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Future Directions: Information Behavior in design
& the making of relevant research

Perspectives from a practitioner

Saturday, October 25, 2008

Keith Instone

Information architecture lead, ibm.com

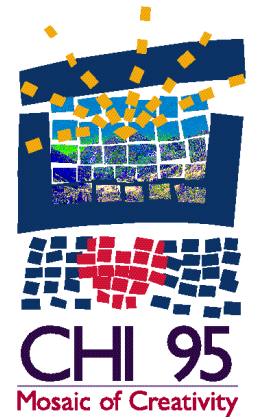
Agenda

- **About me, HIB research and so on**
- **Position papers: Greater impact on designers**
- **Position papers: Finding information**
- **What keeps me up at night**

- **Warning: I have not practiced this, I have no idea how long it would take to talk about everything in here (10-360 minutes), questions welcome at any time to make sure you get *something* out of this within the 45 minutes I have**

About me

- Computer science (BA, MS)
- Psychology
- Hypertext (Technical communication, popular culture, Telecommunications, ...)
- Web usability
- Library science / Information architecture
- User experience
- IBM
- Change, innovation, business strategy
- Out of my comfort zone...



Life in 3 “camps”

<p>Researcher</p> <p>8 years</p>	<p>Abstract, theoretical, ideal, dreaming, visionary, publish, literature</p>	<ul style="list-style-type: none"> ▪ Sleuthing in HyperHolmes: An Evaluation of Using Hypertext vs. a Book to Answer Questions. Behaviour and Information Technology, 1993. v.12 n.3 p.149-164
<p>Consultant [aka semi-practitioner]</p> <p>5 years</p>	<p>Strategy documents and proposals (bridging theory and practice but not in the trenches), how to think about the problems, deliverables, sales</p>	<ul style="list-style-type: none"> ▪ “An information architecture perspective on personalization” white paper (and book chapter)
<p>Practitioner [“Innie”]</p> <p>7 years</p>	<p>Concrete, doable, practical, real-world, in the weeds, communication of ideas, short and long term trade-offs, “lose battles, win wars”</p>	<ul style="list-style-type: none"> ▪ Redesign options for the IBM US Solutions page ▪ My IBM integration strategy ▪ PowerPoint decks

Related pre-conference sessions (SIG-IA)

(Where I would be if I wanted to hang out with people I already know)

- Seminar: Information Architecture 3.0, Peter Morville, 8:30 – 12:30
 - Extending our understanding of **structural design** beyond its semantic foundations to incorporate social elements such as identity, reputation, presence, groups, sharing, conversations, and relationships.
 - Designing next-generation search interfaces and applications that combine best practices in **tagging** and taxonomies with search analytics, **guided navigation**, thesauri, clustering algorithms, linguistic toolsets, and rich result interfaces.
 - Evaluating the multi-channel challenges and real-world opportunities presented by ambient **findability** and the emerging Internet of objects.

Related pre-conference sessions (SIGHCI)

(Where I would be if I wanted to hang out with people I already know)

- Symposium: **HCI in Interactive Information Environments** with a focus on Groups
 - How do groups use highly interactive computing technologies to access, use, and share information?
 - What kinds of social interfaces provide the best support for information **interaction** within groups?
 - What is the role of sociability in information access?
 - How do we study and evaluate highly interactive computing technologies for groups?
 - Is **usability** still the key for assessing use?

8th SIGUSE Research Symposium

(But very happy to be here, it is an honor to be invited)

- ASIS&T 2008's conference theme, *People Transforming Information – Information Transforming People*, provides an important opportunity for the SIG USE symposium to offer guided reflection on the big questions around which information behavior researchers and practitioners can (or should) be making a difference.
- Our people-centered approach has enabled us to deepen our understanding of the ways in which people interact with information, information systems, and other people.
- **Communicating these insights** to researchers and practitioners in **related areas of study and design**, however, continues to pose a challenge for our community.
- Thus, the reflective moment to be offered by this year's Symposium will be used to consider one particular challenge: communicating the significance of information behavior research to designers of products, systems and services.
- *Keith Instone, Information Architecture Leader, IBM.com. Keith will share some of the IA challenges he faces every day working on a large and distributed corporate web site.*

Symposium questions

- How does our research address the transformative relationship between people and information?
- What are the fundamental questions that we should be looking at in our research?
- How are we to move towards making a greater impact on organizations and designers?
- How can or should information behavior research be presented to translate effectively into the language of other information research communities?

