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Social Software as a Source of Information in the Workplace

Modeling Information Seeking Behavior of Young Professionals in Management Consulting

Appendices

Appendix A: Detailed results of fit-gap analysis

Appendix B: Course of semi-structured interviews

Appendix C: Selected detailed survey results

Appendix A: Detailed results of *fit-gap analysis*

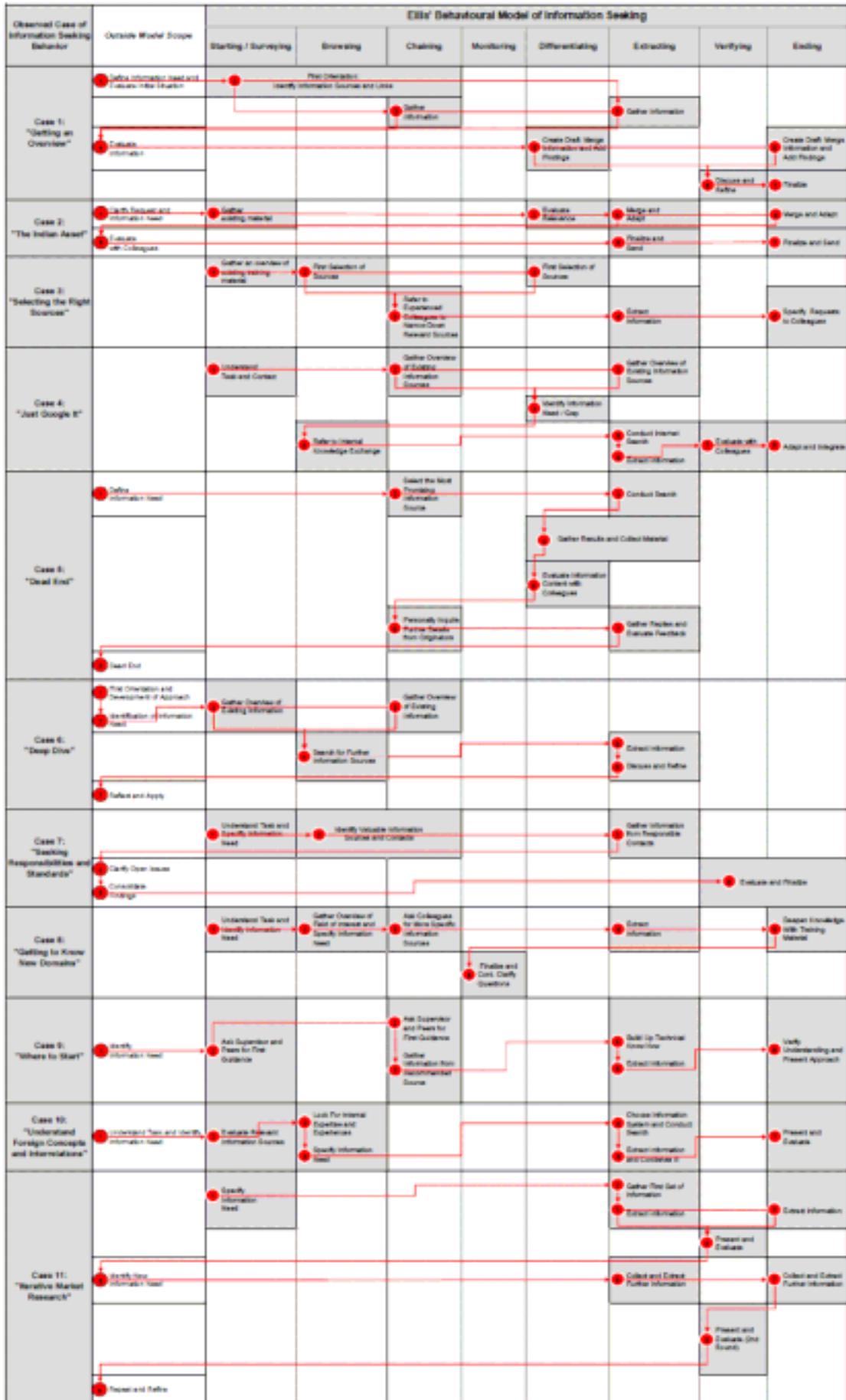
Incidents gathered in qualitative study	Number of phase overlaps, process violations, and out of scope phenomena with respective model of information seeking															
	Ellis/Wilson				Marchionini				Kuhlthau				Cheuk			
	Overlap	Out of Scope	Process Violation	Total	Overlap	Out of Scope	Process Violation	Total	Overlap	Out of Scope	Process Violation	Total	Overlap	Out of Scope	Process Violation	Total
Scenario 1	3	2	2	7	6	0	0	6	3	1	1	5	0	2	0	2
Scenario 2	2	2	1	5	5	0	0	5	3	0	1	4	2	1	0	3
Scenario 3	0	0	1	1	5	0	0	5	4	0	0	4	3	0	0	3
Scenario 4	1	0	2	3	9	0	0	9	3	0	0	3	4	0	0	4
Scenario 5	3	2	2	7	6	0	0	6	2	0	0	2	3	0	0	3
Scenario 6	1	3	0	4	10	0	0	10	2	0	0	2	4	0	0	4
Scenario 7	2	2	0	4	8	0	0	8	2	1	0	3	3	0	0	3
Scenario 8	0	0	1	1	8	0	0	8	2	0	0	2	2	0	0	2
Scenario 9	2	1	0	3	5	0	0	5	2	0	0	2	1	0	0	1
Scenario 10	2	1	0	3	8	0	0	8	1	0	0	1	4	1	0	5
Scenario 11	2	2	3	7	9	0	0	9	2	1	1	4	4	1	0	5
Overall Fit	18	15	12	45	79	0	0	79	26	3	3	32	30	5	0	35

