Retorik og informationsarkitektur

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IA-uddannelsesforslag

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  - Henrik Schärfe
  - Tom Nyvang

- Praksis-relatering
- Teoretisk grundlag
- En bestemt *toning* af IA
- → Retorik og Informationsarkitektur (udpræget teoretisk…)

Retorik & Informationsarkitektur

Retorik og IA
Quaestio → Sagsfremstilling
Objekt-Orientering – O-O
Konklusion

Per F. V. Hasle

Retorikkens Grundbegreber

- **Persuasio**

  Retorik handler om *effektiv kommunikation*

  Retorik: ”sund fornuft og hårdt arbejde”
- **Quaestio**
- **Logos**

  At informere. At fremlægge sagens fakta (doxa).
- **Ethos**

  At være troværdig. At skabe plausibilitet.
- **Pathos**

  At øve indflydelse på vilje og holdninger.

”[…] educate, inform, or persuade users” (Garrett 2003:94).

IA Forudsætninger

- ”If your site consists mainly of what we Web types call ‘content’ - that is, information - then one of the main goals of your site is to communicate that information as effectively as possible. It’s not enough just to put it out there. It has to be presented in a way that helps people absorb it and understand it.” (Garrett 2003:14)

- ”What is information architecture? Is it an art, a science, or a craft? Who should do this work? What qualifications are required? These are the philosophical questions we grapple with as a community of information architects” (Morville & Rosenfeld 2002:16)

Grundlaget

- ”As information-architects, we organize information so that people can find the right answers to their questions” (Morville & Rosenfeld 2002:50)

Det persuasive skridt – Persuasive Design

- Persuasion iht. Fogg's definition: "an attempt to change attitudes or behaviors or both (without using coercion or deception.)
- Captology = Persuasive Design
- Captology: Sammenskrivning af "computer as persuasive technologies". Captology [Persuasive Design] "… focuses on the design, research, and analysis of interactive computing products created for the purpose of changing people's attitudes or behaviors."
- Persuasive Design beskriver det område hvor der er overlap mellem den anvendte teknologi og persuasion

Credibility

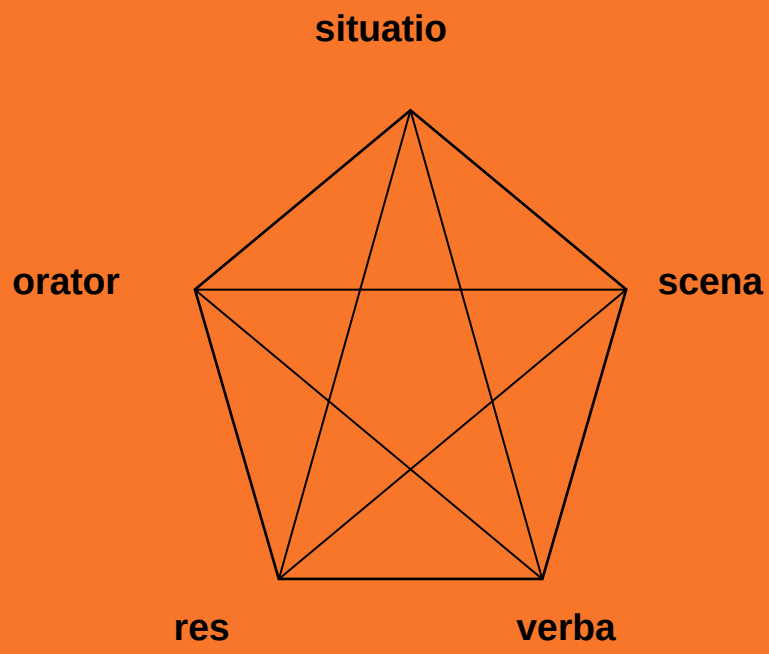
- ’Credibility’ tilkendes en særligt central rolle: Hvis vi vil opnå ”persuasive” teknologi, må den nødvendigvis være ”credible” eller ”troværdig”.
- Som systemdesigner er det vigtigt at forstå hvilke elementer troværdighed består af, og i hvilke kontekster troværdighed har betydning.
- 2 hovedelementer der tilsammen giver troværdighed.
- Perceived credibility.

