



Web Development...How Do You Define Web Development?

by Elizabeth Weise Moeller

When Kit Brown, Newsletter Editor, asked me to do an article on web development for this issue, I asked if she had a specific topic or focus in mind. She said I could write on whatever aspect I want. Not much help.... The problem is that “web development” is such a broad term, unlike so long ago when the web was first getting started. In the end, I decided to talk about the past, the present, the future, and, in the process, highlight some trends you can watch to help keep visitors returning to your website.....[Read more.](#)

What is Web 2.0 and How Will Technical Writers be Impacted?

by Amy Diehl

Understanding the potential implications of a paradigm shift in how we view writing for the web.

When many of us first became aware of the Internet, we associated “surfing” with visiting a variety of sites, scanning through pages for information, and just as one might surf the television, we browsed and skimmed through content located at a variety of destinations. The metaphor of “surfing” the web is quintessentially what Web 1.0 was all about. Web 1.0 relied on the idea of content being housed somewhere, and we use our computer to visit these places where the content lived, view it on our screen, and then move on to other places. Designers and technical...[Read More.](#)

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● ABET

BET Countdown: Onset of ABET Frustration

At first glance, it would appear that the struggles of engineering programs to gain re-accreditation through ABET are of minor concern to those who work outside of education. After all, most working engineers retain only a slender connection to their undergraduate engineering programs and to the college or university where they obtained their degree. But over the past month.....[Read more](#)

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Feature

Web Development...How Do You Define Web Development?

by Elizabeth Weise Moeller

When Kit Brown, Newsletter Editor, asked me to do an article on web development for this issue, I asked if she had a specific topic or focus in mind. She said I could write on whatever aspect I want. Not much help.... The problem is that “web development” is such a broad term, unlike so long ago when the web was first getting started. In the end, I decided to talk about the past, the present, the future, and, in the process, highlight some trends you can watch to help keep visitors returning to your website.

The Past

I was first exposed to “the Web” in the mid-1990s, just as I was finishing graduate school. I had been using the Internet since the early 1980s, when we started by using BITNET to transfer homework to a professor or gopher to retrieve files from remote locations. The graphical interface, though, was a new twist—and a welcome one—for a while.

While HTML was limited in what it could do, it still provided a way to get information out there in a more user-friendly format. With the advent of `<blink>` and `` tags, we unfortunately started to see the same thing we saw in the early days of desktop publishing—the “I have four fonts and sixteen colors and I’m going to use them all on this one page” effect. With the web, people were even making text blink. When coupled with the very “artistic” backgrounds, users were spending more time trying to figure out what to look at than actually obtaining the information they needed.

At this point, user advocates started to step in and redirect developer’s efforts in a more user-friendly direction. The `<blink>` tag was eventually deprecated and web site developers started to find ways to make sites more interesting and informative for their visitors.

The Present

The need to make sites more interesting and informative for users pushed developers into new territories. JavaScript, Java, and Flash all added moving elements to websites.

However, the true improvements came with the explosion of internet applications. With a website, database connectivity, and a well-defined workflow process, any business can create applications in one of three main areas: supporting customers, streamlining processes, and helping staff.

Supporting customers with an Internet application essentially means that you provide an application that makes it easier for your customers to interact with your web site or find what they are looking for. It could also mean providing services online that makes better use of their time when they reach your place of business.

For example, a family-owned plant nursery and landscape center uses a database with their website in a unique way to help their customers find perennials. Customers can search for plants by flower color, month it blooms, sun exposure, whether it

attracts butterflies or hummingbirds, and so on. They make it easy to find a yellow flower that blooms in August and needs partial sun. Examples of customer support on other websites include order tracking, product configuration, and technical support assistance.

Businesses and organizations can also use their websites to streamline processes. This is especially useful if they can capture form data and import it directly into their in-house databases, minimizing duplication of effort. For example, professional organizations often allow you to complete a membership application online. That data is saved in a database format and later imported into the master membership database—or, in some cases, written directly into the master membership database. This is much faster than asking an administrator to enter the data from a handwritten paper form, especially if s/he needs to decipher bad handwriting.

Websites and Internet applications can also be used to help a staff of a small business. A very simple implementation is the website for First Night Saratoga, a local community-wide New Year's Eve celebration. In the first year of First Night, the phone rang off the hook with people asking where they could buy admission buttons. In the second year, the web site had this information and the outgoing voicemail message on the First Night phones reminded people to check the website. By the eighth year of First Night, buttons could be purchased online with real-time credit card processing. Calls diminished dramatically, leaving the staff to do the other work that needed to be done.

The possibilities are endless, including the following examples:

- Event registration
- Membership applications
- Online giving for non-profit agencies
- New patient forms completed online before first visit to a medical office
- Meeting scheduling and other calendar functions
- Restaurant reservations and/or ordering for pickup

The end results of implementing any Internet application should include reduced phone calls, less time spent on tasks that can be automated, and more time to work with customers who have more complicated issues.

Helping customers and site visitors is also no longer enough. With so many websites out there, developers needed to find a way to keep people coming back. This is when we started to see more “push” technologies—technologies that push content out to users, reminding them to return to websites. It started with RSS (Really Simple Syndication), a simple XML file that sends a newsfeed to a subscriber's news aggregator. Whenever new information is published, the headlines appear in the news aggregators of subscribers with a link back to the website. Users then click on the headline to return to the website and read the news.

Podcasting, another example of “push” technology, followed shortly after RSS. It is an excellent choice for news that regularly needs to get out, getting information out to people who couldn't make a press event, sending out sample tracks from a musician's latest CD. The greatest benefit, however, is that subscribers can listen to podcasts on their time. Podcasting makes it more convenient for people to hear a message—and making something easy and convenient makes for happy customers.

The Future

As technological devices get smaller and users prefer that information comes to them, instead of them actively seeking it out, web development will continue to focus on the user and how best to get them the information they need in a timely manner.

In addition, the big trend now is personalization—creating a custom experience for every user based on individually reported preferences, browsing habits, and the habits of other similar people. The end result is an **Amazon.com**-like experience in which websites will be recommended to users based on information they are looking for and reports of what other users have found helpful.

This requires quite a bit of work and artificial intelligence to build such a system. However, the portals that jump ahead with this kind of technology are the portals that will succeed.

Getting back to my original question, what is web development? Web development is no longer just building web pages; it is currently creating a user experience, and will eventually create a personalized user experience. People are busy. Websites that can provide the information users need, at the moment they need it, are the websites that will do well in the future.

***Elizabeth Weise Moeller (Beth)** is the conference chairperson for IPCC 2006, and the owner of **IMC**. Beth has spent almost 15 years researching the best way to organize and present electronic information for the greatest impact. She has almost 10 years of teaching experience, meets with prospective clients, creates proposals and completes most of the back-end programming.*

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Feature

What is Web 2.0 and How Will Technical Writers be Impacted?

by Amy Diehl

Understanding the potential implications of a paradigm shift in how we view writing for the web.

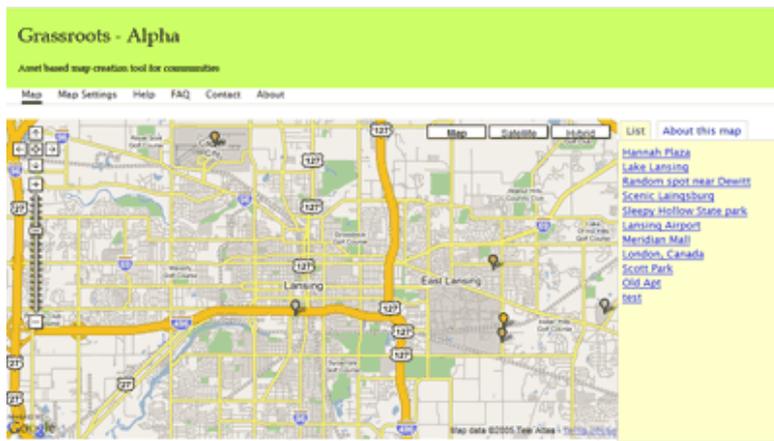
When many of us first became aware of the Internet, we associated “surfing” with visiting a variety of sites, scanning through pages for information, and just as one might surf the television, we browsed and skimmed through content located at a variety of destinations. The metaphor of “surfing” the web is quintessentially what Web 1.0 was all about. Web 1.0 relied on the idea of content being housed somewhere, and we use our computer to visit these places where the content lived, view it on our screen, and then move on to other places. Designers and technical writers in the Web 1.0 era were trained to create and fill these “places” with content situated within the space, and constrained both visually and rhetorically by their locations.

