

***14th EnCKompass Research Workshop
27th July 2004 co-located with EMCIS2004, Tunis***

The 14th *EnCKompass* Workshop will be hosted jointly by EMCIS 2004 and *EnCKompass* International Research Network

This workshop will focus on Technology Appropriation Models and Living Lab IS Social Scalability evaluation methodologies.

The two key themes of this event will be as follows:

- 1) Semantic architectures to support the global net economy collaborative creativity and relationships understanding.*
- 2) Infrastructures, catalysts and accelerators for technology appropriation and social scalability evaluation (Living Lab IS Appropriation Enactments)*

About EnCKompass

EnCKompass stands for e-Content, Knowledge Integration, Usability Mining and Mass-Personalisation Systems and Services. Knowledge integration implies content management, personalisation and multi-agent cooperation for value innovation and organisational learning. These issues pose some of the most important challenges facing the future information society. Hence this is an important area of information systems and social semiotics research in many centers around the world, notably in the USA and Europe where this is a major plank of the EU Information Society Technologies Research Programme.

EnCKompass is a not-for-profit International Research Network whose membership includes senior Information Systems, Technology Management and Computer Science researchers in a number of countries ranging from Australia to India, Europe, Scandinavia, United States and Canada. *EnCKompass* was established by Atta Badii in October 1999.

Since its formation in October 1999 the participation of researchers in *EnCKompass* workshops has been steadily growing and a number of invited *EnCKompass* workshops have been held in major universities in Europe and the United States. These workshops have each focused on specific sub-themes in order to address related research issues coherently and constructively. They have all attracted good quality international contributions and have stimulated a lot of interesting debate and cross-fertilisation of research ideas and collaborative international research to support further work in meeting the multi-disciplinary socio-technical research challenges ahead. The workshops have all been conducted by the academic research groups offering to host them but have also included researchers from both academia and industry and have been well-supported by contributions from the practitioner community.

EnCKompass Rationale

This is a time of increasing enterprise complexity and “empowered” yet click-happy societies; with paradoxes arising from the need for more inclusivism in IS intervention choices. The need for social inclusion and re-negotiability, indeed “located accountability”, of everything, poses significant knowledge integration challenges. The organisation must continue to best serve all its stakeholders in the discerning communities of reflective practice and ever more fickle preferences.

Hence there is a need for end-to-end knowledge integration and cost-effective but holistic evaluation to facilitate cooperative commerce as well as electronic customer and stakeholder relationship management (e-CRM/eCMR). From an Information Systems (IS) architecture viewpoint, content management and personalisation services demand responsive knowledge integration i.e. dynamic representation, located accountability and the management of meta-ontologies, to allow organisational IS re-architecting capabilities (Badii 2000, 2001). Indeed we maintain that there can be no enterprise IS knowledge integration without a framework for dynamic representation and deep transaction semantics (Badii 2001). Enterprises need to go beyond engaging cooperative, eco-system-based best practice. They must aim to continuously re-define and add value to new best practice by relentless e-CRM-driven value innovation integrated with IS evaluation. This will require knowledge integration to support continuous organisational discourse for consensus-driven re-architecting in response to values drift, relationships drift, life-style drift and thus requirements drift (Badii 2001).

There can be no reliable knowledge of stakeholders’ changing requirements without situated measurements of their deeply-valued needs as they occur. This implies embedded evaluation with a balance of observation-centred (tacit) and conversation-centred (explicit) usability data capture protocols so as to minimise nuisance and bias. In this way we will widen, and, deepen the reaches of interpretive, qualitative and quantitative methods so as to allow the deeper rationalities governing IS adoption to emerge.

The routinisation of an interpretivist-iterative basis for mass-participation, exploration and analysis of competing IS intervention pathways and their situated impact facilitates a higher transparency of IS development choices and rationale. This must enable both short and longer span organisational memory and learning from IS intervention outcomes. IS development should promote user ownership, empowerment, mutually beneficial balances of power and co-operative patterns-of-relating within the (meta) system as a whole – indeed it must bring emancipation to all. The organisational strivings for such ideals as productive patterns of power and constructive ways of relating should also be extendable to man-machine mutuality and relationships management.

Thus to cope with the massive rates of information exchange in the new digital economy, knowledge integration will need to rely on efficient contextually-aware navigation aids, retrieval agents, transaction assistants, online discourse and requirements elicitation. At the heart of the *EnCKompass* focus is the multi-disciplinary research to support the co-design of socially scalable and intelligent service-oriented architectures will assuredly continue to crucially underpin the emergence of online systems and services for universal access, knowledge discovery and learning.

