

Screenshots - Step 1

Expertise Tagging

Logged In: Terrell - [Log Out](#)

Round 4

1. Review 2. Self Assessment 3. Group Assessment 4. Round Complete

Review - Activity through Round 3

Please review the information for each person carefully.

The first column (Self) shows how each person has tagged his/her own areas of expertise.

The second column (Group) shows how the rest of the group has collectively tagged his/her areas of expertise. The number indicates how many different group members used the same tag.

| | <u>Self</u> | <u>Group</u> |
|----------------|---|--|
| Terrell | apple backups basketball broughton claimid computer_engineering computer_networking computers creative_commons digital_photography expertise handball internet iphone irods library_science mac mpact nc nc_state_fair online_identity open_source openid parc park_scholarships politics racquetball raleigh social_networking tagging unc | 4 photography 3 apple 3 computers 3 tagging 2 handball 2 internet 2 library_science 2 macs 2 people 2 politics 2 social_networking 2 travel (Show Single Tags) |

[\(Show Group Members\)](#)

Screenshots - Step 2

Expertise Tagging

Expertise Tagging Logged In: Terrell - [Log Out](#)

Round 4

1. Review **2. Self Assessment** 3. Group Assessment 4. Round Complete

What are your own areas of expertise?
What do you think you know about?

Add or Remove as many tags as you want (zero or more).

Your self tags will be visible to the others in your group.

Self Tags

apple backups basketball broughton claimid computer_engineering
computer_networking computers creative_commons digital_photography expertise
handball internet iphone irods library_science mac mpact nc nc_state_fair
online_identity open_source openid parc park_scholarships politics racquetball raleigh
social_networking tagging unc

Group Tags

apple cats chapel_hill chris_carter_tv_shows clouds code **computers**
digital_photography expertise_tagging experts folk_music **handball** information
information_science **internet** internets james_brown knowledge **library_science**
local_area_networks logic macintosh macintosh_comptuers **macs** metadata nc_state
ncsu networking networks north_carolina organization park_scholarship_program
park_scholarships **people** **photography** politics pressing_7 process
programming rowing science science_fiction silicon_valley social_media
social_networking social_science star_trek systems_research **tagging**
the_internet **travel** web web_design

Areas of Expertise

- apple
- backups
- basketball
- broughton
- claimid
- computer_engineering
- computer_networking
- computers
- creative_commons
- digital_photography
- expertise
- handball
- internet
- iphone
- irods
- library_science
- mac
- mpact
- nc
- nc_state_fair
- online_identity
- open_source
- openid
- parc
- park_scholarships
- politics
- racquetball
- raleigh
- social_networking
- tagging
- unc

Screenshots - Step 3a

The screenshot shows a web browser window titled "Expertise Tagging". The user is logged in as "Terrell" and can click "Log Out". The main content area is titled "Round 4" and has four tabs: "1. Review", "2. Self Assessment", "3. Group Assessment" (which is active), and "4. Round Complete".

Todd

What do you think are Todd's areas of expertise?
What do you think Todd knows about?

Add or Remove as many tags as you want (zero or more).

There are no right or wrong answers.

Your tags about Todd will be visible to Todd and the others in your group, but they will be listed anonymously and not attributed to you.

Areas of Expertise

- apex
- babies
- cary
- cora
- dieting
- fatwallet
- gemma
- grilling
- linux
- mohawks
- operations
- power_tools
- richmond
- running
- software_development
- trucking
- woodworking

Self Tags

ajax bbq bears c capitalism computers cooking databases economics electricity
finance flyers geospatial libertarian linux php politics programming scuba sql taxes
webservices wolfpack woodworking

Group Tags

apex ayn_rand babies c cary china **computers** conservation cooking
cora databases dieting energy energy_policy fatwallet file_sharing finance fiscal_policy
football gemma **grilling hockey** libertarian linux living_large
local_area_networks macroeconomics mathematics mohawks nc_state
nc_state_football operations philadelphia_flyers phish php **physics** power_tools
punk richmond running scuba scuba_diving software_development sql trucking
wolfpack **woodworking** wrestling

Screenshots - Step 3b

The screenshot shows a web application window titled "Expertise Tagging". The user is logged in as "Terrell" and can click "Log Out". The interface is for "Round 4" and is currently on "Step 3. Group Assessment". The previous steps are "1. Review" and "2. Self Assessment", and the next step is "4. Round Complete".

