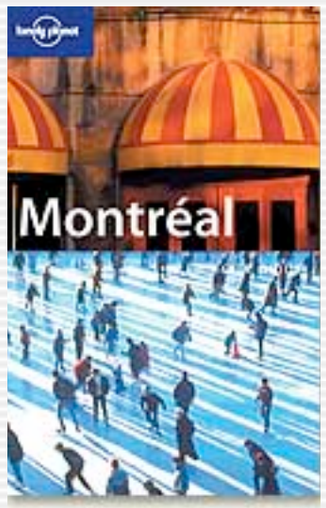
Document Genres: The Hidden Workhorse of Information Architecture

Peter Merholz *peterme@adaptivepath.com*

adaptive path

What's the interesting difference?



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Google Directory

Google Search | Directory Help

Search only in Travel and Tourism | Search the Web

Travel and Tourism

Regional > North America > Canada > Quebec > Localities > M > Montreal > Travel and Tourism

Go to Directory Home

Categories

Attractions (8) | Restaurants and Bars (98) | Travel Guides (9)
Lodging (99) | Tour Operators (3) | Travel Services (34)

Related Category:
Regional > North America > Canada > Quebec > Travel and Tourism (106)

Web Pages — Viewing in Google PageRank order — View in alphabetical order

- Old Port of Montreal - http://www.oldportofmontreal.com/
  Travel and tourism information for the oldest part of the city. Attractions, events and maps.
- Palais des Congrès de Montréal - http://www.congresmtl.com/
  Convention centre in downtown Montreal.
- Montreal a la Carte - http://www.ville.montreal.qc.ca/mtlcarte/anglais/mtlcarte.htm
  Detailed maps of the city, searchable with the use of Adobe Reader.
- MontrealNow - http://www.montrealnow.com/
  News, business, sports, and tourism information.
- Montreal Canada - Suite101.com - http://www.suite101.com/welcome.cfm/8078
  Monthly articles pertaining to the history of Montreal, its historic buildings and people connected to Montreal.
- VIP Pro Tours - http://vipprotours.com/
  A tour and hotel reservation company which sells hotel and ticket packages for major concerts, F1 Grand Prix, hockey, and festivals in Montreal

Help build the largest human-edited directory on the web.
Submit a Site - **Open Directory Project** - Become an Editor

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We must ask: How is it used?

- What is its purpose?
- What expectations will people bring to it?
- What can someone do with it?

- and.... How do people know?

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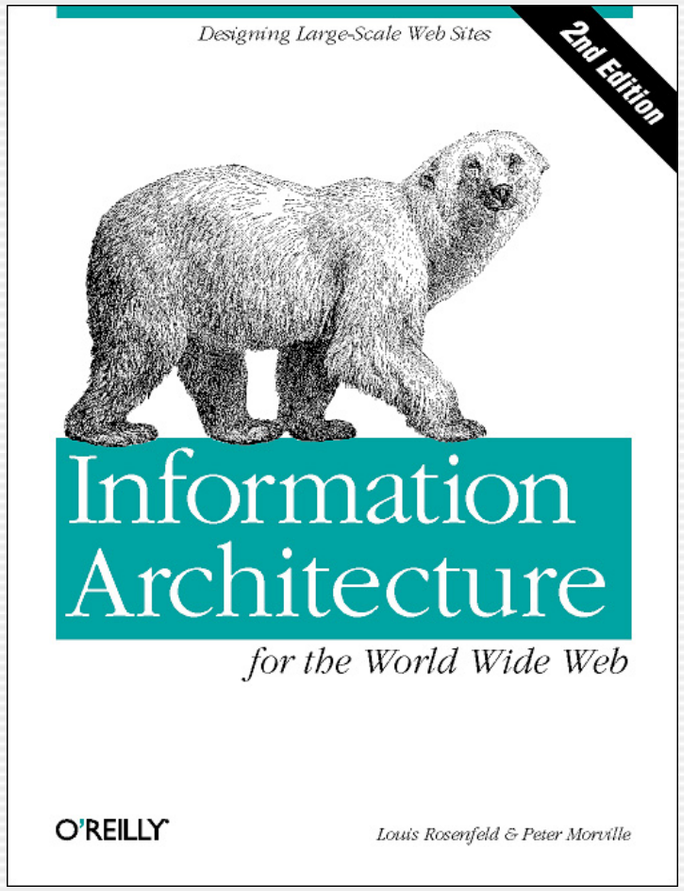
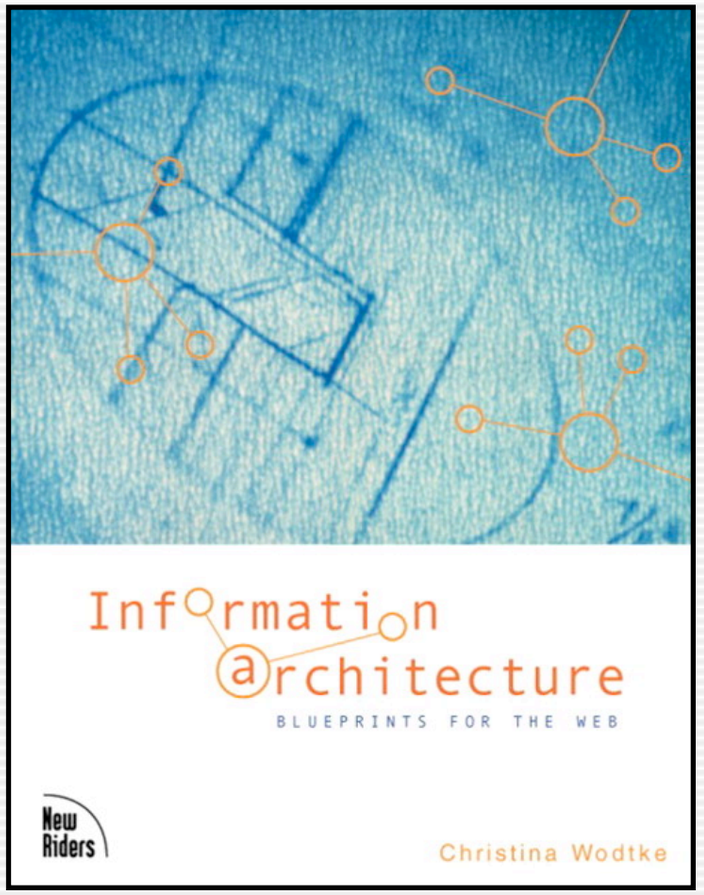
“Hidden workhorses?”





