



AIM Connections

For Alumni and Friends of the Applied Information Management Master's Degree Program

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Congratulations Fall '05 and Winter '06 AIM Graduates

Eleven students wrote final research papers in Fall 2005 and Winter 2006, completing the AIM Program degree requirements. Below is a list of names, titles and abstracts. Congratulations, and welcome to our newest alums!

Linda Ballas, Software Architect, Standard Insurance Company

Selecting an Enterprise Architecture Model to Support Alignment of Information Technology Efforts with Strategic Business Goals

Waddington (2004) and Bloomberg (2005) believe that organizational characteristics should help determine the choice of an enterprise architecture model. This paper examines key existing models and aligns these with variations in organizational maturity level, including business process definition, system development life cycle and enterprise data warehouse (Phillips, 2004). Outcomes are provided for enterprise architects and systems analysts who seek to model both technical and business components to support strategic planning efforts (Baker and Janiszewski, 2005).

Erica Banks, Technical Analyst

How Internet Access Affects Minority Students in Secondary Public Schools

This paper examines Internet access as a factor to the limited numbers of qualified minorities, African Americans and Hispanic

Americans, eligible for employment in corporations throughout the United States (Bennett, 2005). Selected literature published between 1995 to 2005 is analyzed to examine access and success rates in schools. Content analysis results in textual and graphical displays designed for diversity coordinators, working in corporations, who want to incorporate a diverse pool of employees in the workplace.

Michael Cuciti, Owner/Systems Integrator, CBM Computer Solutions

Computer Instruction and Andragogy: Best Methods to Teach the Elderly E-mail as a Communication Tool

Each year 351,000 people become senior citizens (U.S. Census Bureau, 2004). As families disperse geographically, there is a need for older adults to learn to use technology as a communication tool to remain connected to family. This study examines age-related barriers that hinder learning and identifies strategies and design considerations best suited to the elderly. Guidelines, grounded in andragogy (Knowles, in Bean, 2003) are provided to assist instructors who teach the elderly in face-to-face environments.

Continued on page 2



Congratulations . . . continued from page 1

Brian Evans, IT Business Systems Analyst,
Mentor Graphics Corporation
*Improving the Data Warehouse With
Selected Data Quality Techniques: Metadata
Management, Data Cleansing and Information
Stewardship*

The corporate data warehouse provides strategic information to support decision-making (Kimball, et al., 1998). High quality data may be the most important factor for data ware-

house success (Loshin, 2003). This study examines three data management techniques that improve data quality: metadata management, data cleansing, and information stewardship. Content analysis of 14 references, published between 1992 and 2004, results in lists of themes, synonyms, and definitions for each technique, designed for data warehouse analysts and developers

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Kel Farley, Support Center Specialist,
University of Nevada, Reno
*The Digital Divide in K-8 Education:
Contributing Factors and Mitigating Teaching
Strategies*

Lynch (2002) defines the Digital Divide as “the gap between those who have access to and can effectively use information technologies and those who cannot” (Lynch, 2002 p.2). This paper examines a primary factor, socio-economic status (Chen and Wellman, 2003), along with Internet access (Birdsall, 2000) and teacher technological skills (Castells, 2002) in K-8 education. Literature published between 1995 and 2005 is analyzed to suggest ways to successfully mitigate the Digital Divide in the classroom.

Nicholas Kannellakis, Systems Analyst, Sage
Software
*Change Management and Customer
Relationship Management (CRM)
Implementations: Planning for Success*

This paper identifies change management practices that facilitate Customer Relationship Management (CRM) (Nykamp, 2001) implementations. Selected literature published between 1994 and 2004 is subjected to grounded theory and constant comparison analysis (Strauss and Corbin, 1990). Results are grouped by four change management areas from Kale (2005): training, leadership, infrastructure change, and performance metrics. The outcome is presented to CIOs and CRM steering committee members, as a decision support tool in planning a CRM implementation.