To complete this step, you need to tag each of your group members' areas of expertise.

You may work on them in any order you wish:

- [Gupton](#) ✓
- [Ian](#) ✓
- [Kelly](#) ✓
- [Simpson](#) ✓
- [Todd](#) ✓
- [Tommy](#) ✓

[I have completed the Group Assessment. Continue to Step 4.](#)

What is your age?

Under 21

21-30

31-40

41-50

51-60

Over 60

What is your gender?

Male

Female

How long have you been a part of this group?

Less than 6 months

6-12 months

1-3 years

3-5 years

More than 5 years

>>

What was your favorite part of this exercise? Why?

What was your least favorite part of this exercise? Why?



I am familiar with my group members' areas of expertise.

Extremely Disagree Strongly Disagree Disagree Neutral Agree Strongly Agree Extremely Agree

My group members are familiar with my areas of expertise.

Extremely Disagree Strongly Disagree Disagree Neutral Agree Strongly Agree Extremely Agree

I am comfortable with my group's tags about my areas of expertise.

Extremely Disagree Strongly Disagree Disagree Neutral Agree Strongly Agree Extremely Agree

I am happy with my group's tags about my areas of expertise.

Extremely Disagree Strongly Disagree Disagree Neutral Agree Strongly Agree Extremely Agree

I would be more comfortable with my group's tags if the tags were not anonymous.

Extremely Disagree Strongly Disagree Disagree Neutral Agree Strongly Agree Extremely Agree

My group did not list important areas of my expertise.

| | | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Extremely Disagree | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree | Extremely Agree |
| <input type="radio"/> |

I am confident that this system gives me good information.

| | | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Extremely Disagree | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree | Extremely Agree |
| <input type="radio"/> |

I am confident that this system gives me new information.

| | | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Extremely Disagree | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree | Extremely Agree |
| <input type="radio"/> |

I am willing to incorporate output from this system into my decision making.

| | | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Extremely Disagree | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree | Extremely Agree |
| <input type="radio"/> |

This was a useful exercise.

| | | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Extremely Disagree | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree | Extremely Agree |
| <input type="radio"/> |

This was an interesting exercise.

| | | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Extremely Disagree | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree | Extremely Agree |
| <input type="radio"/> |



I would have no difficulty telling others about the results of using this system.

| | | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Extremely Disagree | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree | Extremely Agree |
| <input type="radio"/> |

I believe I could communicate to others the consequences of using this system.

| | | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Extremely Disagree | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree | Extremely Agree |
| <input type="radio"/> |

The results of using this system are apparent to me.

| | | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Extremely Disagree | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree | Extremely Agree |
| <input type="radio"/> |

I would have difficulty explaining why using this system may or may not be beneficial.

| | | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Extremely Disagree | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree | Extremely Agree |
| <input type="radio"/> |



Using this system would enable me to accomplish tasks more quickly.

| | | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Extremely Disagree | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree | Extremely Agree |
| <input type="radio"/> |

Using this system would improve the quality of work I do.

| | | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Extremely Disagree | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree | Extremely Agree |
| <input type="radio"/> |

Using this system would make it easier to do my job.

| | | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Extremely Disagree | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree | Extremely Agree |
| <input type="radio"/> |

Using this system would enhance my effectiveness on the job.

| | | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Extremely Disagree | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree | Extremely Agree |
| <input type="radio"/> |

Using this system would give me greater control over my work.

| | | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Extremely Disagree | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree | Extremely Agree |
| <input type="radio"/> |



I would find this system useful in my job.

| | | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Extremely Disagree | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree | Extremely Agree |
| <input type="radio"/> |

Using this system would enable me to accomplish tasks more quickly.

| | | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Extremely Disagree | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree | Extremely Agree |
| <input type="radio"/> |

Using this system would increase my productivity.

| | | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Extremely Disagree | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree | Extremely Agree |
| <input type="radio"/> |



My interaction with this system would be clear and understandable.

| | | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Extremely Disagree | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree | Extremely Agree |
| <input type="radio"/> |

It would be easy for me to become skillful at using this system.

| | | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Extremely Disagree | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree | Extremely Agree |
| <input type="radio"/> |

I would find this system easy to use.

| | | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Extremely Disagree | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree | Extremely Agree |
| <input type="radio"/> |

Learning to operate this system would be easy for me.

| | | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Extremely Disagree | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree | Extremely Agree |
| <input type="radio"/> |



I have the resources necessary to use this system.

| | | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Extremely Disagree | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree | Extremely Agree |
| <input type="radio"/> |

I have the knowledge necessary to use this system.

| | | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Extremely Disagree | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree | Extremely Agree |
| <input type="radio"/> |

This system is not compatible with other systems I use.

| | | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Extremely Disagree | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree | Extremely Agree |
| <input type="radio"/> |



I feel apprehensive about using this system.

| | | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Extremely Disagree | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree | Extremely Agree |
| <input type="radio"/> |

It scares me to think that I could lose a lot of information using this system by hitting the wrong key.

| | | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Extremely Disagree | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree | Extremely Agree |
| <input type="radio"/> |

I hesitate to use this system for fear of making mistakes I cannot correct.

| | | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Extremely Disagree | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree | Extremely Agree |
| <input type="radio"/> |

This system is somewhat intimidating to me.

| | | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Extremely Disagree | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree | Extremely Agree |
| <input type="radio"/> |



This system produced data in conformance with the actual or true values.

Extremely Disagree Strongly Disagree Disagree Neutral Agree Strongly Agree Extremely Agree

This system produced data that is applicable and relevant to my job.

Extremely Disagree Strongly Disagree Disagree Neutral Agree Strongly Agree Extremely Agree

This system produced data that is intelligible and clear.

Extremely Disagree Strongly Disagree Disagree Neutral Agree Strongly Agree Extremely Agree

This system produced data that is easily accessible.

Extremely Disagree Strongly Disagree Disagree Neutral Agree Strongly Agree Extremely Agree



Interview Opt-In

If you would like to be interviewed (20min) about this study,
please leave your **Name** and **Email Address**.

If not, you may skip this question.



Interview Questions

- What was your general impression of this exercise?
- Please take me through your tags and talk about them. Value? Single term tags?
- What did you learn about yourself?
- What do you feel the group learned about you?
- What was your favorite part of this exercise? Why?
- What was your least favorite part of this exercise? Why?
- How did the group feel about participating? Were they nervous? Excited?
- Was the exercise a success? Has it had any effect on how the participants act towards one another?
- How do you think the exercise would have been different if the tags had not been anonymous?
- Would you recommend this type of activity to others? To partner organizations or groups? Why or why not?
- Is there anything else you would like to share about this activity?

Manager Recruitment Email

To: Managers of Teams of Employees

Subject: Expertise research study, involving your team/group members

As part of my dissertation research, please consider allowing me to conduct a research study involving your organization or institution. I seek permission to have your employees and other team members participate in a study related to Expertise Location.

I am targeting teams of 8-10 members who would be interested in labeling each others' areas of expertise. The labels will be unattributed, but not completely anonymous, as the target groups are limited in size. Team members will interact with a web application five times over the course of 2-3 weeks for an estimated 30 minutes per round (2-3 hours total) and complete a summary survey at the conclusion of the study. There will be an optional additional short (20 minute) interview that will be conducted over the phone. Some scheduling will be necessary to set up these rounds.

