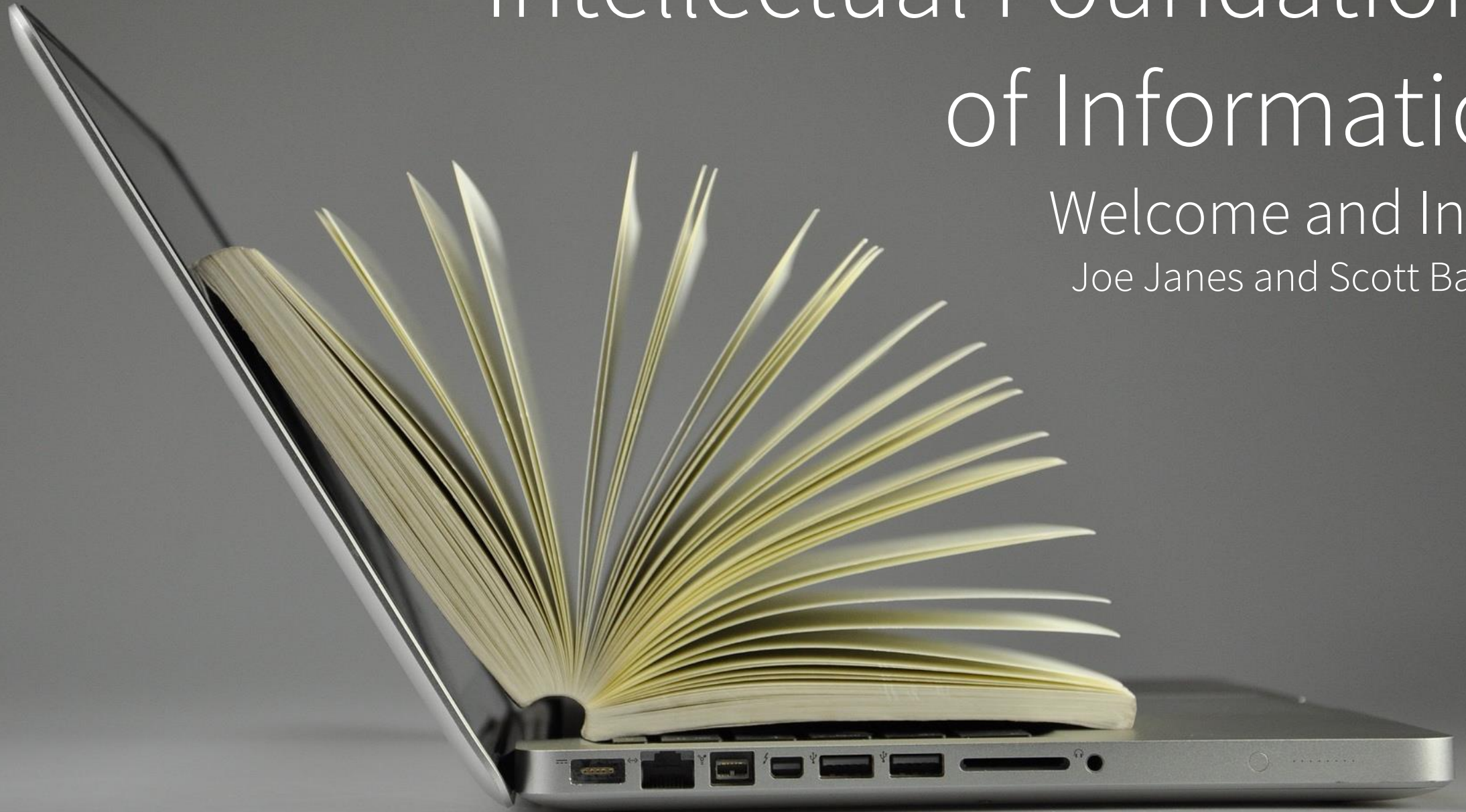


Intellectual Foundations of Informatics

Welcome and Intro

Joe Janes and Scott Barker



UW Information School Quick Overview

- History back to 1911
- A “school”, not a department (tip for your application!)
- Current school started by Dean Emeritus Mike Eisenberg in 1998
- Now 60 faculty (35 tenure-track, 25 lecturers)
- 50 administrative staff
- 1,100 students across five academic programs:
 - PhD in Information Science – 60 students
 - Master of Library and Information Science – 375
 - Master of Science in Information Management – 225
 - Bachelor of Science in Informatics – 450, looking to grow
 - Minor in Informatics – started Autumn 2017, over 400 minors in first 6 months

Informatics Major Quick Overview

Currently 450 students, two year program

Core classes in Design Thinking, Data Management, Systems Analysis, Web Development, Ethics and Policy, Research Methods

Includes three Computer Science requirements including two programming classes plus Data Structures and Algorithms

Final capstone culminating project with awards for Commercial Potential, Social Impact – some leading to startups

Students say a “strong and caring community” within the major is a strength

Competitive/Capacity constrained major with **new twice per year** (spring and fall) application/admissions process this year

Most recent cycle ~ 860 applications, 186 admitted

Hope to expand with more students soon

Informatics Details

Options/Concentrations in:

- Human-Computer Interaction (HCI)

- Information Architecture (IA)

- Information Assurance and Cybersecurity (IAC)

- Data Science (DS)

- BioMedical Informatics (new, just approved)

Most students don't select an option and do a "custom" program based on their interests

Most technical program in the iSchool, likely the most technical undergrad program at any iSchool world-wide (now over 100 of them!) See: ischools.org

Term "iSchool" began here at UW

First undergrad program in the U.S. to use the term "Informatics" – although in other parts of the world the term is more widely known (in some European countries it is used instead of Computer Science)

Last year over 2,200 UW students took an INFO "intro" class (INFO 101, INFO 102, INFO 200, INFO 201)

