

# Content & Dis/Information (Re)Design & Strategy

ENSE 805 with Tim Maciag



University  
of Regina



**FACULTY OF ENGINEERING  
& APPLIED SCIENCE**  
Software Systems Engineering



# Outline

- Content design & strategy
  - From CoPs to Digital Habitats to beyond!
- Research activity
- Content & digital/web literacy
  - & design implications

# CoPs & Content management systems (CMS)

- Basis for any “knowledge” system

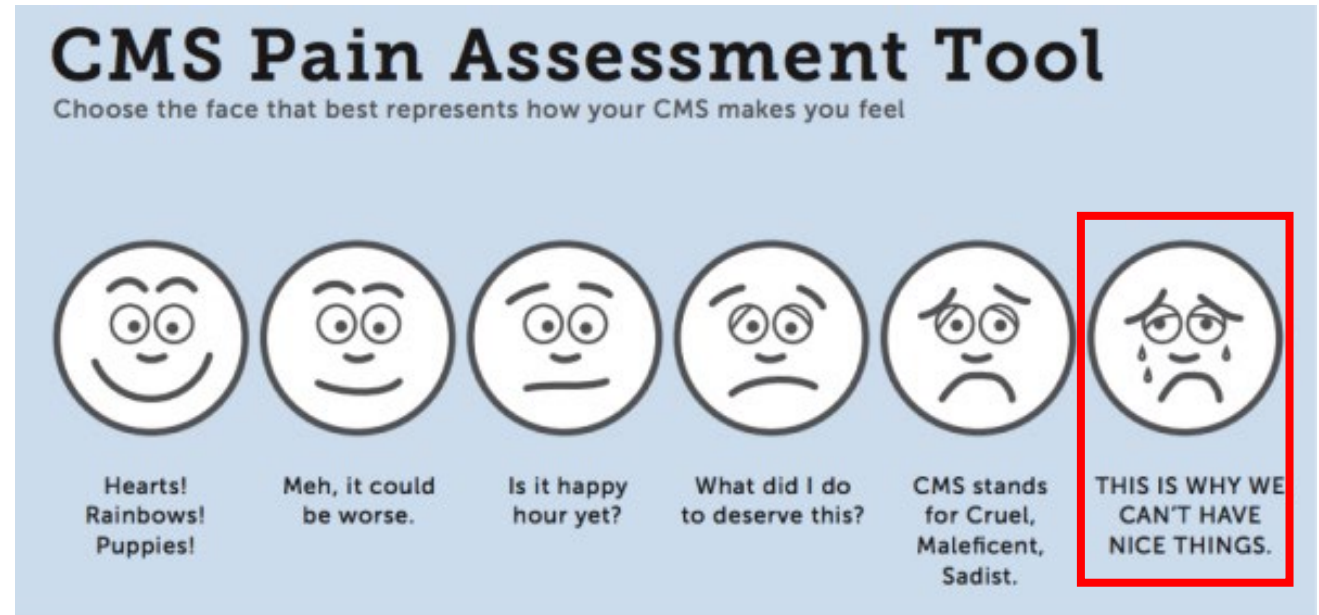
"Hey you know anything about memes?"

me:



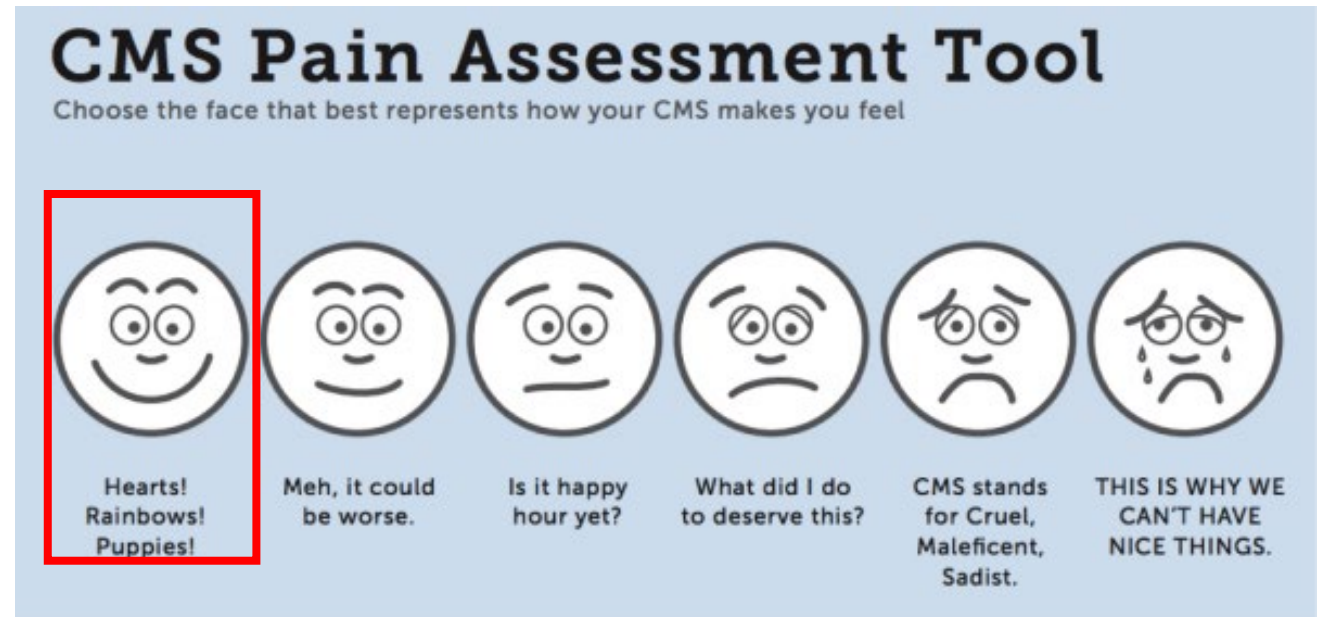
# CoPs & Content management systems (CMS)

