RETRIEVING IMAGES, EDUCATIONAL CONTENT, AND OTHER DIGITAL OBJECTS: WHY IT IS IMPORTANT AND WHAT WE HAVE LEARNED FROM INFORMATION RETRIEVAL RESEARCH

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About our Keynote Speaker:
Dr. William Hersh is Professor and Chair of the Department of Medical Informatics & Clinical Epidemiology in the School of Medicine at Oregon Health & Science University (OHSU) in Portland, Oregon. He also has academic appointments in the Division of General Internal Medicine of the Department of Medicine and in the Department of Public Health and Preventive Medicine.

Dr. Hersh's main research focus is on the development and evaluation of information retrieval systems for biomedical practitioners and researchers. The majority of his research funding comes from the National Library of Medicine. He has published over 100 scientific papers and is author of the book, *Information Retrieval: A Health and Biomedical Perspective* (Second Edition, Springer-Verlag, 2003).

Dr. Hersh has been at OHSU since 1990, where he has developed research and educational programs in medical informatics. He is a Fellow of the American College of Medical Informatics and a Fellow of the American College of Physicians. He also served as Secretary of the American Medical Informatics Association from 2000-2003.

Abstract:
The ever-growing amount of digital content, especially that used for educational purposes, requires that we develop better methods for organizing, indexing, and retrieving it. In this talk, will describe why educators and other users of digital content must be cognizant of its organization and retrieval. In this context, he will also describe relevant past research in information (predominantly document) retrieval and what lessons can be applied to newer media. Dr. Hersh will also discuss some new initiatives he is involved with that aim to improve research in systems and their evaluation in this area.