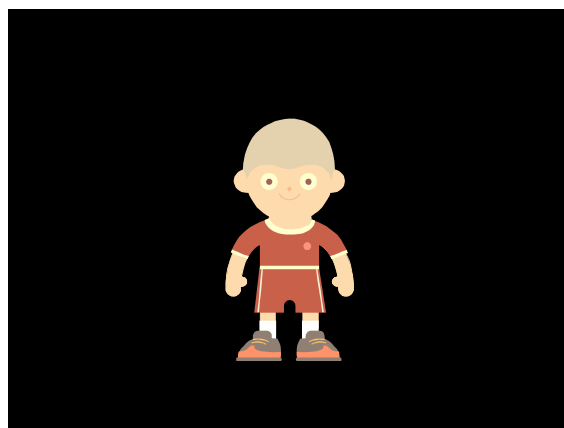


Information service 2.0 (What is it and Why?)

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Agenda

- Social web and the the changing information behaviour
- What kind of information is difficult to find?
- Information service 2.0 as information service in the era of the social web



Empirical study

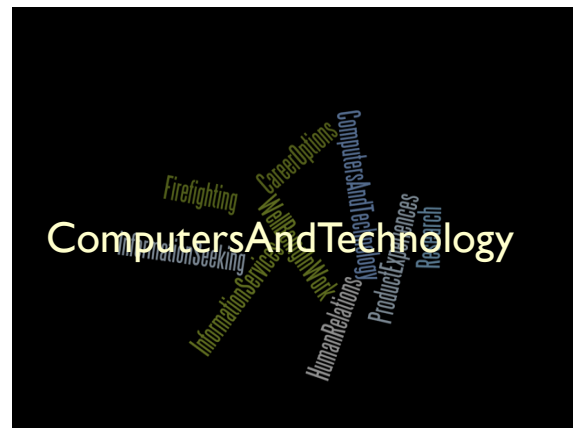
- Material
 - Utterances of not having been found information
 - Focus on work related issues
- Data gathering
 - Using LexiURL software
- Analysis
 - Qualitative content analysis of a sample of the data

Where information is not found?





What information is not found?

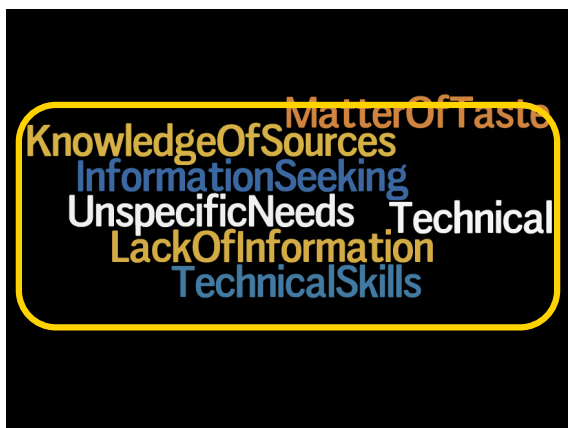


What kind of information is not found?

What is consequently found is...



Why information is not found?



Better questions More information
 Better skills Different tools
Information service 2.0?
 Better needs? Better searching
 Better sources

Different questions Different information
 Different skills Different tools
Information service 2.0?
 Different needs? Different searching
 Different sources



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The study is funded by the Academy of Finland