EnCKompass Research Workshops

This is a multi-faceted research area and each workshop has sought to maintain a distinct focus within a coherent set of complementary research sub-themes in content management and knowledge integration, collaboration, sharing and man-machine mutuality etc. Past workshops, some co-located with major international conferences in related specialist research areas and others hosted by specialist research groups, are listed as follows:

1. 27 April 2000 Cardiff University co-located with UKAIS 2000
2. 14 July 2000 University College Northampton
3. 12 August 2000 University of California, Long Beach, co-located with (AMCIS2000)
4. 31 September 2000 Trinity College Dublin, co-located with 7th ECITE Conference (ECITE2000)
5. 15 December 2000 Portsmouth University
6. 18-20 April 2001 Portsmouth University, co-located with UKAIS2001 Conference
7. 29 June 2001 University of Technology, Eindhoven, the Netherlands
8. 23 July, Concordia University, Montreal, co-located with IFIP WG 8.2 , 2001, Organisational Semiotics Conference
9. 3 August 2001 co-located with AMCIS 2001 Conference, Boston
10. 18 September 2001, Oriel College Oxford, co-located with 8th ECITE Conference (ECITE 2001)
11. 3-5 April 2002, University of Salford, co-located with the 2nd International Conference on Systems Thinking in Technology Management (ICSTM2002)
12. 28-29 June 2002 Paris-Dauphin Université, Centre d'Études et Rechercher en Informatique Appliqué,
13. 4th June 2004, co-located with the [Collaboration@work](#) Conference, Brussels

EnCKompass International Research Network Manifesto

This is a multi-faceted area of research as can be seen from the list of the various related sub-topics presented below:

1. ***Man, Machine and (executable) Mutuality***, on-line usability evaluation and mining, global user interface design for mutual intelligibility and scanability. Re-negotiability-centric design, knowledge co-generation and exchange support for dynamic multi-agency knowledge management and innovation, integrative re-architecting support for peoples, purposes, processes, partners and portals to facilitate inclusivist intervention choices and innovation, e-ethics of web-site content design and usability mining;
2. ***Conversation Theory*** applied to open and dynamic conversation and e-forum management in social navigation, social collaborative opinion forming and choice-making; in e-Shopping/e-Learning; facilitating wider, deeper mass-participation approaches to usability evaluation through a managed mix of workflow-embedded unspoken (tacit) evaluation (observation-centred), as well as, conversation-centred approaches;
3. ***Content Protection & Content Convergence***: Content inter-modality, re-usability and sharing across intelligent distributed systems;
4. ***Content Management Models for Integrated Cooperative***, Geographic, Electronic, Mobile, Multi-Channel and eXchange Commerce, GIS and DataWeb Applications, Electronic Customer Relationship Management Systems (e-CRM); eCRM Analytics Support Systems; A-Commerce validation.
5. ***Evaluation Server Systems for routinisation of on-line mass-consultation*** and mass-personalisation with minimised nuisance and distortion, e-Content management for e-Governance and e-Government systems; social scalability evaluation, Living Lab IS Appropriation Enactment platforms;
6. ***New Business Models and Adaptive Transaction Systems*** for collaborating content owners/service providers and their users, e-services signposting and aggregation models, global intermediation and e-mediation systems and services;
7. ***Agent-based Services and Ontologies, Persona Technologies***, agent identity, agent privacy and authentication issues and systems, semantic architectures to support collaborative creativity and social scalability, Call-by-Call outsourcing, semantic-cooperative architectures for service-and-advocacy oriented computing;

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electronic content management

mass-personalisation

usability mining

1. ***Universals of Patterns for Content Design and Architectural Semiotics*** for cultural inter-operation, "the (perceived) quality without a name", J/DM-PPR theoretic bias effects in usability perception and user (dis)satisfaction tracking, theories of preference, pleasure, pain and dis-affection;
2. ***Design of Meta-data Structures (e.g. XMLs) for intuitive referencing*** in content classification, computer-aided navigation models e.g. contextually-aware agent/interface logics and layers to suit various navigation contexts, client-based /ISP-based filters;
3. ***Personalised/Subjected-oriented Portals and Standards for Virtual Seminars development***, co-browsing and co-e-learning systems, perceptions of personal space and virtual presence, togetherness and alone-ness semiotics in distributed co-e-learning and co-e-shopping; persona technology systems and services, collaborative-creative Systems (CC-Systems) infrastructures;
4. ***Subject-Oriented/Transaction-specific Adaptive Navigation Support*** for cross-browsing, semantic browsing and manipulating moving images and sound;
5. ***Multimedia Document Management Systems***, automated content packaging and presentation systems, intelligent integrated network traffic management meta-models (content push/pull control, Quality of Service, QOS, management);
6. ***IS-situated Cultural Audit and Accommodation***, user reachabilities and user relationships analysis and modelling, adaptive courseware design for e-learning, situated semiotics of WebAds, web content reliability mining and ranking, web metrics and website Quality endorsements;
7. ***Life-style Hypertext Publishing***, gender and disability-specific models for e-content management, social interaction and navigation systems for CSCW, community interaction tools for portals and marketplaces; behaviour modelling for dynamic communities of practice (and of fickle preference);
8. ***Sustainability and Inter-modality of Models for Virtual Reality***, Augmented and mixed Reality Interfaces, Video-streaming and nested video control, sustainable models of Visualisation and Animation of complex process data and content.

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