- Basis for any “knowledge” system
- Current state of CMSs



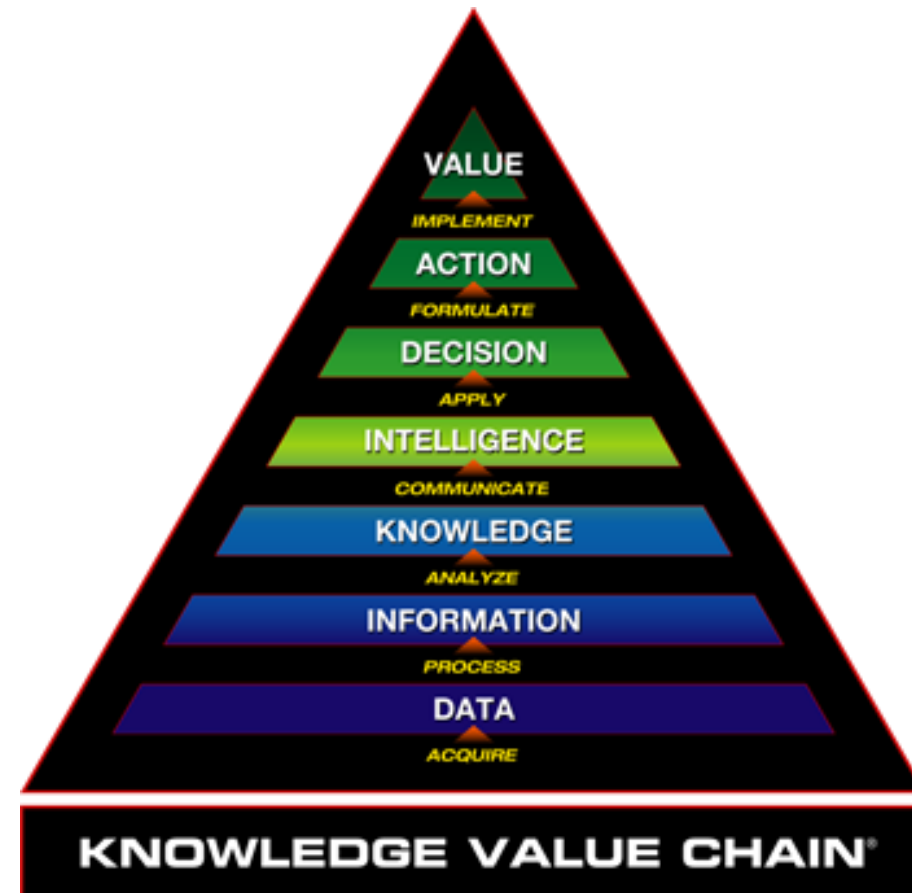
# CoPs & Content management systems (CMS)

- Basis for any “knowledge” system
- Current state of CMSs
- Importance of User Experience (UX)
  - For authors/admins
  - For searchers
  - For tech stewards



# CoPs & Content management systems (CMS)

- Basis for any “knowledge” system
- Current state of CMSs
- Importance of User Experience (UX)
  - For authors/admins
  - For searchers
  - For tech stewards
- Data -> Information -> Knowledge



# The content of digital habitats

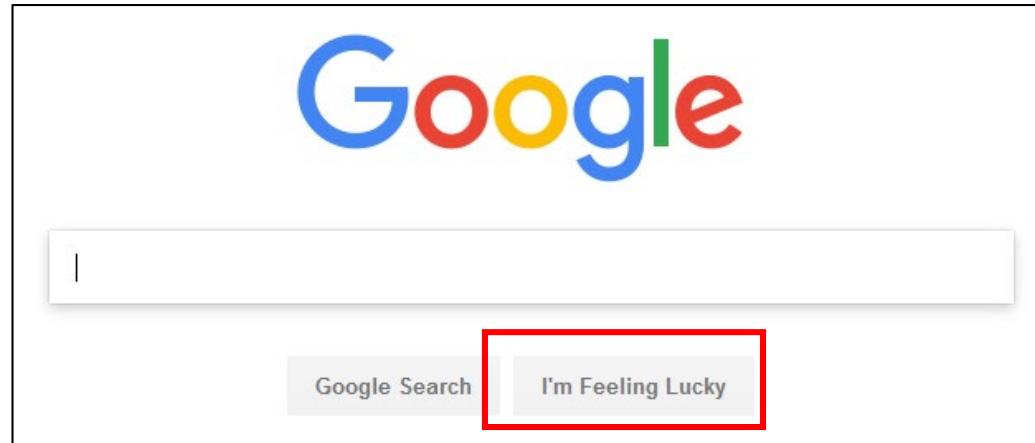
- = Findable, discoverable, accessible, understandable, useful, usable, and meaningful



- S. Wachter-Boettcher. Content Everywhere, Strategy and Structure for Future Ready Content. Rosenfeld Media. 2012
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# The content of digital habitats

- = Findable, discoverable, accessible, understandable, useful, usable, and meaningful
- Findable (understandable) vs. discoverable
  - Kierkegaard “leap of faith” – Inaccessibility of certainty



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# The content of digital habitats

- = Findable, discoverable, accessible, understandable, useful, usable, and meaningful
- **Findable** (understandable) vs. **discoverable**
  - Kierkegaard “leap of faith” – Inaccessibility of certainty
- Types of activities
  - Writing & typography
  - Filming
  - Coding
  - Organizing
  - Labeling



