

Nic już nie będzie takie samo, czyli o wpływie **architektury informacji na strukturę środowisk informacyjnych**

Biblioteka Główna

Uniwersytet Pedagogiczny w Krakowie

Dr Stanisław Skórka
Instytut Informacji Naukowej
i Bibliotekoznawstwa

Architektura informacji (AI)

zajmuje się:

- gromadzeniem różnych obiektów - rozumianych jako jednostki informacji,
- grupowaniem ich w użyteczne kategorie,
- przypisywaniem im nazw łatwych do rozpoznania przez większość ludzi
- umieszczaniu ich tam, gdzie będą najbardziej przydatne

E.Reiss



Środowiska informacyjne

Rzeczywiste

- biblioteki
- sklepy
- dworce
- urzędy

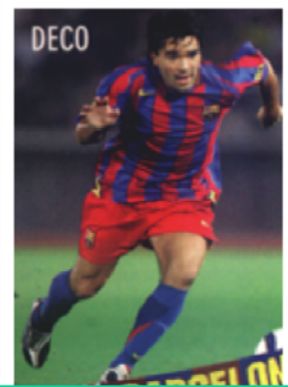
Wirtualne

- World Wide Web
- przekazy multimedialne (programy na CD-ROMach, audycje telewizyjne, radiowe)

AI

Teoria

- Podejście użytkowniko-centryczne
- Zasady użyteczności (funkcjonalności)
 - *Użytkownik **nie czyta** lecz skanuje*
 - *Użytkownik nie wybiera optymalnie, lecz **zadowala** się wynikiem*
- Prawo funkcjonalności
 - *Nie każ mi myśleć!*



FC Valencia

FC Barcelona

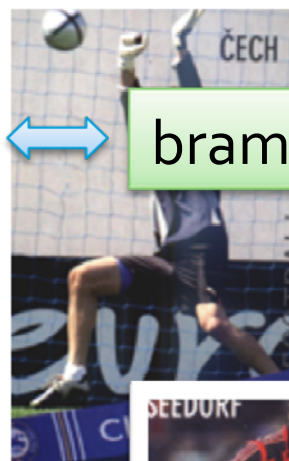
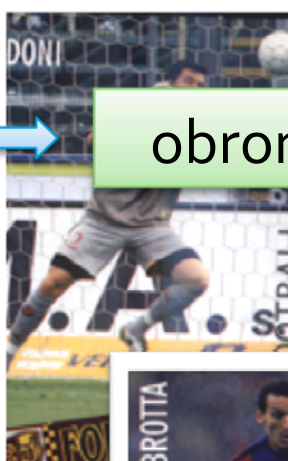


AC Milan



Chelsea Londyn

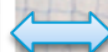
AS Roma



pomocnicy

obrońcy

bramkarze



**AI jest niewidocznym, ale
kluczowym elementem każdego
komunikatu – podobnie jak
zakulisowa praca ekipy teatralnej
podczas sztuki**



Oddziaływanie AI

Bezpośrednie

- projektowanie środowisk informacyjnych z uwzględnieniem m.in. zasad funkcjonalności
- przekazywanie wiedzy nt. technik i metod projektowania AI

Pośrednie

- dzięki atrakcyjnie i funkcjonalnie zbudowanym środowiskom informacyjnym powstają standardy, a te wykorzystywane są do tworzenia innych środków przekazu

Aspekty AI

Strategiczny (duża AI)

- koncepcyjna (teoretyczna)
- perspektywa od ogółu do szczegółu
- budowanie środowiska od ogólnej koncepcji do szczegółowych planów
- zarządza grupą projektującą

Taktyczny (mała AI)

- praktyczna
- od szczegółu do ogółu
- zajmuje się małymi fragmentami środowiska: budową nawigacji, planowaniem rozmieszczania elementów itp.
- członek grupy

AI środowiska informacyjnego

- » organizacja
- » nawigacja
- » etykietowanie
- » wyszukiwanie



Filmy

- > Animowane / Rysunkowe / Anime
- > Dla Dzieci
- > Dokumentalne
- > Erotyczne
- > Fabularne
- > Film Polski
- > Filmy Artystyczne i Kino Niezależne
- > Muzyczne
- > Pakiety Filmowe
- > Seriale / Telenowele / Programy Telewizyjne
- > Teatr TV

