



UNIVERSITY  
OF OREGON

# AIM Connections

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

Spring 2007  
Volume 5 • Number 1

## Inside

2

Congratulations Winter  
'07 AIM Graduates

4

Faculty News

Alumni Updates

5

eBriefings Vol. 2, No. 2

Upcoming AIM Short  
Courses

6

UO News

7

Welcome to the Newest  
AIM Students

8

Contact Us

## Spring 2007 AIM Graduation Events

You are cordially invited to attend the 2006/2007 AIM graduation events, scheduled on the University of Oregon campus, June 15 and 16. Detailed information on Spring Commencement 2007 is available from the UO Student Life Office: <http://studentlife.uoregon.edu/programs/commencement/index.htm>

On Friday afternoon, June 15, we will hold the AIM Capstone Presentations Session in the Baker

Downtown Center. We anticipate 15 new AIM graduates, and the presentation lineup is guaranteed to be interesting as well as entertaining.

Friday evening we will hold a barbecue at the AIM Program Director's home. Be prepared to relax, eat good food, and mingle with the new AIM graduates and their families.

The AIM Graduation Reception is scheduled for Saturday morning, June 16, just prior to the main UO Commencement Ceremony at noon. We will meet at the Baker Center for congratulations and celebrations all around! Please contact Janet Cormack ([aim@uoregon.edu](mailto:aim@uoregon.edu)) if you plan to attend any of these events.



### 2006 Spring Commencement

2006 Spring Commencement participants, left to right: Lane Pughe, Dana Hogan, Nick Kanellakis, Erica Banks, Michael Lasher, Sonia Rees and Randy Timmerman.

<http://aimdegree.com>

## Congratulations Winter '07 AIM Graduates

Six students wrote final research papers during winter term 2007, completing the AIM Program degree requirements. Below is a list of names, titles, and abstracts. Congratulations and welcome to our newest alums!

**Michael Barnes**, User Experience Design Manager, VeriSign, Inc.

*User-Generated Metadata in Social Software: An Analysis of Findability in Content Tagging and Recommender Systems*

This study describes how user-generated metadata may be leveraged to enhance findability in web-based social software applications (Morville, 2005). Two interaction design systems, content tagging (Golder & Huberman, 2005) and recommender systems (Resnick & Varian, 1997), are examined to identify strengths and weaknesses along three findability factors: information classification, information retrieval and information discovery. Greater overall findability strength may be found in content tagging systems than in recommender systems.

---

Visit <http://aimdegree.com/research> to read paper titles, abstracts, and full text documents of award winning AIM student research since 1995.

---

**Donald J. Davies**

*Improving the Usability of Mobile Applications through Context-awareness*

The usability of mobile applications is threatened by limited input/output capabilities and varied access situations (Bertini et al., 2005).

Through context-awareness, applications are programmed to respond to contextual information as an input source (Schmidt et al., 1999). Based on analysis of literature published between 1998 and 2006, techniques to both interpret and apply contextual input to improve mobile application usability are identified among four primary context types: location, identity, time, and activity.



**David Dederick**, Sr. Systems Consultant, Motorola, Inc.

*Improving Asset Visibility: Fundamental Practices for Implementing RFID Technologies*

Radio Frequency Identification (RFID) has the potential to enhance tracking and identification activities across business processes (Finken-zeller, 2003). This study examines the potential for improved asset visibility in three RFID technologies: (a) low frequency (LF), (b) high frequency (HF), and (c) ultra-high frequency (UHF). Outcomes, presented in summary tables, highlight factors that influence choices information managers must make to incorporate these technologies in medium to large organizations, with emphasis on pros, cons, and costs.

*Visit us online at  
<http://aimdegree.com>*



**Luke Jambois**

*Using Findability Features on Legislative Web Sites to Meet Constituent Expectations*

Although legislative Web sites first appeared during the 1990s, constituents still have difficulty finding legislative information (Jambois, 2005; Peterson, 2002). A checklist is created for designers of legislative Web sites, based on analysis of literature published between 1995 and 2006 in the areas of constituent expectations for legislative sites and Web findability features. This checklist details Web site features that improve findability in ways that better meet the expectations of constituents who use these sites.