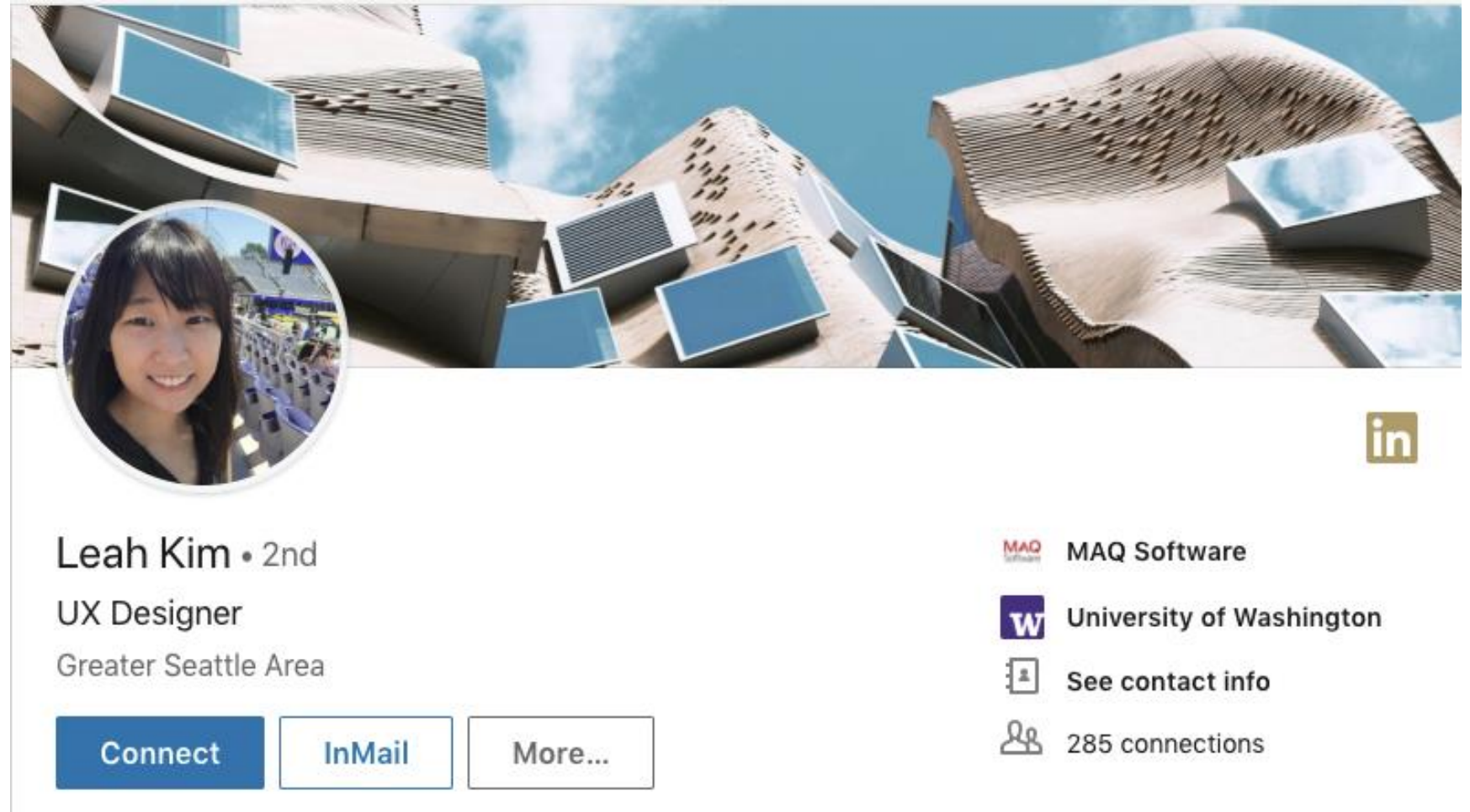
Starting salary range for grads 60K-90K, some over 100K, often with signing bonuses



Typical Job Roles

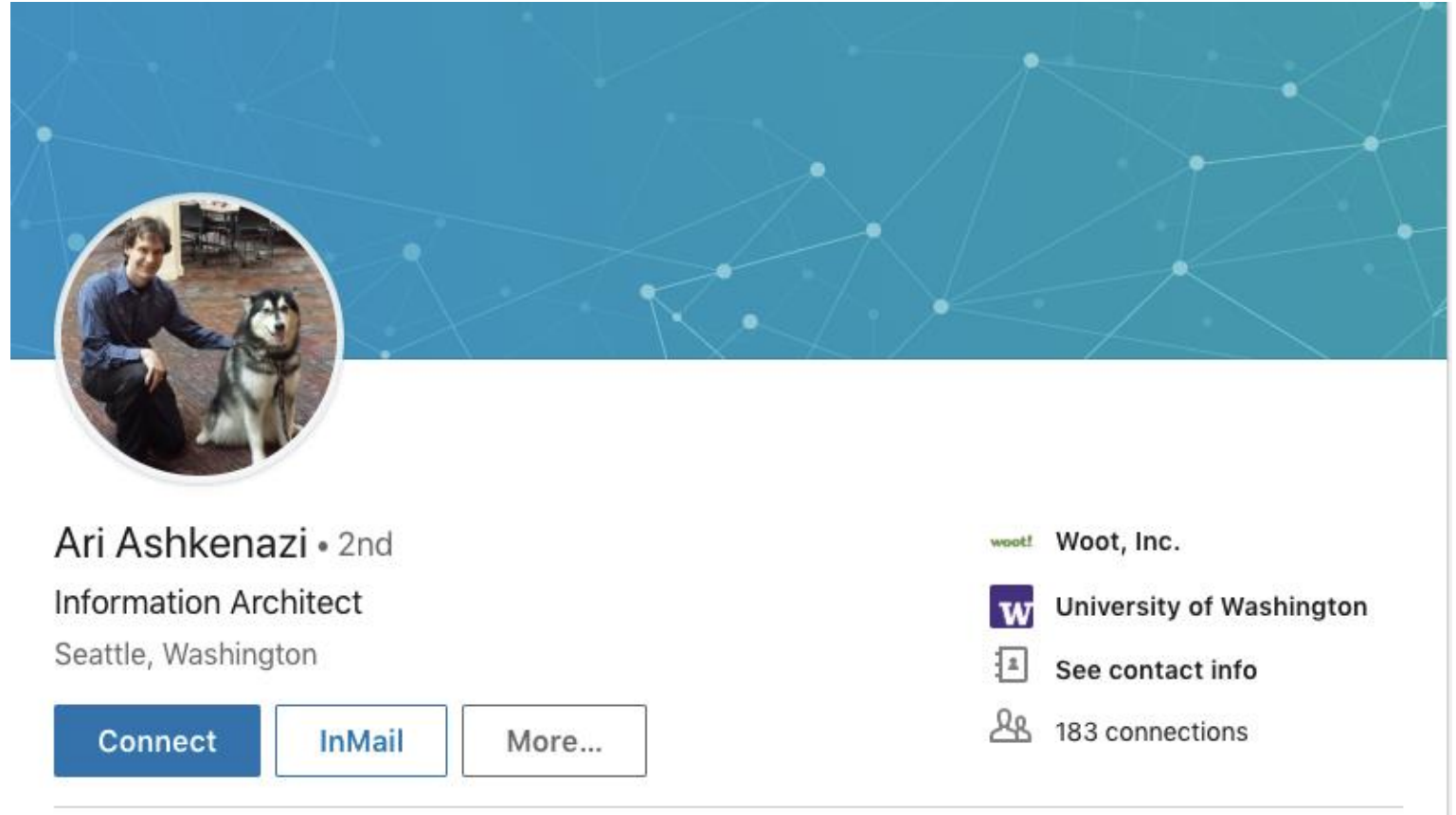
User experience designers

2014 Informatics
alum Lea Kim



Information architects




2013 Informatics
alum Ari Ashkenazi



A screenshot of a LinkedIn profile for Ari Ashkenazi. The profile features a circular profile picture of a man in a blue shirt kneeling next to a husky dog. The background of the header is a blue geometric pattern. Below the photo, the name 'Ari Ashkenazi' is followed by '• 2nd' and the title 'Information Architect' and location 'Seattle, Washington'. To the right, there are three company logos: 'woot!' (Woot, Inc.), the University of Washington 'W' logo, and a contact icon. Below these are three buttons: 'Connect', 'InMail', and 'More...'. At the bottom right, it says '183 connections'.