Jacob Klearman, Network Administrator,
WestStar Bank
*Selecting WAN Capable Replication
Technologies for Disaster Recovery Planning
in Mid-Sized Organizations: A Guide for IS
Managers*

Large-scale disasters highlight the need to protect and quickly restore mission critical data. A conceptual analysis of articles published from 1999 to 2006 forms the basis for a decision support tool, designed for IS Managers of medium sized enterprises, who need to understand asynchronous WAN replication options. The tool, to be used during business continuity planning, explores the pros, cons, functionality and cost of replication technologies including: file, snapshot, CDP, Block and Byte replication.

Michael Lasher, Chief Operations Officer,
Umatilla-Morrow Education Service District
*When Private Entities Use Video Surveillance
in Public Space: Personal Benefits vs. Privacy
Infringements*

This study examines the most common video surveillance applications currently used by private entities in public spaces. Through literature review and content analysis (Leedy and Ormrod, 2005) the paper examines: monitoring, facial recognition, inclusion of video in larger

databases, tracking, and security applications (Davis, 2005). Purported benefits of these technologies are aligned with potential privacy intrusions. A personal decision tool provides readers with a process to evaluate their own feelings about video surveillance and privacy.

Scot W. Moye, Product Manager, IT, Intel Corporation
Using eLearning Technologies in Blended Learning Models: Potential Impacts on Assessment in K-12 Schools

In an era of increased accountability and shrinking resources for primary and secondary educational institutions, recent eLearning technologies could play a significant role in reaching goals of the No Child Left Behind Act. This paper presents a review of selected literature published between 1996 and 2006, explores the most commonly used eLearning technologies, examines potential impacts on assessment, and reveals possible benefits of introducing them in blended K-12 environments to present curriculum content.

Tim Quinlan, Intel Corporation
Doing Business in China: Factors for Consideration By Product Managers When Developing Global Business Strategy

As China's economy grows and government restrictions decrease, the opportunities

presented to multinational corporations change. By comparing selected elements of Chinese relationship networks (work and business relationships; personal relationships) from Jiang (2003) with selected corporate organizational dynamics (architecture; routines; culture) from Saloner (2001), a set of practical considerations is produced for product managers when developing business strategy in China. Examples of relationship networks and organizational dynamics are derived from selected literature, published between 1994-2005.

Sonia Rees, Repository/Tools Analyst, RBTT Bank Ltd.
Planning e-Government Projects for Developing Countries: A Checklist of Accountability and Transparency Success Factors

Governments of developing countries attempt to provide a better quality of life to citizens through information and communication technologies (ICTs). This attempt "to enhance the access to and delivery of government services to benefit citizens" is known as e-government (Basu, 2004). This study focuses on e-government project planning, with emphasis on two factors: accountability and transparency. A checklist of success factors, derived from case studies and theoretical documents, is provided for consideration by e-government designers.

AIM Advisory Board

Mr. Michael Johnson,
AIM Alumnus—Rentrak Corporation

Ms. Janet Cormack,
Sr. AIM Program Coordinator

Dr. Linda Ettinger,
AIM Academic Director

Mr. Curtis Lind,
Director of UO Continuing Education

Dr. Jane Maitland-Gholson,
AIM Faculty

Mining Course Discussions . . . Faculty Nuggets



What's happening in online article indexing?

Colleen Bell, Electronic Information and Research

For many, many years, research was conducted in card catalogs (the real ones, with 3x5 cards stuffed in wooden drawers and held in place in the drawers by metal rods) and periodical indexes. There were a limited number of publishers producing defined content and format scopes. It was a pretty simple view of the information universe.

Computerized catalogs and indexes opened up access. All of a sudden, you could search by any word that might appear in the title or, if available, abstract, in addition to browsing by title, author, and subject heading.

Continued on page 4

Faculty Nuggets . . . continued from page 3

Today, the number of publishers offering online article indexes has exploded, and the content of the indexes expanded to include full text articles. This has really changed the fundamental nature of these databases, turning them into publications that are more like journals (maybe we could call them “super” journals) than indexes, or locators.

Pricing models for these indexes have also changed. I have a theory that at some point we’re going to see a giant database that offers free indexing, but full text on a pay-per-use or subscription basis. Once indexing was the “content,” but now it’s the full text. Indexing will be the “loss leader” of the information market. The open access movement (making academic journals freely available over the Internet) that is sweeping the academic world is an untenable model—there’s too much money tied up in the full text market.

