Chair for Information Architecture | HS2008

Elective Course Information Architecture

INFORMATION Architecture:
The Architecture of Information

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September 29, 2008

iA
Chair for Information Architecture

Overview

- Information Architecture - Review L1
- From Card Boxes to Web 2.0
- Principles
- Evolving Trends - Web 3.0
- Collaboration in Space - Value Lab

Information Architecture - Review L1

The Architecture of Information

‚INFORMATION Architecture‘ expands the definition of architecture to areas outside the traditional realm.

Information Architecture - Review L1

Using architectural metaphors to structure, understand and communicate information better

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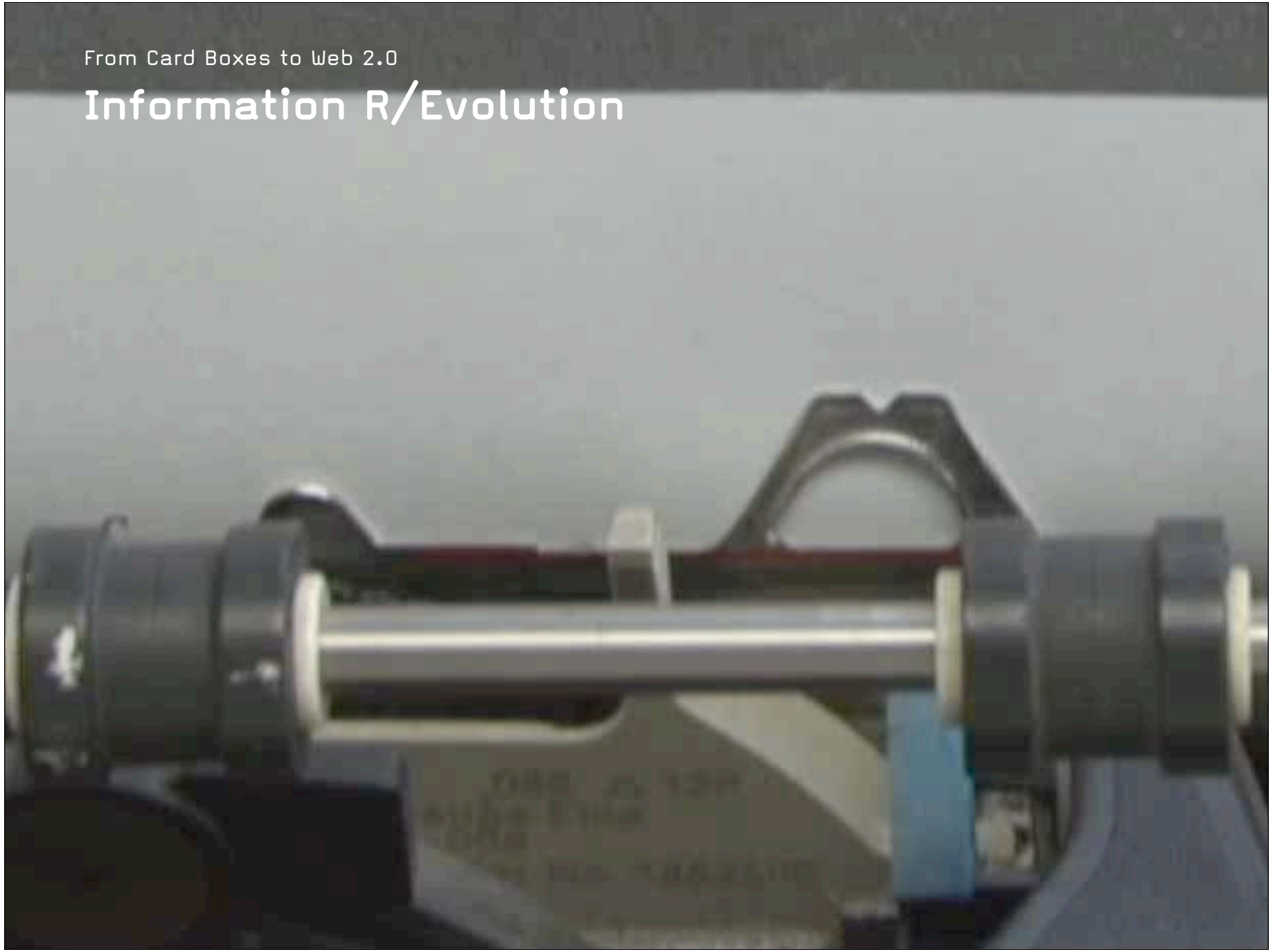
From Card Boxes to Web 2.0

Information R/Evolution



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Principles

Web 2.0 - Social Media

Social Media is the use of electronic and internet tools for the purpose of sharing and discussing information and experiences with other human beings.

Principles

Web 2.0 - Social Media

Social Media is based on a conversation that is powered by...

Principles

Web 2.0 - Social Media

Principles

Web 2.0 - Social Media

Principles

Web 2.0 - Social Media

It is a conversation between students, employees, customers, investors, …

- A conversation between PEOPLE!