**Mark McClure**, Enterprise Technology Architect, The Regence Group

*Framing a Collaborative Enterprise Architecture Governance Program within the Context of Service-Oriented Software Systems Development*

The chief enterprise architect must employ different methods to govern enterprise architecture (The Open Group, 2005) and service-oriented architecture (Malinverno, 2006). Results from a content analysis of selected materials published between 2002 and 2006, help to form a framework of four artifacts including a glossary, a conceptual model, a set of causal loop diagrams, and a guide for a collaborative enterprise architecture governance program. The framework is designed to support the analysis, design, and development of service-oriented software systems.



**Brig Otis**

*Factors in Social Computing Related to Worker Productivity*

Proliferation in social computing technologies has created a need to examine the technology selection process with focus on the relationship to worker productivity. A review of literature published between 1998 and 2007 is conducted. Content analysis identifies factors in the literature addressing social computing, defined by the Social Computing Group (2005) and worker productivity, defined by Nasar (1993). The outcome is a Q&A guide for information managers to use when selecting social computing technologies.

---

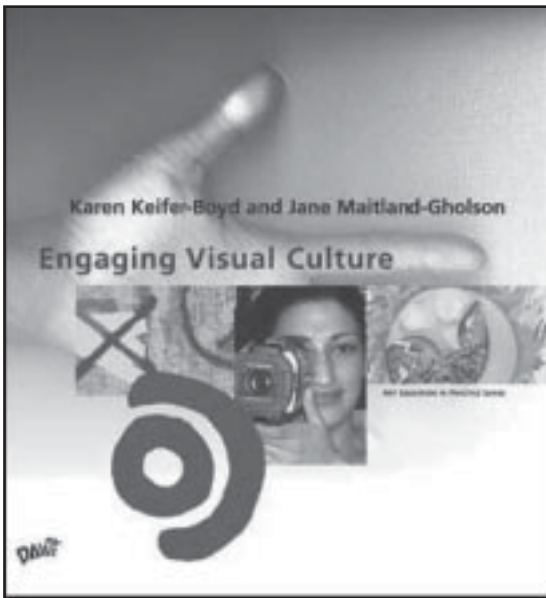
Thank you for sharing your news on what you are doing, honors and awards, new jobs, promotions, relocations, family developments and more. Please send in your *What's New in Your Life* card for the Fall 2007 AIM Connections newsletter along with a photo if inclined. We want to hear from you!

---

## Faculty News

**John Kenagy** has left Oregon Health & Science University (and AIM for now) to work for Providence Hospitals in Washington state. Best of luck John!

**Jane Maitland-Gholson** (Virtual Learning and Teams, Writing for Research, and Research Methods) has co-authored a book titled, *Engaging Visual Culture: How to help students negotiate visual culture's potent and multi-layered meanings*. *Engaging Visual Culture* is a guidebook for teachers to help learners make sense of the pervasive flow of visual information shaping their worldview and way of being. The authors offer practical strategies to expose learners to ways of thinking critically about visual culture, its meanings, and its impact on their lives; explode passive acceptance of knowledge; and empower students to participate actively in constructing their own meanings.



**Kara McFall** (Project Management) has been admitted to the Ph.D. Program in the Graduate School of Education at Portland State University. She is currently studying for a degree in Postsecondary, Adult and Continuing Education.

**Darin Stewart** (Managing Information Assets) has been busy on the publishing and speaking circuit. His recent articles include, "Why Taxonomies Need XML," published in the March 2007 issue of *Econtent* magazine. Darin is presenting on "Taxonomies and Vocabularies as Stepping Stones to Semantics" at the Semantic Technology Conference in May.

**Marsha Willard** (Management of Organizations, Sustainability in Business) has co-authored a book titled, *The Business Guide to Sustainability: Practical Strategies and Tools for Organizations*. Organized by sector (manufacturing, services, and government) and function (top management, marketing and PR, purchasing, facilities, human resources, finance and

accounting, and health and safety), the authors show how organizations can apply sustainability in their everyday work through the application of useful tools and self-assessments.

## Alumni Updates

**Bill Curtis** (2004) continues his work as a lecturer at the Huihua College at Hebei Normal University in China. He recently completed the Beijing International Marathon. He also has won three teaching awards: the 2006 Yahgzhao Friendship Award from the People's Government of Hebei Province, Outstanding Foreign Expert in the City of Shijiazhuang in 2005, and Outstanding Teacher at Hebei Normal University in 2006.

**Christine Jarrell** (2005) is now Search Engine Optimization Specialist for CNET Networks, Inc. In her new position, her mission is to increase algorithmic search engine traffic from key search engines to a number of CNET's sites. She is responsible for keyword and link strategies; managing technical projects related to search engine optimization (SEO); SEO integration among design; editorial, production, and engineering groups; documenting SEO guidelines; and the tracking and reporting of key SEO metrics.