Ari Ashkenazi • 2nd
Information Architect
Seattle, Washington

[Connect](#) [InMail](#) [More...](#)

woot! Woot, Inc.
 University of Washington
 See contact info
 183 connections

Product managers





2016 Informatics
alum Allison Amaral



A circular profile picture of Allison Amaral, a woman with long brown hair and glasses, wearing a blue blazer and a necklace. The background of the header is a blue network diagram with white dots and lines.

Allison Amaral • 2nd
Product Manager at Azuqua
Seattle, Washington

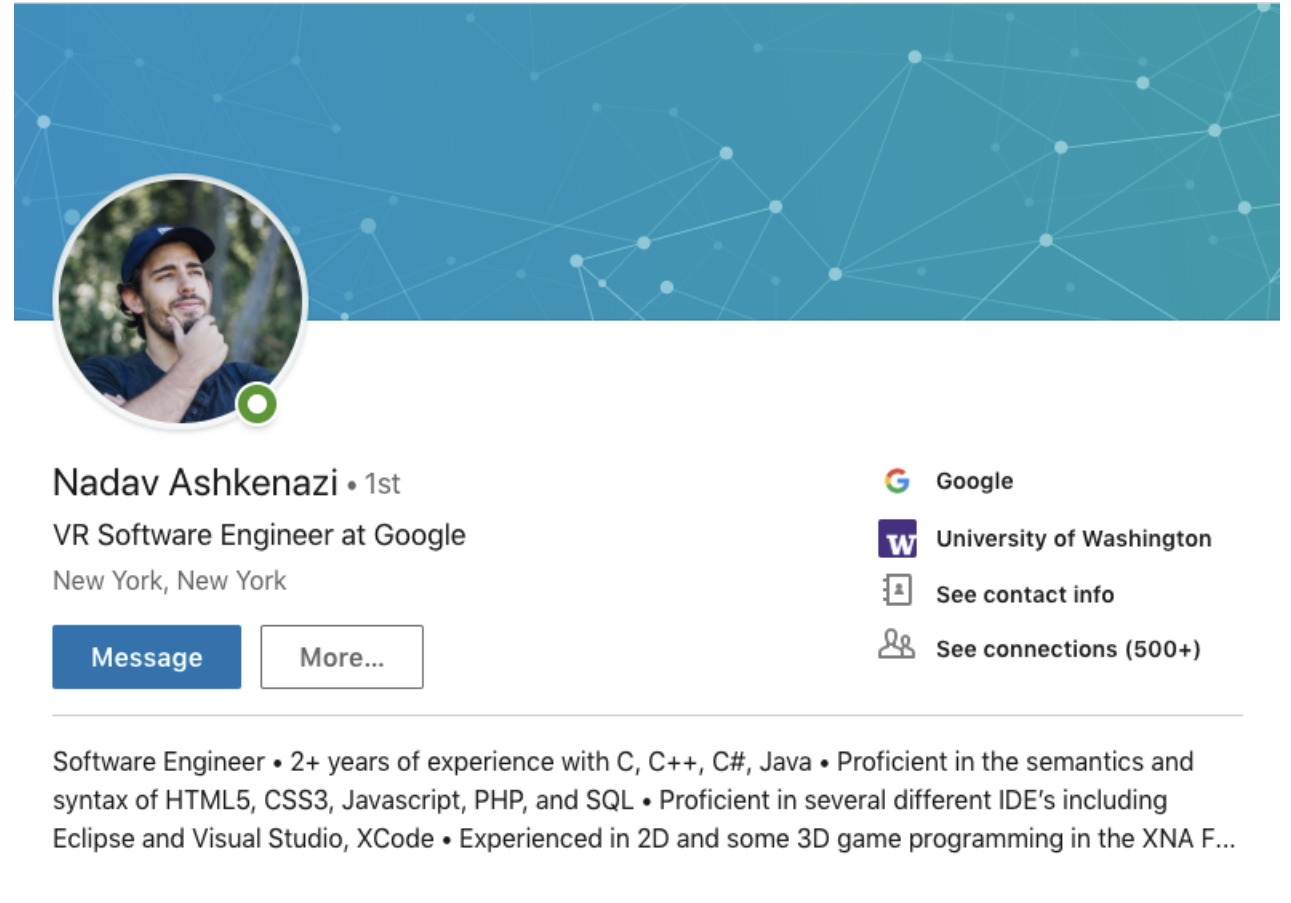
[Connect](#) [InMail](#) [More...](#)

 **Azuqua**
 **University of Washington**
 **See contact info**
 **500+ connections**

As a product and program manager, I believe my greatest strength lies in my ability and willingness to wear a variety of hats. On a daily basis, I'm tasked with the typical responsibilities of a PM - defining product goals, designing product features, and working closely with developer teams to ensure thos...

Software developers





2016 Informatics alum
Nadav Ashkenazi



A screenshot of a LinkedIn profile for Nadav Ashkenazi. The profile features a blue header with a network diagram pattern. The profile picture shows a man in a blue cap and shirt, with a green status indicator. The text identifies him as a 1st degree connection, a VR Software Engineer at Google in New York, and a 2016 Informatics alum from the University of Washington. It includes buttons for 'Message' and 'More...', and links to his Google and University of Washington affiliations, contact info, and 500+ connections. The bio lists his experience with various programming languages and IDEs.

