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Internet Librarian
October 30, 2007

Innovative ideas need information to help them turn into products or services



Adobe is a place of innovation—and **innovation needs information** to become a product or service, or to make a sale.

I'm part of the library and research group that handles secondary research support, manages a portal for primary as well as purchased secondary research, manages the corporate library, and provides enterprise access to several research and news tools.

In other words, that's a lot of information flowing out there to people because of us.

Employees work fast—and need information even faster



Employees work fast—and need information even faster

Adobe is like a lot of other high tech companies, or other settings as well—things move quickly. Employees are smart but don't necessarily have all the information skills they need.

They face too much information and
tend to shut out getting even more



When you couple the fast pace and the quantity of information out there, our employees face too much information (including the torrent from us). They often don't know where to look for what they need, so they tend to shut things out if it's not of immediate importance.

This also makes it hard to get through to them with announcements of training, new products or services, etc. What do you do with people who say they've been at the company for several years but they've never heard of your portal, your library, your services, whatever? This, despite all your appearances on the intranet, in site newsletters, on bulletin boards, etc. How do you reach them?

Factors came into place to move us toward a more formal training program



Our training programs have evolved organically a piece at a time. Usually, people would ask for individual or team training, which we would provide as one-offs.

Then a few things slid into place.

One, I finally thought “Why not make a more formal program to maximize (my) efforts?”

Two, our portal was redesigned recently for an emphasis on self-service, so we needed to do more training to get people to the point that they felt comfortable and competent doing at least some of their own searching. And even before that, we wanted to do more publicity to get the word out.

And three, Adobe had acquired another company, Macromedia, in 2005, and that brought some new collaborative technologies in-house.

It TAKES *all* types...

Personas

Work styles

Our services cover all of Adobe—engineering, marketing, sales, product management, executives, etc.

As the training program developed, we found out more about how Adobe people like to learn, and we ourselves learned more effective ways to reach people in offices besides our San Jose headquarters.

The personas on the following slides were not formally created following real rules of research. On top of that, I created them after the fact, after a survey on learning styles (which was somewhat skewed by the number of engineers who like to take surveys). We certainly have thought about these types before, and I included our subjective impressions in the persona characteristics. So take them with a grain of salt. But I think they'll give you an idea of the types of workers and information needs that led us to develop our training program.

Meet our users



Kathleen
Product Manager

Likes:

- Personalization
- Lots of detail
- Latest updates
- Web conferencing-based learning from her desk
- eBooks and audio for remote listening



Ajay
Engineer

Likes:

- Working remotely
- Searching for or figuring out things himself
- Hands-on learning, in person or using collaborative technology
- Sharing his own expertise
- Deep research in narrow areas

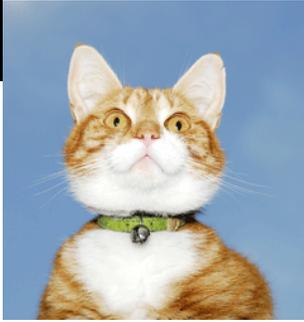


Stephanie
Marketing Manager

Likes:

- Getting the bottom line ASAP
- All kinds of research on Adobe
- Being able to ask someone else
- Web conferencing so she can multitask at her desk

Meet our users



Rich
Sales Person

Likes:

- Quick responses
- Competitive info
- Communication by phone
- Web conferencing-based training just on his areas of current interest
- Not likely to go back to class recordings later



Ben
Intern

Likes:

- Picking the brains of more experienced co-workers
- Exploring the portal on his own
- Learning via in-person classes
- Working collaboratively

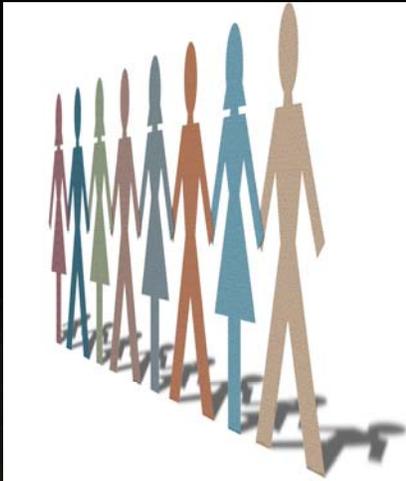
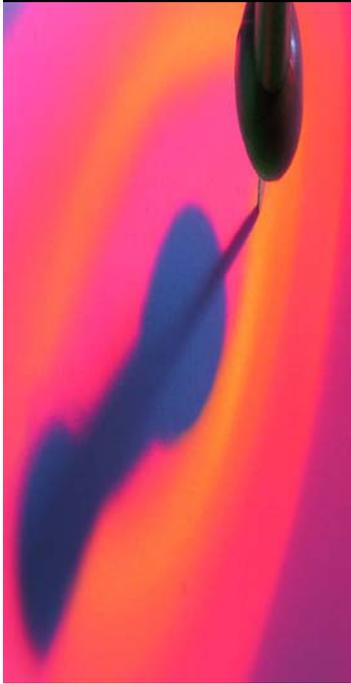


Laura
Director

Likes:

- The big picture
- Email-based alerts and newsletters
- Time not spent in meetings (or class)
- Learning new things as needed

So we decided to try some new approaches to training



So we decided to try some new approaches to training

Point-of-need training



Point-of-need training helps with the just-in-time learners. Not everyone wants to or has time to learn upfront about something they may not need to know at the moment.

FAQ wiki and Help section on portal



Can We Help?

Home > [Can We Help?](#)

What resources are available through Goldmine

Goldmine provides:

- [Analyst research](#) from vendors such as:
 - IDC
 - Forrester
 - Gartner
 - Jupiter
 - and many others...
- [Primary research](#) from Adobe's **Global Market Research**
 - our customers
 - our products
 - and our markets.
- [Newsletters](#):
 - Jon Peddie's Tech Watch
 - The Seybold Report
 - Document Imaging Report.
- **News on Adobe** from *thousands* of news feed sources.
- [RSS feeds](#) for subscribing to hot-off-the-press email alerts:
 - Adobe product reports
 - Specific market analyses
 - Geographic or company reports
 - and scores of research topics
- [Business Units](#) sections for updates and news to keep up to date on Adobe.

