

recap

- from theory to methods
 - qualitative approach
 - want to get at the DETAILS
 - want to get at the DIVERSITY of settings and attitudes
 - understanding “the member’s point of view”
 - observation and interviewing
 - differences between L&L’s viewpoint and our own
- today:
 - how to focus data and begin analysis
 - the project -- applying the ideas

observation

- learning to look with an ethnographer’s eye
 - everything is potentially interesting
 - questions to keep in mind:
 - why was that done?
 - why was it done *just then and by so-and-so*?
 - what were the alternatives?
 - why were they not taken?
 - what set of expectations and needs do working arrangements reflect?
 - how did things come to be this way?
- the answers to the questions come later
 - right now, you need to collect the evidence

logging data

- fieldnotes
 - notes, mental and jotted
 - memories, thoughts, vignettes, incidents, quotes
 - the importance of the setting
 - most work practice evolves in situ
 - the environment is tailored to the work
 - field notes are a continual site of activity
 - you need to *write stuff down* -- you *will* forget
 - writing them up *quickly*
 - re-reading and re-working
 - early analytic thoughts...

interviewing

- what’s the role of the interview?
 - confirming hypotheses
 - generating hypotheses
 - getting a *point of view*
- interview guide
 - a way to pre-organise the information
 - keeping track
 - interviews generate huge amount of data
 - need to
 - log it
 - keep track of the conversation
 - *direct* the conversation

focussing data

- three steps
 - *gather*: observing, collecting field materials
 - *focus*: structuring material, guiding observation
 - *analyze*: developing conceptual analysis
- focussing
 - beginning to ask questions
 - *concurrently* with data gathering
 - getting a handle on the data you’re collecting
 - finding the holes

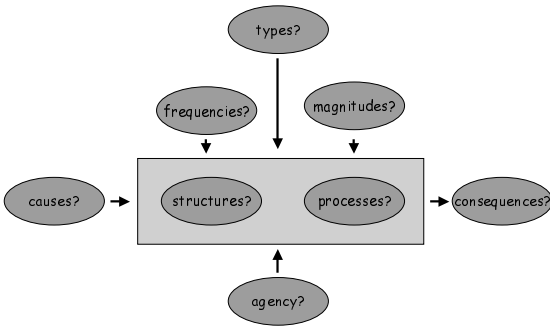
units, aspects, topics

- units
 - it's a question of scale
 - formal and informal
 - not just groups, but actions too (processes, practices)
 - e.g. Conversation Analysis; Marxist economics
 - aspects
 - apply independent of scale
 - meaning; structure; power; ...
- topics
 - topics combine aspects and units
 - organisational factors affecting application adoption

units, aspects and topics

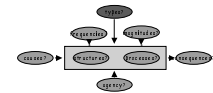
- Example
 - Penny Eckert's study of social categories in High School
 - units?
 - individuals, classes, clubs, schools, social backgrounds...
 - *Jocks and Burnouts*
 - aspects
 - markers of social identity
 - cohesion
 - process over time
 - topics
 - how do people choose and display social categories?
 - how do their affiliations extend beyond High School?

eight questions



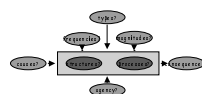
eight questions

- types
 - e.g. the total institution
 - the rule of mutual exclusiveness
 - the rule of exhaustiveness



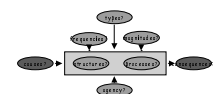
eight questions

- structures
 - related to types, but:
 - what are the internal features of the type?
 - what is the relationship between different types?
 - example: bureaucracies
- processes
 - we've already encountered these...
 - but now, more broadly (and less formal)
 - cycles, spirals, sequences



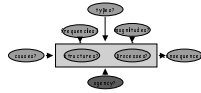
eight questions

- causes
 - not simple cause and effect
 - cumulative causes... think of the processes through which situations come about
 - *situational* versus *dispositional* causes
- consequences
 - functional approach
 - what functions are served?
 - what role does this play?
 - nonfunctional approach
 - what ends are served?
 - what are the products?



eight questions

- agency
 - the other questions illustrate the *passive* model
 - brute facts and the machinations of the social world
 - people are active entities!
 - coping, acting, scheming, evading, cajoling, maneuvering
 - the issue of agency:
 - whose action brings about the situation?
 - how does this action come about?
 - structure/agency dyad
 - it's a cycle!



project

- applying these ideas to a specific instance
 - three goals
 - develop some practical skills in uncovering and understanding organisational work
 - get some practice putting these ideas into practice
 - prepare for the more rigorous application of these ideas in ICS 135
 - “the journey is the reward”
 - want to see both the results and how you got there

the library problem

- anyone can put books on a shelf
 - the trick is to find them again
- libraries are more useful with more books...
 - but retrieval problems become larger headache
 - library of congress: 24 million titles
 - harvard library: 12 million titles
 - UC Berkeley libraries: 8 million titles
 - UCLA libraries: 6 million titles
 - UCI libraries: 2.5 million titles
 - UC libraries: > 25 million volumes

some solutions

- two key concepts
 - indexing
 - a system of consistently ordered pointers to geographical locations
 - Dewey decimal system
 - Library of Congress system
 - vertical filing
 - a way of arranging an index accessibly
- card catalog
 - constructing an index with
 - individual entries
 - allowing easy updating

many information problems

- lots of information to keep track of
 - author/title catalog
 - subject catalogs
 - shelf lists
 - loan records
 - orders
- generally kept independently
 - this worked fine... for 100 years or so

the situation today

- what *is* a library?
 - archive of publications and activities
 - active database of knowledge
 - place where knowledge seekers hang out
- library must be accessible
 - but budgets are flat or shrinking
 - more and more people to be served

information

- more material being created than ever before
 - 3 million books in print in the US
 - 250,000/year (~1% of Library of Congress!)
 - 165,000 serials issued internationally
 - 7000 in digital form (online, CDROM)
 - about 310000 publishers in main trade (ISBN)
- an inevitable collision
 - more and more information
 - more and more information seeking
 - information is more valuable everyday
 - physical and financial limits on collections

