

Association for Information Systems AIS Electronic Library (AISeL)

AMCIS 1995 Proceedings

Americas Conference on Information Systems
(AMCIS)

8-25-1995

An Introduction To Hypermedia Information Systems

Michael Bieber

New Jersey Institute of Technology, bieber@cis.njit.edu

Tomas Isakowitz

New York University, tomas@stern.nyu.edu

Follow this and additional works at: <http://aisel.aisnet.org/amcis1995>

Recommended Citation

Bieber, Michael and Isakowitz, Tomas, "An Introduction To Hypermedia Information Systems" (1995). *AMCIS 1995 Proceedings*. 34.
<http://aisel.aisnet.org/amcis1995/34>

This material is brought to you by the Americas Conference on Information Systems (AMCIS) at AIS Electronic Library (AISeL). It has been accepted for inclusion in AMCIS 1995 Proceedings by an authorized administrator of AIS Electronic Library (AISeL). For more information, please contact elibrary@aisnet.org.

An Introduction To *Hypermedia Information Systems*

Michael Bieber
New Jersey Institute of Technology
CIS Department
University Heights
Newark, NJ 07102-1982 USA
bieber@cis.njit.edu
<http://hertz.njit.edu/~bieber.html>

Tomas Isakowitz
New York University
Stern School of Business
44 West 4th Street
New York, NY 10012-1126
tomas@stern.nyu.edu
<http://www.stern.nyu.edu/~tisakowi>

I. Goal

The recent global advent of the World Wide Web (WWW) has raised the awareness of practical applications of hypermedia, especially in the business sector. Reaping the full potential of hypermedia, both as a concept and a technology, requires firms to invest in, and to develop *hypermedia information systems*. Hypermedia contributes the concepts of managing an information system's interrelationships and metainformation, giving users access to application content and functionality through these. Hypermedia information systems (HIS) differ from other kinds of hypermedia systems, e.g., those geared towards education and entertainment. Firstly, HISs should be integrated with an organization's other information systems. Secondly, HISs need facilities to perform a large volume of updates on a frequent basis.

II. Organization

The tutorial comprises three thirty-minute modules. Each period includes software demonstrations and a question/answer period. We shall include non-WWW based software to explain hypermedia functionality beyond levels currently encountered on the WWW.

II-A. What is Hypermedia?

Through demonstrations we describe the functional capabilities characterizing hypermedia systems and the benefits users gain through each. These include links and how to build them, browsing, backtracking, querying, annotating, bookmarks, overview maps, customized views, etc.

II-B. Uses of Hypermedia in Business

This section analyzes different aspects of business where hypermedia systems have significant impacts. We detail the characteristics of a "hypermedia information system", and explain how hypermedia information systems differ from other kinds of hypermedia systems. We then describe the need (and mention some methods) for integrating hypermedia applications with an organization's other information systems.

II-C. Hypermedia as the "Science of Relationships"

With the background of the previous sections, we now consider hypermedia as a technique for managing relationships: structuring, presenting and giving users access to the content and interrelationships within an information domain. This is, perhaps, hypermedia's greatest contribution to information system users.