

# Informationsorganisering for findability

# Pointerne først

- Det kan betale sig at have orden i tingene inden man implementerer et nyt system
- Kend status quo og organisér dit projekt derefter
- Hurtigt er bedre end langsomt
- Se kritisk på forventningen om decentralisering
- God brugervenlighed giver bedre kvalitet i informationerne
- Informationsorganisering kommer før IT-projektet
- Standarder
- Tydelige regler
- Alt skal læres, det sker ikke af sig selv – uanset system
- Systemet ændrer ikke kulturen
- Der kommer altid en bedre version senere
- Ryd op hele tiden
  
- Konsistens, Transparens, Integritet

## Svært at finde...

- Hvornår ledte du sidst efter noget?
  - Hvad prøvede du, i hvilken rækkefølge?
  - Hvad virkede?
  - Hvilke værktøjer brugte du til at finde informationen?
  - Hvem bad du om hjælp?
  - Hvor forventede du at finde det? Hvor var det hende?
  - Hvad gjorde du for at samme ting skulle blive nemmere at finde næste gang?
- Hvad virkede godt?
- Hvad ville have været en god hjælp?
- Hvad virkede ikke?

# Findability der er svær at slå

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**Google**   [Avanceret søgning](#)  
[Indstillinger](#)

Søg på nettet  Søg sider på dansk

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Nettet Søgeresultaterne 1 - 10 ud af ca. 168.000 for ecm champion. (0,31 sekunder)

Tip: [Søg efter resultater på Dansk alene](#). Du kan ændre dine sprogindstillinger i [Indstillinger](#)

**GlobalStar ECM Champion Awards Nomination Form - Open Text Corporation** - [ [Oversæt denne side](#) ]  
To do so, please let us know in a few sentences below why you think the person you are nominating should become an **ECM Champion**. ...  
[www.opentext.com/customers/globalstar/awards/ecm-champion-form.html](http://www.opentext.com/customers/globalstar/awards/ecm-champion-form.html) - 61k - [Cached](#) - [Lignende sider](#)

**GlobalStar Enterprise and ECM Champion Awards - General ...** - [ [Oversæt denne side](#) ]  
GlobalStar **ECM Champions** will be presented with a recognition award at the Content World conference. The winners will also receive: ...  
[www.opentext.com/customers/globalstar/awards/information.html](http://www.opentext.com/customers/globalstar/awards/information.html) - 39k - [Cached](#) - [Lignende sider](#)  
[Flere resultater fra www.opentext.com »](#)

**ECM Champions Workshop**  
**ECM Champions** workshoppen giver deltagerne mulighed for, på et helt uformelt plan, at høre om og lære af talernes erfaringer samt at udveksle erfaringer med ...  
[www.ecmworkshop.dk/](http://www.ecmworkshop.dk/) - 21k - [Cached](#) - [Lignende sider](#)

[Dagens program](#)  
Program for Dansk Allm **ECM Champion** Workshop 2008. 09:00 Registrering, kaffe og udstilling. 09:30 Modul 1: **ECM** Roadmap – Strategier, metoder og værktøjer ...  
[www.ecmworkshop.dk/Dagens\\_program.htm](http://www.ecmworkshop.dk/Dagens_program.htm) - 27k - [Cached](#) - [Lignende sider](#)

**ECM** - [ [Oversæt denne side](#) ]  
Congratulations to Bruce Dodson, for having four entries in the top ten, including his spectacular new p67 **champion**, found on 24 August 2006 using GMP- **ECM** ...  
[www.maths.anu.edu.au/~brent/ftp/champs.txt](http://www.maths.anu.edu.au/~brent/ftp/champs.txt) - 13k - [Cached](#) - [Lignende sider](#)

**Allm ECM Champions Workshop** - [ [Oversæt denne side](#) ]  
This one day event, Nov 23rd 2006, E-Mids, UK, will provide the tools and knowledge to become the **ECM Champion** in your organisation for document, ...  
[www.ecmworkshop.org.uk/](http://www.ecmworkshop.org.uk/) - 8k - [Cached](#) - [Lignende sider](#)

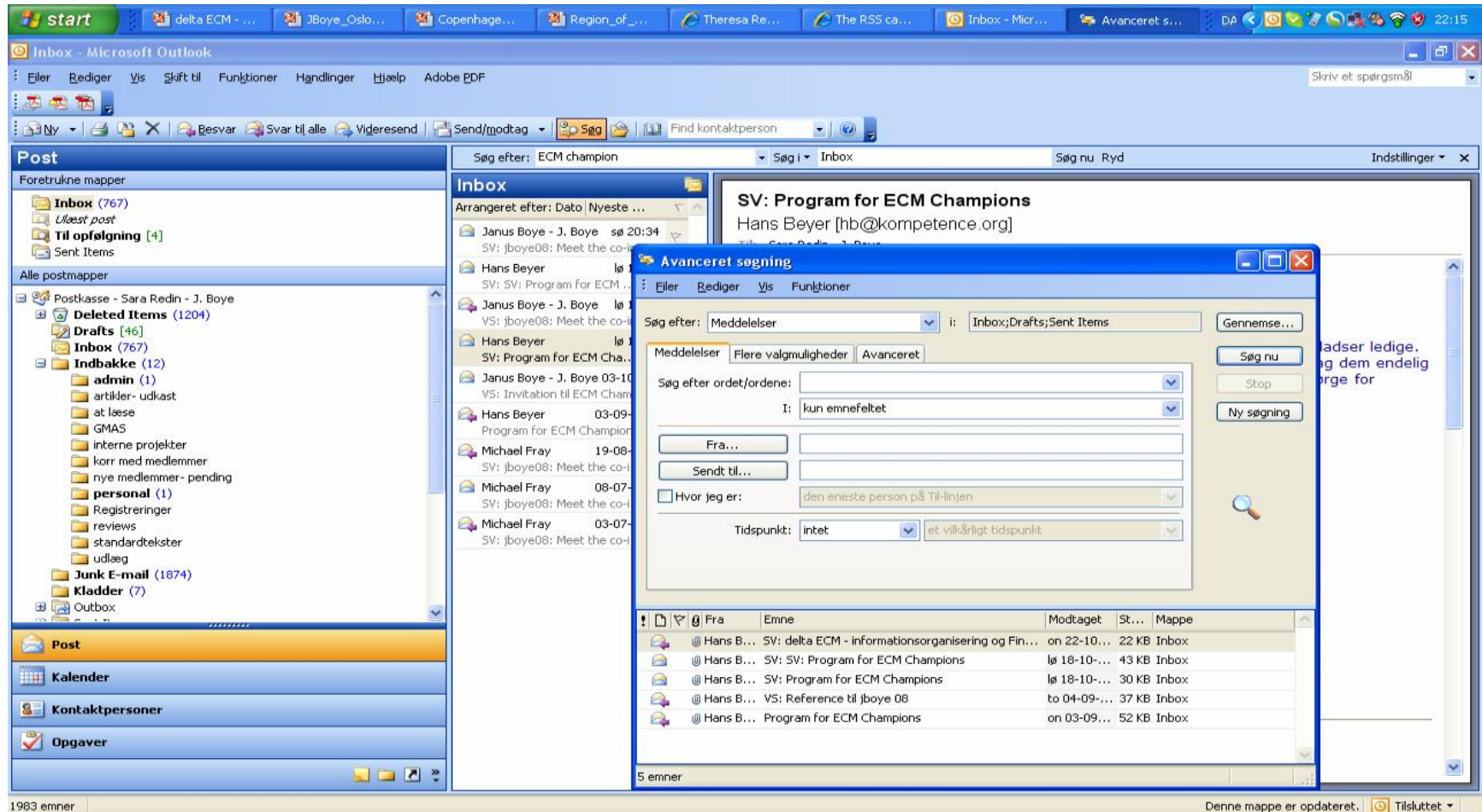
**Large Factors Found By ECM** - [ [Oversæt denne side](#) ]  
Congratulations to Bruce Dodson, for having five entries in the top seven, including his spectacular new p66 **champion**, found on 6 April 2005 using GMP-**ECM** ...  
[ftp://ftp.comlab.ox.ac.uk/pub/Documents/techpapers/Richard.Brent/champs.txt](http://ftp.comlab.ox.ac.uk/pub/Documents/techpapers/Richard.Brent/champs.txt) - 12k -

