Works Cited

Denholm, Thom. "What the FAT – Understanding FAT File System Types." *Tuxera*, 15 Sept. 2022, www.tuxera.com/blog/understanding-fat-exfat-file-system/. Accessed 13 Feb. 2025.

This blog post covers basic information about the FAT file system and its evolution. The author is Thom Denholm, a "technical expert on flash media and file systems". He also is described, on his own website, as a "content creator and thought leader" for Tuxera. He is connected to my topic because file systems are an important concept regarding computer memory and is critical in understanding the increasing capacity of it. Since Denholm is closely affiliated to Tuxera, he might have a bias toward focusing on the FAT file system in regard to my topic, and sidelining other file systems or shortcomings of FAT. This article's audience seems to be potential customers who are interested in what file system types Tuxera uses in their products. This audience isn't directly connected to my topic but are still related in the sense that they are curious about the technologies used in computer storage. The audience is likely biased against being interested in my infographic because they are searching for a product to insert into their products, whereas I am presenting something more informational about why storage capacity has grown. In this publication, Denholm presents a brief and simple description of various FAT file system implementations, including how the maximum capacity has differed through FATs iterations. He excludes from this, however, the downsides to the FAT file system and, of course, a deeply detailed talk about how FAT works. This source is relevant to understanding my topic

because it provides one of the reasons flash memory cards have been able to store more data over time without increasing in physical size. One helpful piece of information for creating my infographic is the table exhibiting file systems used in SD cards, since it shows the storage limits of each iteration of SD cards. The audience should find this source reliable because it is published on Tuxera's website, who is heavily invested in their business and likely wouldn't want to spread incorrect information. Also, Denholm is listed as having 35 years of experience in the field indicating that he should know what he's talking about.

Editorial Team. "3 Ways We Build 3D NAND Skyscrapers." *Western Digital Corporate Blog,* 5 Feb. 2020, blog.westerndigital.com/3d-nand-data-skyscrapers-built-using-smart-scaling/. Accessed 13 Feb. 2025.

This blog post presents three different ways Western Digital is innovating on 3D NAND using a skyscraper as a metaphor to convey the technology in an easily understandable way. The author, found only in the HTML source code, is simply labeled "Editorial Team". Not much can be found about the team but I feel safe in assuming they are closely affiliated with Western Digital. They are connected to my topic through the fact that they are covering innovations from Western Digital about all aspects of creating storage media. The author is likely biased toward believing that furthering SD technology to allow for greater storage is useful. The audience is curious technology enthusiasts, and potential Western Digital customers, who want to learn some basics about how SD technology is advancing. This audience is directly connected to my topic because they are interested in more technical details than the average flash memory user. The

audience is biased toward believing SD technology is relevant and useful. In this source, the editorial team includes information about what 3D NAND technology is and how Western Digital is overcoming challenges in developing that technology. Considering the close affiliation with Western Digital, any information about failures in research or capital losses are excluded. Also, this is an overview about 3D NAND so deep technical details and images are also excluded. This source is relevant to my topic because it covers one of the main reasons why flash storage has been able to expand in storage capacity without increasing the physical size of devices. One piece of useful information from this source is the concept of 3D NAND itself and thinking about it like building a skyscraper. My intended audience should find this source reliable because it is published officially by Western Digital who is manufacturing devices, thus should have reliable information if they wish to retain credibility and continue doing business.

Kioxia. "What Is Multi-level Cell Technology Realizing Larger Capacity Flash Memory?" *Kioxia*, www.kioxia.com/en-jp/rd/technology/multi-level-cell.html. Accessed 13 Feb. 2025.

This article is about how multi-level memory cells achieve higher capacities in flash memory devices. There is no listed author of the page and many other pages on the website are not accessible, at least by my computer. However, Kioxia, the company who published the web page, is a manufacturer of flash memory devices. They are connected to my topic because they manufacture the very devices I am researching. Considering they are manufacturers, they are biased

toward furthering the development of flash memory technology. I believe the primary intended audience for this source is potential investors who have some knowledge of technology but are interested in the advancements Kioxia has brought to the market. This audience is adjacently connected to my topic because they are intested in the technical details of why Kioxia may have better memory cards than another company. These folks will be biased toward wanting information to help them make smart investments but not necessarily information about flash memory technology in general. Kioxia includes an explanation of how a flash memory cell operates and how multi-level cells expands the possible storage capacity per cell. However, considering it appeals to potential investors, Kioxia may be light on the negative aspects of multi-level cells.This source is relevent in helping understand my topic because it provides a detailed explanation of one way memory capacity can be increased. The diagrams included and the explanation of how cells work will provide needed information in constructing my infographic. My own intended audience should find this source reliable because it is directly from the manufacturers of the products I'm studying, so they should have accurate and useful information.

SD Association. "SD Standard Overview." *SD Association*, 11 Dec. 2020, www.sdcard.org/developers/sd-standard-overview/. Accessed 13 Feb. 2025.

This source gives a brief overview of the evolution of the SD standard from its inception to its latest iteration in 2023. A specific author hasn't been listed but it has been published by the SD Association as an organization of many people. The SD Association is deeply connected to my topic by being the developers of the

standards that determine how SD cards function. This gives the author a clear bias toward believing that SD cards are useful and relevant. The primary intended audience is companies who are interested in developing SD cards. This audience is connected to my topic because they will want to know all facets about how flash memory works. This audience also would likely be biased toward believing that SD cards are useful and worth investigating or even producing. The SD Association includes a sky-high overview of SD cards in this article, including the two main form factors and a chart showing the various SD standard versions in the last 23 years. Excluded from this source is both any mention of other standards that exist for storing digital memory and technical details about the standards. This source is relevant to my understanding because it concisely lists the timeline of SD standards. In my infographic, I might want to use the chart showing what years different standards came out. My intended audience should find this source extremely reliable considering these are the folks who created the specifications for SD cards.