Keywords and definitions

- **Information behavior(u)r research**
- **Human information behavior (HIB) research**
- **Human-computer interaction**

- **User experience**
- **Information architecture**

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Results 1 - 10 of about 3,500,000 for [information behaviour research](#). (0.05 seconds)

[Models in information behaviour research](#) - [HTML] ► [informationr.net](#)

TD Wilson - *JOURNAL OF DOCUMENTATION*, 1999 - [emeraldinsight.com](#)

... MODELS IN INFORMATION BEHAVIOUR RESEARCH T . D . WILSON td.wilson@shef.ac.uk

Department of Information Studies University of Sheffield ...

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[PDF] ► [Human Information Behavior](#)

TD Wilson - *INFORMING SCIENCE*, 2000 - [informationr.net](#)

... Origins of Human Information Seeking Behavior Research ... Wilson, TD (1999). Models in information behaviour research. *Journal of Documentation*, 55(3), 249-270. ...

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R Fidel, AM Pejtersen - *Information Research*, 2004 - [informationr.net](#)

From information behaviour research to the design of information systems: the

Cognitive Work Analysis framework. Raya Fidel *The Information ...*

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[HTML] ► [Alfred Schutz, phenomenology and research methodology for information behaviour research](#)

TD Wilson - *The New Review of Information Behaviour Research*, 2002 - [informationr.net](#)

... identification of the stratification of knowledge with three key ideal types is

elaborated and the implications for information behaviour research are discussed ...

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[Exploring models of information behaviour: the 'uncertainty' project](#)

T Wilson - *Information Processing and Management*, 1999 - Elsevier

... Wilson, TD, 1999. Models in information behaviour research. *Journal of*

Documentation 55, pp. 249-270. Full Text via CrossRef | View ...

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[Information behaviour: An interdisciplinary perspective](#)

TD Wilson - *Information Processing and Management*, 1997 - Elsevier

... suggests that it may be a useful part of any revised general theory of information

behaviour and could provide a theoretical basis for research in various ...

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Department of Information Studies University of Sheffield ...

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[Eye Movements in Reading and Information Processing: 20 Years of Research](#) - [PDF] ► [ohio-state.edu](#)

K Rayner - PSYCHOLOGICAL BULLETIN, 1998 - [content.apa.org](#)

... Behavior Research Methods, Instruments & Computers, 55, 1-7 ... Failure to integrate visual information from successive ... Behavioral & Brain Sciences, 17, 247-292. ...

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[The Effects of Product Class Knowledge on Information Search Behavior](#)

M Brucks - Journal of Consumer Research, 1985 - UChicago Press

... (1999) Dimensions of consumer search behavior in services. ... (1999) External information search for banking services. ... (1999) Behavioral research into heuristics ...

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[The Study of Congruence in Organizational Behavior Research: Critique and a Proposed Alternative](#)

JR Edwards - ORGANIZATIONAL BEHAVIOR AND HUMAN DECISION PROCESSES, 1994 - [ideas.repec.org](#)

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... Keywords: **human information behavior**, **information seeking**, **research**, user studies.

Introduction ... Origins of **Human Information Seeking Behavior Research** ...

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... end, this paper offers a view of the existing **research** as a ... levels, with finer and finer details of **human information seeking** and searching **behaviour**. ...

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[DOC] ► [Human problem solving](#)

A Newell, HA Simon, CARNEGIE-MELLON UNIV ... - 1972 - [sci.brooklyn.cuny.edu](#)

... The theory proclaims man to be an **information** processing system, especially ... the set of processes or mechanisms that produce the **behavior** of **human** thinking. ...

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Human Information Behavior

T.D. Wilson
University of Sheffield

t.d.wilson@sheffield.ac.uk

Abstract

This paper provides a history and overview of the field of human information behavior, including recent advances in the field and multidisciplinary perspectives.

Keywords: human information behavior, information seeking, research, user studies.

Introduction

Until recently the computer science and information systems communities have equated 'information requirements' of users with the way users behave in relation to the systems available. In other words, investigations into information requirements were concerned almost entirely with how a user navigated a given system and what he or she could do with the data (rather than information) made available by information systems.

This is now beginning to change as ethnographic methods are introduced into the requirements definition stage of systems design, and Beyer and Holtzblatt (1998) have shown the benefits. However, even when such methods are employed, the designers appear to be asking, "How is this person using the

review some of this research and to point to findings that enable the system designer to put the design process in the wider context of the user in the organization.