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Defining Document Genres

- "a distinctive type of communicative action, characterized by a socially recognized communicative purpose and common aspects of form" - Orlikowski and Yates
- Genres emerge as a response to purpose

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Stars And Sons	3 of 13	5:09	Broken Social S...	You Forgot It In People	Alternative ...
Make It Funky (Pt. 1)	6 of 20	3:15	James Brown	20 All Time Greatest Hits!	R&B
White Girl	3 of 12	2:37	Soul Coughing	Irresistible Bliss	Alternative
The Man I Love	2 of 16	4:16	Carmen McRae	The Gershwin Songbook	Jazz
Track No. 22		3:40	Artist	CD Title	
I'm On Fire	11	3:05	Johnny Cash	Badlands A Tribute to Bruce Sp	Classic Rock
Man with the money	19 of 20	2:45	The Who	A Quick One	Rock
Norwegian Wood (This Bird Has Flo...	15 of 15	2:27	Cornershop	When I Was Born For The 7th Time	Alternative ...
Glow Girl	23	2:45	Who	The Who Sell Out	Rock
Doomsday	2	4:58	MF Doom	Operation Doomsday	Hip-Hop
Jenny Was A Friend Of Mine	1	4:04	Killers	Hot Fuss	Rock
I Never Talk To Strangers	3 of 9	3:38	Tom Waits	Foreign Affairs	Alternative ...
Got To Hurry	5 of 14	2:36	The Yardbirds	Smokestack Lightning (Disc 1)	Rock

Eternal Sunshine of the Spotless Mind (2004)

Directed by
Michel Gondry

Writing credits (WGA)
Charlie Kaufman (story) &
Michel Gondry (story) ...
(more)

Add to MyMovies | Photos | IMDbPro Professional Details

Genre: Drama / Romance / Sci-Fi / Comedy (more)

Sample list of digital document genres

Analyst Report
Benchmark Study
Business White Paper
Company Information
Contacts
Customer List
Customer Quotes
Demo
Event
Event Calendar
Executive Biography
FAQ
Industry Fact Sheet
Industry Solution
Industry Solution Overview
Industry White Paper
Job Information
Legal
Logos
Partner Explanation
Partner List
Partner Overview
Partner White Paper
Press Info
Press Release List
Privacy Policy
Process Brief
Product
Product Backgrounder
Product Chooser
Product Line
Product Spec Sheet
Products Overview
Registration Form
Request Form
Search
Section Page
Service
Service Explanation
Service Fact Sheet
Service Overview
Service Process Brief
Service White Paper
Site Map
Solution Blueprint - Detail
Solution Blueprint - Summary
Speaker Information
Subscription Form
Technical White Paper
Technology Standards
Training Announcement
Training Locations
Training Registration
Training Schedule

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How do you make sense of this?

	A	B	C	D	E	
64	2.1.1.4.8	press releases	http://www5.peoplesoft.com/events.ms?/NewsR			
65	2.1.1.4.9	events	http://www5.peoplesoft.com/events.ms?/Events			
66	2.1.1.4.10	interactive diagram: marketplace can edit ally s	na	feature/benefit	interactive diagram	marketplace
67						
68	2.1.2.0	EnterprisePerformanceManagement:	http://www.peoplesoft.com/en/us/products/app			
69	2.1.2.1.0	workforce analytics	http://www.peoplesoft.com/en/us/products/app	marketing	peoplepts	intro to workforce analytics
70	2.1.2.1.1	workforce insight	http://www.peoplesoft.com/en/us/products/app	feature/benefit	peoplepts	workforce analytics
71	2.1.2.1.2	workforce rewards	http://www.peoplesoft.com/en/us/products/app	feature/benefit	peoplepts	workforce analytics
72	2.1.2.1.3	workforce scorecard	http://www.peoplesoft.com/en/us/products/app	feature/benefit	peoplepts	workforce analytics
73	2.1.2.1.4	enterprise warehouse	http://www.peoplesoft.com/en/us/products/app	feature/benefit	peoplepts	workforce analytics
74	2.1.2.1.5	brochure: enterprise performance management	http://www.peoplesoft.com/en/us/products/app	product description	brochure	workforce analytics
75	2.1.2.6	white paper:lifting analytic operational applicat	http://www.peoplesoft.com/cgi-bin/white paper	marketing	white paper	workforce analytics
76	2.1.2.7	white paper: bill inman review	http://www.peoplesoft.com/cgi-bin/white paper	marketing	white paper	workforce analytics
77	2.1.2.8	demo: ps balanced scorecard helps you align	na	product tour	flash demo	workforce analytics
78	2.1.2.9	featured stories: building a competitive HR st	http://www.peoplesoft.com/en/us/products/app	marketing	peoplepts	article reprint
79	2.1.2.10	demo: ps workforce analytics	na	product demo	flash demo	workforce analytics
80	2.1.2.11	demo: enterprise analytics	na	product demo	flash demo	workforce analytics
81						
82	2.1.2.2	customer relationship managemen	http://www.peoplesoft.com/en/us/products/app	marketing	peoplepts	intro to CRM
83	2.1.2.2.1	customer scorecard	http://www.peoplesoft.com/en/us/products/app	feature/benefit	peoplepts	CRM
84	2.1.2.2.2	marketing insight	http://www.peoplesoft.com/en/us/products/app	feature/benefit	peoplepts	CRM
85	2.1.2.2.3	profitability insight	http://www.peoplesoft.com/en/us/products/app	product description	peoplepts	CRM
86	2.1.2.2.4	sales activity insight	http://www.peoplesoft.com/en/us/products/app	feature/benefit	peoplepts	CRM
87	2.1.2.2.5	support insight	http://www.peoplesoft.com/en/us/products/app	feature/benefit	peoplepts	CRM
88	2.1.2.2.6	enterprise warehouse	http://www.peoplesoft.com/en/us/products/app	feature/benefit	peoplepts	CRM
89	2.1.2.2.7	press releases	http://www5.peoplesoft.com/events.ms?/NewsR			
90	2.1.2.2.8	events	http://www5.peoplesoft.com/events.ms?/Events			
91	2.1.2.2.9	brochure: workforce analytics	na	product description	brochure	CRM
92	2.1.2.2.10	white paper:lifting analytic	http://www.peoplesoft.com/cgi-bin/white paper		white paper	CRM
93	2.1.2.2.11	white paper: bill inman revi	http://www.peoplesoft.com/cgi-bin/white paper		white paper	CRM
94	2.1.2.2.12	demo: ps balanced scorec	http://www.peoplesoft.com/en/us/products/app		flash demo	CRM
95	2.1.2.2.13	demo: profitability insight	na	product demo	flash demo	CRM
96	2.1.2.2.14	demo: enterprise warehou	http://www.peoplesoft.com/en/us/products/app	product demo	flash demo	CRM
97						
98	2.1.2.3.0	financial analytics	http://www.peoplesoft.com/en/us/products/app	marketing	peoplepts	intro to financial analytics
99	2.1.2.3.1	activity-based manageme	http://www.peoplesoft.com/en/us/products/app	feature/benefit	peoplepts	financial analytics
100	2.1.2.3.2	analytic forecasting	http://www.peoplesoft.com/en/us/products/app	feature/benefit	peoplepts	financial analytics
101	2.1.2.3.3	balanced scorecard	http://www.peoplesoft.com/en/us/products/app	feature/benefit	peoplepts	financial analytics
102	2.1.2.3.4	financial insight	http://www.peoplesoft.com/en/us/products/app	feature/benefit	peoplepts	financial analytics
103	2.1.2.3.5	profitability insight	http://www.peoplesoft.com/en/us/products/app	product description	peoplepts	financial analytics
104	2.1.2.3.6	enterprise warehouse	http://www.peoplesoft.com/en/us/products/app	feature/benefit	peoplepts	
105	2.1.2.3.7	press releases	http://www5.peoplesoft.com/events.ms?/NewsR			
106	2.1.2.3.8	white paper:lifting analytic operational applicat	duplicate	marketing	white paper	
107	2.1.2.3.9	white paper: bill inman review	duplicate	marketing	white paper	
108	2.1.2.3.10	demo: balanced scorecard	duplicate	product tour	flash demo	
109	2.1.2.3.11	demo: profitability insight	duplicate	product demo	flash demo	
110	2.1.2.3.12	demo: financial insight	na	product demo	flash demo	
111	2.1.2.3.13	demo: enterprise warehouse	duplicate	product demo	flash demo	
112						
113	2.1.2.4.0	supply chain analytics	http://www.peoplesoft.com/en/us/products/app	marketing	peoplepts	intro to supply chain analytics
114	2.1.2.4.1	activity-based management. . DUPLICATE	http://www.peoplesoft.com/en/us/products/app	feature/benefit	peoplepts	supply chain analytics
115	2.1.2.4.2	supply chain insight	http://www.peoplesoft.com/en/us/products/app	feature/benefit	peoplepts	feature/benefit of supply chain analytics
116	2.1.2.4.3	enterprise warehouse	http://www.peoplesoft.com/en/us/products/app	feature/benefit	peoplepts	
117	2.1.2.4.4	press releases	http://www5.peoplesoft.com/events.ms?/NewsR			
118	2.1.2.4.5	brochure: enterprise performance management	na	product description	brochure	feature/benefit of supply chain analytics
119	2.1.2.4.6	white paper:lifting analytic operational applicat	duplicate	marketing	white paper	
120	2.1.2.4.7	white paper: bill inman review	duplicate	marketing	white paper	
121	2.1.2.4.8	demo: enterprise warehouse	duplicate	product demo	flash demo	
122						