If you’re interested in seeing one vision of the future, take a look at EPIC 2015 (<http://www.albinoblacksheep.com/flash/epic>), an 8-minute Flash video that envisions a future where Google™ rules the information “grid.” Fascinating stuff, and scary, too, because it’s based on things that are happening *right now.*

AIM Celebration

AIM will celebrate 20 years in Fall 2006 with several special events. Details coming to you soon!



How is a Technology Trend Different from an Information Design Trend?

Carolyn Strong, Information Design Trends

When I teach the Information Design Trends course, I try to engender a sense of the difference between a technology trend and an information design trend. While technology is certainly a central factor today in information design, and while the two areas are often related, they are not the same.

For example, the prevalence of digital TV is a technology trend. One impact of digital TV on information design is that it is now possible to broadcast an image or movie in the background of a TV show without seeing a flicker (caused by how analog TV painted the screen with interlaced lines). One result is the increased use of live feed video on large screens running simultaneously behind a news broadcast anchor—the information design trend.

Here’s another example. The recent introduction of Google™ Earth images is a new software technology using satellite images. An impact to information design is that fewer maps need to be drawn to show context or proximity. It has become easier and faster to zoom in or out of the real image at an appropriate or desired level of detail—the information design trend. Maps produced by graphics designers are already relatively rare in magazines or on broadcast TV. One exception to this observation is the prevalent outline map of Iraq, with the city being discussed shown relative to Baghdad.



Do We Really Need More Targeted Advertising?

Tim Williams, Search Marketing

In discussing the methods businesses use to advertise on the Internet and the awareness that consumers have of those methods, students in Search Marketing had divergent views of Paid Inclusion, a practice whereby a site pays to be indexed by a search engine but is not guaranteed any sort of appearance in search results.

Paid Inclusion drew an unfavorable reaction from many students, perhaps due to confusion between Paid Inclusion and Paid Placement. Paid Inclusion results returned within Yahoo! are still screened by the same relevancy standards as any “organic” results that Yahoo! elects to include. Once a site signs up for Paid Inclusion and those pages are crawled, the results are liter-

ally commingled in the same database as all the “natural” findings. And once the feed is acquired and the data captured, the advertising side takes a hands-off approach and the results are not influenced by them. It’s very similar to the editorial policy of a newspaper in that regard. Paid Placement is a product that guarantees placement at the top of search results and is rarely, if ever, found among top tier search engines. These products produce distinctly different consumer search experiences.

Several students suggested that paid results may clutter up searches when the user is only beginning to seek out research information as opposed to any commercial intent. Yahoo! is thinking similarly and has released a new tool called Mindset. This tool provides the user a slider bar that shifts the focus of their intent from “researching” to “shopping.” It’s an interesting twist that can be seen at <http://mindset.research.yahoo.com/>

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Michael Johnson Joins AIM Advisory Board



The AIM Advisory Board, responsible for AIM new student admissions, includes a representative selected from the AIM alumni group. We offer a large “thanks” to outgoing alum Chris Buhle '01 (Systems Analyst with Kaiser Permanente), who served admirably for the past three years. At the same time, we welcome Michael Johnson '00.

Michael is Director of Information Technology for the Home Video Division of Rentrak Corporation. He directs the software development department as well as the technical support and transaction data processing managers. Rentrak gathers entertainment industry sales and rental data from video stores, movie theatres, mass merchants and video-on-demand cable systems for overnight delivery to Hollywood movie studios. He recently connected 3000+ movie theatres to the reporting system and participated in entry into VOD. Currently he is managing the biggest project in the Home Video history: migrating the entire division from a DYNIX/UNIX minicomputer to distributed Linux servers. Michael's AIM Capstone research paper was titled The Impact of Digital Video-On-Demand: A Study of the Correlation between Price and Video Distribution Windows.