Sponsorerede links

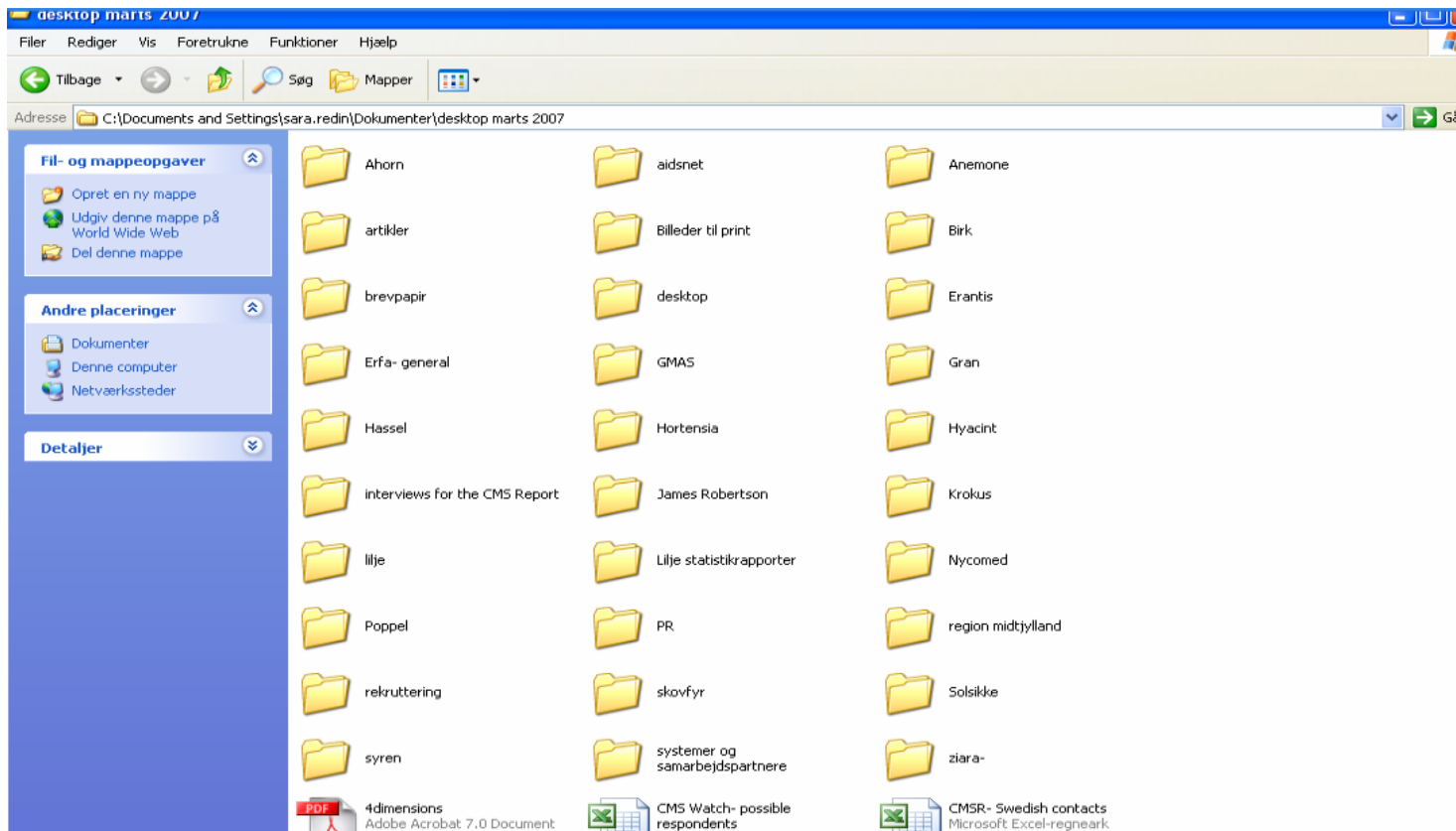
**Delta ECM**  
Enterprise Content Management og elektronisk dokumenthåndtering  
[www.deltaecm.dk](http://www.deltaecm.dk)