Principles

Web 2.0 - Social Media

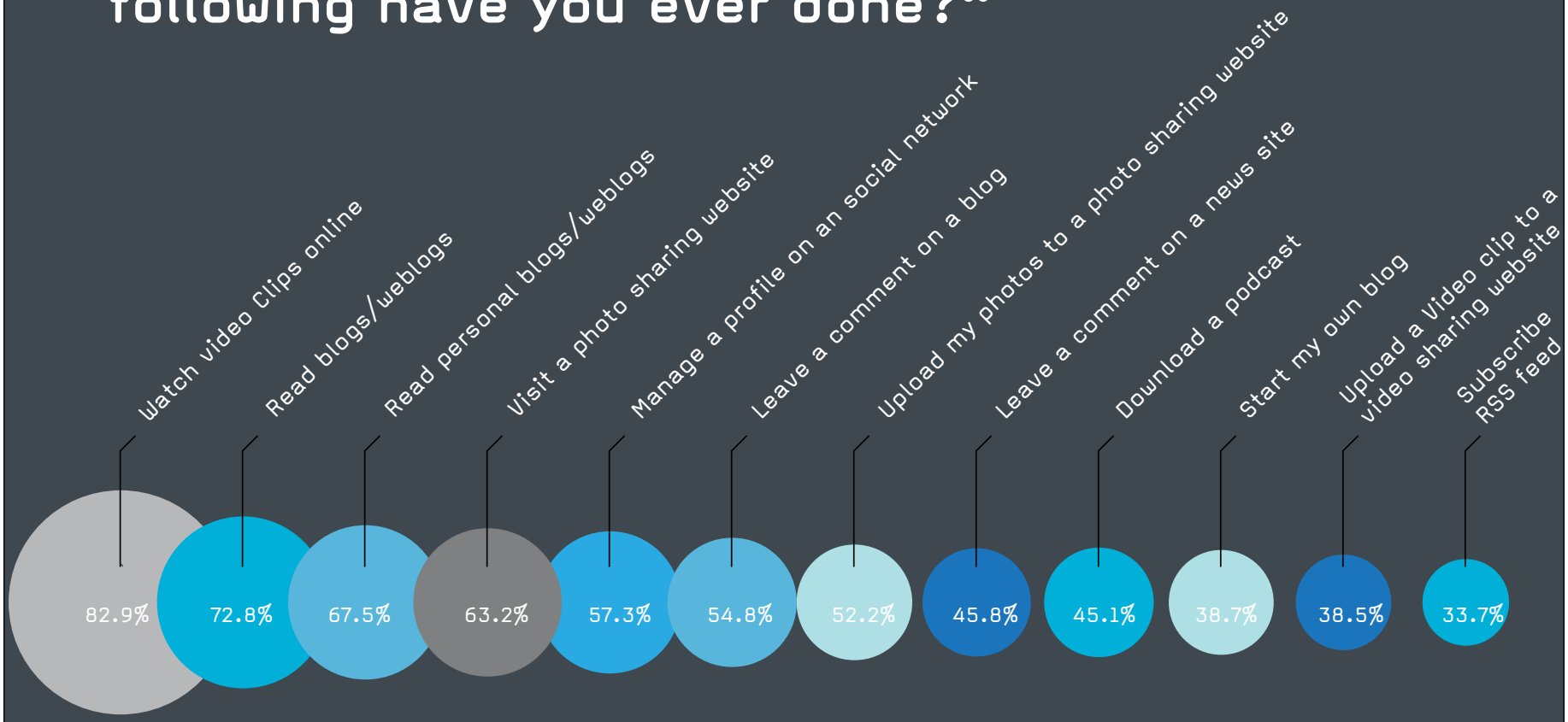
Facts and Figures

17‘000 active internet users
between the ages 16 - 54
in 29 countries
from 2006 to 2008

Principles

Web 2.0 - Social Media

„Thinking about using the internet, which of the following have you ever done?“



Principles

Web 2.0 - Social Media

Which basic principles does the Social Media Conversation follow?

Principles

Web 2.0 - Social Media

The Social Media Conversation is...

...NOT organized!

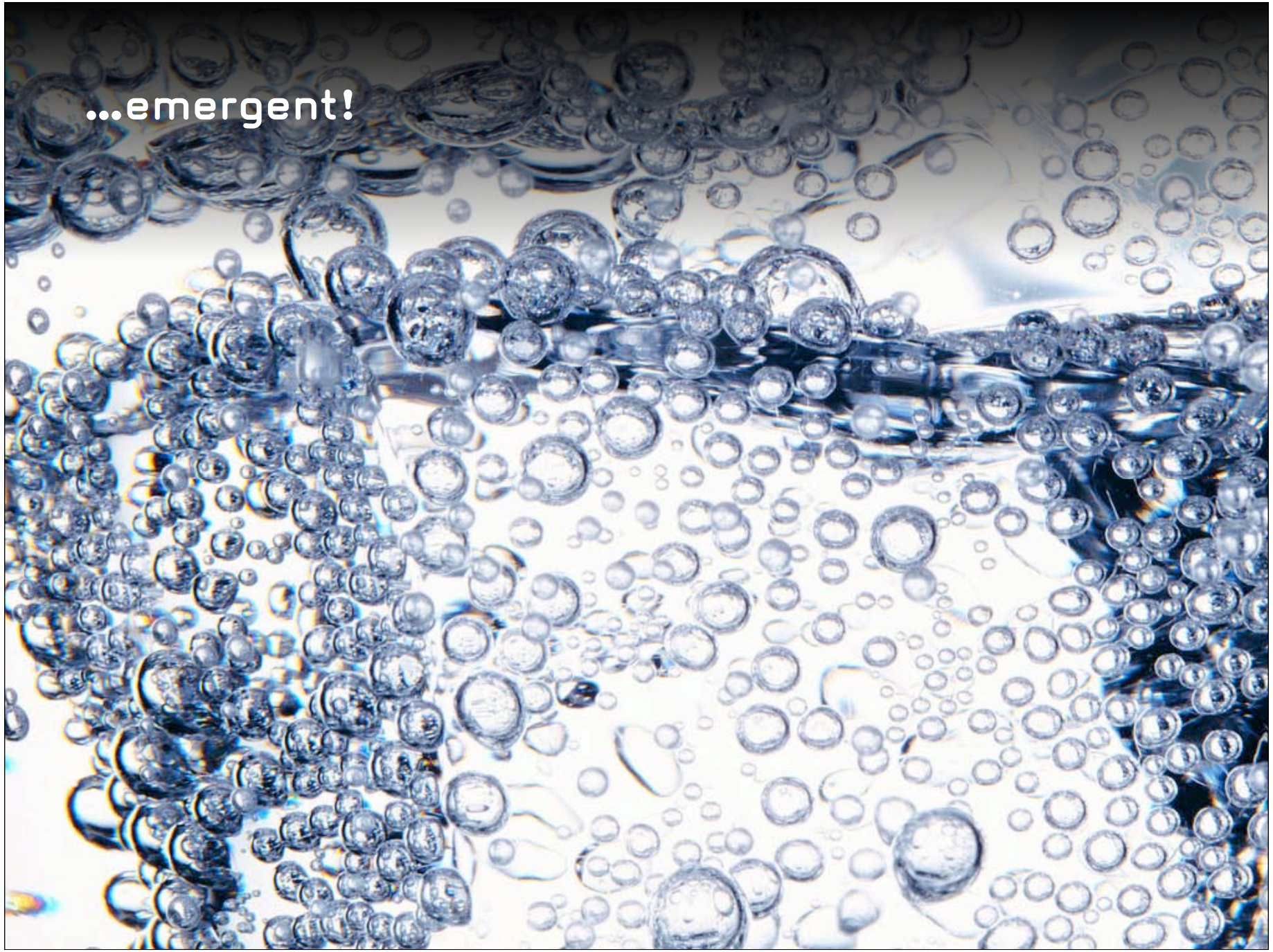
...NOT controlled!