Some Definitions

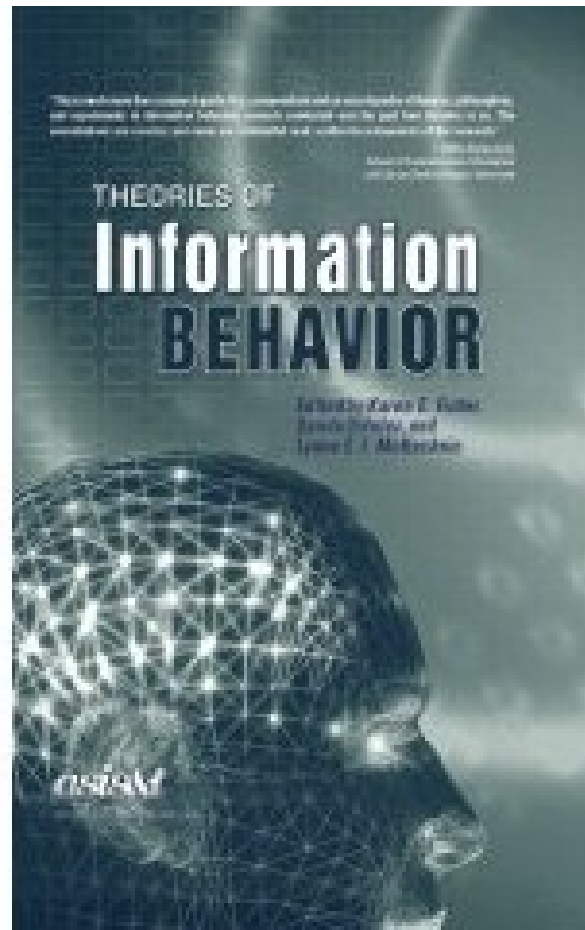
Some definitions are needed before we go further. In this paper, four terms are used: information behavior, information seeking behavior, information searching behavior and information use behavior. They are defined as follows:

Information Behavior is the totality of human behavior in relation to sources and channels of information, including both active and passive information seeking, and information use. Thus, it includes face-to-face communication with others, as well as the

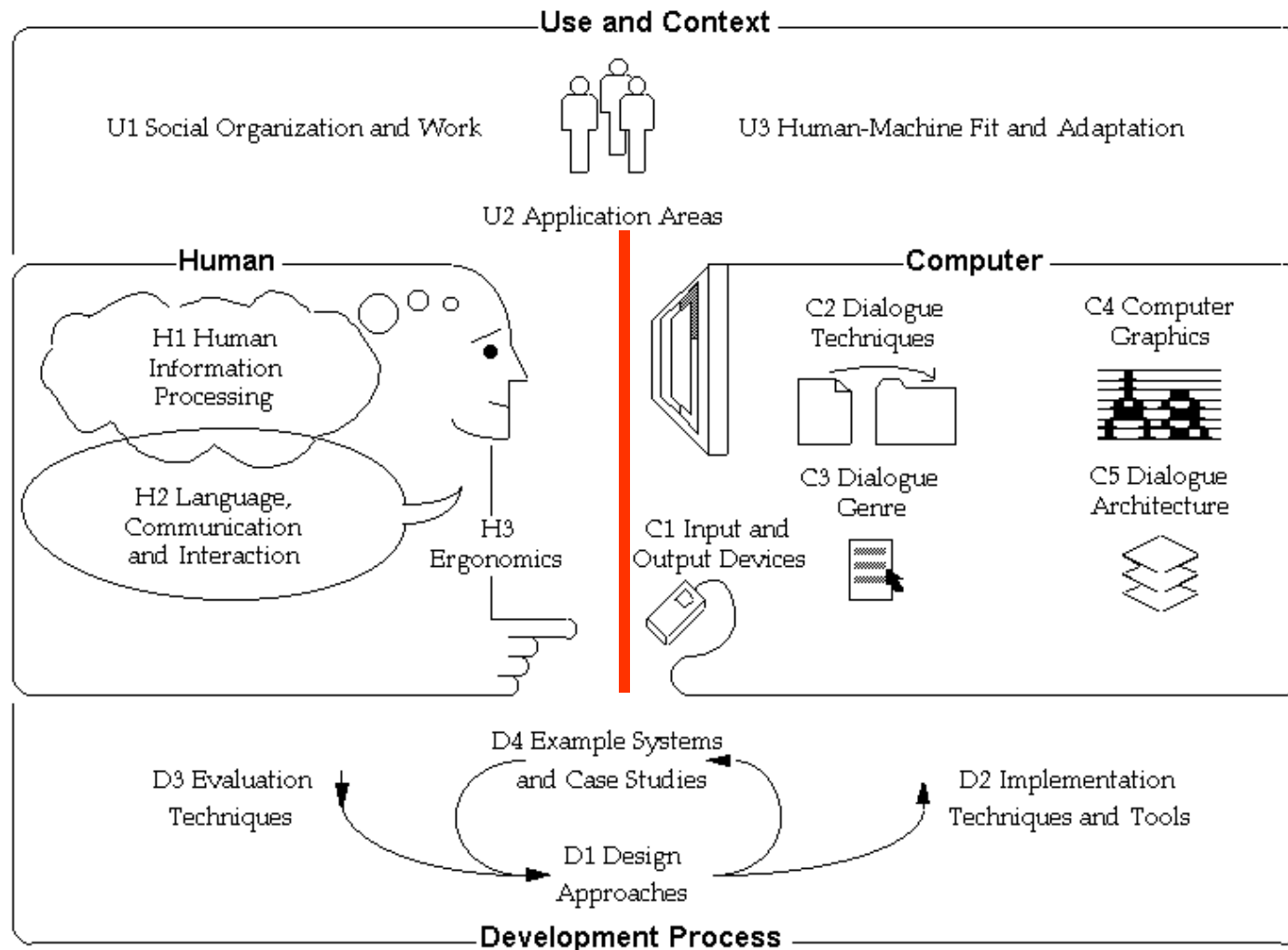
Some definitions (according to Wilson)

