



the university of washington

## Information School Alumni and Friends

# Spring 2005 Newsletter

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## Personal Information Management Conference Starts to Get Everything Sorted Out



In an ideal world, everyone has the right information at the right time, in the right place, in the right form, and of sufficient completeness and quality to perform the current activity. In the real world, it doesn't always work that way. The practice of managing the information people need and use in their daily lives is studied in an emerging field called Personal Information Management.

## Informatics Graduate Launches a Mission of Hope to Thailand



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## Faculty Spotlight: Mike Crandall



A 1986 University of Washington graduate in Library and Information Science, Crandall returned as adjunct faculty in 2002 and was named full-time senior lecturer and chair of the Masters of Science in Information Management (MSIM) program earlier this year. In between his campus stops Crandall worked for two icons of Washington industry, Boeing and Microsoft, and then as technology manager for the U.S. Library program of the Bill & Melinda Gates Foundation.

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## Faculty Spotlight: Mike Crandall

Mike Crandall has seen the growth of his field and the Information School from both sides now.

A 1986 University of Washington graduate in Library and Information Science, Crandall returned as adjunct faculty in 2002 and was named full-time senior lecturer and chair of the Masters of Science in Information Management (MSIM) program earlier this year. In between his campus stops, the 56-year-old Crandall worked for two icons of Washington industry, Boeing and Microsoft, and then as technology manager for the U.S. Library program of the Bill & Melinda Gates Foundation.

Born in Ann Arbor, Michigan, Crandall grew up in Los Angeles and received his bachelor's degree in geology from California's Pomona College in 1969. After moving to Seattle for graduate work in oceanography at the UW, he ended up working as engineering geologist for eight years on projects involving landslide correction, foundations for houses and large office buildings, fish hatchery design, bridge foundations and more. He later moved to the San Juan Islands and started the first retail bicycle store there. In one of his quiet winter moments, he read Jeremy Campbell's *Grammatical Man*, which got him fascinated with the pervasiveness of information in all aspects of the world. Wanting to explore further, he started UW's MLIS program in 1985. "My hope was to explore the impact of personal computers and the implications of the burgeoning individual access to digital information," Crandall recalls.

After graduating, he joined Boeing as a research librarian, and his interest in electronic information led to the development of one of Boeing's first distribution systems for published digital information through the company e-mail system. He later led development of the Boeing Technical Library's first web site and the company's first intranet search engine. At Microsoft, Crandall developed a shared-taxonomy management system and search-engine strategy for MSWeb, the company's internal portal. He moved to the Bill & Melinda Gates Foundation in late 2000 to manage support and technology strategy for the U.S. Library program, which installed and supported more than 40,000 computers and Internet connections in 11,000 public library buildings throughout the country.

### ***You were a graduate student at the UW in the mid-1980s and returned as a full-time faculty member nearly 20 years later. How have things changed?***

What attracted me to UW was the opportunity to study the effects of the exploding access to information as the Information Age began to expand in our society. When I attended the MLIS program, there were perhaps a half-dozen faculty members and around 170 students in a two-year program, and that was it. The computer lab had just been established and consisted of a couple PCs and lots of CD-ROMs (along with a thermal line printer!).

Coming back, the changes are spectacular. Almost 40 faculty with an incredibly wide range of research and teaching interests are now part of the school, with many more adjunct faculty and research affiliates adding to that range. We have nearly 600 students in four degree programs, ranging from the undergraduate Informatics program to the Information Science Ph.D. program. The research activity of the faculty is incredibly well supported and varied, as evidenced by the Center for Human Information Interaction, the many symposia convened by the faculty, and the grants received every year. The iSchool has also partnered successfully with other departments and UW Educational Outreach to offer certificate programs for continuing education and post-graduate study.

### ***How have you changed?***

When I started my master's program, I was a complete novice in the world of information and technology. After more than 20 years working in the field, I'm starting to understand a few things, but still am completely in awe of the transformation that has happened in that short time. I am equally in awe of the immensity of the challenges we face in the realm of information. I'm more excited than ever about the possibilities that have opened up through this change, but also very concerned about the implications it has for our societies and the world in general.

More than ever, I see a need for all of us to study the constantly changing universe of information and try to understand how and why it works, doesn't work, contributes or detracts from our growth as a community of information producers and users. The fabric of all our lives has become so entwined with information that everything we do depends upon it, and our future will be determined by how well we can understand information design, behavior and patterns. I'm more engaged in this pursuit than



ever, and find the iSchool and its community the perfect place for that exploration.

