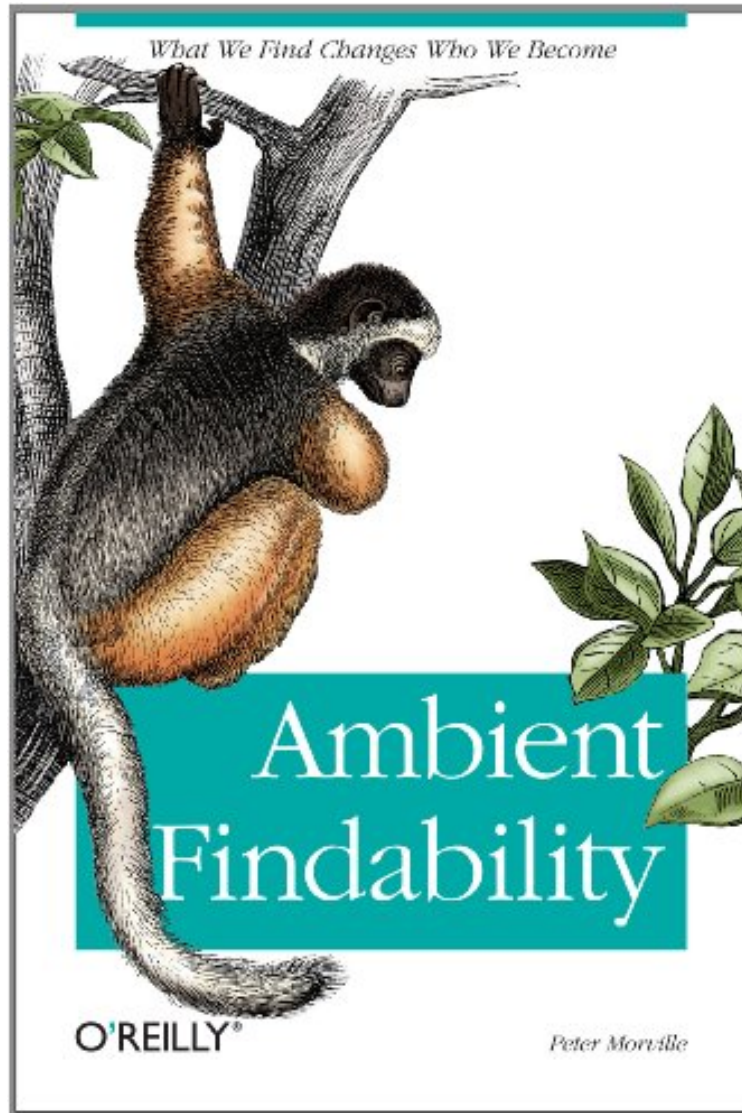


Ambient Findability: What We Find Changes Who We Become

Peter Morville

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Peter Morville : Ambient Findability: What We Find Changes Who We Become before purchasing it in order to gauge whether or not it would be worth my time, and all praised Ambient Findability: What We Find Changes Who We Become:

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focuses on types of information and how it is organized to market it most efficiently online. I do not have an IT background and this book is a super read.² of 3 people found the following review helpful. Is Everything Really "Findable"? By Jeffrey T. Munson This book deals with the concept of "findability", which, according to the author, is the quality of being locatable. He believes that every object has characteristics which make it findable, such as unique web addresses or library call numbers. "Ambient" means surrounding, encircling, and completely enveloping. So, putting the two words together, users should be able to find anything whenever they want. Has this happened yet? No, but with the advent of computers and other searching devices, we are getting closer to the "perfect" search. Another topic discussed in the book is information literacy. Simply put, this is the ability to locate information, evaluate what is found, and decide if it is usable. Is all information reliable? Definitely not. Is some of it worthwhile? Absolutely. The job of the information-literate user is to evaluate and decipher what is reliable and apply it to fit his or her needs. The discussion continues with a description of new technologies which have emerged that can help searches. Trios, wearable computing, blackberries, and the internet all dot the information landscape, making searching much different than it was a decade or two ago. These technological advances have made it easier than ever to search for information. However, the problem still remains of knowing which parts of the information are useful and applying those parts appropriately. I read this book as part of the course requirements for a Master's degree course I am enrolled in. I wasn't sure what to expect after seeing the book's cover. The monkey on the front really raised my level of curiosity. This book provides excellent tips and examples of how to correctly search for information. Admittedly, it took a while for the book to "get going", but I did learn a great deal from it. I highly recommend this book to information seekers. It will definitely help the user who is searching for information.

