Identity-seeking behavior in organizations:  
Four-letter vs. five-letter taxonomies and their implications

by Mike Lynch

Some very recent research, conducted late this afternoon, compared the ways that people absorb information. Preliminary results reveal that in addition to text and visual inputs, many people process information best aurally, or through their ears. So I sought out moderator's permission to present my paper in the form of song. She agreed, but insisted that it still be subject to strict peer review.

(To the tune of There is nothing like a dame)

They have gone and changed our name
I don't know who we are
All of you must take the blame
For the changing of our name

Nothing sounds like our name
And nothing's spelled like our name
We are defined by our name
It's our kind of a name

There's not a thing that anyone has to fear
So let me make it perfectly clear
Technology is something we hold so dear
That we took the word and we added it to our name!

(To the tune of I don't know how to love him)

I don't know what to call them
Or where they live, now they've moved them
It's a name, it's just a name
And we've had one other name before; a few of you recall
It's just one more
Should we add the 'T'?
Should we leave it out?
Let the rank and file
all fight it out
I never thought we'd come to this
What was that all about?
(To the tune of Norwegian Wood)

I once knew a group,
they changed their name
Technology
They talked till they were blue
And then they said
Let's add the "T".
They used to do lots of research
but that was a bitch.
I just threw that in to annoy
Saracevic.

(At this point the singer laughs and forgets the words. Luckily, he has written them down and is able to continue.) So forward we go with this new name ASIS&T.