- **Information behavior:** totality of human behavior in relation to sources and channels of information. Face-to-face, TV, etc.
- **Information *seeking* behavior:** seeking for information with a purpose to satisfy some goal
- **Information *searching* behavior:** micro-level interactions with system. HCI (mouse clicks), intellectual (boolean), mental (judgement)
- **Information *use* behavior:** incorporate information into knowledge base. Physical and mental.
- Note: in practitioner world, “search” is often used to mean all of this, and more. Sigh.
- Wisdom > Knowledge > Information > Data

Bedtime reading

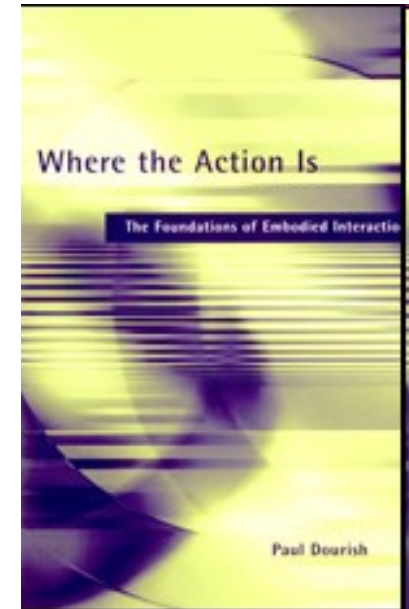


“Where the action was” (SIGCHI, 1992)

