precision content

Meeting the audience where they are: Writing for microcontent

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Agenda

- The challenges we are facing
- Meeting the audience where they are
- Microcontent for humans and intelligent systems
- The concept and principles of microcontent
- Information types and structure of microcontent
- Writing for microcontent

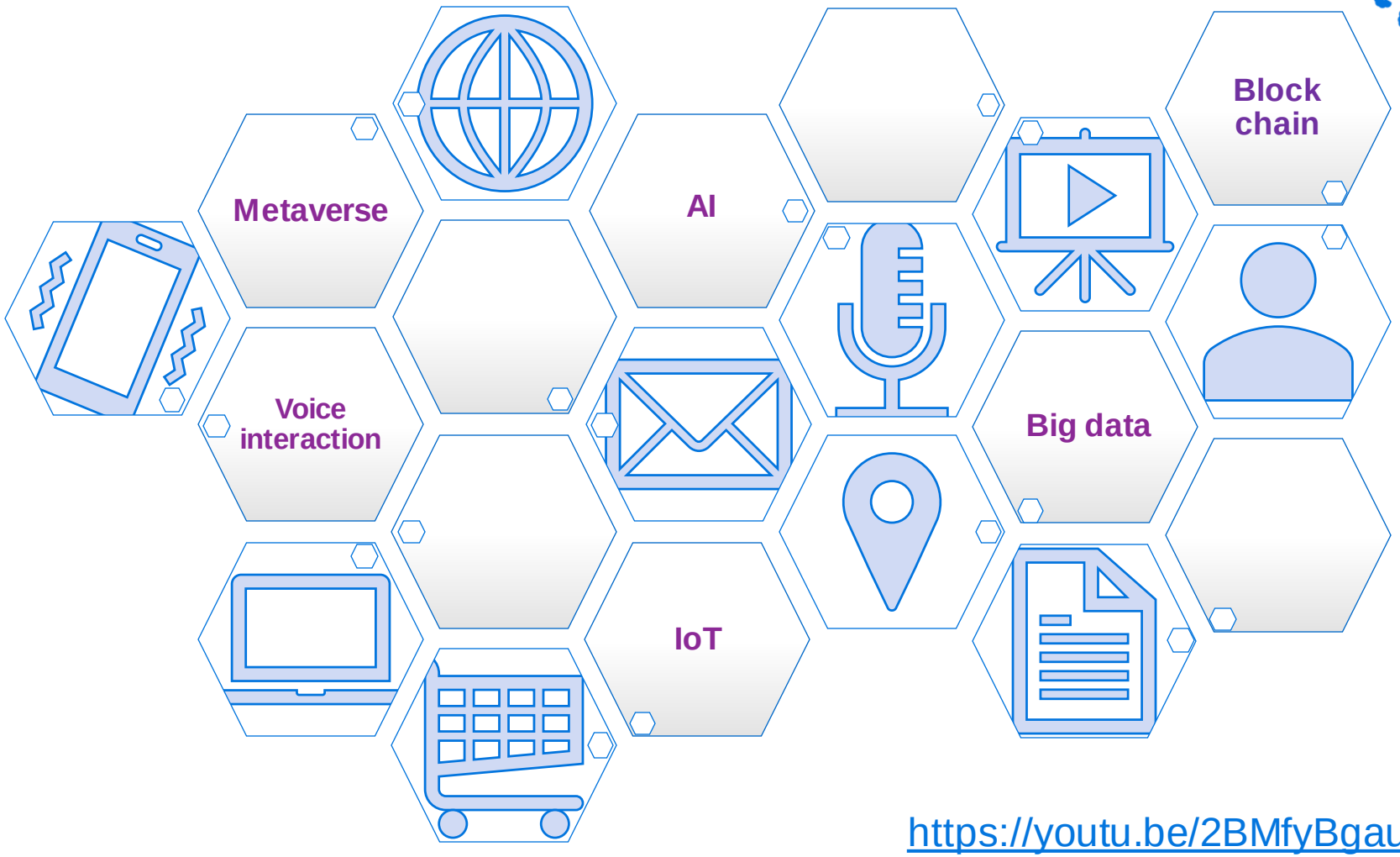
Microcontent and the challenges we are facing today

Volume of Content grows

80% of this is *Dark Data* …
Inaccessible ROT

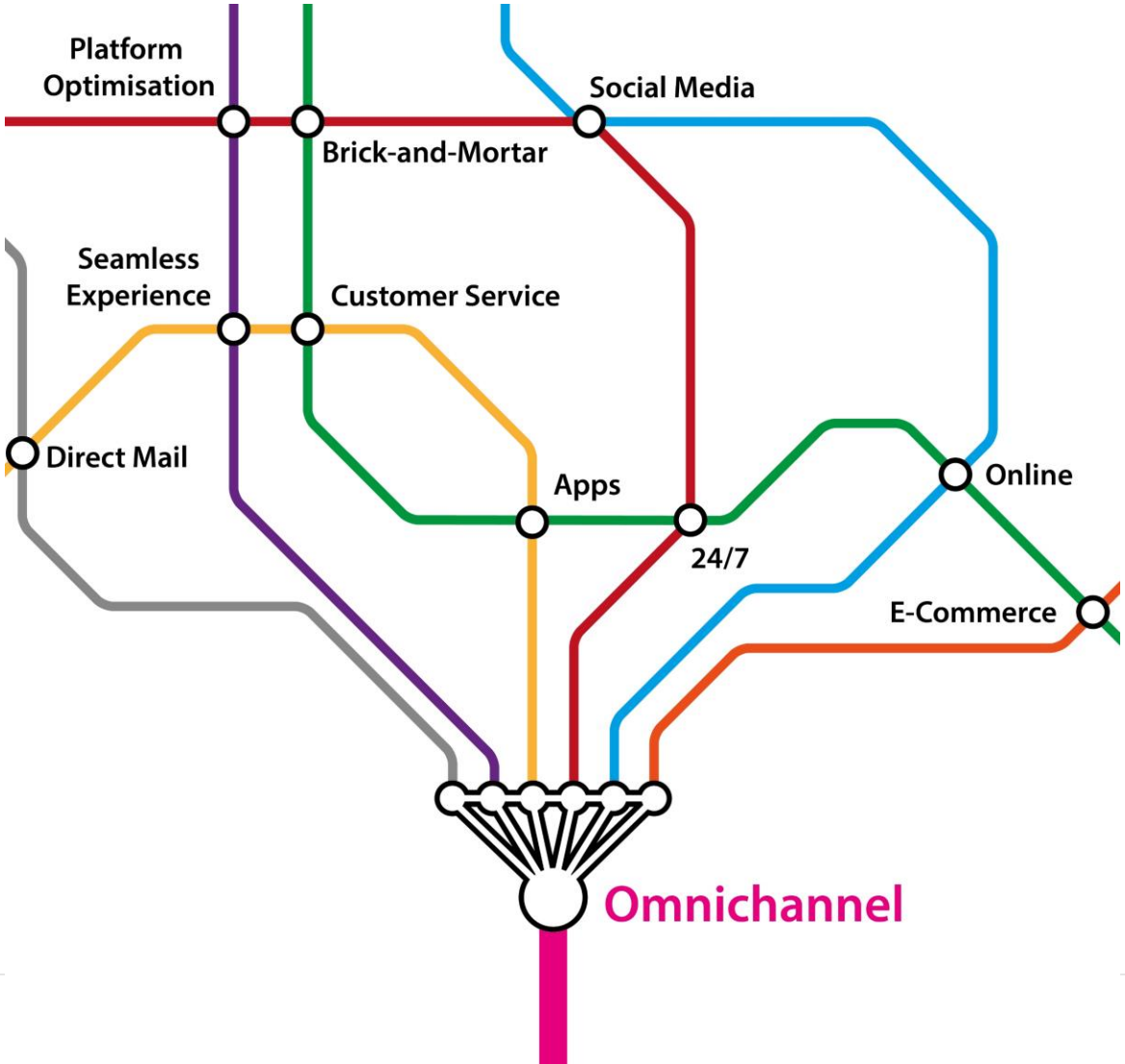
- **R – redundant**
- **O – obsolete**
- **T – trivial**