Nadav Ashkenazi • 1st
VR Software Engineer at Google
New York, New York

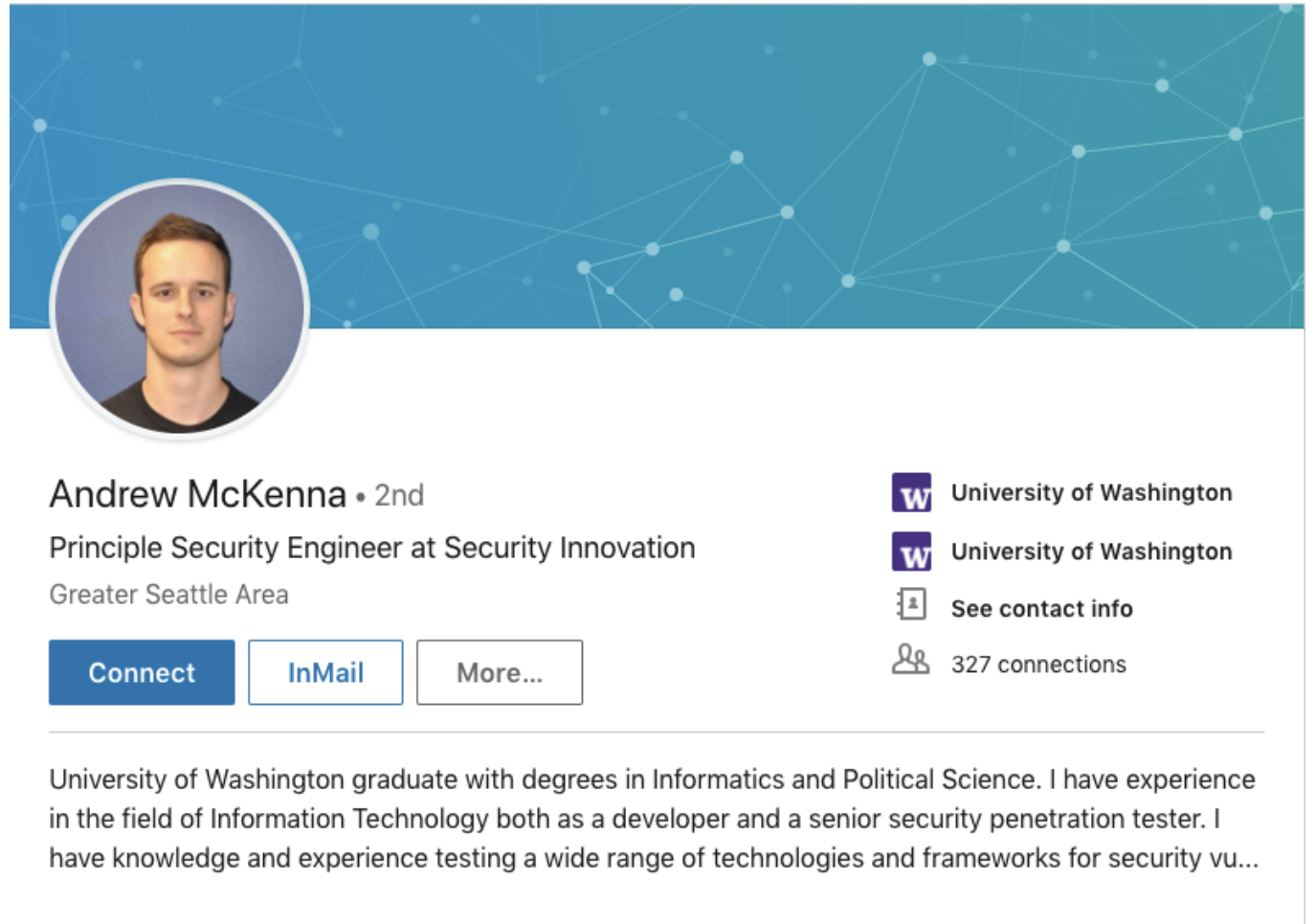
[Message](#) [More...](#)

 [Google](#)
 [University of Washington](#)
 [See contact info](#)
 [See connections \(500+\)](#)

Software Engineer • 2+ years of experience with C, C++, C#, Java • Proficient in the semantics and syntax of HTML5, CSS3, Javascript, PHP, and SQL • Proficient in several different IDE's including Eclipse and Visual Studio, XCode • Experienced in 2D and some 3D game programming in the XNA F...

Security analysts

2012 Informatics alum
Andrew McKenna




A screenshot of a LinkedIn profile for Andrew McKenna. The profile features a circular profile picture of a man with short brown hair. The background of the header is a blue network diagram. Below the picture, the name 'Andrew McKenna' is followed by '• 2nd' degree. His current position is 'Principle Security Engineer at Security Innovation' in the 'Greater Seattle Area'. To the right, there are three University of Washington logos, a 'See contact info' button, and a '327 connections' indicator. At the bottom, a bio states: 'University of Washington graduate with degrees in Informatics and Political Science. I have experience in the field of Information Technology both as a developer and a senior security penetration tester. I have knowledge and experience testing a wide range of technologies and frameworks for security vu...'. Navigation buttons for 'Connect', 'InMail', and 'More...' are visible.


Andrew McKenna • 2nd


Principle Security Engineer at Security Innovation


Greater Seattle Area

[Connect](#) [InMail](#) [More...](#)

 University of Washington

 University of Washington

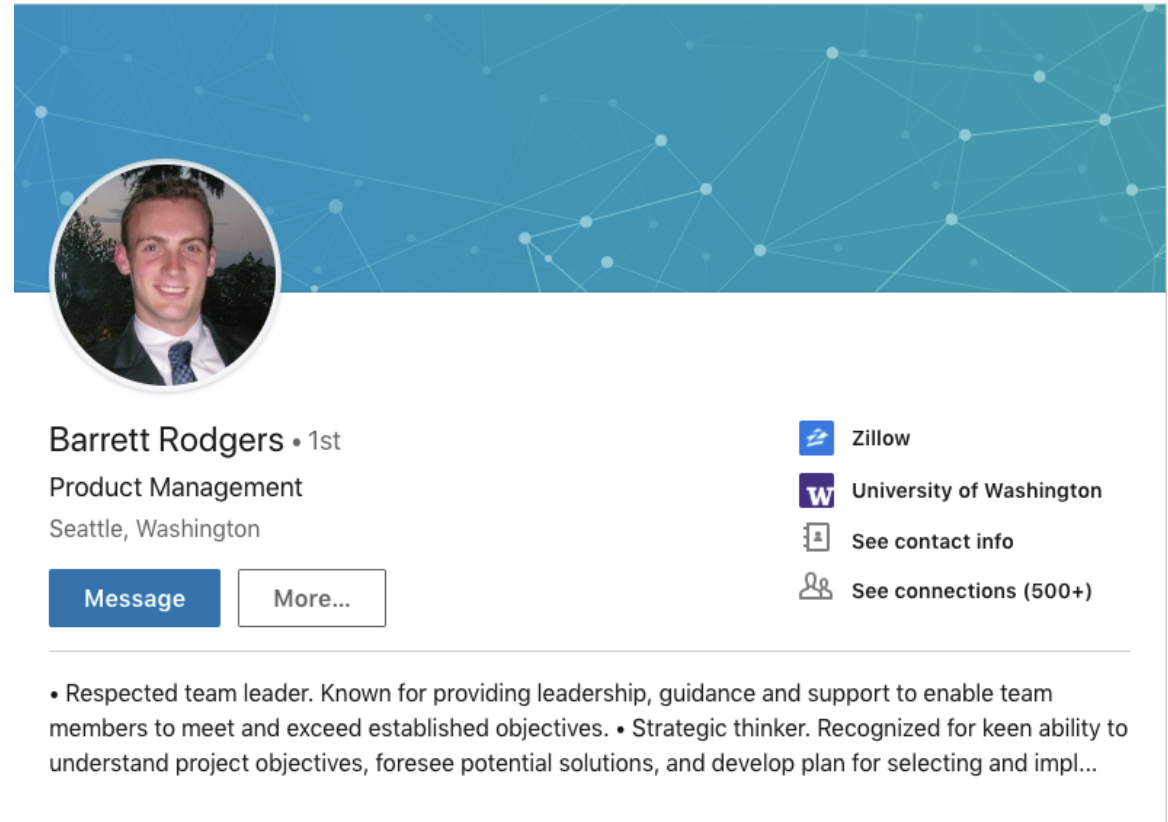
 See contact info

 327 connections

University of Washington graduate with degrees in Informatics and Political Science. I have experience in the field of Information Technology both as a developer and a senior security penetration tester. I have knowledge and experience testing a wide range of technologies and frameworks for security vu...