Internet 100%

# Findability der er svær at slå



# Meget svært at finde rundt i



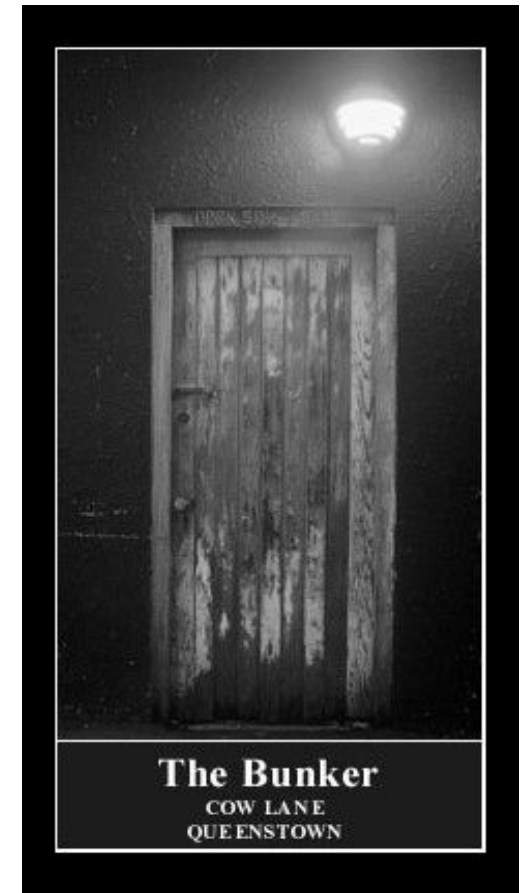
# Forskellige brugere, forskellige behov

- Bibliotekar
- Supportmedarbejder
- Ingeniør
  
- Arketyper:
  - Trevor the transactor
  - Evelyn the evaluator
  - Bob the browser

# Forskellige fortolkninger af samme begreb



## Sandkasse eller bunker?

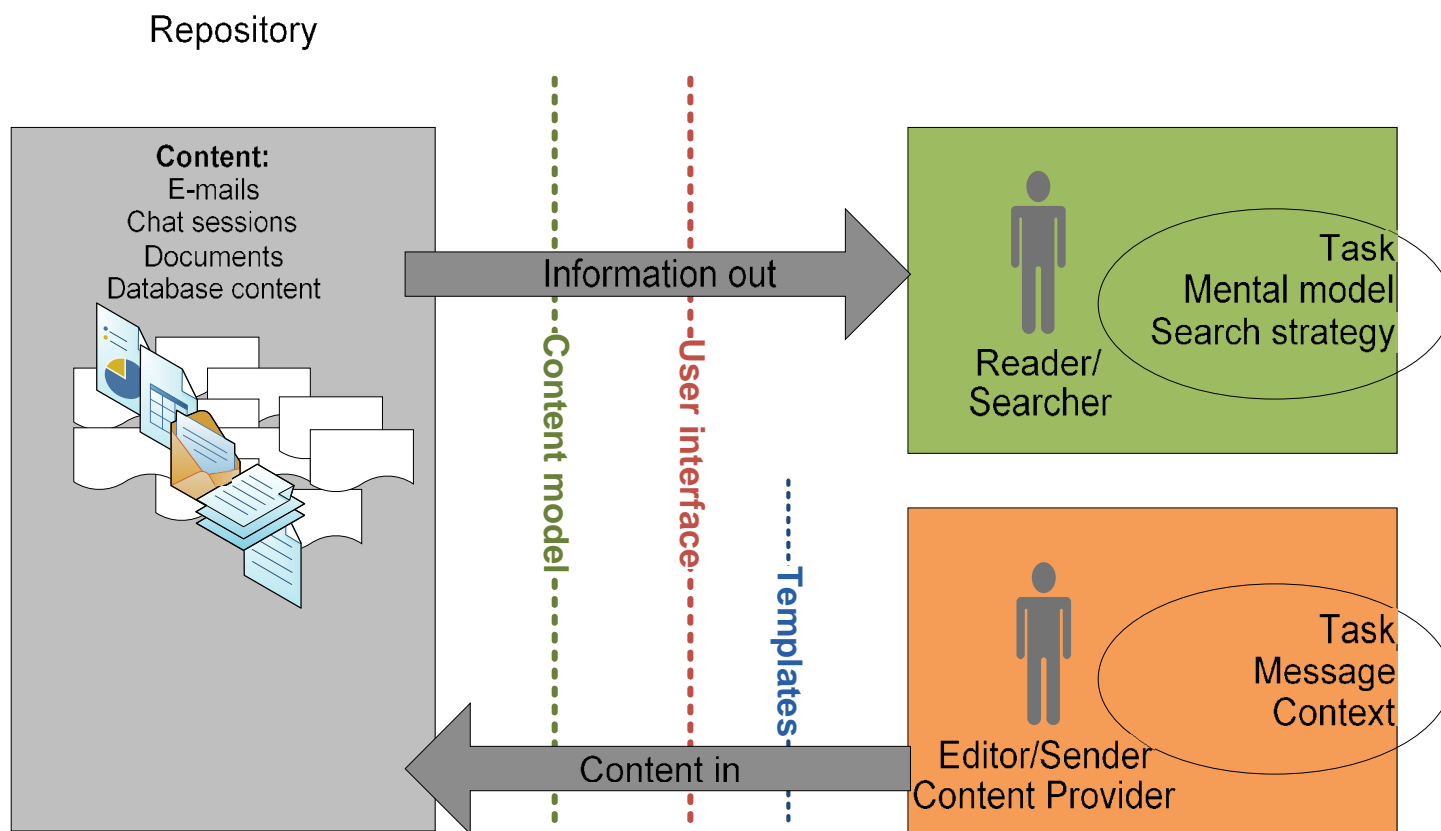




## Koncepter i samtiden?

- Amazooglers
- Personalization
  - *The scent of information (Jared Spool)*

# Når vi deler information ved brug af en maskine



# Organisatoriske Løsningsstrategier

- Mere struktur og flere regler
  - Men hvem følger op?
  - Hvad sker der når nogen bryder reglerne?
  - Svære at kommunikere
  - Det er alles opgave, men ingens ansvar
- Specialister
  - Afhængige af at der er nok ressource afsat
- Anarki
  - Nu kommer de vel i gang med at dele viden

## f.eks.: Erfaringer med wikier

- ”Hvis jeg skulle gøre det om, ville jeg være sikker på at de involverede vidste hvad de gik ind til. Jeg er ikke sikker på at alle vidste hvordan man overhovedet skal kommunikere på en wiki.”
- ”Folk vil ikke skrive på wikien, de er bange for at blive kritiseret. Og dem, der skriver, bliver fornærmede når andre retter i deres tekster.”
- ”Vi troede vi ændrede kulturen ved at introducere wikien. Vi tog fejl.”
- ”Nogen skal rydde op.”
- Vi arbejdede med strukturen fra starten, men folk kan stadig ikke finde det, de leder efter.”