***And how has your profession changed?***

The advent of the Web, and the broad availability of information services and information to the general public (at least in the developed world) has radically altered the conception of what a library is, and what librarians do. The core skills and knowledge that were gained in the many years prior to this change have become key to the Information Age, but the understanding of how libraries and librarians fit into that picture is not as clear.

I am particularly excited about the MSIM program, because it takes those skills and that knowledge and moves them into other areas that greatly need them. The traditional IT world and the world of information management are struggling with the same issues that librarians have worked on for centuries, and they can benefit greatly from that wealth of knowledge and experience. On the other hand, I also see a crossroads for libraries. How can we redefine the essence of what a library is in a world where people are drowning in information and have lost sight of the core purpose of libraries as a center of community? I think these two pathways are essential for the future of our societies--taking the core of library and information science out into the community and using it to transform other professions and institutions, but also bringing libraries into the center of the information stage again through a better engagement with the entire community.

***You worked for two icons of Washington industry, Boeing and Microsoft. How do they differ in their approach to information management, and in their corporate cultures?***

Boeing, of course, is much older and more mature as a company, and the internal processes and organizational structures reflect that. Microsoft is newer and more nimble, an organization born in the Information Age and a product of it. Their products are extremely different as well, both in terms of the regulatory environment surrounding them and in the substance. (Boeing produces things; Microsoft produces ideas.) Given those fairly substantial differences, the two organizations face many of the same challenges in managing their information, and have taken surprisingly similar approaches.

If I were to characterize the main difference, I would say that Boeing--because it has more legacy information to deal with, and because it has to meet Department of Defense and Federal Aviation Administration regulatory compliance requirements--is probably a little more cautious in trying new ideas and approaches, and certainly in implementing them across the company without thorough testing and exploration. Microsoft, because its core products center on information, is more likely to try something internally on a larger scale because it has to make sure its products work--this is the famous "dog food" approach. This difference results in a more rapid adoption of new practices at Microsoft, and a faster-paced change cycle, but the end results are often not that far apart in terms of organizational impact. I am very interested to see how Microsoft changes as it moves into the more mature phase of its lifecycle (which is happening now) and becomes more like Boeing, with legacy products, increased regulation and increasing diversity of workforce and organizational structure.

***After two decades in the corporate world, why did you decide to teach full-time?***

I actually went back to school in the early 70's (Western Washington University) to get a secondary teaching certificate, and when I lived in the San Juan Islands I taught elementary and high school. I also taught at community colleges periodically and at City University when I worked at Boeing. I've always enjoyed teaching and working with students to open up doors into new worlds of thought and practice, and I find it a rewarding and challenging experience. The MSIM program has been a wonderful chance to engage with bright people who are eager to learn and explore an area that I have spent a great deal of time working in and thinking about. How could you ask for something better than a chance to talk with people who are smart, interested and passionate about the same things that you are?



PIM Conference

## Personal Information Management Conference Starts to Get Everything Sorted Out

In an ideal world, everyone has the right information at the right time, in the right place, in the right form, and of sufficient completeness and quality to perform the current activity. In the real world, it doesn't always work that way.

"Information plays a significant role in our daily professional and personal lives, and we are constantly challenged to take charge of the information that we need for work, fun and everyday decisions and tasks," says Harry Bruce, the Information School's Associate Dean for Research. People use tools and technologies to help them spend less time with the burdensome and error-prone actions of information management (such as filing), with the view that there will then be more time to make creative, intelligent use of the information at hand and to get things done. But significant challenges must be met to approach this ideal. For example, information is often scattered across locations and devices, and further fragmented across separate organizational schemes--paper, electronic documents, e-mail, Web references and other media. In response to this challenge, individuals create a personalized subset of the information world that they can use when they are faced with information needs.



William Jones

This subset of the information world is what Bruce calls a Personal Information Collection. "These are information sources and channels that we as individuals have acquired, cultivated and organized over time," he explains. "They include content in various forms (documents, Web pages, e-mail, notes, calendars, address books, etc.), structures for representing and organizing this information (folder hierarchies, piles, lists, etc.), and pointers to information (people, links, Favorites lists, etc.)."