After nine years in the Portland area, **Steve White** (1999) relocated to Colorado Springs. He now leads the IT department for Young Life, a Christian youth mission organization.

## eBriefings Volume 2, No. 2

The second part of Volume 2 of AIM eBriefings will be published on the AIM Program website (<http://aimdegree.com>) by mid-May. *eBriefings* presents summary snapshots for quick review of selected final research papers written by students of the Program. Volume 2, No. 2 examines three timely topics: managing outsourced contracts, ePortfolio system features, and investigating Internet crime.

## Upcoming AIM Short Courses

Remember, AIM alumni can register for half price on a space available basis!

### Business Ethics

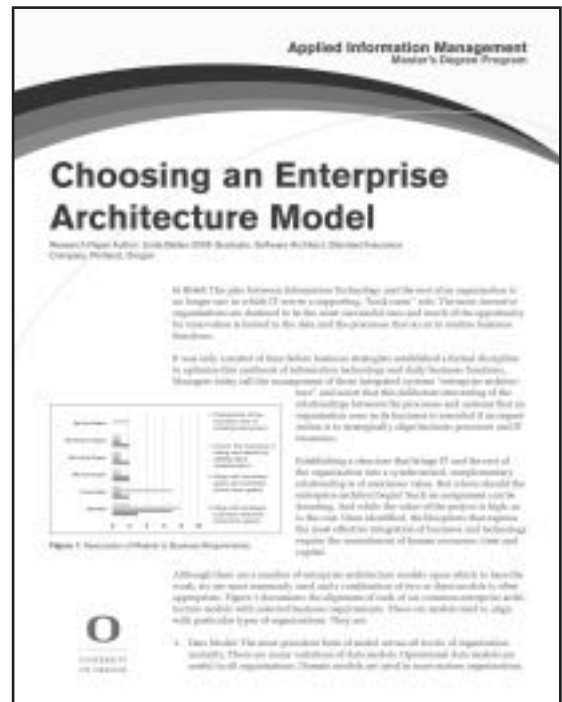
The summer term onsite course, Business Ethics, examines ethical issues in the context of business theory and practice. Among the topics discussed are conflicts of loyalty, the ethics of information disclosure, whistle blowing, information and privacy, and the ethical issues raised by corporations operating in a global context. In the process of exploring these issues and the questions they raise, resources from the humanities, management theory, and the social sciences are used. Students learn to examine ideas and perspectives in the field of business ethics and extend these ideas/perspectives to administrative practices and decision-making. This course meets on August 11, 12, 17, and 18. Detailed information and registration are available at [http://center.uoregon.edu/aim/current/courses/course\\_desc.php?CourseKey=520161](http://center.uoregon.edu/aim/current/courses/course_desc.php?CourseKey=520161).

The course is open to AIM alumni for half price on a space available, non-credit basis.

### Making Sense of Financial Data

Also available in August is Making Sense of Financial Data. This online course examines some of the ways managers use financial information to plan and implement key organizational activities. The course reviews how those outside the organization use financial information to evaluate its performance. The goal is to cover topics that are relevant to your current and future professional experiences. This course is designed for students with little or no background in accounting and may also be useful to students wishing to refresh their financial accounting knowledge. Course dates and registration information are available at [http://center.uoregon.edu/aim/current/courses/course\\_desc.php?CourseKey=520162](http://center.uoregon.edu/aim/current/courses/course_desc.php?CourseKey=520162).

The course is open on a non-credit, space-available basis for half price to alumni who have taken Virtual Learning and Teams or Learning in a Virtual Environment.



### AIM Research Online

Locate volumes 1 and 2 of the AIM eBriefings on the AIM Program website at <http://aimdegree.com/research>

<http://aimdegree.com>

## 2007 Football Schedule

Cheer the Ducks to victory when the team plays at a university near you. The 2007 football game schedule is:

September 1	Houston
September 8	at Michigan
September 15	Fresno State
September 22	at Stanford
September 29	California
October 13	Washington State
October 20	at Washington
October 27	USC
November 3	Arizona State
November 15	at Arizona
November 24	at UCLA
December 1	Oregon State

## UO News

### The Collaborative IRB Training Initiative (CITI)

Since February 15, 2007, the University of Oregon has offered a new, required web-based training program referred to as CITI (the Collaborative IRB Training Initiative). All UO researchers and research personnel (students, faculty, and research assistants) involved in both funded and non-funded human subjects research are required to complete the CITI program before receiving approval for any new or continuing research protocol.