Help

► **Research Help**
To obtain copies of research listed on Goldmine or for additional research requests, please contact us at goldmine@adobe.com
Need some help locating research? There's a lot of great research on Goldmine and sometimes it's hard to find just what you need. We're here to help! Just send us a quick note and we'll get back to you as soon as possible with our suggestions.

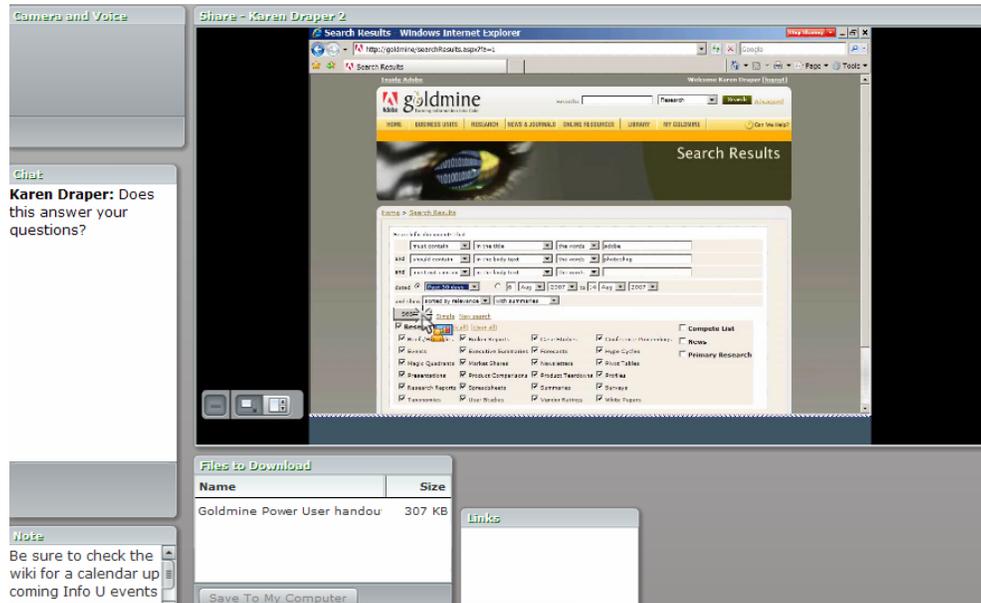
► **Library Questions**
Questions about the Library? [Contact the librarian](#) or call at 408-536-6508. If you don't see what you need in the catalog, you can ask us to order it for the collection by [emailing us](#).

► **Tutorials**
[Goldmine Overview](#)
[Simple Goldmine Searching](#)
[Advanced Goldmine Searching](#)
[Browsing Research by Topic](#)
[Browsing Research by Type](#)
Tutorials were created using Adobe Captivate. Additional tutorials coming soon.

► **Feedback**
Your feedback is important to us. If you have any questions or feedback regarding this site please [let us know](#).

For self-service people, we have a Help section on the portal, plus a new FAQ on the wiki.

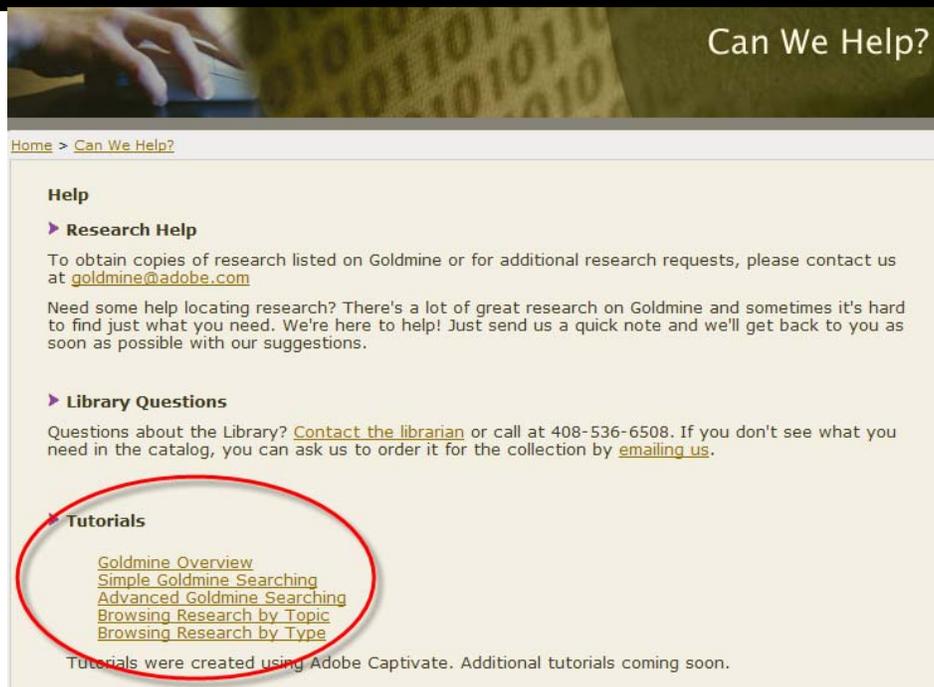
One-on-one instruction



We still do individual training at people's desks, but we also now have a tool called Adobe Acrobat Connect for virtual training, with real-time desktop sharing, video, and chat. This is one of the products we got through the Macromedia acquisition. Their corporate culture involved a lot of virtual meetings like this, but it has taken the Adobe side a while to catch on.

It's more often used in group trainings, one-to-many, but it's handy for those cases where you can't be at the other person's desk but it's hard to explain verbally what they need to do, or if they get a weird KB error message, you can watch what they do to get it.

Homemade tutorials



Can We Help?

[Home](#) > [Can We Help?](#)

Help

▶ **Research Help**

To obtain copies of research listed on Goldmine or for additional research requests, please contact us at goldmine@adobe.com

Need some help locating research? There's a lot of great research on Goldmine and sometimes it's hard to find just what you need. We're here to help! Just send us a quick note and we'll get back to you as soon as possible with our suggestions.