Harry Bruce

The practice of managing the information people need and use in their daily lives is studied in an emerging field called Personal Information Management, or PIM. Past study of PIM has been fragmented; some research focused on e-mail, some on Web usage, some on the organization of paper or electronic documents, some on mobile devices, and the research came from several disciplines, including information retrieval, database management, human-computer interaction, artificial intelligence and cognitive psychology.

In late January, Bruce and iSchool Research Associate Professor William Jones convened the world's first major workshop on PIM (<http://pim.ischool.washington.edu/>). Supported by NSF funding, the workshop brought to Seattle prominent researchers from throughout the world, representing a variety of PIM-related disciplines.

"There was a critical need for such an integrative gathering," says iSchool External Relations Officer Karen Erickson, who coordinated conference logistics for Jones, Bruce and the eight other members of the organizing committee. "Participants represented a range of perspectives on PIM and areas of expertise, and they made real progress in taking stock of PIM as a field of inquiry, with special focus on how computing technology can help."

"Who needs this? Everybody does!" says conference organizing committee member Maria Zemankova, a program director in the NSF's Division of Information and Intelligent Systems. "It's preposterous to talk about enterprise information systems, or about homeland security, if people cannot manage their own information spaces."

Conference participants came from 10 states, Canada, England, Italy and Israel, as well as from the business world, including Google and Microsoft, which are investing heavily in tools to unscramble the information jumble. The selection of participants and topics stressed a diversity of user issues, including the needs of minorities, the economically disadvantaged, students, the elderly and the disabled.

Beyond defining the parameters of PIM, workshop objectives included determining what good and better PIM looks like and how to measure it, establishing key problems and challenges that must be met to make progress in the field and identifying promising approaches that may meet these challenges.

Organizers Jones and Bruce also hope the conference will help to foster a greater sense of a PIM research community. "The expected advances in PIM will yield large and varied benefits," Jones says. "For each of us as individuals, better PIM means a better use of our precious resources (time, money, energy, attention) and, ultimately, a better quality to our lives. Within organizations, better

PIM means better employee productivity and better teamwork in the near term. In the long run, PIM is also key to the management and leverage of employee expertise. And advances in PIM research translate into improvements in education programs that focus on information literacy and better support for our aging workforce and population.”

Jones and Bruce used the conference to present their prototype “Universal Labeler,” a system for corraling data in an improved folder system. The labeler is a product of the iSchool’s NSF-supported [Keeping Found Things Found \(KFTF\) project](#) which for four years has been studying how actual users deploy Web bookmarks and other tools to store and find information. Other proposed remedies to personal information chaos presented at the conference, most also in the prototype stage, included a system that automatically ranks a file’s importance by such measures as a how long the user has spent on that topic.

Information School graduate students working on the KFTF project have discovered that many people are burdened by “information closets” of old, abandoned information that clutters their computer desktops and various folder arrangements. Dealing with that problem takes not just technical savvy, but inventing technology that’s in tune with the habits of the human mind, and is one of several promising directions for future PIM related research.

The effectiveness of PIM in guiding the many choices and decisions that an individual makes to ensure that the *right* information is sent into the future depends upon his or her ability to anticipate future needs for information--what Bruce calls [Personal Anticipated Information Need](#). Personal Information Management is about prediction and action,” he explains. “It is underpinned and informed by each individual’s ability to understand the information he or she needs for immediate and deferred purposes, work-based or recreational.”

“What this is fundamentally about is sending information to yourself that you may need later on,” Jones adds. “It’s like throwing a ball into the future, and having it fall into your hands again later at just the right time and place.”

*Steven Goldsmith’s article in the Feb. 3, 2005, edition of the UW’s University Week contributed to this report.*

## Program Notes:

### *Informatics (BS): Information Served with Double-Tall Espresso*



C.A. Burrell III

Coffee shops and the Information School's IBEC research team seem made for each other.

"Information grounds" are locations where people come together for another purpose, but end up sharing information and learning from each other there; barbershops, offices and places of worship are traditional examples. Assistant Professor Karen Fisher and her [IBEC](#) (Information Behavior in Everyday Contexts) team investigate how different information grounds function and what that tells us about how people learn.

One kind of information ground familiar to most UW students is the coffee shop, a ubiquitous feature of the University District and Seattle at large. So it was inevitable that a student working with Fisher would focus on coffee shop culture. Informatics senior C.A. Burrell has taken that a step further, designing technology to enhance the experience of community at one U-District café.

