From Big Data to Big Understanding with Information Architecture
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Our Mission Statement

It is the mission of Iasa to make architecture the most educated, capable, and recognized profession in the world. Iasa works to accomplish this by advancing proven standards and best practices that help architects in their daily jobs and help organizations to best utilize architects in executing their technology strategies.

Iasa exists to support the development of the architecture profession as a whole. Our association seeks to address several challenges that are present in the field of architecture today:

- A lack of organizational resources targeted at the architect in their daily role.
- A lack of common definition for fundamental architect skill sets.
- Variability of the architect role across organizations.
- Difficulty in finding like-minded and similarly skilled specialists to interact with on a peer-to-peer basis.
- The challenge of categorizing types of architects and evaluating competence.

Iasa was founded to address such uncertainty and strives to enable individual architects to set a career path and follow that career path across organizations in a way that other professions may take for granted.
About the Information Architecture Institute

The information Architecture Institute is a nonprofit (501c6) organization of volunteers. Our singular focus is to make the world's information clearer and easier to use by improving how people learn, practice and teach information architecture (IA).

Our History
In 2002, our founders established an organization dedicated to the advancement of the field of information architecture.

Our Board
The IA Institute is managed entirely by a team of hard-working volunteers. Our board of directors is at the heart of the organization.

Our Work
Our programs and initiatives, all launched by members of our community, serve the needs of those learning, teaching, and practicing IA.

We are always evolving
We set a high bar for our organization to completely replatform by the end of 2016.

Read about our Journey
Dan Klyn

- President-elect, Information Architecture Institute
- Co-founder and principal architect, The Understanding Group
- Adjunct faculty, University of Michigan School of Information
Information Science

“Meaning Is Irrelevant”

Claude Shannon
Information Architecture

“Structural Integrity of Meaning Across Contexts”

Jorge Arango
MEANING IS THE MATERIAL
That’s Being Structured
In Info-architectural Work
MEANING IS SITUATED IN THE RELATIONSHIPS AMONG & BETWEEN ENTITIES

A different arrangement has different meaning
Wurmans 2nd Law

The Creative Organization of Information Creates New Information

Richard Saul Wurman
STRUCTURE = FORMAL ASPECTS OF THE RELATIONSHIPS IN AN ARRANGEMENT

Mereology
STRUCTURE CAN BE DESIGNED FOR TIGHT OR LOOSE FIT WITH STRATEGY

Ducks & Decorated Sheds
Structure As Foreground “Image”

Your Mileage May Vary

Denise Scott Brown
ALL ARCHITECTURAL PRACTICE IS SPATIAL PRACTICE

Semantic space
Geometric space
“Hodological” space
Architecture is a way of seeing.
“Our world has always had big data that, until recently, has remained untapped for any real understanding”
Three Approaches*

For Turning Big Data into Big Understanding with information architecture

*based on the work of the original information architect Richard Saul Wurman and his collaborators at esri to realize a project called The Urban Observatory

http://www.urbanobservatory.org/
1. Apperception

Wurman’s First Law: You Only Understand Something New Relative to Something You Already Understand
Open Space

New York

The parks and open space are visible on this map, giving a visual indication of how much open space exists in the city. The map calls out one or more signature parks that are part of the identity of the city. Open space is defined as developed or natural areas that are available for public use within the city.

How to make this map for your city

London

The parks and open space are visible on this map, giving a visual indication of how much open space exists in the city. The map calls out one or more signature parks that are part of the identity of the city. Open space is defined as developed or natural areas that are available for public use within the city.

How to make this map for your city

Tokyo

The parks and open space are visible on this map, giving a visual indication of how much open space exists in the city. The map calls out one or more signature parks that are part of the identity of the city. Open space is defined as developed or natural areas that are available for public use within the city.

How to make this map for your city
2. Ask Dumb Questions

A Difference In Scale Is Often A Difference In Kind

- What’s an airport?
- What’s a city?
- What does “mixed use” mean?
The City, Form and Intent: being a collection of the plans of fifty significant towns and cities all to the scale 1:14400 Richard Saul Wurman and sixty-one students of the School of Design Student Publication of the School of Design® Volume thirteen Numbers one and two North Carolina State of the University of North Carolina at Raleigh, North Carolina 1963
3. Performance Language

The Ability To Talk About And Understand Our Needs In Terms of **What We Want**, **not How** We’ll Solve A Problem

- Performance Not Products
- Learning Not Schools
- Safety Not The Number Of Policemen
- Mobility Not Highways
- Communication Not Signs
- Lighting Not Light Poles
- Recreation Not Parks
Parting Thought

Can we work together to reduce or eliminate the use of this visual explanation for what enterprises are seeking to gain from Big Data?
A Tsunami of Not-Yet-Information
Let's Architect Data Into Information
Questions Please
also, please consider joining us

The Information Architecture Institute
http://iaoinstitute.org