### Men's Basketball Team in NCAA Elite 8

The third-seeded Oregon men's basketball team made it to the NCAA Elite 8 in tournament play. Unfortunately, the team lost to Florida, the defending NCAA champ, in the Midwest Regional Final. This was the fourth time in school history that the Ducks have advanced to the regional finals.

### 2008 Olympic Track and Field Trials

The University of Oregon will host the 2008 Olympic Track and Field Trials on the Eugene campus. Some 17,000 spectators are expected to attend the trials, which will run from June 27 through July 6, 2008.

### Research on Security Protocol for File-Sharing

The University of Oregon Network Security Research Laboratory has begun work on a security protocol for a new file-sharing paradigm. The project goal is to provide users with incentives to share files, while at the same time keeping the file sharing secure. Additional information on this research is available at <http://duckhenge.uoregon.edu/io/article.php?id=861>.

### Research on Climate Modeling

Patrick J. Bartlein, University of Oregon geography professor, is participating in climate modeling research. Project PALEOVAR, funded by the National Science Foundation, seeks to understand the interaction between short-term variability and climate conditions over the past 50,000 years. Researchers will use climate variability from numerous land and oceanic factors to project possible climate changes in response to global warming. Additional information on this topic is available at <http://duckhenge.uoregon.edu/io/article.php?id=862>.

---

To check out more University of Oregon news, visit <http://comm.uoregon.edu>

---

## Welcome to the Newest AIM Students

### Mr. Richard Buschmann

Production System Support Analyst  
Citizens Republic Bancorp  
Holly, Michigan

### Mr. Michael Campbell

Senior Project Manager  
Scripps Networks  
Knoxville, TN

### Mr. Jason Curtis

Technical Writer  
HSBC Card Services  
Sherwood, OR

### Ms. Fatima Hendricks

Manager, Information and Consumer Research  
Saad Specialist Hospital  
Al-Rakah, Eastern Province, Saudi Arabia

### Mr. Archibong Ituh

Export/Fulfillment Specialist  
Hyperion Solutions Corporation  
Stockton, CA

### Mr. John Jagosh

Senior Business Analyst  
Con-Way Supply Chain  
Tigard, OR

### Mr. John Knox

Lead Developer  
The Regence Group  
Portland, OR

### Mr. George Makiya

Technology Architect Leader  
Computer Sciences Corporation  
Conroe, TX

### Mr. Kaushik Mandal

Software Engineer  
Double-Take Software  
Indianapolis, IN

### Ms. Pattarin Mekanontchai

IT Manager and Logistics Specialist  
Thompson Metal Fab, Inc.  
Vancouver, WA

### Ms. Pamela Merkel

Software Consultant  
Springbrook Software  
Portland, OR

### Ms. Amy Norred

Publications Group Leader  
CH2M Hill, Inc.  
Beaverton, OR

## AIM Advisory Board

### Mr. Michael Johnson

AIM Alumnus

### Ms. Janet Cormack

Sr. AIM Program Coordinator

### Dr. Linda Ettinger

AIM Academic Director

### Mr. Curt Lind

Director of UO Continuing Education

### Dr. Jane Maitland-Gholson

AIM Faculty

## AIM Staff

### Curt Lind

Executive Director

### Linda Ettinger

Sr. Academic Director

### Janet Cormack

Sr. AIM Program Coordinator

### Sonya Faust

CE Program Coordinator

### Heather Fisher

Sr. CE Registrar

### Adrianna Mahoney

Program Assistant



**UNIVERSITY OF OREGON**

**CONTINUING EDUCATION**

Applied Information Management Master's Degree Program

1277 University of Oregon

Eugene, OR 97403-1277

**Questions? Contact Us!**

**Mail**

**Applied Information Management  
Master's Degree Program**

University of Oregon  
722 SW 2nd Ave., Suite 230  
Portland, OR 97204

**Phone**

Portland, Oregon  
(503) 725-2289

Eugene, Oregon  
(541) 346-4231

U.S. toll-free  
(800) 824-2714

**Fax**

(503) 725-3067

**E-mail**

[aim@uoregon.edu](mailto:aim@uoregon.edu)

**Web**

<http://aimdegree.com>

*<http://aimdegree.com>*