Information that’s hard to find will remain information that’s hardly found.
Peter Morville

Background
• Library and Information Science
• Information Architecture Pioneer
• Adjunct Faculty, University of Michigan

Current Roles
• President, Semantic Studios
• Co-Founder, Information Architecture Institute
• Author, Ambient Findability (2005)
information architecture \textit{n.}

- The structural design of shared information environments.

- The combination of organization, labeling, search, and navigation systems in web sites and intranets.

- The art and science of shaping information products and experiences to support usability and findability.

- An emerging discipline and community of practice focused on bringing principles of design and architecture to the digital landscape.
The Elements of User Experience

A basic duality: The Web was originally conceived as a hypertextual information space, but the development of increasingly sophisticated front- and back-end technologies has fostered its use as a remote software interface. This dual nature has led to much confusion, as user experience practitioners have attempted to adapt their terminology to cases beyond the scope of its original application. The goal of this document is to define some of these terms within their appropriate contexts, and to clarify the underlying relationships among these various elements.

Web as software interface

**Visual Design**: graphic treatment of interface elements (the "look" in "look-and-feel")

**Interface Design**: as in traditional HCI: design of interface elements to facilitate user interaction with functionality

**Information Design**: in the Tuftian sense: designing the presentation of information to facilitate understanding

**Interaction Design**: development of application flows to facilitate user tasks, defining how the user interacts with site functionality

**Functional Specifications**: "feature set": detailed descriptions of functionality the site must include in order to meet user needs

**User Needs**: externally derived goals for the site; identified through user research, ethn/o/techno/psychographics, etc.

**Site Objectives**: business, creative, or other internally derived goals for the site

Web as hypertext system

**Visual Design**: visual treatment of text, graphic page elements and navigational components

**Navigation Design**: design of interface elements to facilitate the user's movement through the information architecture

**Information Design**: in the Tuftian sense: designing the presentation of information to facilitate understanding

**Information Architecture**: structural design of the information space to facilitate intuitive access to content

**Content Requirements**: definition of content elements required in the site in order to meet user needs

**User Needs**: externally derived goals for the site; identified through user research, ethn/o/techno/psychographics, etc.

**Site Objectives**: business, creative, or other internally derived goals for the site

Task-oriented

Information-oriented

---

This picture is incomplete: The model outlined here does not account for secondary considerations (such as those arising during technical or content development) that may influence decisions during user experience development. Also, this model does not describe a development process, nor does it define roles within a user experience development team. Rather, it seeks to define the key considerations that go into the development of user experience on the Web today.
find-a-bil-i-ty  n
The quality of being locatable or navigable.

The degree to which an object is easy to discover or locate.

The degree to which a system or environment supports wayfinding, navigation, and retrieval.

am-bi-ent  adj
Surrounding; encircling; enveloping (e.g., ambient air)

the ability to find anyone or anything from anywhere at anytime
A wealth of information creates a poverty of attention.

Herbert Simon, Nobel Laureate Economist
The Ambient Orb™ subtly shifts colors according to user-defined thresholds of portfolio changes, and blinks when additional thresholds are reached.

The Ambient Pinwheel™ spins to show when users have received emails from people on their buddy list, and spins faster for each additional email.

The Ambient Healthwatch™ slowly lights prescription-related icons in accordance with doctor recommended medication times.

The Ambient Pen™ changes color when user-defined associates voicemail the user.
**Automatic Locates**
Schedule an "automatic locate" to see where your child is at a given time.

**Breadcrumbing Feature**
This feature is great for identifying a specific route or series of destinations.
Using real time GPS, this map shows the current location of Tim Hibbard, Developer for EnGraph

Tim's Weather:
- Temp: 46.0 F
- Wind: 9 NE
- High: 47 F Low: 23 F

More Info
Cisco Wireless Location Appliance

“A quick glance at the screen shows exactly where the tagged wheelchairs are located...Patients wait no more than a few minutes for a wheelchair, and we save $28,000 a month by eliminating searches.”
Reciprocal Transparency

“In the information age to come, cameras and databases will sprout like poppies – or weeds – whether we like it or not. Over the long haul, we as a people must decide the following questions:

Can we stand living exposed to scrutiny, our secrets laid open, if in return we get flashlights of our own that we can shine on anyone who might do us harm – even the arrogant and strong?