Dział 1

Poddział 1.1

Poddział 1.1.1

Poddział 1.1.2

Dział 2

Poddział 2.1

Poddział 2.2

Poddział 2.2.1

Poddział 2.2.2

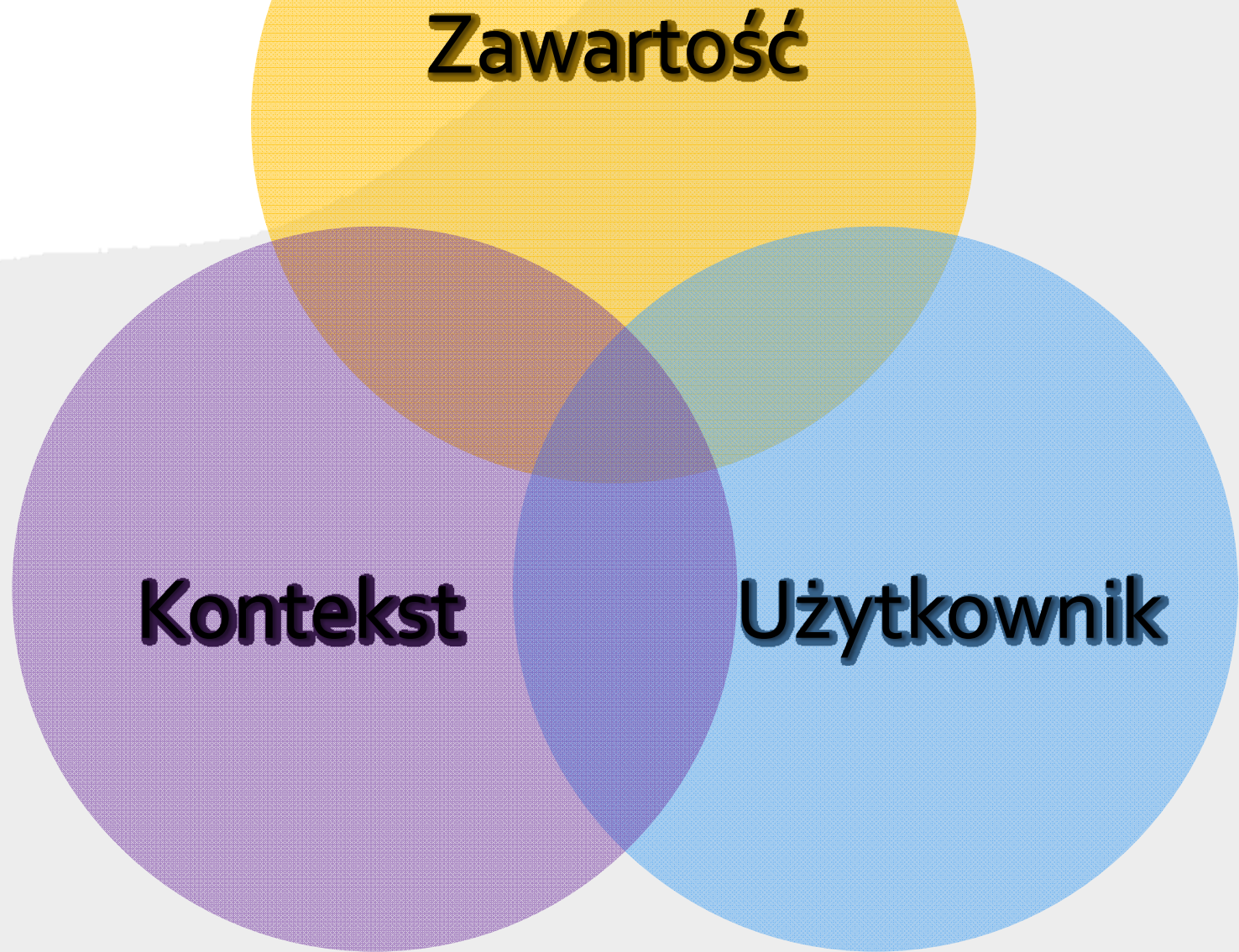
Poddział 2.3

Dział 3

Poddział 3.1

Poddział 3.1.1

AI środowiska informacyjnego (2)



Elementy AI System

KANALEY SPORTOWE			KANALEY ROZRYWKOWE	
SPORT	POLSAT SPORT	CANAL+ SPORT	TVN STYLE	MTV POLSKA
07:00 Youth Only Zone 09:00 Eurobasket: Włochy vs. Litwa	07:00 Siatkarstwo: mecz: Polska vs. Słowacja - bara play-off	07:00 Piłka nożna: Orange Ekstraklasa: Lech Poznań - Górnica	06:00 Telekioski 07:45 14:05 Niespodzianki 08:30 17:10 Psy	16:00 Date My Mom 16:30 Prep My Ride 17:30 Penetration
eurostudent 153		kraków	moda / uroda	

