

16 SEPTEMBER 2019

ICT 302, WEEK 4: LEARN

WEEKLY REVIEW

WEEK 3

- ▶ Monday (Learn): attend lecture on content management systems
- ▶ Tuesday: office hours canceled
- ▶ Wednesday (Explore): learn about and explore Hugo
- ▶ Friday (Create): continue organizing team and workflows; start laying out content of CMS Guidebook
- ▶ Sunday (Submit): submit Learning Journal entries

WHAT IS A CONTENT MANAGEMENT SYSTEM?

A SOFTWARE SYSTEM WHICH AUTOMATES THE TASKS AROUND THE MANAGEMENT OF CONTENT.
A CMS ASSISTS EDITORS IN CREATING, ORGANIZING, CONTROLLING, SECURING, AND ULTIMATELY DELIVERING CONTENT.

Deane Barker, Flying Squirrel Book Glossary

WAY BACK IN THE BEGINNING, OR AT LEAST THE EARLY 1990S, THE INTERNET WAS MADE UP OF A BUNCH OF WEBSITES CONSTRUCTED FROM HAND-CODED STRANDS OF HTML. EACH WEBSITE WAS MORE OR LESS UNIQUE, LIKE SO MANY LOG CABINS HAND-BUILT BY PIONEERS.

Kyle Chayka, [In the Shadow of the CMS](#)

WHEN GEOCITIES LAUNCHED IN 1995, THERE WERE ONLY A FEW MILLION PEOPLE ON THE INTERNET. THE SERVICE PROVIDED AN INTERFACE FOR USERS TO MORE EASILY BUILD AND PUBLISH THEIR SITES, AND IT HOSTED DOMAINS AND THEMATIC DIRECTORIES—IT WAS, IN ESSENCE, ONE OF THE FIRST FREELY AND WIDELY AVAILABLE CONTENT-MANAGEMENT SYSTEMS.

Kyle Chayka, [In the Shadow of the CMS](#)

GEOCITIES PAGES WERE STILL INDIVIDUALLY BUILT, AND YET THE SYSTEM MEANT THEY WERE SOMEWHAT STANDARDIZED: THERE WERE “VARIOUS TEMPLATES AND BANNERS THAT GEOCITIES IMPOSED ON ITS USERS...”

Kyle Chayka, [In the Shadow of the CMS](#)

CONTENT MANAGEMENT SYSTEMS ≠ THE INTERNET

You can make some (blurry) distinctions between:

- ▶ web content management
- ▶ enterprise content (document) management
- ▶ digital asset management
- ▶ records management
- ▶ component content management system
- ▶ learning/course/class management system

(see Deane Barker, Web Content Management, chapter 1)

AS DIGITAL-MEDIA COMPANIES EVOLVED IN THE MID-2000S, THEY NEEDED NEW TOOLS TO ANALYZE TRAFFIC, SERVE THEIR OWN ADS, RECOMMEND CONTENT TO READERS, PUBLISH VIDEOS, AND BUILD COMPLEX LONGFORM-ARTICLE LAYOUTS. HAVING A BESPOKE CMS ALSO BECAME CENTRAL TO THE IDENTITIES OF MANY NEW WEB-ONLY PUBLICATIONS.

Kyle Chayka, [In the Shadow of the CMS](#)

EACH UNIQUE SOFTWARE PRODUCT INFLUENCED THE WAY THE PUBLICATION'S CONTENT WAS BOTH WRITTEN AND PRESENTED, LIKE AN UNSEEN COLLABORATOR. "CMS IS DESTINY" BECAME THE CONVENTIONAL WISDOM.

Kyle Chayka, [In the Shadow of the CMS](#)

BEYOND THEIR FUNCTIONALITY, THE NEW WAVE OF CUSTOM CMSS ALSO SERVED AS COMPETITIVE HEDGES. THE SOFTWARE COULD BE MARKETED AND MONETIZED AS WELL AS THE CONTENT, ALLOWING PUBLICATIONS TO GET AN EDGE ON THE TECH GIANTS AND SOCIAL-MEDIA PLATFORMS THAT HAVE EATEN THE MAJORITY OF THE MEDIA'S ADVERTISING REVENUE.

Kyle Chayka, [In the Shadow of the CMS](#)

THE HOMOGENIZATION OF DIGITAL CONTENT IS HAPPENING, IN PART, BECAUSE OF THE RISE OF MOBILE BROWSING: EVERYTHING HAS TO LOOK GOOD ON A PHONE SCREEN, SO THE LAYOUT BECOMES AS SIMPLE AS POSSIBLE, AND NO ONE CMS PRODUCES THAT MUCH BETTER OF A VISUAL RESULT THAN THE REST.

Kyle Chayka, [In the Shadow of the CMS](#)

WHAT DOES A CMS DO?

WHAT A CMS DOES

- ▶ helps control content
- ▶ allows content reuse
- ▶ allows manipulation of content
- ▶ increases efficiency of editors

(see Deane Barker, Web Content Management, chapter 1)

WHAT A CMS DOESN'T DO

- ▶ create content
- ▶ market content
- ▶ format content (effectively)
- ▶ organize and manage content management teams

(see Deane Barker, Web Content Management, chapter 1)

WHAT CMS CONSIDERATIONS SHOULD I MAKE?

(FROM BARKER, WEB CONTENT MANAGEMENT, CHAPTER 1)

TARGET SITE TYPE

SYSTEM VS. IMPLEMENTATION

PLATFORM VS. PRODUCT

**OPEN SOURCE VS.
COMMERCIAL**

TECHNOLOGY STACK

MANAGEMENT VS. DELIVERY

INSTALLED VS.
SaaS

CODE VS. CONTENT

CODE VS. CONFIGURATION

UNI- VS. BIDIRECTIONAL PUBLISHING

PRACTICALITY VS. ELEGANCE

**HOW DOES GITHUB REFLECT THE
CONTENT MANAGEMENT PROCESS?**