College of Information Studies

University of Maryland Hornbake Library Building College Park, MD 20742-4345

Enterprise Information Systems

Session 9

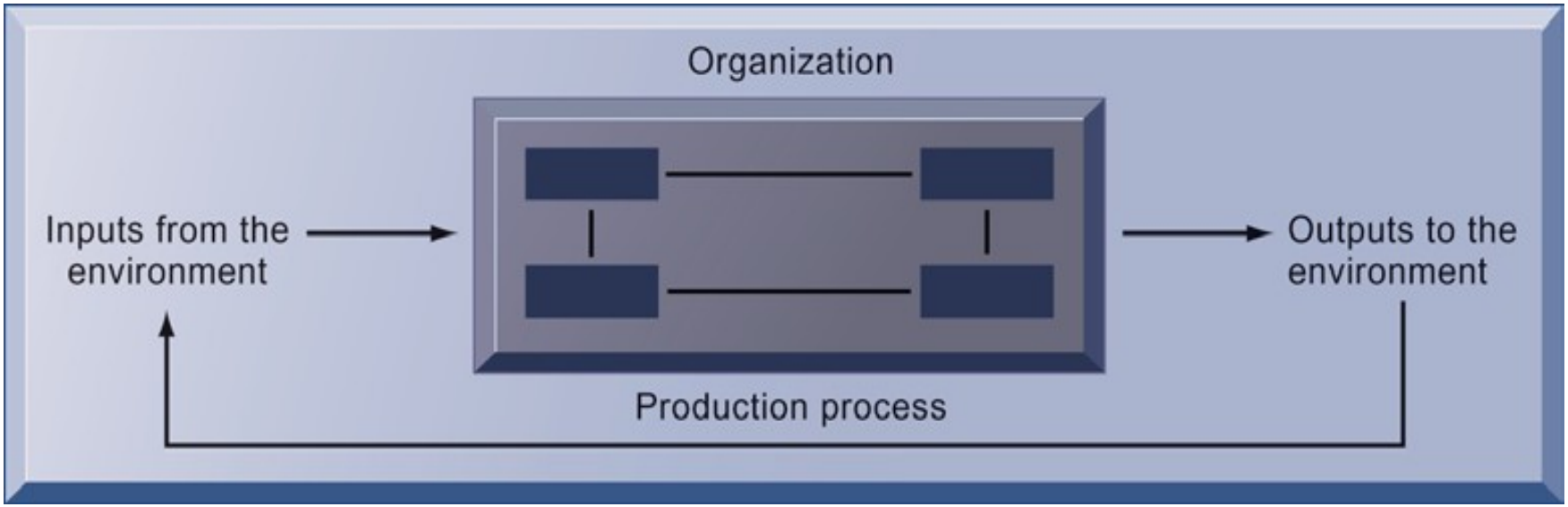
INST 301

Introduction to Information Science

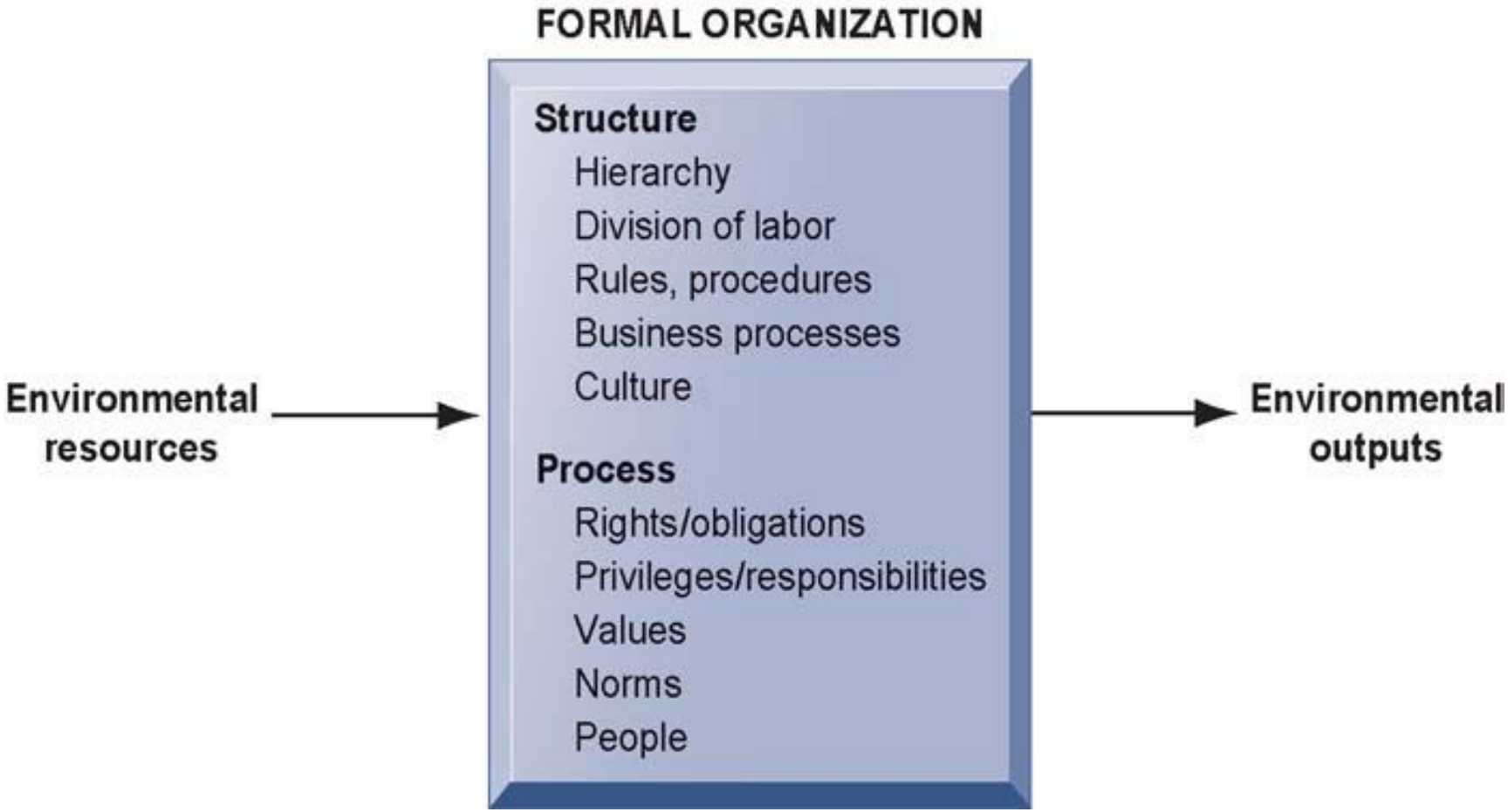
Organizing Effort

- The Market
- The Firm
- The Network

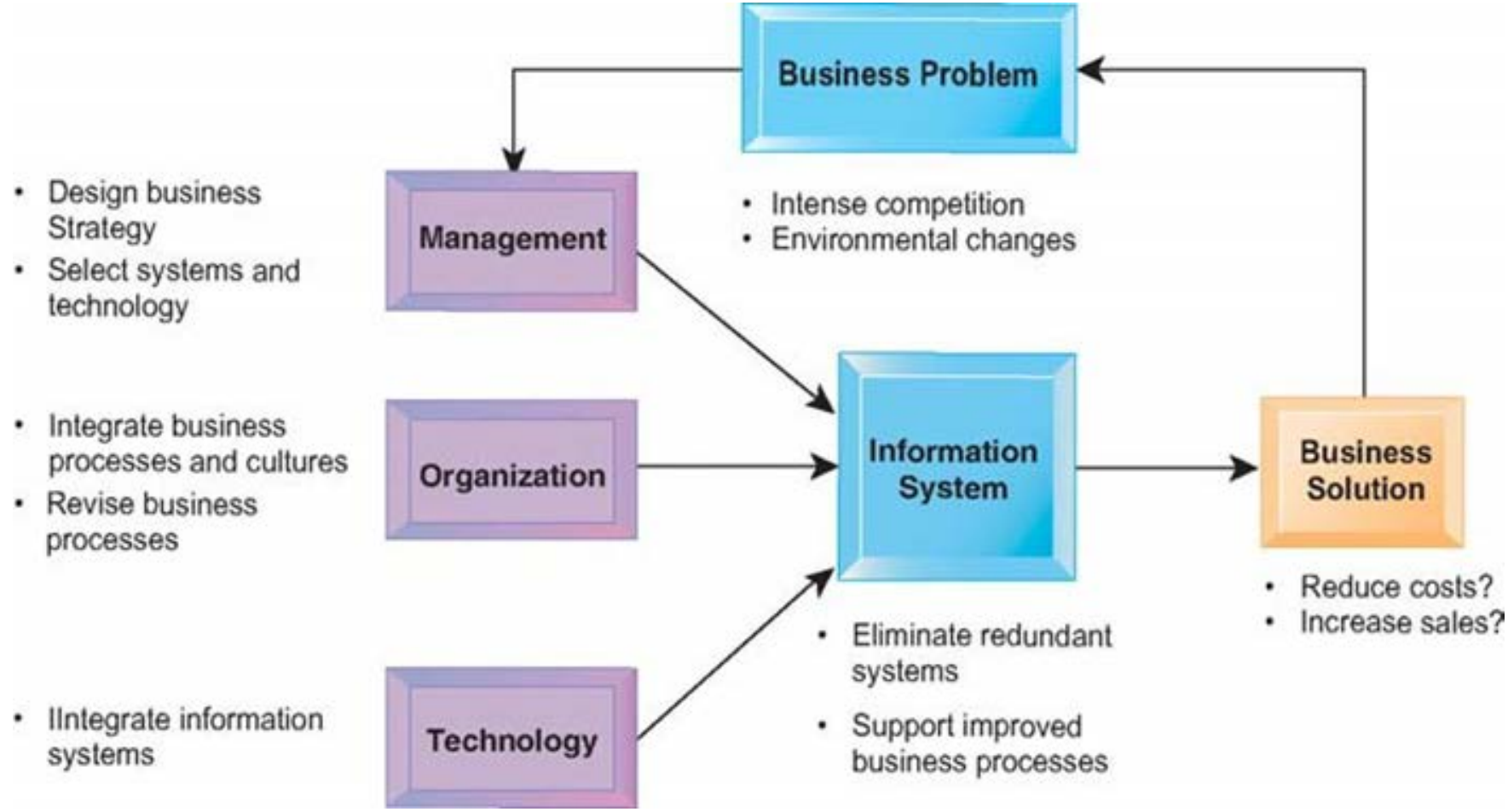
