iSchools and Intelius: an innovative partnership

academia

"Intelius has been an excellent partner, collaborating with PhD students and professors to advance information research and supporting key events, including the iConference."

– Harry Bruce, Chair of the iCaucus and Dean of the University of Washington Information School

industry

"As a leader in i-commerce, we understand the impact information will have on our personal lives and global economy. We take our leadership responsibility seriously as we empower individuals and businesses."

– Naveen Jain, CEO, Intelius

Join Intelius:

Big Data Panel
Feb. 9th, 2-3:30pm

Privacy Panel
Feb. 10th, 11-12:30pm
Welcome to Seattle and iConference 2011

This is the sixth conference of the iCaucus, an organization that today represents 28 Schools, Faculties, Colleges, and Departments engaged with the rigorous study of information, technology, and people. iConference 2011 demonstrates that we are a vibrant, growing community with unlimited potential. A record number of paper and poster submissions were reviewed by the largest program committee to date. Acceptances of papers, posters, workshops, and other venues greatly exceeded those in past years. And best of all, registrations for 2011 have already surpassed our very optimistic expectations, making this the most attended iConference ever.

Our goal in assembling the program has been to balance critical reviewing with open community-building—to bring all of you together here to insure that “confer” is at the heart of “conference.” To enhance planning and communication prior to and during the event, a team at Pittsburgh has created a powerful conference navigation tool. And for the first time, iConference proceedings will be archived in the ACM Digital Library.

Through the generous support of the organizations listed in this conference program, we were able to maintain low registration costs while still presenting a first-rate conference in a challenged economic climate. This year’s student participation rate is higher than it has ever been. And with the National Science Foundation’s continued sponsorship of the doctoral colloquium, we have been able to improve our programming for the rising stars of our fields.

Organizing the conference that our growing iSchools movement and our partners and collaborators deserve is no small undertaking. We take this opportunity to thank everyone involved—the conference committee, the venue chairs and program committee, the plenary speakers, authors of papers and posters, organizers and participants in alternative events, and all of you who contribute through conversations and the ideas you take away.

Enjoy the conference, and think ahead to Toronto in 2012.

Harry Bruce and Jonathan Grudin
Greetings from the Governor
February 8 - 11, 2011

I am pleased to extend warm greetings to all of those attending iConference 2011, hosted by the University of Washington Information School. For those of you visiting us, it is a special privilege to welcome you to the beautiful Evergreen State.

Our relationship with information continues to grow in complexity—not only how we collect, share and store it, but also its value to organizations and individuals and its impact on individuals and society. Information schools or “iSchools” have brought rigor to the study of information and continue to examine the consequences of this information explosion. I applaud each of you for your commitment to excellence, and I trust you will find the next few days to be informative and well worth the time you have invested.

I am truly delighted that this international forum is being held in Washington. Our state is home to a vibrant and innovative culture—a culture that has changed the world with breakthroughs in aerospace and software, medicine, music and more. This innovation can be seen in our cutting-edge research universities, which are not only advancing the frontiers of knowledge, but also are serving as economic engines for our regional and state economies. The University of Washington, in particular, is recognized around the world for its pioneering research, and I hope your schedule will permit you to explore the campus and our beautiful Emerald City, Seattle.

Thank you all of coming, and please accept my best wishes for a rewarding and productive meeting.

Sincerely,

Christine O. Gregoire
Governor
Greetings,

On behalf of the City of Seattle, welcome to the 2011 iConference in Seattle, February 8th – 11th, hosted by the University of Washington Information School.

The iConference is an important gathering of scholars from around the world who study the relationship among information, technology and people. Since its founding in 2001, the Information School Caucus, or iCaucus, has grown from five information schools to 28 schools in top universities in the U.S., Canada, China, Denmark, Germany and Singapore. This unprecedented growth of an academic movement parallels the dramatic growth in the use and influence of information technology.

The goal of iConference 2011 is to create an intellectual experience focused on information challenges and opportunities, while at the same time promoting excellence in research and building community. The event will include papers, posters, workshops, alternative events, and panel discussions that foster interaction, spontaneity, reflection, and forward movement.

This celebration is the result of the work of many volunteers, committee members and sponsors, all working together for a great community cause. Congratulations on your anniversary and thank for your dedication and service.

Sincerely,

Michael McGinn
Mayor
Colin B. Burke is an historian and the author of several fascinating books and case studies, including *Information and Secrecy: Vannevar Bush, Ultra, and the Other Memex* and *The Secret in Building 26*, which describe little-known, previously classified events at a crucial time in the development of information science. In 2007 he published “History of Information Science” in the *Annual Review of Information Science and Technology*.

After 20 years as a professional musician, backing some of the great singers of the 20th century, he became a professor of history at University of Maryland, Baltimore County, where he has been for more than 30 years. He has had Fulbright, Chemical Heritage Foundation, and Yale research fellowships, and has been a scholar in residence and lecturer at the National Security Agency.