▶ **Library Questions**

Questions about the Library? [Contact the librarian](#) or call at 408-536-6508. If you don't see what you need in the catalog, you can ask us to order it for the collection by [emailing us](#).

▶ **Tutorials**

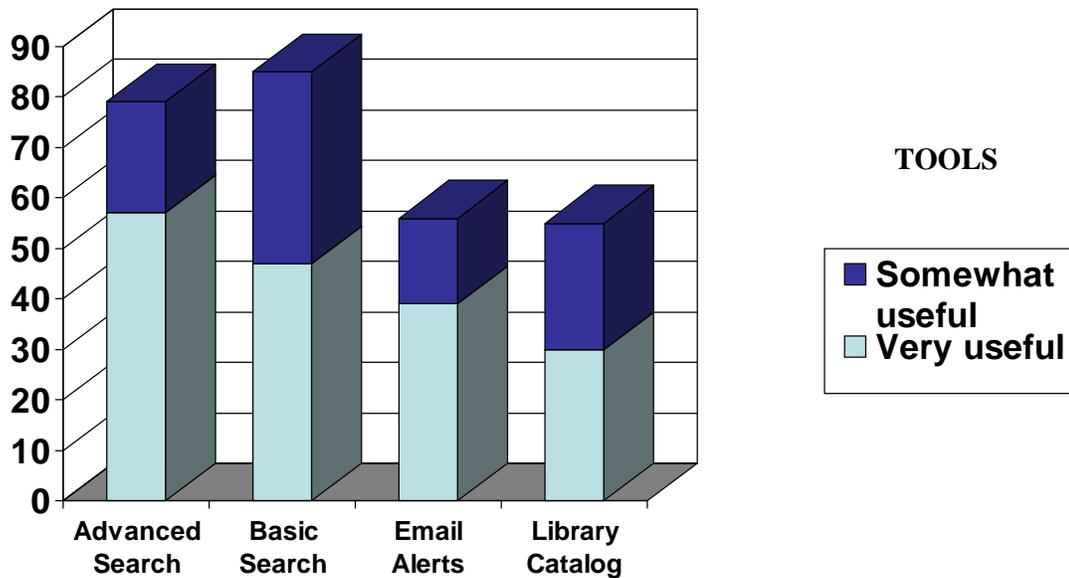
- [Goldmine Overview](#)
- [Simple Goldmine Searching](#)
- [Advanced Goldmine Searching](#)
- [Browsing Research by Topic](#)
- [Browsing Research by Type](#)

Tutorials were created using Adobe Captivate. Additional tutorials coming soon.

We also have a tool called Adobe Captivate for doing screen captures and online tutorials.

I hope to have quite a few more done in the coming months.

Deciding where to start with tutorials— The Survey Says...

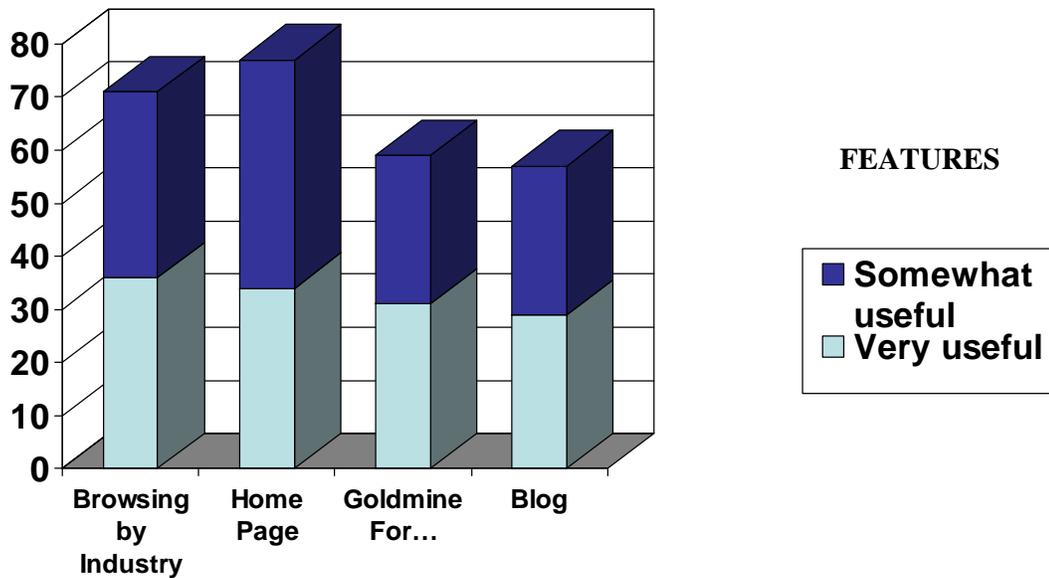


Since I have limited time to create these tutorials, I wanted to start where there was most need.

We did a survey of portal users recently to find out what areas people find most useful.

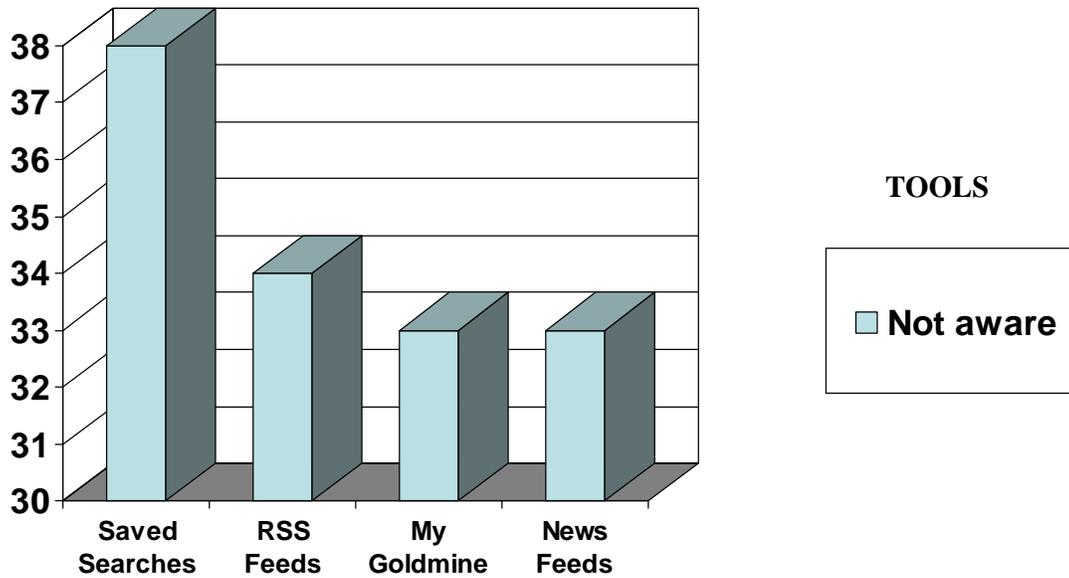
These are the top tools...

