



# **i-Conference 2006**



organized by the  
**iSchools Project**



**October 15-17, 2006**

**University of Michigan**

**Ann Arbor**



**[iconference.si.umich.edu](http://iconference.si.umich.edu)**



## Welcome to the i-Conference!

Most i-Conference 2006 sessions are in the **Horace H. Rackham School of Graduate Studies**, an exquisite Art Deco showpiece. We invite you to take some time to explore the building, which is available for master's and doctoral students from all academic programs at the University for open study.

The **Auditorium** for the plenary sessions is on the main level. Additional Rackham locations for sessions are on the fourth floor. Locations noted in this program are as follows:

- (AUD)** — Rackham Auditorium
- (AH)** — Rackham Assembly Hall
- (AMP)** — Rackham Amphitheatre
- (ECR)** — Rackham East Conference Room
- (WCR)** — Rackham West Conference Room
- (ML)** — Michigan League
- (WH)** — West Hall Ehrlicher Room

The Monday evening dinner will be in the **Michigan League**. The League is across the street from Rackham and to your left. The main building entrance is to the left of the large fountain in the middle of the pedestrian mall.

## Wireless Connectivity

As an i-Conference attendee, you may connect your computer to the University of Michigan wireless network. You'll need a user name and password, available at the conference registration desk.

## Need Assistance?

Throughout your stay, staff members of the University of Michigan School of Information will be on hand to answer questions and point you in the right direction. Please feel free to ask!

# Sunday

## Sunday Preconference Events

**8:30 a.m.-5 p.m. (AH) and (AMP)** Doctoral Colloquium. The colloquium opens with a continental breakfast in the Assembly Hall, followed by a welcome in the Amphitheatre.

**9:30 a.m.-5 p.m. (WH)** Community Informatics Workshop.  
**Organizers:** The Community Informatics Initiative at Illinois (Ann Bishop and Chip Bruce), the Community Information Corps at Michigan (Steve Jackson, Maurita Holland, Joan Durrance, Paul Resnick, Dan Atkins, and Edward Vielmetti), and CRACIN at Toronto (Nadia Caidi and Andrew Clement).

**1-2 p.m. (AUD)** Preconference Presentation: "U-M Digital Library Initiatives and the Google Book Search Project."  
**Speakers:** John Wilkin, interim co-university librarian, and Perry Willett, head, U-M Digital Library Production Service.

**2:30 p.m.** One-hour guided walking tour of U-M libraries. Depart from Rackham.

**3:30 p.m.** Ninety-minute guided walking tour of U-M campus landmarks and architectural features. Depart from Rackham.

**4-5 p.m.** iSchool development officers will gather for this meet-and-greet in the Rackham first-floor lobby. Shelley MacMillan (smacmill@umich.edu) of Michigan is coordinator.

**5-7 p.m. (AH)** i-Conference 2006 Welcome Reception. Doctoral Colloquium participant posters will be on display. A Deans Appreciation will take place at 6 p.m.

## 7-8 p.m.

### Sunday Plenary Session

**(AUD)** John Seely Brown, director emeritus, Xerox PARC, will speak on "Learning Reconceived for the Networked Age," with a Q&A to follow. Dean Raymond F. von Dran, Syracuse, will present the first iSchool Insight Award to JSB.

# Monday

**9-10:30 a.m.**

## **Monday Plenary Session**

**(AUD)** Chris Anderson, editor-in-chief of “Wired” will speak on “A Problem with the Long Tail.”

**11 a.m.-12:30 p.m.**

## **Monday Morning Sessions**

**(AH)** “Searching for our Future.” **Organizer:** Douglas W. Oard, Maryland. **Participants:** Marti Hearst, UC-Berkeley; Liz Liddy, Syracuse; Gary Marchionini, North Carolina; Javed Mostafa, Indiana; ChengXiang Zhai, Illinois. **Abstract:** iSchool researchers are creating capabilities to discover new types of materials at a massive scale. Examples include full-text search in multilingual or spoken word collections, archival access to new types of electronic records such as E-mail, and systems that adapt based in part on what they see people do. Exploring this opportunity space demands that we integrate many perspectives. We’ll begin by articulating some visions of this interplay, and then have some interaction between panelists and with the audience. Our principal goal is to share what we have learned about forming research teams that can foster further development of these new types of socio-technical systems.

