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Response to *Coming to Content Management* and *The Impacts of Single Sourcing and Technology*

These articles both discuss how technology affects technical communicators. In *The Impacts of Single Sourcing and Technology*, Ann Rockley asserts that technical communicators have needed to know technology, but that technology has also diverted the field from its original role. The authors of *Coming to Content Management* share this view in many ways. They helped a web development team decide what a company’s website should do. However, they also state that they were hired as consultants because they were writers and researchers, not web developers. The two articles address technology as a burden or a secondary consideration, but the tools and resources that they would need to use to pursue their goals are quite complex. Rockley describes how the outputs change in each level of single sourcing. At the fourth level, she says that singe sourcing provides “just-in-time” information to aid users. This level comes after producing the content in many outputs, customizing the content for the user, and setting levels of access for users. In *Coming to Content Management*, the authors discuss how the University Library would benefit from having content customized for users as well, even to the point of having users classified by the class they were in and the content that they found useful. If they divided students based on the class they were taking, the differentiation between students would be very granular, but it would also require the library address users as dynamic users just as the business they consulted for had to address dynamic users. Students just don’t take one class, and would have to use the same library system to research for multiple classes. I think both articles dismiss technology in a way, but then expect technology to accomplish these complex tasks. I think both articles require technical communicators to have some understanding of technology even though they both argue that technology can be a burden or a distraction to a technical communicators’ role.