Content and technologies are complex



https://youtu.be/2BMfyBgau6k?t=78

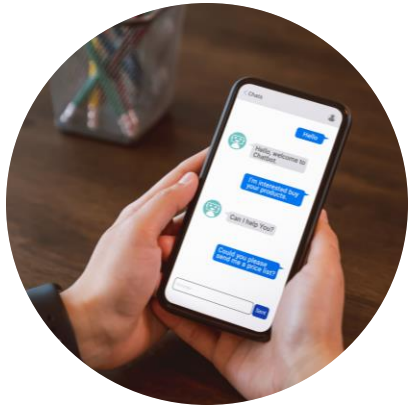
Omnichannel: Integration of physical and virtual experiences



Future-proof technical communication

Video demo
Researching

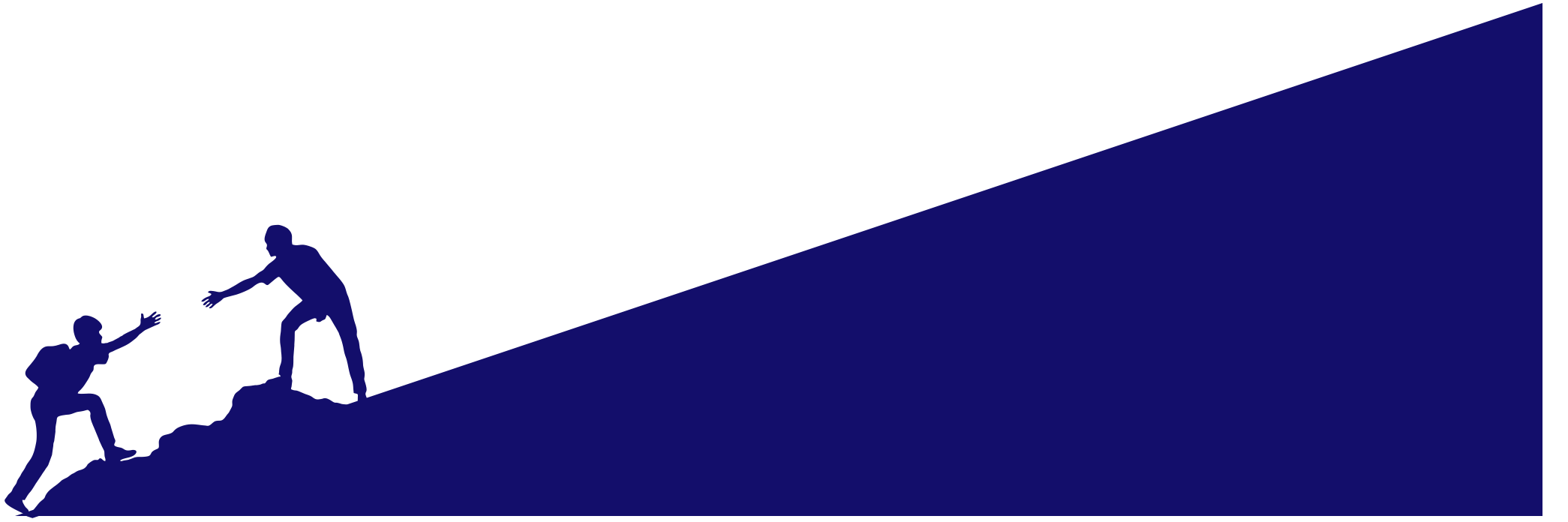
Ecommerce site
Buying



Chatbot
Asking for help

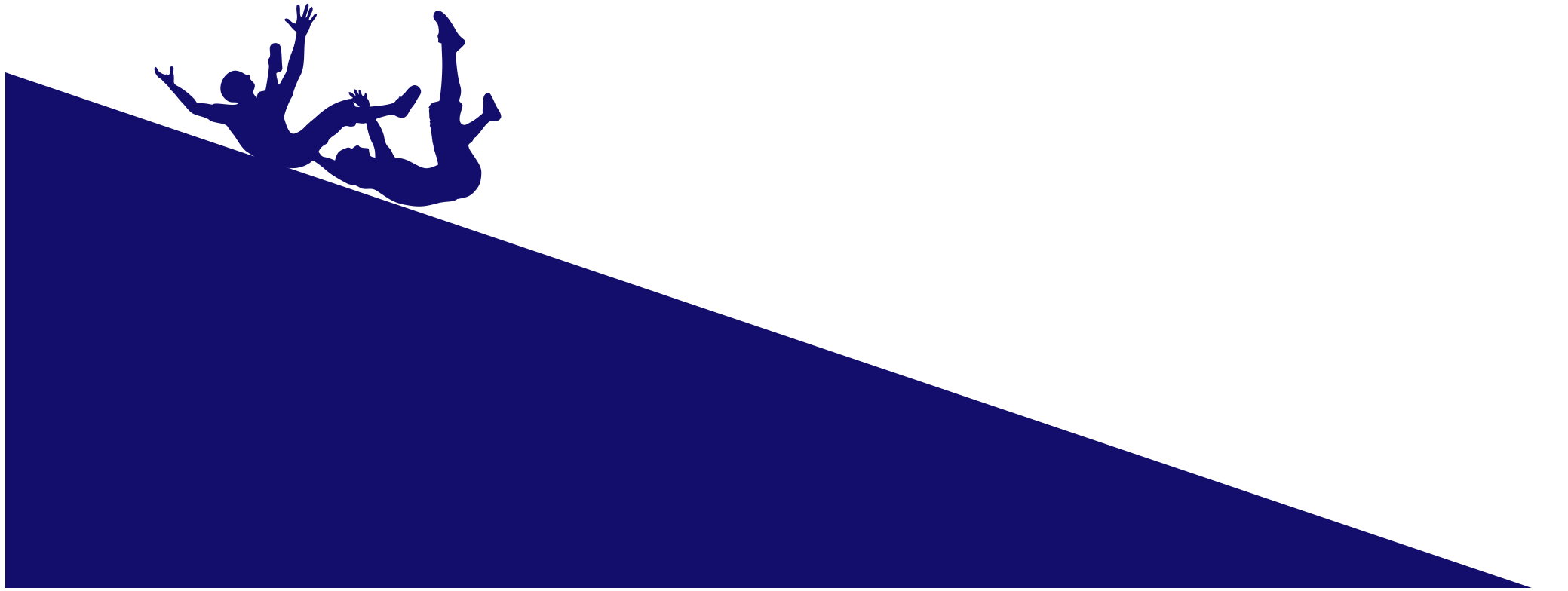
Print material
Learning

Complexity of content grows bigger



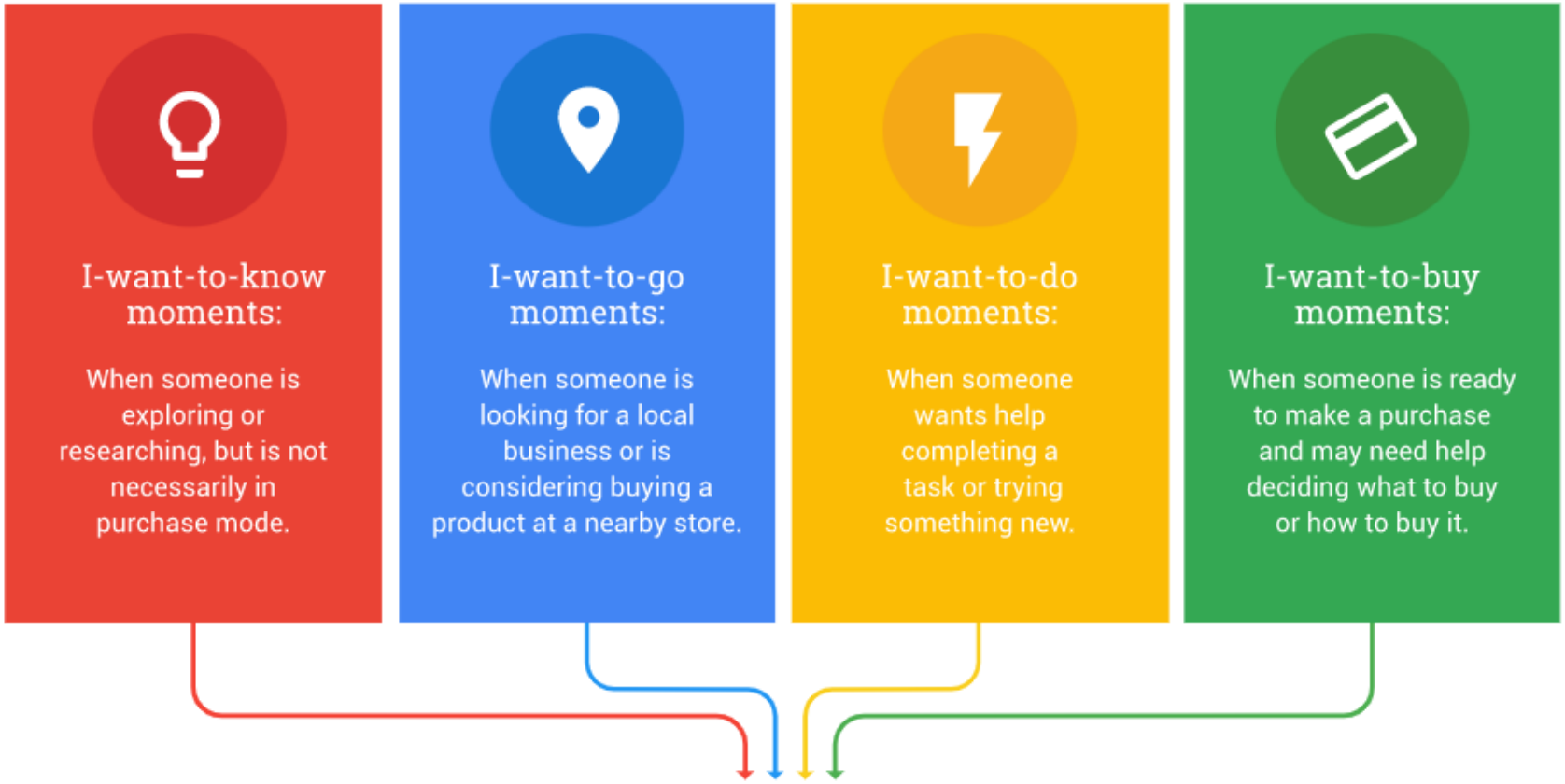
Scroll Codex Document Page Topic Block Fact

Units of content get smaller



Scroll Codex Document Page Topic Block Fact

Content gets smaller