Susan Dumais is a Principal Researcher and manager of the Context, Learning and User Experience for Search (CLUES) Group at Microsoft Research. She has been at Microsoft Research since 1997 and has published widely in the areas of human-computer interaction and information retrieval. Her current research focuses on the temporal dynamics of information systems, user modeling and personalization, novel interfaces for interactive retrieval, and implicit measures of user interest and activity. Susan has published more than 200 articles in the fields of information science, human-computer interaction, and cognitive science, and holds several patents on novel retrieval algorithms and interfaces. She is Past-Chair of ACM’s Special Interest Group in Information Retrieval (SIGIR), and served on the NRC Committee on Computing and Communications Research to Enable Better Use of Information Technology in Digital Government, and the NRC Board on Assessment of NIST Programs. She is on the editorial boards of *ACM: Transactions on Information Systems*, *ACM: Transactions on Human Computer Interaction*, *Human Computer Interaction*, *Information Processing and Management*, *Information Retrieval*, *New Review of Hypermedia and Multimedia*, and the *Annual Review of Information Science and Technology*. She is an associate editor for the first and second editions of the *Handbook of Applied Cognition*, and serves on several program and advisory committees. She was elected to the CHI Academy in 2005, an ACM Fellow in 2006, and received the SIGIR Gerard Salton Award for Lifetime Achievement in 2009.
Committee Acknowledgements

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› Jonathan Grudin, Microsoft Research

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Visit us at the iConference in the James Room, 4th Floor to enjoy an afternoon snack break.

Founded in 1991, Microsoft Research is dedicated to conducting both basic and applied research in computer science and software engineering. Researchers focus on more than 55 areas of computing and collaborate with leading academic, government and industry researchers to advance the state of the art. Microsoft Research has expanded over the years to eight locations worldwide and a number of collaborative projects that bring together the best minds in computer science to advance a research agenda based on their unique talents and interests. Microsoft Research has locations in Redmond, Wash.; Cambridge, Mass.; Silicon Valley, Calif.; Cambridge, England; Beijing, China; and Bangalore, India, and also conducts research at the Cairo Microsoft Innovation Center in Egypt; European Microsoft Innovation Centre in Aachen, Germany; and the eXtreme Computing Group in Redmond. Microsoft Research collaborates openly with colleges and universities worldwide to enhance the teaching and learning experience, inspire technological innovation, and broadly advance the field of computer science. More information can be found at www.research.microsoft.com.

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We also express our deep appreciation of the following sponsors:

The iConference Doctoral Colloquium is made possible by a generous grant from the National Science Foundation. The conference organizers and colloquium participants, as well as mentors and colleagues who profit indirectly, are all grateful to NSF for its ongoing support of the information field.

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Sponsors of six Google Scholars, Supporting Sponsor of the iConference

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EMP|SFM Show your conference badge at The Experience Music Project and Science Fiction Museum to receive $5 admission price (regularly $15).
Tuesday, February 8: Workshops

7:00 am – 5:00 pm
Registration

9:00 am – 5:30 pm
Workshop 1 (all day)
B Level, Courtyard Ballroom
Socio-technical Research: Connecting Disciplines in the iSchools; Andrea Forté, Sean Goggins (Drexel), Steve Sawyer (Syracuse), Dana Rotman (Maryland), Michael Twidale (UIUC), Christo Sims (UC Berkeley), Kalpana Shankar (Indiana U-B), Brian S. Butler (Pittsburgh), Katie Panciera (Minnesota), Helena Mentis (MSR Cambridge)

Workshop 2: (all day)
Third Floor, West Room
Storytelling, Narratives and Metaphors in the Design and Use of ICTs: Creating an interdisciplinary community of scholarship; Brian M. Landry (Washington), Phillip J. Ayoub (Penn State), Michael Twidale (UIUC)

9:00 am – 12:30 pm
Workshop 3
Fourth Floor, Seneca Room
Cultivating Creative Information Practices; Theresa Anderson (UT Sydney), David Levy (Washington)

Workshop 5
Third Floor, South Room
ICTD Un-Workshop: Charting iSchool Research in Information and Communication Technologies and Development; Chris Coward (Washington)

Workshop 6
Third Floor, North Room
Participatory Media for Education; Erin Knight (UC Berkeley), Nathan Gandomi (UC Berkeley)

10:30 am – Morning Break
11:00 am

12:30 pm – Lunch On Your Own
2:00 pm – Workshop 8
Fourth Floor, Columbia Room
Designing our Future Past: Lifetime Issues for Information Technology; Ian King (Living Computer Museum)

Workshop 9
Third Floor, South Room
Information, Values, and the Justice System: Transformation and Challenges; Judge Donald J Horowitz (Washington State Access to Justice Board), Chief Justice Barbara A. Madsen, Mike Katell (Columbia Legal Services), Brian Rowe (Seattle University School of Law), James A. Bamberger (Washington State Office of Civil Legal Aid), David Keyes (City of Seattle), Daniel Olmos (U.S. Dept. of Justice), Mark C. Niles (Seattle University School of Law), John McKay (Seattle University School of Law), Kellye Testy (University of Washington Law School), Sean O’Conner (University of Washington Law School), Mike Crandall (University of Washington Information School), Barbara Endicott-Popovsky (University of Washington Information School)

4:30 pm – 7:00 pm
Off-site networking session and happy hour for Ph.D. students
Hosted by the Doctoral Student Association of the University of Washington iSchool at The Diller Room, 1224 1st Ave. No invitation necessary, light dinner-food provided, cash-bar.

7:45 pm – 9:00 pm
Tour the Central Library
Seattle Public Library
Designated as an architectural masterpiece and home to a collection of 1 million books and other materials, you’ll want to tour this Seattle treasure. Arrive at the 5th Ave. entrance of the library and wear your conference badge.

9:00 pm – 11:30 pm
Opening Reception
Seattle Public Library, Norcliff Room
Catered by Ray’s Boathouse, a celebrated Seattle restaurant and pioneer of Pacific Northwest Cuisine.