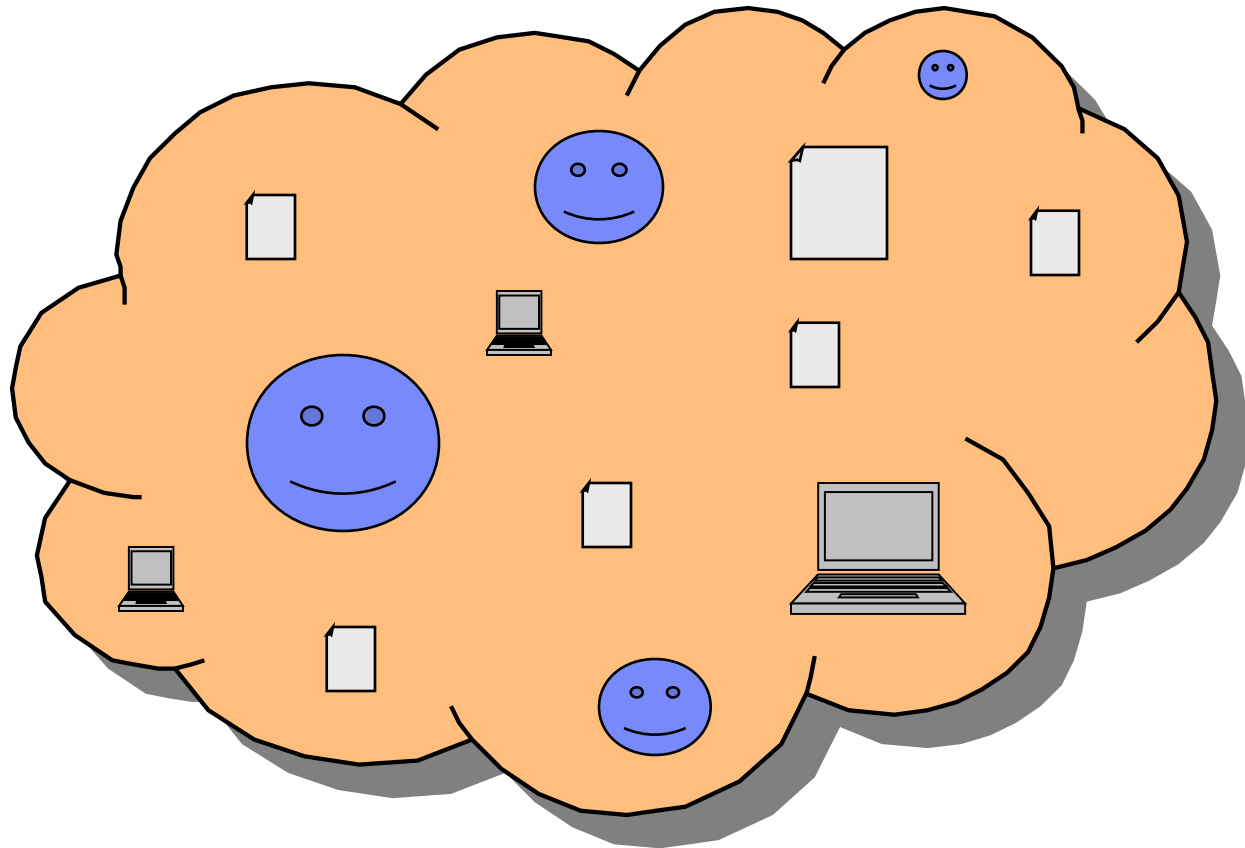


“Where the action *is*”

- **Paul Dourish, The foundations of embodied interaction**
- **Embodied interaction is interaction with computer systems that occupy our world (physical, social)**
- **Embodiment is about engaged action rather than disembodied cognition**



Embodiment



E.g., what is the difference between *information behavior* and *behavior* in this setting?

Take a drink of water

IB Research → Application
IB Research → Other domains

- How are we to move towards making a greater impact on organizations and designers?
- How can or should information behavior research be presented to translate effectively into the language of other information research communities?

Recaps from position papers (agreement)

- Collaborate with other disciplines' research agendas
- Generalize, questions for design, integration into methods
- Faster methods, faster application
- Explain user behavior to designers
- 2-way communication, collaboration, user + system perspectives
- HIB + HCI
- Outside comfort zone
- Activity theory as the framework
- Engaging other communities: Outreach, translation
- Relevant, accessible, actionable
- From research to checklists
- Dialog with other communities, Researcher/creator barriers
- Usability studies
- Presence in other fields