Szafa żaka

BADANIA NIE POZOSTAWIAJĄ ŻEUDZEŃ: DLA STUDENTÓW WAŻNIEJSZE JEST TO, ŻEBY CIUCH BYŁ TRENDY, NIŻ JEGO CENA (NASZE UBRANIE, CBOS, WARSZAWA 2005). PRZEKONAJMY SIĘ ZATEM, CZEGO TEJ WIOSNY I LATA W SZAFIE MODNEJ STUDENTKI I STUDENTA ZABRAKNAĆ NIE MOŻE.

Trendy aktualnego sezonu można tak samo podsumować jak studenckie życie na uczelni i w akademiku, a więc: mnóstwo barw i pozornych sprzeczności. – Pełne bogactwo tendencji daje każdemu możliwość no znalezienia czegoś dla siebie – mówi Marta Ohde-Kaczyńska, wizażystka i stylistka fryzur (www.ohde-kaczynska.pl). Zatem studenci: czerpcie z mody pełnymi garściami! Co i jak – przekonajcie się sami.

Sprzeczki stylów

Jak podkreślają specjaliści od ubioru,

trendy będą tuniki hippie oraz dopasowane garnitury, także zaadoptowane z męskiej szafy. A w tej nie może zabraknąć klasycznych koszul, kolorowych bluz, T-shirtów z wstawkami ze sztucznych, jakby plastikowych czy metalowych, materiałów z widocznym z daleka logo.

Szał barw

– Wiosną i latem najmodniejsze będą soczyste, wręcz neonowe barwy: żółty, zielony, pomarańczowy. Landrynkowe odcienie zaś, które zadebiutowały zimą, należy nosić solo w oryginalnym fasonie, np. z asymetrycznym dekoltem.



Elementy AI

System nawigacji

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12008 4 *artulub*

SPIS TREŚCI

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JERZY J. BERNAI

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EULALIA DOMANOWSKA

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ANIEŻKA KLUCZEWSKA

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MIKO SIWAKOWICZ

18 SIA HISTORI
CHRISTINE COQUILLAT

26 O MUZYCE NAM JUNE PAIKA
SŁÓW KILKA
KRZYSZTOF MORACZEWSKI

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WITOLD KANICKI

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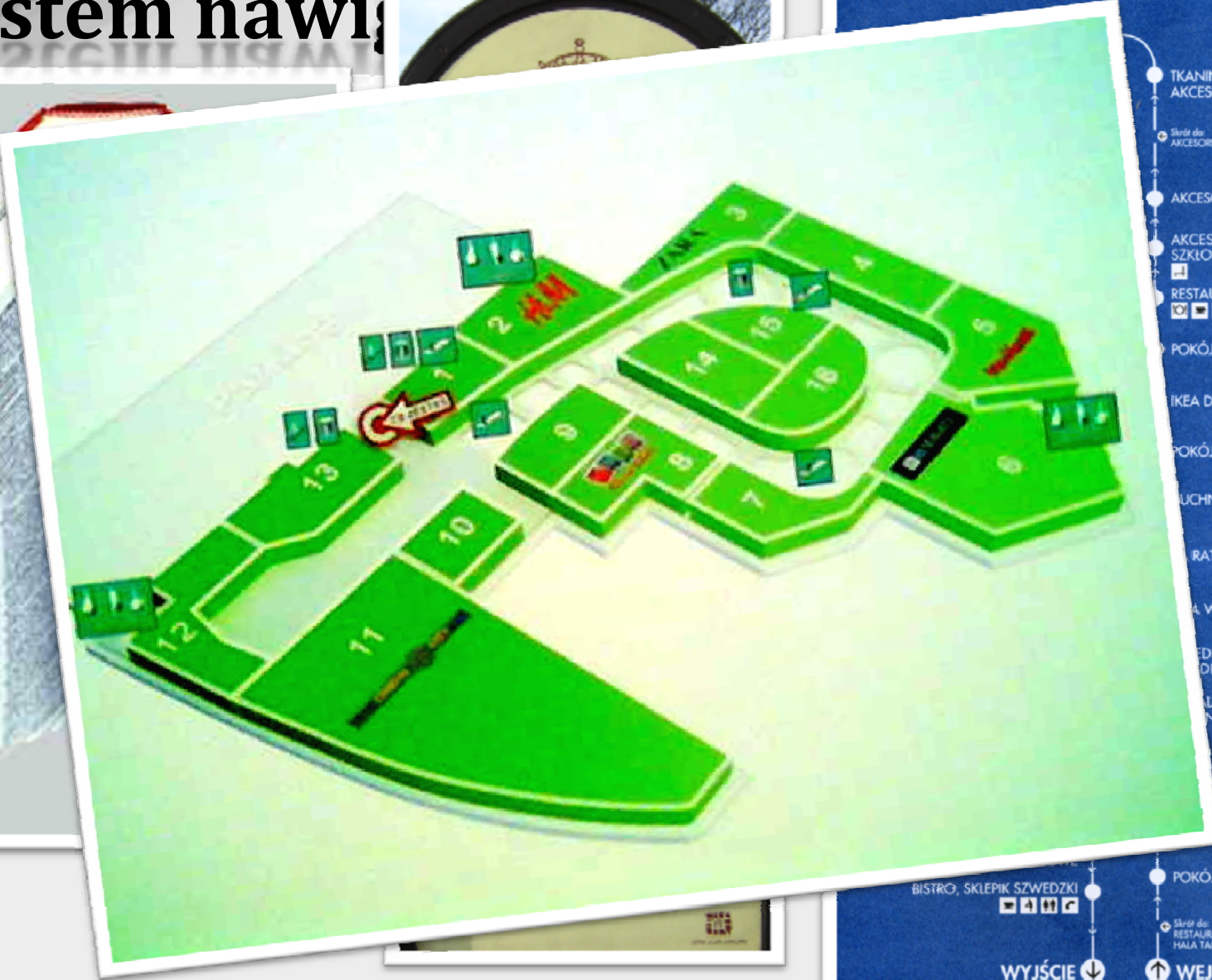
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NADINTERPRETACJE