How do you find your way in an age of information overload? How can you filter streams of complex information to pull out only what you want? Why does it matter how information is structured when Google seems to magically bring up the right answer to your questions? What does it mean to be "findable" in this day and age? This eye-opening new book examines the convergence of information and connectivity. Written by Peter Morville, author of the groundbreaking *Information Architecture for the World Wide Web*, the book defines our current age as a state of unlimited findability. In other words, anyone can find anything at any time. Complete navigability. Morville discusses the Internet, GIS, and other network technologies that are coming together to make unlimited findability possible. He explores how the melding of these innovations impacts society, since Web access is now a standard requirement for successful people and businesses. But before he does that, Morville looks back at the history of wayfinding and human evolution, suggesting that our fear of being lost has driven us to create maps, charts, and now, the mobile Internet. The book's central thesis is that information literacy, information architecture, and usability are all critical components of this new world order. Hand in hand with that is the contention that only by planning and designing the best possible software, devices, and Internet, will we be able to maintain this connectivity in the future. Morville's book is highlighted with full color illustrations and rich examples that bring his prose to life. *Ambient Findability* doesn't preach or pretend to know all the answers. Instead, it presents research, stories, and examples in support of its novel ideas. Are we truly at a critical point in our evolution where the quality of our digital networks will dictate how we behave as a species? Is findability indeed the primary key to a successful global marketplace in the 21st century and beyond. Peter Morville takes you on a thought-provoking tour of these memes and more -- ideas that will not only fascinate but will stir your creativity in practical ways that you can apply to your work immediately. "A lively, enjoyable and informative tour of a topic that's only going to become more important." --David Weinberger, Author, *Small Pieces Loosely Joined* and *The Cluetrain Manifesto* "I envy the young scholar who finds this inventive book, by whatever strange means are necessary. The future isn't just unwritten--it's unsearched." --Bruce Sterling, Writer, Futurist, and Co-Founder, The Electronic Frontier Foundation "Search engine marketing is the hottest thing in Internet business, and deservedly so. *Ambient Findability* puts SEM into a broader context and provides deeper insights into human behavior. This book will help you grow your online business in a world where being found is not at all certain." --Jakob Nielsen, Ph.D., Author, *Designing Web Usability: The Practice of Simplicity* "Information that's hard to find will remain information that's hardly found--from one of the fathers of the discipline of information architecture, and one of its most experienced practitioners, come penetrating observations on why findability is elusive and how the act of seeking changes us." --Steve Papa, Founder and Chairman, Endeca "Whether it's a fact or a figure, a person or a place, Peter Morville knows how to make it findable. Morville explores the possibilities of a world where everything can always be found--and the challenges in getting there--in this wide-ranging, thought-provoking book." --Jesse James Garrett, Author, *The Elements of User Experience* "It is easy to assume that current searching of the World Wide Web is the last word in finding and using information. Peter Morville shows us that search engines are just the beginning. Skillfully weaving together information science research with his own extensive experience, he develops for the reader a feeling for the near future when..."

About the Author Peter Morville is president of Semantic Studios, an information architecture, user experience, and findability consultancy. For over a decade, he has advised such clients as ATT, IBM, Microsoft, Harvard Business

School, Internet2, Procter Gamble, Vanguard, and Yahoo. Peter is best known as a founding father of information architecture, having co-authored the field's best-selling book, *Information Architecture for the World Wide Web*. Peter serves on the faculty at the University of Michigan's School of Information and on the advisory board of the Information Architecture Institute. He delivers keynotes and seminars at international events, and his work has been featured in major publications including *Business Week*, *The Economist*, *Fortune*, and *The Wall Street Journal*. You can contact Peter Morville by email (morville@semanticstudios.com). You can also find him offline at 42.2 N 83.4 W or online at semanticstudios.com and findability.org.