Deciding where to start with tutorials— The Survey Says...



...and features that people said were “very” or “somewhat” useful.

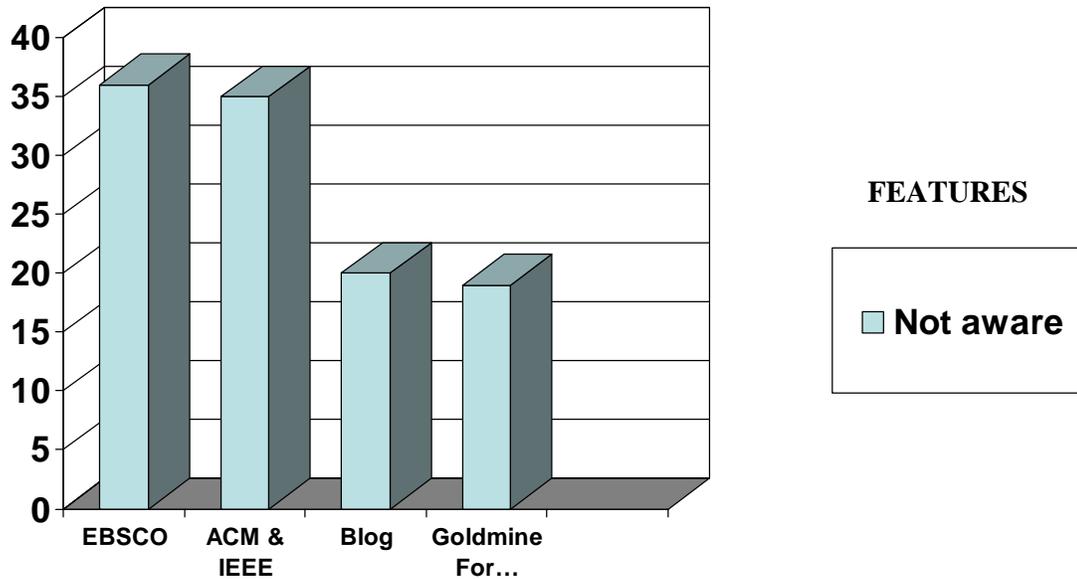
Deciding where to start with tutorials— The Survey Also Says...



But the survey also pointed out areas that aren't getting enough attention.

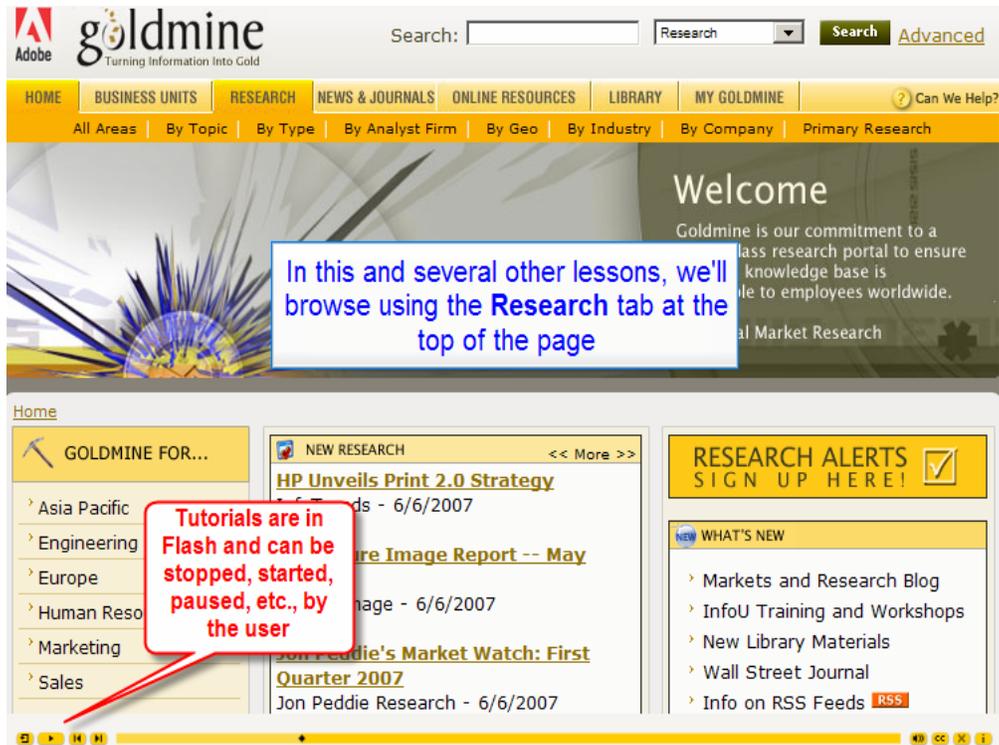
These are the top tools...

Deciding where to start with tutorials— The Survey Also Says...



...and features with lower awareness.

Some things rank both high in usefulness and low in awareness. These useful and low-awareness areas are where I want to concentrate first.



