Beyond Flatland
KO cross-media
complessità

Luca Rosati - http://lucarosati.it
1. From information retrieval to human-information interaction
Information seeking is...
Gotan Project, Rayuela.

http://www.youtube.com/watch?v=Zf6J-Hg_YWo
2. Beyond Flatland
"O day and night, but this is wondrous strange"

FLATLAND

A ROMANCE
OF MANY DIMENSIONS

By A Square

SEELEY & Co.
ESSEX STREET, STRAND
Ice Half-a-crown

"As a stranger give it welcome"
To
The Inhabitants of SPACE IN GENERAL
This Work is Dedicated
By a Humble Native of Flatland
In the Hope that
Even as he was Initiated into the Mysteries
Of THREE Dimensions
Having been previously conversant
With ONLY TWO
So the Citizens of that Celestial Region
May aspire yet higher and higher
To the Secrets of FOUR FIVE OR EVEN SIX
Dimensions
Vertical axis Categorization

Shape

Color

Horizontal axis Correlation
Single artifact or channel: classical IA
Multiple artifacts or channels: Pervasive IA

Vertical or paradigmatic axis

Horizontal or syntagmatic axis

Channels axis
Service Blueprint for Seeing Tomorrow's Services Panel

find out more: http://upcoming.yahoo.com/event/1768041

Physical evidence:
- Blog posts
- Facebook
- Upcoming.com
- Event registration confirmation
- Welcome email
- Welcome signage
- Welcome pack
- Displays
- Twitter monitor
- Takeaway

Attendee actions:
- Register for event
- Go to the event
- Arrive at the event
- Sign-in
- Participate with displays, discussions, and drinks
- Listen and interact with panels
- Depart

Front-of-stage interactions:
- Blog, tweet, and announce event
- Greet attendees
- Sign-in attendees
- Seat attendees
- Conduct panel
- Facilitate Q&A with panel
- Conclude panel

Back-of-stage interactions:
- Blogging and twittering event
- Post signage and position greeter
- Setup sign-in desk with volunteers, welcome packs, and attendee list
- Setup room: chairs, displays, drinks and A/V
- Mic panelists

Support processes:
- Create a marketing plan
- Manage CMU event registration system
- Recruit and coordinate volunteers
- Order chairs and drinks
- Coordinate panelists

Brandon Schauer, Adaptive Path
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3. Euristiche
1. Place-making - Senso del luogo
2. Consistency - Coerenza
3. Resilience - Flessibilità
4. Reduction - Scelta
5. Correlation - Correlazione
1. Place-making - Senso del luogo

2. Consistency - Coerenza

3. Resilience - Flessibilità

4. Reduction - Scelta

5. Correlation - Correlazione
Coerenza  Consistency

*Interna*
capacità di un sistema di adattarsi agli obiettivi, al contesto e alle persone per cui è pensato

*Esterna*
e di conservare la stessa logica attraverso i diversi canali-media in cui opera
Architettura dell’informazione integrata: i casi Apple e Ikea

Potente e Salvini (2009)
Potente e Salvini (2009)
Architettura dell’informazione integrata: i casi Apple e Ikea
Capacità di un sistema di adattarsi a
- differenti tipologie di utenti
- differenti obiettivi
- differenti stili di ricerca e fruizione
dell’informazione
Minimo sforzo

- Browsing 5%
- Monitoring 14%
- Searching 1%
- 80% Awareness
Allergen-Specific Immunotherapy with Recombinant Allergens.

Paulo G., et al.
Journal: Current topics in microbiology and immunology, 2011

Subcutaneous immunotherapy is a well-documented treatment of allergic rhinitis and asthma.

Affiliation: Faculté de médecine, Université de Strasbourg, Strasbourg, France.

Order related Antibodies online: ribosomal protein L8, trafficking protein particle complex 1

Infection with Mycoplasma pneumoniae is not related to asthma control, asthma severity, and location of airway obstruction.

Ansari, Khali, et al.

BACKGROUND: Mycoplasma pneumoniae is an organism that reportedly has a strong relationship to asthma.

Affiliation: Tuberculosis and Lung Disease Research Center, Tabriz University of Medical Sciences, Tabriz, Iran.

Diagnostic value of oral prednisolone test for chronic obstructive pulmonary disorders.


METHODS: Two hundred thirty-three patients with cough for longer than 14 days, without known chronic obstructive pulmonary disease (COPD) or asthma, participated in a diagnostic study in Dutch primary care between 2006 and 2009.

Affiliation: University Medical Center Utrecht, Julius Center for Health Sciences and Primary Care, Utrecht, The Netherlands.