Or is an illusion of privacy worth any price, even the cost of surrendering our own right to pierce the schemes of the powerful?”
IBM’s Public Image Monitoring Solution
Software Tracks Blogs, Web Content to Capture Buzz, Spot Trends Around Companies, Products and Marketing Campaigns
Search is a System

http://semanticstudios.com/publications/semantics/search.html
Power Laws in Search

**Best Bets**
- few popular terms with many queries

**Long Tail**
- many terms with only a few queries

Diagram showing the relationship between the number of searches and search term rank.
LATEST BBC News & Sport results for beckham

Faces of the week - 1h 9m ago
Beckham wage 'causing resentment' - 1h 22m ago
Players back Beckham in Real row - 3h 3m ago
Calderon blasts Beckham over move - 2d ago

BBC Best Link: Sport Stars - David Beckham
What sport did David Beckham not like playing at school? Sport Stars has the answers

BBC Best Link: H2G2 - David Beckham
A biography of David Beckham, written by a member of the h2g2 community

collective - tinseltown #032: the matrix reloaded, bend it like beckham, the remains of the piano
Girl 2: (recoiling in shock and horror) "You don't know who David Beckham is?"

Radio 4 - Woman's Hour - Burchill on Beckham
Burchill on Beckham Julie Burchill has written no less than a personal eulogy to David Beckham - Britain's most successful footballer..

Video Nation Hereford and Worcester - Beckham obsession

Beckhams help Harrogate boy
A seven year-old boy from Harrogate with a rare illness has been given a buggy.
18 Jan 2007

Lalas happy to wait for Beckham
LA Galaxy general manager Alexi Lalas says they have no plans to take David Beckham to the US earlier than August.
16 Jan 2007

Beckham 'excited' by LA Galaxy move
David Beckham says the decision to leave Real Madrid for LA Galaxy "wasn't hard", as he is introduced to the US press via satellite.
12 Jan 2007

http://www.gseis.ucla.edu/faculty/bates/berrypicking.html
Matching Records: 27

- JC Whitney Company Selects Endeca With Guided Navigation and Dynamic Merchandising To Power Its Leading Auto Parts and Accessories Site On IBM WebSphere Commerce Software
  Category: Press Releases

- Endeca Brings Guided Navigation and Advanced Search to Leading Companies on the IBM WebSphere Commerce Platform
  Category: Press Releases

- Endeca Navigation Engine
  Author: Dale Lanton
  Category: Marketing

- Retail Solutions Complete Series
  Category: Marketing

- #3 Ritz Interactive
  Category: Marketing

- ENDECA: About Us - News 2002
  Category: About Endeca

- ENDECA: Press Room
  Category: About Endeca
Search FAST
What would you like to know about FAST?

Search FAST

On-Demand Webinars
Customers, Partners & Analysts

Q4 2008 Fiscal Results
View Press Release

The Forrester Wave Q2 2005
Enterprise Search Platforms

Gartner Magic Quadrant
2005 Information Access Report

Try these refinements

Content Type (13)
- Press Release (111)
- Web Article (59)
- Search & ESP Newsletter (40)
- Knowledge Center (17)
- Business News (8)

Key Terms (20)
- Search (239)
- Content (177)
- Navigation (15)
- Enterprise Search (132)
- ESP (121)

Companies (20)
- Feed 
- Eisevier (47)
- Reuters (46)
- T-Online (45)
- Dell (49)
- Chordiant (42)

Solutions (30)
- FAST ESP (120)
- FAST InStream (82)
- FAST Data Search (82)
- FAST SEF (44)
- FAST InPulse (20)

Content Refinement for Enterprise Search
- This paper highlights the business need and impact of content preparation, the interconnected topics of content aggregation (gathering information into the search system), and document processing (analyse, transformation, and enrichment of original content for the purpose of indexing).