Web 2.0 is a movement away from understanding content as housed in websites, but instead views content as “granular.” In this way, the content can be syndicated and distributed in decentralized ways and without relying on the user visiting a site or page in order to find the information or content. With the advent of Web 2.0, or the web as platform, not place, technical writers and designers will need to rethink many of their strategies regarding how their writing works in relation to “place”.

The Web 2.0 movement focuses on the Web as a “platform” where already existing products, tools, or data are combined in ways that move beyond their original intentions. Whereas Web 1.0 focused on the location of information, products, or tools as located at a specific URL, Web 2.0 focuses on data in a syndicated format. For example, multiple interfaces, with multiple rhetorical purposes, can all be built upon the same set of syndicated data.

MacManus and Porter, in “[Web 2.0 for Designers](#)” give the example of [amazon.com](#), whose database of content is made available for anyone to remix. “Anyone can design an interface to replace Amazon’s that better suits specific needs (see [Amazon Light](#))”. The power of this type of syndication is that content can be remixed to suit multiple rhetorical contexts, many of which may never have been intended nor imagined by the original content creators or distributors.

Associated Press CEO Tom Curley has argued that “... content will be more important than its container in this next phase [of the Web]... Killer apps, such as search, RSS and video-capture software such as TiVo—to name just a few—have begun to unlock content from any vessel we try to put it in.”



Interfaces, such as Grassroots, use the Google Map API to create new programs. These mash-ups are quintessential web 2.0.

For content to reach the types of syndication and distribution imagined by web 2.0 enthusiasts, content needs to break free of the containers that both bind it and display it. One of the most significant ways that this transition to Web 2.0 can be seen is in the move toward XML, and semantic markup. With this move toward the granulation of content however technical writers need to rethink how to present content. “Because content flows across the Web in RSS feeds and can be remixed along the way, Web designers must now think beyond sites and figure out how to brand the content itself.”

Implications for Technical Writers

But what exactly does this transition to the granulation of information mean for the technical writer? As writers, we have long been taught to consider the means of delivery of a piece of writing as a fundamental component of the rhetorical act. That is, the medium is the message. But with the advent of syndicated content, the writer will have much less agency over the future vessels in which their content will be used. In this way, Web 2.0 represents a possible paradigm shift in how we view writing, as well as how those who hire technical writers view the work that we do. In many ways, as MacManus and Porter argue, designers and writers in the Web 2.0 era will need to think more like programmers.

One of the most potentially exciting pieces of the Web 2.0 movement is that the user of the information will have far greater control in accessing, influencing, and remixing information for their own use. Granulated content means that users can choose to bypass many of the “places” on the web where that content was generated. The social web, folksonomy, and other areas which focus on communities pooling their knowledge in interesting ways, will also most likely be an area in which the technical writer will need to apply her skills. As O’Reilly argues, “The central principle behind the success of the giants born in the Web 1.0 era who have survived to lead the Web 2.0 era appears to be this, that they have embraced the power of the web to harness collective intelligence” (What Is Web 2.0).

The technical writer’s work of composing syndicated data will require that the technical writer understand the ways in which the “social web” can and will remix, search and tag their information, which can already be seen in certain applications such as del.icio.us and Flickr, as well as the numerous mapping interfaces, such as Grassroots, that rely on user’s creating new interfaces with Google map’s API. In the era of Web 2.0, the users will not only have a great deal of control over the information they see, but they will also be consistently generating metadata, new interfaces, and new content, from that which is supplied to them. The technical writer will need to work with and for the collective intelligence, not against them.

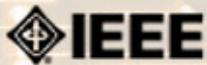
“The effects of Web 2.0 are far-reaching. Like all paradigm shifts, it affects the people who use it socially, culturally, and even politically. One of the most affected groups is the designers and developers who will be building it—not just because

their technical skills will change, but also because they'll need to treat content as part of a unified whole, an ecosystem if you will, and not just an island"(**MacManus and Porter**).

In conclusion, as MacManus and Porter argue, the major elements technical writers will need to consider in regards to the Web 2.0 movement include the rise of XML and semantic mark-up, which allows for the easy syndication and granulation of information, the rise of the social web and the user's role in creating metadata, the movement for technical writers and designers to think and act more like programmers, and for the movement away from Web as places to Web as platform.

***Amy Diehl** is a graduate student in the Digital Rhetoric & Professional Writing program at Michigan State University. This article originally appeared in the February 2006 issue of **Content Matters**, an e-zine for Michigan State University. It was reprinted with permission.*

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ABET

ABET Countdown: Onset of ABET Frustration

by Julia M. Williams

At first glance, it would appear that the struggles of engineering programs to gain re-accreditation through ABET are of minor concern to those who work outside of education. After all, most working engineers retain only a slender connection to their undergraduate engineering programs and to the college or university where they obtained their degree. But over the past month, I have noticed that issues related to accreditation are grabbing the spotlight on the national stage. Consider, for instance, articles in the conventional and electronic media outlets. A recent article titled “Panel Considers Revamping College Aid and Accrediting: Business and Academic Leaders at Odds” (*New York Times*, Wednesday, April 12, 2006, A14) reported on the work of the higher education commission named by the Bush administration to examine “proposals to change sharply how the nation’s colleges are accredited and how federal student aid is administered.” The commission was established in the fall of 2005 by Margaret Spellings, Secretary of Education, and was charged to “examine college costs and accountability.”

In completing its charge, the commission has entertained a number of proposals addressing accreditation and college aid issues. The proposal drawing the most attention and criticism so far, however, is the proposal to end the current system of regional accreditation for colleges and universities (such as the North Central Association and Middle States Association of Colleges and Schools), and to replace it with a National Accreditation Foundation that “would be created by Congress and the president.” As the *Times* reporter Sam Dillon indicates, “[s]weeping proposals like the accreditation idea have seemed to turn the commission’s deliberations into a tug-of-war between corporate executives and educators over how to solve problems in the nation’s higher education system.” The chairman of the commission is Charles Miller, former chairman of the University of Texas Board of Regents and a retired money manager (and perhaps we could assume an associate of George Bush). Miller claims he is trying to build consensus within the 19 member panel, but he has expressed impatience with some academics who seem “resistant to change and oblivious” to the threats of increasing costs to the future of higher education.

It isn’t often easy for the academic and business sectors to meet and establish common ground. Such seems to be the case with commission’s members, some of whom (from the business side) accused state colleges and universities of the same “inefficiencies and poor decision-making” characteristic of factories of Soviet Russia. I can imagine how the conversation went downhill from there. But, the appointment of the commission and the attention paid to its work suggests that there is a rising groundswell of dissatisfaction with accreditation agencies and their processes. For additional signs of the dissatisfaction, you need look no farther than the most recent issue of *Interface*.

In the April 2006 issue, Moshe Kam, Vice-president of IEEE Educational Activities posed a provocative question: “Will ABET Survive to the Year 2032?” In case you wondered about Kam’s opinion of ABET, he begins his article with a description of his first encounter with ABET accreditation as a newly hired assistant professor. As he describes the advice he received from a senior professor, long burdened with ABET rules and regulations, Kam writes that the professor sounded more like “an installed agent of ABET rather than an employee of our school. In his world, and to a large extent later in mine as well, ABET was a limiting factor – a body that stops us from innovating and experimenting, a foreign police force, more an obstacle that we have to overcome or outsmart than a partner for enhancing the quality of our educational programs.”

