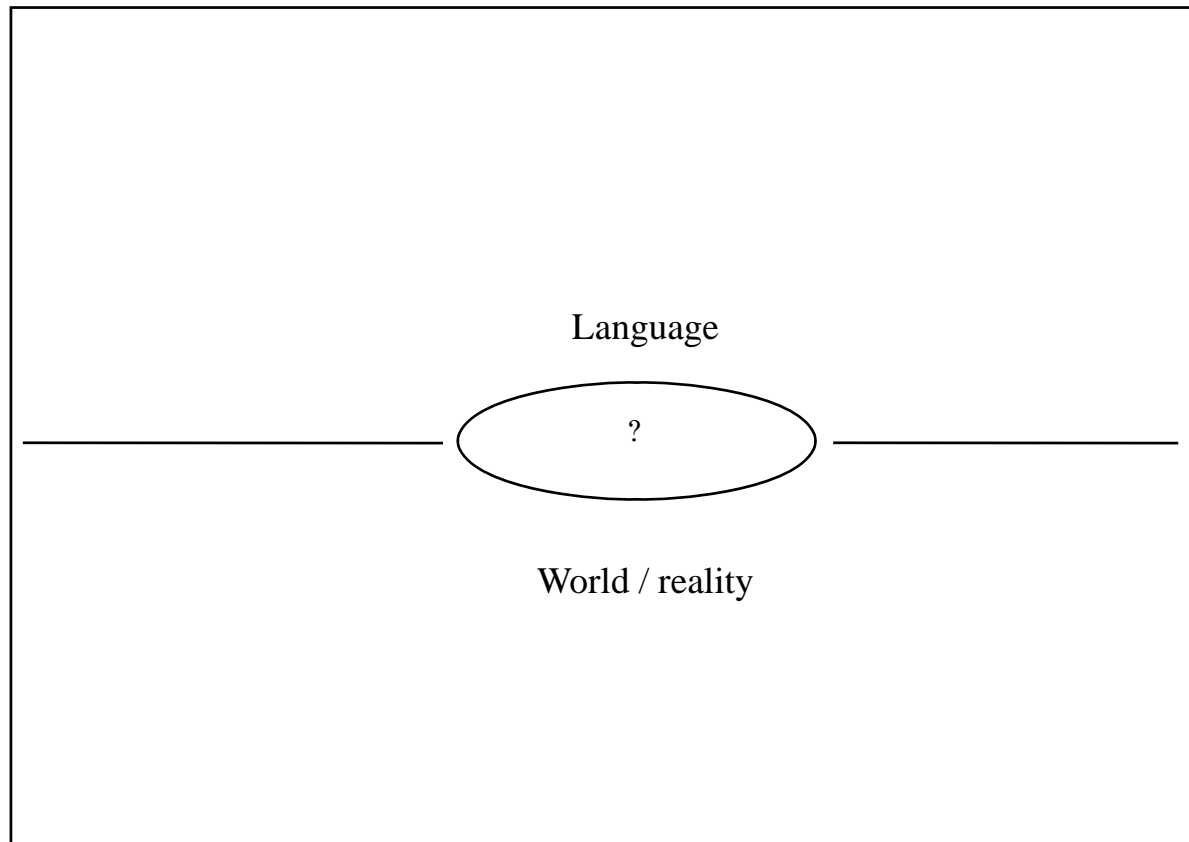


Informationskompetence – Nogle overvejelser

-

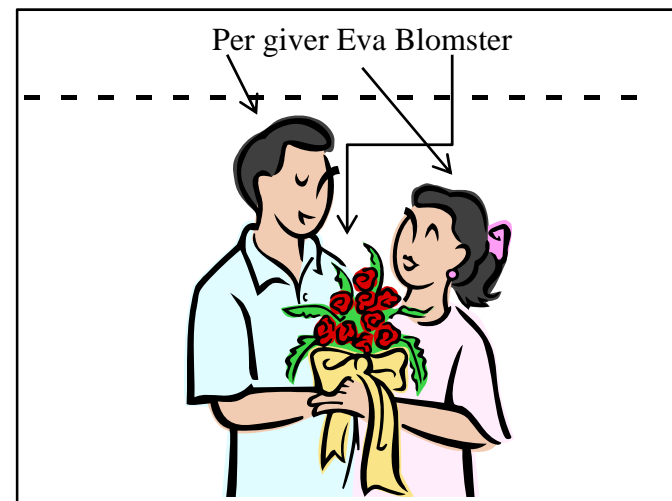
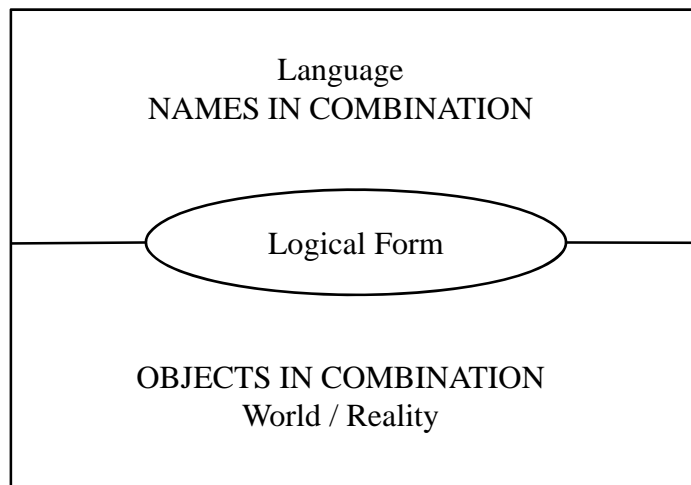
