Student Paper Competition: Winners

March 24, 2010

Ms. Carol Jacobson, Moderator

Information for the Defense Community **DTIC**

Student Paper Competition: Winners

Shannon Lantzy

"Information Needs and Behaviors – NASA Science Program Executives"

 University of Maryland

Jeremy Hutchins and Ariane Ben Eli

"Intelligence After Intellipedia: Improving the Push Pull Balance With a Social Networking Utility"

Pratt Institute

Hanna Bachrach

"Being There is Only the Beginning: Toward More Effective Web 2.0 Use in Academic Libraries"

Pratt Institute

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Information Needs and Behaviors – NASA Science Program Executives

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Shannon Lantzy

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Information Needs and Behaviors – NASA Science Program Executives

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Science Mission Directorate – NASA HQ

- Flight Projects & Programs
- Management Structure: Triad
  - Program Executive
  - Program Scientist
  - Budget Analyst

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My Research

- Independent Study

- Information needs of SMD Program Executives (PEs)

- Survey

Information Needs and Behaviors – NASA Science Program Executives

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Program Executive Role

- Program–HQ liaison,

- Advocate,

- Policy guide,

- Risk manager

Some disagreement exists.

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Program Executive Demographics

- >70% Masters degree or higher
- >90% Engineering/Physical science majors
- 40+ years old
- 50/50 Male/Female

Information Needs and Behaviors – NASA Science Program Executives

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Theoretical Framework

- Literature:

  - Engineers use people, technical reports

  - Business execs scan

  - Familiarity with source is key

Information Needs and Behaviors – NASA Science Program Executives

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Research Questions

- What are the demographics of NASA SMD Program Executives?

- What work tasks do PEs perform?

- What information sources do PEs find most important?

- How do PEs seek information?

- What is the relationship between PEs and their organizational library?

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Pre-survey

- Personal knowledge of information environment

- Librarian interviews

- PE pre-interview

- Attended PE Forum meetings

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Survey Design

- Online
- Census – 38 PEs
- Distributed with senior management endorsement

Information Needs and Behaviors – NASA Science Program Executives

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Survey Questions

- Demographics
- Importance ratings
  - E.g. librarian, colleague, journal
- Reliability ratings
- Likelihood of behaviors
  - "When you need info, how likely are you to…"
- Library use

Information Needs and Behaviors – NASA Science Program Executives

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Survey Results

- 58% response rate

- Diverse work tasks

- High people use

- Low library use

- Behavior is consistent with literature on business executives

- Example: Congressional Budget Activity

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Take-away

- Note: Generalizability
- Library services valued, but unknown
- Need for an advocate
- Need for proactive training

Information Needs and Behaviors – NASA Science Program Executives

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Next Steps

- Present findings to SMD

- Re-survey after changes are made

- Analysis of program information archive practices

- Survey wider population with similar work tasks

- Interview PEs to determine "why"

I would like to thank my employer,

INFORMATION DYNAMICS

for supporting me in this research.

Questions?

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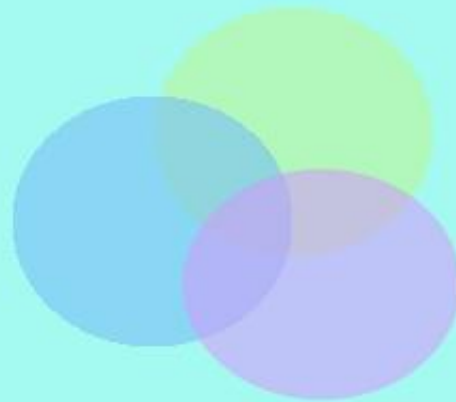# Intelligence After Intellipedia: Improving the Push Pull Balance With a Social Networking Utility

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Jeremy Hutchins and Ariane Ben Eli

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Hierarchies
Leadership
Goals
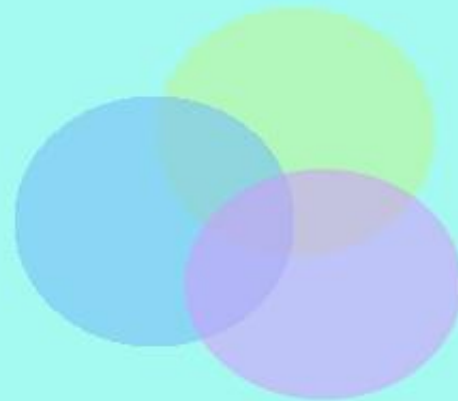
Aggregate
Integrate
Analyze
Disseminate

Benefits of Intellipedia:

Improved Accuracy Community Input and Collaboration

The difference between *Collaboration* and *Cooperation*

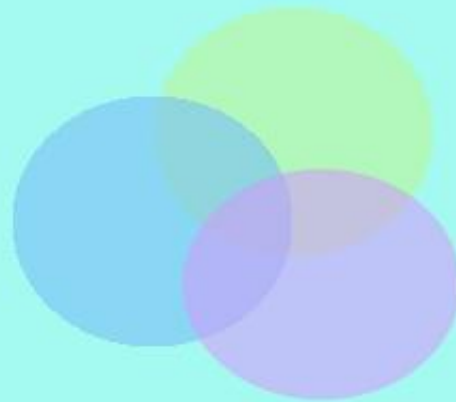# The Importance of Knowledge Management:
Make Decision Makers Smarter, Faster
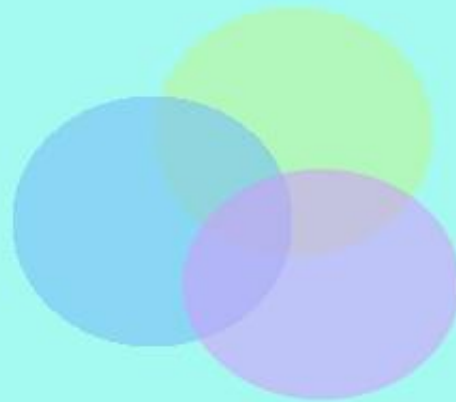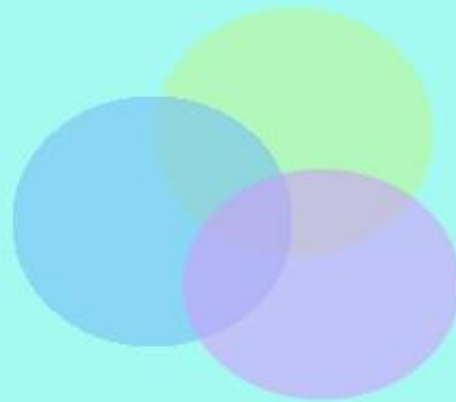
Pull Intelligence
vs.
Push Intelligence
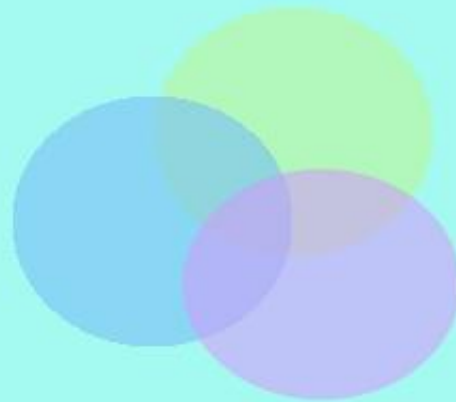
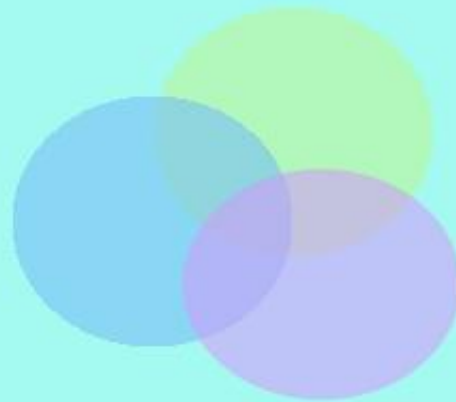# Keeping Data and Information from
Slipping Through
The Cracks

Shared Databases
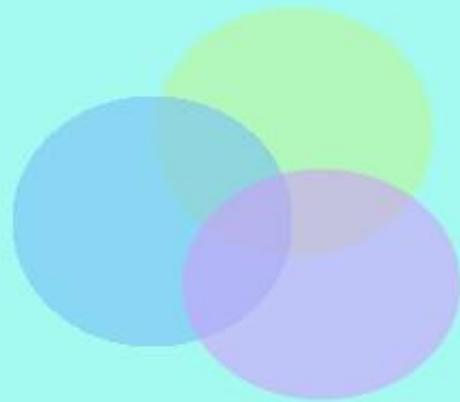# Visualization Software
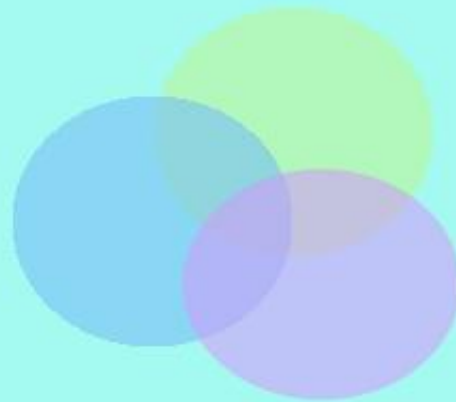# Geospatial Imaging

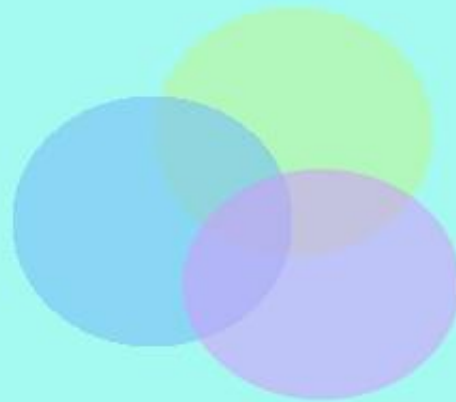# Revealing Hidden Connections

Creating Actionable Intelligence

Social Media

Going from a Need-to-Know Model
to a
Need-To-Share Model

Using Openly Available Information with improved algorithmic indexing

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