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Elementy AI System nawigacji



TKANINY
AKCESORIA OKIENNE

Ścieżka do:
AKCESORIA ŁAZIENKOWE

AKCESORIA DEKORACYJNE

AKCESORIA KUCHENNE
SZKŁO I PORCELANA

RESTAURACJA

POKÓJ ZABAW

IKEA DLA DZIECI

POKÓJ DZIECIĘCY

UCHNIE IKEA

RATY W IKEA

W PRACY

EDPOKÓJ
DEROBA

LNIA
NKA

IKEA, RESTAURACJA

ILIA

BISTRO, SKLEPIK SZWEDZKI



WYJŚCIE

POKÓJ DZIENNY

Ścieżka do:
RESTAURACJA, POKÓJ ZABAW,
HALA TARGOWA

WEJŚCIE

AI serwisu informacyjnego

Nagłówek 1	Nagłówek 2	Nagłówek 3
Wiadomość 1	Wiadomość 2	Wiadomość 3
Zakończenie		

Layout ekranu



JANUARY 31-FEBRUARY 6

POLAND

Czech FM attacks Moscow's political game



Czech Foreign Minister Karel Schwarzenberg

Czech Foreign Minister Karel Schwarzenberg attacked Russian opposition to the proposed U.S. missile shield in a column in the newspaper *Pravda* last week, warning Moscow of losing respect for its own values.

Denouncing Russia's opposition to the U.S. plan to extend its missile shield into Europe, he told Czech public opinion: "It is all part of a political game about influence in Europe."

"There is something to show what it had with the Soviet Union, during the period of the end of the Cold War," he added.

Moscow has repeatedly refused to accept U.S. missiles on its territory and has not even agreed to the Czech Republic and U.S. missile system extension in neighboring Poland.

Washington insists it is more interested about ensuring the threat of "nuclear" states such as Iran, and says the plan was not directed against Russia.

Schwarzenberg argued that Japan, a close ally of Russia, had refused to accept the same type of missile defense system suggested for the Czech Republic and Poland without a following in Moscow.

Russia would probably not sign a series of agreements with the U.S. over building the shield before 2020, he said.

In the end, he added, "It is not worth it, but it is not a disaster either."

The Czech Foreign Minister said Prague could get the best possible deal from the U.S. before a possible change of administration following the presidential election at the end of year. The outgoing U.S. administration is expected to get an agreement before it leaves office, he explained.