**(AMP)** “Politics and Ethics of Information as a Reflection of iSchool Identity.” **Organizers:** Robert Mason, Washington; Karine Barzilai-Nahon, Washington; John N. Gathegi, Florida State. **Participants:** Jose-Marie Griffiths, North Carolina; John L. King, Michigan. **Abstract:** This panel examines the uniqueness of iSchool contributions to our stakeholders by taking a political, ethical, and legal perspective. We use these perspectives to frame a discussion of the values embedded in our choices for research, teaching, and impact. We convey implicit, if not explicit, values when we focus on research issues and when we choose the prisms and lenses through which we define and investigate our concerns. The panelists’ presentations are viewed as a way to stimulate, rather than conclude, an exchange about the strategic choices that shape how iSchools “make a difference” in the future.

**(ECR)** “Services: Science, Management, and Engineering Emerging Research Agenda for iSchools.” **Organizers:** Robert J. Glushko, UC-Berkeley; AnnaLee Saxenian, UC-Berkeley. **Participants:** Steve Sawyer, Penn State; Eric Yu, Toronto. **Abstract:** This is a multidisciplinary attempt to analyze the dynamics of the information and services economy and enhance our ability to design, implement, and deploy efficient, high-quality information services. The shift from industrial to service economy is marked by the co-evolution of open, network forms of organization and flexible new computing technologies and system architectures; value is jointly produced in a “service system” by the configuration of people, technology, organizations, and shared information (including the legal environment). This panel will discuss current research and promising agendas that draw on iSchools’ strengths in information design and architecture, social computing, organizational behavior, user-centered design, computer-mediated communication, information economics and policy, knowledge management, informatics, and so forth.

**(WCR)** “Collaborating on Collaboration: How Can We Leverage iSchool Multidisciplinarity to Improve the Study and Design of Communication and Collaboration Technologies?” **Organizer:** Jeremy Birnholtz, Toronto. **Participants:** Kevin Crowston, Syracuse; Gloria Mark, UC Irvine; David McDonald, Washington; Judy Olson, Michigan; Michael Twidale, Illinois. **Abstract:** Exploiting our disciplinary diversity in the study and design of collaboration tools can be a difficult problem. Multidisciplinarity uniquely poises information schools to tackle problems related to collaboration technologies because of combined expertise on human behavior and technology development. At the same time, it can be difficult to frame projects such that all collaborating parties are participating on equal footing, and feel they are doing genuinely novel research. This session, in panel format, will explore difficult questions such as how to foster collaboration between technologists and social scientists, and the interplay between often-formative social science theories and technology design.

## 12:30-2:30 p.m.

Break for lunch (on your own, at local restaurants). The iSchool development officers will also meet for a working lunch at Zanzibar organized by Shelley MacMillan (smacmill@umich.edu) of Michigan. Meet in Rackham lobby.

## 2:30-4 p.m.

### Monday Early Afternoon Sessions

**(AMP)** “Community Online: The Leadership Role of iSchools in Research on Online Education.” **Organizer:** Linda Smith, Illinois. **Participants:** Bruce Kingma, Syracuse; Chris Tomer, Pittsburgh. **Abstract:** In “Learning in the Digital Age” (2002), John Seely Brown observes: “The real test of a university is the community access it provides. Any attempt to retool the education system must retain not only its degree-granting feature, but must also involve expanding access to the communities of practice that comprise the university and not simply to the content

# Monday

of courses" (p. 68). As iSchools move from leading their campuses in the development of online programs to collaboration in the Web-based Information Science Education (WISE) consortium, a number of research questions need to be explored to respond to the challenge posed by John Seely Brown.