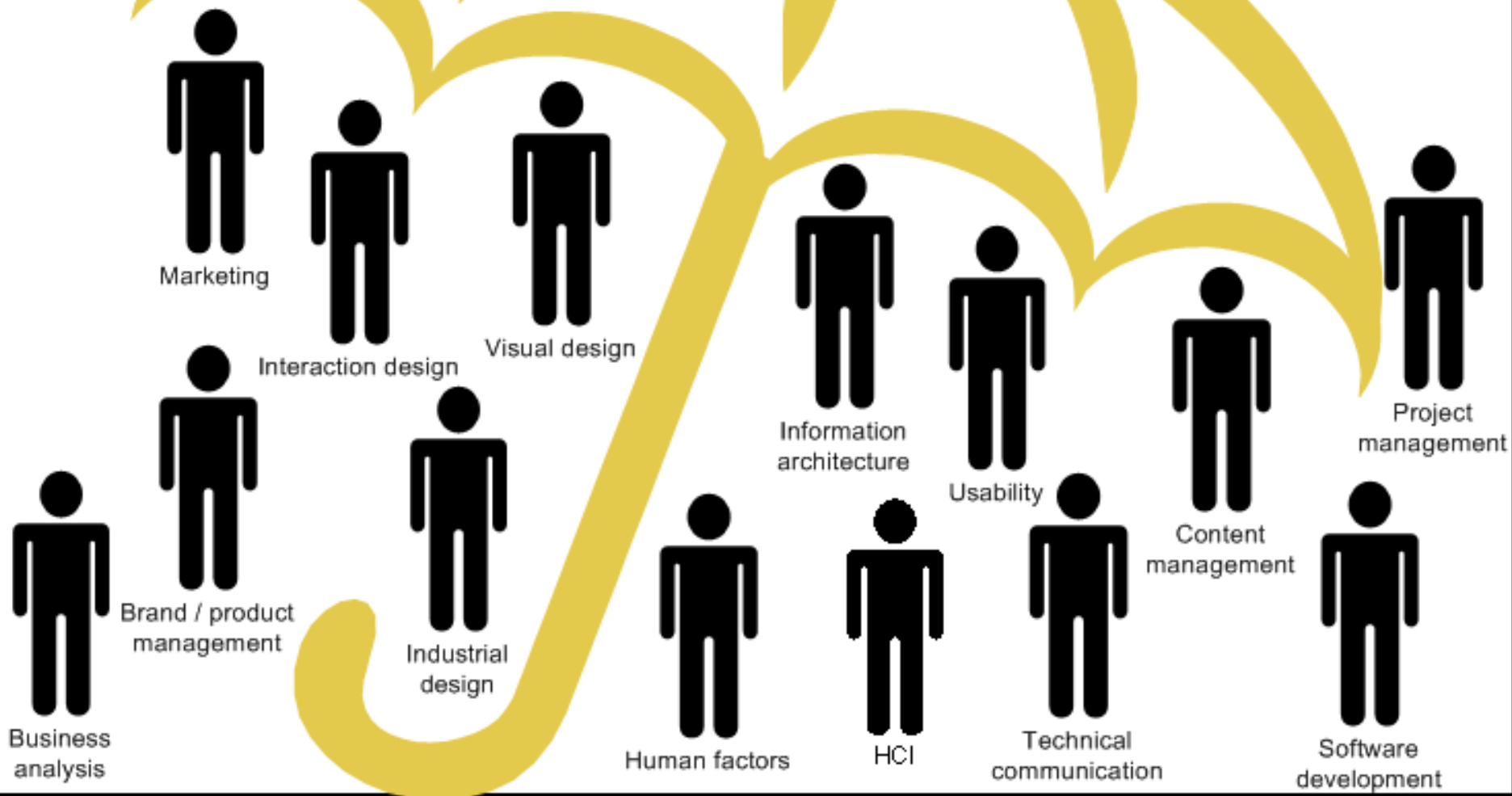
Probably more agreement on the *what* than the *how*

Where do we meet to work these things out?

- **Connecting with practitioners**
 - ASIS&T (here)
 - IA Summit
 - Online?