Later in the same article, Kam explains that his view of ABET has changed over the years. Now he sees that ABET is an organization with “unusual strength” that “taps the power and enthusiasm of thousands of unpaid professionals from academia, industry, and government, individuals who care about the quality of academic programs in engineering, to perform program review and administrative work.” The consequence of this work is that ABET is the “gold standard in engineering education”, both in the US and abroad.

Despite his praise of ABET and its work, Kam’s final judgment on ABET is not a positive one. ABET, he claims, is flawed for several reasons:

- ABET is a monopoly (with all of the inherent problems of monopolies)
- Academia and industry are underrepresented on ABET’s Board of Directors
- ABET’s reliance on the work of volunteers and collecting fees from programs may not be sustainable
- ABET’s U.S.-centric accreditation model is slow to respond to change, such as the influence of globalization on engineering.

As Kam states, “ABET at its centennial of 2032 will have to be a much more open, global, heterogeneous, elastic, and participatory organization than it is today. It is our duty to bring it there.”

Critiques of ABET are nothing new, and I can attest to the fact that disparaging ABET is a favorite pastime of many engineering faculty, particularly as end of the six-year accreditation cycle nears, and programs must prepare their Self-Study reports and anticipate on-site visits from Engineering Accreditation Council (EAC) evaluators. But I find that Kam’s article, the comments of engineering faculty, and the national focus on accreditation issues point to a new climate of frustration with the current processes meant to ensure accountability.

Engineering faculty may once have endured the hardships (to their mind) imposed by ABET with only grumblings *sotto voce*. The voices are now are louder and the criticisms more audible. In fact, if organizations like IEEE, a powerful and rival volunteer organization to ABET, were to throw their weight around, ABET could be a mere memory well before 2032.

From my corner of central Indiana (USA), I see evidence of ABET frustration among the engineering faculty who are deeply immersed in preparations for our site visit in late October 2006. These faculty are writing Self-Study reports, gathering data from student learning outcomes assessment, creating tables and charts, and generally spending more time than they care to on the task of representing their programs, their faculty, and their students to outside EAC evaluators. Perhaps this is the logical result of a long and arduous process.

Our ABET “Supergroup,” composed of faculty who are writing their program’s Self Studies, has been meeting several times each month since September, working through each required section of the Self Study. Currently they are intent on doing a thorough and accurate job of representing their programs. But at the core, most of them feel that their efforts are required only to satisfy an outside agency (ABET) whose power is misplaced and whose function as inspector might be better served by another system of quality control.

Issue Papers from the Commission: <http://www.ed.gov/about/bdscomm/list/hiedfuture/reports.html>

IEEE *The Interface*:

<http://www.ewh.ieee.org/soc/es>

Julia Williams is the Executive Director of the Office of Institutional Research, Planning and Assessment and an Associate Professor of English for Rose-Hulman Institute

of Technology.

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President's Column

Web Developer, I am NOT

May 21, 1996 was a significant date in history, but you won't find the item I have in mind by searching the web...at least not the public one. On (or around, to be 'exact') that date, I created and posted, my first web page at work. Part of my duties then, as they are now, was being a communicator (I am trained as an engineer, and had at least one class that could have been considered technical communication, but I certainly do a lot of technical communication on the job...no surprise there).

In this case, I was (and still am) chairing a group of technical experts who meet every other week to discuss and agree upon how the company network is to be operated and managed. I do the minutes for those meetings. The minutes of the May 21, 1996 meeting was the HTML version, replacing the text document (written in a lowest-common-denominator format to ensure compatibility with multiple document applications) that I had previously attached to an email (and that email would subsequently pass through a gateway to allow others, on different email systems, to receive it). It was exciting (well, it was!). Here, at least, was a way to share information amongst users of disparate computing systems! All users simply had to have an application to retrieve and display HTML (Mosaic or Netscape, at the time) and be connected to the company network...and they could read the minutes! The power of networked systems took a step-function upwards with the advent of the web. Life was good.

Fast forward to present: I still do the minutes. I still post them on the web. The look and feel of the web page is different, for sure, but I cannot say it is better...or more usable. In fact, it is probably less usable, to be honest. I have not taken the time to work with our internal usability experts to assess the minutes. I have probably over-engineered a static web-page, just to keep everything about the 'status' of our meetings in one place.

On the bright side, I have initiated an activity with a web developer in our company to redesign both our organizational website, and eventually, the website that hosts the aforementioned minutes. I intend to examine usability as a part of that effort.

Over and over again, I come to appreciate the talents that trained technical communicators bring to an organization; in this case, those who do have web development expertise coupled with their technical communication training. I am an engineer in awe of what is possible, and seeing it come to fruition with their aid. In an IT department, it is tantamount to have such personnel on your staff, or else there is opportunity lost to become more effective and efficient, both internally and customer-facing.

In the meantime, I will continue building my static web pages until we have the site redesigned and I only need to populate what is really important, and in a way that is usable to the reader. I look forward to the improvement, and for the additional time it will surely provide me to work on other things...and web development, at least in the near future, is not one of them. I leave that to the experts.

Luke Maki is the current president of IEEE-PCS and works for The Boeing Company in Pennsylvania, USA.

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Newsletter



IEEE Professional Communication Society Newsletter • ISSN 1539-3593 • Volume 50, Number 5 • May 2006

Editor's Column

Housekeeping

by Kit brown

SPAM Filters

Some people are still not receiving notification of the newsletter on a regular basis. Please check your SPAM filters to ensure that the [ieee.org](http://www.ieee.org) and mail.vresp.com are in your Allowed domains list. If you still have difficulty, try subscribing through the website http://www.ieeepcs.org/activities_publications_newsletter_subscription.php, and contact me. I will do my best to assist you in sorting it out.

Columnists

I am pleased to announce the following new contributors to the newsletter:

- **Neil Perlin** will take over the Tools and Technology column and will provide regular columns on tools and technology of interest. Neil has many years of expertise as a trainer and consultant specializing in the bleeding edge of technology.
- **Aaron Benitez** is starting a column about being a non-native English speaker in an English-speaking environment. Aaron is originally from Mexico City, and currently works for an international consulting firm in Veracruz, Mexico. Look for this column in the June issue.
- **Vincent Lee** is a student member based in Singapore. He has offered to provide website and book reviews quarterly.

In addition, I would like to thank the columnists who diligently provide content on a regular basis:

- **Luke Maki** (current president): Luke provides a state of the society and other deep thoughts on a monthly basis. He also does a lot of other behind-the-scenes work on behalf of the Society. In his spare time, Luke works for The Boeing Company in Pennsylvania, USA.
- **Brenda Huettner** (membership manager): Brenda Huettner provides monthly articles for the newsletter that explain various membership topics. Brenda is a consultant and book author based in Tucson, Arizona (US).
- **Kirk St. Amant** (*Thinking Globally, Teaching Locally*): Kirk is a professor at Texas Tech University (US) and regularly encourages his students to contribute to the newsletter. His column appears every other month.
- **Julia Williams** (*ABET*): Julia is an associate professor at Rose Hulman Institute of Technology in Indiana (US). In her bimonthly column, Julia shares the experience she's gained as her school goes through the ABET evaluation and accreditation process.
- **Professor Grammar**: Professor Grammar is provided by IBM. Her quarterly articles provide insight into the intricacies of grammar and related topics. They are especially useful to non-native English speakers.
- **Beth Weise Moeller** (*Net Notes*): Beth owns iMedia Consulting and is based in Saratoga Springs, New York (US). In addition to being this year's IPCC chair, she writes a regular column about working on the Web.
- **Jean-Luc Doumont** (*Ask the Expert*): Jean-Luc is restarting his Ask the Expert column, so if you have questions, please post them on the [Ask the Expert](#) page. Jean-Luc is a consultant and a professor and is based in Belgium.