The Informational Product

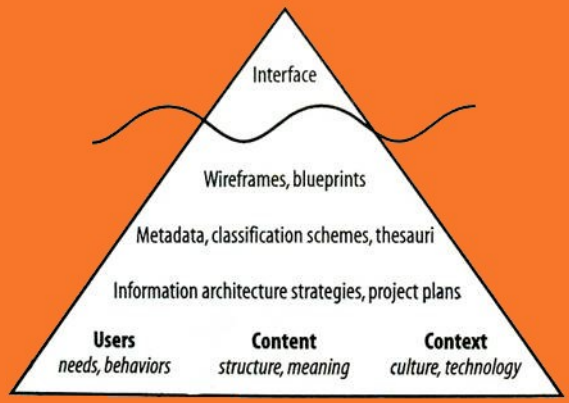
- oratio + aptum

Rhetorical Compass, aptum:

- Res - sagen
- Verba - udtryksmidler
- Orator - afsender
- Scena - modtager
- Situatio - kontekst



The information architecture iceberg



"The Information Architecture Iceberg"

(Morville & Rosenfeld 2002:258)

Users

Scena

Content

Res

Context

Situatio

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Interface

Verba

En informationsarkitektur hører således til en bestemt kontekst eller en bestemt informationsøkologi, der er unik (Morville & Rosenfeld 2002:24), og som derfor altid stiller informationsarkitekten over for nye udfordringer.
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Quaestio

Den problemorienterede proces

Undersøgelse – forståelse – fremstilling

Udgangspunkt: ikke en "anerkendt sandhed", men et kontroversielt tema

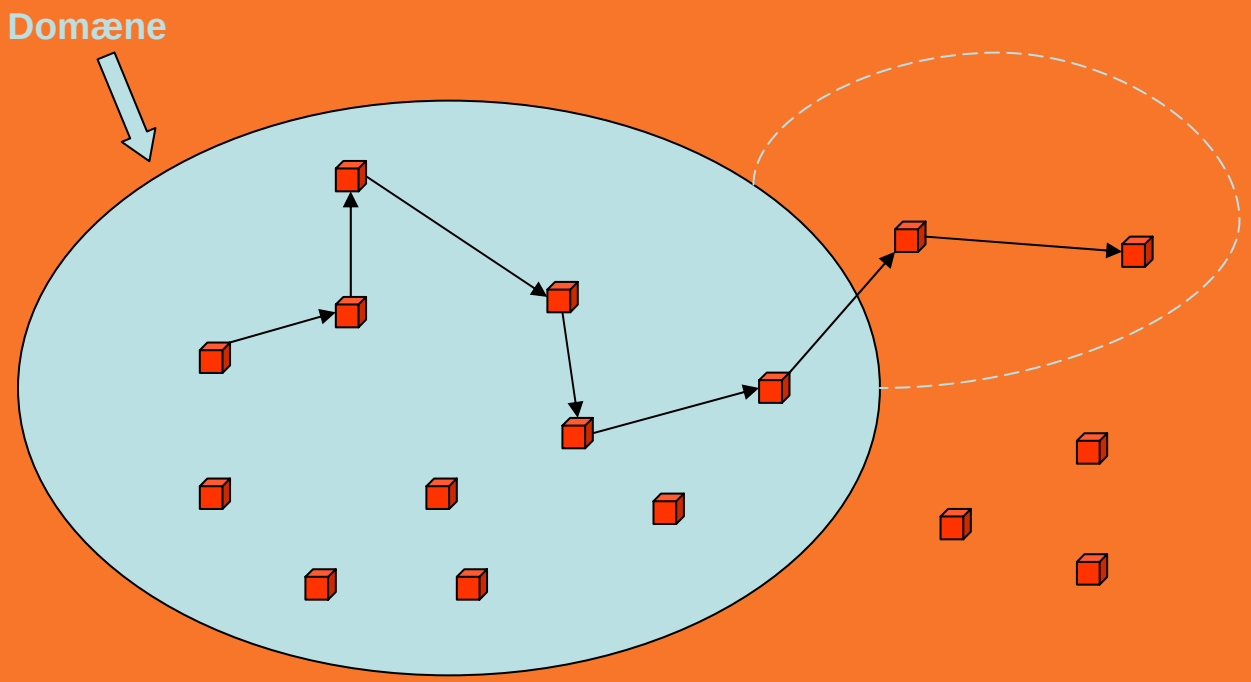
Quaestio → Interesse → ”Medkonstruktion”
Quaestio → Selektion
Problemformulering ←→ Problemløsning

Domæne

Domænet

Domænet som set i logikken
Domænet som set i retorikken

Inventio + dispositio: logos bliver her et spørgsmål om selektion, endda iscenesættelse, af sagen; et udvalg mellem en række "fortællinger", en "mythos".