# Videndeling – struktureret anarki

avenue a  
razorfish

Upload a Document

search

Go to page

Search all pages

navigation

- Blog
- Disciplines
- People
- Process
- Projects
- Service Offerings
- About AARF
- **Special Event: Client Summit**
- **Special Event: Publisher Summit**

popular tags

- Analytics Client Service Engineering Content Strategy Creative Delivery Design Phase Enterprise Solutions Hot Sites Intervoven Presentation Layer Project History Strategy Technology User Experience Web 2.0 View All Tags

toolbar

- Create a page
- Help
- What links here
- Related changes
- Upload file
- Special pages
- Printable version
- Permanent link

## Main Page

Welcome to the main page of the avenue a | razorfish discipline wiki. Use this as a place to help share knowledge, communicate and collaborate throughout the company. Of course we need to be aware of **client confidentiality** -- do not add client confidential content to the wiki! Please consider this list of [guidelines](#) when using the wiki.

### Bookmarks powered by del.icio.us

- Giving Away Information, but Increasing Revenue - New York Times by bsbnytc on 04/16/2007
- Why RUP Failed + Finding The Best People For Agile Teams by rvelz on 04/13/2007
- MediaPost Publications - The Evolution Of Search - 04/13/2007 by jachau on 04/13/2007
- Immersive Media by rvelz on 04/13/2007
- After a Month, a Space Rocks With Own Voice - New York Times by asgreen on 04/17/2007

### Photorell powered by flickr.com

### Digg Stories powered by digg.com

- The World Of Wikis on 04/16/2007  
This piece looks at the range of wiki products on the market, and how people are using them. Overall the future looks bright for the Wiki, which is evolving at a rapid rate. As more advanced Wiki solutions are built, they are becoming more and more blurred from the original Wiki DNA.
- MGM and United Artists Join iTunes Store on 04/16/2007  
MGM and United Artists moves have started appearing on Apple's iTunes Store this evening. United Artists and MGM have now joined Lionsgate, Paramount and Disney in selling movies on Apple's iTunes Store.
- Zune 2.0 details LEAKED! on 04/16/2007  
A MS employee has leaked various details such as: Zune 2.0 and Flash Zune will be out THIS YEAR, Zune 2.0 is like Gen1 though thinner and a large HDD, Flash Zune is video compatible, it's screen covers 75% of it, and will have WiFi, etc.
- Top 10 Firefox extensions to avoid on 04/16/2007  
Welcome back, Firefox fans! We've helped you get started on your journey to browser perfection with our list of 20 must-have Firefox extensions. But the ability to tweak your browser is a double-edged sword. There are extensions best avoided, including some of the most popular. Popularity shouldn't be the acid test to determine if you should install.
- Digg Traffic vs Google Traffic - A Chitika Analysis Report on 04/16/2007  
There's been a lot of discussion about the value of Digg traffic (Probblogger, Neil Patel, etc). This analysis aims to use the data culled from the Chitika logs over a 31 day period to put an actual number to this theory. Since pretty much everyone receives Google traffic, this analysis uses Google as a base to compare against.

### Recent Documents

- Gregec.jpg: Happy (Gregec, 04/16/07, info)
- Sunshine\_rain.mp3: derek's ukulele song "Sunshine Rain" (Dcheever, 04/13/07, info)
- PlayerMini.swf: mini flash music player (Dcheever, 04/13/07, info)
- Bushman\_jennys.JPG: bushman jenny (from the right) ukulele (Dcheever, 04/13/07, info)
- Aidriano.jpg: unit one (Aidriano, 04/13/07, info)
- Armindak\_hat.jpg: "hot" hat (the term "hot" referring to the fact that it was stolen from off of someone else's head) (Armindak, 04/13/07, info)

### Newest Pages

- FITC 2007
- Technology Track
- AOCConnor Calendar/Calendar "AOCConnor Calendar" (4-19-2007) - Event 2
- Aidriano's test calendar/Calendar "aidriano's test calendar" (4-6-2007) - Event 1
- Aidriano's test calendar/Calendar "aidriano's test calendar" (4-5-2007) - Event 1
- AOCConnor Calendar/Calendar "AOCConnor Calendar" (4-12-2007) - Event 1
- AOCConnor Calendar/Calendar "AOCConnor Calendar" (4-5-2007) - Event 1
- AOCConnor Calendar/Calendar "AOCConnor Calendar" (4-19-2007) - Event 1

### Recent Blog Posts

- interactive timeline examples?  
Esteemed colleagues: if you have recently come across an example of nicely-rendered interactive timeline, please be so kind as to send the url my way. Also, if there is some otherwise zippy layout or pattern which you think could be easily adapted to function as a timeline, don't be shy on that front either. Much obliged. And as always please hold your fire with any reply-als. Yaniv Nord | Senior Information Architect | 212 790 6773  
Category: User Experience  
Posted by Yaniv | Mon., April 16, 2007 10:51 AM | Comments (1)
- 4/21 Ride  
The next ride is scheduled for Saturday April 21st at 8:30 AM. We'll meet at the Central Park Boat House, located on the east side of Central Park Drive just north of the 72nd street entrance. If you're interested, come watch the AA | RF team race prior, it starts at 8:00 AM. We'll start in the park, then head up the west side over the GW bridge. From there, we'll take 9W to the state line or into Piermont. Since we'll be heading out of the park this time, it's important that we try to st ...  
Category: AARF Cycling Club  
Posted by Ababian | Mon., April 16, 2007 9:47 AM | Comments (1)
- Search Engine Strategies NYC 2007 Conference Recap  
Hi all... SES NYC was a learning and networking blast last week! One of the biggest themes was the increased amount of executives in attendance, as mentioned here: [http://publications.mediapost.com/index.cfm?useaction=Articles.showArticleHomePage&art\\_aid=69607](http://publications.mediapost.com/index.cfm?useaction=Articles.showArticleHomePage&art_aid=69607). I happened to have dinner on Wednesday with Dave Fall of Doubleclick, who sits on the Executive Committee of SEMPO with me... who knew at that point that the company he works for would be acquired by Google for a some-would-say ...  
Categories: Strategy, Analytics, User Experience, Integrated Marketing, Search Engine Marketing  
Posted by Chris | Mon., April 16, 2007 8:48 AM | Comments (0)
- Updates to the UAT program  
Atlas is releasing updates to the UAT program this month. It includes both participation and technical enhancements. We don't have all the details yet, but one particular enhancement is that all clients will be able to run behavioral targeting/BT campaigns (aka re-messaging, re-marketing, re-targeting, leadback) with any of the publishers in the program, but only after the publishers have signed a new Atlas agreement. Currently, only one publisher has si ...  
Category: Media  
Posted by Thomas | Fri., April 13, 2007 9:34 AM | Comments (0)
- AA | RF Cycling Club Blog - initial post  
This initial post is required to activate the Cycling Club blog. Please ignore ...  
Category: AARF Cycling Club  
Posted by Aidriano | Fri., April 13, 2007 8:02 AM | Comments (0)
- Travel Industry Online Booking: Best Practices & Competitive Audits  
Hello Everyone, We are compiling recent information around travel industry online booking best practices. If you have worked on a related AA | RF project, please respond to me individually with deliverable examples such as heuristic evaluations, competitive audits, wireframes, usability findings, 3rd party research and recommendation documents. We will be updating the wiki with the information that is compiled. Thank you in advance for your time. | August ...  
Category: User Experience  
Posted by August | Thu., April 12, 2007 6:52 PM | Comments (1)