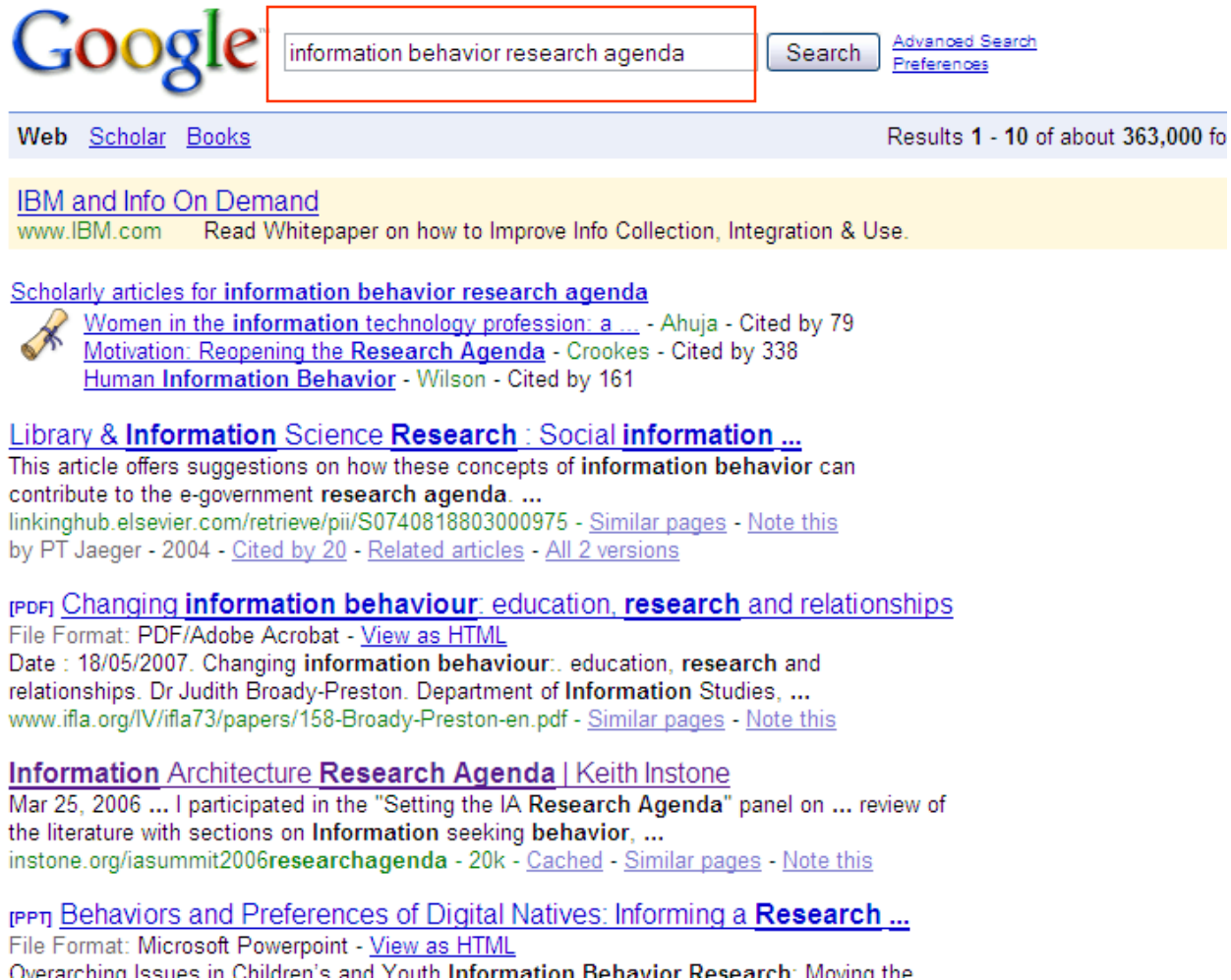
- **Connecting with other (research) disciplines**

- **Does the “user research umbrella” help?**



Does a “research agenda” help us?

As a way to translate research into a framework for application




The screenshot shows a Google search interface. The search bar contains the text "information behavior research agenda" and is highlighted with a red box. To the right of the search bar is a "Search" button and links for "Advanced Search" and "Preferences". Below the search bar, the results are displayed under the heading "Web Scholar Books". The first result is from "www.IBM.com" titled "IBM and Info On Demand" with a sub-heading "Read Whitepaper on how to Improve Info Collection, Integration & Use." Below this, there are several scholarly articles listed with their titles, authors, and citation counts. A red arrow points to the article "Information Architecture Research Agenda" by Keith Instone, which is highlighted with a yellow background. The word "Yikes!" is written in red text to the left of this article.

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 [Women in the information technology profession: a ...](#) - Ahuja - Cited by 79
[Motivation: Reopening the Research Agenda](#) - Crookes - Cited by 338
[Human Information Behavior](#) - Wilson - Cited by 161

[Library & Information Science Research : Social information ...](#)
This article offers suggestions on how these concepts of **information behavior** can contribute to the e-government **research agenda**. ...
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by PT Jaeger - 2004 - [Cited by 20](#) - [Related articles](#) - [All 2 versions](#)

[\[PDF\] Changing information behaviour: education, research and relationships](#)
File Format: PDF/Adobe Acrobat - [View as HTML](#)
Date : 18/05/2007. Changing **information behaviour**: education, **research** and relationships. Dr Judith Broady-Preston. Department of **Information Studies**, ...
[www.ifla.org/IV/ifla73/papers/158-Broady-Preston-en.pdf](#) - [Similar pages](#) - [Note this](#)

[Information Architecture Research Agenda](#) | Keith Instone
Mar 25, 2006 ... I participated in the "Setting the IA **Research Agenda**" panel on ... review of the literature with sections on **Information seeking behavior**, ...
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[\[PDF\] Behaviors and Preferences of Digital Natives: Informing a Research ...](#)
File Format: Microsoft Powerpoint - [View as HTML](#)
Overarching Issues in Children's and Youth **Information Behavior Research**: Moving the

Yikes!

