

# Heiko Haubitz, Ph.D.

## AREAS OF INTEREST

Information Architecture, User Experience Design and Research, Information Behavior, Web 2.0, Social Media, Usability, Human-Computer Interaction, Information Literacy, Information Technologies and Society, Information Retrieval and Organization, e-Publishing, Quantitative and Qualitative Research Methods

## EDUCATION

- 04/2011-07/2011 Continuing education Web design with CMS and Adobe Certification  
(Adobe Certified Associate)  
Seminarzentrum Göttingen Berlin, Germany
- 01/2006-01/2007 Post-doctoral Research Fellow  
School of Information and Library Studies  
University College Dublin, Ireland  
Title of research project: The use of public Web portals by undergraduate students in the Republic of Ireland
- 12/2005 *Ph.D. (Information Studies)*  
School of Information  
The University of Texas at Austin  
Title of dissertation: The use of public Web portals by undergraduate students  
(Chair: Dr. Philip Doty)
- 12/1994 *Master of Library and Information Science (Fulbright Scholar)*  
Wayne State University, Detroit, MI
- 07/1990 *Diplom-Bibliothekar (univ.) (university diploma in librarianship)*  
Humboldt Universität Berlin, Germany

## ACADEMIC WORK EXPERIENCE

Instructor – since January 2012

School of Information, University of South Florida, Tampa, FL

- Developed course materials and taught courses entirely online on Library and Internet Research, Information Architecture, Information Behaviors, Interaction Design, Information and Social Media, and Social Media for Information Professionals at the undergraduate and graduate levels

Guest Lecturer -- April 2010

Institut für Information und Dokumentation, Fachhochschule Potsdam, Germany

- Developed course materials and taught courses on Web 2.0 applications, specialized search engines, and Web portals (21 students per course)
- Developed online tests and provided assistance for final projects

Lecturer -- 01/2007 to 01/2008

School of Information and Library Studies, University College Dublin, Ireland

- Developed and taught Digital Libraries, Qualitative and Quantitative Research Methods, and Quantitative Research Methods at the postgraduate level (up to 70 students per course) as well as Information Architecture at the under- and postgraduate level during colleague's sabbatical
- Performed all necessary tasks required for teaching the courses like preparation, lecturing, tutoring, advising, preparation of tests and assignments, grading etc.
- Supervised multiple group projects; organized guest lectures and colloquia
- Supervised 6 MLIS theses (some of them award winning) in the areas of Digital Libraries, Information Architecture, Information Behavior, Library Marketing, and Preservation

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Instructor -- 01/2006 to 12/2006

School of Information and Library Studies, University College Dublin, Ireland

- Developed and taught Information Architecture at the undergraduate and postgraduate level
- Performed all necessary tasks required for teaching this new course like preparation, lecturing, tutoring, advising, preparation of tests and assignments, grading etc.
- Supervised 10 group projects for clients in the greater Dublin area
- Assembled and maintained computers with necessary software for the course

Instructor -- 08/2003 to 05/2004

Information Architecture & Knowledge Management Program, Kent State University, U.S.A.

- Developed and taught Web Systems Development, Usability Testing for the Web, Information Technologies, and Information Architecture at the graduate level and allocated funds for class projects
- Performed all necessary tasks required for teaching courses like preparation, lecturing, tutoring, advising, preparation of tests and assignments, grading etc.
- Supervised one graduate research assistant

Assistant Instructor -- 08/1997 to 07/2002

School of Information, The University of Texas at Austin, U.S.A.

- Developed curriculum for LIS 312 Information in Cyberspace and taught about 25 undergraduate students per semester
- Supervised teaching assistants, organized guest lectures with speakers from the Austin area, recruited real-world project clients and allocated funds for class-internal Web project competitions
- Performed all necessary tasks required for teaching a course like preparation, lecturing, tutoring, advising, testing, grading etc.

Lecturer -- 11/1998, 11/1999 & 11/2000

German Foundation for International Development, Berlin, Germany

- Accepted invitation to join an international team of instructors for two weeks during a semester-long course on Modern Information Management sponsored by the German government
- Taught seven to nine hours per day a module on Web Systems Development to librarians and other information specialists from African countries such as Botswana, Ghana, Ethiopia, Kenya, Lesotho, Malawi, Mozambique, Namibia, Nigeria, South Africa, Swaziland, Tanzania, Uganda, Zambia, and Zimbabwe

Guest Lecturer -- 07/1997 and 07/1998

Humboldt Universität Berlin, Germany

- Accepted invitations to give guest lectures on Internet Use in U.S. Libraries, Problems and Opportunities in Library and Information Science Education in the U.S.A., Information Architecture: An Emerging Field for Librarians and Perspectives of Information Work

Teaching Assistant -- 09/1995 to 05/1997

School of Information, The University of Texas at Austin, U.S.A.

