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 website

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) followed by 1 hour tutorial (a room with no PCs)
- Changes via Allocate+ or by arrangement with Steve (BUT...)
- Attendance is not compulsory (BUT...)

Admin: Assessment

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

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

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 (2)

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 (e.g. 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