**(ECR)** "Human Diversity and Social Inclusion in the iWorld."

**Organizer:** Eileen M. Trauth, Penn State. **Participants:** Lynette Kvasny, Penn State; Ann Bishop, Illinois; Ramesh Srinivasan, UCLA. **Abstract:** This research frontiers session frames the research space that is concerned with human diversity as it relates to underserved and under represented groups in the information world. It will discuss the research to date and identify gaps in the research landscape that i-researchers can fill. In doing so, it will cut across some of the research themes already identified. For those attendees unfamiliar with this research space, the session can serve as a research tutorial. For those attendees currently engaged in or interested in this research area, the session can serve as a forum to help bring this research community together.

**(AH)** "Developing Promising Research Agendas and Partnerships in Knowledge Management." **Organizers:** Kevin C.

Desouza, Washington; Ixchel M. Faniel, Michigan. **Participants:** Susan Gasson, Drexel; Steve Sawyer, Penn State; John P. Gant, Syracuse; Mark Ackerman, Michigan. **Abstract:** We have assembled an exciting panel to discuss the future of knowledge management research and practice. Specifically, the panelists will discuss: 1) essential tensions that shape knowledge management architecture; 2) the joint construction of group knowledge, assembly of partial perspectives, and implications for knowledge mediating processes and systems; 3) new models of collaboration for delivering knowledge services; and 4) how technology and social issues must be codetermined during the design and use of knowledge management. The objective of the panel is to stimulate discussion around promising research agendas and potential interdisciplinary research partnerships among the iSchools.

**(WCR)** "iSchools in a Flat World." **Organizer:** Ronald L. Larsen, Pittsburgh. **Participants:** Raymond von Dran, Syracuse; Martin B. Weiss, Pittsburgh; Shalini R. Urs, U Mysore; Prasad Ram, Yahoo! India; Zhendong Niu, Beijing Institute of Technology. **Abstract:** Information technology has enabled globalization, making out-sourcing and off-shoring mainstream strategies for business, and creating new opportunities and challenges for institutions of higher education. iSchools are natural organizations to illuminate these new vistas, to evolve new strategies, and to pioneer a transformation of higher education. This session examines emerging international collaboration among iSchools. Panelists will discuss distance education involving international cohorts, the emergence of iSchools in Asia, corporate perspectives on iSchools, and an emerging case study: the International School of Information Management ([www.isim.ac.in](http://www.isim.ac.in)). The session will include one hour of presentation and 30 minutes of interaction with panelists.

**4:30-6 p.m.**

## **Monday Late Afternoon Sessions**

**(AMP)** "New Directions in Community Informatics." **Organizers:** Ann Bishop, Illinois; Nadia Caidi, Toronto; Steve Jackson, Michigan. **Participants:** Jack Carroll, Penn State; Andrew Clement, Toronto; Joan Durrance, Michigan; Jenny Preece, Maryland; AnnaLee Saxenian, UC-Berkeley; Kate Williams, Dominican U. **Abstract:** This panel session will showcase emerging work and thinking in the field of community informatics (CI). In recent years, changes in the worlds of work and technology, and in the scale and organization of social life (globalization, multiculturalism, etc.), have posed new challenges and opportunities for iSchool researchers: to draw on and extend the best traditions of community informatics research and practice, while fundamentally re-imagining the nature of and possibilities for university-based engagement in the CI field. New Directions in Community Informatics will engage a distinguished panel of CI researchers and practitioners in a broad-ranging discussion around the past, present, and likely futures of community informatics research.

**(ECR)** "Incentive-Centered Design." **Organizers:** Yan Chen, Michigan; Paul Resnick, Michigan. **Participants:** John Chuang, UC-Berkeley; Tracy Mullen, Penn State; Jeff MacKie-Mason, Michigan. **Abstract:** Incentive-centered design is the art of designing systems or institutions that align participants' (individual) incentives with overall system (social) goals. Careful attention to individual incentives can lead to vast improvements in systems and institutions. We present recent advances and open questions in the incentive-centered design of peer-to-peer (p2p) systems (Chuang), a market-based sensor management architecture which allocates resources via service mappings and a combinatorial auction (Mullen), and the application of economic and social psychology theories to motivate contributions to online communities (Chen).