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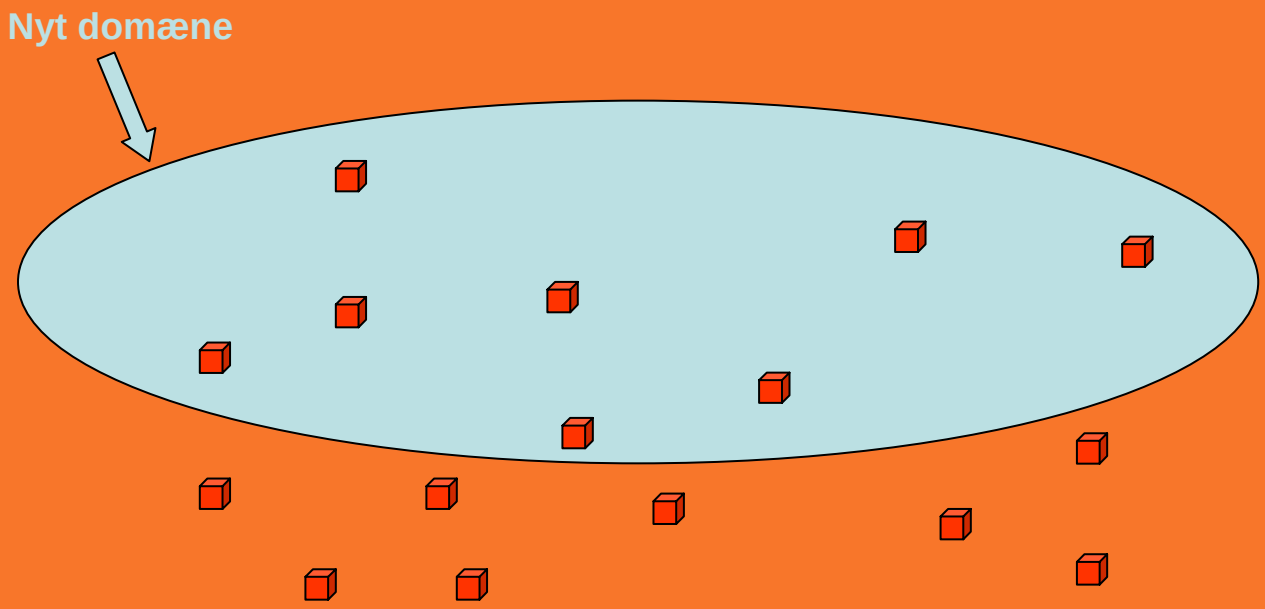


Partes Rhetorices

Inventio (heurein)

- topik, intention
- topoi: accidentielt, generelt, specifikt, definitorisk

Dispositio (taxis)

- exordium, narratio, partitio, confirmatio, conclusio

Elocutio "stil" → copia (hermeneia)

- puritas (grammatik)
- perspicuitas (fri for tvetydighed/dunkelhed)
- ornatus (colores rhetorici)
- figurer (lydmæssige, syntaktiske, semantiske, metaforik)
- evidentia (at *vise* vha. sproget)