7:00 am – 5:00 pm
Registration
12:30 pm – 2:00 pm
Lunch On Your Own
8
**Wednesday, February 9**

### 7:00 am – 5:00 pm

**Registration**

### 8:45 am – 10:30 am

**B Level, Courtyard Ballroom**

Native American Blessing / Welcoming led by Julian Argel (Washington) followed by Keynote Address by Colin B. Burke (UMBC)

Please note that the doors will close for a short time at the commencement of our ceremony out of deference to the Native American Blessing. Stragglers will be asked to wait until the blessing has concluded before being permitted to enter.

### 10:30 am – 4:00 pm

**Special Event: Microsoft Visit**

Session Chair: Jonathan Grudin (Microsoft Research)

This half-day visit to the Microsoft campus in Redmond will involve presentations and demos by Microsoft Research staff, as well as tours at the Microsoft Corporate headquarters. Please note that it conflicts with iConference sessions 1 through 12. UPDATE: this tour is officially full, and space is limited to attendees who already signed up at registration.

### 11:00 am – 12:30 pm

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<td>Design Methods for the Information School Curriculum – Posters and Roundtable; Jean-François Blanchette (UCLA), Matt Ratto (Toronto), Amelia Acker (UCLA), Lyssanne Lessard (Toronto)</td>
<td>Theories of Information Behavior in Motion: Designing Applications and Practices – Panel; Sandra Erdelez (Missouri), Karen Fisher (Washington)</td>
<td>Session Chair: Ramesh Srinivasan, UCLA</td>
<td>Handling Flammable Materials: Wikipedia Biographies of Living Persons as Contentious Objects; Elisabeth Joyce (Edinburgh U.), Brian Butler (Pittsburgh), Jacqueline Pike (Duquesne U.)</td>
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### 10:30 am – 11:00 am

**Morning Break**

### 12:30 pm – 2:00 pm

**Lunch On Your Own**
2:00 pm – 3:30 pm

Session 7: Alternative Event
Fourth Floor Spring Room
The Informational State: Paradigm or Paradox? – Panel; Paul Duguid (UC Berkeley), Megan Finn (UC Berkeley), Ashwin Jacob Mathew (UC Berkeley), Janaki Srinivasan (UC Berkeley)

Session 8: Alternative Event
Fourth Floor Columbia Room
The Sociotechnical Learning Object Slam Happening – Innovative Format; Michael Khoo (Drexel), Michael Twidale (UIUC), Andrea Wiggins (Syracuse), Jennifer Rode (Drexel)

Session 9: Alternative Event
Third Floor East Room
Assessing the Practical Impact of Healthcare Research – Panel; Aleksandra Sarcevic (Rutgers), Sharoda Paul (PARC), Brian Hilligoss (Michigan), Peter Scupelli (CMU)

Session 10: Social Inclusion
Screening Room
Session Chair: Jenna Burrell, UC Berkeley

Dusting for Science: Motivation and Participation of Digital Citizen Science Volunteers; Oded Nov (NYU-Poly), Ofer Arazy (U. Alberta), David Anderson (UC Berkeley)

Technology as Amplifier in International Development; Kentaro Toyama (UC Berkeley)

Things Fall Apart: Maintenance, Repair, and Technology for Education Initiatives in Rural Namibia; Alex Pompe (Michigan), Steven Jackson (Michigan)

Session 11: Design
Session Chair: John Carroll, Penn State

Are Separate Interfaces Inherently Unequal? An Evaluation with Blind Users of the Usability of Two Interfaces for a Social Networking Platform; Brian Wentz (Towson U.), Jonathan Lazar (Towson U.)

From Human Factors to Human Actors to Human Crafters; Monica Maceli (Drexel), Michael E. Atwood (Drexel)

Discussion, Design, and Dissent in Open Bug Reports; Andrew Ko (Washington), Parmit Chilana (Washington)

Session 12: Social Media
Session Chair: Coye Cheshire, UC Berkeley

Expressing Well-being Online: Toward Self-Reflection and Social Awareness; Paul Andre (U. Southampton), M.C. Schraefel (U. Southampton), Alan Dix (U. Lancaster), Ryan White (Microsoft Research)

Finding Social Roles in Wikipedia; Howard Weiser (Ohio U.)

Being Networked and Being Engaged: The Impact of Social Networking on eCommerce Information Behavior; Bernard Jansen (Penn State), Kate Sobel (Penn State), Geoff Cook (myYearbook)

Session 13: Industry Panel
Session Chairs: Jacob O. Wobbrock, Washington & Beverly Harrison, Intel Labs

B Level Superior Room

Big Data: Moderator Jacob O. Wobbrock (Washington); Panelists Beverly Harrison (Intel Research), Magda Balazinska (Washington), Vivek Bhaskaran (Survey Analytics), Cecilia Aragon (Washington), Andrew Borthwick (Intellius), Danyel Fisher (Microsoft Research)

3:30 pm – 4:00 pm

Afternoon Break

Check out these interactive ways to get more out of your iConference experience.