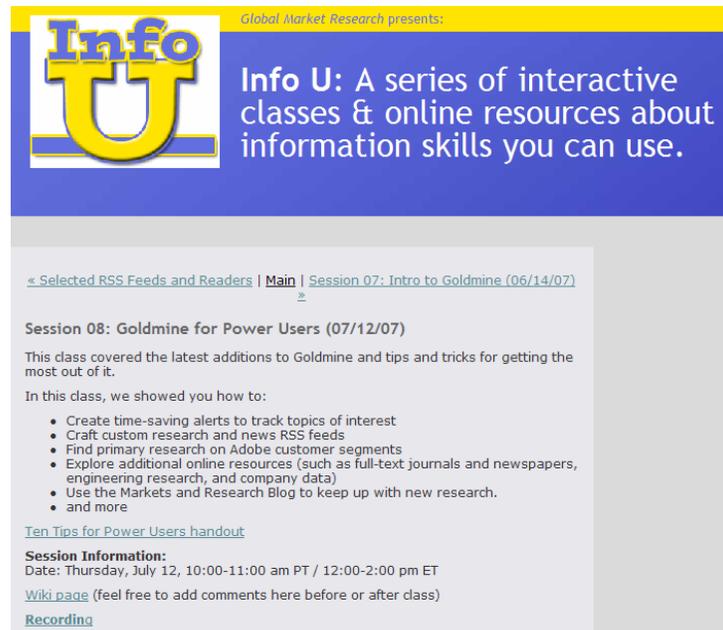
This is one screenshot from a tutorial on using the browsing function, with a note added in the red box for this slide. Captivate publishes the final results in Flash with audio, and users can go at their own pace with the controls at the bottom.

Hands-on and virtual classes



Hands-on and virtual classes

Info U



The screenshot shows the 'Info U' logo on the left, which consists of the word 'Info' in blue above a large yellow 'U' with a blue outline. To the right of the logo, the text reads 'Global Market Research presents: Info U: A series of interactive classes & online resources about information skills you can use.' Below this is a navigation bar with links: '< Selected RSS Feeds and Readers | Main | Session 07: Intro to Goldmine (06/14/07) >'. The main content area is titled 'Session 08: Goldmine for Power Users (07/12/07)'. It describes the class content and lists several topics covered, such as creating RSS feeds and using Goldmine. At the bottom, there are links for 'Ten Tips for Power Users handout', 'Session Information' (including date and time), 'Wiki page', and 'Recording'.

After wondering to myself about a more efficient way to train users, I decided to start a series of classes in 2006 to cover the kinds of topics we get asked about a lot.

We started out just teaching a few classes on the same things we had been covering informally, mostly about the portal and its specific tools, content, and services.

Then we branched out into areas we knew held some interest and were maybe less direct, like RSS. On the portal, we have a number of RSS feeds available, which we wanted to evangelize, but many people hadn't even gotten set up with a reader yet, so we did an RSS intro class, and tossed in bits about our own services along with more general information.

Web conferencing and in-person group training

Me

Videoconferencing rooms at other sites

San Jose classroom

Web conferencing / screen sharing

Camera and Voice
Share - Karen Draper
San Jose-Stanford
Attendee List (98)
Elizabeth Schilder
Emily Shem-Tov
Karen Draper
Chat
Advanced Googling Links
Audio

Me

java "parallel virtual machines" filetype:pdf

Google Scholar

Scholar All articles - Recent articles

All Results

M Baker
B Carpenter
S Ko
X Li

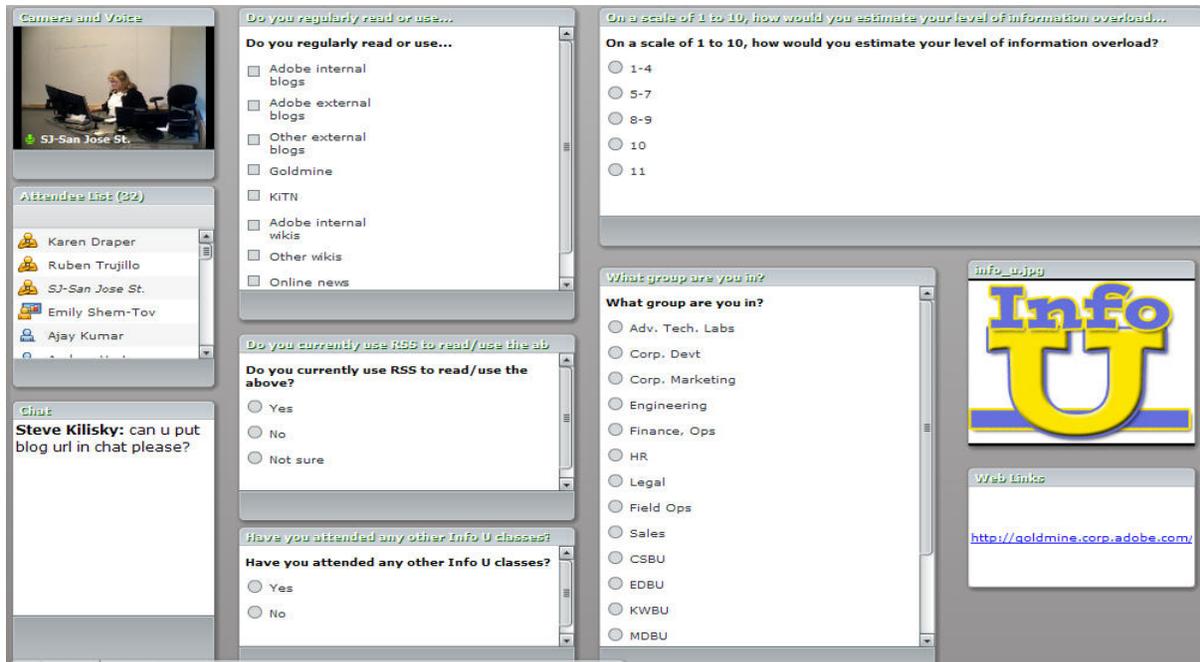
mpj: Java: A Java interface to MPI - all 5 versions >
G Sipos, P Kacsuk - Proc. of the 10th EuroPVM/MPI Conference, Venice, 2003 - Springer
... In case of a PVM-Grid the grid-resources are **Parallel Virtual Machines**. ... 1. One machine of every PVM has to host a Java program, which accomplishes the ...
Cited by 3 - Related Articles - Web Search - Bl Direct

Web-based Computing for Power System Applications - all 2 versions >
H Chen, CA Calizares, A Singh - Proc. North American Power Symposium (NAPS), 1999 - thunderbox.uwaterloo.ca
... Section II briefly introduces basic concepts of web-based computing and Java. ... implemented on it to exploit cheap but powerful **parallel virtual machines** 9. Thus ...
Cited by 3 - Related Articles - Web Search - Bl Direct

Now: Mostly Sunny, 67° F
Thu: 83° F
Thu: 57° F
Fri: 67° F
Sat: 73° F
Sun

Info U is made up of live training which is available in person in San Jose, via videoconferencing in some sites, and via Acrobat Connect everywhere.

