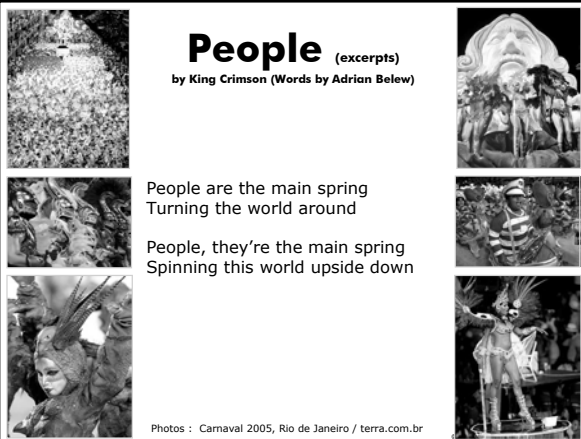**Information Architecture through the view of Social Communication:**

The Experience is the Message

Javier Velasco M.
March 7th, 2005
6th Information Architecture Summit. Montreal, Canada.

People (excerpts)
by King Crimson (Words by Adrian Belew)

People are the main spring
Turning the world around

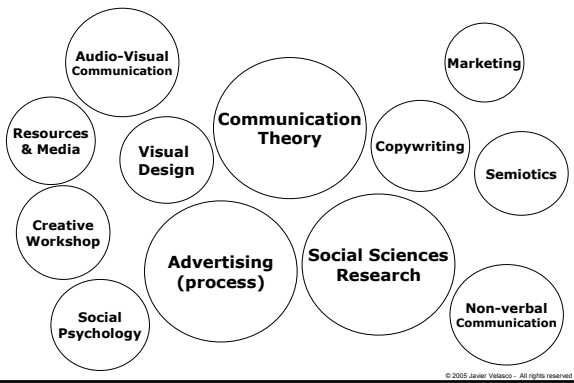People, they're the main spring
Spinning this world upside down

Photos : Carnaval 2005, Rio de Janeiro / terra.com.br

What is Social Communication?

Design of communication campaigns
Message
Media

Applications:
Advertising
Propaganda
Marketing
Education

Social Communication Curriculum

- Audio-Visual Communication
- Marketing
- Resources & Media
- Communication Theory
- Visual Design
- Copywriting
- Semiotics
- Creative Workshop
- Advertising (process)
- Social Sciences Research
- Non-verbal Communication
- Social Psychology

Internet, the new Medium

Communication Theory:
Information Theory

Sender – Message – Channel – Receiver – Effect – Feedback

Information Theory

Claude Shannon, 1948

Communication Theory:
Interactional View

Axiom 1: One Cannot Not Communicate

Paul Watzlawick & Palo Alto Group, 1960s

Information Architecture:
One Cannot Not Communicate

…in Classification

"War in Iraq"

Society > International Conflicts > Terrorism > War on Terror

Economics > Fuel > Oil

Information Architecture:
One Cannot Not Communicate

…in Interaction Design

Communication Theory:
Interactional View
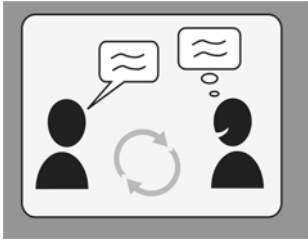
Axiom 3: Communication = Content + Relationship

Paul Watzlawick & Palo Alto Group, 1960s

Information Architecture:
Communication = Content + Relationship

"… Sound **content** helps both parties to get to know one another better, creating a mutually beneficial **connection**.

…user experience design of websites not as a matter of managing **content**, but as a matter of nurturing and maturing **relationships**."

Peter Merholz, January 2005

Communication Theory:
Biology of Knowledge

Communication = Behavior Coordination

Humberto Maturana & Francisco Varela, 1970s

Information Architecture:
Behavior Coordination

Corporate Websites

Communities
Social Software

"…**Content** is interesting only in the way it allows readers to **successfully perform some task**, while creators achieve an **organizational goal**."

Peter Merholz, January 2005

Processes

Test
Design
Strategy
Research

Processes : Stage 1/4

	Social Communication	Information Architecture
Research	**Analysis**	Analysis ?
	Audience	**Users**
	Stakeholders	Stakeholders
	Context	**Context**

Social Communication:
Analysis

Positioning Map

High Price

Ferrari

BMW

Mercury Cougar

Low Economy (Fast)   **High Economy** (slow)

Hyundai

Proton

Daewoo

Low Price

Social Communication:
Analysis

SWOT Analysis

Strengths - own
Weaknesses – own

Opportunities - others
Threats - others

Processes : Stage 2/4

Strategy

	Social Communication	Information Architecture
		Scope Content Functionalities
	Media Strategy	
	Creative Strategy Communication Strategy	Explicit Strategy ?
	Target Audience	Personas
	Goals	**Goals**

Social Communication:
Strategy

- *Central Communication Concept*
  - **What to Say**
    - With MC you can buy anything

- *Central Creative Concept*
  - **How to Say it**
    - There are some (PRICELESS) things that money can't buy, for everything else, there's MC.
      - Tone: Emotional / Humorous

Information Architecture:
Strategy

Building a Vision of Design Success
"It captures the **essence** of what you hope to **accomplish**."

"**Reminders** of a shared vision are invaluable"

"…if we incorporate vision into our work, our work is more **targeted**, more **effective** and more **meaningful**."

"… the vision must be **clear**, **meaningful** and **shared**."

Christina Wodtke, December 2003

Processes : Stage 3/4

	Social Communication	Information Architecture
Design	**Visual Design**	**Visual Design**
		Interaction Design
	Layout Design	Information Design
		Navigation Design
	Creative Writing	**Labeling**
		Organization Systems

Processes : Stage 4/4

	Social Communication	Information Architecture
Test	**Samplers**	**Usability Testing**
	Focus Groups	

Galvanizing quote

Home page as Communication
  "A home page is a
    communication device.
    This implies that home pages
    should/could/might be
    usefully analyzed from within
    communication theory…"

Denis Hlynka. April 1996

mantruc.com

CWR.Cl
centerforwebresearch

**Information Architecture through
the view of Social Communication:**

The Experience is the Message

Thanks!

Bring your questions on…

Special Thanks:

Peter Merholz
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Javier Velasco M.
javier@mantruc.com