Navigation
- Information discovery through drill-down into query results.
- Navigation is possible both on document level attributes and contextual entities within the matching context of the search results.

Faceted Navigation
- See Dynamic drill-down.

Inverting the Corporate Information Pyramid: User Driven Information Discovery
- Information access in RDBMSs and legacy systems is inflexible, costly and slow. Metadata maintenance is complex, expensive and imprecise; new information services are major undertakings; the system architecture is scattered and expensive to maintain; coordination of work is nonnal.

FAST Signs OEM Agreement with Lexisnexis Applied Discovery
- FAST Search & Transfer, LLC (FAST) today announced that LexisNexis Applied Discovery, a leading provider of electronic discovery services to top law firms and corporations, signed an OEM agreement to deploy FAST InStream across its portfolio of products and services.

Why should I integrate my search application with the structured data in my database? Isn’t database mining sufficient?
- For example, an e-directory would look to publish both Web and database content, such as company description or offerings (Web) and opening hours or price catalog (database).

What is sub-processing?
You searched for: knowledge management (Remove term)

Displaying 1-25 results of 314 search results

From: Past 12 months within: All Regions Edit Search Settings

Browse by category instead: Enterprise Portals, Knowledge Management

You may also be interested in:

Add To Cart Retention Management: The Holy Grail Of Records Management
IT View Research Document, April 20, 2006 (15 pages)
by Robert Markham
...IT, legal, compliance, and records management (RM) gain experience in RM ...Of Retention And Records Management Knowledge Retention Management Is A Glimmer...
Related Topics: Compliance Management, Electronic Records Management, Legal Issues & IT

Add To Cart IT Operations And Systems Management: The Next Five Years
IT View Research Document, October 11, 2006 (18 pages)
by Jean-Pierre Garboni
...in the direction of improved management processes with ITIL and advanced...experience and skill — the "tribal knowledge" to characterize the ad hoc...

Add To Cart Information Management 101
How To Tackle An Enterprise Information Management Strategy
IT View Best Practices, January 1, 2006 (17 pages)
by Barry Murphy
...can help satisfy these information needs. From there, craft a top-down information management strategy, addressing high-priority business processes and enterprise information requirements first. TABLE OF...
Related Topics: Enterprise Portals, Search Engines, Taxonomy Development

Add To Cart What Successful Organizations Know About Project Management
Business View and IT View Best Practices, May 26, 2006 (14 pages)
by Margo Victoriaen
...If project management failure rates are as high as we're led to believe, why...
<table>
<thead>
<tr>
<th>Brief View</th>
<th>Full View</th>
</tr>
</thead>
</table>
| 1. | Genie : a psycholinguistic study of a modern-day "wild child"  
**Author:** Curtiss, Susan R.  
**Published:** 1977.  
**Format:** Book  
**D.H. Hill Library**  
P118 .C8 1977  
Stacks (5th floor)  
Available |
| 2. | Children's speech and literacy difficulties [electronic resource] : a psycholinguistic framework  
**Author:** Stackhouse, Jay.  
**Published:** 1997.  
**Format:** eBook  
**Online:** View resource online |
| 3. | Children's explanations : a psycholinguistic study  
**Author:** Donaldson, Morag L.  
**Published:** 1985.  
**Format:** Book  
**D.H. Hill Library**  
BF463 .M4 D65 1985  
Stacks (3rd floor)  
Available |
| 4. | Developmental reading, K-8 : teaching from a psycholinguistic perspective  
**Author:** Hittleman, Daniel R.  
**Published:** c1983.  
**Format:** Book  
**Satellite Shelving Facility** |
Top 262 results of at least 110,373,880 retrieved for the query information architecture with adult filter off (details)

Forrester IT Research
Discover recent IT industry trends with IT research from Forrester. - www.Forrester.com

Need an IA?
Flair's experienced team of information architects can help. - www.flairinteractive.net

1. Information architecture

Information Architecture (often abbreviated "I.A.") is the practice of structuring knowledge or data. These are often structured according to their context in user interactions or larger databases. The term is most commonly applied to Web development, but also applies to disciplines outside of a strict Web context, such as programming and technical writing.
en.wikipedia.org/wiki/Information_architecture - [cache] - Wikipedia, Wisenut, MSN, Gigablast

2. Argus Center for Information Architecture

Reference for learning about the theory and practice of information architecture.