Memoria

- at gennemtænke en fremstilling
- at fastholde en tankegang

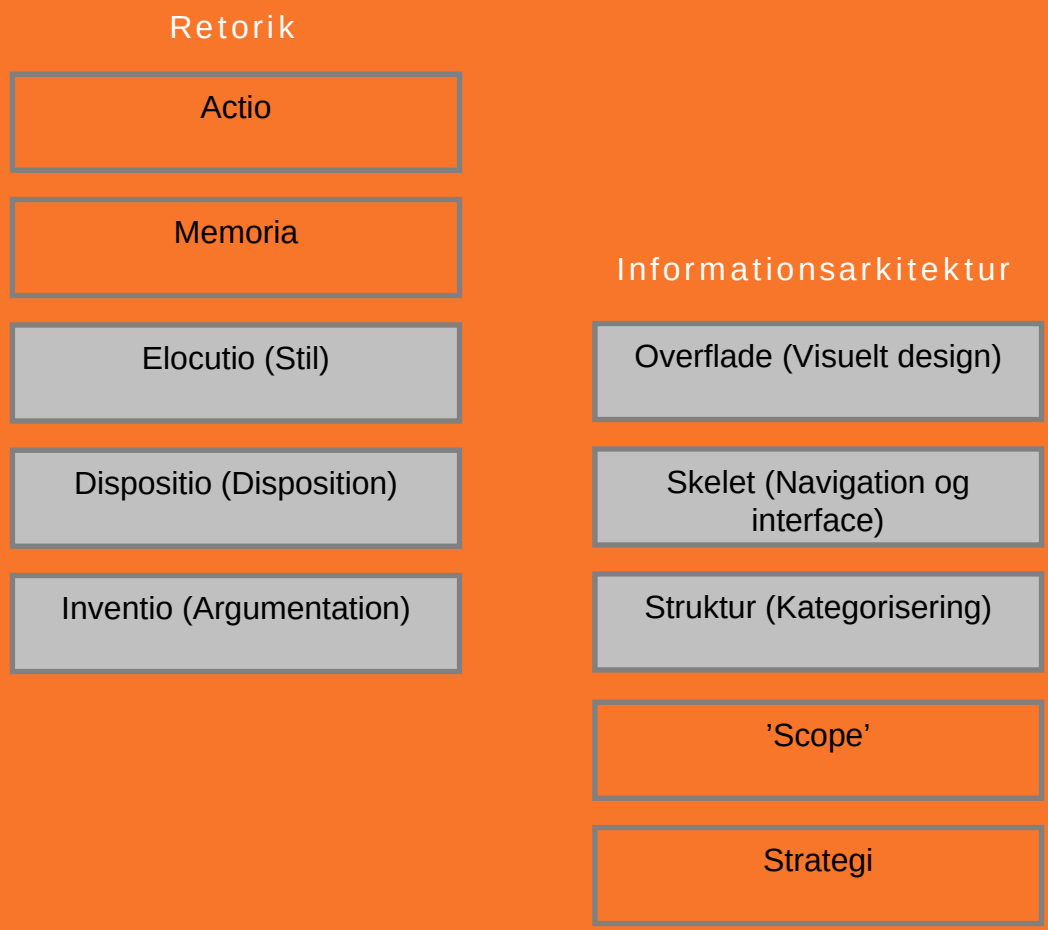
Actio (hypokrisis)

Adrian Price's fase-versionering

Fase-indhold	Fase-betegnelser[1]	Eksempler på analysemetoder
Grænseflade design Visuelt design	Grænseflade designfase	Brugerevalueringer: Tænke-højt tests Spørgeskemaer Heuristiske evalueringer
Information design Navigation	Prototypefase	Tænke-højt tests Heuristiske evalueringer Prototype testning
Domæne-/videns-strukturering	Strukturfase	Kortsortering Facetanalyse Mock-up tests
Specifikation af indhold og funktioner	Specifikations fase	Brugermodellering Brugerprofiler
Website formål, brugerbehov, -adfærd, -grupper	Strategi fase	Brugsscenarier Bruger interviews Contextual research

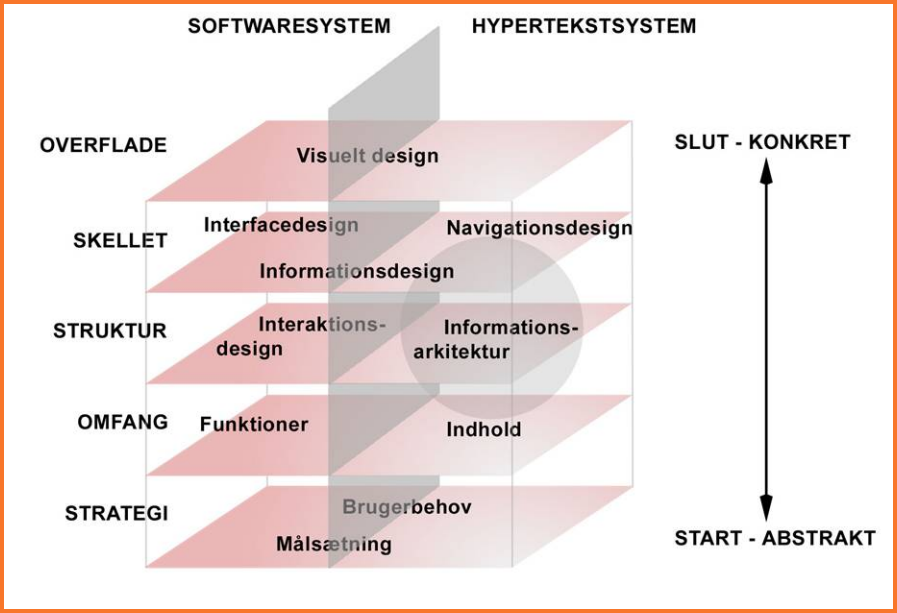
Faserne i designet af informationsarkitekturen – Adrian Prices' viderebearbejdning af Garratts fem "user experience"-elementer (Price 2003:8)

