1. In system administration, the value of technical documentation cannot be overstated. Good technical writers are greatly valued and respected in the industry. For instance, their documentation can increase reliability and uptime of data systems. When production systems experience an outage, there can be significant cost in both revenue and reputation for a business. When users or customers are unable to access web applications or data, the affected systems need to be brought up as quickly as possible. In these stressful situations, it becomes even more difficult for the technical staff to think and respond in a calm and efficient manner. Having documentation with a consistent, clear, unambiguous format would greatly help administrators track down and locate solutions. Technicians in operations must have trust in the documentation process. Often the people responding to the crisis are unfamiliar with the specific systems. They may be unexperienced or have a different technical expertise. Without trust of the documenting process, they are more likely to eschew using the documentation entirely, resulting in significantly longer system outages. Documentation should be written for a global audience, as 24/7 operations in numerous data centers in different countries means staffing located around the world. Confusion in the meaning of a procedure may cause the technician to perform a troubleshooting step that worsens the issue. Or even worse, causes permanent data loss.
2. To better identify an audience, the writer of a document can first ask questions to create an audience profile. To determine who your audience is, the text advises to answer the following questions.

* What are the audience’s demographics? The age, ethnicity, and gender of the audience. To gain a starting point in effectively communicating with the audience, without falling into the trap of stereotyping.
* What is the audience’s role? What is their part in the play?
* How do the audience feel about the subject? Do they have a positive opinion of the subject?
* How does the audience feel about the sender? Does the audience believe the send has credibility? Is competent? Do they approve of your method in coming to your conclusions?
* What form does the reader expect? Is the form of document appropriate for the subject being discussed?

In addition, what will be the task the audience must accomplish after reading the document? What is the audience’s knowledge level? Does it need to have highly technical information? Or a high-level overview appropriate for management?   
  
What factors influence the situation?

* What are the consequences for the idea presented? Does it violate company policy? Will it be profitable?
* What is the history of the idea? What is the background of your idea and how does it address this issue?
* What power does the reader have? Is this document meant to be authoritative? Or present suggestions?
* Is there more than one audience? Which audience would the document primarily be addressed to?
* What would be a good resource to find information on demographics? Resources to ensure a respectful, inclusive tone.
* Outside of a company’s ethics code, what would be a good general guide for ethical documenting?
* What would be a good resource to avoid localization?

* Write a total of three – four questions that you have about the readings; these could be topics that you want to better understand, or something that you think might be of interest to your classmates.
* Respond to at least one other student’s ideas and/or questions. **LENGTH:** 100 – 150 words.