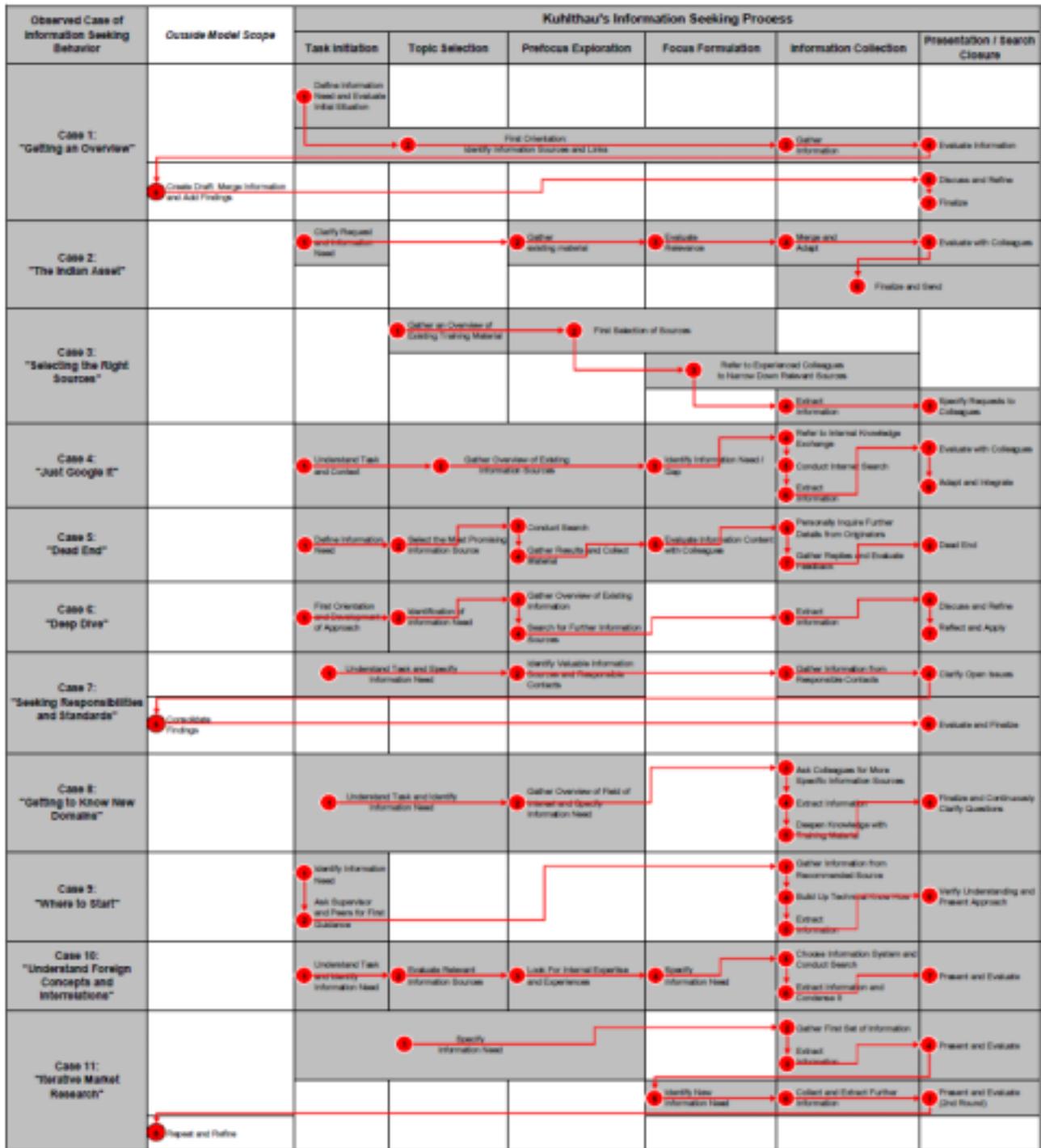
Overall Fit = a low value represents a low amount of contradictions and therefore a good fit of model for representation of information seeking in gathered incident