In these moments, consumers want what they want, when they want it—and they're drawn to brands that **deliver on their needs**.

Google micro-moments

Users expect better experience

63% of customers will leave a company after just one poor experience, and almost two-thirds will no longer wait more than 2 minutes for assistance.

FORRESTER®

Meeting the audience where they are

Delivering the right content to the audience at the moment they need it, wherever they are.

- Be there
- Be useful
- Be accountable

AI will not solve all content problems

User: Alexa, I need medical assistance immediately!

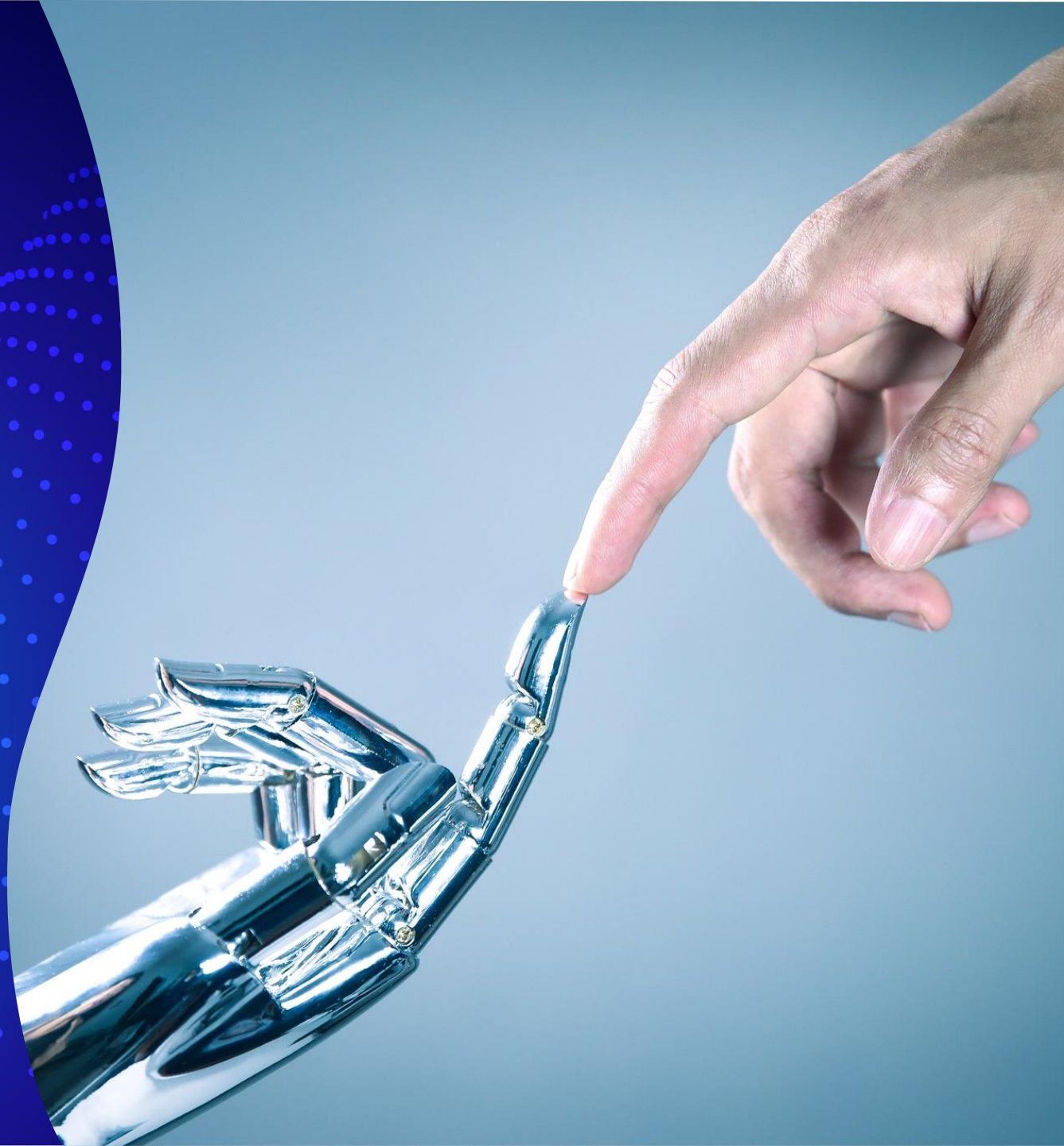
Alexa: I am adding medical assistance immediately to your shopping list.