...NOT on Message!
ICE COLD
Coca-Cola
TRADE MARK
REG. U.S. PAT. OFF.
IN BOTTLES
SOLD HERE
Coca-Cola
REGISTERED
DEC. 25, 1923

Web 2.0 - Social Media

...but Social Media Conversation is...

...vibrant!


...emergent!

...fun!

...compelling!
BADA BING!

Web 2.0 - Social Media

Some more principles...

Principles

How the Web has evolved...

- E-Mail
- Static Websites
- Discussion Forums
- Instant Messaging
- Chat Rooms

- Dynamic Websites
- Portals
- Communities
- Agents
- Video Conferencing
- Web Services
- Collaborative Filtering
- VOIP

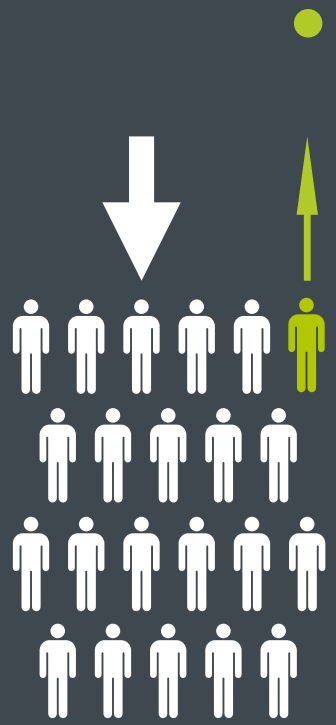
- Blogs
- Wikis
- RSS
- Mashups
- Pod- & Webcasts
- Social Networks
- Social Bookmarking
- Folksonomies

Principles

How the Web has evolved...

