

*Looking Back; Looking Ahead*

As we now traditionally do each year, we will provide extensive coverage of the 2016 ASIS&T Annual Meeting in the February/March 2017 issue of the *Bulletin*. At that time, we will include both photographic and substantive coverage of many of the events, the sessions, the parties and the fellowship.

But we'll whet your appetite in this issue with the complete list of 2016 ASIS&T Annual Award winners, as well as the acceptance speech given by Peter Ingwersen in accepting the prestigious ASIS&T Award of Merit. More details and photographs of the awards ceremony will be provided in the next issue.

When one Annual Meeting concludes, planning for the next is already well underway. In 2017, our Annual Meeting returns to the United States with plans to meet in suburban Washington, DC, and to celebrate the 80th anniversary of our Association. Committees are already hard at work seeking submissions for all aspects of

the technical program, suggestions for pre- and post-conference undertakings and ideas for social events and new ways to engage attendees in networking and team-building activities. Mark your calendars for October 27-November 1, 2017, and plan to join us in Crystal City, Virginia.

The theme for the 2017 Annual Meeting is *Diversity of Engagement: Connecting People and Information in the Physical and Virtual Worlds*, focusing on the diverse ways in which people from different backgrounds, cultures and disciplines forge connections with each other, discover and use information and engage with technology. We will address the opportunities and challenges of navigating through physical and digital/virtual realm with computers, tablets or smartphones to interact in work and everyday activities. Within this information environment, there also are those who choose to disengage, and those who have no access to or knowledge of technology, widening the

digital divide. ASIS&T 2017 will provide an interactive platform for exploration of these complex and rapidly changing technological and socio-cultural developments.

As always, the conference committees welcome contributions from all areas of information science and technology. For more information about submission ideas, formats and deadlines, please visit the ASIS&T website at [www.asist.org](http://www.asist.org). ■

**Mark Your Calendars:**  
**ASIS&T 2017**  
**Annual Meeting**  
*Diversity of*  
*Engagement:*  
*Connecting People*  
*and Information in*  
*the Physical and*  
*Virtual Worlds*  
**October 27–November 1**  
**Crystal City, Virginia**

**2016 ASIS&T AWARD WINNERS**

<b>Award of Merit</b>	Peter Ingwersen, University of Copenhagen
<b>Watson Davis Award</b>	Donald O. Case and Diane Sonnenwald
<b>Research Award</b>	Reijo Savolainen
<b>Best JASIST Paper Award</b>	Sheng-Cheng Huang, Randolph G. Bias and David Schnyer, "How are icons processed by the brain? Neuroimaging measures of four types of visual stimuli used in information systems." <i>Journal of the Association for Information Science and Technology</i> , Volume 66, issue 4
<b>Best Information Science Book Award</b>	<i>Boundary Objects and Beyond: Working with Leigh Star</i> , edited by Geoffrey C. Bowker, Stefan Timmermans, Adele E. Clark, Ellen Balka
<b>ProQuest Doctoral Dissertation Award</b>	<i>What Is the Real Question? An Empirical-Ontological Approach to the Interpretative Analysis of Archival Reference Questions</i> , Steffen Hennicke, Humboldt-Universität zu, Berlin
<b>Pratt Severn Best Student Research Paper Award</b>	<i>Seeking Context: Archaeological Practices Surrounding the Reuse of Spatial Information</i> , Deidre Alyse Whitmore
<b>Thomson Reuters Doctoral Dissertation Information Science Teacher of the Year</b>	<i>Analyzing File Management Behavior</i> , Jesse David Dinneen, McGill University, Canada Lisa Nathan, University of British Columbia, Canada
<b>James Cretsos Leadership Award</b>	Adam Worrall, University of Alberta, Canada
<b>New Leaders Award</b>	Rebekah Willson, Alyson Gamble, Hillary Stark, Kayla Hammond Larkin, Benafsheh Asadi, Ekatarina Grguric, Christine Meschede and Laura Ridenour
<b>Chapter-of-the-Year</b>	European Chapter
<b>Student Chapter-of-the-Year</b>	Pratt Institute
<b>Chapter Member-of-the-Year</b>	Isabella Peters, European Chapter
<b>Chapter Event-of-the-Year</b>	ASIS&T Regional Meeting, Rutgers University
<b>Student Chapter Membership</b>	<b>1ST PLACE</b> —University of North Texas; <b>2ND PLACE</b> —McGill University; <b>3RD PLACE</b> —European Student Chapter
<b>SIG-of-the-Year Award</b>	SIG/MET
<b>SIG Member-of-the-Year</b>	Alyson Gamble, SIG/DL
<b>SIG Publication-of-the-Year</b>	"3D Printing and Digital Fabrication Technologies in Libraries and Museums," edited by Moriana M. Garcia and Tod Colegrove, SIG/STI, special section of the <i>Bulletin of the Association for Information Science and Technology</i> , October/November 2015