8000 rows
three websites
150 products

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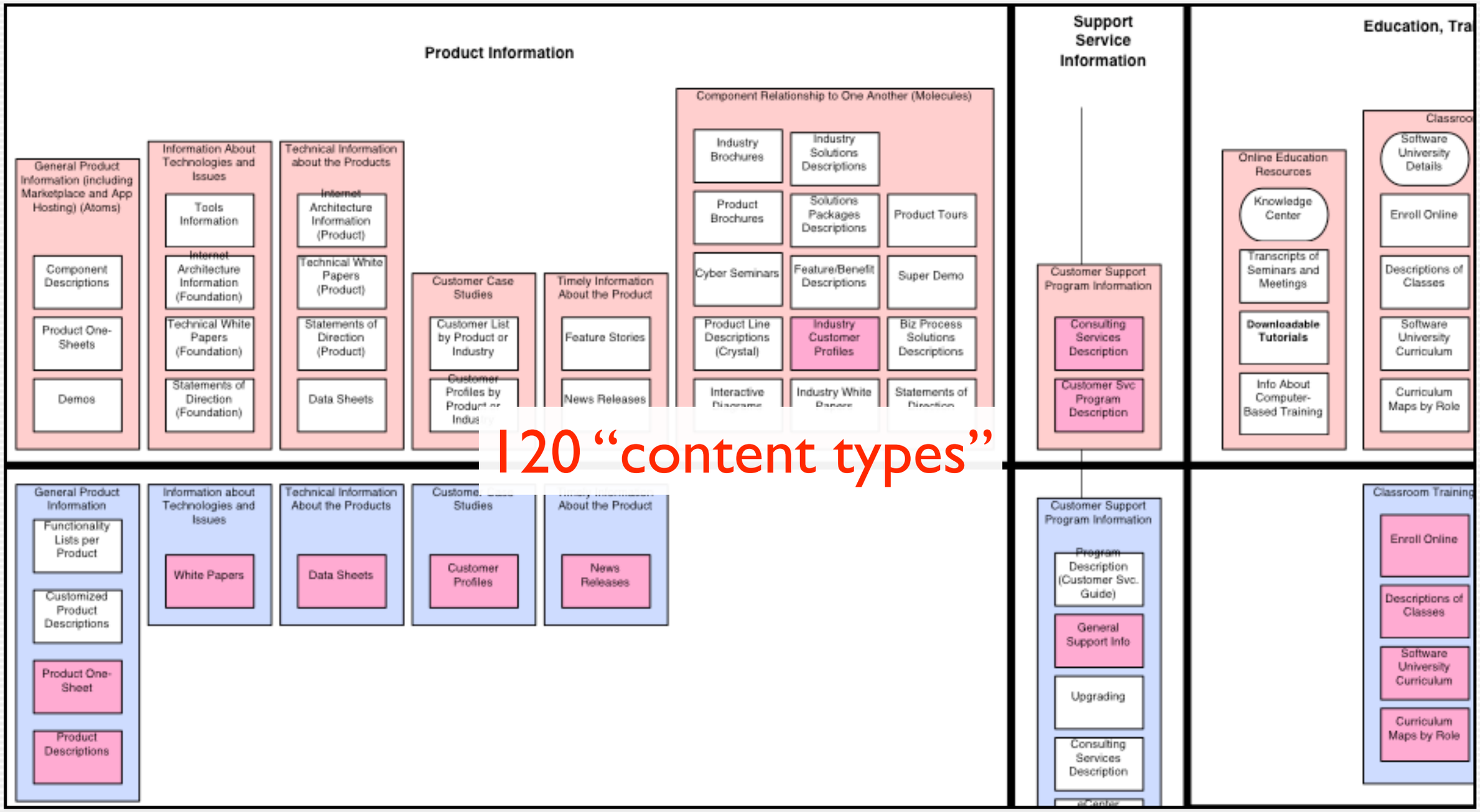

120 "content types"