# Monday

**(AH)** "Digital Libraries as Collaborative Structured Information Spaces." **Organizers:** Dagobert Soergel, Maryland; Judith Klavans, Maryland; Ann Weeks, Maryland. **Participants:** Gary Marchionini, North Carolina; Michael Twidale, Illinois; Christine Borgman, UCLA. **Abstract:** This panel explores the future of digital libraries as "a much broader system of highly interlinked information and services that will provide very rich functionality, supporting new ways of intellectual work, communication, and process execution in business, government, and daily work." This vision entails collaboration among users that is both supported by and enhances the collection (users include, among others, children, educators, practitioners, and scientists and scholars); intelligent tools for processing, analyzing, and interpreting all kinds of documents and data; and an underlying conceptual structure that provides a shared understanding among users and knowledge needed by intelligent tools. Panelists' remarks and the discussion will focus on research issues and on implications for the curricula of information schools that flow from the DELOS vision.

**7 p.m.**

## **Conference Dinner**

**(ML)** All conference participants are invited.



# Tuesday

**9-10:30 a.m.**

## **Tuesday Plenary Session**

**(AUD)** Christine L. Borgman, Presidential Chair in Information Studies, UCLA, will speak on "Disciplines, Documents, and Data: Convergence and Divergence in the Scholarly Information Infrastructure."

**11 a.m.-12:30 p.m.**

## **Plenary Discussion**

**(AMP)** "i-Conferences Past, Present, and Future." Steve Sawyer of Penn State, 2005 chair; Tom Finholt of Michigan, 2006 chair; and Aimée Dorr of UCLA, 2007 chair, will entertain questions. Gary M. Olson of Michigan will moderate.

## **Conference Adjournment**

**12:30-4 p.m.**

## **Post-Conference**

### **iSchool Project Deans Meeting**

**(WH)** The deans of the 19 member schools of the iSchools Project will meet in the Ehrlicher Room, 411 West Hall, 1085 S. University Ave. The primary location of the U-M School of Information is in West Hall.

# Speakers

## About the Plenary Speakers

### John Seely Brown

John Seely Brown was director of the Xerox Palo Alto Research Center (PARC) until June 2000 — a position he held for 12 years — as well as chief scientist of Xerox Corp. until April 2002.



While head of PARC, Brown expanded the role of corporate research to include such topics as organizational learning, complex adaptive systems, micro electrical mechanical systems, and nanotechnology. He is a visiting

scholar at the Annenberg Center and Annenberg School of Communication at the University of Southern California.

Brown, or as he is often called, “JSB,” is a member of the National Academy of Education, a fellow of the American Association for Artificial Intelligence and of the American Association for the Advancement of Science, and a trustee of Brown University and the MacArthur Foundation.

He is widely published and was awarded the McKinsey Award by the “Harvard Business Review” in 1991 for his article, “Research That Reinvents the Corporation,” and again in 2002 for his article (with John Hagel), “Your Next IT Strategy.”

In 1997, JSB published the book, “Seeing Differently: Insights on Innovation” (Harvard Business Review Books). He co-authored (with Paul Duguid) the acclaimed book, “The Social Life of Information” (HBS Press, 2000). His latest book, “The Only Sustainable Edge: Why Business Strategy Depends on Productive Friction and Dynamic Specialization,” written with John Hagel, was published in spring 2005 by Harvard Business School Press.

## Chris Anderson

Chris Anderson is editor-in-chief of “Wired” magazine, a position he took in 2001. Since then he has led the magazine to five National Magazine Award nominations, winning the prestigious top prize for General Excellence in 2005, a year in which he was also named Editor of the Year by “AdAge” magazine.



He is the author of the “New York Times” best seller, “The Long Tail,” which is based on an influential 2004 article published in “Wired,” and runs a blog on the subject at [www.thelongtail.com](http://www.thelongtail.com).