***New ASIS&T President Sets Ambitious Schedule***

**Lynn Silipigni Connaway**, ASIS&T president installed at the Copenhagen Annual Meeting to serve for the 2017 administrative year, is off to a running start as the international face of ASIS&T in our 80th anniversary celebration year. Here's a brief look at some of the presentations to which she is already committed on our behalf.

At the end of November, she attended the ASIS&T Regional Meeting at Nankai University in Tianjin, China, where she gave a brief overview of the Association, its activities and the benefits offered its members. It was then on to Edinburgh and the ASIS&T Annual Lecture sponsored by the European Chapter.

In early December, Lynn heads to National Taiwan University and National Taiwan Normal University where faculty members at the two institutions will host a meet-and-greet for LIS faculty members and ASIS&T Taipei Chapter members to visit with the ASIS&T president. While in Taipei, Lynn will make presentations on both her work at OCLC Research and the benefits of ASIS&T membership and deliver a keynote address at the annual meeting of the Library Association of the Republic of China (Taiwan). ■

## ***ASIS&T Participates in International Day of Giving***

**F**or the first time, the Association for Information Science and Technology is a part of the #GivingTuesday ([www.givingtuesday.org](http://www.givingtuesday.org)) phenomenon. The global day of giving brings together diverse organizations and communities around the world to give back to people and projects in need of various resources. For ASIS&T's introduction, the Board selected TechSoup Global as the recipient of donations made in the ASIS&T name. TechSoup Global

provides software products to nonprofits, charities and libraries around the world.

The international day of giving was Tuesday, November 29. Final participation numbers are not yet known, but ASIS&T's first foray into the movement was seen as a chance to make a magical impact on the lives of people without access to technology. Yolande Nanayakkara, ASIS&T communications officer, explains it this way: “#GivingTuesday is a wonderful way for the ASIS&T community to come together and work for a good cause within their field. The Board felt TechSoup Global was a good match because they provide

assistance to libraries as well as other types of nonprofits that need help with software on a global basis. We hope to have more programs like this, that allow the membership to participate in activities that do good and bring us together as a community.”

If you missed the magical day, TechSoup Global would still love to have your donation! Visit the TechSoup Global donation page at <https://donatenow.networkforgood.org/1426356> to make your donation. Please make sure to indicate that this is for #GivingTuesday in the Donation Program Designation field. ■

# Interview with Yolande Nanayakka

by Irene Travis

## EDITOR'S SUMMARY

Yolande Nanayakka has been selected as the first communications officer by ASIS&T, a role prompted by the Board's view that the organization needs to be more visible and to engage more effectively with international members. In an interview with ASIS&T *Bulletin* editor Irene Travis, Nanayakka noted that ASIS&T seeks to break down geographical barriers and enhance the free exchange of ideas and networking. She intends to focus on consistent branding throughout communications and marketing, emphasizing the connection between information science and other fields of study and industries, and expanding use of technology to promote interaction. Nanayakka looks forward to applying her personal creativity, academic background in organizational psychology and broad career experience in the management of nonprofits to help strengthen and build ASIS&T through innovative marketing and communications.

## KEYWORDS

Association for Information Science and Technology  
organizational communication  
marketing  
association membership  
interviews

**EDITOR'S NOTE:** Recently ASIS&T selected its first communications officer, Yolande Nanayakka. Me, myself and I (not to mention our readers) want to know all about it, though in lieu of getting out our Quick Quotes Quill, we interviewed Yolande via that favorite muggle medium, email. Welcome aboard, Yolande!