UC's problem

- 2nd largest collection (after Lib of Congress)
 - in the 1970s, building five miles of shelf space/year
 - governor and legislature intervene
 - no more library buildings until UC has a plan to manage growth
 - solution: rationalisation and consolidation
 - two large warehouses serving all campus archival needs
 - politics: how to get faculty buy-in?
 - guarantee access and delivery
 - computerised "Union Catalog"
 - "One University, One Library"

how it worked

- NRLF and SRLF as inventory warehouses
- elaborate protocols and procedures for loans
 - guaranteed 48 hour delivery to point of needs
- computerised, online, union, public-access catalog
 - holdings
 - locations
- where do you find online union catalog in 1975?
 - you don't
- MELVYL
 - integrate holdings catalog with delivery service

melvyl

```
Search request: F TW DYNAMICS OF COMPUTING
Search result: 11 records at all libraries
```

```
Type HELP for other display options.
```

```
CAT-> d 5
```

```
5. King, John Leslie.
```

```
The dynamics of computing / John Leslie King and Kenneth L. Kraemer. New York : Columbia University Press, 1985.
```

```
UCB EnvDesign JS100.E43 K561 1985
```

```
UCD Shields JS100.E43 K56 1985
```

```
UCI Main Lib JS100.E43 K56 1985
```

```
UCLA URL JS 100 E43 K56 1985
```

```
UCLA YRL JS100.E43 K56 1985 Stacks URLSTAX-STAX
```

```
UCR Rivera JS100.E43 K56 1985
```

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UCSB Main Lib JS100.E43 K56 1985
```

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UCSC McHenry JS100.E43K56 1985
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UCSD SSH JS100.E43 K56 1985
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life in computerland

- melvyl
 - big and clunky IBM mainframe legacy system
 - not tied to campus library needs
 - managing inventory (circulation control)
 - book ordering
 - local ILL management
- doesn't do the job... what do you do?
 - Berkeley: GLADIS
 - UCLA: Orion

life in computerland

- the poor have to wait
- private sector developments
 - many libraries need these sorts of facilities
 - mini-computer-based off-the-shelf packages
- Innovative Solutions develops InnoPAC
 - UCI buys in 1990, loads database
 - launches in 1991 as ANTPAC
 - only handles documents in the UCI libraries
 - more information
 - integrated with other library functions

ANTPAC

Welcome to ANTPAC U of CA - Irvine
ANTeaters Public Access Catalog
You may SEARCH for library materials by any of the following:

I > INFORMATION/HELP
A > AUTHOR
T > TITLE
B > AUTHOR/TITLE SEARCH
S > SUBJECT
W > KEYWORDS
C > CALL NO
E > STANDARD NO
P > Repeat PREVIOUS Search
R > RESERVE Lists
L > Inter-library LOAN requests
D > CONNECT to MELVYL(R) for Interlibrary Loan
V > VIEW your circulation record
F > DISCONNECT

Choose one (I,A,T,B,S,W,C,E,P,R,L,D,V,F)

ANTPAC

You searched for the TITLE: dynamics of computing U of CA - Irvine

AUTHOR King, John Leslie.
TITLE The dynamics of computing / John Leslie King and Kenneth L. Kraemer.
IMPRINT New York : Columbia University Press, 1985.
DESCRIPTION xii, 283 p. : ill. ; 24 cm.
SUBJ-LCSH Municipal government -- Data processing.
ADD AUTHOR Kraemer, Kenneth L.
NOTE(s) Includes index.
Bibliography: p. 265-277.
ISBN 0231054327 : \$35.00.

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XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX
x  LOCATION          CALL NO.          STATUS          x
x1 > MAIN             JS100.E43 K56 1985   NOT CHCKD OUT   x
x2 > MAIN             JS100.E43 K56 1985 c.2  NOT CHCKD OUT   x
XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX
R > Browse Nearby Entries          S > SHOW SIMILAR items
N > NEW Search                    G > Request Item
A > ANOTHER Search by TITLE
Z > Show Items Nearby on Shelf
Choose one (R,N,A,Z,S,G)
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the project

- you're going to do some fieldwork
 - focus on OnLine Public Access Catalogs: OPACs
- mission 1
 - become a user of these systems
- mission 2
 - interview three people about their experiences with these systems
- details
 - fuller information on the web site
 - project report is due **MONDAY MARCH 4**

parameters

- your interview subjects can be anyone
 - ... except other students in the class
 - you decide (and explain) the selection criteria
- keep field notes
 - keep notes on research and interviews
 - you'll use these to write your report
 - you'll also be required to hand them in
- don't underestimate the time this takes

next time

- monday's a holiday
 - so you'll have extra time to read L&L part II
- on wednesday:
 - organizational communication
 - decision-making