3. Information Architecture Institute - Wikipedia, the free encyclopedia

The Information Architecture Institute is a non-profit volunteer organization dedicated to advancing and promoting information architecture. Founded in 2002, the Institute has grown to become one of...
en.wikipedia.org/wiki/Information_Architecture_Institute - [cache] - MSN, Wisenut, Ask, Gigablast

4. Jesse James Garrett: information architecture resources

Extensive links to Information Architecture resources by Jesse James Garrett.
www.jjg.net/ia - [cache] - MSN, Wisenut, Ask, Gigablast

5. Information Architecture and Knowledge Management

The New Master of Science in Information Architecture and Knowledge Management
iaakm.kent.edu - [cache] - Open Directory, Wisenut, Ask

6. Asilomar Institute for Information Architecture (AlIA)

Non-profit volunteer organization dedicated to advancing and promoting information architecture. Features membership information, news, calendar and newsletter.
Hillary for President

Hillary Clinton.com - Welcome
Official Site of Hillary Clinton for President Exploratory Committee.

Hillary Clinton in 2008
Union-printed campaign buttons
Great selection. Ready to ship.

Hillary Clinton Videos
Watch videos from each of the 2008 presidential candidates
www.youtube.com

Your Vote Counts
Learn about the candidates & issues before you cast your vote.
www.DeclareYourself.com

Hillary Rodham Clinton, Senator from New York
Official site includes information about New York, biography, constituent services, contact details, committees and legislation, issues, news and speeches, ...

Hillary Rodham Clinton - Wikipedia, the free encyclopedia
Hyperlinked encyclopedia article covers early life and education, marriage and family, political career and views, as well as electoral results.

News results for Hillary Clinton
Clinton, Obama back cutoff for Iraq funds - May 16, 2007
WASHINGTON -- Senators Barack Obama and Hillary Clinton separately declared their support yesterday for a March 31, 2008, cutoff in funds for the Iraq war, ...

Biography of Hillary Clinton
Biography of First Lady Hillary Clinton, wife of President William J. Clinton.
Also try: canon digital camera, sony digital camera, best digital camera

- Digital Camera
  - Casio Exilim Camera - Compact & Loaded w/features.

- Digital Camera at Dell Business
  - Find the electronics, software & accessories you need - Dell Business.

- Digital Camera at hp.com

1. Digital Photography Review
   - Offers digital photography and imaging news, reviews of cameras and accessories, discussion forums, sample images, buyer's guides with side-by-side comparisons, and...
   - www.dpreview.com - 51k - Cached - More from this site

2. Digital Camera Reviews - CNET
   - Ratings, reviews, and price comparisons of digital cameras -- editors' picks and most popular -- with user reviews, detailed pics of the cameras, and video clips of...
   - reviews.cnet.com/Digital_cameras/2001-6501_7-0.html - 100k - Cached - More from this site

3. Cameras at BestBuy.com
   - Best Buy is your source for Cameras; get yours today!
   - www.bestbuy.com/site/olspage.jsp?id=cat04001&type=category - More from this site

4. Digital Cameras - Circuit City
   - Electronics retailer offers name brand digital cameras. Browse by pixel resolution, price range, or camera styles such as SLR, thin-and-light, and zoom.
   - www.circuitcity.com/ccc/cccATEGORY.do?catId=13052 - 30k - Cached - More from this site

5. Canon Digital Cameras
   - Official Canon site for its line of PowerShot and EOS digital cameras, photo printers, and film scanners.
   - www.powershot.com - 105k - Cached - More from this site
Your Guide has created the following result:

Information Architecture
You rated this result: 😊

Tell A Friend about ChaCha ...