U.S. historian touches nerve with book on Polish anti-Semitism



ADAM HOCHSCHILD

A U.S. historian has sparked a storm of controversy in his Polish homeland with a book on anti-Semitism in Poland and the murder of Jews in the aftermath of World War II. Unpublished, Princeton University professor Adam Hochschild chose the very site of a postwar massacre of Jewish Holocaust victims for the public launch of his Polish version of "The Assassination of Janina Brzezinska."

"I want this book to become 'The Golem' of Polish anti-Semitism," he said, a public address in the southern city of Krakow this week, "so that people realize the price paid for the Polish state."

The reference was to Russia's ex-communication of Poland's Jewish population in 1918, a year after the Russian Revolution.

Earlier this month, Polish prosecutors opened a criminal probe against Gross after the first copy appeared in this country, says Janina Brzezinska's daughter, Janina Brzezinska.

Wherever the book is sold, it is sold with a warning: "This book is not for sale in Poland."

The Krakow prosecutor's office said they acted under a clause providing for up to three years in prison for anyone "publicly" accusing the Polish nation of participating in, organizing or being responsible for the Holocaust.

Originally published in English in 2006, "Janina" became a best historical novel that won a number of different awards. It has been translated into Polish and other languages.

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Well received in the U.S., the New York Times and *Granta*, a New Yorkist, had "faded" and "exhaustively" looked not at the "why," but at the "what," that a civilized nation could have descended to this.

At the crowded Krakow launch, advised against the nation, Gross was told by a Polish journalist: "You're not a professor! You're a general! A general in the pay of the American Jews!"

A few days later, the book was in a library in Krakow, where on July 4, 1944, a year after the Russian Revolution, some 40 Holocaust survivors were murdered by a crowd of Polish residents in the Krakow Ghetto.

In the immediate postwar period, between 1945 and 1946, the 100,000 Polish Jews who survived the Holocaust — out of a pre-war population of more than three million — were killed in a program of organized liquidation, according to Poland's Institute for National Remembrance (IPN), which investigates Polish and Communist-era crimes.

Another 100,000 survivors, assigned to the work of the violence, many to the land that became Israel. Gross already wrote Poland in 2006 with his book "The Assassination of Janina Brzezinska."

He had been in Poland in 1941, during the occupation, when several hundred Jews were murdered or forced into the land that became Israel.

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will be played on a screen with a message of violence, independent of history."

The new book concludes that it is not Poland, simply one of the many to have been the victim.

But Gross writes that he is a rejection of everything Holocaust is and everything it is not — they were abandoned Jewish properties but being advantage of Holocaust to one. Some critics accuse Gross of his own past.

Born in Warsaw in 1947, he is the U.S. after Poland's then it was launched in anti-Semitism in 1948 as part of a power struggle between the right-wing opposition and the left-wing government.

Another did those who were Jewish in the Communist regime in Soviet territory after the war.

"Why didn't the Polish Jews in power help the others?" Gross questions, with a list of about 10 of them in the postwar Communist regime in Soviet territory after the war.

Gross insisted, however, that "most Jews" in the postwar period were not helped by Poland's Catholic Church in its own position. Though it is that "Jews have also done wrong."

Some in the Krakow audience say so, it was clear for the conflict the decade of the past.

"Poland should have been their ally," said 40-year-old Piotr.



Image courtesy of Christie's Images Ltd. 2008

Copernicus Fetches Astronomical Sum

Masterpiece sells for world record price

Soren Gauger

Christie's - the world's leading auction house - sold a copy of Nicolaus Copernicus' *De Revolutionibus* criticism collection (On the Revolutions of the Heavenly Spheres) for a staggering 2.2 million dollars at their New York sale on June 17th.

Though considered the farthest extent of the groundbreaking work held in private hands, estimates of the going price turned out to be conservative - the sale price (more or less doubled forecasts of 900,000-1.2 million dollars). As such, the sale has set a new record for any Copernicus manuscript.

triumph's own whims) is, of course, the celebrated scientist who replaced our notion of a geocentric cosmos with a heliocentric one. As such, his name is practically synonymous with revolution in thought. Though he died practically upon publication of his most important book, his work spurred on such fathers of modern physics and astronomy as Johannes Kepler, Tycho de Brahe and Galileo.

Copernicus was also one of the Jagiellonian University's most famous alumni. He spent his youth in Krakow, and even in his old age, from his estate at the Baluta Sea, was given to making

Jagiellonian library held an original copy of *De Revolutionibus*... until ten years ago, when it was stolen.