Burrell calls his capstone project "The Virtual Jaamati" after a Swahili word meaning both a communal meeting place and a mosque. "A lot of other terms get overused," Burrell explains. "I want people to ask what (jaamati) means, so they'll stop and think about how information grounds show up in every culture."

Star Life at Café Oasis is already an information ground, the center of a vibrant community that includes chess and soccer clubs, open-mike nights and art walks. Many café regulars are also supporters of the Grand Illusion movie theater, which is upstairs. Burrell's project explores ways to use location-specific computing to enhance that community. He has designed and will soon install a website that can be accessed only from inside the café that will allow customers to post thoughts about the film they just saw at the Grand Illusion, give feedback on the store's new scone recipe or share plans for the next art walk. Making the site accessible only within the café makes using the site a very different experience than talking online to someone on the other side of the globe. Burrell's project isn't about creating a new cyber-community, but about enhancing an existing local one.

He developed the idea during a summer internship with Intel Research's John Savage while working on software for location-specific uses. Savage's work focuses on proprietary software and how individuals react to location-specific websites. Within the context of IBEC and its information grounds work, Burrell is more interested in the website's impact on the café's community and its owners. "Putting the technology together is the easy part," Burrell explains. "Making it work with the community is a constant conversation. This should augment community ties; we don't want to distance people."

Burrell is tailoring the computer system to the needs and interest of the unique Café Oasis community, working closely with the owners to learn about what that community needs. "I want to find ways to make this as easy for them as possible," Burrell says. "Even the question of whether they'd need a public-access desktop brought up issues to think about. For some people, free Wi-Fi access has become an assumption, almost a right. But not everyone has a laptop, so will that keep them out of the community?"

Burrell will interview Café Oasis owners and regulars before and after installation of the website and Wi-Fi access. He hopes to find out what differences they make in how the group communicates, and whether the café becomes a more effective information ground.

### *Library and Information Science (MLIS): Getting the Facts Behind All Things Considered*

Many UW alumni, students, faculty and staff are fans of [National Public Radio](#). But few know how NPR puts together stories for *All Things Considered*, *Morning Edition* and its other programs the way Nicole Gustine does. Last summer, MLIS student Gustine spent 10 weeks in the network's Washington, D.C.-area headquarters as an intern in its reference library. This year, MLIS students Emily Inlowe and Katy Dichter will do the same.



Nicole Gustine

Like any smart aspiring librarian, Gustine utilized her search skill to uncover this unique opportunity. "I knew (NPR) had an internship program for journalism students, and I knew it had a library," Gustine explains. "So I did some research, and it turned out there are library internships, too. You have to be in an accredited MLIS program like ours to get one."

While most of NPR's library interns choose to work in the archives, cataloging program contents, Gustine worked in the reference library. "The reference library is right next to the newsroom," she recalls. "I was really impressed with how the journalists rely on the reference librarians. They need a lot of varied information, and they need it to be accurate and available quickly. They rely on the reference librarians to find quality information."

In addition to doing research for reporters like NPR Senior National Correspondent Linda Wertheimer and foreign correspondents Sylvia Poggioli and Emily Harris, Gustine learned from an experienced library staff. Senior Reference Librarian [Kee Malesky](#) has been with NPR since it began in the 1970s, working in the reference library since 1990. Two full-time reference librarians and interns work for her, while the archives staff is much larger, since it takes almost eight hours to catalog one hour of programming. In addition to paid summer internships like Gustine's, NPR has unpaid interns earning school credit year-round.



NPR control room

Gustine's work ranged from quick fact-checking to requests for extensive background information when a reporter starts to research a topic. "Working with journalists and other reference librarians taught me a lot about how we all search differently and showed me other approaches to organizing my research," she says. "The whole thing really jazzed me to get back to school this year, because in class it can get pretty theoretical. This experience showed me I can use what I've learned."

### ***MLIS Law Librarianship: Law Librarians Get Hands On Experience and Great Jobs***

Three of the MLIS Law Librarianship program's current students already have Reference Librarian jobs waiting for them at academic libraries after graduation this August. Tina Ching will be moving to Tempe and the Arizona State University Law Library; Shannon Malcolm will begin his new job at the University of Illinois Law Library in Urbana-Champaign; and Beth Williams will join the Columbia University Law Library staff in New York City. Shannon remarked, "I am especially impressed at how well-respected the program is, and deservedly so, among practicing law librarians. Because of my decision to come here, and the experiences I have gained as a result, I had accepted a position long before many of my colleagues at other schools were even in a position to start applying for jobs."