# Elements of a content strategy



CONTENT COMPONENTS

PEOPLE COMPONENTS

Copyright 2010 Brain Traffic

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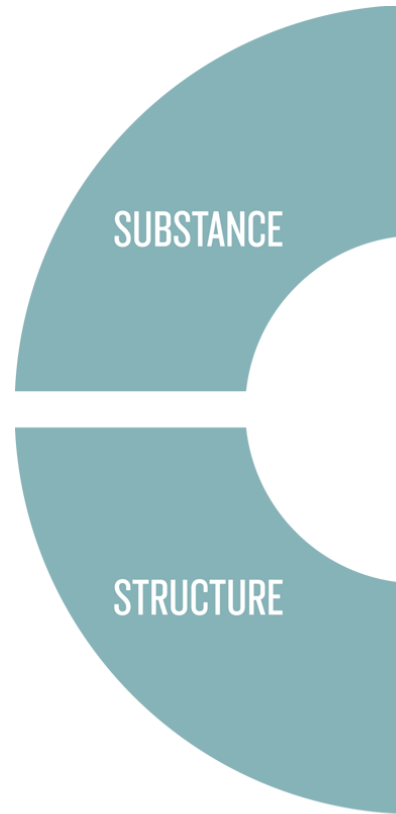
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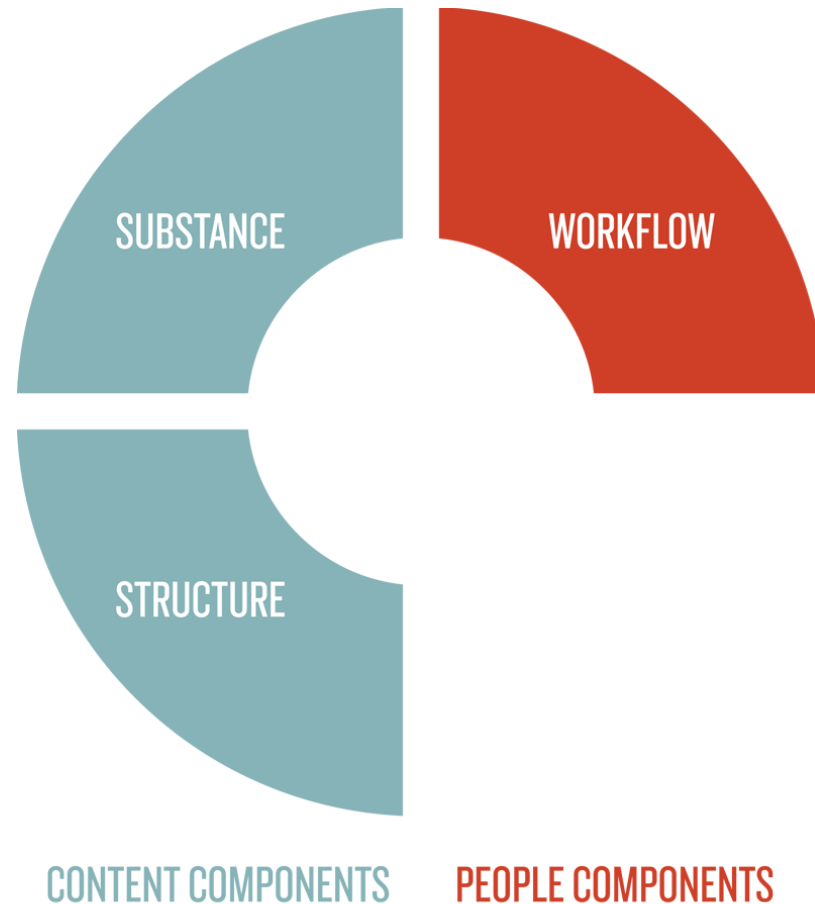
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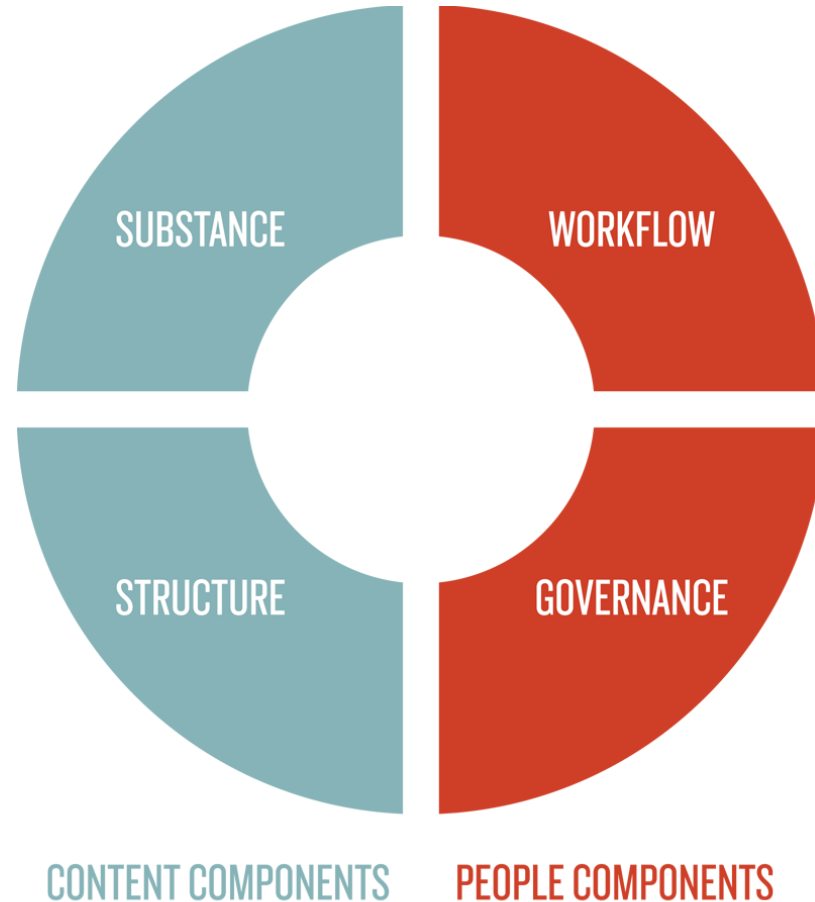
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# Elements of a content strategy

- Substance
  - What kind of content and for what kind of audience
- Structure
  - Organization, prioritization, format, display
- Workflow
  - Dissemination and delivery
  - Interactions
- Governance
  - Changes, risk, archival, destruction, decisions, etc.



# Information architecture (IA)

- “The structural design of shared information environments”