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1	Page ID	Collecto	Page Name	URL	Content Type	Format	Dept	S/DL/PT
419	EHS.4.3	peterme	GenenParts	http://qwiz/groups/Ehs/bin/ehs_msds_lookup_parts.cgi				DL
420	EHS.4.4.0	peterme	Commercial Product MSDS	http://qwiz/groups/Ehs/msds/products/commercial/index.html				DL
421	EHS.4.4.x	peterme	[supporting PDFs beneath]					DL
422	EHS.4.5.0	peterme	Pipeline and Clinical Trial Product MSDS	http://qwiz/groups/Ehs/msds/products/clinical/index.html				DL
423	EHS.4.5.x	peterme	[supporting PDFs beneath]					DL
424	EHS.5	peterme	Suggestion Box	http://qwiz/groups/Ehs/suggestions/				DL
425	EHS.7.0	peterme	Recycling @ GNE	http://qwiz/groups/Ehs/programs/recycling/				DL
426	EHS.7.x	peterme	[supporting pages beneath]					DL
427	EHS.8.0	peterme	Report an Accident or Near-miss	http://qwiz/groups/Ehs/arf/				DL
428	EHS.8.1	peterme	[supporting forms beneath]					DL
429	EHS.9.0	peterme	EHS Protection Policy	http://qwiz/groups/Ehs/policy/				DL
430	EHS.9(dir9.6.2.0)	peterme	Impacts	https://connect.gene.com:443/qwiz/groups/Ehs/policy/impactsfront.html				DL
431	EHS.9(dir9.6.1.0)	peterme	Policy Statement	https://connect.gene.com:443/qwiz/groups/Ehs/policy/policyfront.html				DL
432	EHS.9(dir9.6.4)	peterme	Comments and Ideas	https://connect.gene.com:443/qwiz/groups/Ehs/policy/commentsfront.html				DL
433	EHS.9.x	peterme	[supporting pages beneath]					DL
434	EHS.0(dir9.6.3)	peterme	Goals and Progress	https://connect.gene.com:443/qwiz/groups/Ehs/downloads/q103rpt.pdf		PDF		DL
435	EHS.0(dir12.2)	sophi	Biowaste Collection and Storage Areas				EHS	DL
436	ENG.0	peter	Engineering					PT
437	ENG(dir2.3.0)	peter	Genentech Campus Site/Floor Plans			HTML	Corporate	DL?
438	ENG(dir2.3.x)	peter	[supporting pages beneath]		Plans	PDF	Corporate	DL?
439	EPAG.0	peter	Alpha Paging Email Service	http://qwiz/projects/epaging/				DL
440	EPAG.1	peter						PT
441	EPAG.2	peter						PT
442	ERC.0	sophi						S
443	ERC.10.0	sophi	ERC Staff					S
444	ERC.8.0	sophie	FAQs	http://qwiz/groups/Humres/ERC/erc_faqs.html				S
445	ERC.9.0	sophie	Feedback	http://qwiz/groups/Humres/ERC/erc_feedback.html				S
446	ESP.0	peterme	Genentech Espana	http://esnts125.gene.com/gnespana/				PT
447	FAC.0	peterme	Facilities	http://qwiz/groups/Fac/Facilities/				DL
448	FAC.1.0	peterme	SSF Facilities Services	http://qwiz/groups/Fac/SSF_Facilities/				DL
449	FAC.1.1.0	peterme	Dept Info	[navigation item only]				DL
450	FAC.1.1.1	peterme	Organization Chart	http://qwiz/groups/Fac/SSF_Facilities/Images/orgchart.pdf		PDF		DL
451	FAC.1.1.2	peterme	Contacts	http://qwiz/groups/Fac/SSF_Facilities/contacts.html				DL
452	FAC.1.1.3	peterme	Key Goals and Targets for 2003	http://qwiz/groups/Fac/SSF_Facilities/Images/goals_2003.pdf		PDF		DL
453	FAC.1.2.0	peterme	Services	[navigation item only]				DL
454	FAC.1.2.1.0	peterme	Grounds & Exterior Site Maintenance	http://qwiz/groups/Fac/SSF_Facilities/Services/Grounds_Exteriors/index.html				DL
455	FAC.1.2.1.x	peterme	[supporting pages beneath]					DL
456	FAC.1.2.10	peterme	Vehicles	http://qwiz/groups/Fac/SSF_Facilities/Services/Vehicles/index.html				DL
457	FAC.1.2.2.0	peterme	Building Repairs	http://qwiz/groups/Fac/SSF_Facilities/Services/Bldg_Repair/index.html				DL
458	FAC.1.2.2.x	peterme	[supporting pages beneath]					DL
459	FAC.1.2.3.0	peterme	Heating, Ventilation and Air Conditioning (HVAC)	http://qwiz/groups/Fac/SSF_Facilities/Services/HVAC/index.html				DL
460	FAC.1.2.3.x	peterme	[supporting pages beneath]					DL
461	FAC.1.2.4	peterme	Electrical Services	http://qwiz/groups/Fac/SSF_Facilities/Services/Electrical_Services/index.html				DL
462	FAC.1.2.5	peterme	Plumbing Services	http://qwiz/groups/Fac/SSF_Facilities/Services/Plumbing_Services/index.html				DL
463	FAC.1.2.6	peterme	Custodial, Cleaning and Janitorial Services	http://qwiz/groups/Fac/SSF_Facilities/Services/Custodial_Cleaning/index.html				DL
464	FAC.1.2.7	peterme	Integrated Pest Management	http://qwiz/groups/Fac/SSF_Facilities/Services/Pest_Mgmt/index.html				DL
465	FAC.1.2.8	peterme	Moves and Logistical Support Services	http://qwiz/groups/Fac/SSF_Facilities/Services/Moves_Logistical/index.html				DL

1600 rows

intranet across dozens of servers

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1	Content Genres - Broad Categories	Content Genres - More Granular	Still More Granular	Yet Still More Granular
21	Application Interface Application	Application Interface (Service Request Systems)	Application Interface (Equipment Ordering)	
22	Application Interface Application	Application Interface (Employee Systems)		
23	Benefits Description Benefits Information	Benefits Description (Charitable Giving)		
24	Benefits Description Benefits Information	Benefits Description (Family)		
25	Benefits Description Benefits Information	Benefits Description (Financial)	Retirement Plan	
26	Benefits Description Benefits Information	Benefits Description (Financial)	Employee Stock Plan	
27	Benefits Description Benefits Information	Benefits Description (Health)		
28	Benefits Description Benefits Information	Benefits Description (Lifestyle)		
29	Benefits Description Benefits Information	Benefits Description (Recognition) Employee Incentive Plans		
30	Benefits Description Benefits Information	Benefits Description (Security)		
31	Benefits Description Benefits Information	Benefits Description (Time Away From Work)		
32	Biography	Executive Biography		
33	Brand Book	Logos & Templates	Logos	
34	Brand Book	Logos & Templates	Templates	
35	Brand Book	Style Guides		
36	Calendars & Schedules	Calendar of events		
37	Calendars & Schedules	Schedules		
38	Club Overview Clubs			
39	Company Info Corporate Information	Company Info (History)		
40	Company Info Corporate Information	Company Info (Mission) Mission Statement		

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1	Content Genres - Broad Categories	Content Genres - More Granular	Still More Granular	Yet Still More Granular
62	Employee records			
63	FAQs	FAQ (1 q + 1 a)		
64	FAQs	FAQ List (multiple FAQs)		
65	Financial information	financial quotes		
66	Financial information	financial statements	Annual Reports	
67	Financial information	financial statements	Quarterly Reports	
68	Financial information	Analyst Reports		
69	Forms	feedback forms		
70	Forms	employee records forms	Payroll forms	
71	Forms	employee records forms	HR Forms	
72	Forms	employee records forms	Medical form	
73	Forms	Security form		
74	Forms	Financial form		
75	Forms	service request form		
76	Forms	enrollment forms		
77	Forms	Subscription forms		
78	Glossaries/Dictionaries/Thesauri/Taxonomie	Glossaries/Dictionaries/Thesaurus		
79	Glossaries/Dictionaries/Thesauri/Taxonomie	Taxonomies/Ontologies		
80	gWiz site map			
81	gWiz site Index			
82	Policies/Guidelines/Ethics/Principles/Standa	Guidelines/Policies Policies and Guidelines	Guidelines	
83	Policies/Guidelines/Ethics/Principles/Standa	Guidelines/Policies Policies and Guidelines	Policies	Policies
84	Policies/Guidelines/Ethics/Principles/Standa	Guidelines/Policies Policies and Guidelines	Policies	Policies (Financial)
85	Policies/Guidelines/Ethics/Principles/Standa	Guidelines/Policies Policies and Guidelines	Policies	Policies (Genentech)
86	Policies/Guidelines/Ethics/Principles/Standa	Guidelines/Policies Policies and Guidelines	Policies	Policies (gWiz and Internet)

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Track Time at Work

- Enter Timesheets
  - Correct time sheet
  - Read time and labor policies and procedures
  - Get bill codes
  - Enter and track time/tasks
- Learn about Flexible Work Schedules
  - Adjust Your Schedule
  - Request a flexible work arrangement
  - Learn about Flexible Work Arangements
  - Balance family situations

Manage Money

- Manage pay
  - predict, project, model, change my pay
  - set up direct deposit
  - Submit payroll information & forms
- Manage company stock
  - Track My Own Stock Portfolio
  - Buy GNE Stock through ESP
  - Recover lost certificates
  - Trade stock options
  - Learn about "freeze periods" for trading stock
- Participate in Retirement Plan

Understand/Use Benefits

- Participate in Retirement Plan
  - Prepare my finances to retire
  - roll over from previous employer
  - Enroll in Retiremen Plan
  - Learn about retirement options
  - Track my 401K
  - Change my 401K contribution or allotment
- Learn about Benefits
  - find out more about benefits
  - Understand Insurance Programs
- Use/Enroll in Health Coverage
  - Sign up for FSA
  - Consult benefit plan online
  - Locate doctor
  - Resolve Claim Problems
  - Sign-up or reject health coverage
  - Change provider at annual enrollment
- Use/Enroll in other benefits
  - [Other benefits, etc.]