1. **Usability and Information Architecture**
   Design and Layout: Usability and Information Architecture Interview with Jakob Nielsen
   http://www.sitepoint.com/subcat/usability

2. **Best Research Articles On Information Architecture - Robin Good's Latest News**
   Best Research Articles on Information Architecture
   http://www.masternormedia.org/news/20040806/best_research_articles_on_infor...

3. **Articles on the emerging art and science of information architecture**
   There are a lot of good articles out there on Information Architecture and Information Architecture/ User Experience matters
   http://sieganthack.com/articles/index.html
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The Garden of Forking Paths was the chaotic novel itself. The phrase ‘to various future times, but not to all’ suggested the image of bifurcating in time, not in space. Re-reading the whole work confirmed this theory. In all fiction, when a man is faced with alternatives he chooses one at the expense of the others. In the almost unfathomable Ts’ui Pên, he chooses—simultaneously—all of them. He thus creates various futures, various times which start others that will in their turn branch out and bifurcate in other times. This is the cause of the contradictions in the novel.

“Fang, let us say, has a secret. A stranger knocks at his door. Fang makes up his mind to kill him. Naturally there are various possible outcomes. Fang can kill the intruder, the intruder can kill Fang, both can be saved, both can die and so on and so on. In Ts’ui Pên’s work, all the possible solutions occur, each one being the point of departure for other bifurcations. Sometimes the pathways of this labyrinth...
Series: CNN News Update  
Episode: CNN News Update (1-16-2006 11 AM EST) - The latest news happenings in the U.S. and around the world.

0:02:42 ... the pakistani border turkey confirms a girl -- died from the flu tested positive for bird flu that brings the country's death toll from the virus to four The golden globe awards are tonight brokeback mountain is the leading contender with seven nominations This is CNN radio Bad news for doctors and for anyone catching the garden variety -- with the government -- to two anti viral drugs used with success in recent years against the flu not can be prescribed Why because the dominant flu strain now circulating in the US has developed -- resistance to the -- the two drugs are lamented in an -- ...

0:03:45 ... least a billion dollars from a variety of countries to fight bird -- the world bank estimates it'll take about a billion and a half dollars over the next three years to -- bird -- from becoming a pandemic -- jim -- mrs. CNN radio Yeah ...
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- View Count
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- Comedy
- Entertainment
- Music
- News & Flows
- People
- Pets & Animals
- Science & Technology
- Sports
- Travel & Places
- Video Games

Search for: government
Results 1-20 of 5610

Government Project
03:18
Government Project
Tags: Government Project
Added: 3 months ago in Category: Music
From: audiencesof1
Views: 271

indian government
01:47
indian government
Tags: indian government
Added: 2 weeks ago in Category: News & Flows
From: palhuri2222
Views: 157

Government Employee
06:24
Government Employee
Tags: Government Employee
Added: 1 week ago in Category: Comedy
From: wellar
Views: 93
Jorge Luis Borges (August 24, 1899 – June 14, 1986) was an Argentine writer who is considered to be one of the foremost writers of the 20th century. Best-known in the English speaking world for his short stories and fictive essays, Borges was also a poet, critic, and man of letters.

**Life**

**Youth**

Borges was born in Buenos Aires. His father, Jorge Guillermo Borges, was a lawyer and a psychology teacher, who also had literary aspirations ("he tried to become a writer and failed in the attempt", Borges once said, "He composed some very good sonnets"). Borges's mother, Leonor Acevedo Suárez, learned English from her husband and worked professionally as a translator. His father's family was part Spanish, Portuguese, and British; his mother's Spanish, and possibly Portuguese. At his home, both Spanish and English were spoken, so from earliest childhood Borges was effectively bilingual, and learned to read in English before Spanish. He grew up in the suburban neighborhood of Palermo in a large house with an extensive library.

Borges's full name was Jorge Francisco Isidoro Luis Borges Acevedo but, following Argentine custom, he never
Julian Bleecker

A Manifesto for Networked Objects – Cohabiting with Pigeons, Arphids and Aibos in the Internet of Things

Blogjects: Objects That Blog
SHAPING THINGS

This book is about created objects and the environment, which is to say, it's a book about everything. Seen from sufficient distance, this is a small topic.