User: #!%!!!

https://youtu.be/QFpUN3kYTDA?t=24

Microcontent:

A solution for creating content for both humans and intelligent systems



Microcontent

Is content that is

- about one primary idea, fact, or concept
- easily scannable
- labelled for clear identification and meaning, and
- *appropriately written* and formatted for use anywhere and anytime it is needed.

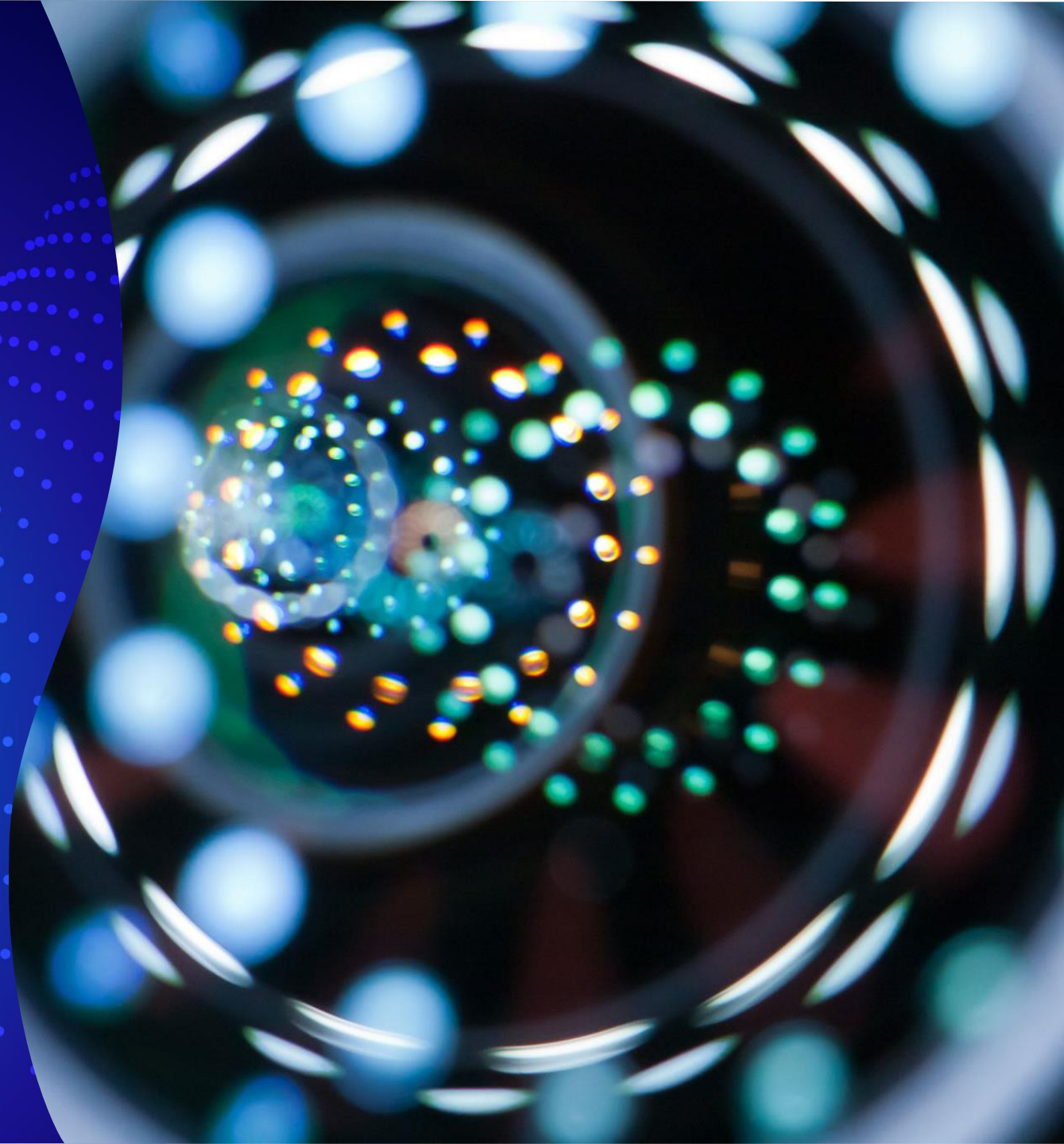
It is not microcontent just because it is small..

Structured building blocks of information

Four principles of microcontent

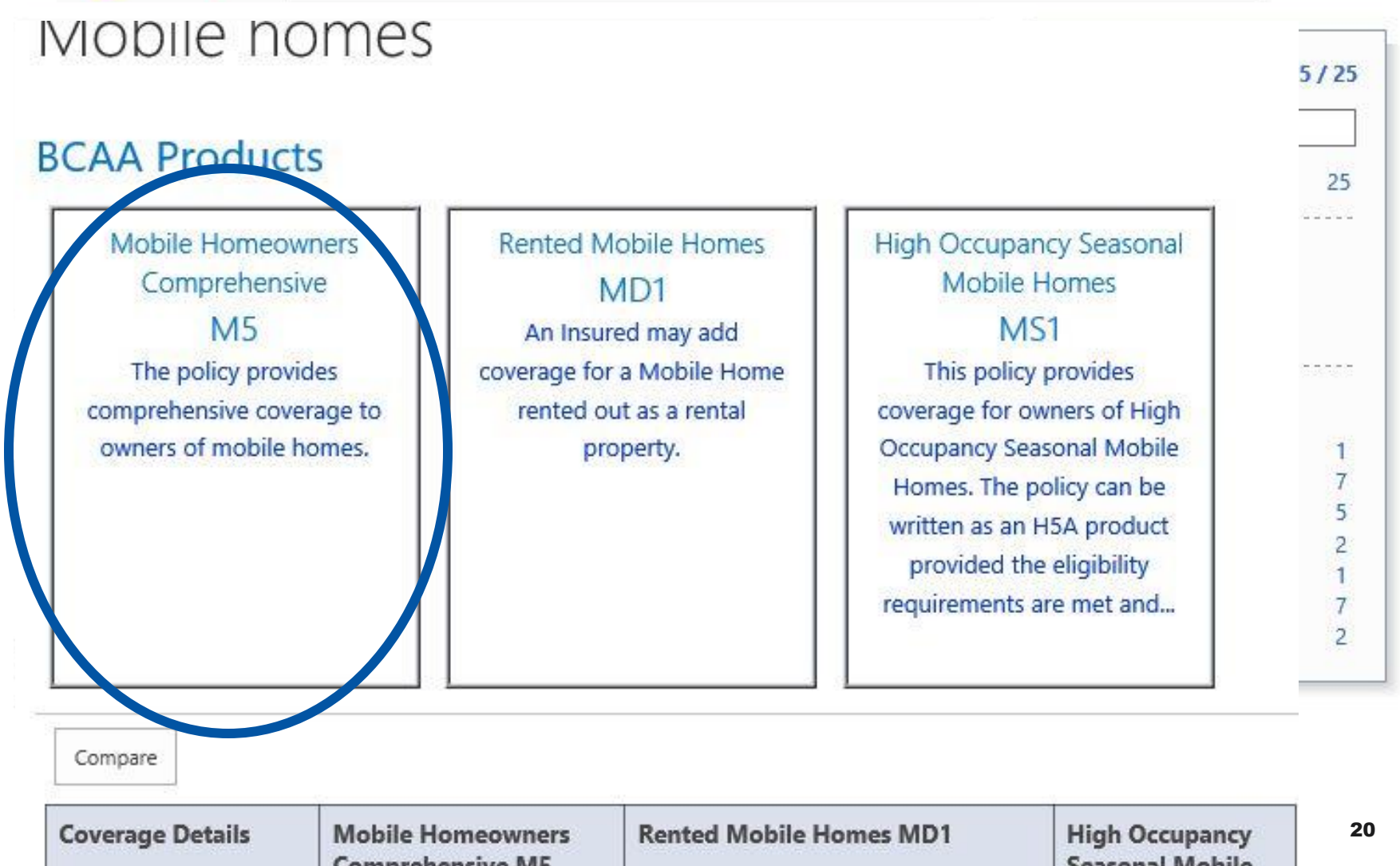
- Focus
- Function
- Structure
- Context