Polls help keep communications open

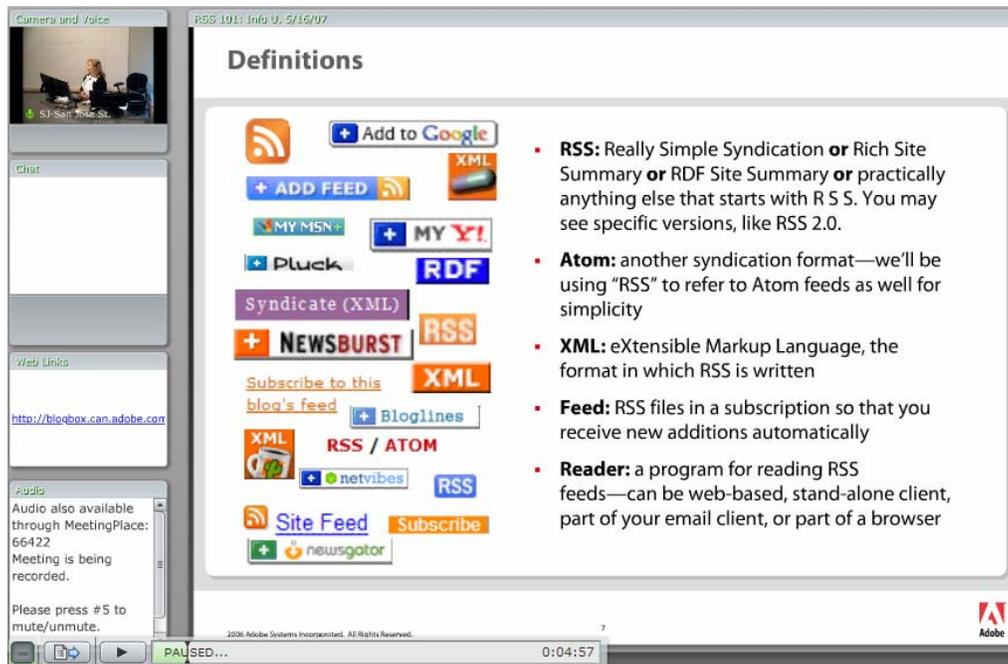


The screenshot displays a Connect meeting interface with several panels:

- Camera and Voice:** Shows a video feed of a participant at a computer.
- Attendee List (32):** Lists participants including Karen Draper, Ruben Trujillo, SJ-San Jose St., Emily Shem-Tov, and Ajay Kumar.
- Chat:** A message from Steve Kilisky asks, "can u put blog url in chat please?".
- Do you regularly read or use...:** A poll with checkboxes for: Adobe internal blogs, Adobe external blogs, Other external blogs, Goldmine, KITN, Adobe internal wikis, Other wikis, and Online news.
- Do you currently use RSS to read/use the ab above?:** A poll with radio buttons for: Yes, No, and Not sure.
- Have you attended any other Info U classes?:** A poll with radio buttons for: Yes and No.
- On a scale of 1 to 10, how would you estimate your level of information overload...:** A poll with radio buttons for: 1-4, 5-7, 8-9, 10, and 11.
- What group are you in?:** A poll with radio buttons for: Adv. Tech. Labs, Corp. Devt, Corp. Marketing, Engineering, Finance, Ops, HR, Legal, Field Ops, Sales, CSBU, EDBU, KWBU, and MDBU.
- Info U logo:** A large yellow and blue logo.
- Web Links:** A link to <http://goldmine.corp.adobe.com/>.

Connect also lets us take polls before, during, or after class. This is a good way to judge experience level before starting, and it helps me keep track of where the remote participants are.

Web conference recordings for later viewing



The screenshot shows a web conference interface with a slide titled "Definitions". The slide lists several syndication and feed-related terms with their definitions:

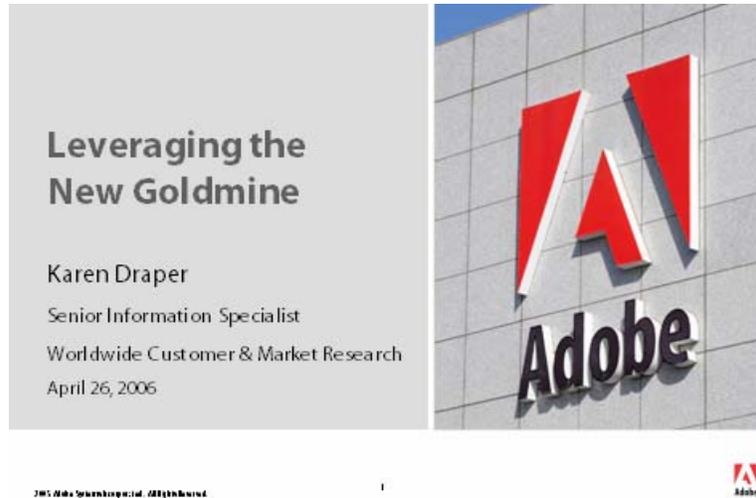
- RSS:** Really Simple Syndication or Rich Site Summary or RDF Site Summary or practically anything else that starts with R S S. You may see specific versions, like RSS 2.0.
- Atom:** another syndication format—we'll be using "RSS" to refer to Atom feeds as well for simplicity
- XML:** eXtensible Markup Language, the format in which RSS is written
- Feed:** RSS files in a subscription so that you receive new additions automatically
- Reader:** a program for reading RSS feeds—can be web-based, stand-alone client, part of your email client, or part of a browser

The slide also features various icons for syndication services such as "Add to Google", "ADD FEED", "MY MSN", "MY Y!", "Pluck", "Syndicate (XML)", "NEWSBURST", "RSS", "XML", "Subscribe to this blog's feed", "Bloglines", "RSS / ATOM", "netvibes", "Site Feed", "Subscribe", and "newsgator".