This newsletter would not be possible without the generous support of your PCS colleagues. Please let them know how much you appreciate their efforts.

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Newsletter



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Reviews

Editor's Note: If you have books or websites that you've accessed on a particular topic, please let me know. I would love to publish a short review by you.

Don't Make Me Think!

Krug, Steve. Don't Make Me Think! 2000. New Riders Publishing and circle.com Library. ISBN: 0-7897-2310-7.

This book has become a classic in web usability. Extremely readable, funny, and full of great examples of the good, the bad, and the ugly of web design, this book is a must-read for anyone thinking of building a website.

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Tidbits

Editor's Note: I am always looking for strange, fun, or interesting technical communication tidbits. Please contribute freely.

Yak Skiing?!

Contributed by Mike Daugherty

in July 2005, the BBC reported on an obscure extreme sport known as yak skiing. Through some interesting animal husbandry and torturous physics, the skier ties himself to a rope that is attached to a yak and wrapped around a pulley system. Apparently, as the yak runs down the hill for a bucket of grain, the skier is pulled up the hill (if he isn't run over by the yak first)...There has been no independent corroboration that this is a real sport, by the way... **Read more...**

Funny Business

We all have moments when the office politics begin to wear thin or when the decisions of upper management seem more incomprehensible than usual. For those moments, we need some comic relief:

- **Farcus**
- **Dilbert**
- **Herman**
- **Perspective**

I'm interested in finding international comics that relate to work. Please send links or copies to **pcsnews DOT editor AT ieee.org**.

Women In Engineering

From Institute Online

For the IEEE Women in Engineering (WIE) group, if strength is measured in numbers, then last year was the group's strongest ever. More than 1500 people joined, the largest annual jump in its history. Last year also saw the formation of 43 WIE Affinity Groups and Student Affinity Groups, the most ever established in one year. Find out more about this growth at **<http://boldfish.ieee.org:80/u/2652/80052613>**.

The RFID Hacking Underground

By Annalee Newitz in *Wired*

James Van Bokkelen is about to be robbed. A wealthy software entrepreneur, Van Bokkelen will be the latest victim of some punk with a laptop. But this won't be an email scam or bank account hack. A skinny 23-year-old named Jonathan

Westhues plans to use a cheap, homemade USB device to swipe the office key...[**Read More**](#)

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Newsletter



IEEE Professional Communication Society Newsletter • ISSN 1539-3593 • Volume 50, Number 5 • May 2006

Society News: PCS Events

PCS Members Speaking at Microwave Conference (MTT-S)

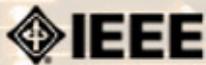
by Kit Brown

On 15 June 2006, three IEEE-PCS members will be participating in a panel discussion at the IEEE MTT-S International Microwave Symposium, which is being held in San Francisco, California, USA. Brenda Huettner (membership chair), Jean-Luc Doumont, and Kit Brown (newsletter editor) are providing tips on creating effective technical presentations.

In addition, IEEE-PCS will have a booth at the conference. If you are in the area, and would like to help, please contact **Brenda Huettner**.

Complete conference information is available at <http://www.ims2006.org/>.

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Newsletter



IEEE Professional Communication Society Newsletter • ISSN 1539-3593 • Volume 50, Number 5 • May 2006

Society News: Member News

Membership Development, Out and About

by Brenda Huettner

You may have heard that IEEE is encouraging all levels of the organization to focus more on "business skills" - things like management and yes, communication skills. As a result, PCS is beginning to attend and participate in events sponsored by other societies. Next month, watch for a PCS Membership Booth at the International Microwave Symposium put on by the Microwave Theory and Techniques Society. If you happen to be in MTT, or happen to be in San Francisco between 11-15 June, stop on by to say "hello." We're even hosting a panel discussion at this event!

Elevate Your Membership: Become a Senior Member

IEEE recognizes your accomplishments in the engineering fields through the Senior Members program. A Senior Member is a person who has been in professional practice for at least 10 years has shown significant performance over a period of at least five of those years. The rank of Senior Member is not automatic--you must apply for it. Benefits of becoming a Senior Member include the following:

- The professional recognition of your peers for technical and professional excellence.
- An attractive fine wood and bronze engraved Senior Member plaque to proudly display.
- Up to \$25.00 gift certificate toward one new Society membership.
- A letter of commendation to your employer on the achievement of Senior member grade (upon the request of the newly elected Senior Member.)
- Announcement of elevation in Section/Society and/or local newsletters, newspapers and notices.
- Eligibility to hold executive IEEE volunteer positions.
- Ability to serve as Reference for Senior Member applicants.
- Invitatopm to be on the panel to review Senior Member applications.

The A&A Committee evaluating your application will count the years you have been in professional practice. Your educational experience is credited toward that time as follows:

- 3 years for a baccalaureate degree in an IEEE-designated field
- 4 years if you hold a baccalaureate and masters degree
- 5 years if you hold a doctorate
- 5 years of significant performance

Many prospective applicants make the mistake of assuming that "significant performance" requires special awards, patents, or other extremely sophisticated technical accomplishments; such is not the case. Substantial job responsibilities, such as team leader, task supervisor, engineer in charge of a program or project, engineer or scientist performing research with some measure of success (papers), or faculty developing and teaching courses with research and publications, all are indications of significant performance well as the following:

- Substantial engineering, responsibility or achievement

- Technical direction or management of important scientific or engineering work with evidence of accomplishment
- Recognized contributions to the welfare of the scientific or engineering profession
- Development or furtherance of important scientific or engineering courses that fall within the IEEE designated fields of interest
- Contributions equivalent to those of above in areas such as technical editing, patent prosecution or patent law, provided these contributions serve to substantially advance progress in IEEE designated fields.

Significant performance that would serve to qualify an individual for elevation to Senior Member need not have occurred in the years immediately prior to the application. Thus, life and retired members are eligible for elevation.

You will need references from three people who are current IEEE Senior Members or Fellows. For more information, see the Elevation information page at <http://services3.ieee.org/organizations/rab/md/smguid.html>.

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Newsletter



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Society: Non-Society Events

The following events are listed in chronological order with the earliest events first. This list is by no means exhaustive, but is intended to provide readers with information they may find helpful. It is updated each month.

Advanced Visual Interfaces International Conference

Microwave Tools and Technologies Society

IEEE International Conference on Management of Innovation and Technology

Usability Professionals Association Conference

International Conference on Enterprise Networking and Services

IEEE International Symposium on Personal, Indoor, and Mobile Radio Communications (PIMRC) 2006

2006 IEEE International Engineering Management Conference

IEEE International Conference on Web Services

IEEE SIMA 2006--Situation Management Workshop

IEEE Communications Society GLOBECOM 2006 Expo

IEEE Consumer Communications and Networking Conference (CCNC) *New!*

Advanced Visual Interfaces: International Working Conference

- Title:** Advanced Visual Interfaces: International Working Conference
Dates: 23-26 May 2006
Location: Venice, Italy
Online submission: <http://www.dsi.unive.it/avi2006>

The 8th International Working Conference on Advanced Visual Interfaces (AVI 2006) will be held in Venice, Italy on **May 23-26, 2006**. Started in 1992 in Rome, and held every two years in different Italian towns, the Conference traditionally brings together experts in different areas of computer science who have a common interest in the conception, design and implementation of visual and, more generally, perceptual interfaces, with a growing interest for mobile devices such as smartphones, palmtops and PDAs, in the framework of traditional and emerging environments, such as ubiquitous and pervasive computer applications.

A special theme of this edition, suggested by the beautiful town hosting the conference, will be the design of advanced interfaces for art, cultural heritage and tourism. Both formal methods and concrete applications fit into the framework of the conference, whose program also includes invited talks, given by leaders in the field.

Microwave Tools and Technologies Society

Title: Managing Innovation in Emerging Markets
Dates: 11-16 June 2006
Location: San Francisco, CA
Online submission: <http://www.ims2006.org/>

PCS members are presenting at this conference, and we will have a booth there. Please contact Brenda Huettner, PCS membership manager, if you are attending and would like to assist with our booth.