Take a drink of water

Position papers: Topics that might help me do my job

“Finding information” but also broader

- Interpersonal relationships
- Social settings
- Multi-tasking, cognitive shifts
- Credibility
- Social context
- Activities, actions, operations
- OPAC
- Filtering info out of documents
- Apply Web Analytics
- Data sharing
- Credibility
- Reflection on process
- Community, social aspects
- Scholarly communication
- Culture, values, authority
- News reading

Big picture things that me keep up at night for IBM

- **Search (but really, finding)**
- **Personalization**
- **Frameworks for user generated, business generated content (IA separate from content)**
- **Aggregation, clustering, (semi-) automatic tools for organizing information in ways that make sense to users**
- **Web 2.0 services (applied to ibm.com)**
- **Business problems (complex ones)**
- **Change (fostering it, dealing with it)**

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Small and Medium Business System z Trials and Demos

“How do you stop FTP from truncating on the AS/400?”

The screenshot shows the IBM website's search results page. At the top, there is a navigation bar with the IBM logo, a search bar, and a 'Search' button. Below the navigation bar, there are links for 'Home', 'Solutions', 'Services', 'Products', 'Support & downloads', and 'My IBM'. A user is logged in as 'Keith Instone'. The main content area is titled 'Search results' and contains a search box with the query 'How do you stop FTP from truncating on the as/400:'. Below the search box, there are options for 'United States' (selected) and 'Worldwide', and a 'Go' button. To the right of the search box, there are 'Additional searches' for 'Documentation', 'Technical support', and 'Downloads & drivers'. Below the search box, there is a 'Limit your search by category:' dropdown menu set to 'Select One' and another 'Go' button. The search results are displayed as a list of four items, each with a number, a title, a brief description, and a URL. The first item is 'Redbooks - The AS/400 NetServer Advantage', the second is 'Redbooks - UNIX C Applications Porting to AS/400', the third is 'Redbooks - Content Manager OnDemand Guide', and the fourth is 'SG244438'. To the right of the search results, there are three promotional banners: 'IBM Certified Used Equipment', 'Currently own an AS/400 or iSeries server?', and 'Risk Mitigation'.



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All service-management communities

1-3 of 3

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IBM Service Management community

Today 5:49 PM

103 members | Updated by Terry Eaves

This community is an open forum for collaborating on IBM Service Management solutions, questions, and discussions and sharing favorite resources and links. Important links: Weekly IBM Service Management Jams, New Blog: IB

Tags: community, compliance, eam, governance, green, ibm, performance, pulse, rational, risk, security, service-assurance, service-availability, service-delivery, service-management, service-providers, soa, storage, tivoli

IBM Tivoli Software Main Community

Today 2:41 PM

149 members | Updated by Elaine Tully

This community is an open forum for the public to post relevant questions and resources related to considering, marketing, selling, using, deploying, and supporting IBM Tivoli products and solutions. READ THESE INSTRUCTIONS FIRST on how to par

Tags: automation, community, compliance, eam, governance, governance, green, ibm, infrastructure, itil, main, maximo, netcool, official, performance, pulse, rational, risk, security, service-assurance, service-availability, service-delivery, service-management, service-providers, software, storage, tdi, tivoli, tsm, user-group, vallett

Pulse conference community

Yesterday 7:40 PM

107 members | Updated by Tiffany Winman

This community is an open forum for discussing, sharing, and collaborating on the IBM Pulse Conference. It helps Pulse attendees manage their contacts beyond the life of the conference; share and stay up-to-date on conference news; foster conversations through Pulse fo

Tags: cloud-computing, community, conference, eam, event, experts, green, gurus, itil, pulse, pulse08, security, service-management, tivoli, tivolipulse08, training

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Change

- **“The only constant is change” – Heraclitus**
- **HIB → ibm.com UX → Organizational change**
 - Russell’s “Collaborative sensemaking”
- **HIB changes (or becomes irrelevant)**

Summary

- **Thanks for getting me out of my comfort zone**
- **What is “information behavior” again and why should I care? Who else should care?**
- **If you can help me solve problems with search, personalization, user-generated classification, aggregation, SOA for UX, complex business problems, then I will care**
- **If you can help me understand HIB, and if I can translate it into a business impact (e.g., user experience improvements), then [something good will happen]**

And now for the really good part....

- **Small group discussions!**