Blog Categories: AARF Cycling Club | AMS | Analytics | Clark | Creative | Delivery | Enterprise Solutions | Integrated Marketing | Media | NYC Travel | Search Engine Marketing | Strategy | Technology | User Experience | Wiki Requests

J. Boye  
Uvildig

# Informationsorganisering som specialistkompetence

- Forskningsbibliotekaren
- Videnchefen

Fordel: konsistent klassifikation af information

# Obligatorisk Taxonomi - emneordsstrategi

- Journalisering
- Umuligt at gemme et dokument uden fyldestgørende meta data og emneord

## Automatiseret

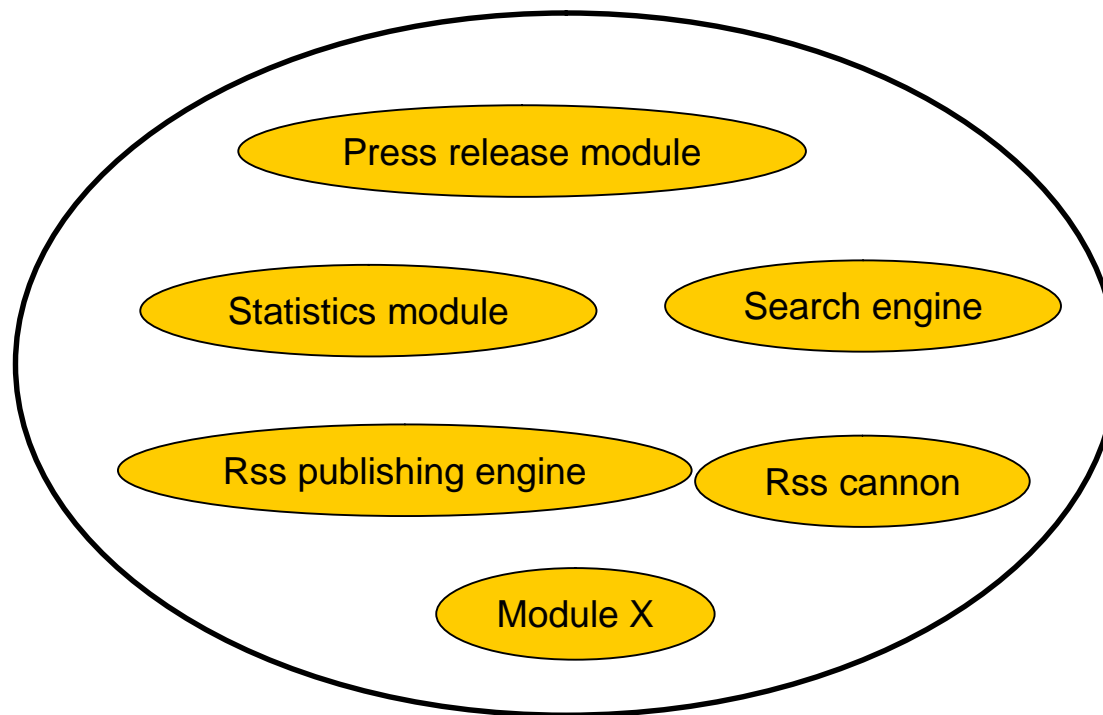
- Branche-specifikke index
- Automatisk indeksering
- Kræver altid menneskelig tilretning for at blive rigtig brugbart



## Den kedelige sandhed

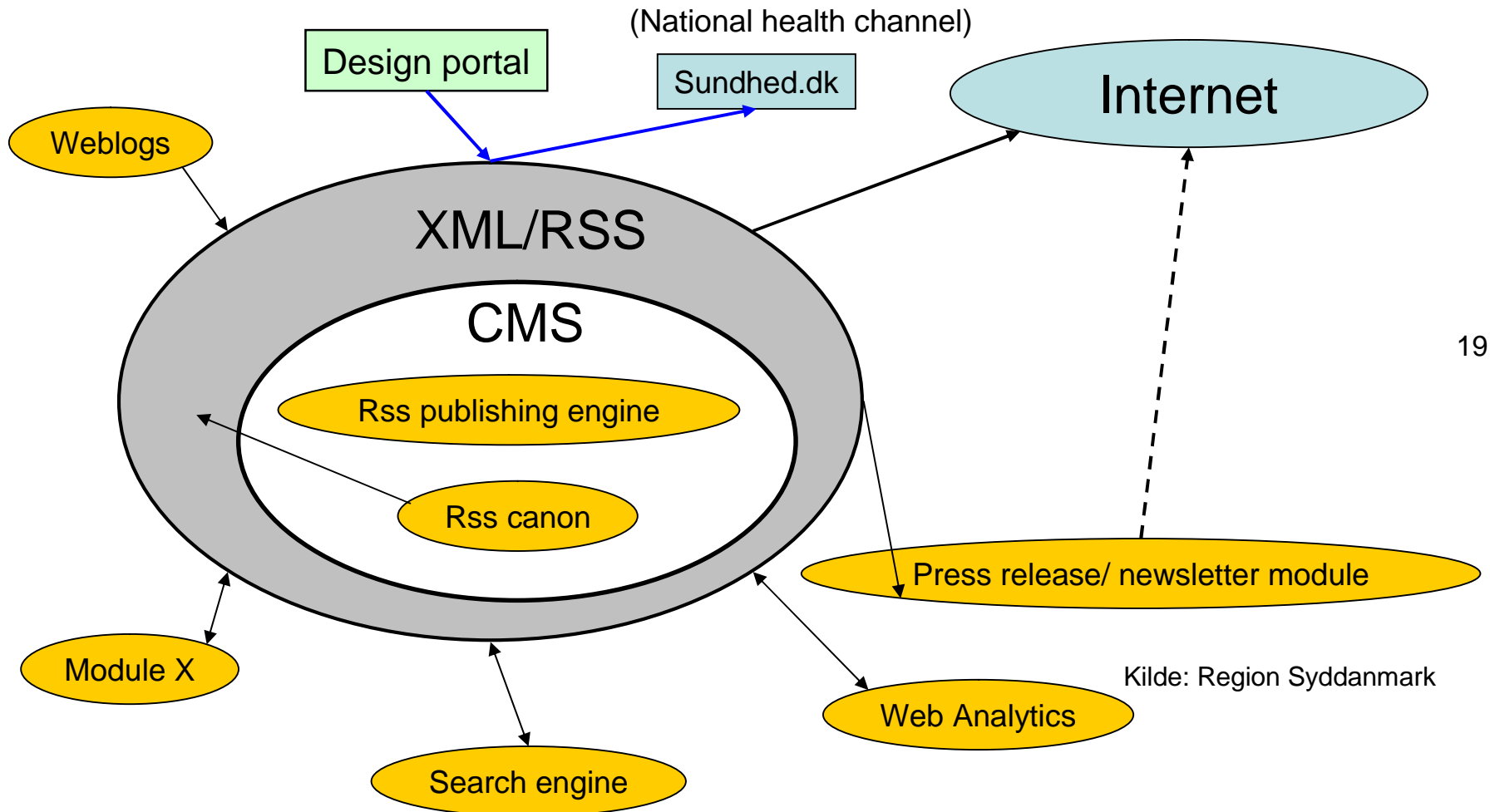
Et system kan aldrig bringe orden i dit  
rod for dig, men det kan gøre dig  
afhængigt af et system...