Per F. V. Hasle

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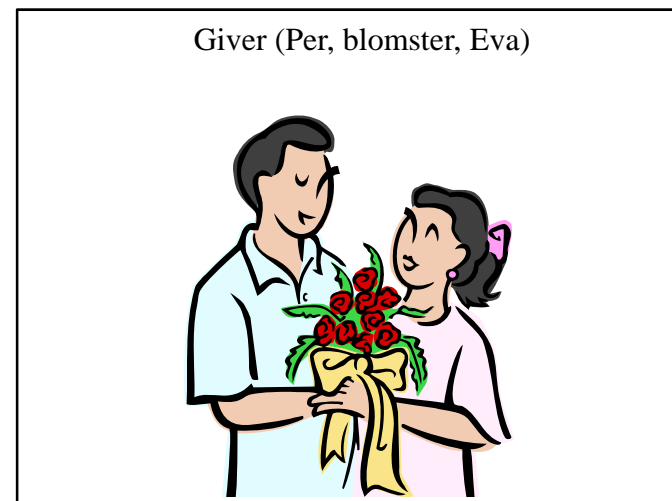
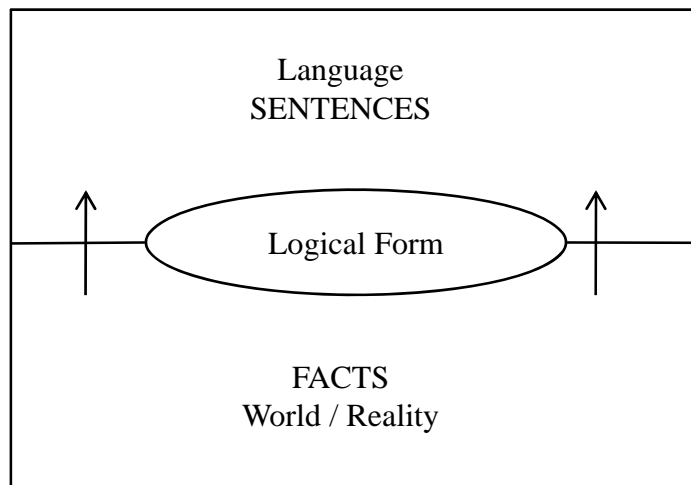