Sammenhængen mellem retorik og informationsarkitektur

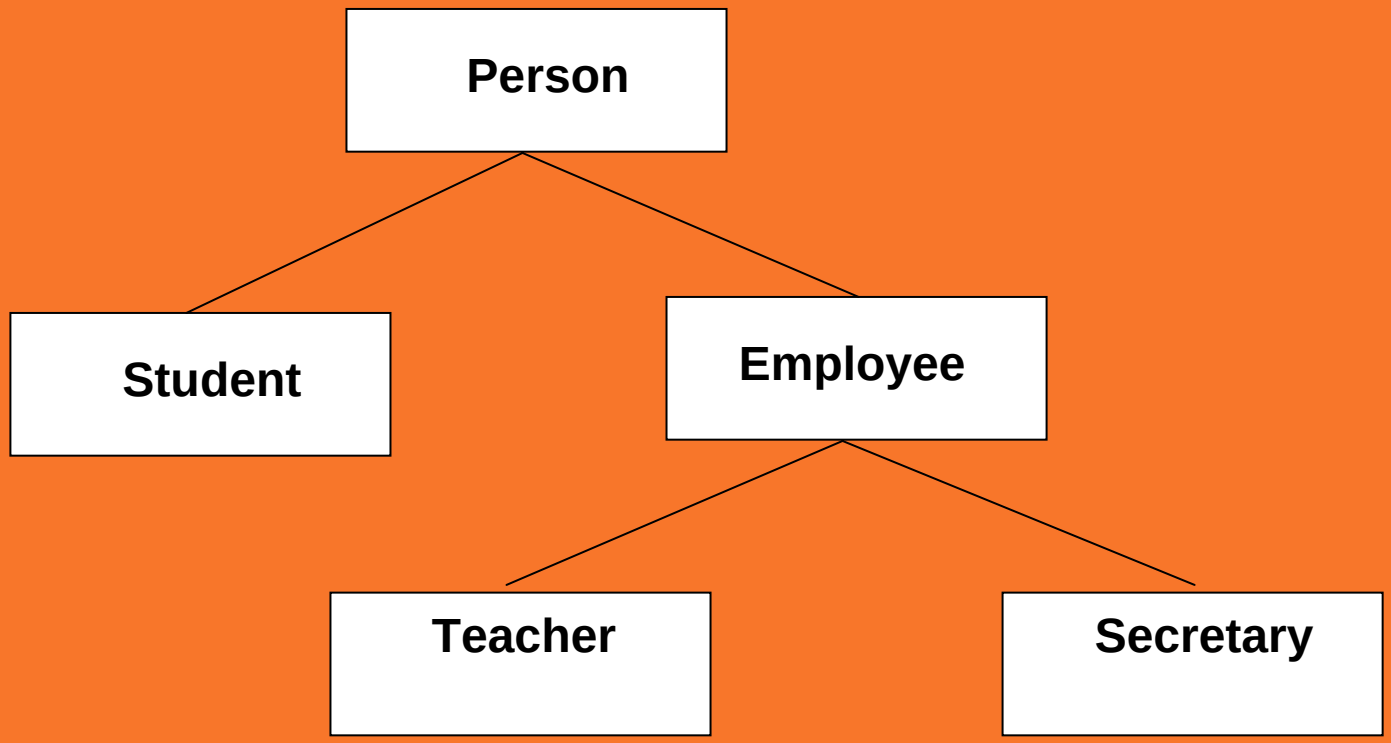


Peter Bendsen: 2004, speciale p. 53

Informationssystemets fem elementer eller niveauer



Baseret på en model af Jesse James Garrett (Garrett 2003:162)


Person
Student
Employee
Teacher
Secretary

Petri hyspani:

Sequitur arbor Porphiriana.