Application (Niku, TLRS)	Benefit Description	HR Form	Employee Reports	Application	**Application (401k.com)**	Benefit Plan	Benefit Plan	Benefit Plan
Time & Labor Reports	HR Support	**Application (PeopleSoft -PIC Form)**	Financial Quotes	Employee Reports	Employee Reports	Benefit Description	Benefit Description	Benefit Description
Internal Policies & Guidelines	HR Form	**Application (Paycheck)**	Application (Legal's App)		Benefit Plan	Benefit Overview	Benefit Overview	Benefit Overview
Application (Lawson/ERP)		**Application (Gemini for salary)**	Financial Form		Benefit Description		Benefit Enrollment Form	Benefit Enrollment Form
Project Code List			Internal Policies & Guidelines		Benefit Overview		Procedures	**Application (PeopleSoft)**
			Stock information		Benefit Enrollment Form		**Application (PeopleSoft)**	

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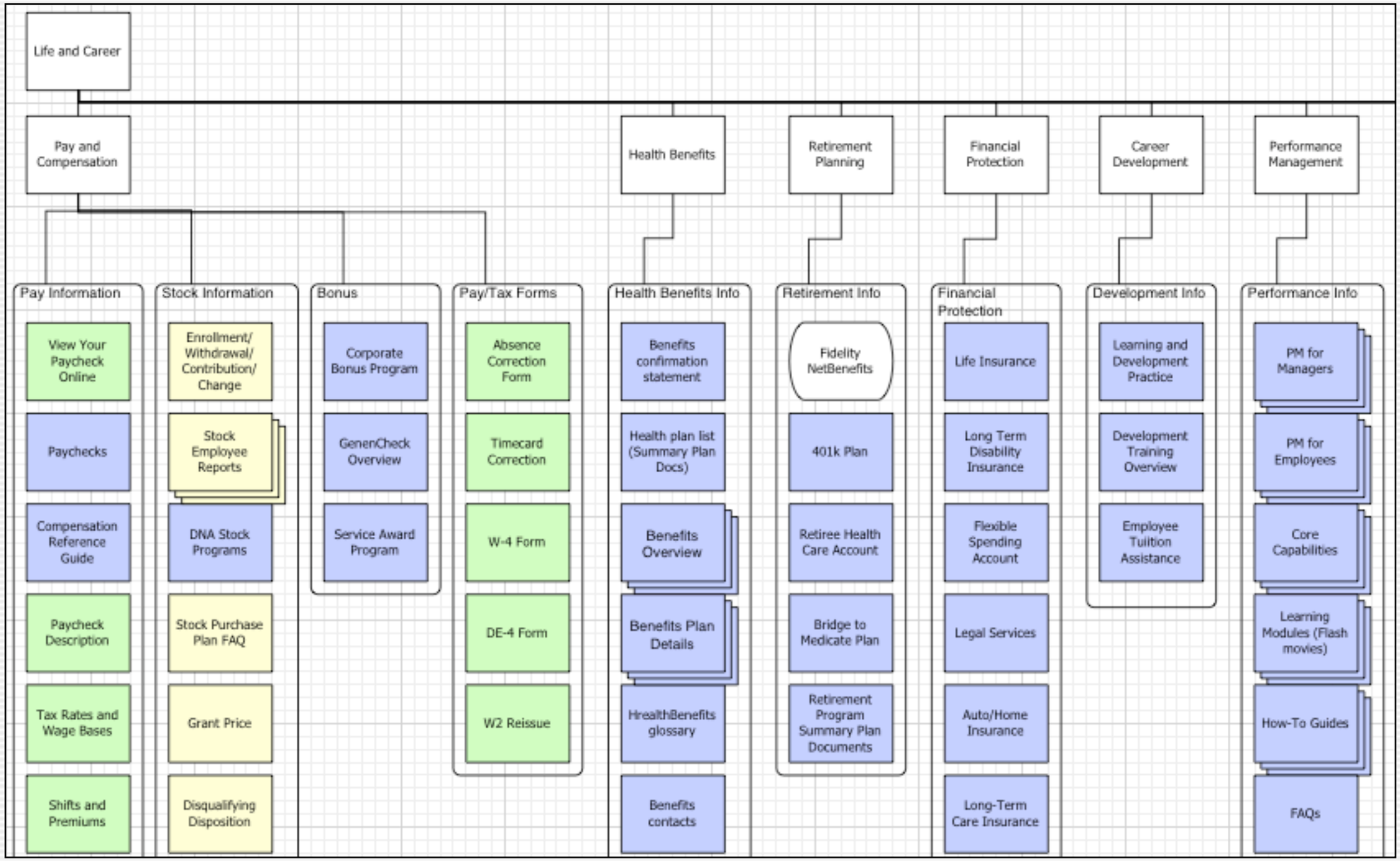

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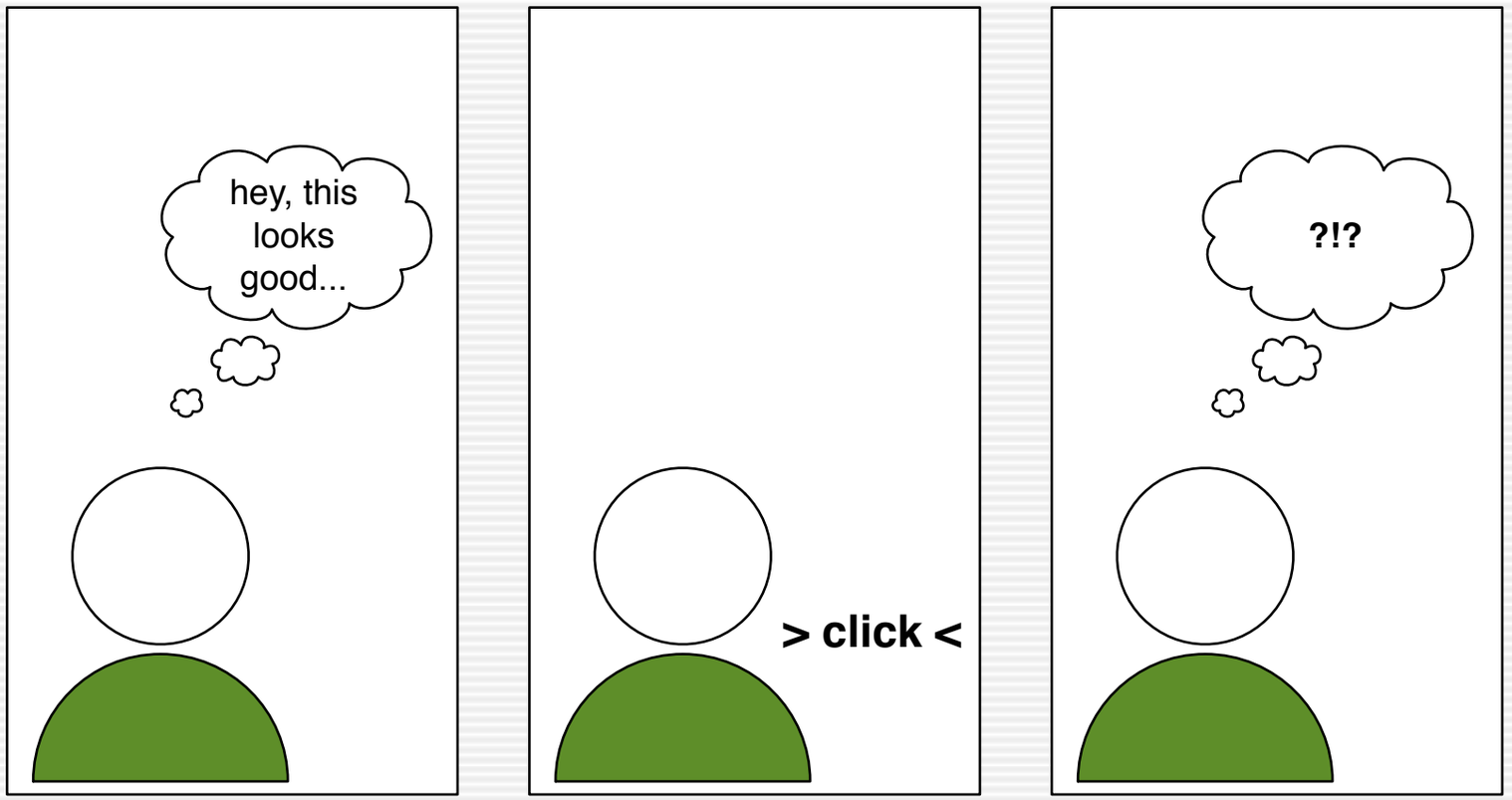
How does a user make sense of it?