Conference Navigator
Use this to build your personal conference schedule, provide comments and ideas before or after sessions, or communicate with your peers about their experiences. This newly developed system is being tested at the iConference. You don’t have to use Conference Navigator, but it’s an easy way to maximize your iConference experience, and you control access to your information. bit.ly/iconfnav

Twitter
Get updates via SMS by texting “follow iSchools” to 40404 in the United States. Follow the conversation at twitter.com/iSchools. Our hashtag is #Conf11

iConference 2011 Blogs
Follow the iConference as it unfolds, through the eyes and ears of our on-site bloggers. Visit the conference website to read their blog posts: www.ischools.org/iConference11/
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<tr>
<th>Time</th>
<th>Session 14: Alternative Event (Third Floor East Room)</th>
<th>Session 15: Alternative Event (Third Floor South Room)</th>
<th>Session 16: Knowledge Organization (Fourth Floor Seneca Room)</th>
<th>Session 17: Collaboration (Fourth Floor Columbia Room)</th>
<th>Session 18: Social Inclusion (Third Floor North Room)</th>
<th>Session 19: iSchools (Fourth Floor Spring Room)</th>
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<tr>
<td>4:00 PM – 5:30 PM</td>
<td>The Creativity Agenda in the iSchool Context – Roundtable; (Eric Cook (Michigan), Kurt Luther (Georgia Tech), Dan Perkel (UC Berkeley), Jeffery Bardzell (Indiana U.)</td>
<td>Datanet: Collaboration, Curation, and Data in the iSchools – Panel; Christine Borgman (UCLA), Margaret Hedstrom (Michigan), Carole Palmer (UIUC), Carol Tenopir (Tennessee)</td>
<td>Epistemic Presumptions of Authorship: Richard Smiraglia (Wisconsin-Milwaukee), Hur-Li Lee (Wisconsin-Milwaukee), Hope Olson (Wisconsin-Milwaukee)</td>
<td>No Sense of Distance: Improving Cross-Cultural Communication with Context-Linked Software Tools; Cecilia Aragon (Washington), Sarah Poon (Berkeley Lab)</td>
<td>Cost and Other Barriers to Public Access Computing in Developing Countries; Melody Clark (Washington), Ricardo Gomez (Washington)</td>
<td>Scientific Research in iSchools: Status and Implications; Dan Wu (Wuhan), Daqing He (Pittsburgh), Jeffery Bardzell (Indiana U.)</td>
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<td>A Conceptualization of Interaction with Genres in the Context of Information Practices; Min-Chun Ku (Syracuse)</td>
<td>Social Scientists, Documents and Cyberinfrastructure: The Cobbler’s Children or the Missing Masses?; Elizabeth Kaziunas (Syracuse), Steve Sawyer (Syracuse), Carsten Osterlund (Syracuse)</td>
<td>Loose Strands: Searching for Evidence of Public Access ICT Impact on Development; Michelle Fellows (Washington), Araba Sey (Washington)</td>
<td>iSchools – Panel; Christine Borgman (UCLA), Margaret Hedstrom (Michigan), Carole Palmer (UIUC), Carol Tenopir (Tennessee)</td>
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<td>Archiving as a Service – A Model for the Provision of Shared Archiving Services Using Cloud Computing; Jan Askhoj (U. Tsukuba), Shigeo Sugimoto (U. Tsukuba), Mitsuhiro Nagamori</td>
<td>Designing the Future of Collaborative Workplace Systems: Lessons Learned from a Comparison with Alternate Reality Games; David Gurzick (Hood College), Kevin White (UMBC), Wayne Lutters (UMBC), Brian Landry (Washington), Caroline Drombowski (Washington), Jeffrey Kim (Washington)</td>
<td>Using Mobile Phone Data to Measure the Ties Between Nations; Joshua Blumenstock (UC Berkeley)</td>
<td>iSchool Agenda: Mobile Context Research and Teaching; Sherry Koshman (Pittsburgh)</td>
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5:30 pm – 7:00 pm Poster Session; Dinner On Your Own

6:30 pm – 8:30 pm Technology & Social Change Group (TASCHA) Reception; by invitation.
<table>
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<tr>
<th>Time</th>
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<td>8:00 am</td>
<td>Registration opens</td>
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</table>
| 9:00 am – 10:30 am | Keynote Address by Susan Dumais  
Session Chair: Harry Bruce (Washington) |
| 10:30 am – 11:00 am | Morning break                                                         |
| 11:00 am – 12:30 pm | Session 20: Alternative Event  
Third Floor East Room  
Information Organization meets Information Retrieval: Rethinking the iSchool Core – Panel; Christine Borgman (UCLA), Matthew Mayernik (UCLA), Ronald Larsen (Pittsburgh), Robert Glushko (UC Berkeley), Jess Hemerly (UC Berkeley) |
| 11:00 am – 12:30 pm | Session 21: Alternative Event  
Fourth Floor Spring Room  
Games in the iSchools – Roundtable; Ian MacInnes (Syracuse) |
| 11:00 am – 12:30 pm | Session 22: Alternative Event  
Fourth Floor Columbia Room  
Scratch on the Surface and Beyond: a Creative Programming Language for All Ages – Demos and Participation; Eliza Dresang (Washington), Kyungwon Koh (Florida State), Katie Campana (Washington), Melissa Johnston (Florida State), Michael Lee (Washington), John Marino (Washington), Beth Patin (Washington) |
| 11:00 am – 12:30 pm | Session 23: Health Information  
Session Chair: Julie Kientz, Washington  
Fourth Floor Seneca Room  
Researching Emotion: Challenges and Solutions; Irene Lopatovska (Pratt)  
Making Web-based Multimedia Health Tutorials Senior-friendly: Design and Training Guidelines; Bo Xie (Maryland), Ivan Watkins (Maryland), Man Huang (Maryland)  
Who is Referring Teens to Health Information on the Web? Hyperlinks Between Blogs and Health Web Sites for Teens; Leanne Bowler (Pittsburgh), Daqing He (Pittsburgh), Wan Yin Hong (Pittsburgh) |
| 11:00 am – 12:30 pm | Session 24: Design  
Session Chair: Jacek Gwizdka, Rutgers  
Third Floor North Room  
From Technology to Domain: The Context of Work for End-User Development; Anna-Lisa Syrjänen (U. Oulu), Kari Kuutti (U. Oulu)  
iControl: Comparing Control Architectures in Computing Technology; Karen Pollock (Toronto)  
How did the Computer Disappear?: HCI During the Experience of Second Life; Maeva Veerapen (Monash U.) |
| 11:00 am – 12:30 pm | Session 25: Industry Panel  
Session Chair: Barbara Edincott-Popovsky, Washington  
Third Floor South Room  
Privacy in the Cloud; Moderator: Barbara Edincott-Popovsky (Washington); Panelists: Deborah Frincke (PNNL), Ed Lazowska (Washington), Steve Riley (Amazon), Kristen Lauter (Microsoft), Jim Adler (Intelius), Kristen Boucher-Ferguson (Aberystwyth U.) |
| 12:30 pm – 2:00 pm | Lunch On Your Own                                                      |
### Session 26: Alternative Event
**Third Floor North Room**
**Education Redesign – Birds of a Feather**; Erin Knight (UC Berkeley), Nathan Gandomi (UC Berkeley)