Structural
Similarity

Wittgenstein's World afbildningsteorien opsummeret

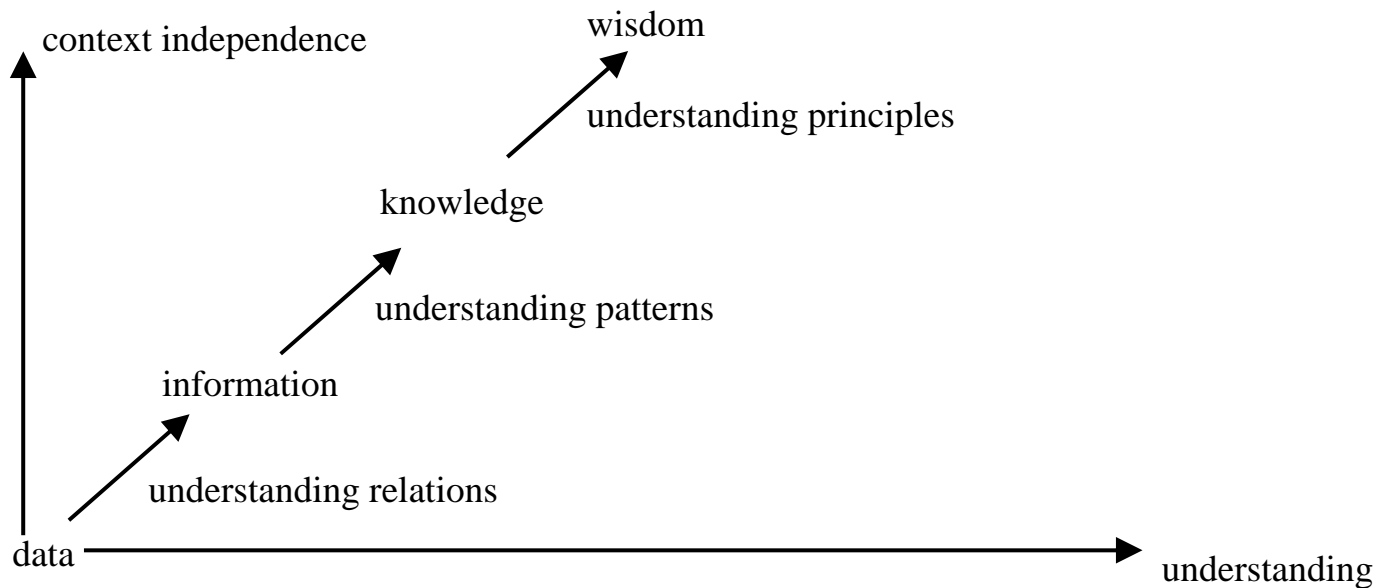


Wittgenstein's World afbildningsteorien opsummeret



A Modern-Day IT-analogue:

- Bellinger, Gene: 2004, 'Knowledge Management—Emerging Perspectives'. www.systems-thinking.org/kmgmt/kmgmt.htm



DATA:

- We begin with data, which is just a meaningless point in space and time, without reference to either space or time. It is like an event out of context, a letter out of context, a word out of context.
- **isak**
- **benjamin**
- **bottle**
- **table**

INFORMATION:

- ...my understanding of the collection of data is dependent on the associations I am able to discern within the collection. And, the associations I am able to discern are dependent on all the associations I have ever been able to realize in the past. Information is quite simply an understanding of the relationships between pieces of data, or between pieces of data and other information
- **father(isak,benjamin).**
- **stands_on(bottle,table).**

KNOWLEDGE/PATTERN:

- Beyond relation there is pattern..., where pattern is more than simply a relation of relations. Pattern embodies both a consistency and completeness of relations which, to an extent, creates its own context
- When a pattern relation exists amidst the data and information, the pattern has the *potential* to represent knowledge. It only becomes knowledge, however, when one is able to realize and understand the patterns and their implications.
- **parents(X,M,F):- father(F,X), mother(M,X).**
- **sibling(X,Y):- parents(X,M,F), parents(Y,M,F), diff(X,Y).**

Fathers of Rhetoric

- Aristotle (384-322 B.C.)
- Cicero (106-43 B.C.)
- Quintilian (ca. 35-100 A.D.)