An important part of this success is the practical experience students receive in their directed field work. This August students will do field work at an impressive range of libraries including the University of Michigan, the Law Library of Congress, the UW Court of Appeals for the Federal Circuit, the University of Hawaii, Boston College, the Social Law Library in Boston, and the University of North Carolina.

This spring, each student is working 10 hours a week in a law library. Most are working at the UW Law School's Marian Gould Law Library, but student Tina Ching is interning at the King County Law Library. Enthusiastic about her experience, Tina states, "I've been very fortunate to work with the exceptional staff at King County. It's a wonderful place to learn about the many facets of working at a law library and establish a foundation as a new librarian."

### ***Information Management (MSIM): Daytime Degree Program Offers a Broader Experience***

A daytime master's degree in Information Management, geared toward traditional students interested in opening new career possibilities in information fields, is the newest full-time option in University of Washington's Information School. This will be the last program to be added in school's current curriculum expansion.



The Day MSIM program has the same core curriculum as the existing Executive Masters of Science in Information Management program, but it has different graduation requirements: 64 credits to degree in the Day program compared to 48 in the Executive program. "Because the Executive program is targeted at working professionals with seven to ten years of experience, we assume those students have obtained knowledge from their working life and require fewer credits for graduation," explains MSIM program chair Michael Crandall. "The Day program offers more opportunity for students to build a broader knowledge base through electives and a required internship program."

The Day program is aimed at students interested in all aspects of information management, coming from almost any undergraduate degree program. Other than an accredited bachelor's degree, the sole requirement is an interest in information and how it is used. "We have specifically targeted international students to help increase diversity in our student body," Crandall says. "The variety of backgrounds and cultural heritage will enrich the learning experience for all the students and provide a more realistic setting for exploring the issues and practices in information management in the global society we are part of."

As program chair, Crandall's goal is to make MSIM the most sought-after program for information management. "I would hope that over the next few years, we will see our students becoming leaders in this field, both in practical settings and in the research arena, and pointing back to our program as a reason for their success," he says. "As more of our graduates spread throughout the workforce, I would also like to see a strong alumni network grow and use that to build opportunities for both our new students and our graduates. A strong internship program and research activities will bring us closer to the community."

For more information on either MSIM program, visit [their website](#).

### ***Information Science (PhD): Studying How Cancer Patients Use Information***

Imagine sitting in a doctor's office, hearing that you have breast cancer. Before leaving that appointment, you receive 20 or 30 pages of information about your condition, potential treatments and contact information for three other offices you'll need to visit regularly. And each of those offices will pass on more information each time you go. The diagnosis alone is overwhelming, let alone the paperwork, and keeping it all straight is a life-and-death matter.

That's why Kent Unruh, the second Information School doctoral candidate to reach dissertation, is researching how breast cancer patients receive, process and use information related to their own therapy.

Unruh, who began his UW doctoral work in September 2000, received his bachelor's degree in Computer Science from Goshen College (Indiana) and his Master's in Information Technology from Northwestern University. He spent 10 years in Chicago developing information infrastructure for organizations providing social services and healthcare in urban neighborhoods before deciding to get his doctorate.

"I returned to graduate school to explore the relationship between technology and human needs," he explains. "We now have access to more information than at any previous point in history, but our information-rich environment spawns its own set of problems. Despite unprecedented access to information, we continue to be frustrated by our inability to access the information we need in a form that we can use at the times we need it most."

Unruh's dissertation, under the guidance of advisor Wanda Pratt, studies how breast cancer patients interact with information to navigate the healthcare system, understand their health situation and receive treatment. "Patients and their families face new challenges due to fundamental changes in the healthcare system: an increasing shift to outpatient procedures, fragmentation of treatment services and limited contact time with physicians," Unruh says. "Patients must find time to learn about their illness even as they face a cascading series of decisions and treatment procedures."

His pilot study revealed that breast cancer patients spend valuable time and energy locating, accessing, and using information in an environment designed primarily for clinicians, not patients. "Although largely ignored, patients' work is essential to successful treatment outcomes," Unruh says. "Dr. Pratt and I have already published several cases in which informed patients detected or



Kent Unruh

prevented medical errors in a distributed system of outpatient cancer care.”