### Session 27: Alternative Event
**Third Floor East Room**
**iSchools as Bridges Between Scientometrics and STS – Roundtable**; Selma Sabanovic (Indiana U-B), Cassidy Sugimoto (UNC-CH), Phillip Edwards (UNC-CH), David Hakken (Indiana U-B), Cory Knobel (Pittsburgh)

### Session 28: Alternative Event
**Third Floor South Room**
**Sharing the Socio-Technical Workshop Results: An Alternative Event with Alternate Endings – Innovative Format**; Sean Goggins (Drexel), Michael Twidale (UIUC), Brian Butler (Pittsburgh), Andrea Forté (Drexel), Christo Sims (UC Berkeley), Katie Panciera (Minnesota), Steve Sawyer (Syracuse), Kalyana Shankar (Indiana U-B), Helena Mentis (MSR Cambridge), Dana Rotman (Maryland)

### Session 29: Health Information
**Session Chair: Andrea Wiggins, Syracuse**
**Fourth Floor Columbia Room**
**A Study of User Queries Leading to a Health Information Website – AfterTheInjury.org**; Chris Yang (Drexel), Flaura Winston (Pennsylvania), Michael Zorro (Drexel), Nancy Kassam-Adams (Children’s Hospital of Pennsylvania)

### Session 30: Social Media
**Session Chair: Maria Garrido, Washington**
**Fourth Floor Seneca Room**
**Migrants’ Information Practices and Use of Social Media in Ireland: Networks and Community; The Development of Social Network Analysis Research in Mainland China: A Literature Review Perspective**; Yuxiang Zhao (Nanjing U.), Qinghua Zhu (Nanjing U.), Kewen Wu (Nanjing U.)

### Session 31: Information Management
**Session Chair: Kate Williams, Illinois**
**Fourth Floor Spring Room**
**Spaces to Control Creative Output of the Knowledge Worker: A Managerial Paradox?**; April Spivack (UNC-Charlotte), Beth Rubin (UNC-Charlotte)

### Helpful Resources
**Got conference questions?**
Visit the registration desk, information booth or volunteer stations anytime during conference hours.

**Hungry?**
Complimentary coffee and snacks can be found in the following locations:
- Third Floor, Foyer
- Third Floor, West Room
- Fourth Floor, Marion Room
- Fourth Floor, James Room

**Look for our Volunteers**
Any time you’re in need of assistance, just ask one of our helpful student volunteers. You’ll know them by their black baseball caps.
## Session 32: Alternative Event
### Session 33: Alternative Event
#### Fourth Floor
- Columbia Room
- Session Chair: Andrea Forte, Drexel
- Third Floor
- South Room
- Do You Believe in Love at First Sight: Effects of Media Richness via Modalities on Viewers’ Overall Impressions of Online Dating Profiles; Seoyeon Lee (Penn State), Yuan Sun (Penn State), Elizabeth Thiry (Penn State)
- Coordinating the Ordinary: Social Information Uses of Facebook by Adults; Donghee Yvette Wohn (Michigan State), Cliff Lampe (Michigan State), Jessica Vitak (Michigan State), Nicole Ellison (Michigan State)
- Blogs: Spinning a Web of Virality; Karine Nahon (Washington), Jeff Hensley (Washington), Shawn Walker (Washington), Muzammil Hussain (Washington)

## Session 34: Social Media
#### Session 35: Health Information
#### Session 36: eGovernment
#### Session 37: Collaboration
- Session Chair: Andrea Fioré, Berkeley
- Third Floor
- North Room
- Good Bones: Anthropological Scientific Collaboration around Computed Tomography Data; Andrea Tapia (Penn State), Rosalie Ocker (Penn State), Mary Beth Rossos (Penn State), Bridget Blodgett (Penn State)
- NGO Collaborations: Sharing and Pooling Projects; Kartikeya Bajpai (Penn State), Edgar Maldonado (Penn State), Louis-Marie Ngamassi Tchouakeu (Penn State), Andrea Tapia (Penn State), Carleen Maitland (Penn State)
- How Institutional Factors Influence the Creation of Scientific Metadata; Matthew Mayernik (UCLA), Archer Batcheller (Michigan), Christine Borgman (UCLA)