- Taught 35 undergraduate students in LIS 341 Introduction to Internet Resources and Services and supervised one Teaching Assistant during Spring 1997
- Was appointed to assist two professors for several semesters in four courses per semester for 20 hours/week. Courses included Online Information Services, Introduction to Research in Library and Information Science, Artificial Intelligence and Expert Systems, Concepts of Digital Information, Information Policy, Internet Applications

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- Gained teaching experience through preparing and teaching several class meetings and provided assistance for students working on their assignments
  - Did database searches for research projects in which professors were involved
  - Instructed undergraduate students during a research project on Browser use
  - Created and maintained two course mailing lists and created and maintained professors' home pages and several course pages
  - Designed and graded tests and exams for courses

Teaching Assistant -- 06 to 07/1995

School of Information, The University of Texas at Austin, U.S.A.

- Was appointed to assist a course on Bibliographic Instruction for 10 hours/week
- Prepared and lectured several class meetings
- Created transparencies, copied materials, and handled circulation of library materials
- Did research and assembled a reading list for students to be used in following semesters
- Advised students in the preparation of assignments and provided necessary technical equipment for classroom

**OTHER WORK EXPERIENCE**

Consultant/User Experience Designer/Internet Trainer -- 02/2008 to 12/2011

H2Cons (Owner), Berlin, Germany

- Provided support in planning and development of Websites for small and medium-size companies and other clients
- Conducted Internet training with particular emphasis on the generation 60+ at local senior homes and community centers
- Provided SEO (Search Engine Optimization)
- Conducted database searches for private clients
- Conducted usability testing
- Translated materials from English to German and German to English

Technician -- 10/2002 to 07/2003

Digital Library Services Division, The University of Texas at Austin, U.S.A.

- Digitized a variety of library collections and prepared them for access through the WWW
- Maintained small computer network
- Assisted users with access problems to library collections on the telephone

Summer Intern -- 06 to 07/1994

Congressional Research Service, Library of Congress, Washington, D.C., U.S.A.

- Assisted the computer team in network maintenance, software evaluation, installation and configuration
- Conducted database searches using a variety of CD-ROM and online products (DIALOG, Datatimes, LexisNexis)
- Prepared supporting materials on use of computers and databases
- Evaluated U.S. Government related sources on the Internet
- Updated an internal publication listing titles available on online databases in the department
- Located, downloaded, and printed out Internet guides for later use by the librarians
- Developed a method to maintain monthly user statistics of the Congressional Reading Room more effectively

Offset Printer -- 05/1985 to 07/1986

Deutsche Staatsbibliothek Berlin, Germany

- Printed single and multi-color library exhibition posters, catalogs, catalog cards, newsletters, and other materials on sheet-fed and rotary printing machines
- Learned bookbinding, basics of desktop publishing, and volunteered occasionally in the closed stacks of the library

Offset Printer -- 08 to 11/1983

Neues Deutschland Berlin, Germany

- Produced in shift work multi-color journals, posters, and books on rotary press printing machines
- Supervised three workers and managed entire printing process

**PUBLICATIONS**

Haubitz, H.; Madsen, D.; Mueller, B.; Rosati, L.; & Thull, B. Information Architecture Education in Europe. In: *Proceedings of the 2006 Euro Information Architecture Summit, Berlin, 30 Sept.-1 Oct. 2006*. pp. 83-98.

Haubitz, H. *The Use of Public Web Portals by Undergraduate Students*. PhD Dissertation, The University of Texas at Austin, 2005. xxiii, 256 leaves: ill.

Haubitz, H. Bibliothekswissenschaft in Berlin. Book review for *Libraries & Culture*. 36 (Summer 2001) 3. pp. 481-83.

Haubitz, H. Information Science Education in Europe: A Study Guide. Book review for *Libraries & Culture*. 32 (Spring 1997) 2. pp. 279-81.

Haubitz, H. Videoconferencing. In: *Communication Technology Update*. Ed. August E. Grant. 4th ed. Boston, Mass.: Focal Press, 1995. pp. 390-400.

Haubitz, H. *Von der Buchkultur zur papierlosen Gesellschaft? Technische und ökonomische Entwicklungstendenzen in der Medienlandschaft der BRD*. Diplomthesis, Humboldt Universität Berlin, 1990. vii, 122, leaves: ill.

