

Hepworth, M. (2006). How is knowledge about the consumer of information being applied in the design and delivery of information products and services?

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Understanding the learner: implications for information service provision



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Overview




- The context – the 'drivers' for user centred information services
- What do we know about consumers of information?
- Do current information services demonstrate a knowledge of the information consumer?
- Conclusion

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The 'drivers'


- Consumerism/commodification




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The 'drivers'

- Inclusion




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The 'drivers'

- User-centred / human-centred / inclusive design (novel areas, failure!)
 - Personalisation
 - Personalised learning environments
 - Emulation of real world interactions
 - Information overload
 - Need to filter

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What do we know about our users and potential users?

- Information behaviour research

Locus of study	Topics of interest
<i>Society</i>	<i>'diffusion', 'culture', 'ethnicity', 'power structures', 'norms', evolution of IB', 'communicative competence'</i>
<i>Social context</i>	<i>'roles', 'tasks', 'norms', 'everyday life', 'communities of practice', 'situational context'</i>
<i>Individual</i>	<i>'elicitation', 'sense-making', 'browsing' 'defining the problem', 'optimal foraging', 'berrypicking', 'chaining', 'anomalous states of knowledge', 'authority', 'sharing'</i>

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What do we know?

The wider social context: knowledge of cultural, demographic and environmental phenomena associated with IB.

The local social context: demographic, role, task; normative values

The individual context: demographic, cognitive, connative and affective phenomena

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Applications?

- Wider social context, roles and norms

The screenshot shows the Young Carers Network website. At the top, there is a navigation menu with links for [Interactive](#), [Parents](#), [Professionals](#), and [Help The Trust](#). A search bar is located on the right with the text "SEARCH" and "GO". Below the navigation is a green banner with the text "I care for someone who...", "At school & college", "How I feel", and "Who can help me?". The main content area includes an "Interactive" section with a sign-up prompt: "Sign up to join our chat room and discussion boards and you will be entered into a prize draw to win James Blunt's fab album 'Back to Bedlam!'". There is also a section titled "My dad drinks too much" with a sub-heading "Living with someone who abuses drugs or alcohol can" and a small image of a person's hands.

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Applications?

- Wider social context, roles and norms

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Applications?

- Local social context, roles, tasks and norms

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Applications?

- Local social context, roles, tasks and norms

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Applications?

- Individual context : cognitive – defining the topic

WEBBRAIN 2.0 The Smartest Way to See the Web.™

Home Company Ad

Families>Bam
 Society and Culture>Children
 Home and Family>Children
 Museums>Children's Museums
 Issues>Children, Youth and Family
 K through 12>Elementary

WEBBRAIN
Kids and Teens

Arts
 Business
 Computers
 Games
 Health
 Home
 School Time
 Sports and Hobbies
 Teen Life
 Your Family

Arts
 Computers
 Directions
 Entertainment
 Games

Health
 International
 News
 People and Society
 Pre-School

Feedback

Enter your search here or click categories above

Applications?

- Individual context : cognitive – identifying sources

MetaLib Loughborough University Library

Home Find Database Find E-Journal Search My Space Help

Search | Search Results | Previous Searches M.Hepworth

Search

Identify database: Categories

Category: Information Science

Sub Categories: General Reference and Statistics Sources ALL

Simple Advanced

Enter search term: Clear GO

Category: Information Science- contains 27 databases
Please check the boxes against up to 8 databases you wish to search

Database Name	Type	Actions
<input type="checkbox"/> LISA: Library and Information Science Abstracts (CSA Illumina)	Database	i +
<input type="checkbox"/> ArticleFirst (OCLC)	Database	i +

Applications?

- Individual context : cognitive - chaining

Results: 105 Search within results Go

print export e-mail add to list Select: All Page 1 to 20 next

Date	Document (sort by relevance)	Author(s)	Source Title	Cited By
1. 1999	Randomised trial of personalised computer based information for cancer patients Abstract + Refs View at Publisher SFX	Jones, R., Pearson, J., McGregor, S., Cawsey, A.J., Barratt, A., Craig, N., Atkinson, J.M., (...), McEwan, J.	British Medical Journal 319 (7219), pp. 1241-1247	49
2. 2003	myGrid: personalised bioinformatics on the information grid. Abstract + Refs SFX	Stevens, R.D., Robinson, A.J., Goble, C.A.	Bioinformatics (Oxford, England) 19 Suppl 1 pp. i302-304	37

Applications?