## Poster Session
### Session 38: Funding Opportunities Panel
#### B Level
- Superiors Room
- Moderators: Wayne G. Lutters (UMBC) and David W. McDonald (Washington)
- Panelists: Susan Fussell, National Science Foundation (Cornell); Carleen F. Maitland, Office of International Science and Engineering (Penn State); Susan Winter, National Science Foundation (Portland State)

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**Schedule**

**Thursday, February 10 (continued)**

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<td>4:00 PM – 5:30 PM</td>
<td>Fourth Floor</td>
<td>Columbia Room</td>
<td>Assessment of Doctoral Programs: Are We Watching in HD? – Wildcard; Linda Schamber (North Texas)</td>
<td>Session Chair: Sean Goggins, Drexel</td>
<td>Third Floor</td>
<td>East Room</td>
<td>Information Grounds and Micro Information Seeking: Unpacking the Complexities of Community Education and Recruitment in Breast Screening Service Delivery; Jo-Anne Kelder (U. Tasmania), Christopher Lueg (U. Tasmania)</td>
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<td>Session Chair: Elke Greifeneder, Humboldt-Universität zu Berlin</td>
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portal.acm.org/icps.cfm

Schedule
Friday, February 11

Session 39: Metrics

Session Chair: Elke Greifeneder, Humboldt-Universität zu Berlin

Fourth Floor
Columbia Room

Analysis on Open Access Citation Advantage: An Empirical Study Based on Oxford Open Journals; Lifang Xu (Wuhan), Jinhong Liu (Wuhan), Qing Fang (Wuhan)

Of Values and Functionality: The Sequestering Non-Positive Reviews in an Online Feedback System; David Askay (UNC-Charlotte)

Innovation Strategies under Uncertain Economic and Political Circumstances; Argentinean ICT SMEs; Martha Garcia-Murillo (Syracuse), Sergio A. Hinestrosa

Session 40: Search

Session Chair: Efthimis Efthimiadis, Washington

North Room

A Comparison of How Users Search on Web Finding and Re-finding Tasks; Hsiao-Tieh Pu (Na. Taiwan N.U.), Xin-Yu Jiang

The Influence of Commercial Intent of Search Results on Their Perceived Relevance; Dirk Lewandowski (HAW-Hamburg)

Session 41: Social Inclusion

Session Chair: Ed Cutrell, Microsoft Research

B Level
Federal Room

Low-cost Assistive Technology in the Developing World: A Research Agenda for Information Schools; Joyojeet Pal (Michigan), Victor Tsaran, Ugo Vailauri

Governance of Labor in Digital Video Networks; Adam Fish (UCLA)

The CyberNavigators of Chicago Public Library and the Informatics Moment: The Information Revolution in Civil Society and People's Everyday Lives; Kate Williams (Illinois)

Session 42: Design

Session Chair: Shaun Kane, Washington

Fourth Floor
Seneca Room

XooML: XML in Support of Many Tools Working on a Single Organization of Personal Information; William Jones (Washington)

Managing Music Across Multiple Devices and Computers; Justin Brinegar (UNC-CH), Robert Capra (UNC-CH)

Personalized Location-Based Services: Yiming Liu (UC Berkeley), Erik Wilde (UC Berkeley)

Session 43: iSchools

Session Chair: Robert M. Mason, Washington

Fourth Floor
Spring Room

Data Mining Technology Across Academic Disciplines: Lesley Farmer (CSU Long Beach)

The Influence of Self-Efficacy, Gender Stereotypes and the Importance of IT Skills on College Students' Intentions to Pursue IT Careers; Lynette Kvasny (Penn State), KD Joshi (WSU), Eileen Trauth (Penn State)

Social Media Futures: Why iSchools Should Care; Michael John Scialdone (Syracuse), Jaime Snyder (Syracuse), Anthony Rotolo (Syracuse)
### Schedule

**Friday, February 11 (continued)**

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<td>Cheryl Metoyer, Washington</td>
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<td>Visualizing Global</td>
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<td>Exploring Technology through the Designers’ Lens: A Case Study of an Interactive Museum Technology:</td>
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<td>Cyberscapes;</td>
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<td>Matthew Zook (Kentucky)</td>
<td>Michael Murphy</td>
<td>Web Browsers;</td>
<td>Eileen Gillette (UBC),</td>
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<td><strong>A Vision for Information</strong></td>
<td>(Toronto)</td>
<td>Pan Shi (Penn State),</td>
<td>Heather O’Brien (UBC),</td>
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<td>**Visualization in</td>
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<td>Xu (Penn State),</td>
<td>Julia Bullard (UBC)</td>
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<td>Information Science**;</td>
<td>Discerning Tag Semantics in</td>
<td>Xiaolong (Luke)</td>
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<td>Marilyn Ostergren</td>
<td>Folksonomies;</td>
<td>Zhang (Penn State)</td>
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<td>Miranda Belarde-Lewis</td>
<td>Filtering for Personalized Tag</td>
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<td>Caiwei Lu (Drexel), Xinhua</td>
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<td>**Visualization, Causation,</td>
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<td>and History; Robert</td>
<td>(Drexel), Jia Huang (Drexel)</td>
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The following is a list of posters slated for presentation at iConference 2011. In addition, all participants in our Doctoral Student Colloquium will also present posters, and are listed at the end of this section. Poster sessions take place Wednesday Feb. 9 and Thursday Feb. 10, from 5:30 pm to 7:00 pm in the Madison Ballroom. See our online program schedule for more details.