If this is interesting to you, please find the attached information sheet and recruitment email to forward on to your team members.

When forwarding, please indicate that your team members may choose to participate, or not, without consequence to their employment. Additionally, if it is appropriate and acceptable, please indicate that your team members may participate on work time (during work hours).

Thank you,

Terrell Russell
School of Information and Library Science
University of North Carolina at Chapel Hill
tgr@unc.edu
Expertise Study
UNC IRB # 10-1085

Employee Recruitment Email

To: Potential Study Participants
Subject: Research Study - Professional Groups Wanted

Researchers, Software Developers, Engineers, Lawyers, Analysts, other professionals...

What do your coworkers think you know about?
What are your areas of expertise?

The study is being conducted by Terrell Russell in partial fulfillment of a doctoral dissertation in the School of Library and Information Science at the University of North Carolina at Chapel Hill. The purpose of the study is to determine the veracity of a technique for identifying the areas of expertise among members of an organization.

You and your team members will be asked to tag each other's areas of expertise in a web-based form over the course of 2-3 weeks. No travel necessary. Total combined duration is estimated at 2-3 hours per person.

If your group has 7+ people, please self-organize, agree that this is a good idea, and contact the researcher at tgr@unc.edu. Please note whether your employer has indicated this research may be conducted on work time (during work hours).

Further information can be found at the study's website:
http://ils.unc.edu/expertise_study

Expertise Study
School of Information and Library Science
University of North Carolina at Chapel Hill

Principal Investigator: Terrell Russell
tgr@unc.edu
(919) 962-8366

Faculty Advisor: Deborah Barreau
barreau@ils.unc.edu
(919) 966-5042

UNC IRB # 10-1085

Please pass this information to other companies or teams that may be interested in participating.

Participant Welcome Email

To: Participants

From: Expertise Study - Welcome

Thank you for agreeing to participate in the Expertise Location research study. This email is designed to set some expectations and prepare for scheduling of the five rounds of the study.

Please discuss with your fellow team members the best windows of time for each of the five rounds. I expect the entire study to last for 2-3 weeks, but it could be longer if necessary. Each round will consist of two steps - tagging yourself, and tagging the others in your group. The expected time to tag each person is 1-2 minutes. Tagging does not have to be done synchronously, so each round could be a few hours long, or a couple days.

The most important thing is that everyone has an expectation of spending a few minutes completing each round once the round begins.

Please have one representative from your group inform me of your selected start times for each round.

And of course, if you have any questions, do not hesitate to ask.

Thank you,

Terrell Russell
School of Information and Library Science
University of North Carolina at Chapel Hill
tgr@unc.edu
Expertise Study
UNC IRB # 10-1085

Round Beginning Email

To: Participants of Group X
Subject: Expertise Study – Round X – Begin

This email is to notify you that Round X has begun for your group.

Please login and complete this round at your earliest convenience.

http://ils.unc.edu/expertise_study

Thank you,

Terrell Russell
School of Information and Library Science
University of North Carolina at Chapel Hill
tgr@unc.edu
Expertise Study
UNC IRB # 10-1085

Round Reminder Email

To: Participants of Group X

Subject: Expertise Study – Round X – Reminder

Round X for your group is open and awaiting your contribution.

Please login and complete this round at your earliest convenience.

http://ils.unc.edu/expertise_study

Thank you,

Terrell Russell

School of Information and Library Science

University of North Carolina at Chapel Hill

tgr@unc.edu

Expertise Study

UNC IRB # 10-1085

Round Complete Email

To: Participants of Group X
Subject: Expertise Study – Round X – Complete

Round X for your group is complete.

Thank you,

Terrell Russell
School of Information and Library Science
University of North Carolina at Chapel Hill
tgr@unc.edu
Expertise Study
UNC IRB # 10-1085