The copy of *De Revolutionibus*... sold at the auction was the gift of the Richard Green collection, a scientific library begun in the

the collection numbered over 200 books, and brought in a total of more than \$1.1 million.

Tom Leach, Head of Books and Manuscripts at Christie's New York, commented that the auction "confirmed the strength of the scientific field, and more

“ Though he died practically upon publication of his most important book, his work spurred on many fathers of modern physics and astronomy...”

1970s. Other prominent first than doubled price cap-

Copernicus: A Cosmic Bore?

While Copernicus's legacy is not a matter for dispute, the value of his work in itself is the subject of much controversy. In his survey of the great astronomers entitled *The Sleepwalkers*, Arthur Koestler is exacting in his estimation of the man. He calls him "devoted of originality and imagination... a stuffy pedant, without the flairs, the sleepwalking intuition of a real genius who, having got hold of a good idea, expanded it into a bad system, patiently plodding on, piling more epicycles and deferents into the darkest and most unreadable among the books that made history."

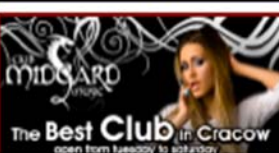
Koestler goes on to assert that none of the great men who built on Copernicus's heliocentric idea read *De Revolutionibus*... past the introduction; that the work itself is filled with contradictions and glaring inaccuracies; and that in fact it ends up placing a vacuum, and not the sun, in the center of the solar system. The book evidently features only twenty-seven of his own observations, the rest having been borrowed from ancient scholars read in doubtful translations. These twenty-seven observations are themselves of doubtful value, because Copernicus's astronomical instruments were second-rate, and did not permit him to make accurate measurements.

Finally, Copernicus's book is remarkable for having been such a poor seller, and in a time when there was a wide interest in astronomy. *De Revolutionibus*... never sold out its original thousand-copy print run, and was reprinted only four times over the course of four centuries. The first English translation appeared only in 1953, which no doubt contributed to the book's aura.



What's On?

Check out our weekly entertainment listings at: www.krakowpost.com



Austria investigates

ADAM HOCHSCHILD

Austrian prosecutors said early this week they are investigating one of the most controversial cases of an alleged anti-Semitic attack on a Jewish community and killing victims and children in a death camp during World War II. Prosecutors were looking into one of the most controversial cases of an alleged anti-Semitic attack on a Jewish community and killing victims and children in a death camp during World War II.

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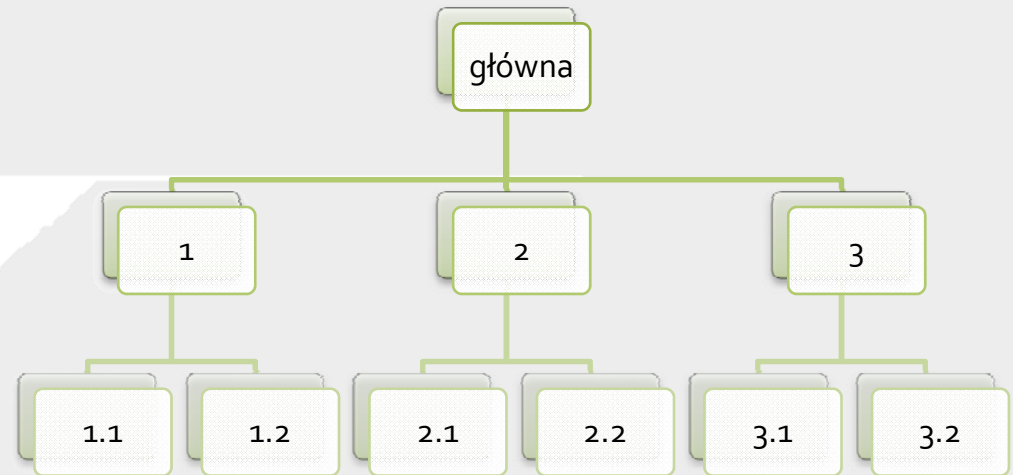
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Podsumowanie

- Każda informacja posiada swoją architekturę
- AI to dziedzina znajdująca zastosowanie zarówno w środowisku wirtualnym, jak i rzeczywistym
- AI akcentuje aspekt ludzki w tworzeniu systemów informacyjnych
- Rola AI dotyczy zarówno projektowania informacji, jak i zarządzania ludźmi, którzy ten projekt wykonują
- Zjawisko konwergencji mediów sprzyja poprawie funkcjonalności i wyszukiwalności



Dziękuję

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