The web-based training sessions are also recorded so that people can access them later if they couldn't attend in person or watch live, or for people who want to watch at their own pace or rewatch something they didn't catch.

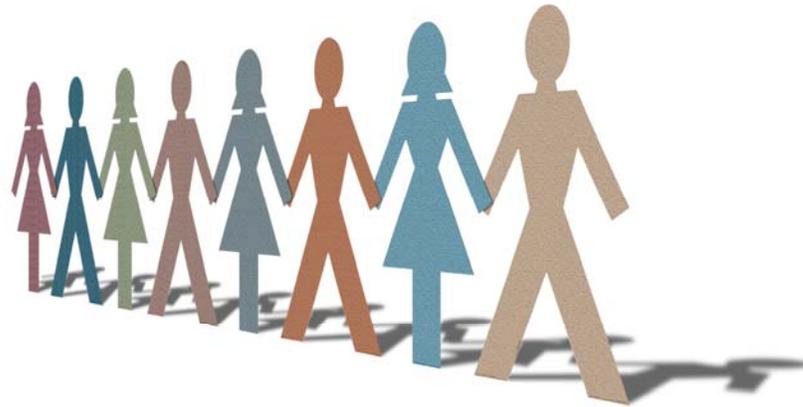
Posting the recordings lets us make the same training available to people in our European and Asian offices that's available to those in the headquarters in San Jose and the other large North American offices.

Department or group training by request



In addition to individual and class training, we still do departmental or group training by request. These sessions can be targeted to particular groups' needs or can just allow for more hands-on learning.

Social networking tools



Social networking tools—this is an area where we're just getting going but would like to do a lot more.

Blogs



We've had blogs for a couple of years.

First, we started a blog to share primary and secondary market research tidbits and to share library news, then we started one specifically for the Info U classes. They're great for publicity as well as information sharing.

The Info U blog has become the one place to go to for information about what the class will entail and where it will be held, links to handouts and tags, and a link to the recording after a session.

There are some dedicated bloggers in our larger research group, but they all tend to be from our librarian-based subgroup. It has been an uphill effort to get the primary and user researchers to do much on the blog.

Wikis

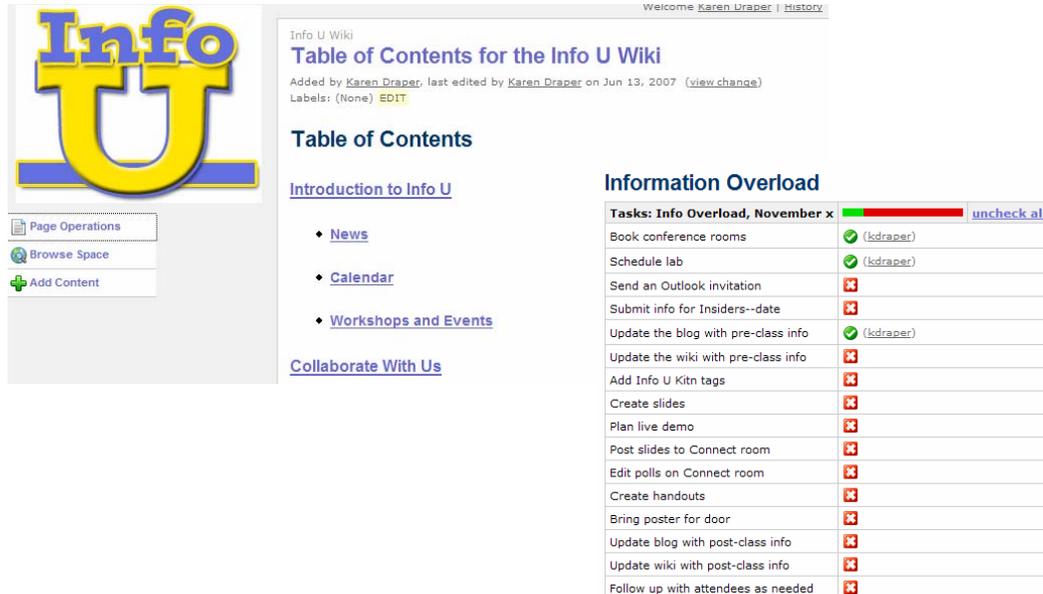
The screenshot shows a web browser displaying the 'Global Market Research Wiki' page. The page title is 'Home Page For Global Market Research Wiki'. The main content area is titled 'About GMR' and features a large 'Info U' logo. Below the logo, there is a list of links under the heading 'includes:'. The list includes: 'Analyst research' from vendors, 'Primary research' created by them, 'Newsletters', such as Jon Peddie's, 'News feeds from thousands of sources', and 'Integrated RSS feeds' through Goldmine. To the right of the logo, there are buttons for 'Page Operations', 'Browse Space', and 'Add Content'. The page also includes a search bar and a navigation menu with options like 'View', 'Edit', 'Attachments (0)', and 'Info'. The page was added by Garnet R. Chaney and last edited by Karen Draper on June 05, 2007. There are two informational boxes: a green one encouraging users to 'Keep up with the latest' by joining the Info U Mail and Outlook List, and a blue one advising users to use the 'Table of Contents' for easy navigation. The page concludes with the heading 'The Info U Wiki' and a paragraph explaining that Goldmine and the GMR team sponsor Info U, a series of interactive classes covering information skills for Adobe workers. A footer note mentions that they get asked for tips on how to search Goldmine better and how to take advantage of its features.

We just started using wikis fairly recently. Wiki technology is well-used in other parts of Adobe, mainly the technical groups, but less so in marketing and research.

I mentioned the FAQ earlier, and we have a general page for the group as well.

I also started one for Info U so that we'd have a place for more community involvement before and after class. That has yet to happen, but I keep trying...