Data scientists

2009 Informatics alum
Barrett Rodgers







A screenshot of a LinkedIn profile for Barrett Rodgers. The profile features a circular profile picture of a man in a suit and tie. The background of the header is a blue network diagram. Below the picture, the name 'Barrett Rodgers' is followed by '• 1st'. His current role is 'Product Management' in 'Seattle, Washington'. To the right, there are three icons with labels: a Zillow logo, a University of Washington logo, and a contact icon. Below these are two buttons: 'Message' and 'More...'. At the bottom, there is a summary of his professional skills.

Barrett Rodgers • 1st

Product Management
Seattle, Washington

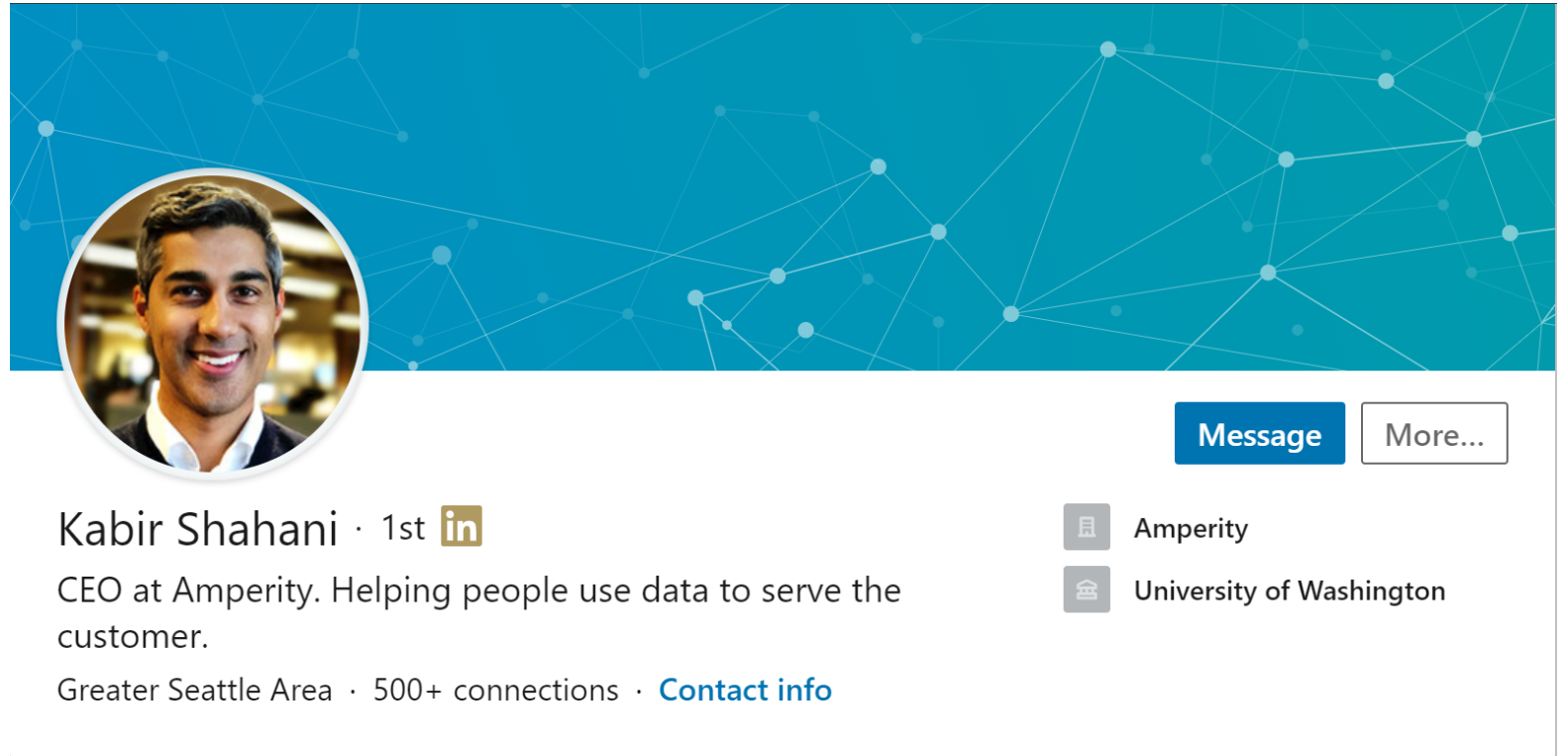
[Message](#) [More...](#)

 Zillow
 University of Washington
 See contact info
 See connections (500+)


• Respected team leader. Known for providing leadership, guidance and support to enable team members to meet and exceed established objectives. • Strategic thinker. Recognized for keen ability to understand project objectives, foresee potential solutions, and develop plan for selecting and impl...

Entrepreneurs

2010 Informatics alum
[Kabir Shahani](#)





A LinkedIn profile card for Kabir Shahani. The header features a blue background with a white network graph pattern. On the left is a circular profile picture of Kabir Shahani, a man with dark hair and a beard, smiling. To the right of the photo are two buttons: a blue 'Message' button and a white 'More...' button with a grey border. Below the photo, the text reads 'Kabir Shahani · 1st' followed by a small LinkedIn 'in' logo. Underneath is his bio: 'CEO at Amperity. Helping people use data to serve the customer.' Below the bio is 'Greater Seattle Area · 500+ connections · [Contact info](#)'. On the right side of the card, there are two grey square icons with white symbols. The first icon is a briefcase, followed by the text 'Amperity'. The second icon is a building, followed by the text 'University of Washington'.

Kabir Shahani · 1st 

CEO at Amperity. Helping people use data to serve the customer.

Greater Seattle Area · 500+ connections · [Contact info](#)

 Amperity

 University of Washington

IT managers and chief information officers

UW's Chief Information
Officer, Aaron Powell

Aaron Powell appointed VP for UW-IT and CIO

Aaron Powell has been named Vice President for UW Information Technology (UW-IT) and Chief Information Officer, effective immediately. The appointment was announced by UW Executive Vice President for Finance and Administration Jeffrey Scott on Thursday, November 16, 2017, after a six-month national search.