#10 | Supercourse: A Case Study of Knowledge Mobilization by A Virtual Organization
Presenters: Nikhil Sharma (Pittsburgh), Brian Butler (Pittsburgh)

#14 | Avatar Appearance & Information Credibility in Second Life
Presenters: Malik Hussain (Washington), Brandon Nakamura (Washington), John Marino (Washington)

#15 | Lost In Translation: An Investigation of the Interpretative Process Via the Creation of a Memento Based on Dream Analysis
Presenter: Karen MacKay

#38 | Beyond Being (T)here: the social and personal implications of making music at a distance
Presenters: David Lamar James (Syracuse), Jeffrey Stanton (Syracuse)

#39 | Connections for Game Education and Research in the iSchools
Presenter: Scott Nicholson (Syracuse)

#47 | Social Networking, Social Network Technologies, and the Enterprise
Presenter: Mohammad Hossein Jarrahi (Syracuse)

#60 | Online Synchronous Interviewing of the Info-Savvy
Presenters: Julia Bullard (British Columbia), Heather L. O’Brien (British Columbia)

#61 | Information Design in/as Serious Leisure: The Case of Information Databases to Support Online Gaming
Presenters: Julia Bullard (British Columbia), Heather L O’Brien (British Columbia)

#62 | Templating in Practice
Presenter: Arvind Karunakaran (Penn State)

#63 | eScience Professional Positions in the Job Market: A Content Analysis of Job Advertisements
Presenters: Benjamin Kwasi Addom (Syracuse), Youngseek Kim (Syracuse), Jeffrey M Stanton (Syracuse)

#72 | Social Inclusion in the Information Economy: The Context of University-Industry Collaborations for Regional Innovation
Presenters: Eileen M. Trauth (Penn State), Lee B. Erickson (Penn State)

#78 | Designing public touchscreen display system for iSchool community
Presenters: Shaopeng Zhang (Pittsburgh), Wei Jeng (Pittsburgh)

#85 | Internet Utilization in Decision Making Among Emergent Knowledge workers
Presenters: M. John Peco (Toronto), Kelly Lyons (Toronto)

#97 | Information Spaces as Interactive Worlds
Presenters: Nathan R. Prestopnik (Syracuse)

#117 | Learning and Knowledge Exchange in Science Teaching
Presenters: Wei Gao (UIUC), Caroline Haythornthwaite (British Columbia)

#127 | Towards a Conceptualizing Social Presence in 3DTV
Presenters: Dong-Hee Shin (Sungkyunkwan U.), Taeyang Kim , Subin Jung

#132 | Journal Evaluation Using the Importance of Authors in Co-authorship Network
Presenters: Rong Xian Gan (Wuhan), Wu Xue Feng (Wuhan), Lu Wei (Wuhan), Jiang Jie Pu (Wuhan)

#139 | Understanding Knowledge Transfer for Social Enterprise
Presenters: Angela Lin (Sheffield), Jonathan Foster (Sheffield)

#140 | Thinking Inside the XBox: Elements of Information Organization in Video Games
Presenters: Jin Ha Lee (Washington), M. Cameron Jones (Google)

#149 | Impact of Multimedia Case Studies
Presenters: Jan E Broussard (Louisiana State), Victor Mbarika (Southern U.)

#150 | Exploring a web space for consumer health information: Implications for design
Presenter: Yan Zhang (UT Austin)
#152 | Coping with Severe Traumatic Stress: Understanding the Role of Information-Seeking among Political Refugees
Presenters: Joung Hwa Koo (Florida State), Yong Wan Cho (Daegu), Melissa Gross (Florida State)

#155 | Everyday Information in American Philanthropy: Informed Giving
Presenter: Barbara M. Hayes (Indiana U.)

#162 | Data Curation Education in Research Centers
Presenters: Carole L. Palmer (UIUC), Suzie Allard (Tennessee), Mary Marlino (NCAR Library)

#177 | Enabling Spatial Data Infrastructure Development: Collaboration, Supportive Web Technologies and São Tomé Africa
Presenters: Jeff Ginger (UIUC), Serra Jackman, Jon Gant

#178 | Research on Role-based Dynamic Access Control
Presenters: Yan Chen (Dalian Maritime), Lin Zhang (Dalian Maritime)

#182 | eBirding: Technology Adoption and the Transformation of Leisure into Science
Presenters: Andrea Wiggins (Syracuse)

#187 | A Confirmatory Factor Analysis of Library Use
Presenter: Emily Knox (Rutgers)

#189 | Sentiment Community Detection in Social Networks
Presenters: Kaiquan Xu (Hong Kong), Jiexun Li (Drexel), Stephen Shaoyi Liao (Hong Kong)

#192 | Navigating the Confluence of Streams in the Development of Disciplinary Identity, 2004-2009
Presenters: Jung Hoon Baeg, Kathleen Burnett (Florida State), Laurie J. Bonnici, Mega M Subramaniam

#195 | Learning from YouTube: An Analysis of Information Literacy in User Discourse
Presenters: Marlene Asselin (British Columbia), Teresa Dobson (British Columbia), Eric Meyers (British Columbia), Cristina Tiexiera (British Columbia), Linda Ham (British Columbia)

#203 | Telephone & Email Interviews: Using the Respondents’ Context to Determine the Best Interview Mode
Presenter: Shannon M. Oltmann (Indiana U.)