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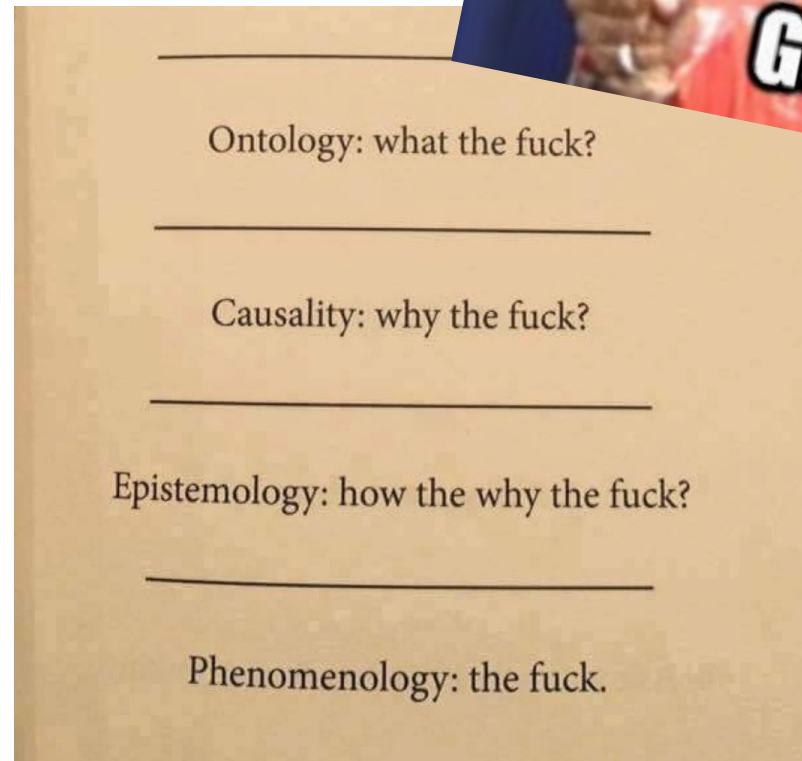
- “The structural design of shared information environments”
- “Making the context clear”
  - Richard Saul Wurman



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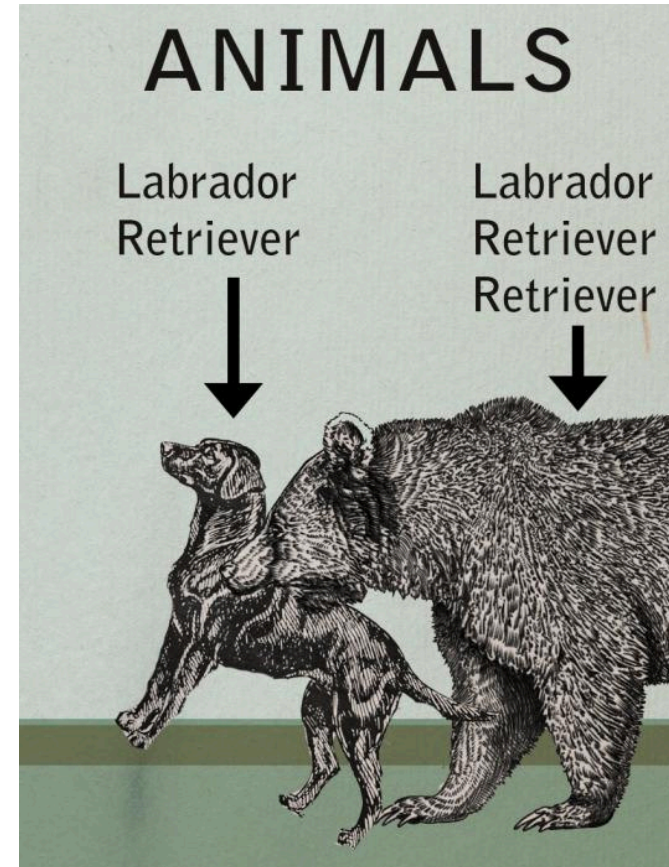
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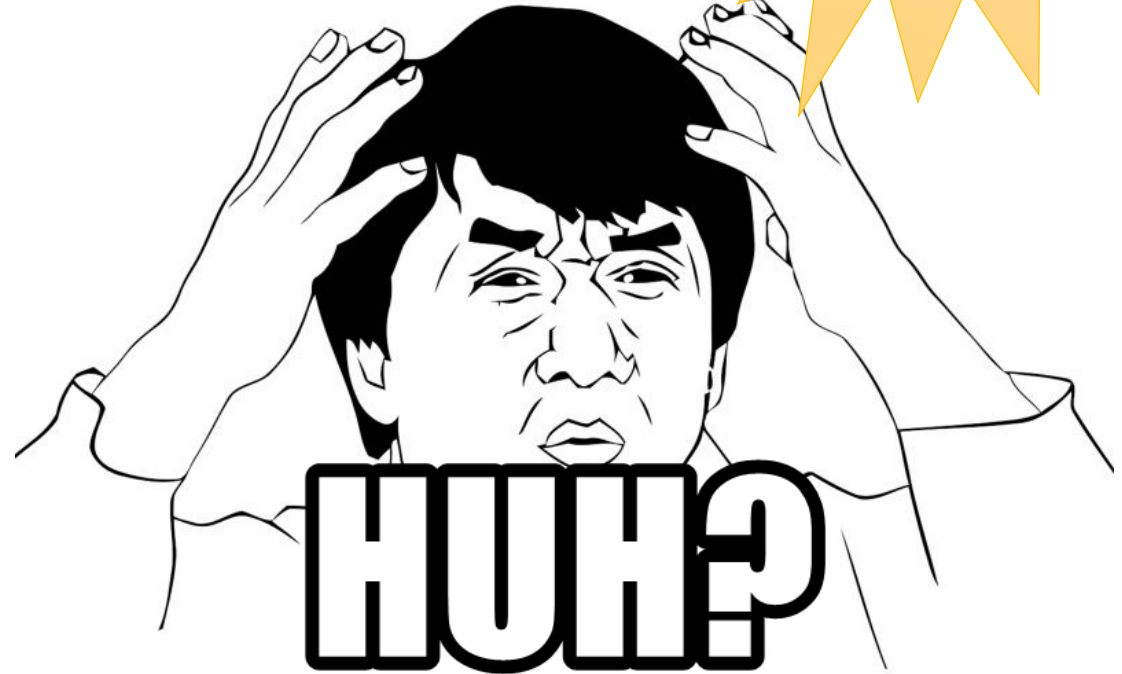
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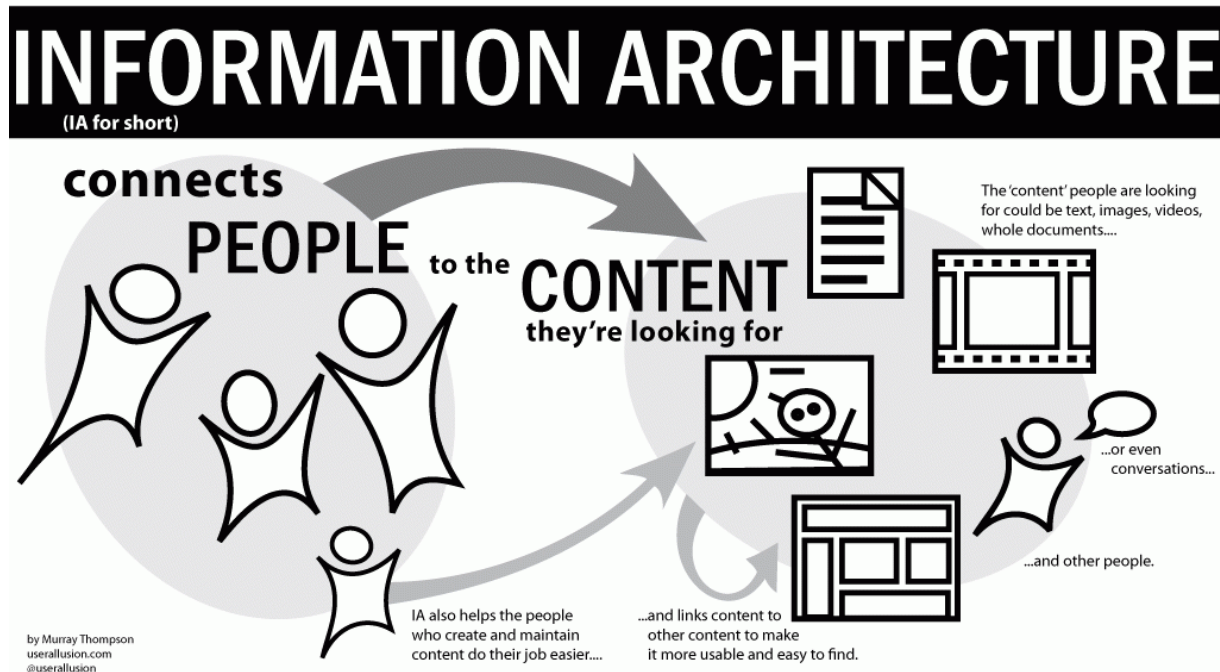
- “The structural design of shared information environments”
- “Making the context clear” (Richard Saul Wurman)
- [Ontology](#)
- [Taxonomy](#)
- Choreography
  - [Information foraging and scent](#)