TNF-(alpha) from inflammatory dendritic cells (DCs) regulates lung IL-17A/IL-5 levels and neutrophilia versus eosinophilia during persistent fungal infection.

Fei, Minglan, et al.

Aspergillus fumigatus is commonly associated with allergic bronchopulmonary aspergillosis in patients with severe asthma in which chronic airway neutrophilia predicts a poor outcome.

Affiliation: Division of Pulmonary, Allergy, and Critical Care Medicine, Department of Medicine, and Department of Immunology, University of Pittsburgh School of Medicine, Pittsburgh, PA 15213.

Order related Antibodies online: CD4 antigen (mAb), GRO2 monoclonal
Loasby (2006) Changing approaches to metadata at bbc.co.uk: From chaos to control and then letting go again.
miliardi e miliardi di traiettorie ... le microstorie delle persone in relazione agli oggetti
– Sterling
La capacità di un sistema di suggerire correlazioni fra informazioni, beni o servizi per favorire il raggiungimento di un obiettivo o stimolare bisogni latenti.
Correlazione /2

**Interna**
item appartenenti allo stesso canale

**Esterna**
item appartenenti a diversi canali
Drug harms in the UK: a multicriteria decision analysis

Prof David J Nutt FMedSci a, Leslie A King PhD b, Lawrence D Phillips PhD c, on behalf of the Independent Scientific Committee on Drugs

Summary

Background
Proper assessment of the harms caused by the misuse of drugs can inform policy makers in health, police, and criminal justice sectors. We aimed to apply multicriteria decision analysis (MCDA) modelling to a range of drug harms in the UK.

Methods
Members of the Independent Scientific Committee on Drugs, including two invited specialists, met in London on 19 September 2008 to score 20 drugs on 16 criteria: nine related to the harms that a drug produces in the individual user (immediate), and the harms to others. Drugs were scored out of 100 points, and the criteria were weighted to indicate their relative importance.

Findings
MCDA modelling showed that heroin, crack cocaine, and metamfetamine were the most harmful drugs (scores 52, 47, and 37, respectively), whereas alcohol, heroin, and crack cocaine were the most harmful to others (scores 34, 37, and 32, respectively). Overall, alcohol was the most harmful drug (overall harm score 72), with heroin (55) and crack cocaine (40) in second and third places.

Interpretation
These findings lend support to previous work assessing drug harms, and show how the improved scoring of MCDA increases the differentiation between the most and least harmful drugs. However, the findings do not present UK drug classification, which is not based simply on considerations of harm.

Funding
Centre for Crime and Justice Studies (UK).

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b UK Expert Adviser to the European Monitoring Centre for Drugs and Drug Addiction (EMCDDA), Lisbon, Portugal
c Department of Management, London School of Economics and Political Science, London, UK

Correspondence: Prof David J Nutt, Neuropsychopharmacology Unit, Imperial College London, Burlington-Danes Building, Hammersmith Hospital, Du Cane Road, London W12 0NN, UK

Related Articles

- Comment: Ranking of drugs: a more balanced risk-assessment
- Other Articles of Interest
  - Correspondence: Drugs and harm to society - Authors' reply
  - World Report: Health warnings for people who use heroin
  - Correspondence: Drugs and harm to society
  - Articles: Effectiveness of community treatments for heroin and crack cocaine addiction in England: a prospective, in-treatment cohort study
  - Health Policy: Development of a rational scale to assess the harm of drugs of potential misuse
La diffusione delle reti sociali come Facebook amplia le opportunità di interazione: secondo uno studio sulla rivista online “First Monday” della ricercatrice neozelandese Erika Pearson, lo spazio dei social network è “essenzialmente ludico”, facilitato dai legami deboli tra le persone e da una privacy “più accessibile”. L'identità individuale è costruita mediante le pratiche di condivisione di idee e le comunicazioni online. Una sfida per una utenza formattiva crea un'aura di intimità mentre mantiene una distanza sicura”, osserva Erika Pearson. 

http://firstmonday.org/
http://tinyurl.com/yw8co3

© RIPRODUZIONE RISERVATA
Correlazione /3

iniziare un compito in uno qualunque dei canali dell’azienda e proseguirlo in un altro, senza fratture
Eco. **Vertigine della lista.** Rizzoli
Sta in:
Arte e spettacolo:
Novità (E71)

Chi ha comprato questo libro ha comprato anche:
- Eco, Kant e l'ornitorinco
- Foucault, Le parole e le cose
Riferimenti

- Pervasive Information Architecture, http://pervasiveia.com
Riferimenti 2


- Coerenza, http://lucarosati.it/blog/tag/coerenza

- Correlazione, http://lucarosati.it/blog/tag/correlazione