Organizations: The Classic View



Organizations: The Real Story



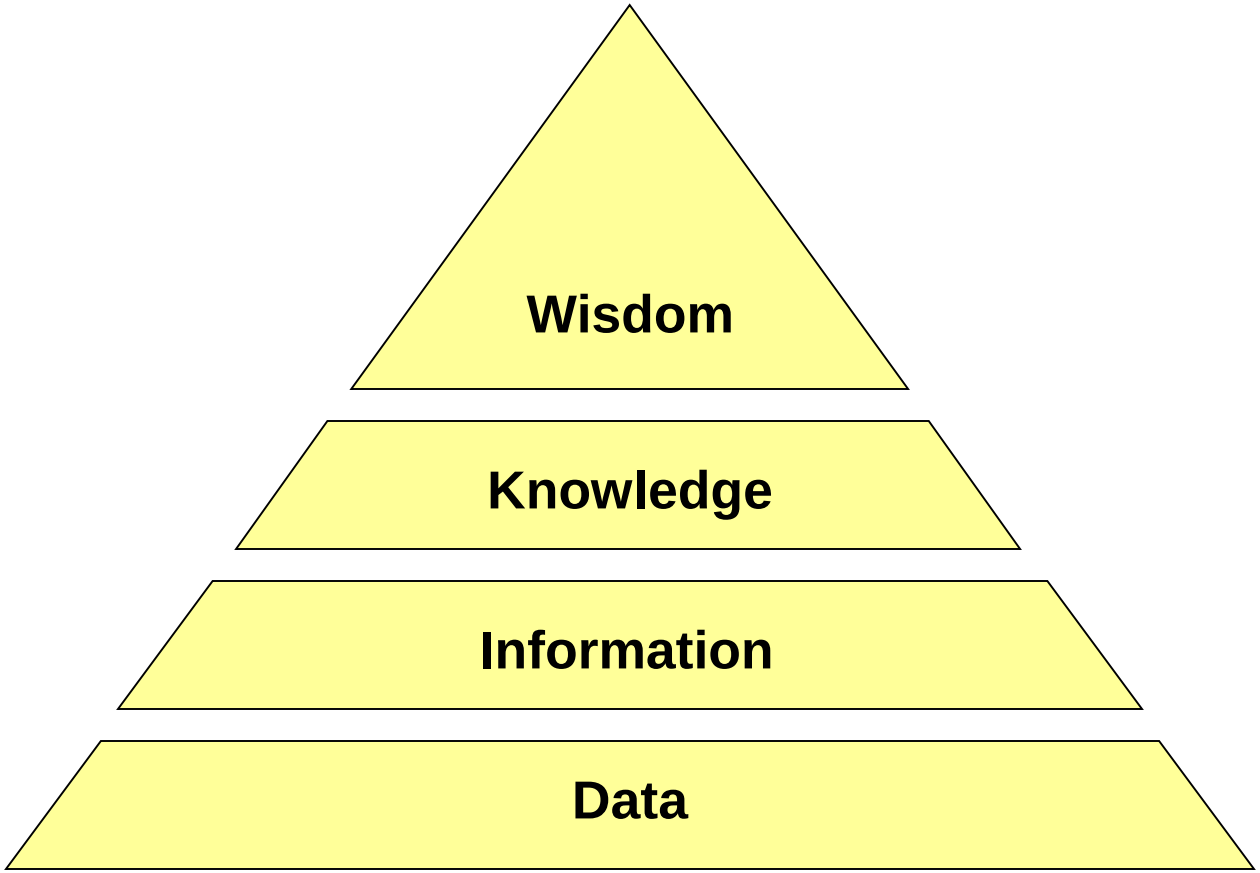
The CIO's View



Some Issues

- Strategic vs. supporting IT
  - Netflix vs. ELMS
- Sociotechnical systems
  - Proctor & Gamble
- Life-cycle systems analysis

“Information”



Information (individual)	Data (organization)	Knowledge (society)
Information	Enterprise Sys	Lifecycle
Internet	Data as Asset	Collaboration
Web	Data Modeling	Institutions
Search Engines	Databases (2)	Professions
User Needs	Databases	Digital Gov
Search Strategy	CMS	Security
Social Networks	Linked Data	Privacy
	Data Mining	Filter Bubble
		Ethics

Some Examples

- University of Maryland
- American Airlines
- Walmart

Midterm Exam 1 on March 1

- 70 minutes, 100 points
  - 15 points = 10 minutes!
- Only covers sessions 1-8 (and 1 was snow!)
  - Including readings, homework, class sessions
- Practice Exam is available now
  - Quizzes are also useful cues

Before You Go

On a sheet of paper, answer the following (ungraded) question (no names, please):

What was the muddiest point in today's class?