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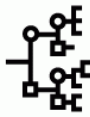
# IA activities



- UX Booth. Complete Beginner's Guide to Information Architecture. Online, (2015). URL: <http://www.uxbooth.com/articles/complete-beginners-guide-to-information-architecture/> (Accessed Sept.2018)
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# IA activities

by sorting out things like this:



CLASSIFICATION  
and HIERARCHY



LABELS and  
TAGGING



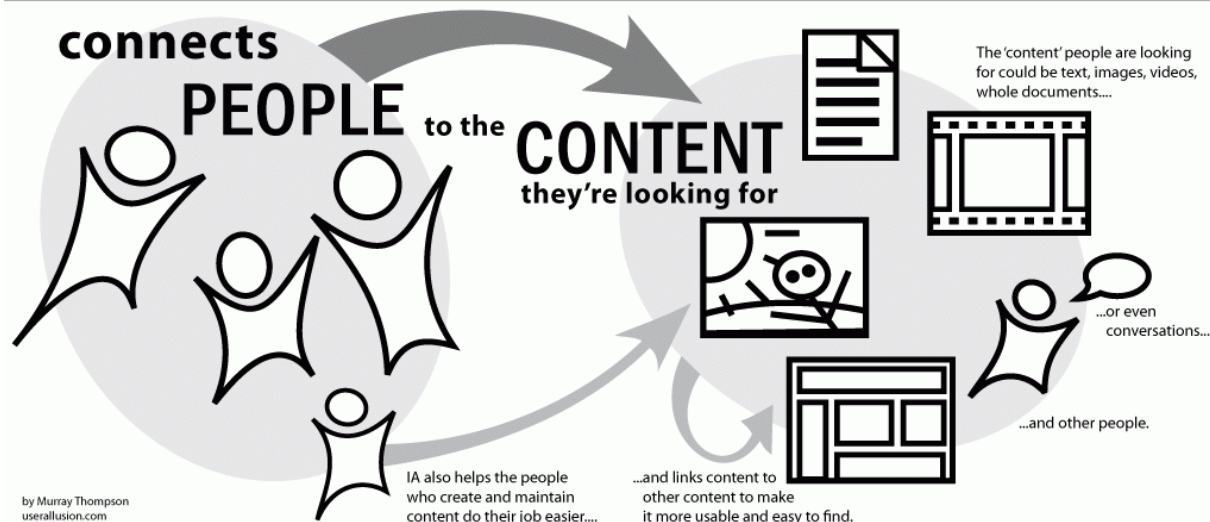
NAVIGATION and  
WAYFINDING



SEARCH

## INFORMATION ARCHITECTURE

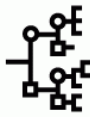
(IA for short)



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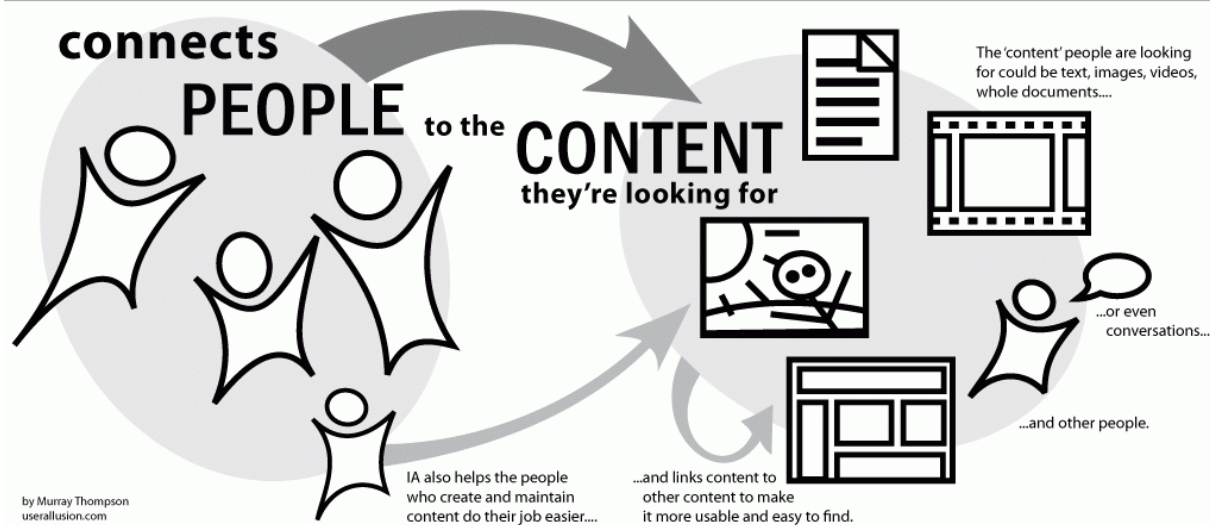
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**Kathryn Whitenton**  
Digital Strategy Manager, Nielsen Norman Group

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# IA, Content modelling, & strategy

- Why do we care?