- Genres serve as important "trigger words"
- Those trigger words are pretty much all a user has when figuring out where to go



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symantec.

Symantec Mail Security™

united states

- global sites
- products and services
- purchase
- support
- security response
- downloads
- about symantec
- search
- feedback

Country:

--Select--

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Symantec Mail Security™ for Microsoft® Exchange

An integrated security solution that protects against viruses, spam, and other unwanted content

- NEW! Optional Symantec Premium AntiSpam add-on subscription service provides best-of-breed spam prevention with low administrative overhead and no additional software to install
- NEW! Hourly virus updates using Symantec Rapid Release enable organizations to respond quickly to new threats
- Mass-Mailer Cleanup automatically eliminates entire messages infected with mass-mailer worms, not just attachments
- Basic spam tools include heuristic engine, sender and recipient whitelist, custom filtering, and integration with Microsoft's Spam Confidence Levels and Intelligent Message Filter
- Incorporates rules-based content filtering to prevent unwanted conten from entering—and confidential information from leaving—the network
- Backed by Symantec Security Response, the world's leading antivirus and Internet security research organization

Symantec Mail Security™ for Microsoft® Exchange provides high performance, integrated mail protection against virus threats, spam, and other unwanted content for Microsoft® Exchange 2000/2003 servers.

Symantec's extensible NAVEXTM antivirus technology defends against new and known viruses. Attachment and subject line blocking capabilities provide hour-zero responses against, and support for hourly definition updates enables organizations to respond quickly to, emerging threats. In addition, a Mass-Mailer Cleanup feature eliminates worm-infected viruses. With integrated LiveUpdate™ functionality, virus definitions can be deployed enterprise-wide without stopping scan services or incurring server downtime.

Basic spam tools include heuristics-based detection, custom filtering rules,

WINNER

› Learn More

- Symantec Virus Alert Services
- Product Resources
  - Factsheet
  - Symantec Premium AntiSpam Fact Sheet
  - New Learn more about Symantec Premium Antispam
  - Overview of Intelligent Message Filter Integration White Paper
  - Dangers of Spyware White Paper
  - Malicious Threats of Peer-to-Peer Networking White Paper
  - Blended Attacks Exploits, Vulnerabilities and Buffer-Overflow Techniques in Computer Viruses White Paper
  - Hunting for Metamorphic White Paper
  - Striking Similarities: Win32/Simile and Metamorphic Virus C White Paper
  - Aberdeen Group: The Financial Value of Symantec's Security Solutions White Paper
  - Symantec Premium AntiSpam Evaluation Guide Tech Brief
  - Symantec Enterprise Product Catalog
  - Why to Subscribe to Symantec Premium AntiSpam
- Trialware
  - Symantec Mail Security for Microsoft Exchange
  - All Enterprise Security Products
- Articles

So why not “content types”?

Content-type

[edit]

This header indicates the *type* and *subtype* of the message content, for example

```
Content-type: text/plain
```

The combination of type and subtype is generally called a *MIME type*. A large number of file formats have registered MIME types. Any *text* type has an additional *charset* parameter that can be included to indicate the character encoding. A very large number of character encodings have registered MIME charset names.

http://en.wikipedia.org/wiki/MIME

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Aren't these just templates?

No.

- Genres drive the design of templates
- But, one template could suit many genres
- Templates are simply about layout
- Genres also include content and purpose

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Thoughtwander

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Web Results **1 - 100** of about **684,000** for **"information architecture"** [definition]. (**0.20** seconds)

hotwired.lycos.com/webmonkey/design/site_building/tutorials/tutorial1.html
Similar pages

hotwired.lycos.com/webmonkey/98/28/index0a.html
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Jesse James Garrett: **information architecture** resources
Extensive links to **Information Architecture** resources by Jesse James Garrett.
www.jjg.net/ia/ - 11k - Cached - Similar pages

Jesse James Garrett: Visual Vocabulary for **Information Architecture**
... for describing **information architecture** and interaction design **...** When describing **information architecture**, the diagram should emphasize conceptual **...**
www.jjg.net/ia/visvocab/ - 34k - Cached - Similar pages
[More results from www.jjg.net]

Argus Center for **Information Architecture**
Features resources for learning about the theory and practice of **information architecture**: upcoming events, people profiles, community discussion.
argus-acia.com/ - 15k - Cached - Similar pages

White Paper | **Information Architecture** Glossary
... sponsored by Argus Associates, a leading **information architecture** consulting firm. **Information Architecture** Glossary. By Kat Hagedorn, Argus Associates **...**
argus-acia.com/white_papers/iaglossary.html - 10k - Cached - Similar pages
[More results from argus-acia.com]

AIFIA | Asilomar Institute for **Information Architecture** | Home
Non-profit volunteer organization dedicated to advancing and promoting **information architecture**. Features membership information, news, calendar and **...**
www.aifia.org/ - 11k - Cached - Similar pages

AIFIA | IA Library
... Information Architecture Library. Welcome to the IA Library. **...** Library is a selection

Sponsored Links

Enterprise **Architecture**
Consulting, education, articles
Zachman Framework, implementation
www.zifa.com

Dynamic Diagrams
Free white paper: Why Your Web Site Needs **Information Architecture**
www.dynamicdiagrams.com/