#205 | Moving Beyond Sharing vs. Withholding to Understand How Scientists Share Data Through Large-Scale, Open Access Databases
Presenter: Dharma Akmon (Michigan)

#208 | “Green” Digital Bangladesh: Is it ready to face the Challenges of Climate Change?
Presenter: Faheem Hussain (Asian University for Women)

#213 | Cross Analysis of Keeping Personal Information in Different Forms
Presenters: Kyong Eun Oh (Rutgers), Nicholas J Belkin (Rutgers)

#218 | Spreading the Word: The Proliferation of Research using Social Networks
Presenters: Joshua Ryon Seymour (Syracuse), Jeffery Stanton (Syracuse), Yuanying Guo

#227 | “Major Stewards of Storytelling”: Pre-Service Librarians’ Perspectives on Librarians’ Roles in 21st Century Storytelling
Presenters: Rebecca J. Morris (Pittsburgh)

#242 | Getting From Here to There: Information Practices of Immigrants in Urban Environments
Presenter: Jessica Lingel (Rutgers)

#245 | Information Needs of Public Policy Lobbyists
Presenters: David Talley (Washington), Jeffrey Hortin (Washington), Jessica Bottomly (Washington)

#249 | Personality-based Privacy Management for Location-sharing in Diverse Subpopulations
Presenters: Xinru Page (UC Irvine), Alfred Kobsa

#260 | Medical Image Describing Behavior: A comparison between an expert and novice user
Presenters: Xin Wang, Sandra Erdelez (Missouri), Carla Allen, Blake Anderson, Hongfei Cao, Chi-Ren Shyu

#265 | Bridging theory and practice: Connecting coursework to internships in LIS programs
Presenter: Angela U. Ramnarine-Rieks (Syracuse)

#270 | Team Edward or Team Jacob? How user-generated content is transforming young adult literature
Presenter: Marianne Martens (Rutgers)

#272 | Awash in Stardust: Data Practices in Astronomy
Presenters: Laura Wynholds (UCLA), David Fearon, Christine L Borgman (UCLA), Sharon Traweek
#273 | In-depth Accounts and Passing Mentions in the News: Connecting Readers to the Context of a News Event
Presenter: Earl Joseph Wagner (Maryland)

#280 | Factors Affecting Selection of Information Sources: A Study of Ramkhamhaeng University Regional Campuses Graduate Students
Presenters: Peemasak Angchun (North Texas), Philip Turner, Lin Lin, Daniel Alemneh

#287 | Experimental Solutions for Searching in an Architectural and Urban Planning-Specific Database
Presenters: Daniel Rude, Lucio Campanelli, Xiangming Mu

#288 | Enhancing Social Inclusion of Rural Libraries: A Community Outreach Approach
Presenter: Yunfei Du

#290 | What Makes a Movie? Digraphic Modeling of Differences that Make a Difference
Presenters: Richard L. Anderson, Brian Clark O’Connor, Melody J. McCotter

#293 | UCOL – Iowa City UNESCO City of Literature Mobile Application Research & Development
Presenters: Derek Andes, Jim Cremer, Bridget Draxler, Nicole Dudley, Lauren Haldeman, Haowei Hsieh (Iowa), Peter Likarish, Tien Dat Nguyen, Cristina Sarnelli, Jon Winet (Iowa)

#296 | Cyberlearning Ecosystem - Users, Technology and Tools
Presenters: Rakrim Mitra, Vandana Singh (Tennessee), Aditya Johri (Virginia Tech)

#301 | Annotation evolution: how Web 2.0 technologies are enabling a change in annotation practices
Presenters: Simone Sacchi (UIUC)

#302 | Guiding Educational Resources for iSchool Students with Topic-based Adaptive Visualization
Presenter: Jae-wook Ahn

#307 | Online Consumer Information Encountering Experience for Planned Purchase and Unplanned Purchase
Presenters: Jiazhen Wang, Sunda Erdelez (Missouri), James Thome

#308 | Institutional Policies on Science Research Data: A Pilot Analysis
Presenters: Jian Qin, Carrie Solinger (Syracuse)

#311 | Predicting Popularity of Online Distributed Applications: iTunes App Store Case Analysis
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Presenters: Hsiao-Tieh Pu (National Taiwan Normal), Yichun Lin (National Taiwan Normal), Ying-Han Chang (National Taiwan Normal), Chia-hui Liao (National Taiwan Normal)

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Presenter: Hui-Yun Sung (Loughborough University)

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Presenters: Jennifer Stoll (Georgia Tech)

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Presenter: Iulian Vamanu (Rutgers)

#495 | Microblogging for Distributed Surveillance in Response to violent Crises: Ethical Considerations
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#496 | Information in Our World: Epistemological Assumptions of Concepts of Information and Research Consequences
Presenter: Lai Ma (Indiana University)
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The iSchools organization was founded in 2005 as a collective of Information Schools dedicated to advancing the information field in the 21st Century. Today it consists of 29 institutions in eight countries worldwide. These schools, colleges, and departments have been newly created or are evolving from programs formerly focused on specific tracks such as information technology, library science, informatics, and information science. While each individual iSchool has its own strengths and specializations, together they share a fundamental interest in the relationships between information, people, and technology.

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College of Information Science and Technology

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