Basic Concepts of Rhetoric

- (Eloquentia & Persuasio)
- **Persuasio**
- **Quaestio**
- **Logos**
To inform. To present the relevant facts (doxa)
- **Ethos**
Being credible. Creating plausibility.
- **Pathos**
Influencing will and emotions.

Quaestio

“an issue in doubt”

The question in its more general sense is taken to mean everything on which two or more plausible opinions may be advanced (Q, 3,11,1)

To a rhetorician, all issues present themselves under the aspect of a *quaestio* or *causa ambigiendi*, that is a sort of “issue in doubt”... In rhetoric, a case constitutes a question with as many angles and sides as there are competent or imaginative orators to represent them [KHN p. 61-62]

Quaestio

A problem-oriented process

- Every matter has such ambiguous nature as can be the subject of questioning and dispute... (De O. ...)

Starting point: uncertainty

Quaestio → Intention → "Co-construction"

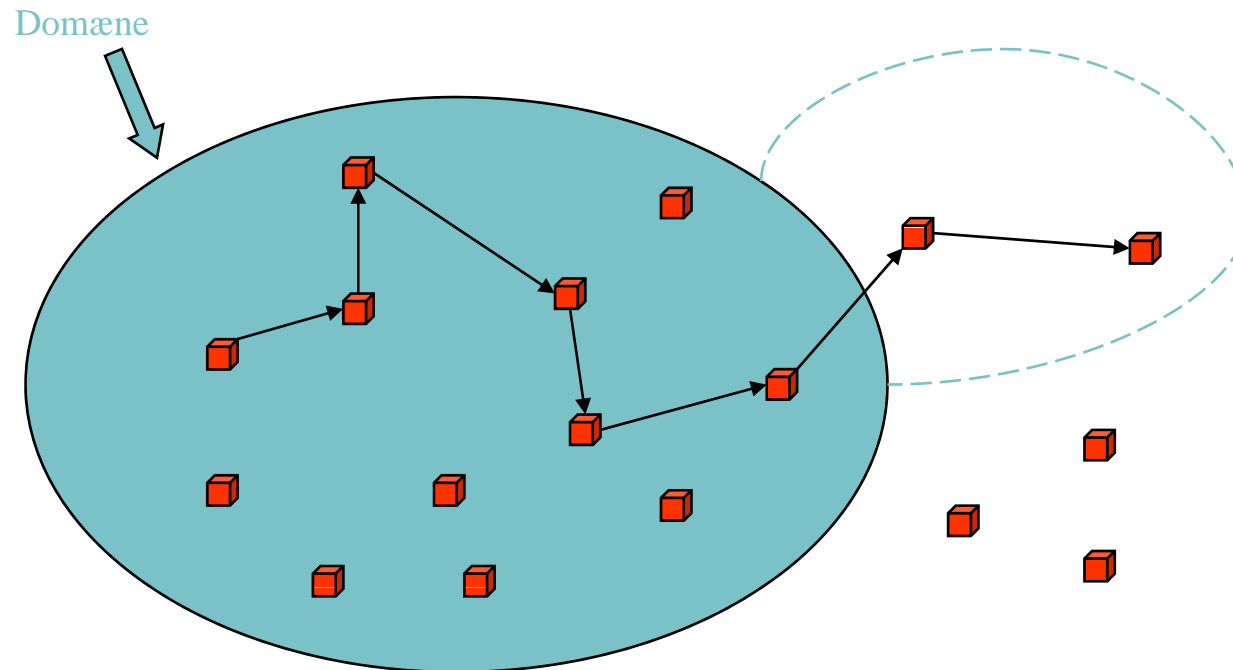
Quaestio → Selection

Problem statement ↔ Problem solution

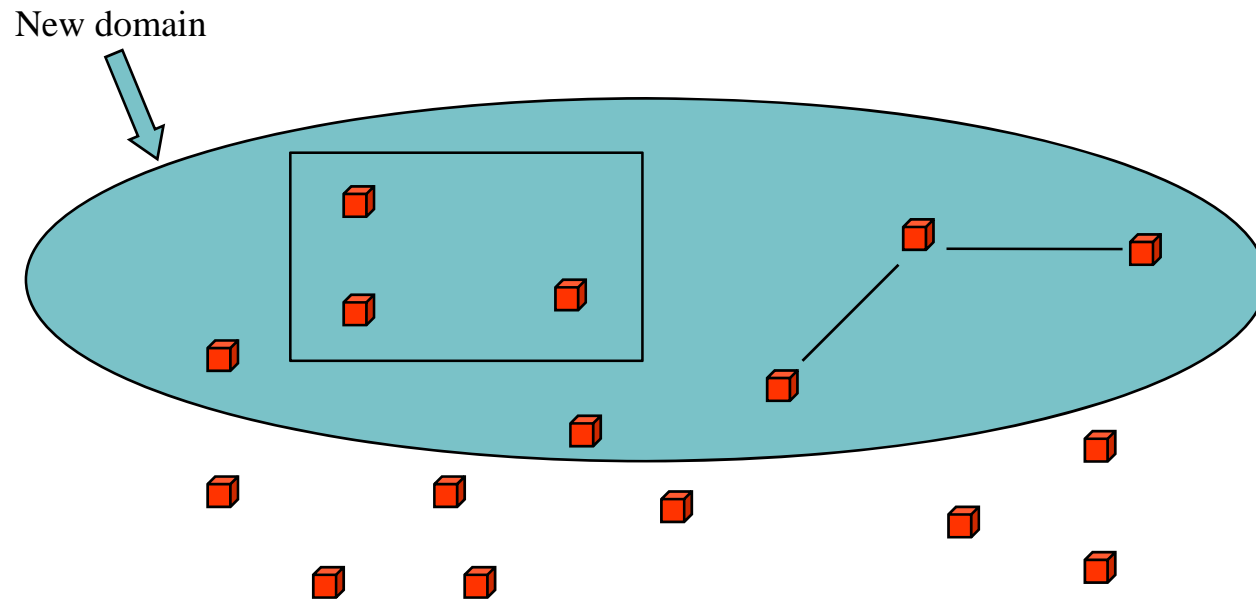
Domain

Dealing with the domain (*Res*, matter-at-hand)

Inventio + dispositio: logos requires selection and pattern-building – the quaestio is also a choice between a set of "narratives", its end result a (sort of) **mythos**



