Prof. Elke Greifeneder



Faculty of Arts and Humanities
Department of Library and Information Science
Information Behaviour

Expertise
The research of Prof. Greifeneder and her team at the Chair of Information Behavior focuses on user research. She is particularly concerned with people's search and user behavior when dealing with information or metadata both while using a traditional library as well as in fields such as digital libraries or research data. Key aspects of her work include the use of online survey methods and natural habitat research as well as securing the validity of data in a laboratory setting and in natural environments. Additionally, users' private information sharing behavior and context research are central issues in Prof. Greifeneder's research.

Scientific Services
Prof. Greifeneder and her team employ qualitative and quantitative research methods of information science with a focus on user research. This includes survey design and implementation, both online and in the form of natural habitat research, interviews, case studies, experiments, scientific observation, focus groups and eyetracking. The Chair of Information Behavior boasts a modern research laboratory, the iLab:

- The iLab consists of two functionally differentiated rooms, connected with a door made of spyglass, that contain mobile desks (height can be adjusted electronically), swivel chairs, mobile partition walls, magnetic glass boards and a facilitator's toolbox
- Technical equipment: beamer, cameras, microphones, mobile sound recorders, tablets, notebooks, smart watches and eye-trackers

Topics / Trends
Evaluation
Governance & Corporate Governance
Internet of Things
Human-Technology-Interaction

Industries
Education
Information & Communication Technology

https://de.linkedin.com/in/elkegreifeneder

Humboldt-Innovation GmbH
Innovation Management

Eleonora Frühwirt
Transfer Manager
+49 30 2093 70769
eleonora.fruehwirt@humboldt-innovation.de

Jan Eggert
Innovation Manager
+49 30 2093 70764
jan.eggert@humboldt-innovation.de

HUMBOLDT INNOVATION
RESEARCH CREATING REALITY.