Details for Distance Participation below

IS Department Seminar

Two-Act Design: Interface Design for Mobile App and Knowledge Design through Wiki

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Information and Communication Systems Area, School of Business
http://business.fordham.edu/faculty/lee/

DATE: Wednesday, September 11, 2013
COFFEE: 12:45-1:00
TIME: 1:00-2:30 LOCATION: GITC 1403

ABSTRACT This presentation centers on two topics involving “design”—(i) interface design for mobile applications (with Izak Benbasat, published in ACM TOCHI 2011) and (ii) knowledge-collaboration through wiki (with Sam Ransbotham, under review for MISQ).

The first part discusses the role of mobile product recommender systems (RS) on customers’ in-store decisions. The use of mobile RS reduces customers’ perceived effort for making in-store purchase decisions and increases the quality of their decisions. In addition, we search for ways to improve interaction design for mobile RS by comparing attribute-driven versus alternative-driven interaction styles. The former interaction style—attribute-driven—is found effective for helping customers in stationary online stores, yet is less suitable for mobile application users due to their mobility and distractions present in the surroundings. An experiment was conducted in a simulated retail store inside a laboratory, and the results support that the attribute-driven style leads to lower quality decisions than the alternative-driven style.

The second part discusses the unique affordances of social media, and wiki, in particular, for knowledge-collaboration. We investigate how enterprises can take better advantage of wiki
affordances to institutionalize knowledge-collaboration practices and overcome obstacles during the process. Our application of the multi-level organizational learning framework demonstrates that, although wiki affordances facilitate some important learning stages, many of the crucial ones are not fully attended by the affordances alone. A unique blend of project leadership facilitates knowledge collaboration. To observe the leadership archetype, we use a fifteen-month longitudinal case study of wiki use within a division of one of the world’s largest media and entertainment companies. Based upon our observations, we propose a new archetype of project leadership called Knowledge Entrepreneurship.

**BIO** Young (Anna) Lee is an assistant professor at the Information and Communication Systems Area, Schools of Business, Fordham University, and was a visiting scholar at the Carroll School of Management, Boston College. Lee earned a PhD from the University of British Columbia under the supervision of Izak Benbasat. Starting from her master’s thesis, she published in premier journals, including *MIS Quarterly*, *ISR*, *Communications of the ACM*, and *ACM Transactions on CHI*, which have been cited over 400 times (Google Scholar, August 2013). Lee’s research adopts the approach of humanistic technology whereby technology should be developed, used, and evaluated with the interests, needs, and well-being of humans. This theme is manifested in two topical areas of investigation—interface design and social media. To better understand issues in the two areas, Lee uses a blend of research methodologies, such as, experiment, survey, case study, ground theory methodology, and recently, econometrics modeling.

**WEBEX LOGIN**

*attend this online meeting.*

**Topic:** IS Seminar - Anna Lee  
**Date:** Wednesday, September 11, 2013  
**Time:** 1:00 pm, Eastern Daylight Time (New York, GMT-04:00)  
**Meeting Number:** 643 179 297  
**Meeting Password:** (This meeting does not require a password.)