1996

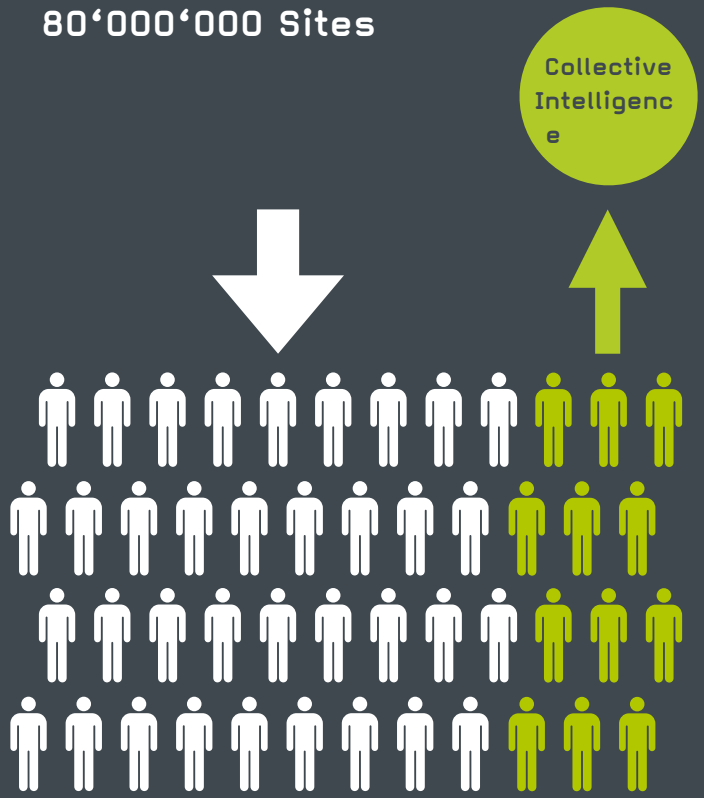
mostly read-only
250‘000 Sites



45 million users worldwide

2008

widely read-write
80‘000‘000 Sites

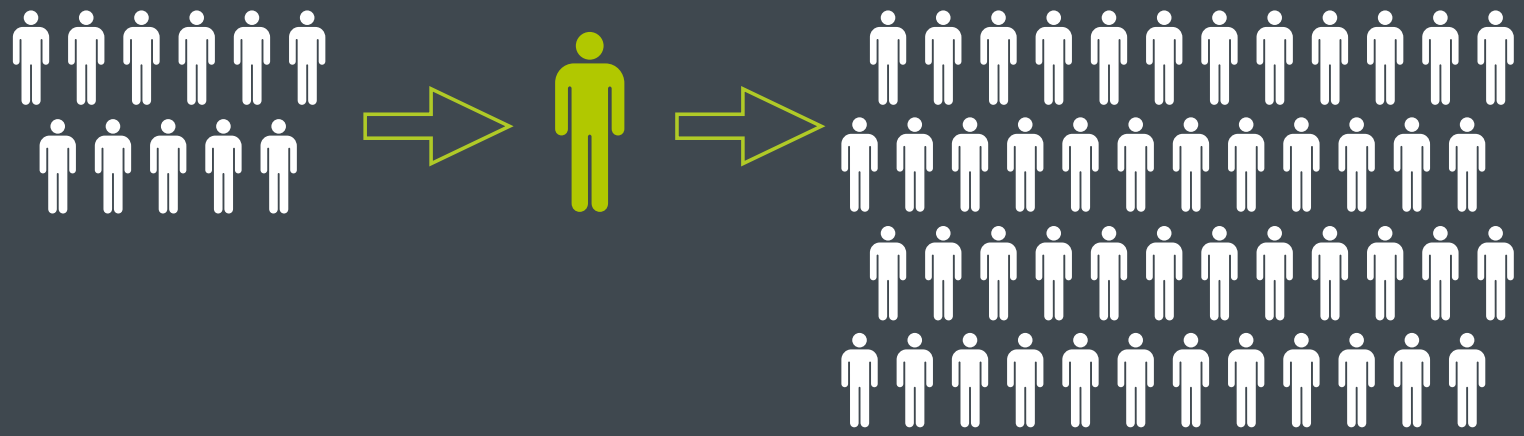


1+ billion users worldwide

Principles

The Principles of ‚old' Media

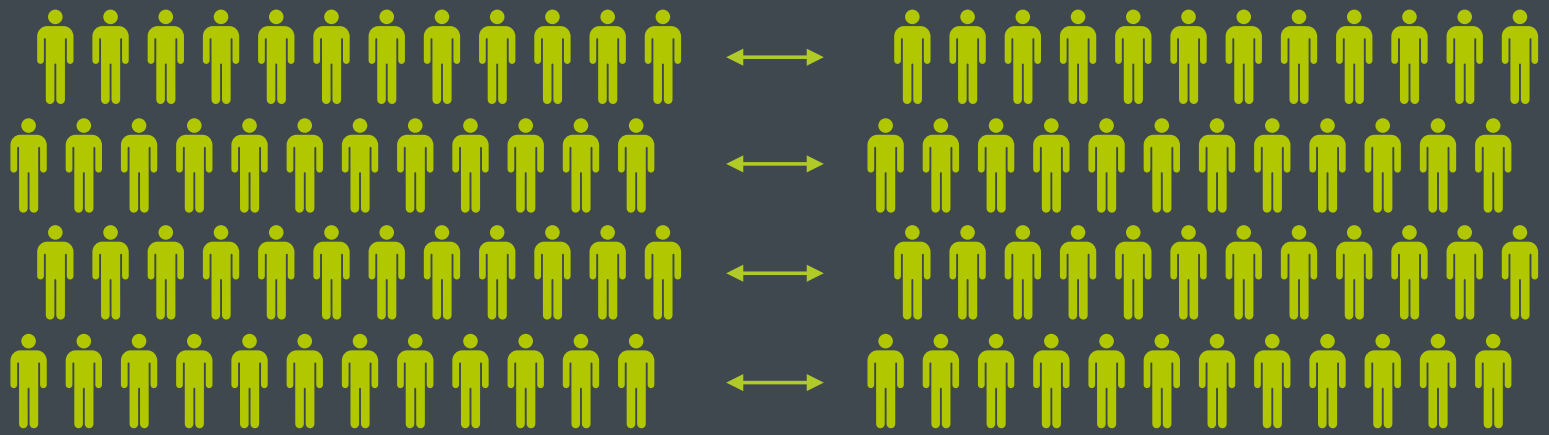
A minority writes for a publisher who then sells it on to the majority as the publisher owns the production and destribution channels



Principles

The Principles of Social Media

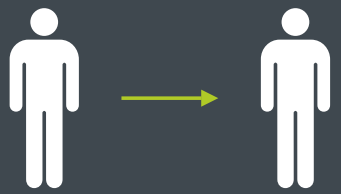
Anyone can produce, copy, and share anything with anyone - at almost no cost.



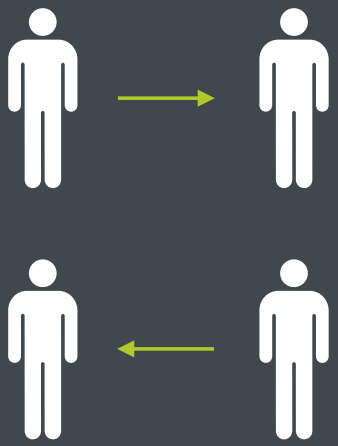
Principles

What do we mean with Collaboration?