Overlap = Each overlap of a phase of the observed case with a stage/feature/step of the respective model.

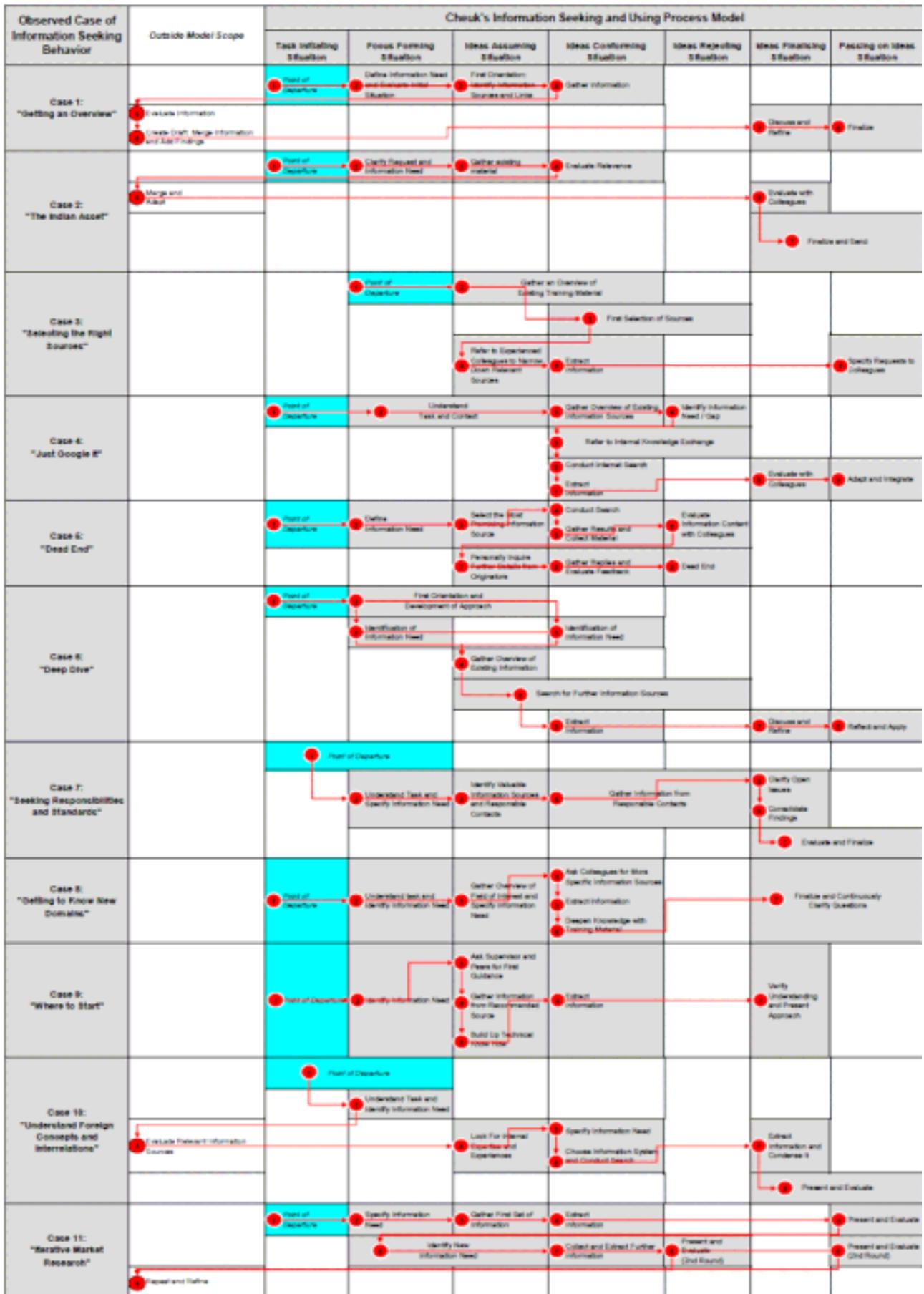
Out of Scope = Each phase of a observed case, which was not covered by the respective model.