Focus: One thing only

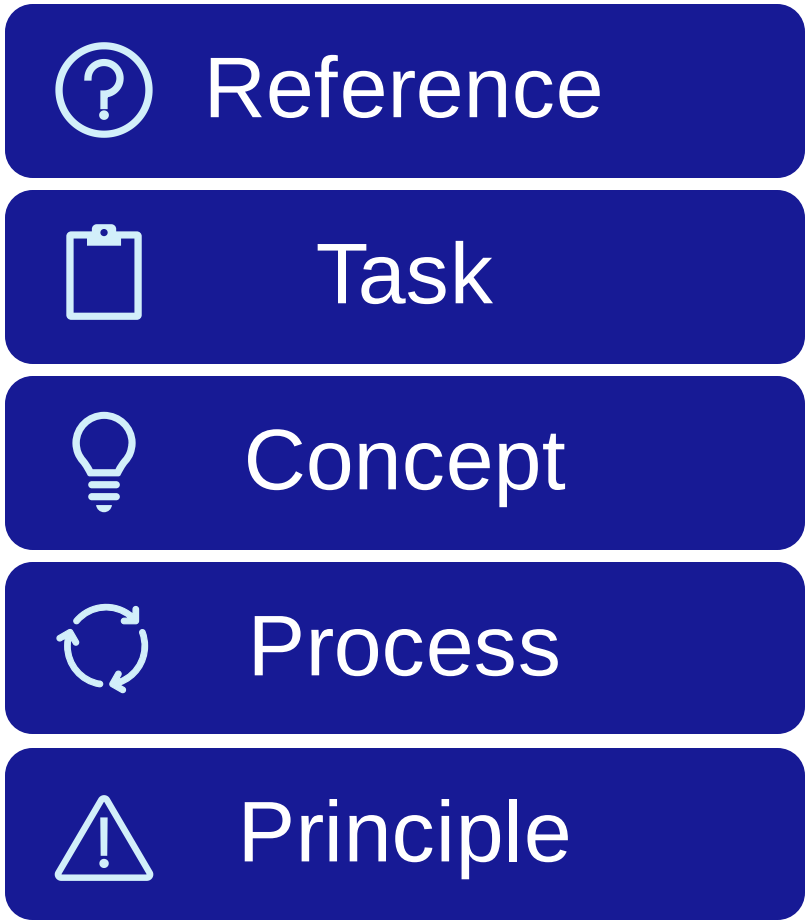


Microcontent is about one thing

Google Featured Snippets
RSS Feeds
Product Tiles

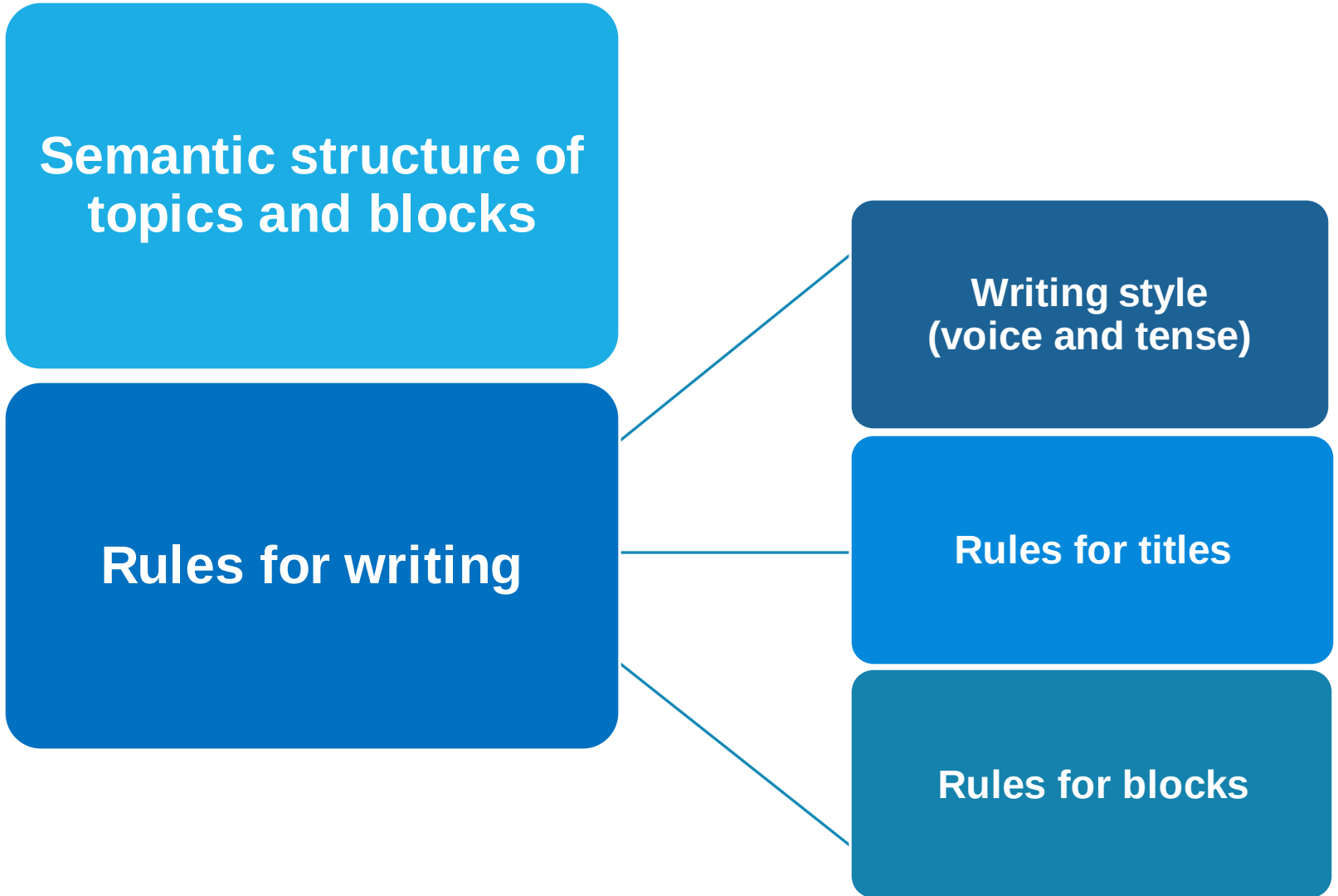