# Klassisk modulær løsning



Kilde: Region Syddanmark

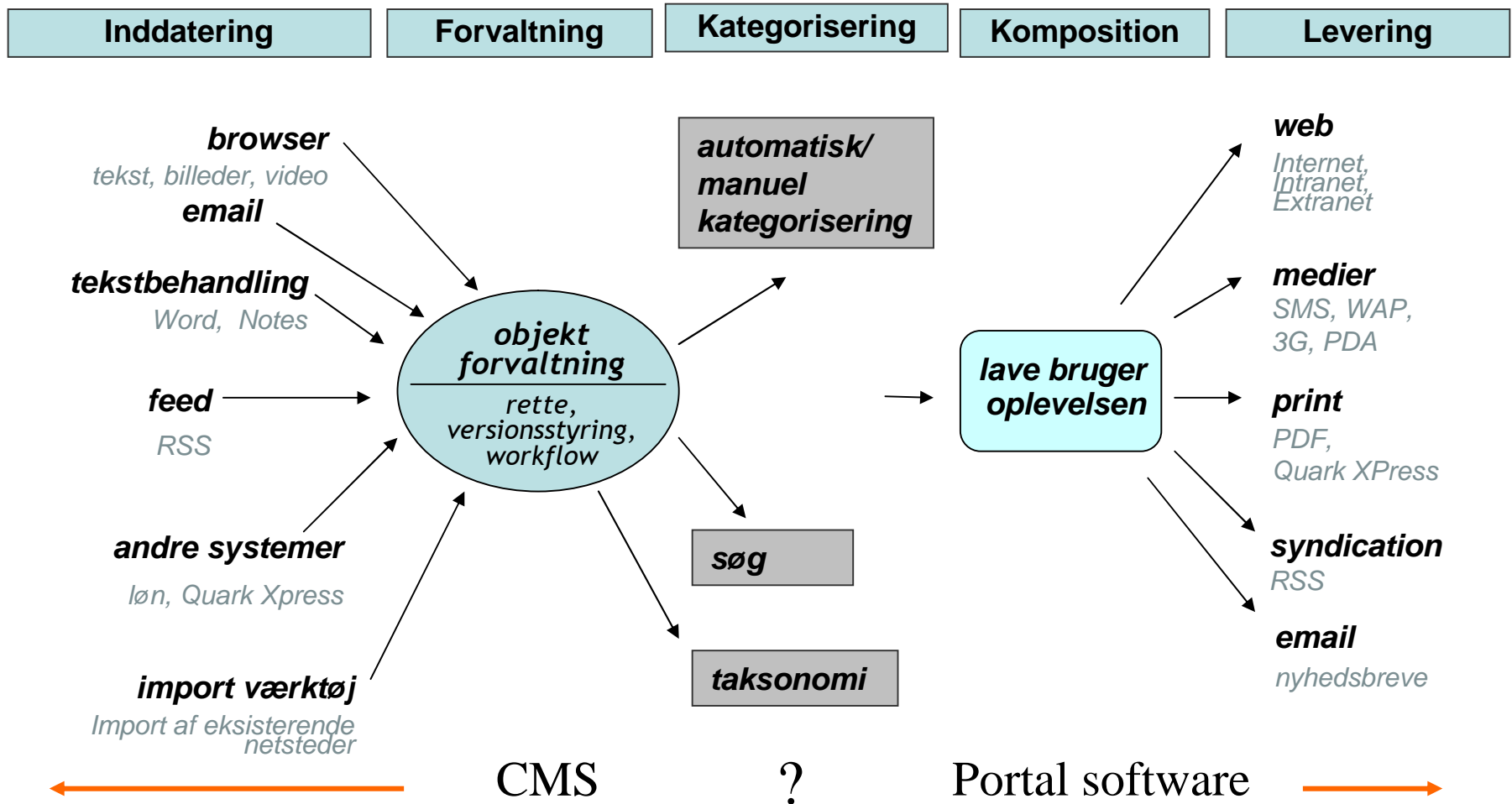
# Fleksibelt system



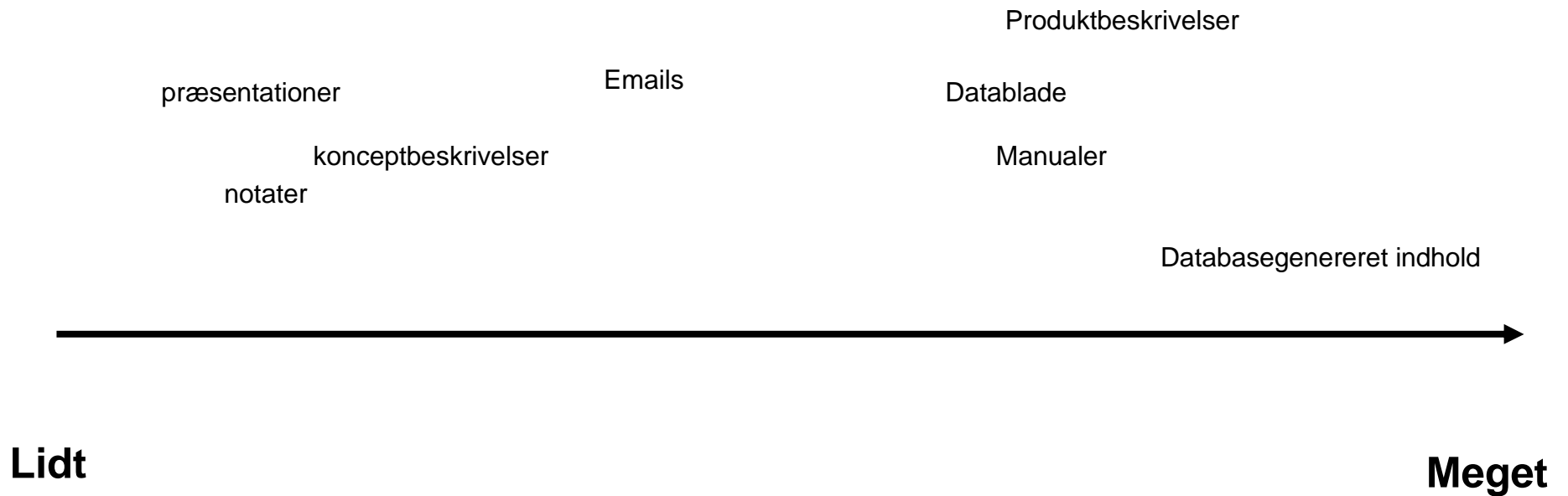
Styr på det basale - indholdet

Fra afsender til modtager

# Komponenter



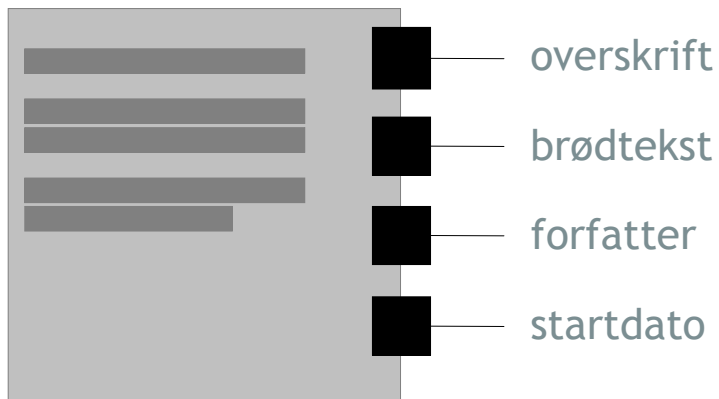
# Hvor struktureret er informationen?



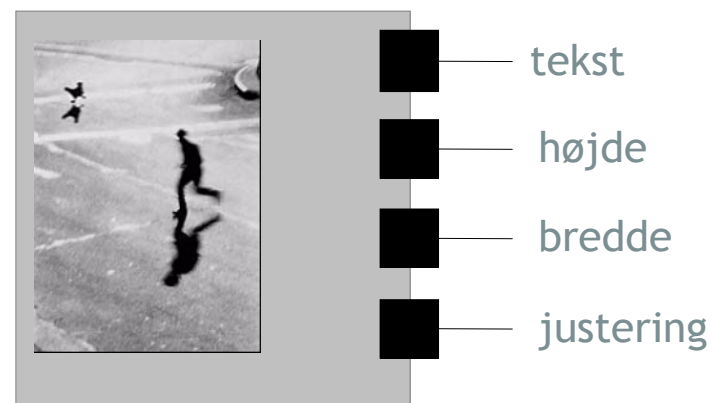
I hvilken ende finder brugeren oftest det han søger?