Process Violation = Each incident, where a phase of the observed case violated the order of stages/features/steps of the respective model.





Observed Case of Information Seeking Behavior	Outside Model Scope	Kuhlthau's Information Seeking Process					
		Task Initiation	Topic Selection	Prefocus Exploration	Focus Formulation	Information Collection	Presentation / Search Closure
Case 1: "Getting an Overview"		Define Information Need and Evaluate Initial Situation					
				First Orientation: Identify Information Sources and Links		Gather Information	Evaluate Information
Case 2: "The Indian Asset"		Clarify Required Information Need		Gather Reading Material	Evaluate Relevance	Mean and Adapt	Evaluate with Colleagues
						Finalize and Send	
Case 3: "Selecting the Right Sources"			Gather an Overview of Existing Training Material	Final Selection of Sources			
					Refer to Experienced Colleagues to Narrow Down Relevant Sources	Extract Information	Specify Requests to Colleagues
Case 4: "Just Google It"		Understand Task and Context	Gather Overview of Existing Information Sources		Identify Information Need / Gap	Refer to Internal Knowledge Exchange Conduct Internal Search Extract Information	Evaluate with Colleagues Adapt and Integrate
						Personally Inquire Further Details from Originators Gather Feedback and Evaluate	Dead End
Case 5: "Dead End"		Define Information Need	Select the Most Promising Information Source	Conduct Search Gather Results and Collect Material	Evaluate Information Content with Colleague		Dead End
						Extract Information	Discuss and Refine Reflect and Apply
Case 6: "Deep Dive"		First Orientation and Identification of Approach	Identification of Information Need	Gather Overview of Existing Information Search for Further Information Sources		Extract Information	Discuss and Refine Reflect and Apply
Case 7: "Seeking Responsibilities and Standards"			Understand Task and Specify Information Need	Identify Valuable Information Sources and Responsible Contacts		Gather Information from Responsible Contacts	Clarify Open Issues
							Evaluate and Finalize
Case 8: "Getting to Know New Domains"			Understand Task and Identify Information Need	Gather Overview of Field of Interest and Specify Information Need		Ask Colleagues for More Specific Information Sources Extract Information Deepen Knowledge with Training Material	Finalize and Continuously Clarify Questions
Case 9: "Where to Start"		Identify Information Need				Gather Information from Recommended Source Build Up Technical Know-How Extract Information	Verify Understanding and Present Approach
		Ask Supervisor and Peers for First Guidance					
Case 10: "Understand Foreign Concepts and Interrelations"		Understand Task and Specify Information Need	Evaluate Relevant Information Sources	Look for Internal Expertise and Experience	Specify Information Need	Choose Information System and Conduct Search Extract Information and Condense It	Present and Evaluate
Case 11: "Iterative Market Research"						Gather First Set of Information Extract Information	Present and Evaluate
					Specify Information Need	Identify New Information Need Collect and Extract Further Information	Present and Evaluate (2nd Round)
							Repeat and Refine



Appendix B: Course of semi-structured interviews

Questionnaire Design

1. Introduction Phase

<<Observer: Short recap of the day>>

"How was your day? Would you consider it to be representative to your usual job role? If not, what was specific / extraordinary about it?"