<insert info here>

Third IEEE International Conference on Management of Innovation and Technology

Title: Managing Innovation in Emerging Markets
Dates: 21-23 June 2006
Location: Singapore
Online submission: <http://cms.inmeet.com/delegate/login/login.asp?confid=conf85>

Deadlines

Submission of Abstract: 1 January 2006
Notification of Acceptance: 1 February 2006
Camera-Ready Copy: 1 April 2006

About ICMIT2006

ICMIT2006 continues a series of international conferences (ICMIT2000, ICMIT2002 and IEMC2004) devoted to the area of innovation and technology management first initiated by the IEEE Engineering Management Society Singapore Chapter. These conferences aim to provide a platform for international scholars to meet and exchange ideas in exciting locations within Asia.

We invite papers for presentation at the conference. All those interested should submit one-page abstracts (500-750 words) through the conference website (www.icmit.net). Each submission will be peer-reviewed for technical merit and content. Papers accepted for presentation will appear in the *Conference Proceedings*, provided at least one author registers for the conference. The full paper must be IEEE Explore compliant.

Suggested Topics

Topics for the conference include, but are not limited to, the following subjects:

- Technology Management

- New Product Development
- Innovation Policy and Management Entrepreneurship
- Managing IT and E-Commerce Organizational Culture
- Human Resource Management Intellectual Property
- Knowledge Management R&D and Risk Management
- Project Management Six Sigma and Quality Management
- Supply Chain Management Business Strategy
- Sustainable Development Globalization
- Patent Strategy and Mapping Management/industry case studies

Publication

Proceedings will enter the IEEE book broker program and papers are indexed in common Engineering abstract databases (COMPENDEX/INSPEC etc.). Special issues of selected/expanded papers will be published in refereed journals.

Contact

For further information, please contact:

ICMIT2006 Secretariat

C/O Integrated Meetings Specialist

1122A Serangoon Road, Singapore 328206

Tel: (65) 6295 5790, Fax: (65) 6295 5792,

E-mail: icmit2006@inmeet.com.sg

Web: www.icmit.net

2006 Usability Professionals' Association Conference

Title: UPA 2006: Usability Through Storytelling
Dates: 12-16 June 2006
Location: Broomfield, CO USA

The UPA Invited Speakers' track features professionals from other disciplines to encourage practitioners to think 'outside of the box.' *UPA 2006: Usability Through Storytelling*, will bring together engaging speakers from the fields of education, culture, design, technology and entertainment.

So what do you think happened when the musicologist met the information architect?

Get the whole story at: http://www.upassoc.org/conferences_and_events/upa_conference/2006/speakers/

2006 UPA Conference Overview: http://www.upassoc.org/conferences_and_events/upa_conference/2006/

2006 International Conference on Enterprise Networking and Services

Title: International Conference on Enterprise Networking and Services
Joint Conference with IEEE and IEC

Dates: 11-13 September 2006

Location: Vancouver Convention and Exhibition Centre
Vancouver, British Columbia, Canada

Deadlines

Call for Proposals: <http://www.ieee-entnet.org/2006>.

Submission of Abstract: 10 April 2006

Notification of Acceptance: 29 May 2006

Camera-Ready Copy: 3 July 2006

The IEEE Communications Society (ComSoc) and the International Engineering Consortium (IEC) cordially invite you to participate in the International Conference on Enterprise Networking and Services 2006 (EntNet 2006) and co-located with Broadband World Forum Americas. EntNet 2006 will present an excellent opportunity for enterprise networking and services professionals to examine the key enterprise networking business issues, learn new enabling technologies, and evaluate solutions for improving the enterprise operations and the quality of delivered services.

The target audience for EntNet is enterprise practitioners, researchers, designers, developers, integrators, and technical leaders engaged in the enterprise networking, services and vertical market applications development and deployment, enabling technology R&D, evaluation and planning, enterprise business process design and requirement analysis, and enterprise operations support.

IEEE International Symposium on Personal, Indoor and Mobile Radio Communications (PIMRC) 2006

Title: 17th Annual IEEE International Symposium on Personal, Indoor and Mobile Radio Communications (PIMRC) 2006

Dates: 11-14 September 2006

Location: Helsinki, Finland

Conference Website: <http://www.pimrc2006.org>

This annual telecommunications event has received world-wide attention and acclaim. Hosted by three Finnish universities, more than 900 paper submissions from 50 countries are expected by the submission deadline on **1 March 2006**.

PIMRC'06 is a meeting ground for specialists contributing to "Diversity in Telecommunications" – the theme for PIMRC'06. Leading experts from industry, academia, and regulatory bodies all have their share in making this quality event. On the other hand, PIMRC also offers a wonderful opportunity for young researchers to present and participate in an international forum. A number of measures will be taken in the planning process to further increase the exchange of information between specialists and to ensure the extent of "Diversity" at the event.

2006 IEEE International Engineering Management Conference

Title: 2006 IEEE International Engineering Management Conference
Dates: 17-20 September 2006
Location: Salvador, Bahia, Brazil
Conference Website: <http://www.iemc2006.org>

Paper Submission Deadline Extended to 1 April 2006!!

Submitted papers will go through a peer review process. Reviewers are distinguished authors selected by the Organizing Committee in specific areas of Engineering Management and in the topics covered by this Conference. All papers accepted for presentation at the conference will be included in the conference proceedings. The papers will be placed on IEEE Xplore after the conference. Authors may also be invited to write expanded papers for inclusion in EM Society publications.

Submissions from both academia and industry are encouraged. Research papers, case studies, lessons learned, status reports, and discussions of practical problems faced by industry and users are all welcome.

The detailed Call for Papers and Participation is available on the [conference web site](#).

2006 IEEE International Conference on Web Services

Title: 2006 IEEE International Conference on Web Services
(ICWS 2006)
Celebrating the 60th Anniversary of IEEE Computer Society!
Dates: 18-22 September 2006
Location: Hyatt Regency at O'Hare Airport
Chicago, Illinois USA
Conference Website: <http://conferences.computer.org/icws/2006>

Deadlines

Call for Proposals: <http://conferences.computer.org/icws/2006/cfp.html>
Submission of Abstract: 16 January 2006
Notification of Acceptance: 24 April 2006
Camera-Ready Copy and Pre-Registration: 31 May 2006

About ICWS

The 2006 IEEE International Conference on Web Services (ICWS 2006) will be part of the IEEE Computer Society

Congress on Software Technology and Engineering Practice (CoSTEP), celebrating the 60th Anniversary of IEEE Computer Society!

ICWS has been a prime international forum for both researchers and industry practitioners to exchange the latest fundamental advances in the state of the art and practice of Web Services. ICWS also aims to identify emerging research topics and define the future of Web Services.

ICWS 2006 will be co-located with the 2006 IEEE International Conference on Services Computing (SCC 2006), the 30th Annual International Computer Software and Applications Conference (COMPSAC 2006), and the 2006 IEEE Workshops on Software Technology and Engineering Practice (STEP 2006). IEEE Services Oriented Architecture (SOA) Industry Summit and IEEE International Services Computing Contest will also be featured at this joint event.

The technical program will include refereed paper presentations, panels, and poster sessions in both research and industry tracks. Workshops and tutorials will run before and throughout the conference.