Communication



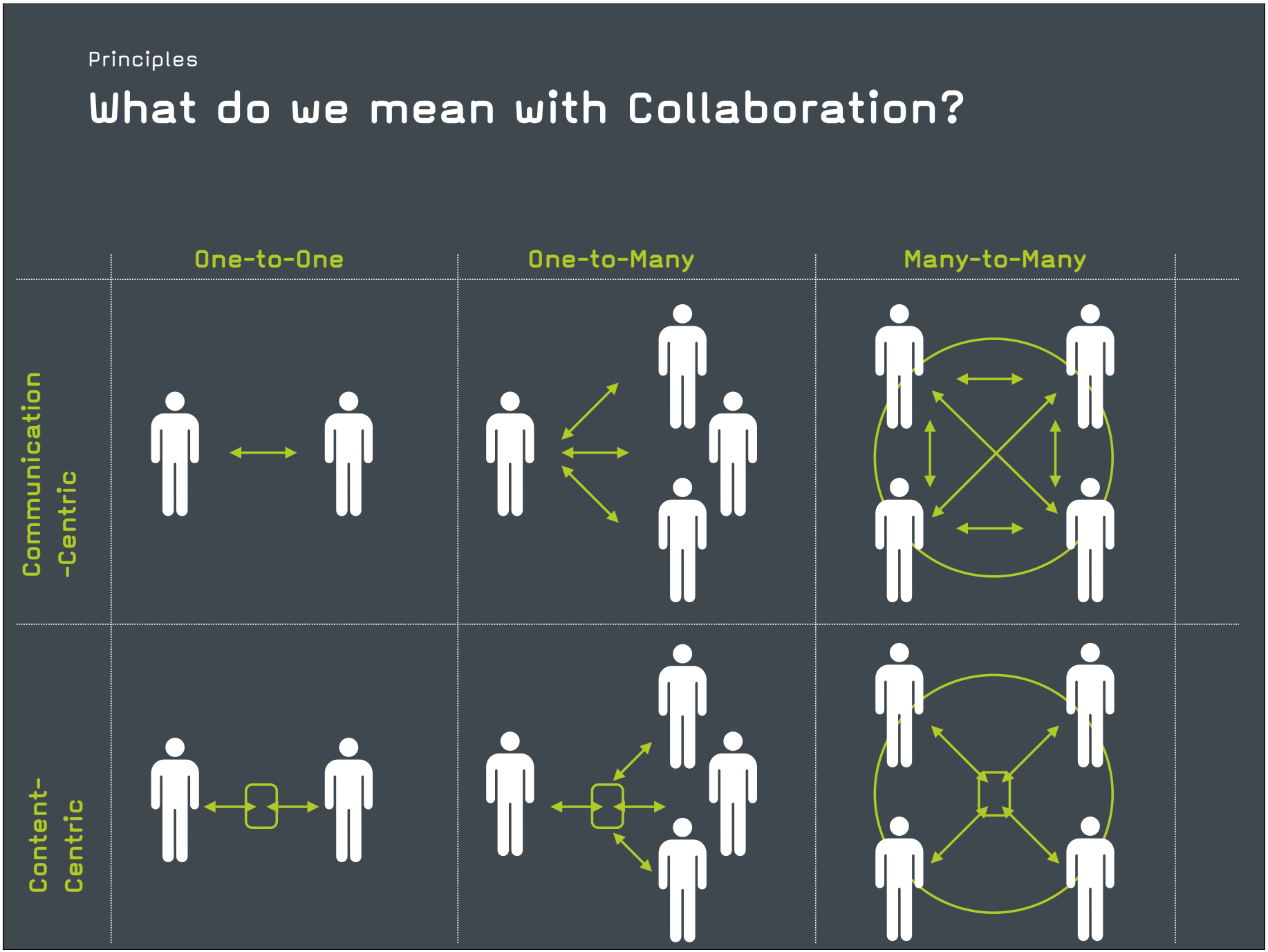
Interaction



Collaboration

Principles

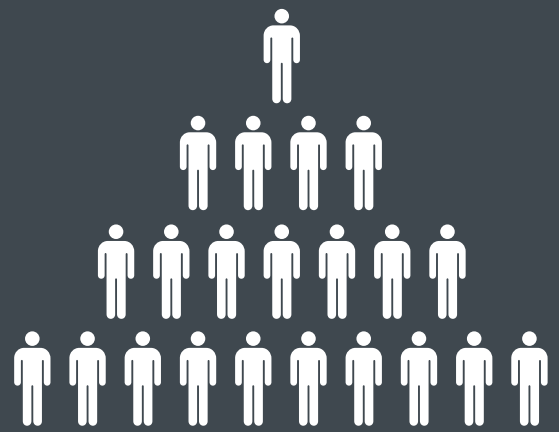
What do we mean with Collaboration?

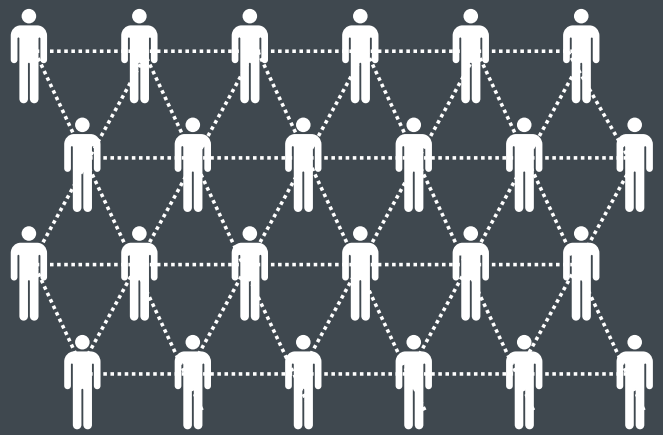


Principles

The collaborative Culture

Command-and-Control	→	Consensus-Driven
Formal	→	Informal
Hero-Culture	→	Mentoring-Culture
Fear of making Mistakes	→	Trial-and-Error



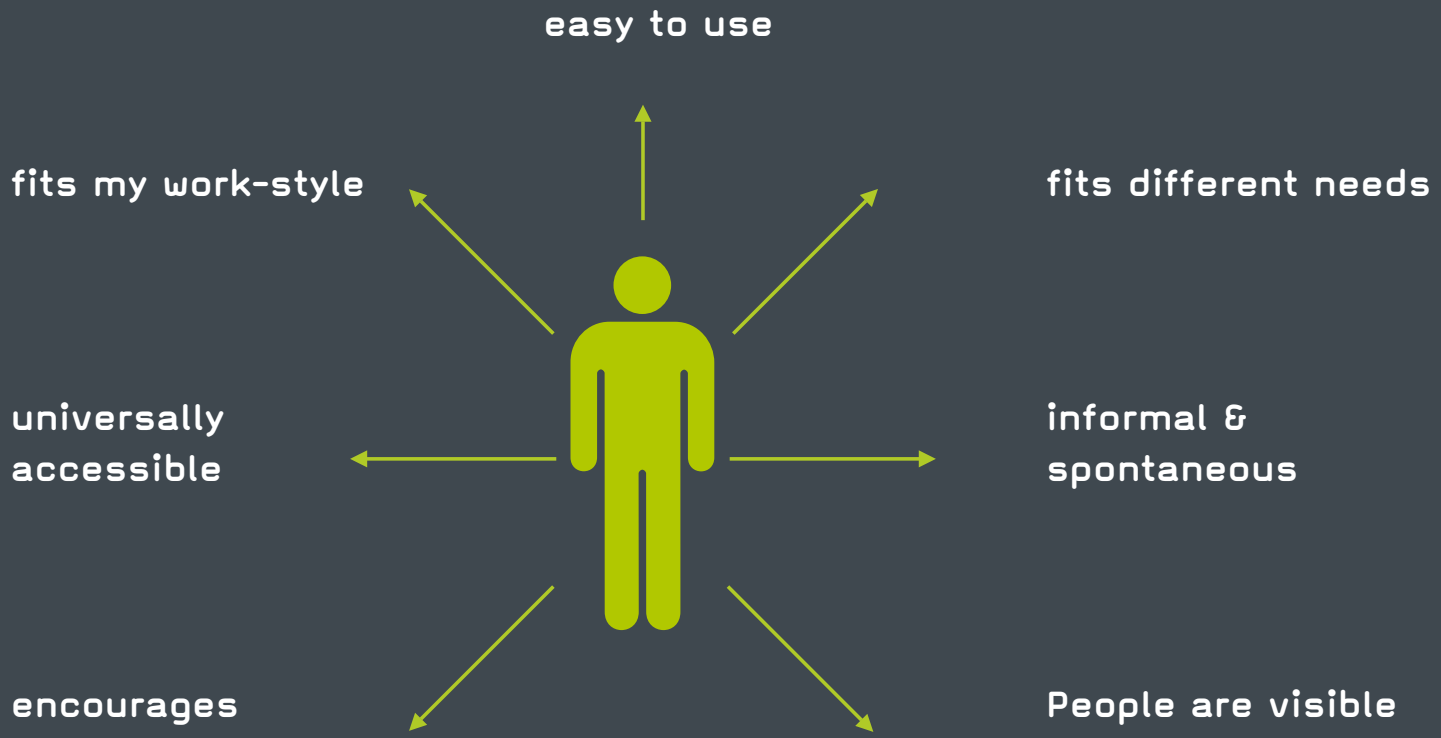


Principles

The Needs that the Tools address

Principles

We need truly collaborative Tools



Principles

We need to change Behaviours

Summary

The trend in social media is the continuous shift to upload and share rich multi-media content and there is a big movement towards participation.

