Abstract: A dominant research theme in Library and Information Science (LIS) is the study of information seeking behavior. A variety of models have been proposed that use strong spatial metaphors and terms that are close enough to ideas from geography as to make comparisons inevitable.

Can geographic research methodologies be used to examine this behavior? Are wayfinding and navigation processes similar to information seeking behavior? How similar are the questions 'How do I get from point A to point B?' to 'Can you give me more information on topic Y'?

This presentation will propose a research agenda to explore these questions and discuss upcoming fieldwork on campus and in China.

Jon Jablonski, director of the Davidson Library's Map & Imagery Lab will be a Fulbright Scholar to Wuhan University during the winter of 2011. A new arrival to UCSB, he was most recently Map, GIS & Aerial Photography Librarian at the University of Oregon in Eugene. He holds degrees in fine arts, library and information science, and geography. His previous work in China was a case study of cultural heritage cyberinfrastructure in provincial libraries.