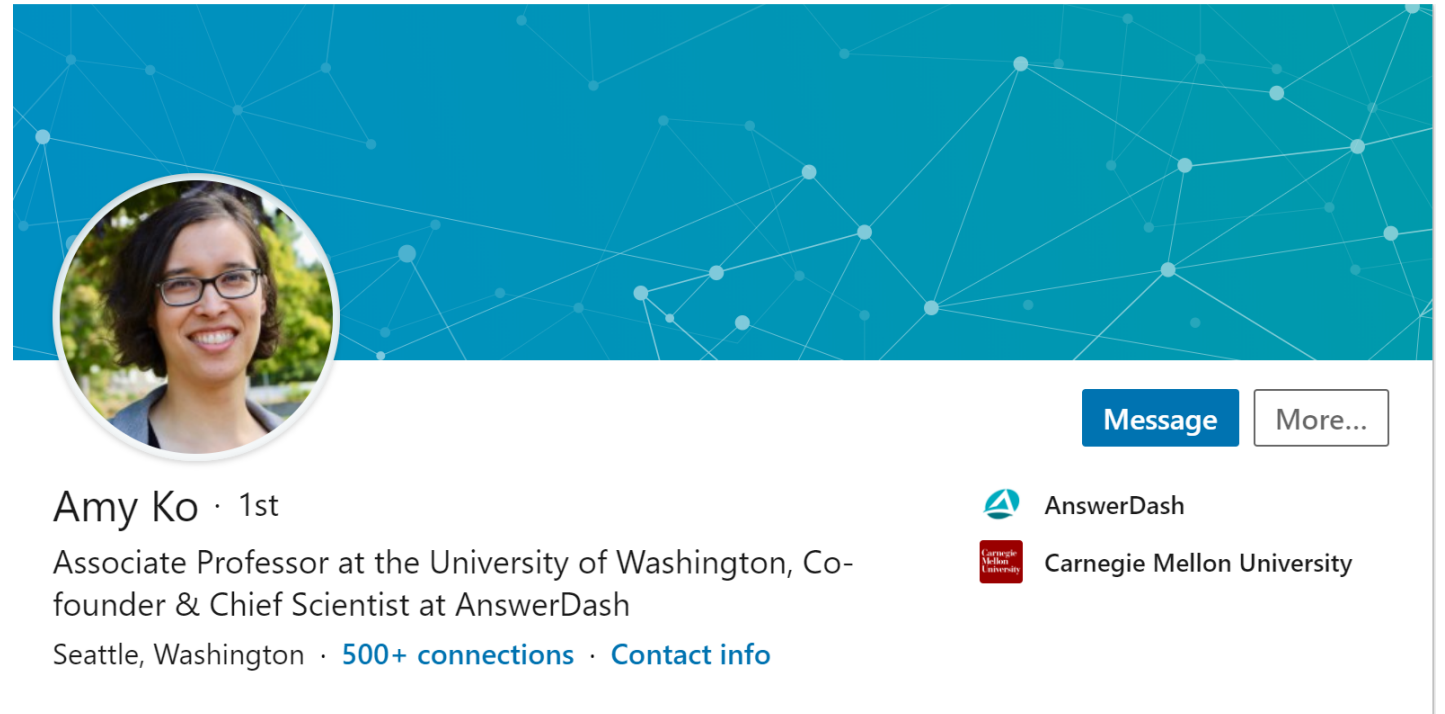


Powell has been serving as the interim VP for UW-IT and CIO for the past year.

"Aaron has provided outstanding leadership, overseeing significant enhancements to the University's IT infrastructure in support of the University's academic mission and operations," Scott said. "In particular, he successfully guided the HR/Payroll Modernization program through go-live of the new Workday system and the launch of the Integrated Service Center."

Researchers invent information technologies and investigate how they're shaping society.

[Amy Ko](#)
Current Informatics Chair





A LinkedIn profile card for Amy Ko. The header features a blue background with a white network graph pattern. On the left is a circular profile picture of Amy Ko, a woman with dark hair and glasses, smiling. To the right of the photo are two buttons: a blue 'Message' button and a white 'More...' button with a grey border. Below the photo, the text reads 'Amy Ko · 1st', followed by 'Associate Professor at the University of Washington, Co-founder & Chief Scientist at AnswerDash', and 'Seattle, Washington · 500+ connections · Contact info'. On the right side of the card, there are two logos: 'AnswerDash' with a blue triangle icon and 'Carnegie Mellon University' with its red square logo.

Amy Ko · 1st

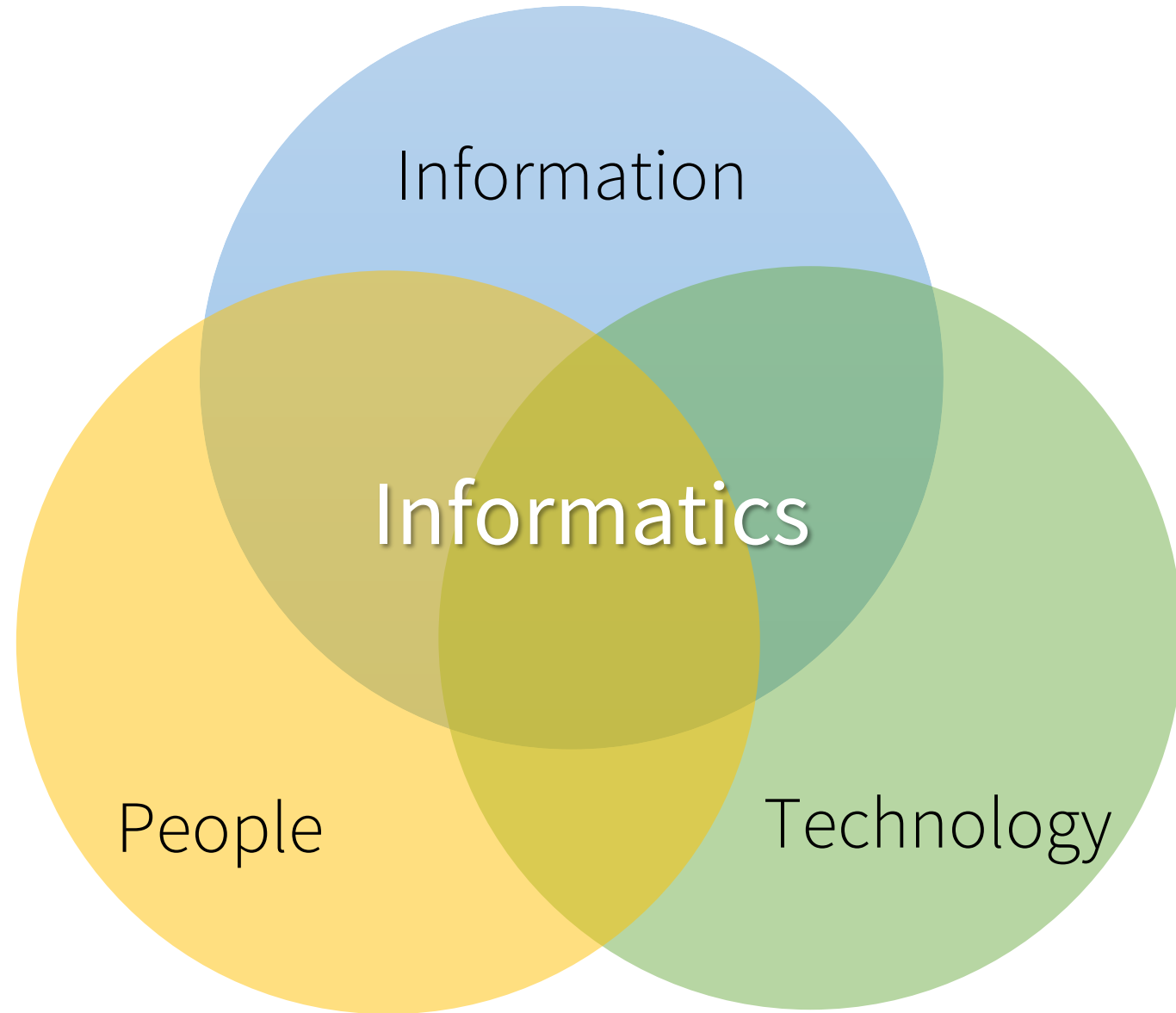
Associate Professor at the University of Washington, Co-founder & Chief Scientist at AnswerDash