**SELECTED PRESENTATIONS**

- Information Architecture and Happiness. Tampa, FL, World IA Day, 21 Feb. 2015 (panelist)
- German Senior Citizens' Perception and Use of Social Media, San Diego, CA, ALISE Annual Conference, 4 Jan. 2011 (poster presentation)
- The Use of Public Web Portals by Undergraduate Students in the U.S. and in the Republic of Ireland: Results from a Comparative Study, Boston, MA, ALISE Annual Conference, 12 Jan. 2010 (poster presentation)
- Core Skills for IA Practitioners, 2009 Euro Information Architecture Summit, Copenhagen, 25-26 Sept. 2009 (jam session)
- Establishing a Common Ground for IA Practice and Theory, 2008 Euro Information Architecture Summit, Amsterdam, 26-27 Sept. 2008 (jam session)
- The Thesis Experience, UCD/SILS, Dublin, 27 Sept. 2007 (panel organizer and speaker)
- Information Architecture Education in Europe, 2006 Euro Information Architecture Summit, Berlin, 30 Sept.-1 Oct. 2006 (panel organizer and speaker)
- The Survey Questionnaire, UCD/SILS, Dublin, 20 Oct. 2006 (speaker in IS 40060 Research Methods for LIS Practice)
- Use of Public Web Portals in the United States: The Undergraduate Experience, IBM Campus, Dublin, Center for Advanced Studies, 15 Aug. 2006 (speaker)
- The Use of Public Web Portals by Undergraduate Students in the U.S., UCD/SILS, Dublin, Research Seminar Series, 5 April 2006 (speaker)
- The Use of Public Web Portals by Undergraduate Students, San Antonio, TX, ALISE Annual Conference, 17 Jan. 2006 (poster presentation)

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## **COMPUTER SKILLS**

- Proficient with UNIX/Linux, MS-DOS, Windows and Macintosh operating systems
- Experienced in XHTML, CSS, JavaScript, MS Office, MS Visio, OpenOffice, SPSS, Camtasia, Adobe Dreamweaver, Photoshop, Flash, CMS TYPO3
- Experienced in the application of OCLC, LexisNexis, DIALOG, and Internet resources and services (Canvas, WebCT, Blackboard, World Wide Web search engines, newsgroups, mailing lists, Web 2.0, social networking et al.)
- Managed multiple Web projects for profit and non-profit organizations in Germany, Ireland, Ohio, Panama, Texas and Florida
- Experienced in PC hardware configuration

## **LANGUAGES**

- German: native
- English: excellent reading, writing and speaking ability
- Russian: basic knowledge

## **PROFESSIONAL AFFILIATIONS**

Association for Library and Information Science Education (SIG International Education)  
American Society for Information Science and Technology (SIG USE)  
Fulbright Alumni e. V.  
Information Architecture Institute

## **ACADEMIC HONORS AND AWARDS**

- Beta Phi Mu Eugene Garfield Doctoral Dissertation Fellowship, 2002
- Bruton Fellowship, Layton B. Murphy Endowed Presidential Scholarship, Kate Polk Dimmitt Memorial Scholarship (Fall 2002-Spring 2003)
- University of Texas Presidential Tuition Fellowship (Fall 1999-Spring 2002)
- Member of Beta Phi Mu (Beta Tau Chapter) since April 1995
- Member of Phi Kappa Phi since November 1996
- Fulbright Scholarship (09/1993 to 12/1994)
- Fulbright Enhancement Grant for attending the Annual ALA Conference 1994 in Miami (June 1994)
- DAAD Grant for attending English intensive course at University College Dublin, Ireland (07/1992)
- Berlin Scholarship (09/1990 to 03/1992)
- Johann Gottfried Herder Award from the Humboldt Universität Berlin, Germany for co-translating an information science book from Russian into German (07/1988)

## **SERVICE TO THE COMMUNITY**

- Faculty Advisor to SOLIS (Student Organization of Library and Information Science) since 2015
- Chair of University of South Florida SI Student Affairs Committee since 2015
- Regional Advisor and Program Organizer Word Information Architecture Day Tampa since 2014
- Member of University of South Florida CAS Core Facilities Committee since 2014
- Member of University of South Florida's CAS Computer Committee since 2012
- Member of University of Florida SI Admissions, Standards and Honors Committee (2013/15)
- Member of University of South Florida SI Committee on Accreditation (Faculty Standard) (2014/15)
- Member of University of South Florida SI Undergraduate Program Committee (since 2012)
- Member of University of Florida SI Faculty Affairs Committee (2012/13)
- Reviewer of submissions for ASIS&T Annual Meeting 2009
- Reviewer of submissions for EuroIA 2009
- Supervisor of Masters theses at University College Dublin (2007)
- Member of Technology Advisory Committee at Kent State University (2003/04)