Participants in his pilot study showed how the abstract notions in Information Science--such as information access, information overload and information use--play out in real life. “Their attempts to locate and use information provide insight into the extent and timing of their needs,” he says. “Such data is essential as medicine moves toward a partnership model that includes the patient as a member of the treatment team. Clinicians, medical researchers and informaticists must work together to understand the range of needs people experience when receiving health care.”

## Informatics Graduate Launches a Mission of Hope to Thailand

Most Americans touched by the devastating tsunami that struck Indian Ocean coastal communities last Dec. 26 sent money and well-wishes. Ben Brigham went much further.



Brigham, a 2004 University of Washington graduate with bachelor's degrees in Informatics and Wildlife Science, made a personal pilgrimage to Thailand in February 2005 as part of the Pacific Asia Travel Association's delegation on the [Flight of Friendship: a Journey to Save Jobs](#). He returned there in April, and now he's trying to bring other American college students along.

Since the beginning of April, Brigham and other graduate students in the University of Washington School of Marine Affairs (SMA) and School of Business have been sending goodwill ambassadors on a “Mission of Hope” to tsunami-stricken communities in southern Thailand. The goal of the project is to inject \$1 million into the Thai economy, providing a boost to tsunami victims and their families who rely on tourism for survival.



[SpringBreakRelief.org](#), which Brigham conceived and organized, is sending students from every state on an eight-day experience in Thailand, with groups leaving weekly through September 2005. Each student will tour three communities and interact with survivors who rely on tourism. Brigham's team schedules daily itineraries and arranges discounted airfares and hotel rates to bring the tours within a college student's price range. They also launched a web site, marketed the program to businesses and college campuses, and developed materials to help students obtain funding and academic credit for their trips.



“This is a tremendous opportunity for students from many disciplines to study the effects of a natural disaster while expressing solidarity with the victims, providing a much needed economic boost, and most importantly, personally delivering a message of hope,” Brigham says.

Brigham, 30, a master's candidate in Marine Affairs, studying the effects of the tsunami on tourism, originally conceived the project as a humanitarian effort. He later realized that it was also a chance to conduct research that will advance the body of knowledge about disaster recovery in tourism destinations, which could help speed economic recovery in future catastrophic events.



He hopes that other Informatics students find ways to get involved. He has identified several issues that students could research for their capstone projects next year, especially ways to help organizations communicate with each other during a crisis. “We didn't know how many people were missing after the tsunami struck because there were information problems – there were so many groups trying to help, and making lists of the missing, but they weren't sharing information so missing people were listed multiple times. Plus we didn't really know who was in the area; people were listed as missing who weren't anywhere near the beaches.” Brigham explains, “Studying how to organize that kind of effort, and the many political and technical challenges involved, would be a great use of informatics skills. I hope some of the current students get interested.”

Brigham credits his Informatics background for getting the program off the ground. “My capstone project, ‘Information Seeking Behavior in Recreational Planning,’ looked at how recreational travelers use the Internet in planning recreational travel,” Brigham explains. “I see the application of technology to recreational travel as an essential component in marketing ecotourism or any other type of tourism. Understanding good search strategies enabled me to find and contact stakeholders in the tsunami region, which is how I was invited to join the Flight of Friendship.”

That 61-member February tour, organized by Azumano Travel of Portland, inspired Brigham to start his program. “While the physical signs of the catastrophe were gone, a walk through the vacant

streets, lined with restaurants and shops holding more staff than customers, showed clear evidence of the economic tsunami currently pounding popular tourist destinations around the Indian Ocean," he explains. "These communities survive on the success of their high season, November to April. Most years hotels, restaurants and shops are bustling with business, but in the wake of the tsunami, fears of devastation and disease are driving vacancy rates higher than 90 percent. Families and businesses are wondering how they will survive the low season until next year, when they anticipate a relative return to normalcy. Many of them fear that next year will be too late."

While in Thailand, Brigham traveled to Bangkok, Phuket, Krabi and hard-hit Khao Lak, talking with government officials, kids selling souvenirs and candy, tailors and their salesmen, gift shop owners, restaurant workers, bartenders, hotel owners, managers and staff, taxi drivers, even a guy offering pictures with a monkey. "The message from all of these people was clear and unanimous," he says. "We don't want handouts or charity, we want to work. Please come back to Thailand."