ICWS 2006 program seeks original, unpublished research papers reporting substantive new work in various aspects of Web services. Papers must properly cite related work and clearly indicate their contributions to the field of Web services. Topics of interest include, but are not limited to, the following:

- Mathematical Foundations for Web Services Computing
- Web Services-based Service Oriented Architecture
- Web Services Modeling
- Web Services Standards and Implementation Technologies
- Web Services Specifications and Enhancements (e.g., UDDI, SOAP, WSDL)
- Web Services Discovery
- Web Services Composition and Integration
- Web Services Invocation
- QoS for Web Services (e.g., security, privacy, reliability, performance, fault tolerance, etc.)
- Web Services Assessment (i.e., validation & verification)
- Web Services-based Testing Methodologies
- Web Services-based Software Engineering
- Web Services-based Project Management
- Semantic Web Services
- IT Infrastructure Management for Web Services
- Solution Management for Web Services
- Multimedia Web Services
- Web Services-based Business Process Management
- Web Services-based Mobile Computing
- Web Services-based Grid Applications (e.g. OGSA)

- Domain Specific Web Services Applications and Solutions

IEEE SIMA 2006--Situation Management Workshop

Title: SIMA 2006, 2nd IEEE Workshop on Situation Management
Dates: 24 October 2006
Location: Washington, DC USA
URL: <http://www.milcom.org/2005/>

This one-day workshop is being held in conjunction with MILCOM 2006.

Abstracts are due by **17 February 2006**.

Many domains, such as modern battlefield operations management, disaster response and crisis management, physical infrastructure and cyber security monitoring, and mobile/autonomic robotics, are characterized by heightened mobility, large numbers of distributed heterogeneous information sources, and existence of complex, often incomplete and unpredictable dynamic situations. As a result, there is need for effective methods of situation recognition, prediction, reasoning and control -- operations collectively identifiable as Situation Management.

Often situations involve a many interdependent dynamic objects that change their states in time and space, and engage each other into fairly complex relationships. From a management viewpoint, it is important to understand the situations in which these objects participate, to recognize emerging trends and potential threats, and to undertake required actions.

The objective of this workshop is to provide a forum for scientists, engineers, and decision makers from government, industry and academia to present the state of their research, development and systems needs in situation management, to discuss fundamental issues and problems, and to identify future R&D directions.

METM06 Mediterranean Editors' and Translators' Meeting

Title: METM06 2nd Mediterranean Editors' and Translators' Meeting
Dates: 27-28 October 2006
Location: Barcelona, Spain
URL: <http://www.metmeetings.org/index.htm>

Call for papers due **20 June 2006**.

METM is a new association for those who facilitate international communication in the Euro-Mediterranean space. The scope of Mediterranean Editors and Translators (MET) extends to oral and audiovisual communication.

The theme for the 2006 conference is "International Communication—Promising Practices."

Plenary speakers include Miguel Roig, author of online instructional material on ethical writing developed for the US Office of Research Integrity, and Chris Durban, currently president of the French national translators' association, SFT.

MET has also announced a spring program of continuing professional development workshops for language facilitators

IEEE GLOBECOM 2006 Expo

Title: IEEE GLOBECOM 2006 Expo
Dates: 27 November to 1 December 2006

Location: San Francisco, CA USA
URL: <http://www.ieee-globecom.org/2006/index.html>

Proposals are due **5 March 2006**.

The IEEE Communications Society (COMSOC) has selected San Francisco for its first ever Communications EXPO, which will be co-located its 49 th Annual IEEE Globecom conference in November 2006.

The new EXPO will have exhibits by industry and a quality technical program focused for the design and development engineers in the communications industry. This will include:

- Design & Developers Forum
- Tutorials & Workshops
- Telecom Business Forum

Historically, the IEEE Globecom conference is focused on research and development. The technical program for IEEE Globecom 2006 will continue this emphasis. There will be 16 symposium conducted by the various COMSOC technical committees covering the major industry technologies and numerous hot topics.

IEEE Consumer Communications and Networking Conference (CCNC)

Title: IEEE Consumer Communications and Networking Conference (CCNC)
Dates: 11 to 13 January 2007
Location: Las Vegas, Nevada, USA
URL: <http://www.ieee-ccnc.org/2007>

Proposals due **30 June 2006**.

IEEE Consumer Communications and Networking Conference, sponsored by IEEE Communications Society, is a major annual international conference organized with the objective of bringing together researchers, developers, and practitioners from academia and industry working in all areas of consumer communications and networking. CCNC 2007 will present the latest developments and technical solutions in the areas of wireless, multimedia, and consumer networking, enabling technologies (such as middleware), and novel applications and services.

The conference will include a peer-reviewed program of technical sessions, special sessions, business application sessions, tutorials, and demonstration sessions. Authors are invited to submit complete unpublished papers, which are not under review in any other conference or journal.

Authors should submit a five-page technical paper manuscript (or a two-page demonstration summary) in double-column IEEE format including authors' names and affiliations, and a short abstract through EDAS, following the submission guidelines available on the CCNC2007 website. Only electronic submission will be accepted.



Newsletter



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Calls for Articles

ACM Interactions magazine

Volunteer Columnists Wanted for *IEEE-PCS News*

Call for Chapter Proposals on International Online Communication

Global Talk newsletter

International Journal of Knowledge and Learning

ACM Interactions magazine Call for Papers

By Fred Sampson

The editors-in-chief of ACM Interactions magazine have asked **Fred Sampson** to put together a special section for the **November-December 2006** issue on the topic of user assistance (help, embedded help, and so on) and user experience.

Important Dates

Submission of Manuscripts: 1 July 2006

Publication: November-December 2006

Call for Papers

Interactions is published bi-monthly by the Association for Computing Machinery (ACM) for designers of interactive products. *Interactions* balances articles written for researchers and professionals alike, providing broad coverage of topics relevant to the HCI community. *Interactions* is closely associated with ACM SIGCHI, the special interest group for computer-human interaction.

The November-December 2006 issue of *Interactions* will focus on the design and delivery of user assistance (help, embedded assistance, online help, and so on). The design of user assistance for a variety of platforms and devices, as well as for a range of user skills and knowledge, offers unique challenges to interaction designers.

Interactions invites authors to submit original case studies and articles on the topic of user assistance. Your submission must not have been previously published. Relevant contributions will address issues related, but not limited, to the following:

- * Interaction design of systems to provide user assistance
- * Innovative methods for conducting user experience evaluations of user assistance
- * Novel user interfaces or interaction methods for user assistance
- * Basic principles of the psychology of effective user assistance

- * Best practices and interaction guidelines in the design of effective user assistance
- * Field research related to user assistance systems interaction in the wild
- * Social or philosophical issues related to the design and delivery of user assistance

Interactions invites papers in the following formats:

1. **Case studies** 8-10 pages (4000-5000 words). Case studies are reports on experiences gained and lessons learned designing, using, or studying user assistance. Case studies take a comprehensive view of a problem, from requirements analysis through design, implementation, and use.
2. **Articles** 1-3 pages (800-1200 words). Articles are much shorter and broader than case studies. Articles present research findings, points of view, social or philosophical inquiries, novel interface designs, or other information relevant to the HCI community regarding user assistance and the user experience.

Papers that appear in *Interactions* are archived in the ACM Digital Library and are available online after publication.

Volunteer Columnists Wanted for *IEEE-PCS News*

by Kit Brown

IEEE-PCS News depends on volunteer contributors to continue providing quality content. Writing a regular column benefits you in the following ways:

- Shares your knowledge with a diverse international audience
- Provides a forum for exploring ideas related to a variety of topics in technical communication
- Fosters discussion at conferences
- Provides fodder for professional presentations
- Markets your abilities and services in a low key way
- Improves name recognition in your industry or specialty
- Looks great on your résumé or CV
- Looks great on your publication list
- Provides an opportunity to work with a really friendly editor ;->

The columns can be short (less than 1000 words), and you can choose to publish them monthly or quarterly. Columns typically have a theme, and the articles revolve around that theme. Some ideas include (but are not limited to) the following:

- **Tools of the Trade:** Technical information about software and hardware typically used in technical communication
- **Book and website reviews:** Help the editor find books and websites that would be interesting to the members. Help write short reviews.
- **Member Profiles:** Interview a different PCS member. A great way to find out more about our members.

Interested? E mail Kit Brown at [pcsnews DOT editor AT ieee.org](mailto:pcsnews.DOT.editor@ieee.org). (Replace DOT with a period and AT with @.)