Domain



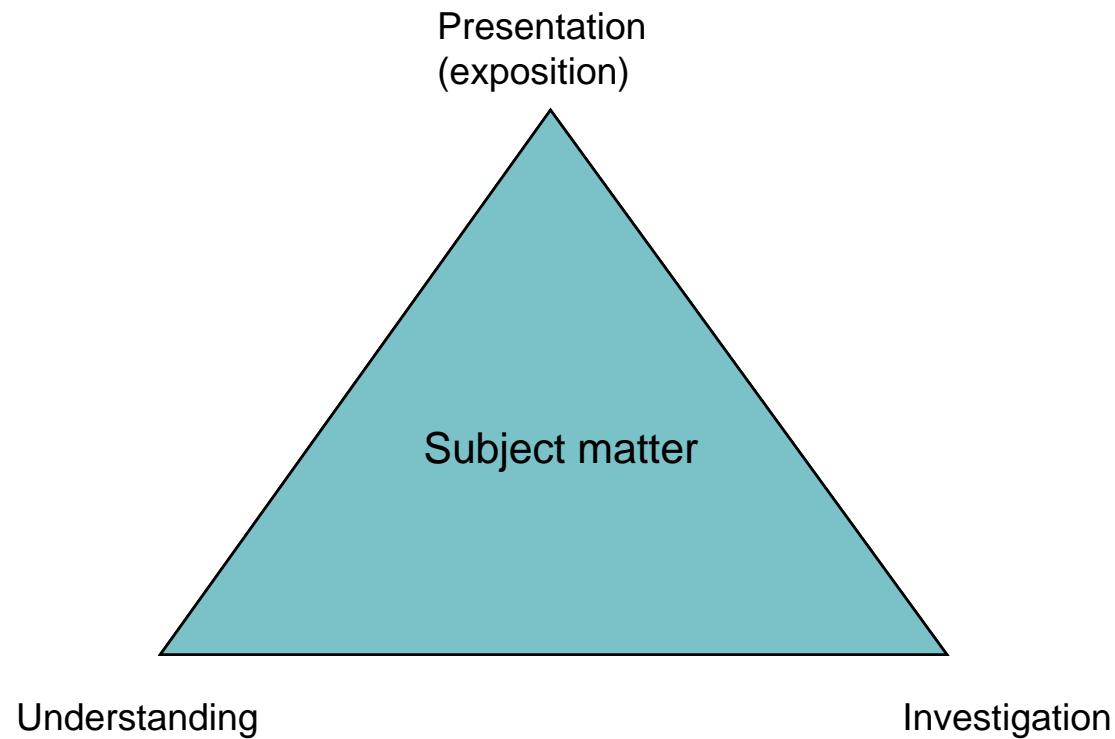
Tractatus vs. Rhetoric

- | | | |
|--------------------------|----|----------------------|
| ▪ Atomic Facts | -- | Doxa (cf. inventio) |
| ▪ Objects-in-combination | -- | documentation |
| ▪ Incontrovertible | -- | disputable |
| ▪ One-to-one picture | -- | presentation, mythos |
| ▪ "Spatial" | -- | temporal |

”Temperate relativism”

- AS to the material of oratory, some have said that it is speech [oratio], **an opinion which Gorgias in Plato is represented as holding. If this be understood in such a way that a discourse [sermo], composed on any subject, is to be termed** a speech [oratio], it is not the material, but the work, as the statue is the work of a statuary, for speeches, like statues, are produced by art. But if by this term we understand mere words, words are of no effect without matter [sine rerum substantia]. 2. Some have said that the material of oratory is persuasive arguments, which indeed are part of its business and are the produce of art, but require material for their composition. *Quintilian, IO, 2,21,1-2*
- ”Verba constrains Res but Res also constrains Verba”

RESEARCH IS POWER



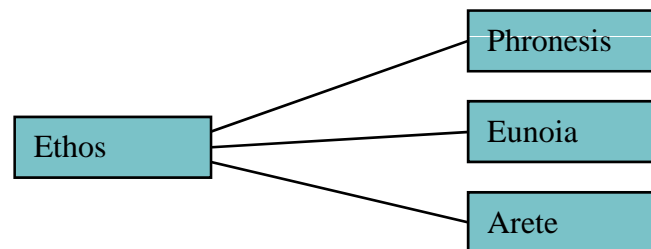
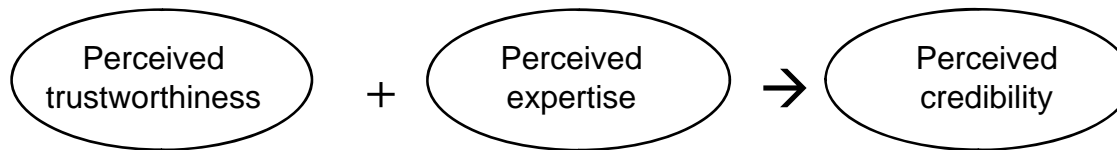
Corollary: Form and content inseparable

Persuasive Design -- The persuasive step

- Fogg's definition of Persuasion: "an attempt to change attitudes or behaviors or both (without using coercion or deception.)"
- Captology = Persuasive Design ("computers as persuasive technologies".)
- [Persuasive Design] "... focuses on the design, research, and analysis of interactive computing products created for the purpose of changing people's attitudes or behaviors."

Credibility

- 'Credibility' is at the heart of PD
- The systems developer must understand which elements contribute to credibility and be aware of the context in which this parameter is crucial.
- The two main elements of *perceived* credibility.



