing it more. (*published 04/25/08*)

[Download](#)**The Impact of Social Ethics on IA and Interactive Design – Karl Johan Saeth and Ingrid Tofte**

Karl Johan Saeth, and Ingrid Tofte illustrate four cases showing that interactive design in one way or another is always based on interpretation of ethical rules, expressed or latent. IA and design are bound by cultural imperatives and this, Karl and Ingrid argue, is a fact we cannot ignore. (*published 04/28/08*)

[Download](#)**What do Innovative Intranets Look Like? – James Robertson**

James' presentation provides highlights into the winning entries from the 2007 Intranet Innovation Awards and provides "lessons learnt" for organizations looking to drive innovation via their intranet. (*published 04/28/08*)



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Panel: Presence, identity, and attention in social web architecture – *Christian Crumlish, Christina Wodtke, Andrew Hinton, and Gene Smith*

In this discussion about presence, identity, and attention in social web architecture the panel talks about core IA related issues including: Structure of social sites, tagging and folksonomies, data models for people and their relationships, and navigating in a community site (*published 04/28/08*)



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UX in the Wind: Finding Experience on a Motorcycle – *Joe Sokohl*

Keane's director of user experience, Joe Sokohl, brings together his passions for motorcycling and user experience design in this talk about the intersection of industrial and interaction design in motorcycling. (*published 04/29/08*)



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Placemaking and Information Architecture – *Dennis Schleicher*

Dennis Schieicher explores how we as IAs can learn from placemaking in the physical world and investigates markets and public places around the use of mobile technologies and how they add another layer of communication and sense-making on top of physical public places. (*published 05/08/08*)



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Code blue: How service design can revolutionize patient care in hospitals – *Aaron Martlage*

In this presentation, Aaron Martlage explores techniques for leveraging the varied skill sets of those in the UX design field to provide service design in a complex environment. Aaron argues that experts must balance the social dynamics between different personas; capture and sift vast amounts of data in an attempt to distill pertinent information; and visualize their findings with precision to ensure that the experience is improved. *(published 06/07/08)*

[Download](#)**Taxonomy is User Experience** – *Dave Cooksey*

It appears that taxonomies are becoming more important to the work we do as metadata and ontologies extend their reach further into user experience. Dave Cooksey demonstrates the virtues of thinking of taxonomy in terms of the user experience, ways of talking about taxonomies that communicate its value, and how to craft a user-centric taxonomy by examining several e-commerce redesign case studies. *(published 06/07/08)*

[Download](#)**Hotel Yeoville** – *Jason Hobbs*

In this presentation entitled, “Hotel Yeoville” South Africa’s Jason Hobbs talks about how ethnographic research methods and an empathetic approach to users can form the basis for information architecture solutions that attempt to directly address and improve the lives of people in developing countries. *(published 06/07/08)*

[Download](#)**Extending the gaming experience to conventional UI’s** – *John Ferrara*

The video game industry produces an enormous volume of highly innovative user interface experiences, but this rich source of creative thinking is largely unseen by communities dedicated to conventional software or Web design. Vanguard’s John Ferrara argues that as gaming becomes a ubiquitous activity among a vast worldwide customer base, its direction and conventions will become not merely relevant to HCI design, but indeed impossible to ignore. *(published 06/08/08)*



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Thanks to Jeff Parks, Jackie Wu, and Kit Seeborg of the B&A/V Podcast team for working their hearts out, as well as ASIS&T and the IA Summit organizers for their support.



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Main conference presentation

How to be a user experience team of one

[Leah Buley](#)

Saturday April 12 2008, 2:45 - 3:30PM

Slideshow presentation titled "How to Be a UX Team of One" by Leah Buley, adaptive path. The slide content includes the title and "IA Summit, 2008". A play button is visible on the right side of the slide. The Slideshare player interface at the bottom shows "Buffered 00:00 / 32:03" and "1 / 49".

Team structures have naturally creative properties. There's an exchange and evolution of ideas that happens when you have many people thinking about a problem. Solo IAs and interaction designers must produce creative solutions without the support of a team, and it can make their work challenging. Furthermore, the fledgling commitment to user experience in many organizations can make UX professionals feel that they need to focus on defending their work, rather than scrutinizing it to see if superior ideas for user experience emerge.

Still, it's possible for solo practitioners to achieve the creative results that teams do by adopting the methods of larger user experience groups. Here, Leah will share a number of design techniques that Adaptive Path uses, and show how they can be adapted for use in a solo practice.

In this session, you'll learn specific techniques that you can use to generate and refine design ideas. You'll see how these activities can help you speak with greater authority about the tradeoffs in various design directions. Attendees will learn flexible, simple activities that can be used quickly, wherever they're needed. Most require little more than pen and paper.

This session is recommended for all solo practitioners, as well as anyone who regularly works on projects as the only user experience professional.

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4. In order to read it properly, you'll need to view it "full screen" since the slides are nearly useless without the notes.
5. The ">>" marks are prompts for builds that the PDF obviously doesn't show; please ignore the time prompts as well.
6. Feel free to quote it or use slides from it, as long as you credit "Andrew Hinton at inkblurt.com"

Thanks for sticking around today. The title, Linkosophy, is a homely word ... and it's admittedly a little tongue-in-cheek, but hopefully it'll make sense as I go on.

So what's Linkosophy? I suppose it can be a bit of things, but today it's going to be about Explaining Information Architecture, and hopefully moving the conversation about it forward.

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haaaajs 9 months ago
بنات سييشل



Matthew Hodgson 2 years ago
Andrew

An amazing presentation. It's a lesson that not only IAs need to learn, but also some other disciplines that are similarly searching for meaning (like BAs for example).

I hope to see you present again soon



andrewhinton 2 years ago
guest-person: the IA layers slide is number 92 thanks for stopping by!



guest13c725 2 years ago
Andrew - fantastic talk. One thing though, have you removed some slides? The one with different meanings of IA - that was the one which really stands out for me because of how it relates of how people in business can see the discipline....is that my imagination?? It had a load of layers on it....



Sachendra Yadav 2 years ago
brilliant work



ville.vainamo 2 years ago
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Greg Lawson 2 years ago
Just wanted to add my name to the list of people who want to say thank you for doing such great work for the IA Summit and the closing plenary in particular. This content will be an excellent 'something to talk about' while we are conversing. Thanks again.



andrewhinton 2 years ago
I don't know why the download is unavailable ... strange. It should be.



jurijmlozman 2 years ago
this is brilliant. thank you. will have to think about it. (the 'accelerated conversation' phenomenon i'd rather describe as heated circulation. 'Circulation is king. Conversations are just ways to pe part of it.')



Peter Boersma 2 years ago
Andrew, the download doesn't seem to be available (yet?)...

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