Call for Chapter Proposals: *Culture, Communication, & Cyberspace*

by Kirk St. Amant

Culture, Communication, & Cyberspace: Rethinking Technical Communication for International Online Environments

Edited by Kirk St.Amant (Texas Tech University) and Filipp Sapienza (University of Colorado at Denver)

Submission Procedure

Prospective authors are invited to submit chapter proposals of 200-500 words on or before **1 May 2006**. In their proposal, prospective authors should clearly explain the purpose and the contents of their proposed chapter.

Please send inquiries or submit material electronically (as Rich Text/.rtf or Microsoft Word .doc files) to both editors at Kirk St.Amant (email: **kirk DOT st-amant AT ttu.edu**) and Filipp Sapienza (email: **Filipp DOT Sapienza AT cudenver.edu**)

Authors will be notified of the status of their proposal and sent chapter organization guidelines by May 15, 2006. Drafts of chapters will be due by October 15, 2006.

Summary of the Book

(Editor's note: This was shortened for length, please contact Kirk or Filipp for more detail.)

The increasingly global nature of the World Wide Web presents new challenges and opportunities for technical communicators who must do the following:

- Develop content and navigation for culturally diverse users
- Use online media to interact with clients or colleagues (e.g., SMEs) from other cultures and in other nations
- Provide online instruction or web-based training to persons located in other countries

Within these situations, cultural communication expectations and factors of online media affect the success with which technical communicators deliver content or interact with others. As international Internet access grows, the online activities of technical communicators will only become more international and intercultural in nature.

The editors are interested in a range of methodological approaches that may include (but are not limited to) case studies, empirical studies of international web use, usability studies, composition practices, writing practices, pedagogical practices.

They are also interested in chapters that examine how business trends, such as international outsourcing, content management, and the use of open source software (OSS), are affecting and could change practices in the field of technical communication as related to online cross-cultural interactions.

Articles might consider current scholarly work on international web communication from a variety of fields including technical communication, educational technology, information architecture, computers and composition, rhetoric, psychology, and usability engineering.

Global Talk Newsletter Seeking Contributions

by Kirk St. Amant

Global Talk, the online newsletter for the International Technical Communication Special Interest Group (SIG) of the Society for Technical Communication (STC), is getting ready for a new year of publishing articles on topics on

international and intercultural technical communication.

For this reason, I'd like to extend an open invitation to everyone on this list to consider submitting an article (750-1,500 words) on topics that include the following:

- Translation
- Localization
- International Technical Communication
- Outsourcing
- International Market or Technology Trends that Will Affect Business and Technical Communication Practices
- International Standards
- Differing International Legal Requirements
- Any other topics you think might be of interest to SIG members or to STC members overall

Please think of *Global Talk* as a forum for sharing information and ideas with both colleagues who are interested in international technical communication and technical communicators or businesspeople in general who are searching for more information on international communication. Also, please feel free to share this call for articles with colleagues (or students) who you think might be interested in writing one or more articles for the newsletter.

If you would like to discuss article ideas or to submit an article manuscript for publication consideration, please feel free to email me (Kirk St.Amant) at kirk.st-amant@ttu.edu.

International Journal of Knowledge and Learning

Contributed by Ann Wiley

Important Dates

Submission of Abstract:	31 May 2006
Submission of Manuscripts:	30 November 2006
Notification of Acceptance:	15 March 2007
Final Version Due:	15 July 2007
Publication:	Late 2007

The *International Journal of Knowledge and Learning* is doing a special issue on Knowledge, Technology and the Digital Divide: global perspectives.

Style and authorship guidelines:

Author guidelines are available at: <http://www.inderscience.com/papers/about.php>.

Special Issue Editors:

- **Bill Martin**, Research Director, School of Business IT, RMIT University, Melbourne, Australia
- **Mohini Singh**, School of Business IT, RMIT University, Melbourne, Australia
- **Alemayehu Molla**, School of Business IT, RMIT University, Melbourne, Australia

There is a global consensus on the perceived connection between the uptake of information and communication technologies (ICTs), economic growth and new knowledge. Development today is virtually synonymous with the presence of industries at whose core reside knowledge and related intangibles.

This includes computer hardware and software, multimedia, communications and biotechnology, the informatisation and digitisation of traditional commodity and manufacturing production and exchange, and a range of government and business services available on a 24 X 7 basis.

Nonetheless, the benefits of the so-called digital revolution and the knowledge economy it enables have been accompanied by a further widening of the gap between those with ready access to knowledge and information and those who lack such access completely or those whose access is constrained significantly.

This digital divide exists both within the developed countries of the North and between them and those nations in the South that are striving to escape the burdens of under-development. Clearly, the acquisition of technological capacity is a necessary, but not sufficient response to such challenges. People must also have access to the information and knowledge to become both users and producers of these technologies.

Even more basically, people must be capable of responding to the opportunities presented by this combination of technology and knowledge. Various national and international institutions are undertaking policies, programs, and projects to include those that remain on the negative side of the divide. This carries implications for issues of access and equity, be this in terms of the basic literacy necessary to participate in the digital economy or the freedom from poverty and disease that would enable participation in the workforce.

There is a range of infrastructure issues to do with legal and regulatory frameworks for telecommunications, intellectual property, e-business and e-government. There is also a range of relationship issues, not only at governmental level and involving donors, investors and local partners, but also at a local level to do with balancing external and indigenous knowledge and resources in ways that are most likely to empower local communities. Finally, there are issues of lessons, outcomes, and sustainability of impacts.

This special issue will address this range of relationships and resource issues taking a global perspective. It will also look for insights into actual and potential responses involving this softer knowledge-based dimension of the response to some of the major problems of development and the digital divide. Submissions are invited that fall into (but are not limited to) one of the following topic areas:

Theories of knowledge and digital divide

Knowledge and development; millennium development goals; modernisation; dependency; resource-based theory; knowledge-based theory of the firm, intangibles; knowledge creation and management theories, including complex adaptive systems, knowledge and learning; theories of information and knowledge societies; Information and knowledge in a North-South connection; issues of relevance and validity; Information and knowledge flows; potential obstacles and stimulators; Strategies for creating and sharing knowledge.

Communities and content

Communities and knowledge sharing; donor-recipient; local and international Content mix for North-South; South-South and South-North knowledge exchanges; Content gaps in the digital divide; Issues of equity and access; Issues of culture; norms and customs of E-spaces versus social spaces.

Infrastructure issues

Technologies for sustainable development; Regulation and deregulation of basic infrastructures; IP regimes and legal frameworks; Global ebusiness structures: supply chains and value networks; North-South business clusters; Policies and models for addressing the digital divide; Evaluation of policies; Comparative studies of policies; Evaluation of models;

Issues and challenges Impact assessment; Case studies, successful and otherwise of knowledge transfer, sharing or technology projects involving a North-South dimension

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Newsletter



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Society News: AdCom News

Next AdCom meeting

Contributed By Luke Maki

The IEEE Professional Communication Society Administrative Committee (AdCom) will hold their second meeting of the year at the site for IPCC 2007: the Crowne Plaza Hotel in Seattle, Washington. The meeting will start at 3 PM Friday May 19, and conclude Sunday morning.

As always, you are welcome to join us. Besides the usual slate of business, we will be reviewing and discussing the draft Operations Plan for the society (for more efficient and effective management of the society), and discussing strategies for PCS in light of the TAB infrastructure allocation change that impacts the society bottom line. The latter discussion will better enable our participation in a planned TAB-sponsored workshop examining ways for vulnerable societies to financially exist within IEEE. There is no question in my mind that those with our field of interest fit within IEEE.