The theory of the Long Tail is that our culture and economy is increasingly shifting away from a focus on a relatively small number of “hits” (mainstream products and markets) at the head of the demand curve and toward a huge number of niches in the tail. As the costs of production and distribution fall, especially online, there is now less need to lump products and consumers into one-size-fits-all containers. In an era without the constraints of physical shelf space and other bottlenecks of distribution, narrowly-targeted goods and services can be as economically attractive as mainstream fare.

One example of this is the theory’s prediction that demand for products not available in traditional bricks and mortar stores is potentially as big as for those that are. But the same is true for video not available on broadcast TV on any given day, and songs not played on radio. In other words, the potential aggregate size of the many small markets in goods that don’t individually sell well enough for traditional retail and broadcast distribution may someday rival that of the existing large market in goods that do cross that economic bar.

Previously, Anderson was at “The Economist,” where he served as U.S. business editor, Asia business editor (based in Hong Kong), and technology editor. He started the magazine’s Internet coverage in 1994 and directed its initial Web strategy. Anderson’s media career began at the two premier science journals, “Nature” and “Science,” where he served in several editorial capacities.

Prior to that he worked as a researcher at Los Alamos National Laboratory’s meson physics facility and served as research assistant to the chief scientist of the Department of Transportation. He holds a Bachelor of Science in physics from George Washington University and he studied quantum mechanics and science journalism at the University of California at Berkeley.

Anderson is an officer of the Young Presidents’ Association and a regular speaker and participant at the World Economic Forum in Davos, Switzerland.

## Christine L. Borgman

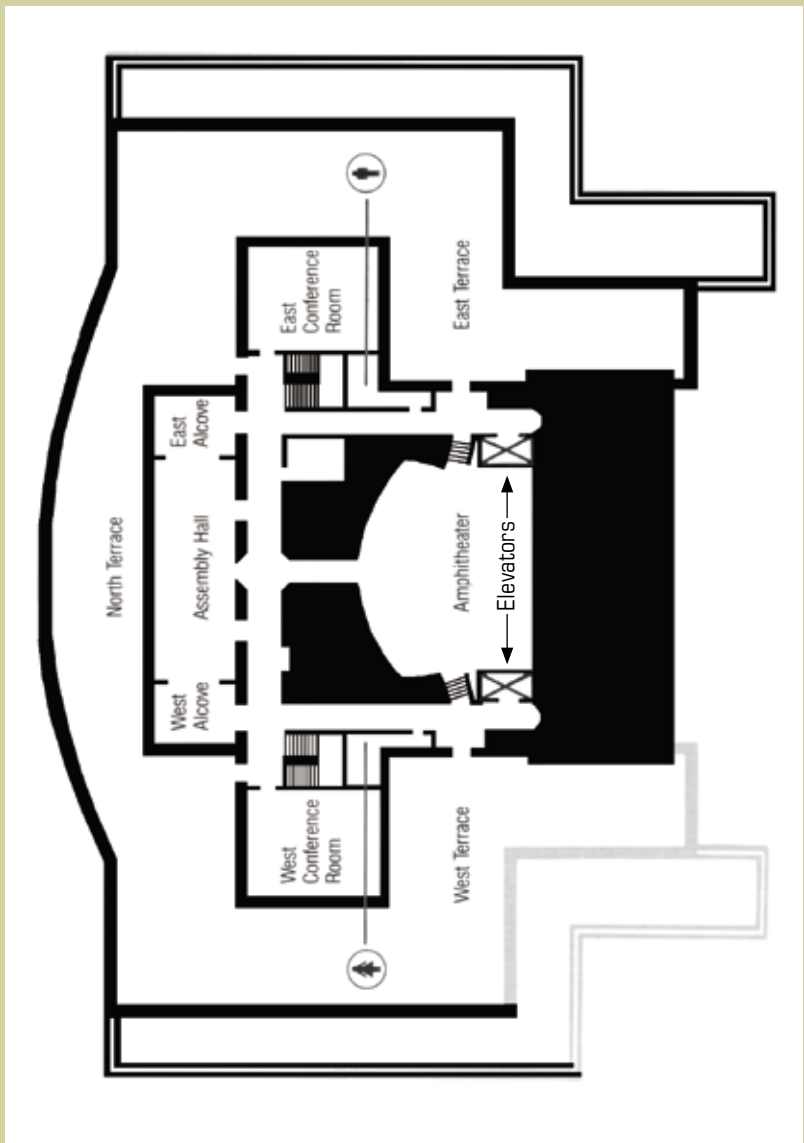
Christine L. Borgman is professor and Presidential Chair in Information Studies at the University of California, Los Angeles. She is a co-principal investigator for the Center for Embedded