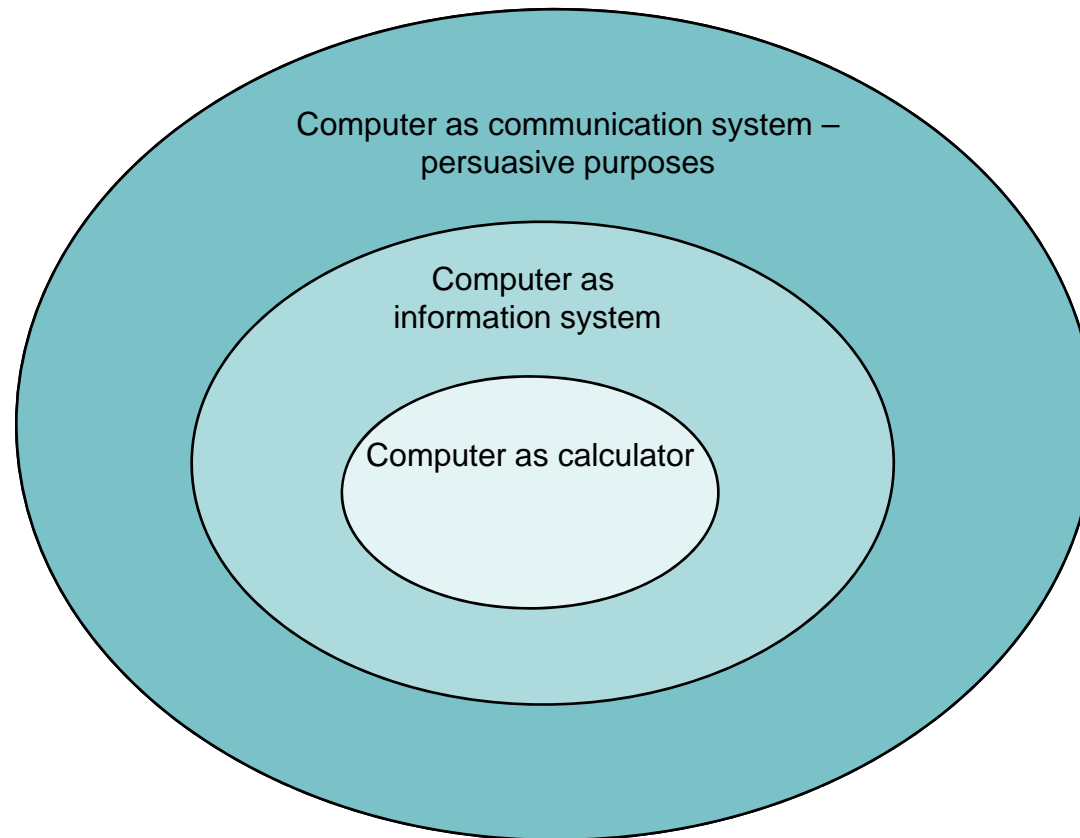
Cicero on credibility

- ...I never tried, by means of a speech, to arouse either indignation or compassion, either ill-will or hatred, in the minds of a tribunal, without being really stirred myself... by the very feelings to which I was seeking to prompt them... (181) ...the power of those reflections and commonplaces, handled in a speech, is great enough to dispense with all make-believe and trickery... (*De Oratore*: II, 191).
- ...when [my client] has departed, in my own person and with perfect impartiality I play three characters, myself, my opponent and the arbitrator (*De Oratore*: 2,120).