While the tsunami struck many resort communities, Brigham says most suffered only minor damage, and those communities are ready for tourists to return. Marine biologists have found water quality is actually better than before the tsunami, due to the influx of deep-water nutrients and flushing effect on near-shore waters. Even in high-damage areas like the Patong section of Phuket, where workers are rebuilding shops and infrastructure, the beach itself is in pristine condition, and all of the hotels and shops off the beachfront street are open and show no signs of damage.

Brigham hopes [SpringBreakRelief.org](http://SpringBreakRelief.org) will help stabilize these tourist communities and attract more tourists after participants return home and spread the word of recovery and travel bargains. According to the Research and Statistics Division of the Tourism Authority of Thailand, an American tourist contributes \$96 per day in local tourism revenue. Thus, if the UW-based project meets its goal of sending 1,000 students to Thailand, the program could generate nearly \$1 million in tourism revenue.

"Whether or not we meet that goal, the program has already succeeded in two ways," Brigham says. "First, we've successfully spread the word that Thailand's beach destinations are ready to welcome tourists back, and second, we've delivered a message of hope on behalf of college students across America to three communities that are struggling to put their lives back together."



## Message from the Dean:

Dear iSchool Community,

As some of you may have heard, effective some time in the next academic year, I will step down as Dean of the Information School, but continue as a member of the faculty.

I love the Information School and the University of Washington, and I am extremely proud of all that we've accomplished. However, I am taking my November heart attack very seriously--it's my body's way of telling me that it's probably time to slow down a bit.

Serving as Dean is the highlight of my professional life and academic career. It has been an honor to serve as Dean and to have such strong support from faculty, staff, students, alumni, members of our Boards, and friends of the School. I plan to be at the UW for a long time (and on the planet for even longer)!

The Information School is in great shape--with a clear sense of mission and direction, with outstanding faculty, staff, students, and supporters, and with a wonderful, collaborative and collegial atmosphere. I will step down fully confident that the Information School will continue to flourish, reaching new levels of high quality and high impact. Our future is bright.

It's been a great ride (7 years so far), and I look forward to continuing to work with you to serve the Information School, the University of Washington, and the information field in order to make the world a better place.

Sincerely,

Mike Eisenberg

## Faculty Updates:

Lecturer [Lorraine Bruce](#) and Senior Computer Specialist [Scott Schramke](#) are currently working on a funded contract from the [Oregon State Library](#) and the [Oregon Education Media Association](#) (OEMA), to redesigning the web site for the Oregon School Library Information System. The aim of the project is to redesign the webpage to provide low-cost access to high quality information resources and information literacy curriculum for students, teachers, librarians, and other educators.

Dean [Mike Eisenberg](#), Assistant Professor [Matt Saxton](#), and Research Faculty member [Bryce Nelson](#) have received a grant from the Institute of Museum and Library Services to work with librarians, teachers, and administrators from public schools in Washington to study the information, technology and library needs of small schools and then create, implement, document, evaluate and disseminate models of exemplary library and information programs in comprehensive high schools that are being reorganized to function as multiplexes of smaller schools.

Associate Professor (and MLIS program chair) [Karen Fisher](#) and her research team are the winners of the ALA's 2005 Jesse H. Shera Award for Distinguished Published Research for their 2004 paper "Information grounds and the use of need-based services by immigrants in Queens, NY." Prof. Fisher also recently published the book *How Libraries and Librarians Help: A Guide to Identifying User-Centered Outcomes* with Dr. Joan Durrance. The book shows libraries how to "tell their story."

[Louis Fox](#), Research Associate Professor and UW Vice Provost for Educational Partnerships and Learning Technologies, participated as a member of the United States delegation at the Asia Pacific Economic Cooperation (APEC) Health Task Force meeting in Seoul, South Korea, representing the UW/APEC Emerging Infections Network (EINet). He has also joined the Board of Directors of the Center for Interactive Learning and Collaboration (headquartered in Indianapolis, IN), a national resource center for schools, museums, and libraries.

[Ron Johnson](#), Associate Professor and UW Vice President of Computing and Communications, is co-principal investigator on an just-announced National Science Foundation International Research Networking Connections award worth just under \$5 million over 5 years, to be led by John Silvester of USC. The "TransLight-Pacific Wave" project will focus on research networking around the Pacific Rim and includes collaborators in several developed Pacific Rim nations.