Function: User intent



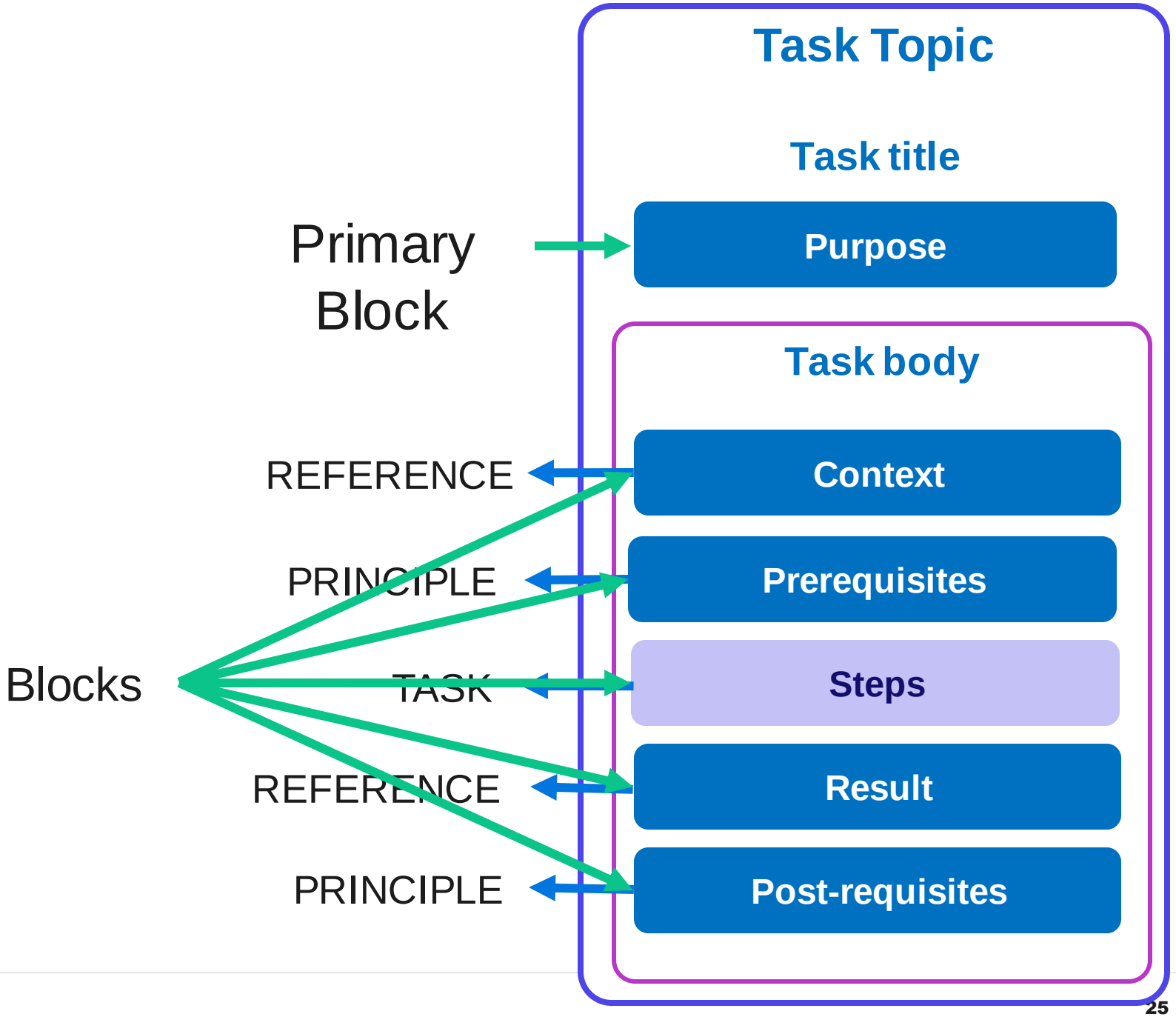
PRECISION CONTENT® INFORMATION TYPES

Information types inform writing

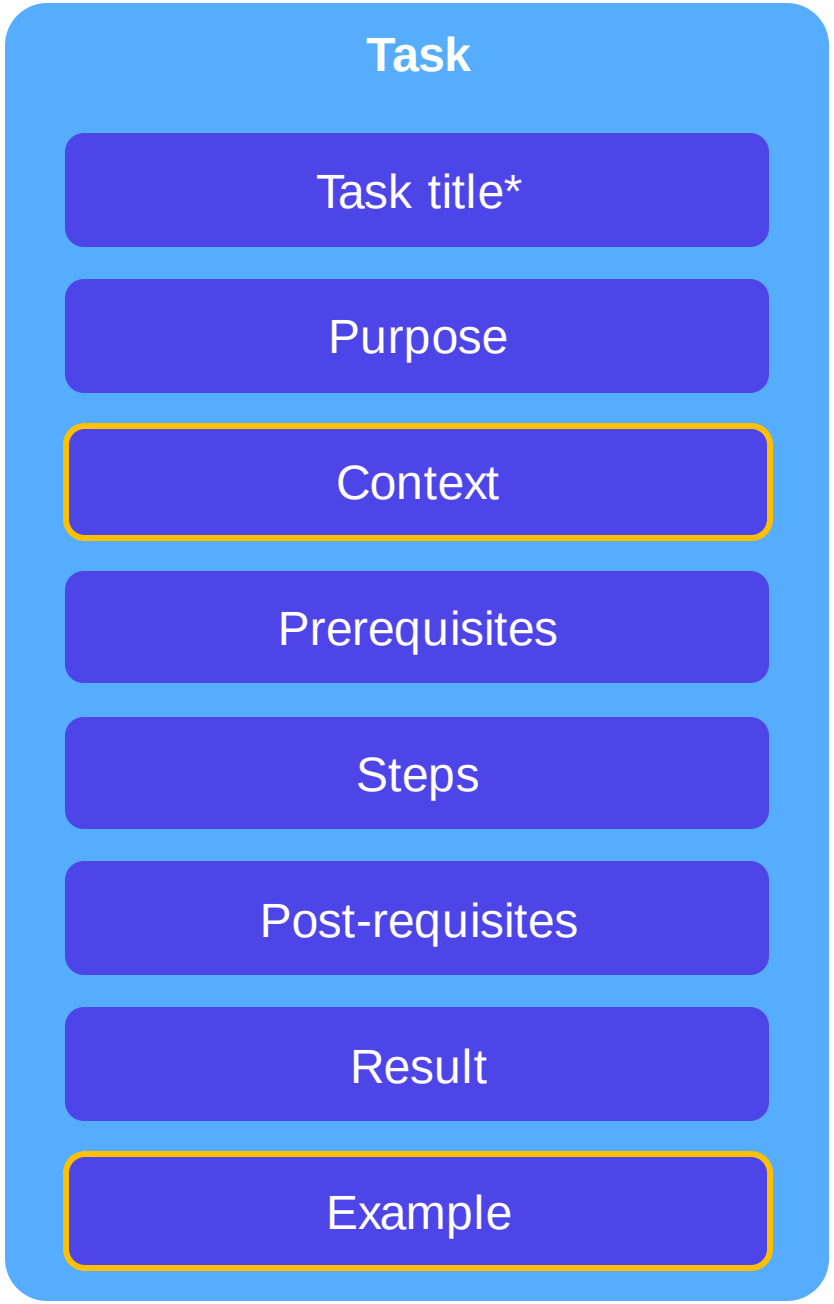


Structure: Standardized semantic