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

Internet, the new Medium

Communication Theory:
Information Theory

Sender – Message – Channel – Receiver – Effect – Feedback

Information Theory

Claude Shannon, 1948
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
Axiom 3: Communication = Content + Relationship
Paul Watzlawick & Palo Alto Group, 1960s

“... 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 = Behavior Coordination
Humberto Maturana & Francisco Varela, 1970s
“...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: Stage 1/4

Research

Social Communication: Analysis

Positioning Map

SWOT Analysis

Strengths - own
Weaknesses - own
Opportunities - others
Threats - others
Processes: Stage 2/4

Social Communication

<table>
<thead>
<tr>
<th>Strategy</th>
<th>Information Architecture</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scope</td>
<td>Functionality</td>
</tr>
<tr>
<td>Creative Strategy</td>
<td>Bid Strategy</td>
</tr>
<tr>
<td>Target Audience</td>
<td>Persons</td>
</tr>
<tr>
<td>Goals</td>
<td>Goals</td>
</tr>
</tbody>
</table>

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

Social Communication: Strategy

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
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
Information Architecture through the view of Social Communication:

The Experience is the Message

Thanks!
Bring your questions on...

Special Thanks:
Peter Merholz
Dennis Schichler
Christina Wodtke

Javier Velasco M.
javier@mantruc.com