Networked Sensing, and for two of its projects: CENSEI, for research on data management and policy, and Women@CENS, all funded by the National Science Foundation. From 1999-2005 she also led the education and evaluation team of the Alexandria Digital Earth Prototype Project.

Borgman's research interests and teaching areas include digital libraries, information retrieval, electronic publishing, information-seeking behavior, scientific data use and policy, scholarly communication, bibliometrics, and information technology policy. Her book, "From Gutenberg to the Global Information Infrastructure: Access to Information in a Networked World" (MIT Press, 2000), won the Best Information Science Book of the Year Award from the American Society for Information Science & Technology. Her next book, "Scholarship in the Digital Age: Information, Infrastructure, and the Internet," will be published by MIT Press in 2007.

Professional activities include memberships on the U.S. National Committee on Data for Science and Technology and the Advisory Board to the Electronic Privacy Information Center. Prior service included membership on the Study Committee on Internet Navigation and the Domain Name System (National Academies); the Advisory Committee to the Computer, Information Sciences, and Engineering Directorate of the National Science Foundation; the Board of Directors of the Council on Library and Information Resources; and the International Advisory Board to the Soros Foundation Open Society Institute Regional Library Program. She is an elected fellow of the American Association for the Advancement of Science.



## Guide to Rackham Fourth Floor

All non-plenary sessions are conveniently located on the fourth floor. Maps of Ann Arbor and the campus are in your packet.

## RESTAURANTS

This sample of establishments is within walking distance of Rackham. Price categories are based on a meal for one, excluding beverages, tax, and tip: \$ under \$6, \$\$ \$6-\$12, \$\$\$ \$12-\$20, \$\$\$\$ over \$20. All phone numbers are in area code 734. Numerous other choices are available within walking distance.

### **BD's Mongolian Barbeque** \$\$\$

Create-your-own stir-fries.  
200 S. Main, 913-0999

### **Bella Ciao** \$\$\$\$

Regional Italian cuisine  
118 W. Liberty, 995-2107

### **Café Felix** \$-\$\$

European-style coffee bar serving fresh baguettes, croissants, light sandwiches, soups, espresso, cappuccino, and pastries.  
204 S. Main, 662-8650

### **Café Zola** \$\$-\$\$\$\$

Bistro-style restaurant with pasta, seafood, steak, crepes, desserts, coffee, full bar, brunch daily.  
112 W. Washington, 769-2020

### **Cottage Inn** \$\$

Pizza, salads, Italian specialties, desserts.  
512 E. William, 663-3379

### **The Earle** \$\$\$\$

Provincial French and Italian cuisine.  
121 W. Washington, 994-0211

### **The Gandy Dancer** \$\$\$\$

Seafood and steaks.  
401 Depot, 769-0592

### **Gratz** \$\$\$-\$\$\$\$

Northern Italian cuisine.  
326 S. Main, 663-5555

### **Miki Japanese Restaurant** \$\$\$-\$\$\$\$

Japanese cuisine; sushi bar.  
106 S. First, 665-8226

### **Mysore Woodlands** \$-\$\$

South Indian vegetarian cuisine.  
314 Detroit, 213-6017

### **Pacific Rim by Kana** \$\$\$-\$\$\$\$

Pan-Asian cuisine.  
114 W. Liberty, 662-9303

### **Pizza House** \$-\$\$

Subs, pasta dishes, burgers, salads, ribs, chipatis, grilled sandwiches, shakes.  
618 Church, 995-5095

