**Final Project Proposal.**

**Introduction**

In my time with technical communication I’ve been interested in how technical communication can better integrate with emerging technologies to create better documents and knowledge bases. While technical writing has come a long way to integrate technology, the rate at which technology advances is simply too great to sit by and let the industry move without us. Big Data analysis has enabled scientist to find correlations in data sets that are so powerful that causation becomes much less necessary. Although big data analysis has been around for a few years there is little to no interaction between technical communicators and big data analyst. This document proposes the creation of a series of blog posts designed to inform technical communicators of the opportunity that big data analysis provides to the field of technical communication.

**Objectives**

It is critical we expand knowledge about big data in technical communication for three main reasons:

1. Technical communicators must always write about emerging technologies if they intend to be useful
2. Technical communicators will benefit from developing more objective research practices
3. Technical communicators can develop even better audience analysis with the help of big data

With my final project I hope to illustrate these points to practicing technical communicators and give them the knowledge to act on these ideas. Each blog post will entirely on the applications of big data to technical communication and as a result will ideally lead to more in depth research into how the field benefits from the integration of this new technology.

**Plan of Action**

This section explains the focus of each blog post I plan to write and details why such a post would be beneficial.

**Big Data and the Study of Technical Writing**

This posts is planned to illustrate how we can use big data analytics to determine major trends in writing and determine how we could better teach technical communication. This paper would be used in academia to expand research methods and offer new directions for study.

**Big Data and Industry**

This post will likely exist as a companion piece to first article. This purpose is to define how technical writers in the field might use big data analysis to draw conclusions about their audience and help them to understand what could make deliverables more effective.

**A Tech Writers guide to Big Data Analysis**

This piece will be a guide on how to use basic big data analysis software to draw the conclusions that the above sections mention. This will essentially be a starter guide which describes which programs to use and what is or is not relevant to the field.

**Writing about Big Data**

This final post will discuss how a technical communicators can write about big data better and why technical communicators add value to big data analysis projects. This post will encompass how a technical communicator can facilitate can assist in every step of the process. From how usability can impact the quality of analysis to how knowledge of rhetoric can help us to draw more meaningful conclusions from data sets.

Because technical communicators are my primary audience I may gloss over some concepts in favor of referencing previous research about technical communication. A secondary audience to consider is college administrators who may be considering where to allocate research funds. When technical communicators wield objective tools for their analysis they have a much stronger arguments for why they should be given grant money.

**Conclusion**

Technical communicators have a great opportunity to use Big Data to further establish their value in companies and academia. This document has proposed the creation of a series of blog post designed to introduce technical communicators to big data as a way to both encourage more research and offer technical communicators new tools. These post will be completed by December 10 and will be delivered to Christopher Lam for review and approval.