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New AIM Core Course

Darin Stewart will teach a new AIM online core course beginning June 12, titled Managing Information Assets. Course content examines how to identify, integrate and manage the types of information resources and knowledge assets that exist within an enterprise. Key to managing these resources and assets is the concept of findability. Students learn to use metadata and information standards to build a supporting information resources framework, which can be leveraged to enhance enterprise-wide search and navigation. Sound interesting? Why not enroll at the reduced alumni tuition rate, if there is space available? Virtual Learning and Teams is a prerequisite.

Redesigned AIM Website

Beginning with leadership from AIM Information Architecture course instructor Neal Bastek, we started from the ground up to revamp the AIM website—our primary program information resource.



You'll see a brand new look and feel, with many more photos of current students and graduates. Information has been reframed, geared toward key users, in hopes of streamlining access to information you need. Our goal is to make this site work for you—does it? Please let us know.

An added feature is the first volume of AIM eBriefings. These brief news reports provide quick snapshots of timely, in-depth final student research papers, produced in the AIM Capstone. Full document PDFs are also available for downloading from the website.

Read the first volume of AIM eBriefings on the newly redesigned AIM website at <http://aimdegree.com/research/>

<http://aimdegree.com>

Meet the Newest AIM Students

Mr. Alex Bringas
Sr. Systems Analyst
Intel Corporation
Beaverton, OR

Ms. Dana Fowler
Programmer/Data-
base Administrator
Key Knife, Inc.
Carlton, OR

Mr. Brandon Gatke
SW Washington IT
Systems Manager
Chicago Title Insur-
ance Co.
Portland, OR

Ms. Melinda Geist
Product/Project
Manager
Intel Corporation
Portland, OR

Mr. Arron Leverman
Chief Petty Officer
U.S. Navy
Chula Vista, CA

Mr. Gary Lomphey
Senior Network/
Security Engineer
Hynix Semiconductor
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Eugene, OR

Mr. Jim Misner
Technical Supervisor
Comcast Cable Corp.
Hillsboro, OR

Mr. Timothy Kraska
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Pawcatuck, CT

Ms. Tanya Trask
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Mr. Matthew Van Sickle
Technical Training
Designer
HSBC Card Services
Portland, OR

Mr. Dennis Zeidlhack
IT Director
CompView
Portland, OR

Spring 2006 AIM Graduation Events

You are cordially invited to attend the 2005/2006 AIM Capstone Presentations and Graduation Reception, scheduled on the University of Oregon campus, June 16 and 17. Detailed information on Spring Commencement 2006 is available from the UO Student Life Office: <http://studentlife.uoregon.edu/programs/commencement/index.htm>

On Friday afternoon, June 16, we will hold the AIM Capstone Session in the Baker Downtown Center and the UO Portland Center. We anticipate 19 new AIM graduates, so the presentation lineup is guaranteed to be interesting as well as entertaining.

The AIM Graduation Reception is scheduled Saturday morning, June 17, just prior to the main UO Commencement Ceremony at noon.

We will meet on the UO campus grounds immediately behind the Pioneer Father statue, directly across the street from Johnson Hall—famed location for the filming of “Animal House”!

Please contact Janet Cormack (aim@uoregon.edu) if you'll be attending any of these events.



Alumni Updates

Michael Grater '05 has been promoted to Business Systems Analyst at United Parcel Service.

Scot Moyer '06 and his wife are the proud parents of twins, born while he was finishing his Capstone paper. Now that's productivity!

Thanks for Sharing!

Thank you for sharing your news on what you are doing, honors and awards, new jobs, promotions, relocations, family developments and more. Please send in your What's New in Your Life card for the Fall 2006 AIM Connections newsletter. We want to hear from you!



Getting Ready for the 20th Year!

As the most important way to recognize the past twenty years of the AIM Program, we want to hear from alumni as to how each professional career has been impacted by the AIM graduate degree. What courses made the biggest difference in your work? Do you still reflect on words of wisdom from that one special faculty member? Did you get a promotion with the final degree in hand—did you change jobs? What did you do to build on your Capstone paper? Expect a contact from Ruta Stabina some time soon. AIM degree stories will be published in an article in a special Fall issue of Connections. Thanks!

<http://aimdegree.com>



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