# Indholdsmodel som byggeklodser

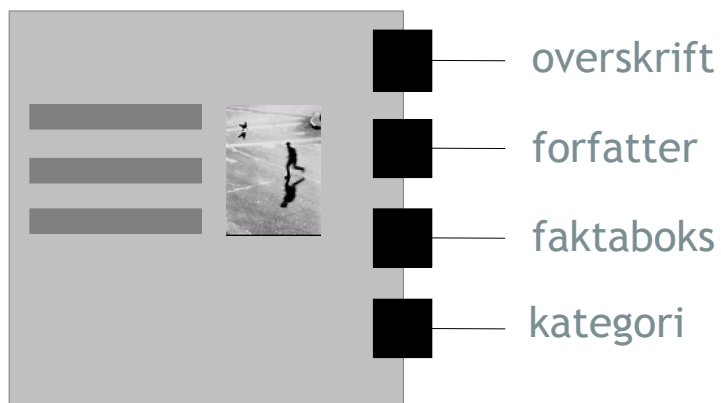
## Pressemeddelelse



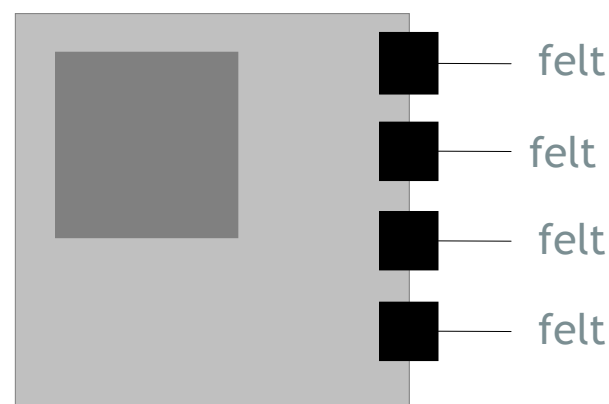
## Billede



## Artikel

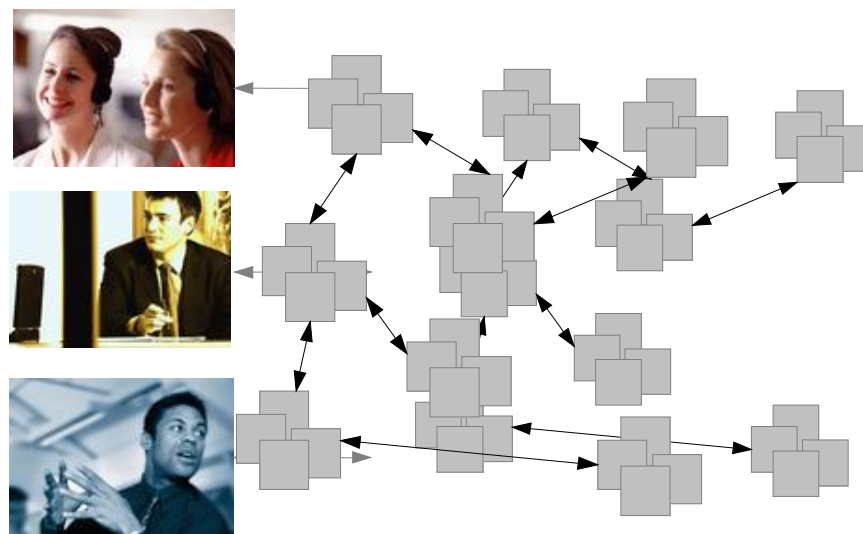


## Indholdstype



Indhold kan have forskellige felter og betydning

# Indholdet sættes sammen....





# Hvordan skal du analysere dit indhold?

## **Hvad skal du vide for at understøtte klassificering og bedre findability**

- Kig efter "dokument typer"
- Beskrivelsen er ofte funktionel:
  - Case study, white paper, Memo, forskningsresultat, rekvisition, Press Release, budget, faktura.
- Bland det ikke sammen med teknisk benævnelse (f.eks. File, "MIME" type)
  - PDF, Word eller ppt. er ikke forskellige slags indhold I dette perspektiv.
- Kig efter underkategorier
  - *Tilempet forskningsresultat, månedligt budget. S*
  - Unikke – hvad kendetegner dem?
  - Generiske
  - Bed om andres beskrivelser og input

# Meta data

Følg standarder: f.eks. Dublin Core :

Creator	Title	Subject
Contributor	Date	Description
Publisher	Type	Format
Coverage	Rights	Relation
Source	Language	Identifier

