

Professor Pia Borlund: 5th Tony Kent Strix Annual Memorial Lecture

Friday, 29th November 2019 at The Geological Society, Burlington House, Piccadilly, London

UKeiG would like to inform you that the 5th Tony Kent Strix Annual Memorial Lecture 2019 is to be delivered by Professor Pia Borlund, Department of Archivistics, Library and Information Science at Oslo Metropolitan University and will take place on the afternoon of Friday, 29th November 2019 at The Geological Society, Burlington House, Piccadilly, London.

This is a free event. [Book here](#).

Professor Borlund was nominated for the award by Diane H. Sonnenwald, Emerita Professor of Library & Information Studies at University College Dublin and received unanimous praise and support from the Strix judging panel. “Similar to the memorable Dr Tony Kent, the work by Borlund is original and innovative, and has had a significant impact on information retrieval (IR) research and applications. Her approaches are analytical and practical, and her devotion and dedication to users and interactive information retrieval (IIR) are outstanding. Within the IR community, Borlund is known for her innovative contributions to IR user studies, evaluations and test design, including strong, novel methodological contributions to IIR evaluation. In particular, she is recognised for the development of her IIR evaluation model which uniquely employs simulated work task situations. Borlund developed the IIR evaluation model as a doctoral student by taking up the challenges of the calls put forward by Professor Stephen Robertson (recipient of the first Tony Kent Strix Award in 1998) and Micheline Hancock-Beaulieu, in their iconic 1992 paper on IR systems evaluation”.

The Award was presented by Doug Veal (Strix Chair) and David Ball (UKeiG Chair) and accepted by Dr Andrew MacFarlane on Professor Borlund’s behalf on the afternoon of Friday November 23rd, 2018 at the Geological Society, Piccadilly, London. “I’m very pleased and very, very honoured to receive the Tony Kent Strix Award. It’s a privilege to join the past recipients who I have admired and respected since I was a student”.

For more information about Professor Borlund please refer to the [PDF documents](#).

Her 2019 Strix lecture is entitled: “Evaluation of information searching”.

Abstract: My Tony Kent Strix Memorial Award 2018 acceptance talk introduces the research area of interactive information retrieval (IIR), which is concerned with how people search for digital information. More specifically, the presentation addresses methodological issues of IIR evaluation in terms of what it entails to study users' use and interaction with IR systems, as well as their satisfaction with retrieved information, by presenting the IIR evaluation model. Central to this model is the employment of simulated

work task situations as assigned search tasks, which has become a standard way of testing users' interaction and satisfaction in IR. Though this approach of assigned search tasks appears simple and easy to employ it is in fact challenging, and wrong use may have implications for evaluation results, therefore strengths and weaknesses will be discussed.

Full programme details:

- 1.30 Registration
- 2.00 Douglas Veal - Chairman's welcome
- 2.10 Introductory presentation - speaker to be announced
- 2.45 Questions & Discussion
- 3.00 Tea & coffee
- 3.45 The Tony Kent Strix Annual Memorial Lecture
- 4.30 Questions & discussion
- 5.00 Meeting closes

*** This is a FREE event, open to everyone, BUT advance bookings ARE required ***

Please book your ticket online [here](#).

We hope to announce the 2019 Tony Kent Strix Award winner during the afternoon.

For more information about UKeIG and the Tony Kent Strix Award visit [here](#).