Information Architecture

What is Information Architecture?

Can you think of a
site that's
extremely
dependent on IA?

How would you organize candy?

Is it by favor?

Ingredients?

Holiday?

Sales price?

http://www.candywarehouse.com/

http://www.dylanscandybar.com/

http://www.economycandy.com/

How did you organize you candy and why?

What Institutional Theory

History
Responsibility
Business vs. society
Region / country
Capitalism and private regulation
Framework