This represents a real shift in media consumption and production from passivity (TV) to personal control (YOUTUBE).

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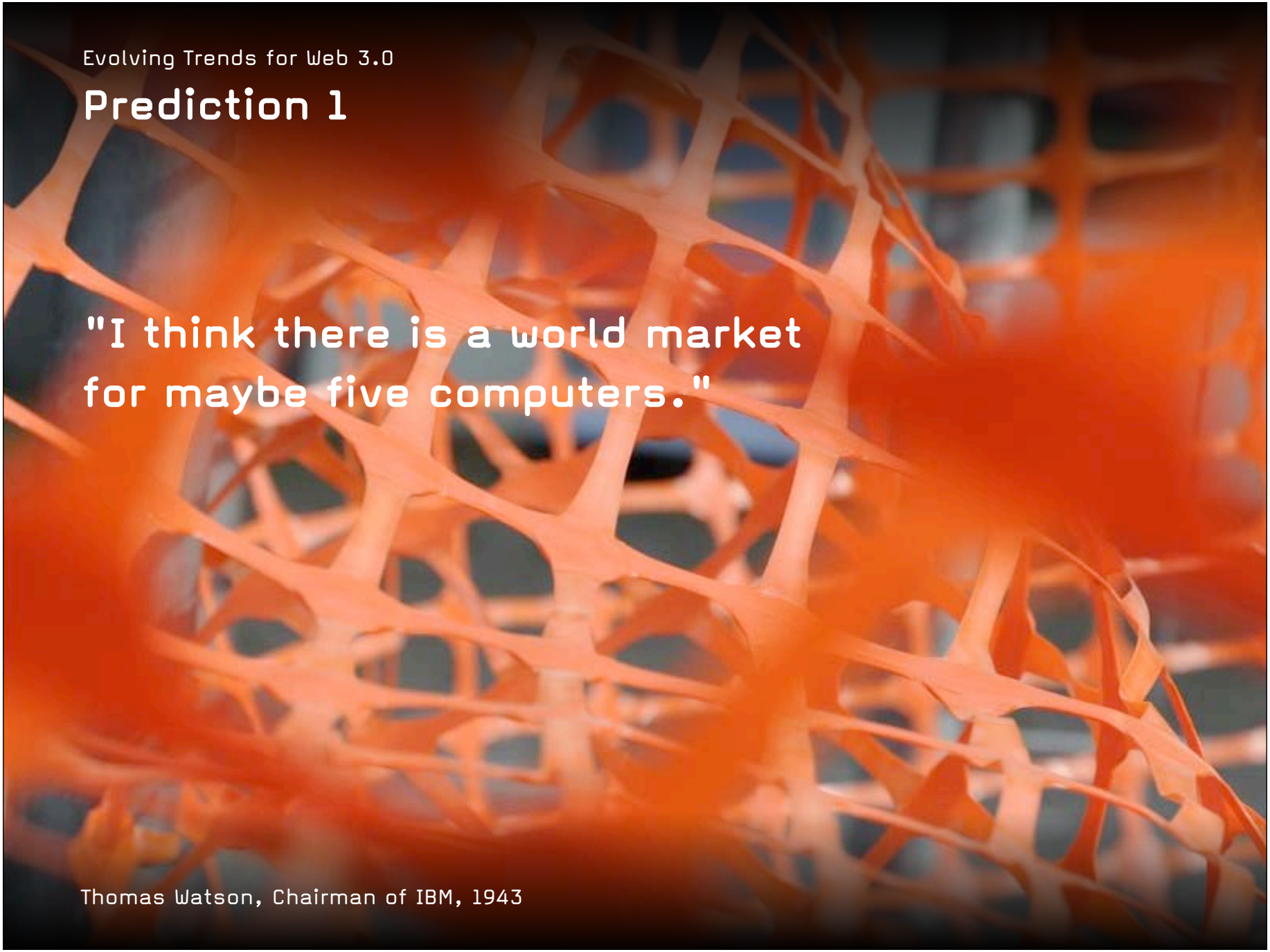
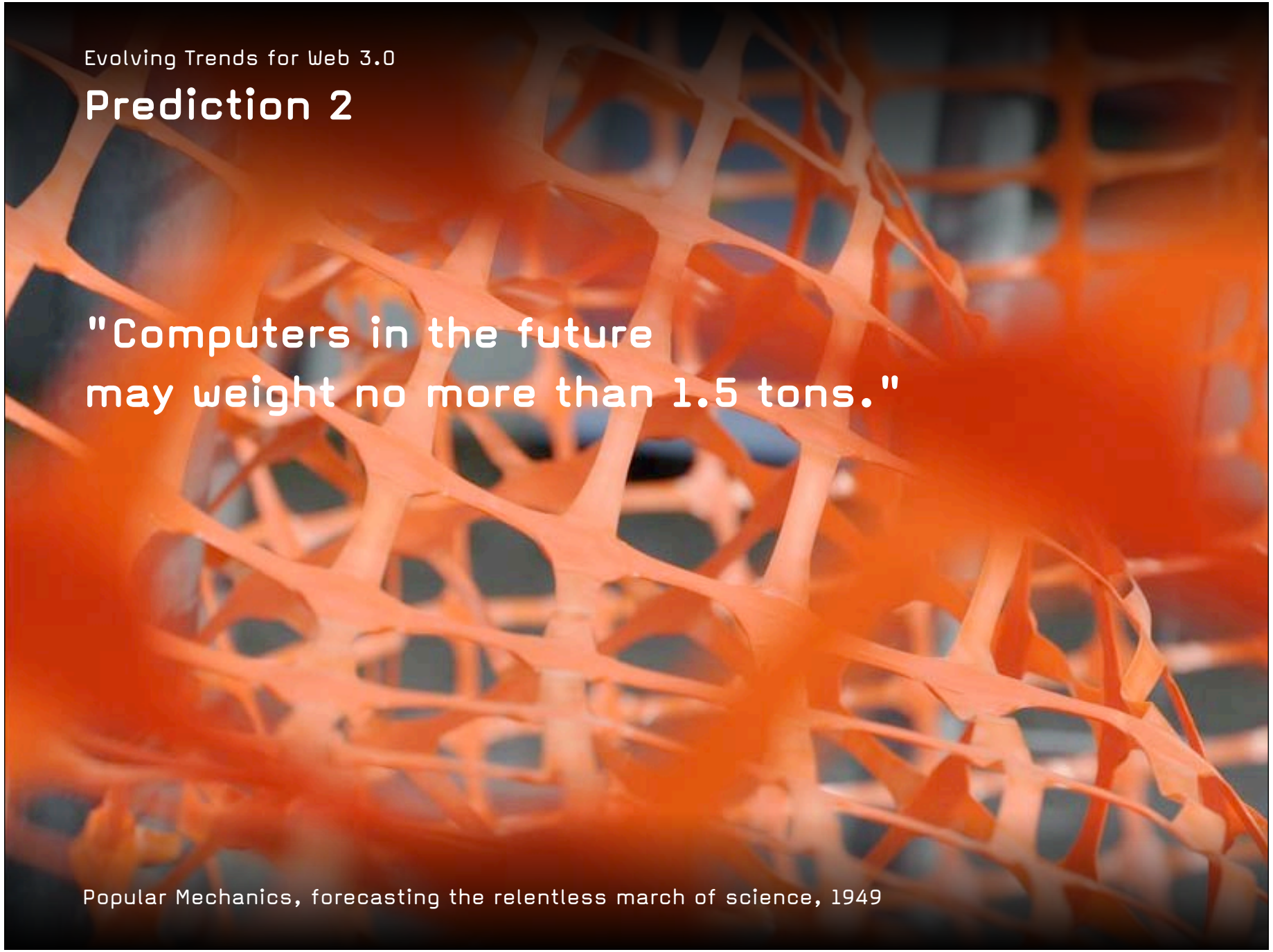
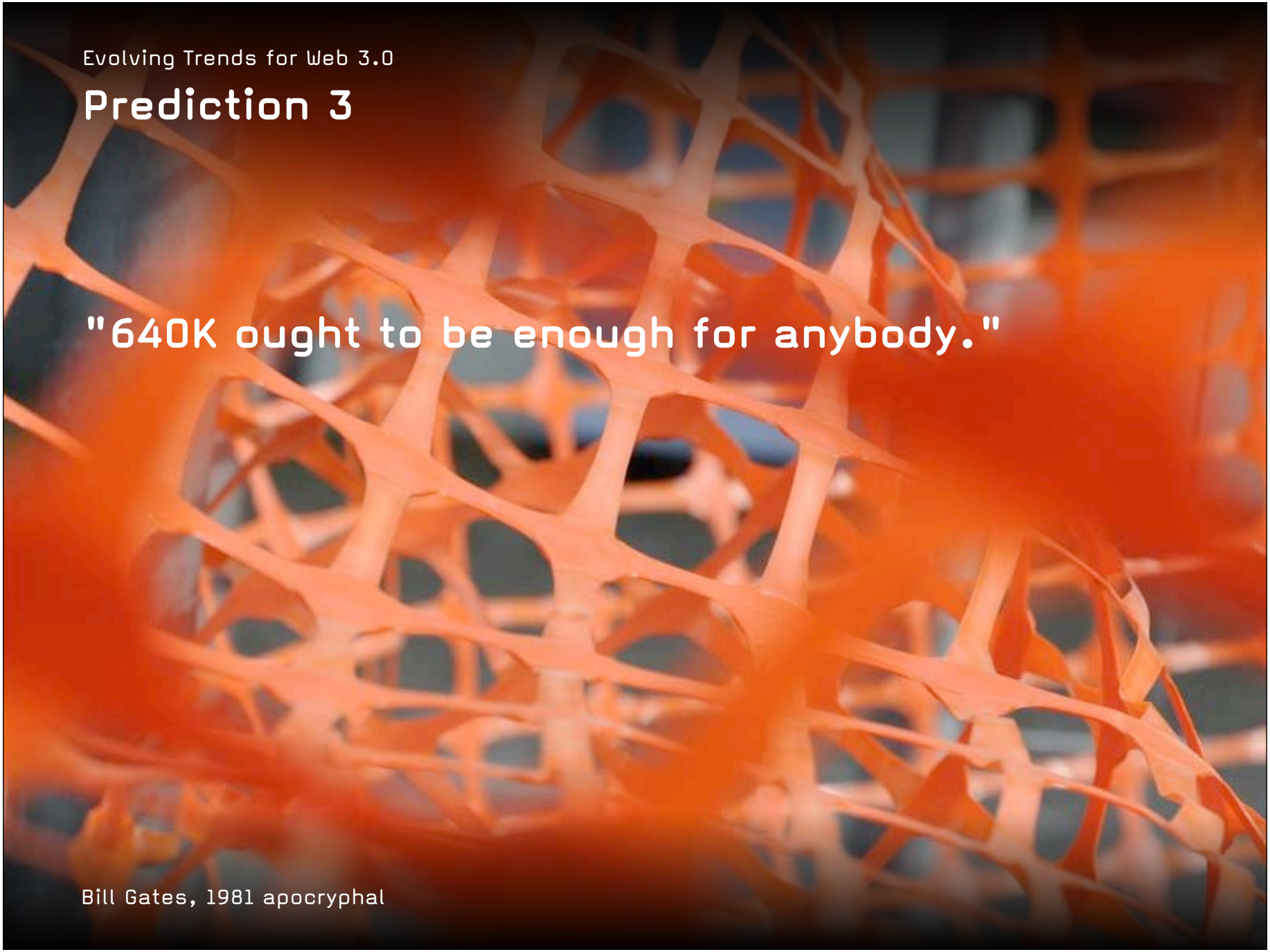
The Architecture of Information