- A List Apart. Content Modelling: A Master Skill (2012). Online: <https://alistapart.com/article/content-modelling-a-master-skill> (Accessed Nov.2019)

# IA, Content modelling, & strategy

- Why do we care?
- Important design considerations & practice
  - Assembly



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  - Types of content



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# IA, Content modelling, & strategy

- Why do we care?
- Important design considerations
  - Assembly
  - Types of content
  - Attributes
  - Content itself (e.g. [Hemingway](#))

The screenshot displays the Hemingway Editor interface. On the left, there's a sidebar with a 'Desktop App' button and a green callout bubble saying 'Just Released! Version 3.0!'. The main text area contains three paragraphs of sample text. The first paragraph is about mitochondria and neutrinos. The second is about Prime Minister Justin Trudeau's announcement. The third is about Dr. Mohan Babu's research. The text is highlighted with various colors (pink, green, blue) to indicate readability issues. On the right, there's a 'Hemingway Editor' header and a 'Readability' section. It shows 'Post-graduate' readability, 'Poor' quality, and a word count of 1049. Below this, there are four colored boxes with feedback: a blue box for adverbs, a green box for passive voice, a purple box for simpler phrases, and a yellow box for hard-to-read sentences. At the bottom, a red box indicates that 29 of 42 sentences are very hard to read.

Feedback | Help

Bold Italic H1 H2 H3 Quote Bullets Numbers Link

Write Edit

**Hemingway**  
Editor

**Readability**  
**Post-graduate**  
Poor. Aim for 14.

Words: 1049  
Show More ▾

6 adverbs, meeting the goal of 9 or fewer.

7 uses of passive voice, meeting the goal of 8 or fewer.

4 phrases have simpler alternatives.

3 of 42 sentences are hard to read.

29 of 42 sentences are very hard to read.

Desktop App

Just Released! Version 3.0!

Tweet

From better understanding mitochondria – those tiny powerhouses providing energy to our cells – to further exploring neutrinos – those elusive subatomic particles that are the most fundamental and abundant in the universe, two University of Regina researchers have been awarded \$2.8 million to delve into these areas of untold possibilities.

Prime Minister Justin Trudeau today announced more than \$518 million to support the infrastructure needs of universities and research institutions across the country.

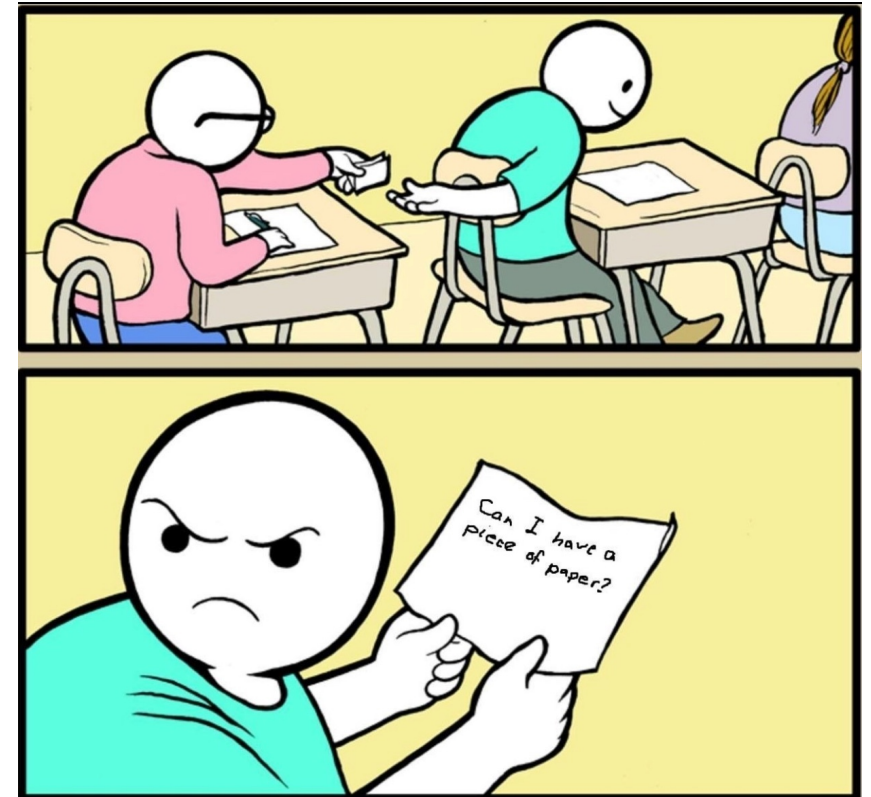
Dr. Mohan Babu, associate professor of biochemistry, received a \$1.4 million Canadian Foundation for Innovation (CFI) Innovation Fund grant to discover innovative ways to lower the impact of chronic diseases while addressing the rising cost of treatment.

“Mitochondria exist in our cells, helping to turn the energy we get from food into energy that the cell can use. When mitochondria aren’t functioning correctly, they wreak havoc on our bodies. Mitochondrial dysfunction is in the spotlight for being a key factor in a range of chronic diseases, including psychiatric (bipolar disorder), neurological (multiple sclerosis), and metabolic disorders (obesity-linked non-alcoholic fatty liver disease) that require billions of dollars in annual healthcare costs. Current therapies relieve some disease symptoms, but their underlying molecular attributes remain unclear,” says Babu.