- Individual context: cognitive – narrowing the search

The screenshot shows a search engine interface with the following elements:

- Search Bar:** Contains the text 'consumer'. Buttons for 'Search', 'Advanced Search', and 'Preferences' are visible.
- Sponsored Links:** Includes 'Free Debt Advice' from harringtonbrooks.com and 'Consumer Loans' from directline.com.
- Results:** Shows 'Showing 1-10 of about 82,380,000' results. The top result is 'Consumer Reports Ratings and recommendations available at...' from consumerreports.org.
- Refine:** A section for narrowing the search with links for 'Consumer Reports', 'Decompiler', 'Definition of Consumer', 'Producer', 'Consumer Guide', and 'Product Ratings'.
- Resources:** A link for 'Consumer protection lawyer, Jami J.'.

Applications?

- Individual context: cognitive - summaries

The screenshot displays search results for 'Learning disability' on the SurfWax engine. It includes a table of results and a detailed summary for the top result from Wikipedia.

Snap Title	Source
Business Calendar	01-29-06 YahooNews
Caroline Bowen PhD - Normal Language Development: Brown...	LookSmart
Communication and Learning Disability	Yahoo
DH home - The Department of Health	WiseNut
Bermuda Business Calendar	YahooNews
Ethnography of Communication in Learning Disability Res...	WiseNut
Learning disability - Wikipedia, the free encyclopedia	Yahoo
Our Lady of the Lake University - Comm. & Learning Diso...	LookSmart
Alliance for Technology Access	WiseNut
Do2Learn: Educational Resources for Special Needs	WiseNut
Robert Bycroft Supervisor. Come and see what we do	01-29-06 YahooNews
What is a Learning Disability	Yahoo

SurfWax SiteSnaps™ (patent pending) [Help]

Learning disability - Wikipedia, the free encyclopedia
http://en.wikipedia.org/wiki/Learning_disability
 Links: 97 ♦ Images: 2 ♦ Words: 2076 ♦ Forms: 0

Matched in Context (Learning disability)
 ▶ **Learning disability** - Wikipedia, the free encyclopedia
 ▶ **Learning disability**
 ▶ The term **learning disability** is used to refer to socio-biological conditions that affect a persons communicative capacities and potential to learn
 ▶ The term includes conditions such as perceptual **disability**, brain injury, minimal brain dysfunction, autism, dyslexia, and developmental aphasia

Applications?

- Individual context: connative - visualising

The screenshot shows the KartOO website interface. The search bar contains the word 'visualization'. The main content area displays a network of related terms and links, including 'engineer', 'www.cimmetry.com', 'guide', 'www.guidedimageryinc.com', 'collaboration', 'interiors', 'design', 'www.realworldimagery.com', 'architects', 'help', 'autovue', 'anc.ed.ac.uk', 'data', 'real', 'images', 'www.kdnuggets.com', 'up.to', 'www.sgl.com', 'graphics', 'software', 'analyst', 'science', 'research', 'industry', 'process', 'system', 'www.cleanscape.net', 'tools', 'public.kitware.com', and 'volume'. A sidebar on the left lists various topics related to visualization, such as 'image processing', 'computer graphics', and 'data visualization'.

Applications?

- Individual context: affective

The screenshot shows the Mencap website. At the top, there is a search bar with the text 'Enter search text' and a 'Go' button, along with a 'Donate' button. Below the search bar, there are navigation links: 'Contact us', 'What we do', 'What you can do', 'Add sound', 'Text bigger', and 'Website map'. A prominent banner for 'January Sale!' is displayed, with the text 'Don't miss out on Mencap's Christmas and value packs'. Below the banner, there are several sections: 'Get information and advice' with a 'LISTEN' icon, 'Latest News' featuring a photo of HRH The Countess of Wessex and a headline about a reception at St James's Palace, 'About learning disability' with a 'LISTEN' icon, and 'What we do' with a 'LISTEN' icon. The website uses a color scheme of red, white, and blue.

Personalised spaces

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Conclusion

- A lot is known by LIS practitioners and academics
 - Knowledge needs to be codified
 - Needs to be a core part to LIS education
 - Needs to be central to the thinking of the practitioners

Understanding the learner or consumer of information is fundamental to the design and delivery of inclusive, user-centred information services

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