Subjekt-prædikat forhold

Species

- Definition af subjektet = differentia + genus
  → ”A student is a person attending some study”

Genus

- Karakteristik af subjektets art
  → ”A teacher is an employee”

Differentia

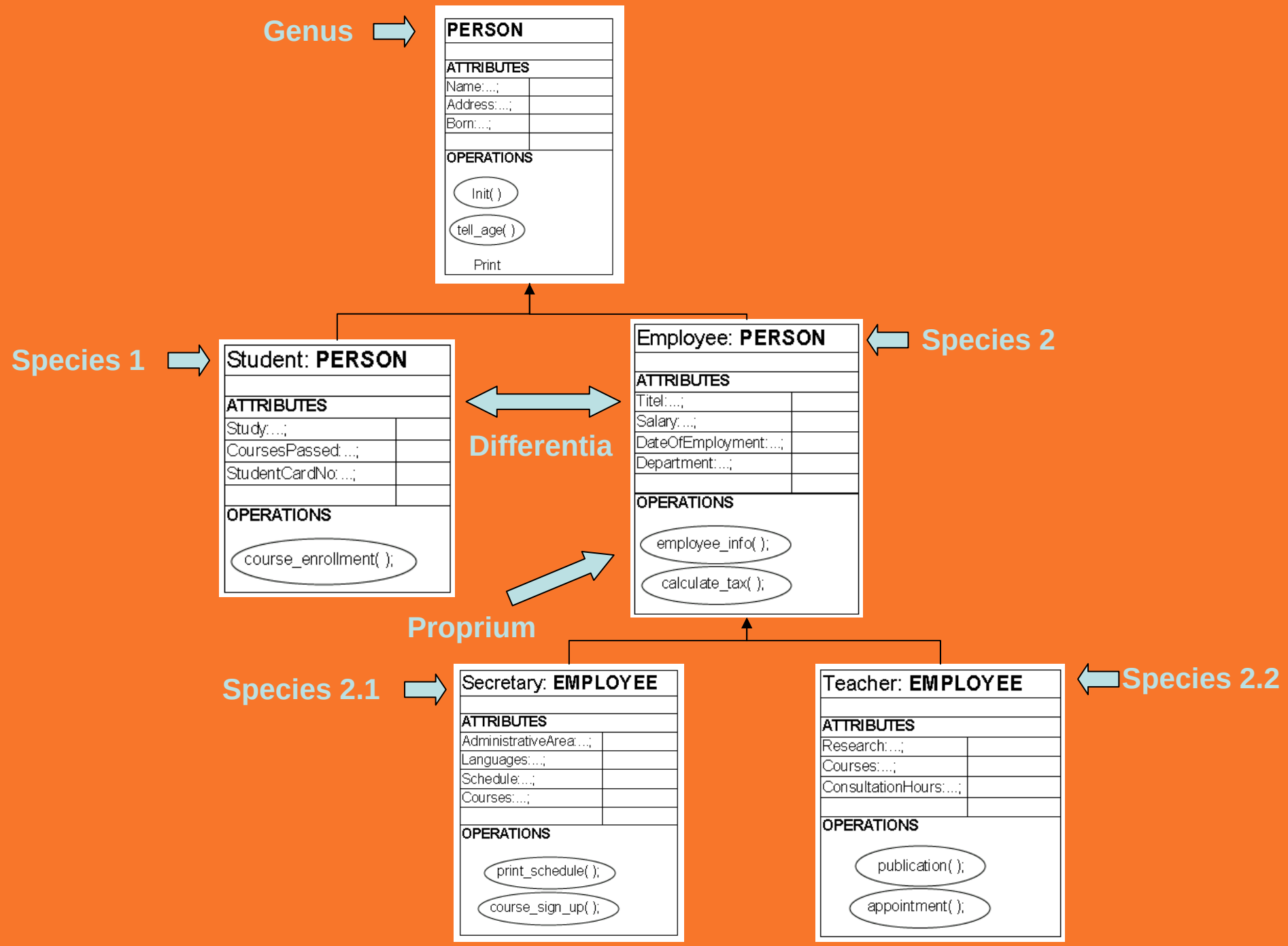
- Karakteristik, der adskiller subjektet fra andre entiteter inden for samme klasse
  → ”A teacher is an employee with a research area”