**ILT:** Communications officer is a new position at ASIS&T. What is the job, officially? How does it relate to other positions? Why did ASIS&T decide to create it?

**YN:** ASIS&T 2016 president Nadia Caidi explained that the board felt the new communications officer position was necessary in order to expand the organization's visibility and also to increase engagement with our international members. Though my job description hasn't solidified and direction from the board is still pending, I believe a relevant part of the role is to develop a strategic communication plan that is systemic in its coordination and innovative in the use of available technologies to enhance outreach to existing and prospective members.

ASIS&T wants to break the geographical barrier to allow easy access in the exchange of ideas, resources and global networking. It is imperative to the organization that all members feel connected to ASIS&T, as they are the very heart of the organization. We are an international organization, and technology can provide the opportunity for all members to interact for the benefit of expanding their research, enhancing their applications and accelerating their professional careers.

In addition, this position will lead marketing efforts to ensure consistent branding, design collateral that entices prospective members and partnerships and illustrates how information science connects to multiple disciplines and industries.

The communications and marketing process is a collaborative effort. It ensures the smooth flow of communication internally as well as externally. It promulgates the efforts of the organization, be that staff, committees or the board. Therefore, I'm looking forward to working with everyone in showcasing ASIS&T's assets and value.

**ILT:** What inspired you to apply for the position?

**YN:** I love marketing and communication, the psychology behind the field, the creativity. I applied for this position because the idea of this position being newly created intrigued me. As with most positions however, you are applying blind, not knowing much about the organization. My calls with Dick and the board convinced me that this was the right position for me and to turn down some other offers I had received around the same time (when it rains it pours!).

**ILT:** What is your initial impression of ASIS&T now that you are on the ground?

**YN:** I truly enjoy working with everyone I've met, and Dick has created a pleasant office atmosphere that you don't always find in associations. My only regret is seeing Dick retire. I would have liked to have worked and learned from him.

**ILT:** Tell us a bit about yourself – your professional background and other things it might be interesting for us to know.

**YN:** I have spent my whole career working within nonprofits, with the majority of the time within associations. I started in membership, where I comprehended the importance of marketing and communication skills to excel in reaching and connecting with members. Once I started down this road, I realized how much I love the field and that I had a natural ability. I love the creative aspect of marketing, and I started writing poetry in third grade, so I've always been a writer. I have directed numerous departments within association management at some point in my career – membership, marketing and communications, education, conference and event planning, community outreach, fundraising and grant writing, as well as some public policy. I was the executive director for a community nonprofit and a consultant where I honed my skills in board management, finances and HR. In addition, the concentration of my major was in organizational psychology.

When I'm not working, I can be found volunteering on committees and leading projects for the Taproot Foundation. I am currently writing a novel loosely based on my grandmother, and I love sailing and kayaking.

**ILT:** What is your vision for ASIS&T communications, and what are your immediate priorities?

**YN:** I believe ASIS&T's potential is great. It's exciting to be a part of this new chapter. My hope is to see ASIS&T grow and strengthen as it reflects a changing field through communications that connect with stakeholders and marketing that illustrates its value. ■

# The Future of Our Informational Environment

by Eva Ortoll and Josep Cobarsí-Morales

(Article first published in Spanish and Catalan in COMeIN, Revista de los Estudios de Ciencias de la Información y de la Comunicación de la UOC, <http://comein.uoc.edu/divulgacio/comein/es/numero60/articles/Article-Josep-Cobarsi-Eva-Ortoll.html> and <http://comein.uoc.edu/divulgacio/comein/ca/numero60/articles/Article-Josep-Cobarsi-Eva-Ortoll.html>, November 15, 2016)

The first-ever ASIS&T-organized event held in Spain was the workshop *The Future of Information Environments, Thinking and Building with ASIS&T*, held in October in Barcelona, hosted by the Universitat Oberta de Catalunya (UOC). In addition to ASIS&T, organizational support was provided by OCLC (Online Computer Library Center), the Librarianship and Documentation Department of the Carlos III University of Madrid (UC3M) and the UOC's Knowledge and Information Management in Organizations (KIMO) research group.

