Today's Lecture

• **Admin**
  – Staff
  – Tutorials/labs
  – Assessment

• **Why study information management?**
  – Industry focus group
  – Themes of IMS1603 (and IMS1102)
  – The IM dimensions of two different documents

Administration: Staff

• **Lecturer**  Steve Wright

• **Tutors**  Rabeena Prasad
  Tali Tame

  – Contact information is on IMS1603 web site
**Admin: Tutorials/labs**

- Commence in Week 2
- Allocate+ calls everything ‘labs’, but in fact we change rooms after 1 hour
- 1 hour lab (a room with lots of PCs) immediately followed by 1 hour tutorial (a room with no PCs)
- Changes via Allocate+ or by arrangement with Steve (BUT...)
- Attendance is not compulsory (BUT...)

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**Admin: Assessment**

- 1 exam (3 hours, based primarily on lecture content) – 50%
- 1 Minor assignment – 15%
- 1 Major assignment – 35%

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**Admin: At the risk of stating the obvious ...**

- Hand in *all* your assignments
- If you are having difficulties with deadlines, let us know
- Understand the 40% rule

Speaking of lectures: **These are NOT lecture notes (those are what you create)**
Current industry expectations (1)

A couple of years ago, SIMS staff spoke with a dozen industry representatives concerning their expectations of graduates:

> 'Soft' skills (as well as technical skills) deemed vital
> Graduates need to understand the organisational context of their job

Current industry expectations (2)

Communication skills are in demand:

– Ability to be informative and concise
– Ability to translate between the technical staff and user staff
– Ability to present in front of an audience
– Ability to compile and write a business case

Current industry expectations (3)

In conclusion:

– ‘There is a need for higher order thinking and building of conceptual capabilities ... people who are capable of thinking outside the traditional IT box’
– ‘Teamwork and group dynamics are important’
– ‘A graduate needs to be open and inquiring, and able to be moulded with further workplace experience’
Information Management entails things like:

- How and why organisations collect and create information
- Access to information
- How we organise information
- Its timeliness, accuracy and authority

Information Management entails things like:

- How we store information
- Understanding the context of information
- Managing concerns like these in changing technological environments

1. Themes of IMS1603: The nature of documents

- What are documents?
  - Purposes, forms and media, their elements, non-text forms, the impact of changing technologies etc.
- Published documents compared to records
- The social roles of documents (eg promotion)
- The ‘web’ of documents
- Information management ‘issues’
  - Privacy, access & equity, censorship & ‘ownership’
2. Themes of IMS1603: Seeking and using information

• How and why do we seek information?
• Using documents critically
• Using information-seeking tools critically
• Identifying and responding to user needs
• Classifying information

A starting point: documentary forms

What are the IM dimensions of the following (familiar) commonplace and ‘low-tech’ document?

Some of the issues involved

• Access
  – Who can see / use this information?
• Data collection
  – Reselling / data matching
• Privacy
  – Reselling / data matching
• Impact of new documentary forms
  – Displaced by superior (?) technologies
A starting point: documentary forms

What about this ‘new’, high-tech document?

Documentary form

- Web page
- Hybrid
- Interactive
  - What are the boundaries of a document like this?
  - Is a page a document?
  - The whole site?
  - Is the WWW a single document?

This document includes non-text forms

- Images – moving and still
- Audio – eg mobile ringtones
  - Did the previous document incorporate non-text forms as well?
Social role?

- ‘Infotainment’
- A ‘home base’ for a subculture of X Factor fans
- A promotional tool
- An interface to a range of X Factor related media

The Documentary web

To what other documents is this website connected with?

- The television program
- Other television programs
- Various print media
- Radio interviews/commentary
- Personal communications (emails, phone calls, conversations)
- A range of contracts and legal documents
- Many, many more

Document analysis

What makes this a particular type of website?

- Purpose
- Content
- Structure
- Context
- Etc
Information products

*Information products* constitute the primary level of documents:

- TV program
- Website
- LOTS of advertising and promotional activity
- Listserv
- Printed ‘tie-ins’
- Etc.

Records

But the public ‘face’ of the X Factor machine is underpinned by a range of *information by-products*:

- Records of applicants
- Negotiations with the franchiser/program developer
- Contracts and other legal agreements
- Tallying of telephone votes
- Etc.

New technologies

‘The X Factor’ is a good example of:

- Convergent media
- A commercial attempt at interactivity
Paper versus digital document

- Is equipment required to use it?
- Is it remotely accessible?
- Is simultaneous use possible?
- Is its usage measurable?
- Can its content/form be revised? (Buckland 1991: 74)

Next lecture

- Unit objectives
- A look at the tute/lab exercises
- What is a retrieval-based information system? Some initial thoughts

Further reading