Proprium

- Afgørende, men ikke definerende karakteristik vedr. subjektet
  → ”This student has a student card”
  → ”A student has a student card”

Accident

- Tilfældig karakteristik vedr. subjektet
  → ”This person’s salary is 400000 p.a.”
  → ”This person’s research area is object-oriented programming”


Genus
PERSON
ATTRIBUTES
Name:...;
Address:...;
Born:...;
OPERATIONS
Init( )
tell_age( )
Print
Species 1
Student: PERSON
ATTRIBUTES
Study:...;
CoursesPassed:...;
StudentCardNo:...;
OPERATIONS
course_enrollment( );
Differentia
Employee: PERSON
Species 2
ATTRIBUTES
Titel:...;
Salary:...;
DateOfEmployment:...;
Department:...;
OPERATIONS
employee_info( );
calculate_tax( );
Proprium
Species 2.1
Secretary: EMPLOYEE
ATTRIBUTES
AdministrativeArea:...;
Languages:...;
Schedule:...;
Courses:...;
OPERATIONS
print_schedule( );
course_sign_up( );
Teacher: EMPLOYEE
Species 2.2
ATTRIBUTES
Research:...;
Courses:...;
ConsultationHours:...;
OPERATIONS
publication( );
appointment( );

Subjekt-prædikat forhold

Species – class definition

- Definition af subjektet = differentia + genus
  → ”A student is a person attending some study”

Genus – generalisation

- Karakteristik af subjektets art
  → ”A teacher is an employee”

Differentia – specialisation

- Karakteristik, der adskiller subjektet fra andre entiteter inden for samme klasse
  → ”A teacher is an employee with a research area”

Proprium – necessary attribute

- Afgørende, men ikke definerende karakteristik vedr. subjektet
  → ”This student has a student card”
  → ”A student has a student card”

Accident – possible attribute value (state)

- Tilfældig karakteristik vedr. subjektet
  → ”This person’s salary is 400000 p.a.”
  → ”This person’s research area is object-oriented programming”

Common Topics

Definition

- Genus
- Division

Klasse-diagram
Begrebshierarki

Aggregering
Del-helhed hierarki

Comparison
- Similarity
- Difference
- Degree

Relationship
- Cause/effect
- Antecedent/consequence
- Contraries
- Contradiction

Circumstance
- Modality (possible and impossible)
- Temporality (Past Fact and Future Fact)

Testimony
- Authority
- Testimonial
- Statistics
- Maxims
- Laws
- Precedents (example)

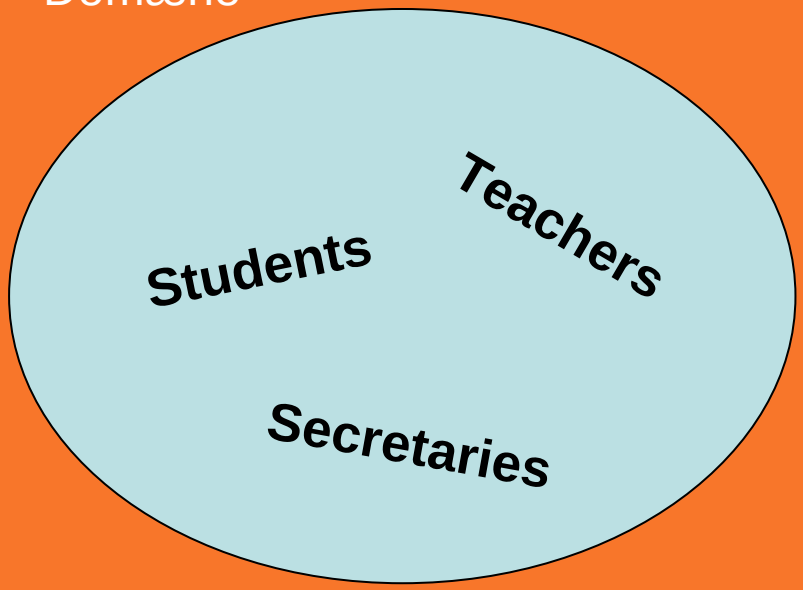
A general salient feature for Topica: a topic's **relevance** from case to case