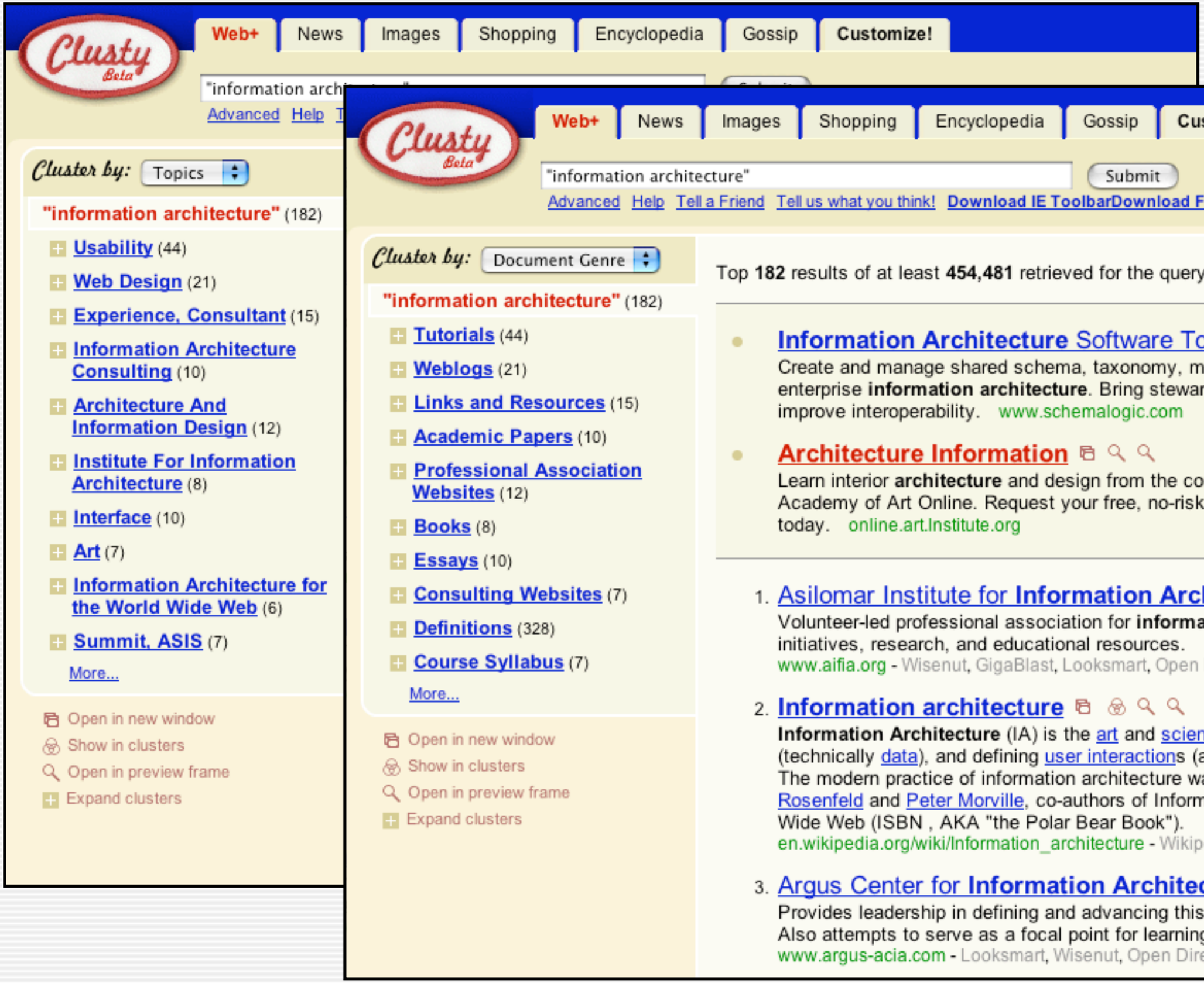
Info **Architecture** Seminar
Spring 2005: San Diego, Boston, & Denver w/expert Louis Rosenfeld
www.louisrosenfeld.com

Information Architecture
Free articles and **information** about **Information architecture**.
www.MyWiseOwl.com

Information Architecture
Your **information**-heavy products will benefit from this solution.
translate-easy.com

Information Architecture
Article in CIO
Read it online. Free Trial!
www.KeepMedia.com

Usability Sciences
Driving business metrics through the science of usability.
www.usabilitysciences.com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Summit, ASIS (7)
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Top 182 results of at least 454,481 retrieved for the query information architecture
Information Architecture Software Tools
Create and manage shared schema, taxonomy, metadata and reference data enterprise information architecture. Bring stewards and stakeholders togeth improve interoperability. www.schemalogic.com
Architecture Information
Learn interior architecture and design from the comfort of your own home at Academy of Art Online. Request your free, no-risk infopak today. online.art.Institute.org
1. Asilomar Institute for Information Architecture
Volunteer-led professional association for information architects provides initiatives, research, and educational resources.
www.aifia.org - Wisenut, GigaBlast, Looksmart, Open Directory
2. Information architecture
Information Architecture (IA) is the art and science of structuring knowledge (technically data), and defining user interactions (also see use case).
The modern practice of information architecture was first popularized by Louis Rosenfeld and Peter Morville, co-authors of Information Architecture for the W Wide Web (ISBN , AKA "the Polar Bear Book").
en.wikipedia.org/wiki/Information_architecture - Wikipedia
3. Argus Center for Information Architecture
Provides leadership in defining and advancing this evolving web design discip Also attempts to serve as a focal point for learning about its theory and practi
www.argus-acia.com - Looksmart, Wisenut, Open Directory, GigaBlast

TREND MICRO

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Search Results

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Searched pages for "**microsoft exchange**"
Results **1 - 10** of about **44400**.

Filter by genre

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- User guides (3)
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- Knowledge Base entry (1028)

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Press releases (340)

News coverage (24)

ScanMail for Microsoft Exchange
... src="/global/common/images/carat-on.gif" width=8 border=0>, ScanMail for **Microsoft Exchange**. **...** Home > Support > Update Center > ScanMail for **Microsoft Exchange**. **...**
www.trendmicro.com/download/product.asp?productid=8 - 73k

ScanMail for Microsoft Exchange
Trend Micro, **...** Home > Products > Email & Groupware > ScanMail for **Microsoft Exchange**, **...** ScanMail for **Microsoft Exchange**, **...**
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www.trendmicro.com/download/zh-tw/product.asp?productid=8 - 64k

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www.trendmicro.com/tw/products/email/smex/ - 42k

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... Home > Á¦Ç°¼Ò°³ > Email Groupware > ScanMail for **Microsoft Exchange**, **...** Datasheet, ScanMail for **Microsoft Exchange**, **...**
www.trendmicro.com/kr/products/email/exchange/ - 44k

Trend Micro?s Latest ScanMail for Microsoft Exchange Allows ...
... Trend Micro?s Latest ScanMail for **Microsoft Exchange** Allows **Microsoft Exchange** Server 2003 Customers to Benefit Immediately from Improved Messaging Security **...**
www.trendmicro.com/en/about/news/pr/archive/2003/pr091003.htm - 37k

Separation of presentation and content

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The real power of CMS comes from separating content from presentation and will help you keep a consistent look-and-feel for your website. It will also let you re-use content for different publications and formats - custom versions for certain browsers or devices or for different special occasions.

http://electrixity.co.uk/2004/07/your-next-project-will-use-content.html

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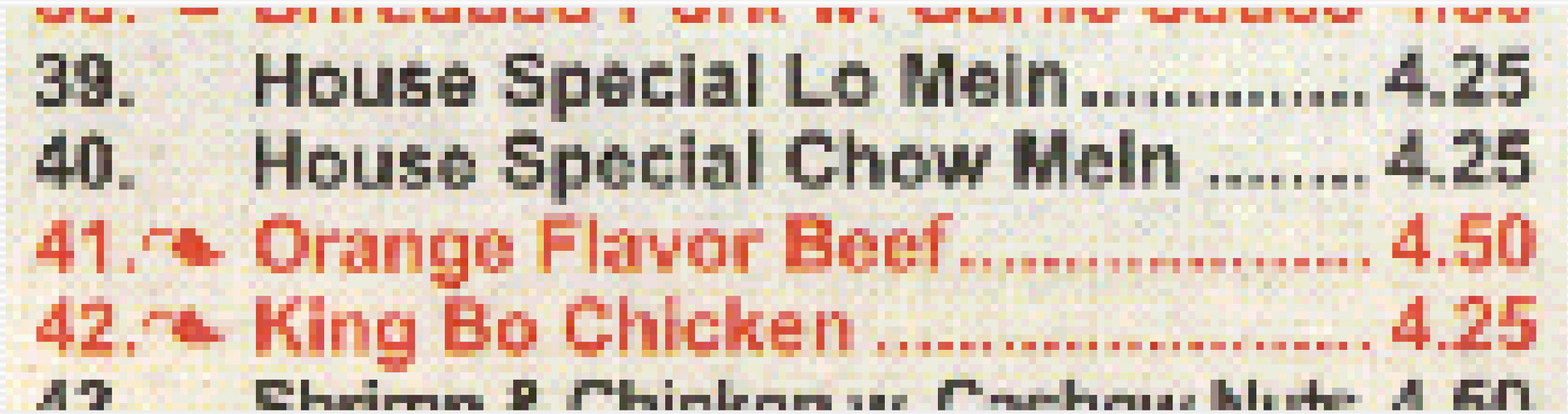