Research Associate Professor [William Jones](#), Jiranida "Ammy" Phuwannurak, Rajdeep Gill, and Associate Dean [Harry Bruce](#) presented a paper at [CHI \(Computer Human Interaction\) 2005](#) in Portland, Oregon, entitled "Don't take my folders away! Organizing personal information to get things done."

Associate Professor [Cheryl Metoyer](#) presented her paper "The Power of Language: The Legacy of the Mashantucket Pequot Museum and Research Center" at the Recent Investigations of Aesthetics, Symbolism, and Functions in the Native American Art of the Early Eastern Woodlands Symposium at the Art Institute of Chicago in January 2005.

Assistant Professor [Adam Moore](#) has edited a new anthology, *Information Ethics: Privacy, Property, and Power* and his first book, *Intellectual Property and Information Control: Philosophic Foundations and Contemporary Issues* has been published in paperback with a new introduction entitled "Intellectual Property, Privilege, and Natural Rights."

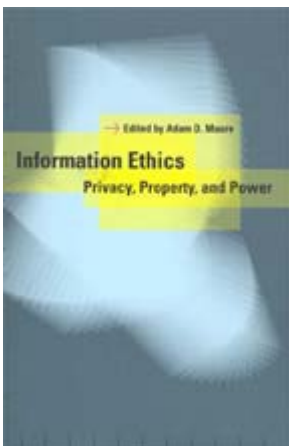
## Alumni Updates:

[Lee Alkire \('66\)](#) retired last year from Eastern Washington University (EWU) after 37 years. His last Job at EWU was as Reference and Instruction Librarian. He continues to edit the Periodical Title Abbreviations reference volume, now in its 15<sup>th</sup> edition, with his wife and associate editor [Cheryl Westerman-Alkire \('81\)](#).

[Esther Franklin \('65\)](#) has published "The Others at Monticello: Volume II." The book has won a 2005 Writers Notes Magazine award for Notable Legacy/History Non-Fiction.

[Dione \(Albers\) Meinhardt \('73\)](#) has been the school library media specialist at Brock Bridge Elementary in Laurel, Maryland for 13 years. After graduating from the Library School, she married John Meinhardt, an officer in the U.S. Navy, and has traveled with him and their four children all over world.

[Tomi Whalen \('05\)](#) is working as a librarian at Oak Harbor Library on Whidbey Island and will specialize in Children's Services.



## Two New Kinds of Alumni

**Joe Tennis ('05)** is the first graduate of the Information School's Ph.D. in Information Science Program. Joe defended his dissertation, "*Conceptions of Subject Analysis: A Metatheoretical Investigation*" under Allyson Carlyle in April and began working in January at the University of British Columbia's School of Library, Archival and Information Studies, in Vancouver, BC, Canada.

**Bill Ptacek**, Director of the King County Library System, was honored at the Information School Dean's Club Dinner as our first Honorary Alumnus. Bill has been the director of KCLS since 1989. Both he and KCLS have had a close relationship with the School for many years, and helped the school and Dean Eisenberg reach out to the library community for support of the Beverly Cleary Professorship in Children and Youth Services.

Bill was awarded the distinction of Honorary Alumnus for his outstanding adherence to and demonstration of the values and mission of the Information School, and for his diligent work on behalf of our School and the field of library and information science.

## Alumni Receptions

Each year, the Information School hosts alumni receptions at several conferences.

The **iSchool Alumni and Friends Reception** at this summer's [ALA conference in Chicago](#) will be held on Sunday, June 26<sup>th</sup>, 2005, at the Chicago Firehouse located at 1401 S. Michigan Avenue (between 14<sup>th</sup> and Michigan). You'll also find the reception details in the ALA conference schedule. We hope to see you there!

In April, the School hosted alumni receptions at the 2005 Washington Library Association meeting in Spokane and the 2005 Oregon Library Association meeting in Portland.

*Would you like to update your fellow alumni and the rest of the iSchool community on your life and career since graduating from the University of Washington? Send your alumni updates to [newsletter@ischool.washington.edu](mailto:newsletter@ischool.washington.edu)*

Tell us what you think of this site! **Send us an e-mail.**

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Contact iSchool Development and Alumni Relations: 206-543-6833 [More >>](#)

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