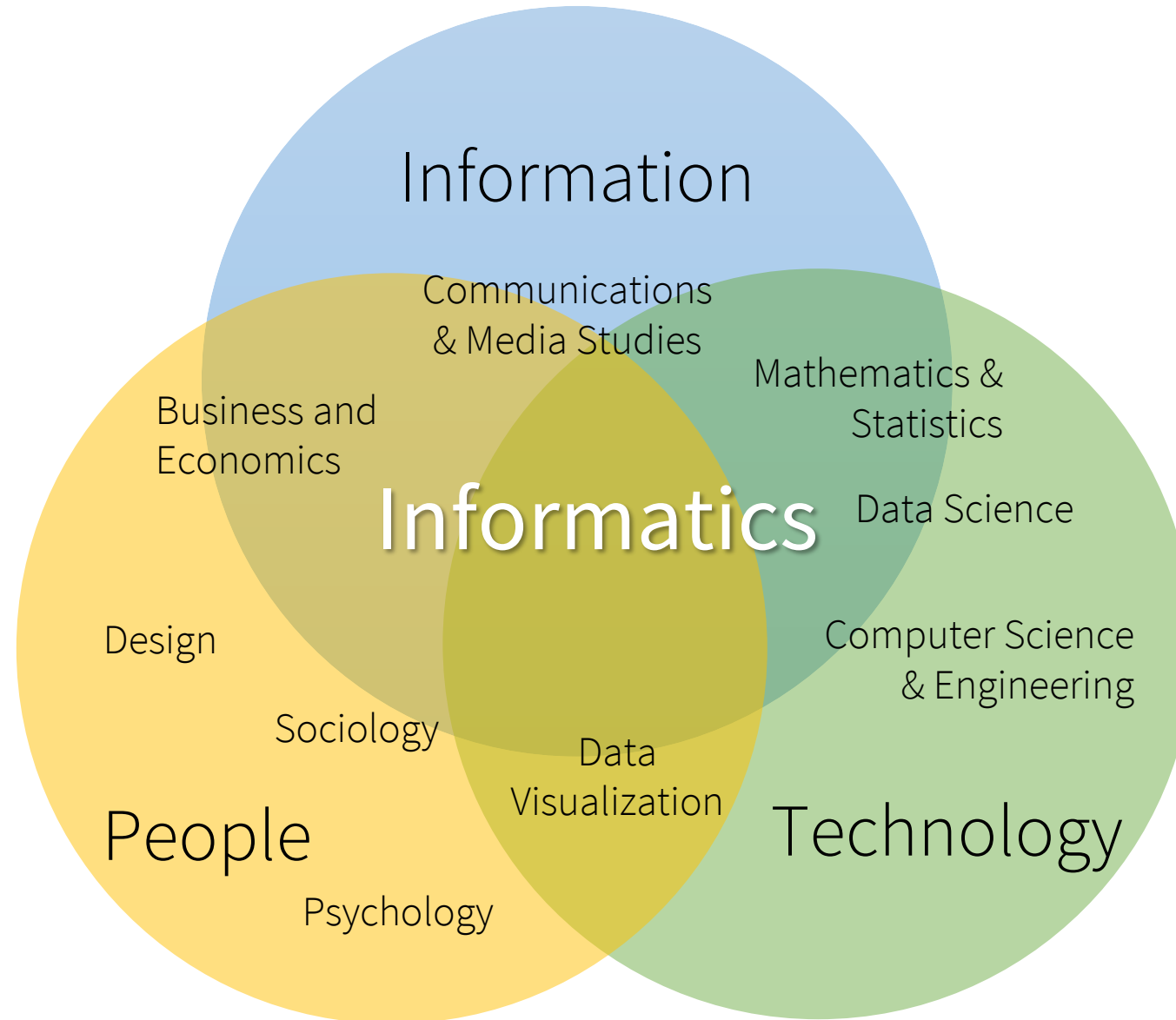
Seattle, Washington · [500+ connections](#) · [Contact info](#)

 AnswerDash

 Carnegie Mellon University

Informatics prepares you for all of these
and more





OK I got it but...
my (mom, friend, partner, future employer) doesn't
know what Informatics is.

Isn't that a problem?

What if you asked people not

What is Informatics?

but

What is Computer Science?

What do you think they would say?

Many fields are difficult to define
People often have very superficial understandings
Can potentially use to your advantage

Employers care about what you can do now, but also about your future potential
Having both depth and breadth is a good thing



INFO 200 is about the “big picture”

It will present **big ideas** about information, reshaping how you view tech

Reveal **information professions** that are key to ensuring technology is valuable and ethical

Give you **skills** in *analyzing* and *designing* information technologies (yes, apps and websites, but also many other technologies). These are fundamental skills in any technology career.

Shows **pathways** toward academic programs and careers related to information and technology — Informatics, but also many other degrees

INFO 200 will *not*...