"Were there any extraordinary tasks or situations that you either struggled with more than the usual or that were of noticeable success?"

<<Observer: Short overview of the observed >>

"Do you find these observations adequate? Is there anything you would like to add or correct from your own perspective?"

"How did you feel during the observation today? Did it in any way influence your work behavior?"

2. Critical Incidents

"Please try to recall a recent instance in which you found information that helped you solve a problem or take adequate action or decision within your project role. Would you please describe that incident for me in enough details so I can visualize the situation?"

(Possibly 2 incidents)

3. General Information Behavior

- *Information Seeking Behavior*

"When you notice that you are in need of further information in order to take a certain action, come to a decision or fulfill a specific task assigned to you by your client or supervisor, how would you describe your typical proceeding (step by step)?"

- *Information Sources*

"Which sources do you typically use? And do you use them in specific situations or for specific purposes? What are the positive and negative aspects of these sources (in terms of effort, quality, reliability, relevance, availability)?"

- *Individuality / Universality*

"In how far would you consider this behavior individual resp. result of corporate guidelines or trainings?"

4. The Role of Social Software

- *Awareness / Background Knowledge*

"Are you aware of any information source you frequently use, that may be considered part of the web 2.0? Do you know what kinds of tools are considered Social Software?"

- *Usage*

"Do you use any of the following sources regularly and if yes for which purpose (private/job): Blogs (int. / ext.); Wikis (int. / ext.); Social Sharing Sites (int. / ext.); Social Networking Services (int. / ext.).
"Why do / don't you use them on the job? What do you consider positive/negative aspects about these tools?"

- *Potential*

"What situations could you personally imagine, where such applications would be useful for your own information seeking and competence development?"

5. Conclusion

<<Observer: *Summary of the interview*>>

“Is there anything you would like to add to my notes? Do you have any questions regarding my study and the further proceeding?”

<<Observer: *Thank you and reference to upcoming online questionnaire*>>

Appendix C: Selected detailed survey results

Q9 IDT n=80	Understand problem & identify infor- mation need	Gather over- view of exis- ting informa- tion sources	Conduct search & gather Information	Extract information & evaluate quality	Consolidate & adapt information	Evaluate relevance
Personal Contact Sources	66%	60%	59%	50%	49%	73%
Internet Search Engines	23%	63%	68%	39%	21%	21%
Personal Hard Drive / Team ShPt	44%	75%	65%	50%	53%	33%
Intranet Know- ledge Sources	34%	64%	71%	40%	25%	14%
Factual Internet Sites	15%	49%	60%	35%	23%	16%
External <i>Wikis</i>	24%	45%	33%	18%	11%	8%
Instructed Trai- ning Sources	21%	34%	28%	19%	13%	10%
Printed Factual Sources	13%	45%	50%	31%	15%	13%
<i>Social Intranet Sites</i>	11%	16%	16%	8%	5%	10%
<i>Social Sharing Sites</i>	6%	9%	9%	4%	6%	9%
<i>Social Networking Sites</i>	6%	11%	11%	8%	4%	8%

Question 9a: Use of information source per information seeking activity (investigative decision task)

Q9 UET n=16	Understand problem & identify infor- mation need	Gather over- view of exis- ting informa- tion sources	Conduct search & gather information	Extract information & evaluate quality	Consolidate & adapt information	Evaluate relevance
Personal Contact Sources	50%	56%	50%	50%	44%	63%
Internet Search Engines	31%	44%	44%	13%	6%	13%
Personal Hard Drive / Team ShPt	44%	81%	69%	63%	69%	44%
Intranet Knowledge Sources	38%	63%	63%	38%	13%	19%
Factual Internet Sites	25%	31%	44%	13%	6%	13%
External Wikis	13%	19%	38%	19%	6%	19%
Instructed Train- ing Sources	38%	31%	44%	13%	13%	13%
Printed Factual Sources	6%	19%	25%	0%	0%	13%
<i>Social Intranet Sites</i>	13%	25%	19%	13%	6%	6%
<i>Social Sharing Sites</i>	6%	13%	6%	0%	0%	0%
<i>Social Networking Sites</i>	6%	13%	13%	0%	0%	0%

Question 9b: Use of information source per information seeking activity (unstructured exploration task)