structure and writing pattern

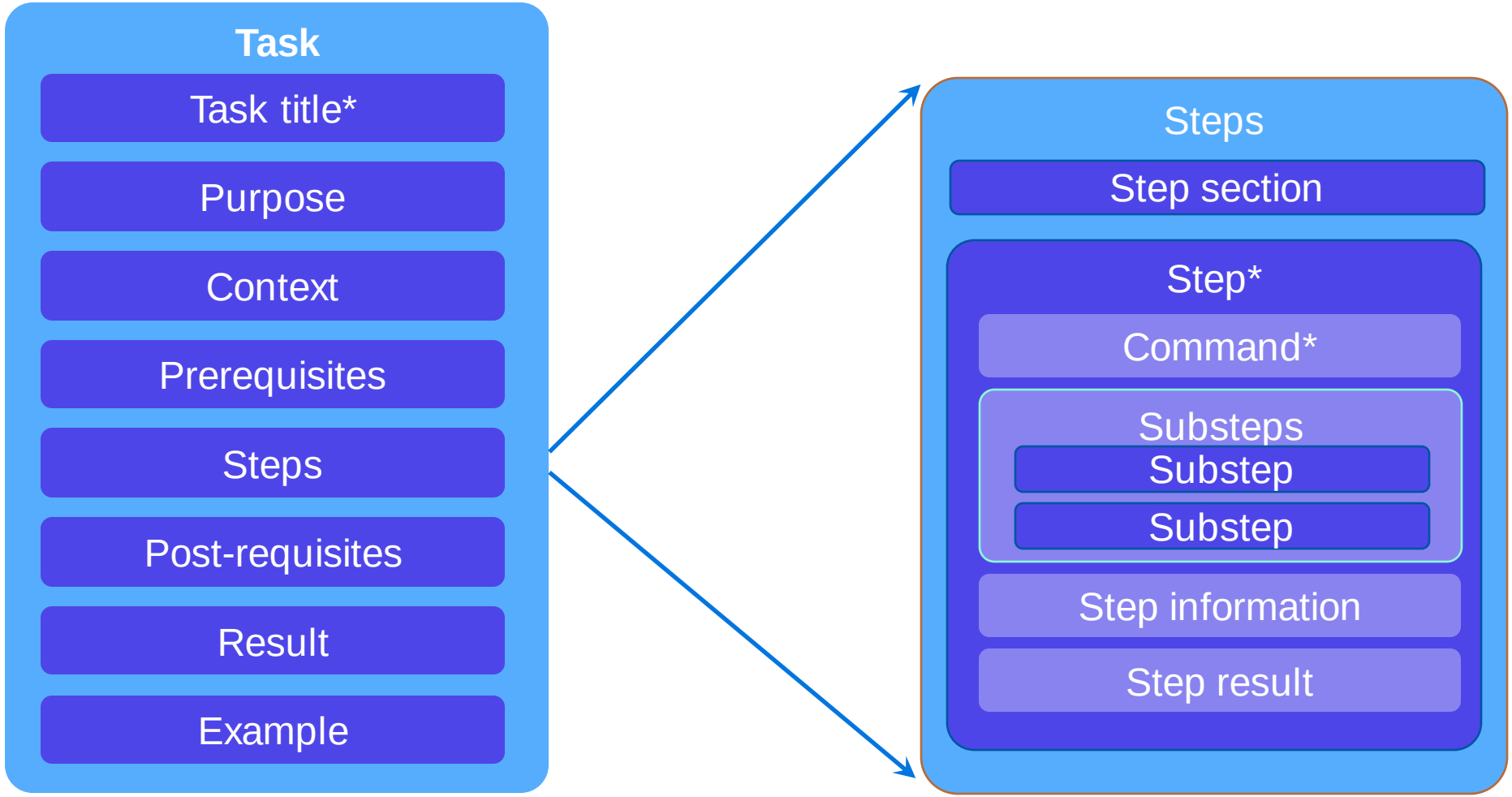
Task topic structure



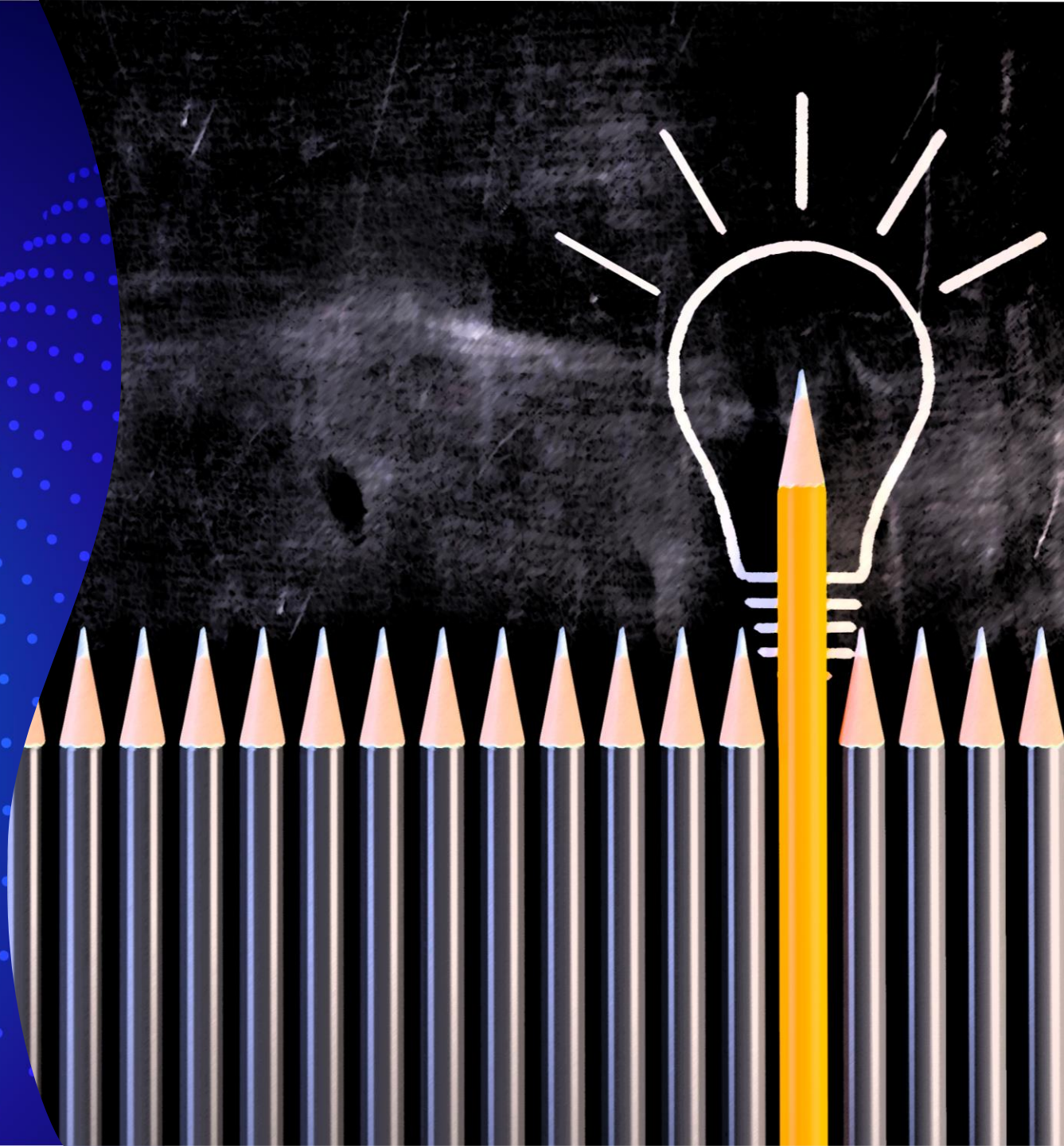
Standardized semantic structure brings reconfigurable topics



