

Samantha Bailey: Presentations & Publications

Publications

"Keeping Pace with Change" (Intuitect Product Review) Boxes & Arrows; January 15 2007
<http://boxesandarrows.com/keeping-pace-with-change/>

"Do You Need a Taxonomy Strategy?" Article in Knowledge Management Magazine; February 2002

Bailey, S. "Web Architect," guest columnist for Web Review magazine; 1997, Songline Studios, Sebastopol, CA

- Navigating the IA Maze; 11/14/97
- Yellow Fever C|Net Copycats Reach Critical Mass; 6/13/97
- To Link or Not To Link; 4/14/97
- Love Your Labels; 2/21/97
- Web Site Evaluation; 1/3/97

Bailey, S., Parker, J., and Schmiedicke, M. "Youth, the Internet and Library Policy," printed as the Internet chapter in Connecting Young Adults and Libraries by Patrick Jones. Neal-Schuman, New York, NY: 1998. pp 333-342.

Bailey, S. and Ryan, S. "Making Web Space for Young Adults: Issues and Process." Paper presented at the Internet Society's annual conference, INET '96, Montreal, Canada; 6/96.

http://www.isoc.org/isoc/whatis/conferences/inet/96/proceedings/h4/h4_3.htm

Technical Editing

Contributing technical editor for *Ambient Findability* by Peter Morville. O'Reilly Media, 2005

Contributing technical editor for *Information Architecture for the World Wide Web, 2nd ed.* by Louis Rosenfeld and Peter Morville. O'Reilly, 2002

Technical Editor for *Information Architecture: Blueprints for the Web* by Christina Wodtke. New Riders Press, Indianapolis IN: 2002.

Presentations

Invited presenter: "Usability Immersion" Day-long professional development workshop presented to the Kent State University IT department's management staff. Canton, OH; November 2012.

Guest Speaker: "Web 2.0: Beyond the Hype." Usability Professionals Association Monthly Meeting, Minneapolis MN; February 2006

Guest Lecture: "Information Architecture Primer for Project Managers." Minneapolis College of Art & Design, Minneapolis, MN; October 2005, October 2006

Guest Lecture: "Information Architecture Practice in Corporate and Consulting Settings." School of Information & Library Science, UNC Chapel Hill; May, 2004

"Innies, Outies and Other Tales from the Trenches." EM Fest, a Regional Electronic Media Festival, Winthrop University, Rock Hill, SC; February, 2004

<http://www.winthrop.edu/artdesign/emfest/>

"Rebuilding Trust in the User Centered Design process through the Redesign of the Wachovia.com Investing Center." ASIST IA Summit, Austin, TX; February, 2004

Case Study: "Wachovia.com Redesign. Merging the First Union National Bank and Wachovia websites." ASIST IA Summit, Portland, OR; March, 2003

Panelist, "Business Context of the Information Architecture in Content Management Systems." ASIST IA Summit, Baltimore, MD; March, 2002

"CV, Taxonomy, Thesauri." Presentation for Symmetri, a web design firm based in Greensboro, NC;

February, 2002

"Developing A Strategy for Information Architecture & Taxonomy." Knowledge Managed with Taxonomies Conference, London, UK; January, 2002

"Information Architecture at the Cross-Roads of Corporate Consulting & Library Science." University of Delaware, New Media Initiative Group; March, 2001

Morville, P and Bailey, S. "Synonyms & Taxonomies: Thesaurus Design for Information Architects." Presented at: IA2000 annual conference, La Jolla, California, October, 2000, New York, New York, January, 2001 and in conjunction with the ASIS&T Practicing Information Architecture Summit, San Francisco, California; February, 2001

Bailey, S. and Hagedorn, K. "Web Indexing: A Corporate Perspective." Presented at the American Society of Indexers annual conference, Albuquerque, New Mexico; May, 2000

Bailey, S. "Information Architecture." University of Indiana Graduate School of Library and Information Studies. Bloomington, IN; March 2000

Bailey, S. Guest lecturer, Information Architecture course, University of Michigan School of Information. Ann Arbor, MI, September & October, 1999

Morville, P. and Bailey, S. "Information Architecture for the Web," A full-day workshop presented at User Interface Engineering's annual conferences: UIE 2000 (Boston, MA; October, 1999) and UIE 2000 West (San Francisco, CA; April, 2000)

Morville, P. and Bailey, S. "Web Site Architecture." Spring Internet World '98. Los Angeles; March 1998

Morville, P. and Bailey, S. "Designing Navigation Systems." Spring Internet World '98. Los Angeles; March 1998

Rosenfeld, L. and Bailey, S. "Web Site Architecture." Internet World Summer '97, Chicago; July 1997

Interviews & Podcasts

"When Life Intervenes, An IA Summit Podcast Preview"

Samantha Bailey, the 2009 IA Summit Chair, talks about her approach to this year's IA Summit, how the Summit community has changed, and what it means to be a part of this community of practice. March 31, 2009 <http://boxesandarrows.com/when-life-intervenes/>

"Finding Gold in the User Interface" by Frannie Hannigan Thomson West Intranet

This article discussed the way that eye-tracking studies conducted by the UX team at Westlaw led to a 10% jump in revenue from one of its features, generating \$4M in additional revenue. May 2007

"Unraveling the mysteries of metadata and taxonomies" by Christina Wodtke, Boxes & Arrows

Recently Boxes and Arrows caught up with Samantha Bailey, formerly at Argus and current lead IA for Wachovia Corporation's Wachovia.com website. She talks about the transition from being a consultant to an "innie" IA, unravels the mysteries of metadata and taxonomies and shares her vision of the future of IA. April, 2002 <http://boxesandarrows.com/unraveling-the-mysteries-of-metadata-and-taxonomies/>

"A Better Way To Float Your Resume" Business Week

Article about the challenges of linking specialized job hunters with employers seeking their unique skills via the Internet. Quotes Samantha Bailey regarding her experiences as VP of Operations at Argus Associates. October 2000 http://www.businessweek.com/2000/00_41/b3702213.htm

"Information Architect: A Title that Means Four or Five Different Things." KaplanCollege.com

Samantha Bailey discusses IA as a career choice in an article about the rapid growth of the information architecture field. October 2000

Teaching

User & Task Analysis, Graduate level course taught in the Information Architecture & Knowledge Management course at Kent State University Spring 2008, Fall 2009, Spring 2012

This course provides an introduction to several standard research methods used in the course of user-centered interface design projects, including user profiling, interviewing, diary studies, task analysis, and contextual inquiry/field studies. Topics cover a variety of research methods, practical instruction on applying these methods, instruction regarding how to analyze, prioritize and present research findings and then how to apply these findings to successful interface design prototypes.

<http://iakm.kent.edu/user-experience-design/uxd-faculty/samantha-bailey/>