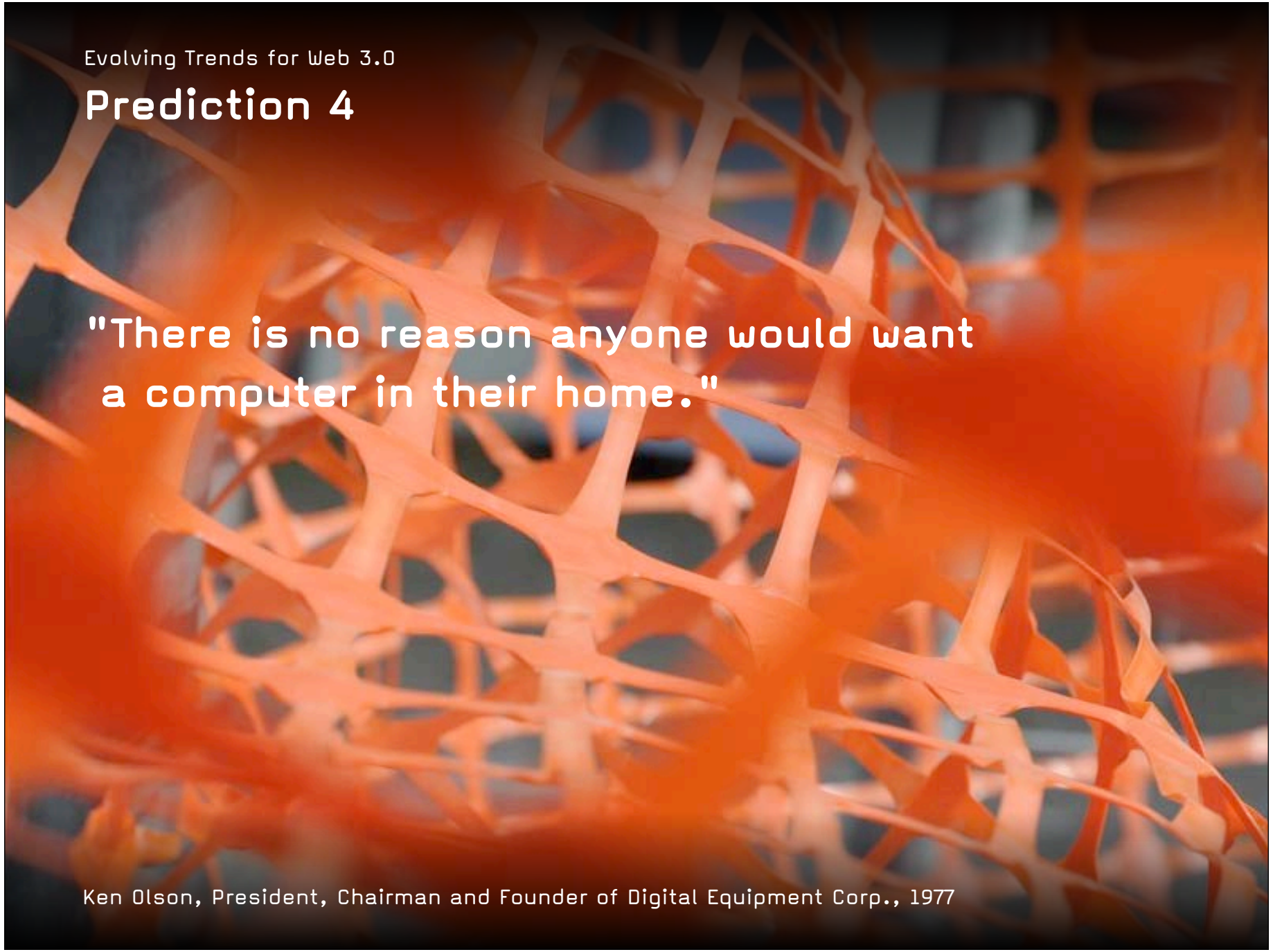
Evolving Trends for Web 3.0

The thing about predictions...


Evolving Trends for Web 3.0
Prediction 1
"I think there is a world market for maybe five computers."
Thomas Watson, Chairman of IBM, 1943


Evolving Trends for Web 3.0
Prediction 2
"Computers in the future
may weight no more than 1.5 tons."
Popular Mechanics, forecasting the relentless march of science, 1949


Evolving Trends for Web 3.0
Prediction 3
"640K ought to be enough for anybody."
Bill Gates, 1981 apocryphal


Evolving Trends for Web 3.0
Prediction 4
"There is no reason anyone would want a computer in their home."
Ken Olson, President, Chairman and Founder of Digital Equipment Corp., 1977

Reality

Humans are capable of using the Web
to carry out tasks such as finding the Swedish
word for "cat", reserving a library book,
and searching a low price for a DVD.

However, a computer cannot accomplish
the same tasks without human direction because
web pages are designed to be read by people, not
machines.

Vision - The Semantic Web

The semantic web is a vision of information that is understandable by computers, so that they can perform more of the tedious work involved in finding, sharing and combining information on the web.

Vision - The Semantic Web

The semantic web vision is not just about helping software become smarter.

It is about providing new technologies that enable people, groups, organizations and communities to be smarter.

Evolving Trends for Web 3.0

Prediction 5

"You never have to file anything by hand again. Your software can automate all filing and information organization tasks for you because it understands your information and your interests."

http://lifeboat.com/ex/minding.the.planet, 2008

Evolving Trends for Web 3.0

Prediction 6

"The future Web will be highly distributed, but will have certain large services within it as well – much like the human brain itself, which is organized into functional sub-systems for processes like vision, hearing, language, planning, memory, learning, etc."

http://lifeboat.com/ex/minding.the.planet, 2008

Evolving Trends for Web 3.0

Prediction 7

"The global mind also needs a global body so to speak. It will be a smart environment that ubiquitously integrates with our physical world.

We won't have to sit in front of computers or deliberately logon to the network to interact with the global mind. It will be everywhere."

http://lifeboat.com/ex/minding.the.planet, 2008

Evolving Trends for Web 3.0
Prediction 8
"The global mind will be physically integrated into furniture, houses, vehicles, devices, artworks, and even the natural environment.
It will sense the state of the world and different ecosystems in real-time and alert humans and applications to emerging threats."
http://lifeboat.com/ex/minding.the.planet, 2008

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Collaboration in Space - Value

Collaborative Processes

- Team Creation
- Idea Generation
- Decision-Making
- Simulation
- Work or Production
- Evaluation or Recap

Notice:

L5: 27/10/08 Join us to visit the Value Lab!

Collaboration in Space - The Value Lab

The Value Lab is hosted in the HIT Building

Notice:

L5: 27/10/08 Join us to visit the Value Lab!

Collaboration in Space - Value Lab

Future User: Interdisciplinary Research Teams

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Future User: Interdisciplinary Research Teams

- Information Science
- Life Science
- Design Science
- Simulation
- Medical Technology
- Engineering (e.g. Traffic Engineering)
- Architecture, Urban Planning
- etc

Notice:

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Podcast Information Architecture

http://www.ia.arch.ethz.ch/teaching/teaching-08/

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Sources

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