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# IA, Content modelling, & strategy

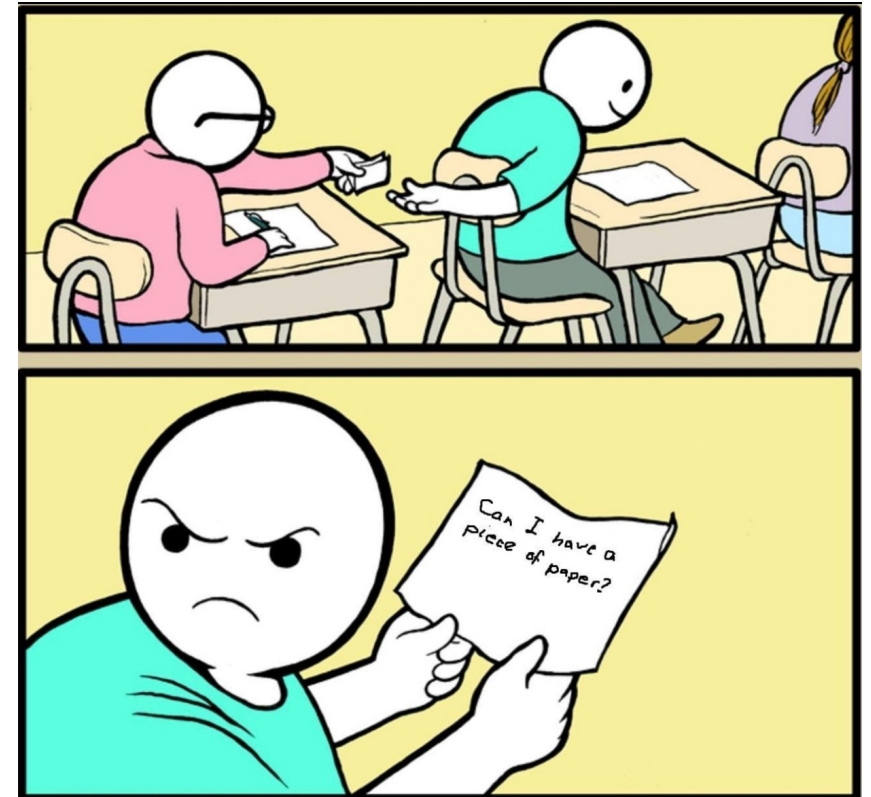
- Why do we care?
- Important design considerations & practice
  - Assembly
  - Types of content
  - Attributes
  - Content itself (e.g. [Hemingway](#))
- [Content strategy vs content tactics](#)





# IA, Content modelling, & strategy

- Why do we care?
- Important design considerations & practice
  - Assembly
  - Types of content
  - Attributes
  - Content itself (e.g. [Hemingway](#))
- [Content strategy vs content tactics](#)
  - Tactics: media platforms and distribution of content
  - Strategy: Balance between user needs & business needs
  - Both are important but modelling is more about critical to site findability/discoverability and usability



# So, content....let's “kraken the code”

- Spend 5-10 minutes on the web, with 4+ sources, prove whether the Kraken is real or not



- Mozilla. Kraken the Code. Online: <https://mozilla.github.io/mozilla-club-activity-kraken-the-code> (Accessed Oct.2018)



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  - **Looks matter:** *Is the site well-designed?*



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  - **Spellcheck/grammar:** How's the writing style?



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  - **Avoid the sale:** Do they want you to buy something?



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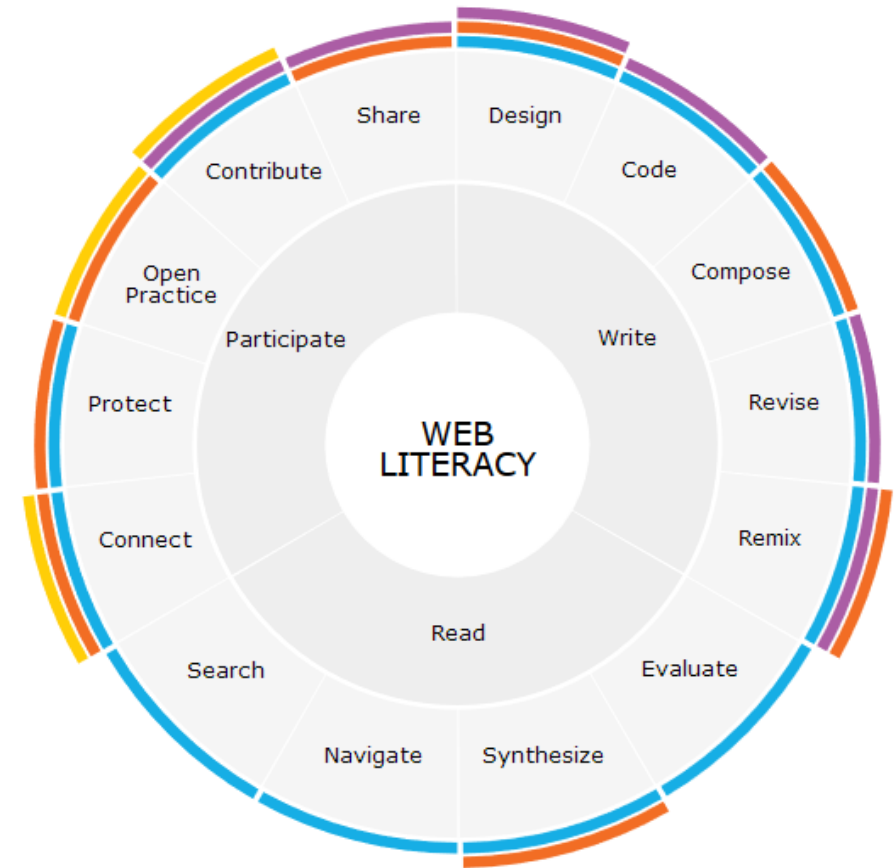
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  - **Spellcheck/grammar:** How's the writing style?
  - **Avoid the sale:** Do they want you to buy something?
  - **Content rating:** 1 (least reliable) to 5 (most reliable)