...give you deep skills with a particular technology

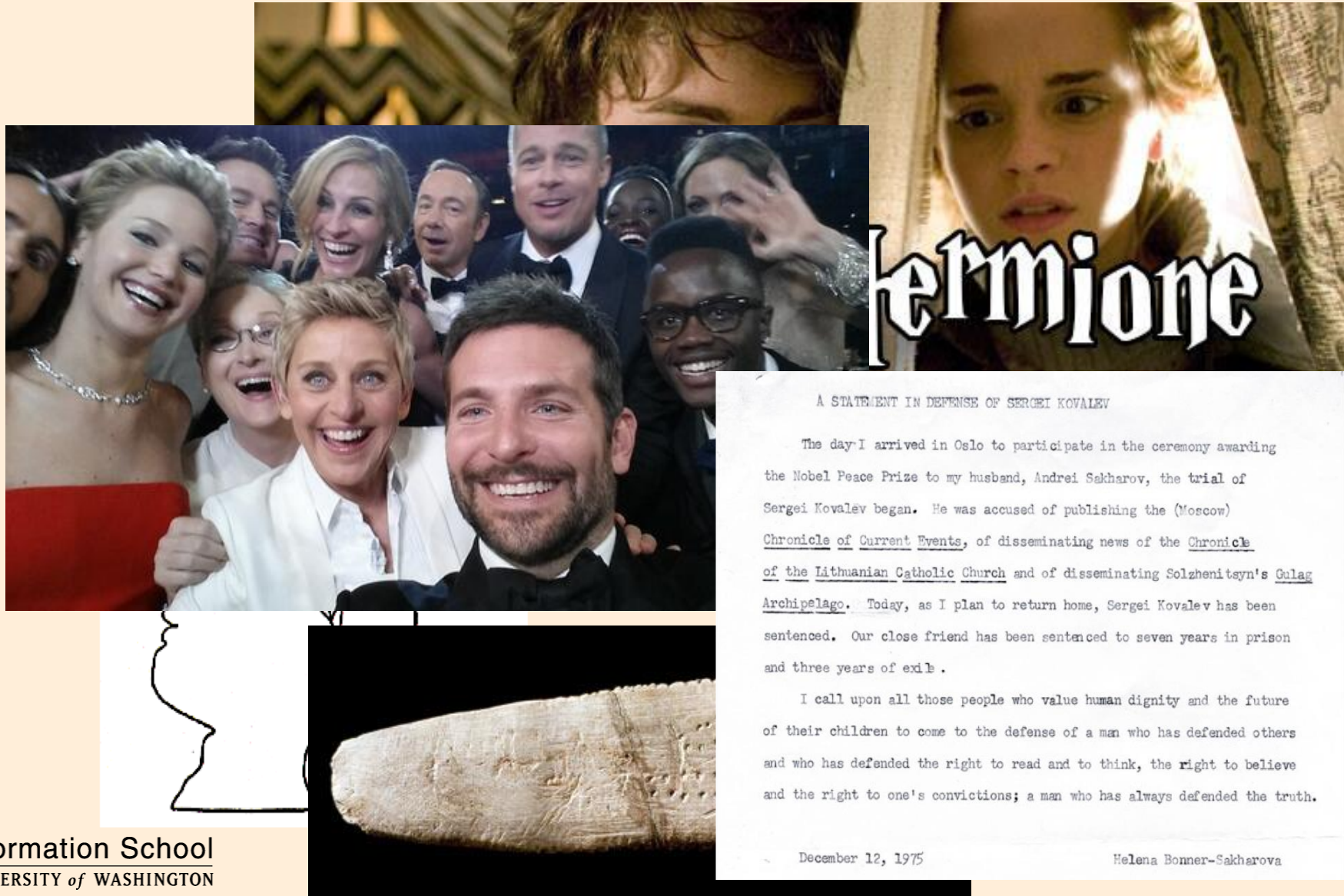
...give you deep skills in design or development

If you want programming skills, take INFO 180, INFO 201, CSE 142, INFO 330 etc.

Instead INFO 200 teaches you the strengths and limitations of technology, it's role in society, and how to harness its power to make things better.

So why do we care about Information?

we can't help it



Cueva de las Manos, Argentina

9500-13000 ya



World's 'oldest figurative painting' discovered in Borneo cave

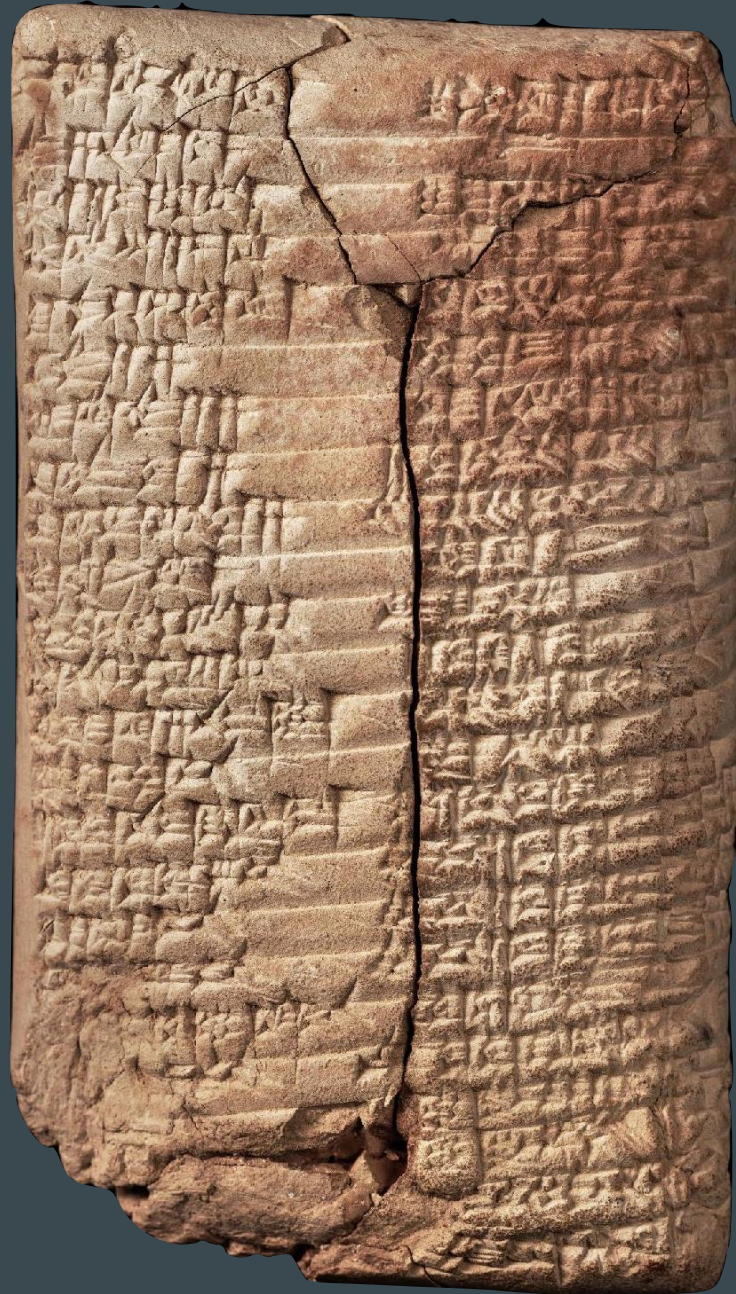
The Guardian





"Exaltation of Inanna"

c2300 BCE





Thank you!

We're glad to have you in INFO 200!!!