thinking navigation

by David Fiorito
#WhoInvitedThisGuy
A bit about me ...
I have been a tech geek since 1978.
I have been an anthropologist since 1995.
I have been an information architect since 2000.
Dan Klyn

http://wildlyappropriate.com/2010/01/20/explaining-information-architecture/
Dan Klyn
co-founder of
The Understanding Group

http://wildlyappropriate.com/2010/01/20/explaining-information-architecture/
information architecture

ontology
IA discovers, defines and articulates the rules and patterns that govern the meaning of what we intend to communicate.
information
architecture
taxonomy
information architecture
taxonomy
developing systems and structures for what everything’s called, where everything’s sorted and for the relationships between labels and categories
information
architecture
choreography
The structure it creates fosters specific types of movement and interaction - anticipating the way users and information want to flow and making affordances for change over time.
Linguistic Anthropology
Linguistic Anthropology

practices of language use ... equip people with common cultural representations of their natural and social worlds

From the Society For Linguistic Anthropology - http://linguisticanthropology.org/about/
Cultural meaning systems are encoded in symbols.
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The task of ethnography is to decode cultural symbols and identify the underlying coding rules. This can be accomplished by discovering the relationships among cultural symbols.

The Ethnographic Interview, James Spradley p.99
language = symbols
meaning = relationships
\( A = B \)
\[ A = B \]
A = B

A

B
A = B
A = B
She Blinded Me With Library Science
navigation
LINK A
LINK B
LINK C
LINK D
LINK E
LINK A
LINK B
LINK C
LINK D
LINK E
3 kinds of links
Structural: Connecting structure to structure through organizational proximity.
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**Associative:** Connecting content to content across structures because of semantic proximity.
Structural: Connecting structure to structure through organizational proximity.

Associative: Connecting content to content across structures because of semantic proximity.

Utility: Connecting tools or meta-content that facilitates use of the site or performs a utilitarian function.
navigation is how we communicate meaning
we must understand the language of the user
navigation is how users understand
navigation is choreography facilitated by the relationships between symbols
@crosswiredmind

#WIADLALANav