Vælg med omhu hvilke meta data der skal være obligatoriske

Det er hårdt arbejde

- Som bruger er det et arbejde jeg gør for andres skyld
- Bibliotekarere er heller ikke helt enige om klassifikation

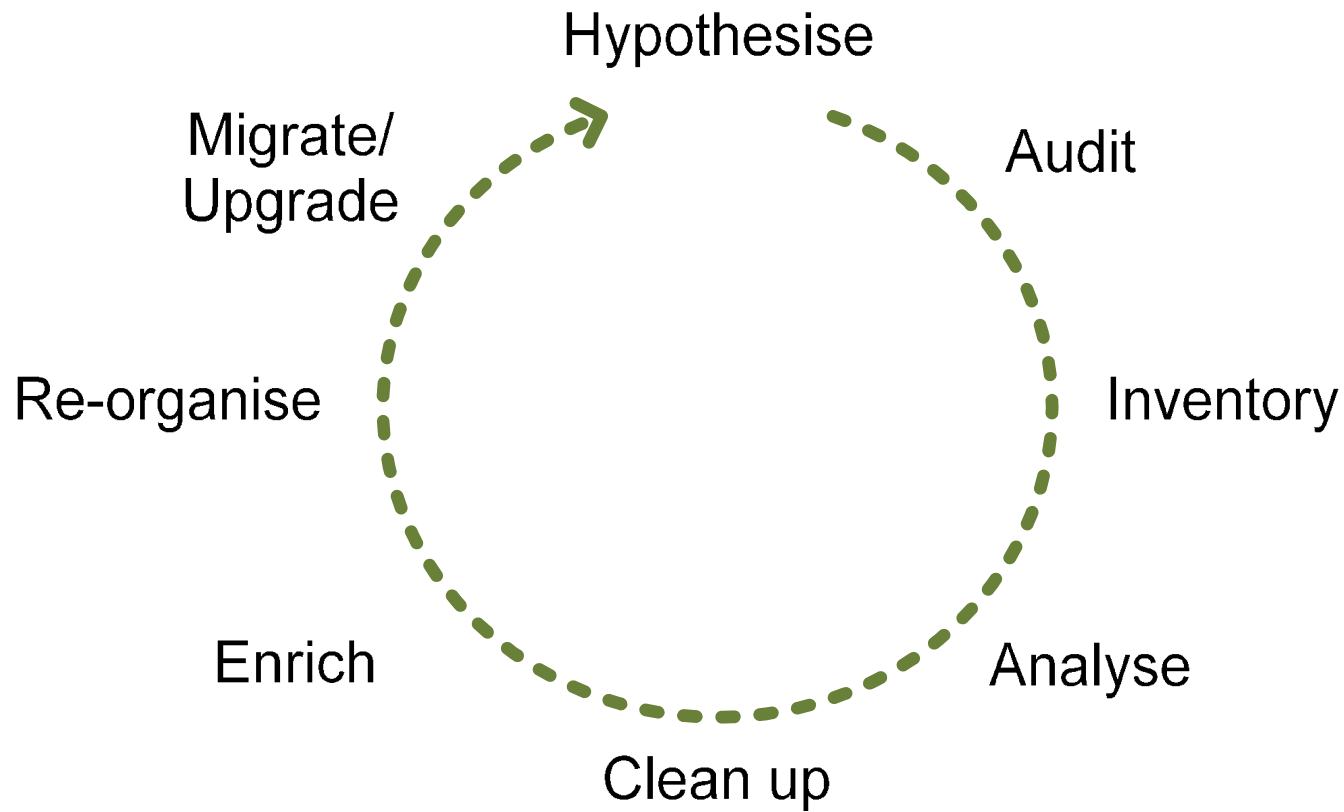
## Introducér få men vigtige rutiner

- Kendskab til emneord og hvordan de skal bruges
- Et dokument er ikke færdigt uden meta data
- En information ingen læser, er ikke en information
  
- Gør hjælp og support nemt tilgængelig

# Tydelig ansvarsallokering

- En central funktion
- En task force
- En rolle i hver afdeling
- Målepunkt for alle funktioner

# Behov ændrer sig over tid



# Tag temperaturen på din informationsorganisation

- Relevans
  - Frekvens
  - Potential
  - Superbrugere
- Vidensniveau – hvor dygtig er organisationen som helhed til klassificering?
- Teknisk performance
  - Statistik på brug af systemer
  - Dokumenters popularitet
  - Performance
  - Generel tilfredshed med information
  - Almindelige fejl

De bedste råd

Consistency, Integrity, Transparency



Tak for idag

Spørgsmål eller kommentarer:

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+45 30 27 79 90