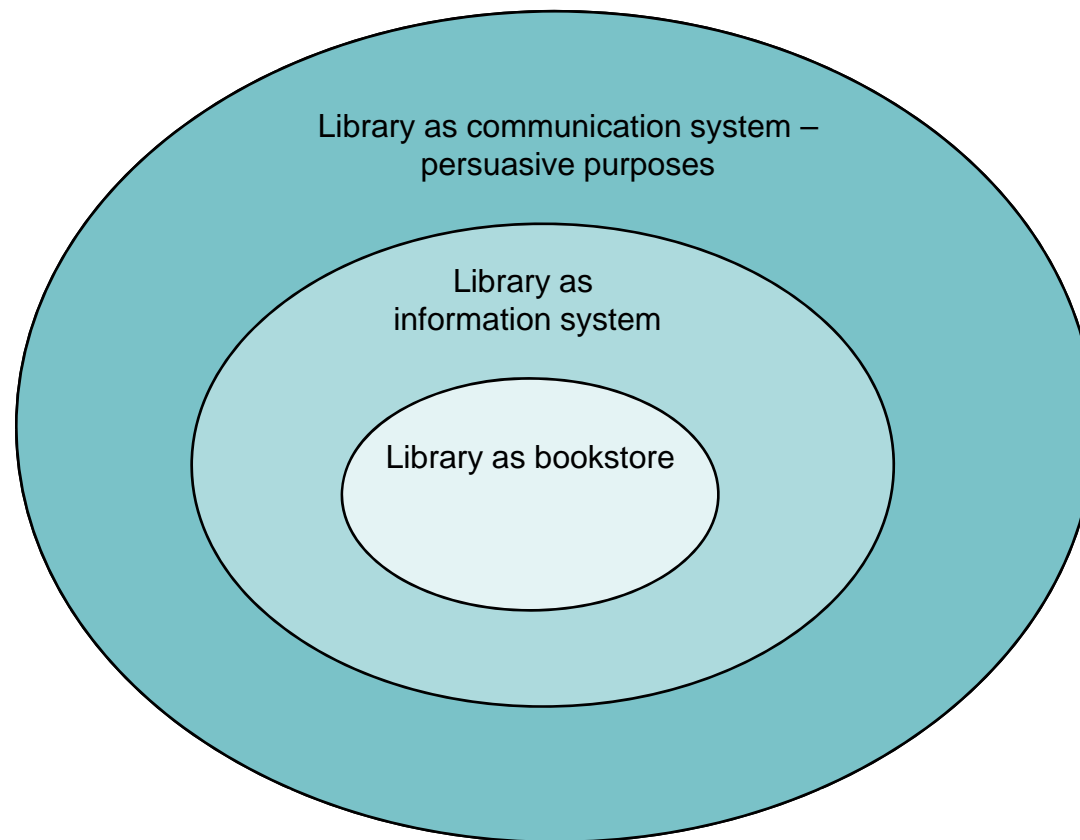
The Persuasive Expansion

- **Credibility + Persuasio**
- "In the minds of your users, an impression about your organization is inevitably created by their interaction with your site. You must choose whether that impression happens by accident or as a result of conscious choices you have made in designing your site" (Garrett 2003:42)
- "The choice of organization and labeling systems can have a big impact on how users of the site perceive the company, its departments, and its products." (Morville & Rosenfeld 2002:54-55)

The Persuasive Expansion



The Library Expansion?



Perspective

Information Architecture as rhetorical discipline:

- "The way we organize, label, and relate information influences the way people comprehend that information" (Morville & Rosenfeld 2002:50)
- "Success in this field [Information Architecture] seems more closely related to how one thinks rather than what one thinks" (Reiss 2000:5)
- "The practise of information architecture will never be reduced to numbers; there's too much ambiguity and complexity. Information architects must rely on experience, intuition, and creativity" (Morville & Rosenfeld 2002:5)

A Word from Cognitive Science

- Experts in some domain probably know more relations between the objects in the domain. They can see connections where novices notice none because their theories lead them to look for certain similarities, regularities, and cause-effect relations. For example, biologists notice crucial similarities between shrimps, moths, grasshoppers, spiders, and crabs, putting them together in one class (the arthropods). We assume that naive observers would make more pragmatic distinctions, probably separating the flying, crawling, and water-living animals. The biologist's theories of evolution and physiological structures express themselves in the concepts of the arthropods and would come into play explicitly when categorizing unfamiliar objects. Murphy & Medin (1985), ps. 304.
- Data require interpretation, and the seeing of pattern and relationship is not inherent in the appearance of the data itself." [\[1\]](#)
- Gelwick 1977, p. 80

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