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Newsletter



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Society News: Elections

Call for AdCom Nominations Due 15 June

by helen Grady, Chair, Nominating Committee

The Professional Communication Society is managed by an administrative committee (AdCom) comprising 18 volunteers who work to ensure that our society serves its members, the IEEE, and the field of technical and professional communication. If you are interested in a higher level of involvement in PCS and IEEE, I urge you to consider being a candidate for the AdCom. Elections are held each year to fill six at-large positions with three-year terms. AdCom members-at-large must be both PCS and IEEE members (i.e., a higher level of membership than affiliate). Each year, three members-at-large are selected by vote of the members of PCS and three by vote of the current AdCom.

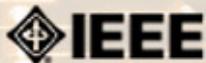
Typically, AdCom members attend three business meetings each year. For the past two years, however, one of those meetings has been held via conference call. AdCom members also engage in e-mail discussions between meetings.

Each member-at-large has an opportunity to provide leadership in the society by, for example, chairing a standing or ad hoc committee, serving as a society officer, or playing a lead role in an upcoming International Professional Communication Conference (IPCC). Although AdCom members are volunteers and are expected to seek travel support from their employers, PCS currently provides up to USD \$1200 yearly for attending the three meetings; the travel allowance is USD \$2000 for AdCom members outside North America.

You do not need to be a member of the AdCom, however, to play a role in these and other PCS activities. There is plenty of rewarding work for anyone who wants to volunteer by contacting Tom Orr, our volunteer coordinator, at [t-orr AT U-AIZU.AC.JP](mailto:t-orr@u-aizu.ac.jp). Nevertheless, for those of you with a special desire and exciting ideas, working with the AdCom can be both significant and rewarding.

If you're interested, or know someone who might be, please contact Helen Grady, chair of the nominating committee, at [grady_h AT mercer.edu](mailto:grady_h@mercer.edu) by **15 June**. You can learn more about our society by visiting <http://www.ieeepcs.org/>.

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Guidelines

Newsletter Article Submission Guidelines

by **Kit Brown**

Submit articles by the **15th day of the month before publication**. The newsletter is published monthly around the 1st of the month. The **editorial schedule** provides the proposed themes for each month. Additional suggestions are always welcome.

For book and website reviews, see also the **book and website review guidelines**.

If you have questions, comments, or suggestions, please contact **Kit Brown**.

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Writing Tips: If you aren't sure how to construct the article, try using the 5-paragraph essay method. (Note: The 5-paragraph concept can be expanded to longer formats, so don't be overly literal about the five paragraphs.)

1. Identify your theme and 3 main points in the introductory paragraph. This lead paragraph should draw readers in and make them want to read on.
2. Use each of the 3 body paragraphs to discuss the one of the 3 main points you identified in the first paragraph. (discuss them in the order that you listed them in the introduction). Show, don't tell. Give examples. If you express an opinion, back it up with evidence.
3. Summarize your thoughts in the conclusion paragraph and provide the reader with any actions that you want him/her to take. (The conclusion should not introduce new information, but should encapsulate what was said in the article and provide recommendations if appropriate.)

Guidelines: Please review the following information when submitting articles or regular columns to the newsletter:

- **Submit articles electronically in MSWord or RTF format to pcsnews.editor@ieee.org.** These formats are more easily available to me than other word processing applications.
- **Provide articles that are 200-1000 words in length.** People tend to scan rather than read in an online environment. Short, well-written and relevant articles will be more beneficial to the audience than longer ones.
- **Provide a short bio (~25 words) and contact information.** Readers want to know about you. At a minimum, write a bio that tells your name, company, primary job title, email address and why this topic is of interest to you or what experience you have in the area you wrote about. (This doesn't count as part of your word count.)
- **Indicate whether the article is time sensitive.** Because of size considerations and editorial schedule, newsletter articles may not be published immediately upon submission, unless it is date critical (e.g., information about the upcoming conference or an article about a current event that relates to technical communication.)

- **Indicate copyright information if applicable.** If you own the copyright for an article, indicate this with your submission so that we can provide appropriate attribution. If you don't own the copyright, but think an article is interesting, provide the article, along with the contact information for the copyright holder and the name of the publication where it was originally published.
- **Insert the URL into the text so that I can easily create the link.** For example, if you want to reference the w3c, you would say "refer to the W3C (<http://www.w3c.org>) guidelines". Don't create the hyperlink in Word.
- **Provide complete bibliographic information for references.** Include author(s), title, date of publication, publisher, page numbers or URL, ISBN number.
- **Use a friendly, casual tone.** We want to invite people to read and to make the information as accessible as possible.
- **Use 1-inch (2.54 cm) margins; don't indent paragraphs.** I have to reformat the text so it's better to minimize the formatting you include. Instead of indenting, put an extra line between paragraphs
- **Avoid using lots of formatting within the text.** I will have to format the articles for the online environment, so don't put lots of bold and italic in the text.
- **Use subheadings generously.** Subheadings help the reader identify the information that is important to them. Subheads are especially helpful in orienting the reader in the online environment.
- **Use active voice and short sentences.** At least 40% of our audience is outside of N. America. For many members, English is their second (or third) language. Short sentences and active voice are easier to absorb and understand than complex sentence structures.
- **Avoid jargon and "big" words when a simpler term will work.** Approximately 90% of our audience is engineers who need to write effectively on the job. Avoid using writer's jargon, or explain the term in the context. By "big" words, I mean complicated, less commonly used words that may have the same or similar meaning to other, more commonly used words (e.g., instead of "obfuscate", just say "confuse").
- **Avoid idioms.** Idiomatic phrases are those colorful sayings we use to mean something else. For example, "once in a blue moon", "jump right in", "on the fly". Unfortunately, these sayings often have no equivalent in other languages, and can be difficult for non-native English speakers to interpret.
- **Submit graphics as JPGs or GIFs.** Web graphics need to be in one of these formats for most browsers. SVGs and PNGs are not yet universally accepted. If you want graphics included in your article, you need to give me the JPG. Don't just embed it in Word.



Newsletter



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Guidelines

Editorial Schedule for 2006

by **Kit Brown**

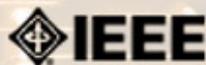
The following table shows the proposed themes for each issue through January 2006. If something particularly timely occurs during the year, these themes may change.

If you have questions, comments, or suggestions, please contact **Kit Brown**.

Editorial Schedule for 2005

Month	Theme
January 2006	Trends
February	Emergency/Disaster Communication
March	eLearning and Training
April	Ethics
May	Web Development
June	Embedded Help
July	Distributed Project Teams (international cooperation)
August	Project Management
September	Teaching Writing Skills to Engineers
October	Communication and Technology (conference theme)
November	Usability
December	Technical Review Process
January 2007	Trends

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Guidelines

Book and Website Review Guidelines

by Kit brown

Have you read a good book lately? Found a website you can't wait to tell people about? Here's your chance to share your newfound knowledge with your colleagues.

Here are some hints for constructing the review:

1. Include the complete bibliographic information for the book or website immediately after your byline. For example:
Now, Discover Your Strengths by Marcus Buckingham and Donald O. Clifton. 2001. The Free Press: New York. pp.260. ISBN: 0-7432-0114-0. URL: www.strengthsfinder.com
2. In 2-3 sentences, tell the reader what the book or website is about and how it relates to technical communication.
3. Provide 2-3 things you got out of the book or website, and if applicable, 2-3 things that you wish they had done differently. Opinions are OK if they are supported
4. Support your opinions using specific examples from the book or website. This analysis should be brief--1-2 paragraphs at most.
5. Conclude with a recommendation of how this information might be useful to the user.

The reviews should meet the following guidelines:

- **Keep it short.** The reviews should be 300-500 words. A couple of paragraphs can tell the reader a great deal about what the book/website is about and why one should read it.
- **Focus on the big picture.** In a short review, there isn't room to go page by page and analyze every detail. Instead, pick out the main themes and write about the overall impression. This style is much more interesting to read.
- **Use an informal, conversational tone.** Pretend you are talking to someone about the book or website, and that you only have one minute to explain it to them. What would you tell them about it?
- **Review the article guidelines.** These guidelines provide more detail about the grammar and style for presenting the information, as well as the format the editor needs to receive the information in.