# Literacies in “public” spaces

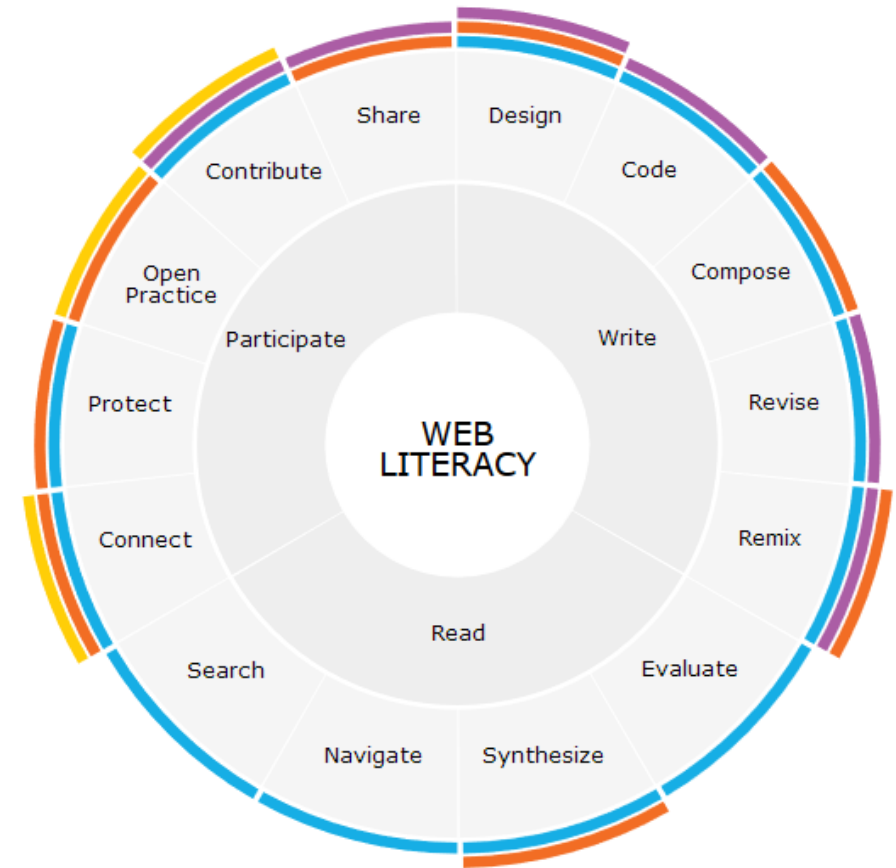
- 21<sup>st</sup> century skills
  - Problem solving (Pr)
  - Communication (Comm)
  - Creativity (Cr)
  - Collaboration (Col)



- A. Chung, I.B. Gill, and I. O’Byrne. Web Literacy 2.0 (Online). <https://mozilla.github.io/content/web-lit-whitepaper/> (Accessed May 2018)

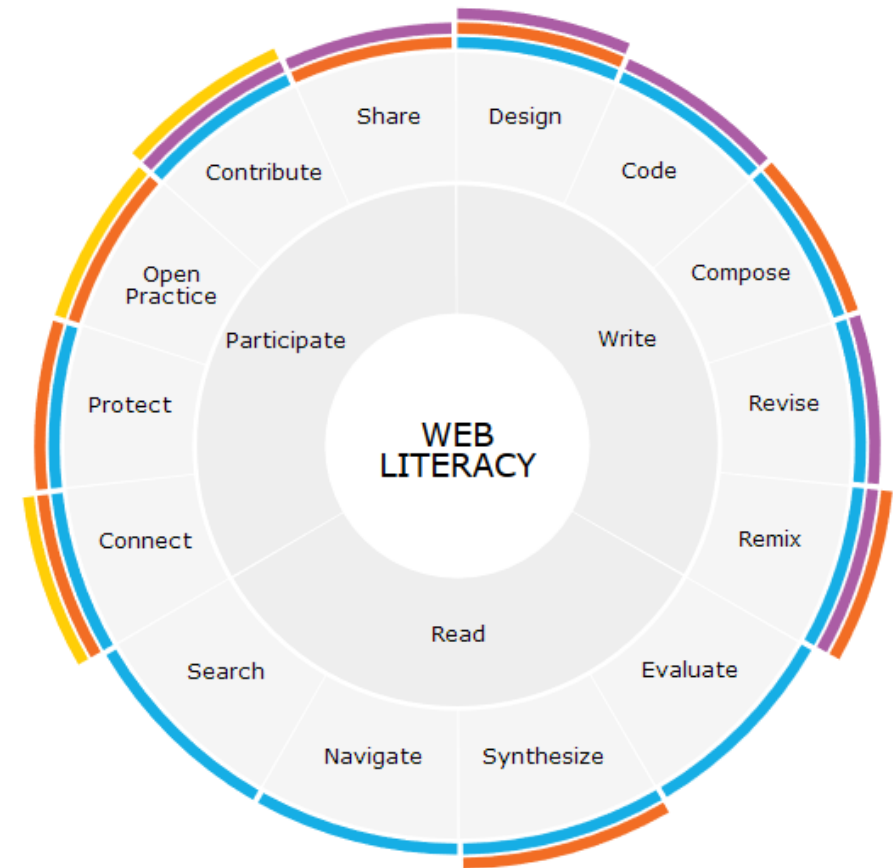
# Literacies in “public” spaces

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- Not just for web literacy!
  - All content & digital interactions



# Literacies in “public” spaces

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  - Problem solving (Pr)
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- Not just for web literacy!
  - All content & digital interactions
- Includes:
  - Writing
  - Reading
  - Participating



# Writing content

- “Building & creating content to make meaning”
  - Problem solving (Pr)
  - Communication (Comm)
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- Design (Pr, Comm, Cr)

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- Compose (Pr, Comm)



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- Revise (Pr, Cr)

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- Design (Pr, Comm, Cr)
- Code/Markup (Pr, Cr)
- Compose (Pr, Comm)
- Revise (Pr, Cr)
- Remix (Pr, Comm, Cr)
  - e.g. [Yoda Seagulls](#)

# Reading content

- “Exploring and navigating [content]”
  - Problem solving (Pr)
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- “Exploring and navigating [content]”
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- Evaluate (Pr)
  - Real or fake?
  - Peele or Obama?

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- Navigate (Pr)

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- Navigate (Pr)
- Search (Pr)



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- Share (Comm, Cr)



# Impact to software design & development

- Balancing act



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