**T**he *Future of Information Environments, Thinking and Building with ASIS&T* began with introductions by **Marta Aymerich**, vice-president of research and strategic planning of the UOC; **Jordi Sánchez-Navarro**, director of the studies of information and communication sciences of the UOC; **Lynn Silipigni Connaway**, president of ASIS&T and senior research scientist and director of user research at OCLC Research (Online Computer Library Center, Inc.) and **Agustí Canals**, director of the UOC's KIMO group.

Next, the introduction of **Virginia Ortiz-Repiso**, professor at the Carlos III University of Madrid and chair of the European chapter of ASIS&T, gave an overview of the trends in innovation in digital information environments, highlighting different facets of the open concept (open data, open learning, open innovation, etc.), in a context that is a challenge for the design of information products and services and for innovation in the training offered to this area of knowledge. A key source for this trend briefing is an extensive study of undergraduate and postgraduate education provided by the International Academic Network Information Schools, which includes the Carlos III University and the UOC.

Then, regarding a more specific initiative, Lynn Silipigni Connaway explained her current project – *Digital visitors and residents: how people engage with technology*. The project aims to identify how people relate to technologies to acquire information and to communicate with others. How do they access information? How do they communicate in the digital environment? Why do they make the decisions they make when using a technology or a social network?

The theoretical framework of visitors and digital residents (V&R) postulates that the way a person relates and uses technology does not depend so much on the age or generation of the individual, but more on the individual's current situation and context. Thus, a digital visitor is characterized by making a functional use of technology, usually linked to a formal need and accustomed to having a fairly passive presence in social networks. In contrast, a resident has a fairly significant online presence and a high level of collaborative activity; his contributions in the digital environment usually leave a certain trace (uploading videos, photos, commenting on networks, etc.). The V&R typology is not a dichotomy, but rather has to be seen as the two

extremes of a continuum. In addition, each of us can behave in different ways in different digital spaces, whether it is the intranet of our organization or Facebook, Twitter, etc. The project has been conducted in the United States, United Kingdom, Italy and Spain, including UC3M and UOC.

The application of the *Digital Visitors & Residents* project in the UOC is especially relevant in order to compare the forms of interaction with the technology of students and teachers in a fully online learning environment with the forms of interaction in hybrid or face-to-face learning environments. In this sense, the following interventions were carried out by **Agustí Canals**, **Eva Ortoll** and **Josep Cobarsí**, professors of the UOC and researchers of the research group KIMO. Some results are curious and remarkable. On the one hand, it is evident one of the postulates of the theoretical framework is the fact that the age of the users does not mean a more intensive use of the technologies, as the comment of one of the interviewed teachers illustrates: “At home at lunchtime, on the weekend, we are together at the table (my wife and my college kids) and it’s the guys who say ‘Do you want to leave the cellphone, please?’” Also during the presentation of the results of the project at the UOC, the importance of different elements became clear. On the one hand, it is clear that there is a need to pay close attention to the human and communication factor in the processes of interaction with the technologies. Interviewees in the project, whether they have a resident profile or have a visitor profile, depending upon the content and situation, consider that the intervention of people in the access and use of digital information is essential

to help give context and credibility to the content with which they access and use. On the other hand, users have a need to deepen the personalization of certain services and products.

A final aspect on which the presentation focused was related to digital infoxication or infoxication. Applying filters to the overabundance of information and communication or applying strategies of digital disconnection seem to be areas in which we must be very attentive.

Also related to the V&R project, some mapping tools were presented by **Lynn Silipigni Connaway** and **Titia van der Werf**, senior program officer, OCLC Research, in an interactive session.

The last talk was by Lynn Silipigni Connaway to explain the role of ASIS&T as an association that offers its members great potential for professional networking in an international environment, with some 2,000 partners worldwide. Virginia Ortiz-Repiso discussed the activities and opportunities to interact with hundreds of members in the ASIS&T Europe Chapter.

All in all, the workshop gave us some clues as to where we should continue to work with researchers and information professionals to offer the best experience of interaction and communication to the users of this so-digital world. In this regard, the potential of the *Digital Visitors & Residents* conceptual approach to typify user behavior and design (or redesign) services and products was revealed in both the results discussed and in an interactive workshop and subsequent discussion of information. ■