Corbett p. 87

Domæne

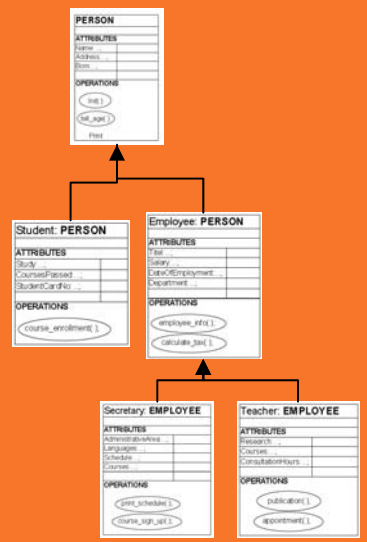
Modellering som afbildning

Domæne



Modelling

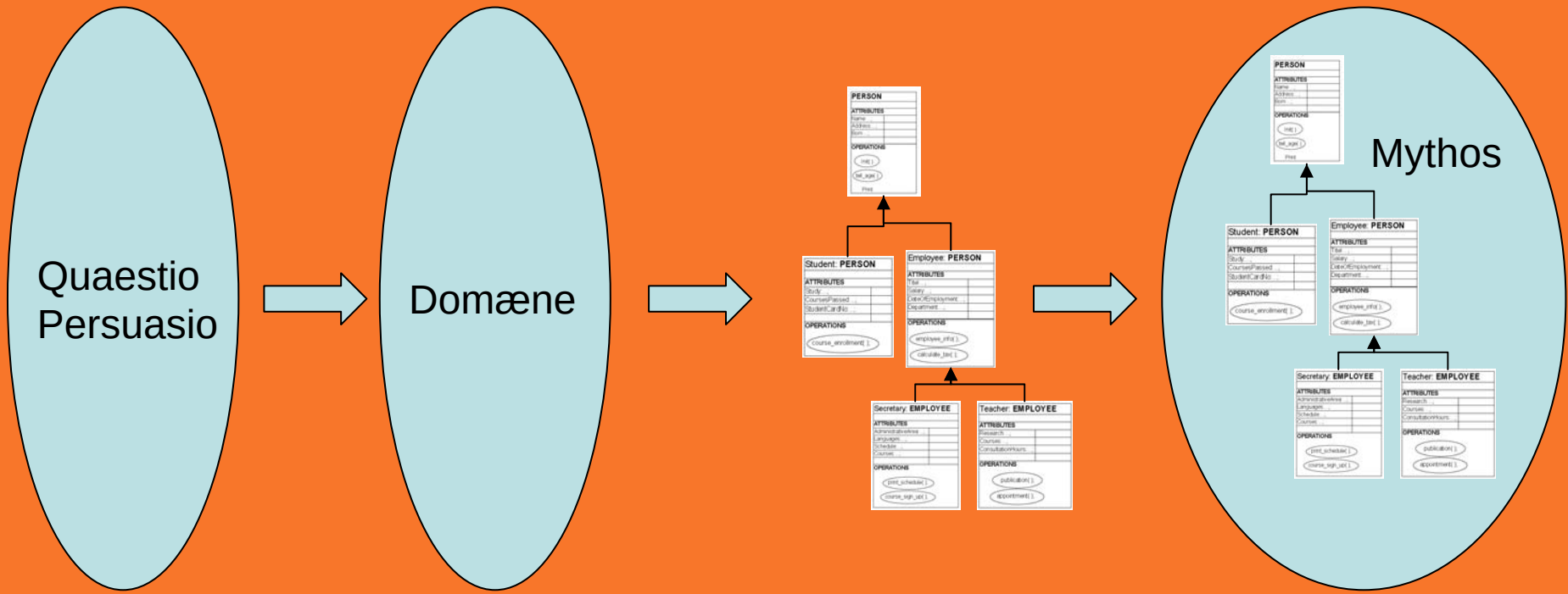
Function



Inventio
Topik

Domæne

Modellering som konstruktion



Konklusion

Ethos + 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)

Konklusion

fortsat

- ”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 that 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)

- **LITTERATUR**

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