Chinese menu examples stolen from Victor Lombardi's 2004 IA Summit Presentation

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39. House Special Lo Mein 4.25
40. House Special Chow Mein 4.25
41. Orange Flavor Beef 4.50
42. King Bo Chicken 4.25
43. Shrimp & Chicken w. Cashew Nuts 4.50
44. Chicken & Beef w. Mixed Veg. .. 4.50
45. Vegetable Egg Foo Young 3.75
46. Chicken Egg Foo Young 3.95
47. King Bo Shrimp 4.55
48. Orange Flavor Chicken 4.55
49. Szechuan Beef or Shrimp 4.50
50. Szechuan Triple (Chicken, Beef and Shrimp) 4.95
51. Hot & Spicy Beef 4.55
52. Chicken or Beef w. Curry Sauce 4.35
53. Broccoli w. Garlic Sauce 3.75
54. Four Seasons 4.95
55. Mixed Vegetables 3.75
56. Chicken or Pork w. Mixed Vegs. 4.35
57. Beef or Shrimp w. Mixed Vegs. . 4.75
58. Boneless Ribs 5.35
59. Beef w. Snow Peas 4.75
60. Sweet & Sour Shrimp 4.75

Shrimp Toast (4) $3.95 Fried Chicken Wings (8) $2.95 Wonton in Hot Oil $3.95 Cold or Hot Noodles in Spicy Sauce $3.95 Marinated beef (2) $3.50 Fantail shrimp (4) $4.95 Hacked Chicken in Spicy Sauce (cold) $4.95 Chicken in Cold Noodles (cold) $4.95 Hot and Sour Cabbages (cold) $2.95 Sweet And Sour Cucumber (cold) $2.95 Shrimp Dim Sum $3.95 Scallion Shrimp Toast (4) $3.95 Fried Chicken Wings Chicken in Cold Noodles (cold) $4.95 Hot and Sour Cabbages (cold) $2.95 Sweet And Sour Cucumber (cold) $2.95 Shrimp Dim

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99	xxxxxxxxxxxxxxxxx xxxx xxxx xxxxxxx xxxxxx	9.99
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Shrimp Toast (4) $3.95 Fried Chicken Wings (8) $2.95 Wonton in Hot Oil $3.95 Cold or Hot Noodles in Spicy Sauce $3.95

Marinated beef (2) $3.50 Fantail shrimp (4) $4.95

Hacked Chicken in Spicy Sauce (cold) $4.95 Chicken in Cold Noodles (cold) $4.95 Hot and Sour Cabbages (cold) $2.95 Sweet And Sour Cucumber (cold) $2.95 Shrimp Dim Sum $3.95 Scallion Shrimp Toast (4) $3.95 Fried Chicken Wings (8) $2.95

Wonton in Hot Oil $3.95 Cold or Hot Noodles in Spicy Sauce $3.95 Marinated beef (2) $3.50 Fantail shrimp (4) $4.95

Hacked Chicken in Spicy Sauce (cold) $4.95 Chicken in Cold Noodles (cold) $4.95 Hot and Sour Cabbages (cold) $2.95

Sweet And Sour Cucumber (cold) $2.95

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Presentation (form), content, and purpose are intertwined

- Presentation sets expectations – what the content is, and thus what purpose it can serve
- Presentation also suggests how to "use" that content

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Buying a House

- Some subtasks:
  - Choosing houses to see
  - Getting directions to those houses
  - Applying for a mortgage
  - Making an offer
  - Acquiring the title
  - Outfitting the home
  - Making mortgage payment
- How do genres support these tasks?
- How do people shift from genre to genre?
- Realization: genres are medium/device/channel-specific

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	PC	PDA	Mobile Phone	Paper	Phone call
Portability	2	8	9	9	9
Interactivity	9	8	7	1	10
Detail/depth	8	6	3	10	5
Multimedia	9	5	5	2	1
Familiarity/trust	5	5	5	8	8
Reflection	5	4	3	8	5
Responsiveness	7	0	8	0	10
Multitaskability	2	4	4	4	8
Solidity of record	5	3	2	8	2

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	PC	PDA	Mobile Phone	Paper	Phone call	Choosing Houses
Portability	2	8	9	9	9	Low
Interactivity	9	8	7	1	10	Medium
Detail/depth	8	6	3	10	5	High
Multimedia	9	5	5	2	1	High
Familiarity/trust	5	5	5	8	8	N/A
Reflection	5	4	3	8	5	Medium
Responsiveness	7	0	8	0	10	Medium
Multitaskability	2	4	4	4	8	Low
Solidity of record	5	3	2	8	2	Low

Thus, a quick move away from classified ads, to media rich online house tours

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	PC	PDA	Mobile Phone	Paper	Phone call	Applying for a mortgage
Portability	2	8	9	9	9	Low
Interactivity	9	8	7	1	10	Low
Detail/depth	8	6	3	10	5	High
Multimedia	9	5	5	2	1	Low
Familiarity/trust	5	5	5	8	8	High
Reflection	5	4	3	8	5	N/A
Responsiveness	7	0	8	0	10	N/A
Multitaskability	2	4	4	4	8	Low
Solidity of record	5	3	2	8	2	High

Why most people still apply for mortgages on paper and in person, even though they could do it online

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	PC	PDA	Mobile Phone	Paper	Phone call	Paying for the mortgage
Portability	2	8	9	9	9	N/A
Interactivity	9	8	7	1	10	Low
Detail/depth	8	6	3	10	5	Med
Multimedia	9	5	5	2	1	N/A
Familiarity/trust	5	5	5	8	8	Med
Reflection	5	4	3	8	5	N/A
Responsiveness	7	0	8	0	10	N/A
Multitaskability	2	4	4	4	8	Low
Solidity of record	5	3	2	8	2	Med

Why we're comfortable paying bills online, but maybe not through a mobile phone

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And some tasks having shifting genre needs

- Getting directions
- Outfitting the home

	PC	PDA	Mobile Phone	Paper	Phone call
Portability	2	8	9	9	9
Interactivity	9	8	7	1	10
Detail/depth	8	6	3	10	5
Multimedia	9	5	5	2	1
Familiarity/trust	5	5	5	8	8
Reflection	5	4	3	8	5
Responsiveness	7	0	8	0	10
Multitaskability	2	4	4	4	8
Solidity of record	5	3	2	8	2

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It will also let you re-use content for different publications and formats - custom versions for certain browsers or devices or for different special occasions.

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Final thoughts

- Simplifies the practice of IA of large spaces
- Reminds us that IA is about the content
- Reminds us that people are *using* the information
- Genres are fluid – innovation occurs when developing the right genre, in the right context, for the right medium
- Identifying genres is hard, and currently more art than science
- Question as to how complex a digital document genre can be

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Resources

- http://crowston.syr.edu/papers/index.php
- http://www.ischool.utexas.edu/~adillon/pubs.html
- Spinuzzi, Clay, *Tracing Genres Through Organizations*

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