### **Prickly Pear Southwest Café** \$\$-\$\$\$\$

Southwestern cuisine.  
328 S. Main, 930-0047

### **Real Seafood Co.** \$\$\$-\$\$\$\$

Seafood, pasta, steaks.  
341 S. Main, 769-5960

### **Red Hawk** \$\$-\$\$\$

Sandwiches, burgers, pizza, salads, fish.  
316 S. State, 994-4004

### **Seva Restaurant** \$\$

Vegetarian dishes based on Mexican, Asian, and Italian cuisines.  
314 E. Liberty, 662-1111

### **Shalimar** \$\$-\$\$\$

North Indian cuisine.  
307 S. Main, 663-1500

### **Zanzibar** \$\$\$

Food from the four corners of the Earth.  
216 S. State, 994-7777

## BARS/GRILLS

### **\aut\ Bar** \$\$-\$\$\$

315 Braun Court  
Subs, burgers, and authentic Mexican cuisine. Serving the LGBT community and friends.

### **Arbor Brewing Company** \$\$

Classic brewpub menu  
114 E. Washington, 213-1393

### **Ashley's Restaurant & Pub** \$\$

Salads, sandwiches, American dinners.  
338 S. State, 996-9191

### **Good Time Charley's** \$-\$\$

Features gourmet burgers  
1140 S. University Ave., 668-8411

### **Grizzly Peak Brewing Co.** \$\$-\$\$\$\$

Pizza, steaks, seafood, pasta, house-brewed beers.  
120 W. Washington, 741-7325

### **Leopold Bros. Brewery** \$\$

Organic microbrewery and distillery with appetizers and sandwiches.  
523 S. Main, 747-9806

## COFFEEHOUSES

### **Amer's Mediterranean Deli** \$\$-\$\$\$

Deli sandwiches, Mediterranean salads, gourmet coffee, pastries, juices.  
312 S. State, 761-6000  
611 Church, 769-1210

### **Beaner's Gourmet Coffee** \$

Coffee, tea, pastries.  
539 E. Liberty 997-0992

### **Espresso Royale Caffè** \$

Coffee and espresso drinks, tea.  
1101 S. University 327-0740  
324 S. State, 662-2770  
214 S. Main, 668-1838

### **Rendez-Vous Café** \$

Deli sandwiches, crepes, salads, pastries, fresh juices, ice cream, coffee.  
1110 S. University, 761-8600

### **Seattle's Best Coffee** \$

Coffee, tea, pastries.  
612 E. Liberty (inside Borders), 668-7100

### **Sweetwaters Café** \$

Coffee, Asian teas, pastries, desserts, salads, sandwiches, frozen drinks.  
407 N. Fifth Ave. 622-0084  
123 W. Washington 769-2331

### **Zingerman's Delicatessen** \$\$

Deli, gourmet cheeses, meats and olives, baked pastries, and variety of breads, tea, coffee, and chocolates.  
422 Detroit St., 663-DELI

# Thank You!

The i-Conference organizers thank

**Dell, Inc.**

**Google, Inc.**

**Microsoft Corp.**

**and the iSchools Project**

for their generous support of the conference.

## Conference Organization

Hosting Deans	C. Olivia Frost (post June 1) John L. King (pre June 1)
Conference Chair	Thomas Finholt
Program Chair	Gary M. Olson
Doctoral Colloquium	Judith S. Olson Kevin Crowston Gloria Mark
Registration/Publicity	Frank DeSanto Jay Jackson
Sponsorships	Shelley MacMillan
Local Arrangements	Barbara Smith
Campus Tours	Andrea Wiggins Anatole Senkevitch, Jr.
Conference Management	U-M Conference Management Services
iSchool Insight Award Tile	Motawi Tileworks ( <a href="http://www.motawi.com">www.motawi.com</a> )

**Save the Date!**

**i-Conference 2007**

organized by the  
**iSchools Project**

**October 24-25, 2007**

**Hosted by UCLA**