Wikis



The screenshot shows a wiki page titled "Table of Contents for the Info U Wiki". The page includes a logo for "Info U" and a sidebar with navigation options like "Page Operations", "Browse Space", and "Add Content". The main content area has a "Table of Contents" section with links to "Introduction to Info U", "News", "Calendar", and "Workshops and Events". Below this is a "Collaborate With Us" section. To the right, there is an "Information Overload" section with a table of tasks.

Info U Wiki
Welcome [Karen Draper](#) | [History](#)

Table of Contents for the Info U Wiki

Added by [Karen Draper](#), last edited by [Karen Draper](#) on Jun 13, 2007 ([view change](#))
Labels: (None) [EDIT](#)

Table of Contents

[Introduction to Info U](#)

- [News](#)
- [Calendar](#)
- [Workshops and Events](#)

[Collaborate With Us](#)

Information Overload

Tasks: Info Overload, November x	<input checked="" type="checkbox"/>	<input type="checkbox"/>	uncheck all
Book conference rooms	<input checked="" type="checkbox"/>		(kdraper)
Schedule lab	<input checked="" type="checkbox"/>		(kdraper)
Send an Outlook invitation	<input type="checkbox"/>		
Submit info for Insiders--date	<input type="checkbox"/>		
Update the blog with pre-class info	<input checked="" type="checkbox"/>		(kdraper)
Update the wiki with pre-class info	<input type="checkbox"/>		
Add Info U Kitn tags	<input type="checkbox"/>		
Create slides	<input type="checkbox"/>		
Plan live demo	<input type="checkbox"/>		
Post slides to Connect room	<input type="checkbox"/>		
Edit polls on Connect room	<input type="checkbox"/>		
Create handouts	<input type="checkbox"/>		
Bring poster for door	<input type="checkbox"/>		
Update blog with post-class info	<input type="checkbox"/>		
Update wiki with post-class info	<input type="checkbox"/>		
Follow up with attendees as needed	<input type="checkbox"/>		

I've also been using a wiki to help me manage the myriad details of putting on a class.

And my hope is to get people to use the wiki as a way to collaborate, before or after class, but this hasn't taken off yet.

Folksonomies

Bookmarks / kdraper

[Top Ten Facebook Apps for Librarians](#) Delete Edit
from library catalogs to lolcats
tagged as ... [facebook](#) [librarians](#) [socialnetworking](#) ... on 13 Aug 2007

[AIR applications wiki](#) Delete Edit
List of and link to apps created with AIR
tagged as ... [adobe](#) [air](#) [apollo](#) ... on 10 Aug 2007

[Hoover's Via Goldmine handout](#) Delete Edit
A quick introduction to getting to and using Hoover's
tagged as ... [goldmine](#) [handouts](#) [hoovers](#) [info](#)

[Hoover's via Goldmine](#) Delete Edit
Link to get enterprise access to Hoover's from
tagged as ... [goldmine](#) [hoovers](#) [info](#) [sources](#)

[The Adobe Library in San Jose](#) Delete Edit
Links to the catalog, periodical list, etc. Will h
tagged as ... [adobe](#) [ebooks](#) [library](#) ... saved b

[OverDrive](#) Delete Edit
tagged as ... [adobe](#) [ebooks](#) [library](#) ... on 08 A

[Digest of Education Statistics, 2006--NCES, July 2007](#)
Rated 4 in [Government Data](#); [Industries](#); [Statistics](#); [Education](#) on Ju
from the National Center for Education Statistics (NCES)
<http://nces.ed.gov/pubs2007/2007017.pdf>

[Global E-Government, 2007](#)
Rated 3 in [Government Data](#); [Industries](#); [International](#); [Statistics](#) on Jul 30, 2007 at 16:14:16 GMT.
Brown University's Taubman Center for Public Policy and American Institutions issues this annual update on features available through national websites around the world.
<http://www.insidepolitics.org/egovt07int.pdf>

[Revenues and Expenditures by Public School Districts: School Year 2004-05](#)
Rated 3 in [Government Data](#); [Statistics](#); [Education](#) on Jul 24, 2007 at 21:00:31 GMT.
Data on revenues and expenditures per pupil made by school districts for school year 2004-05.
<http://nces.ed.gov/pubsearch/pubsinfo.asp?pubid=2007355>

[A Chartbook of International Labor Comparisons--US Dept of Labor, 2007](#)
Rated 4 in [Government Data](#); [International](#); [Statistics](#); [Asia](#); [North America](#); [Europe](#); [Labor](#) on Jul 23, 2007 at 18:15:28 GMT.
From the US Dept of Labor. This chartbook focuses on the labor market situation in selected countries in the 1995-2005 period. Includes countries in North America (the United States, Canada, and Mexico) and selected

LookSmart
FURL | Your Personal Web File
Where To Look For What You Need.™

Adobe has an internal tagging application, so it can be used to tag information behind the firewall as well as outside. Info U is one of my tags. I make specific tags for each class so that people will have one place to go to find the URLs I reference during class.

I also use Furl for general source-tracking outside the firewall.

Where to now?



- Follow new features and redesigns with new classes and tutorials
- Plan earlier training for interns
- Extend reach to remote offices
- Investigate tools like podcasts, videos, mobile access

We're learning from a new training survey, our experiences this year, and time learning new technologies ourselves.

One of the most important things we've learned is the value of formalized training to tie in with major new feature, service, or design rollouts. It's great for marketing as well as training.

We also want to address specific users more. For example, we have technical and MBA interns every summer, and they need to get up to speed quickly in order to use our resources to best advantage for the few weeks they're with us. We also want to customize training, even if it has to be asynchronous for remote offices.

We'd like to add new technologies like podcasts, video, etc., but we still have to develop more involvement from users to make sure the use of these technologies would justify the time and effort spent.

Karen Draper
kdraper@adobe.com

Find this presentation on PBwiki:
<http://kdraper.pbwiki.com/>

And the Internet Librarian website after the
conference

Ask me about my Moo cards and Moo stickers:
Stock photos from stock.xchng: <http://www.sxc.hu/>

2004 Adobe Systems Incorporated. All Rights Reserved.

I have Moo cards and Moo stickers of the personas available with the PBwiki URL.
If you didn't get them at the conference and would like them, just let me know.