The ideal readers for this book are those ambitious young souls (of any age) who want to constructively intervene in the process of technosocial transformation. That is to say, this book is for designers and thinkers, engineers and scientists, entrepreneurs and financiers, and anyone else who might care to understand why things were once as they were, why things are as they are, and what things seem to be becoming.

by BRUCE STERLING

Everyware
The dawning age of ubiquitous computing

by Adam Greenfield

See Also: Ubiquitous Findable Objects by Peter Morville
Black Swans were discovered off the west coast of Australia in 1697. Their discovery created great interest in Europe, where “all swans are white” had long been used as a standard example of a well-known scientific truth.

“Consider a turkey that is fed every day. Every single feeding will firm up the bird’s belief that it is the general rule of life to be fed every day by friendly members of the human race. On the afternoon of the Wednesday before Thanksgiving, something unexpected will happen to the turkey. It will incur a revision of belief.”
5 Theses

1. We all predict and shape the future.

2. Our predictions influence our actions.

3. We’re not (and will never be) good at prediction.

4. We can explore (and create) possible futures.

5. This is about information, innovation, and inspiration.
<table>
<thead>
<tr>
<th>User Experience Design</th>
<th>(Everything is) Miscellaneous</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ethnography</td>
<td>Scenario Planning</td>
</tr>
<tr>
<td>User Interviews &amp; Tests</td>
<td>Statistical Analysis</td>
</tr>
<tr>
<td>Card Sorting</td>
<td>Environmental Scanning</td>
</tr>
<tr>
<td>Search Analytics</td>
<td>Forecasting</td>
</tr>
<tr>
<td>Goal &amp; Task Analysis</td>
<td>Backcasting</td>
</tr>
<tr>
<td>Mental Models</td>
<td>Myth, Metaphor, Magic</td>
</tr>
<tr>
<td>Information Architecture</td>
<td>Black Swan Hunting</td>
</tr>
<tr>
<td>Narrative (Strategy)</td>
<td>Innovation Games</td>
</tr>
<tr>
<td>Wireframes (Sketches)</td>
<td></td>
</tr>
<tr>
<td>Design Concepts</td>
<td>Competitive Analysis</td>
</tr>
<tr>
<td>Prototypes &amp; Specs</td>
<td>Future Design (Ivrea)</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>
## Discussion Topics
### Possible Futures of Search

<table>
<thead>
<tr>
<th></th>
<th>Natural Language</th>
<th>Concept Search</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Personalization</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Artificial Intelligence</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Visualization</strong></td>
<td>Query Disambiguation</td>
<td></td>
</tr>
<tr>
<td><strong>Social Search</strong></td>
<td>Diversity Algorithms</td>
<td>Unknown Unknowns</td>
</tr>
<tr>
<td><strong>Semantic Search</strong></td>
<td>Popularity Algorithms</td>
<td></td>
</tr>
<tr>
<td><strong>Spiritual Search</strong></td>
<td>Users</td>
<td></td>
</tr>
<tr>
<td><strong>Universal Search</strong></td>
<td>Best Bets (Precision)</td>
<td>Technology</td>
</tr>
<tr>
<td><strong>Faceted Navigation</strong></td>
<td>Discovery (Un-Search)</td>
<td></td>
</tr>
<tr>
<td><strong>Mobile Search</strong></td>
<td>Everything (Recall)</td>
<td>Advertising</td>
</tr>
<tr>
<td><strong>Local Search</strong></td>
<td>Tagging</td>
<td>Knowledge + Learning</td>
</tr>
<tr>
<td><strong>Segregated Search</strong></td>
<td>Search Analytics</td>
<td>Ambient Findability</td>
</tr>
</tbody>
</table>
IA Therefore I Am

Peter Morville
morville@semanticstudios.com

Semantic Studios
http://semanticstudios.com/

 Ambient Findability
http://findability.org/

IA Institute
http://iainstitute.org/

This Presentation
http://semanticstudios.com/ybs.pdf