Standardized semantic structure brings adjustable granularity



Content standard and governance



Unified content standard

Content standard
regulates • the structure and organization of the content • writing structures, and • grammar and syntax.
applies across an entire organization
there can be only one

Fun facts about matcha

Matcha is …

- a type of green tea originated in China
- mainly produced in Japan
- used in traditional Japanese tea ceremonies
- high in antioxidants

Writing for microcontent

Requirements for writing for intelligent technologies

- Break content into chunks
- Write for user intent
- Use format agnostic language
- Use technology neutral language
- Avoid referential language

Plan content down to blocks

User	Intended response	Information type	Title	Granularity	Hierarchy
Readers with no previous knowledge of matcha.	Have a detailed overview of matcha, understand what Matcha is.	Concept	Matcha	Topic	1
Readers with little to no previous knowledge of matcha.	Have a high level understanding of health benefits of matcha, the goal is to attract more interest in matcha.	Reference	Health benefits of matcha	Block	2
Readers who make matcha for the first time.	Able to make matcha at home by following the steps.	Task	Make matcha at home	Topic	1

Requirements for writing for intelligent technologies

- Break content into chunks
- Write for user intent
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- Use technology neutral language
- Avoid referential language

Standardize the titles for information types

Reference	The origin of matcha
Task	Make matcha at home
Concept	Matcha
Process	Making matcha at a tea ceremony
Principle	Tips for storing matcha

How many ways can you write about making matcha?

What is the …
Intended Reader Response?

2nd Person style
… to instruct you on how to make matcha.

3rd Person style
… to describe to you how matcha is made.

1st Person style
… to engage you in a story about matcha.

Directly address user – task topic

Keep matcha fresh

To retain matcha nutrients and flavor, follow these steps each time you prepare a serving:

- Keep matcha tin or bag closed until right before scooping.
- Scoop what you need.
- Seal matcha back up immediately, before you go one step further.

https://matchamoon.com/blogs/articles/how-to-store-matcha

Directly address user – principle topic

Tip for storing matcha

Store your matcha in an airtight container in a freezer or refrigerator to keep it fresh.

https://shizen.us/learn/matcha-at-home#what-is-matcha=

Requirements for writing for intelligent technologies

- Break content to chunks
- Write for user intent
- Use format agnostic language
- Use technology neutral language
- Avoid referential language

Adaptable list

Other ways to make matcha at home

If you don’t have a matcha whisk, you can use a

- blender
- milk frother, or
- mason jar.

https://shizen.us/learn/matcha-at-home#what-is-matcha

Adaptable table

Matcha is …	Green tea is …
cultivated mostly in Japan	cultivated mostly in China
grown under shade	grown in the sun
destemmed, deveined and steamed shortly after harvest, then stoned-ground into fine powder.	processed through oven-drying, tumbling or steaming as whole leaves.

https://the.republicoftea.com/tea-library/green-tea-and-matcha/matcha-vs-green-tea-what-is-the-difference/

Adaptable heading

Matcha

Matcha is finely ground powder of specially grown and processed green tea leaves, traditionally produced in Japan.

Preparing matcha

Matcha powder is mixed into warm water then frothed with a bamboo whisk.

Matcha appearance

Matcha is sold as bright green fine powder.

Matcha taste

The taste of matcha is grassy, a little bitter and a tad sweet.

Comparison of matcha to green tea

Although matcha tea and green tea are both derived from the same plant, they are cultivated and processed differently.

Matcha is …	Green tea is …
cultivated mostly in Japan	cultivated mostly in China
grown under shade	grown in the sun
destemmed, deveined and steamed shortly after harvest, then stoned-ground into a fine powder.	processed through oven-drying, tumbling or steaming as whole leaves.

P

https://shizen.us/learn/matcha-at-home#what-is-matcha,
Matcha Wikipedia

Requirements for writing for intelligent technologies

Break content to chunks

Write for user intent

Use format agnostic language

Use technology neutral language

Avoid referential language

Use technology agnostic language

~~Click here to see more information.~~

~~See page 11 for more information.~~

For more information, go to “*Matcha tea ceremony*”.

Requirements for writing for intelligent technologies

- Break content to chunks
- Write for user intent
- Use format agnostic language
- Use technology neutral language
- Avoid referential language

Avoid referential language

The photograph ~~on the left~~ shows the view of a matcha farm in harvest season.

Before

Time-based synchronization, also known as distributed clock synchronization, is characterized by the use of an external timing source such as GPS, 1588, or an external IRIG generator. The system timing module uses the external time reference to determine the present time and create a clock that is locked to the external source. The individual clocks of each module and device in the system are synchronized to the same external source, ensuring synchronization between nodes no matter how far apart they are. Devices act on timing signals originating from a local clock that is synchronized to the other clocks in the system, so instead of sharing timing signals directly, the devices periodically adjust their local timing sources to match the chosen external time reference.

Using the time-based synchronization method, you can perform the following actions:

- Create future time events that execute at a specific board time to control clock and trigger signals.
- Write and read timestamps to measure clock skew, record the start time of data acquisition, and troubleshoot timing issues.
- Create timed loops that run at a specific time of the day.
- Discipline the backplane clock to an external time reference.
- Return the current data and time, or the date and time when a measurement was taken.
- Generate a sample clock that starts and stops at a specific board time.

What time-based synchronization devices use as frequency sources?

Synchronizing distributed clocks requires constant adjustment. A clock is essentially a two-part device that consists of a frequency source and an accumulator. In theory, if you set two clocks identically and their frequency sources run at the exact same rate, they are synchronized indefinitely. In practice, however, clocks are set with limited precision, frequency sources run at slightly different rates, and the rate of a frequency source changes over time and temperature. Most time-based TimeCo timing and synchronization devices use an over-controlled crystal oscillator (OCXO) or a temperature-controlled crystal oscillator (TCXO) as a frequency source, but even these highly accurate frequency sources vary due to initial manufacturing tolerance, temperature and pressure changes, and aging.

After

What time-based synchronization devices use as frequency sources?

How time-based synchronization works

The individual clocks of each module and device in the system synchronize to the same external source. Devices act on timing signals originating from a local clock that synchronizes to the other clocks in the system. Instead of sharing timing signals directly, the devices periodically adjust their local timing sources to match the chosen external time reference.

Why synchronization is required

A clock is consists of a frequency source and an accumulator. Synchronization is required as follows:

In theory …	In practice …
you set two clocks identically	you can set clocks with limited precision
their frequency sources run at the exact same rate	frequency sources • run at slightly different rates, and • change rate over time and temperature
they are synchronized indefinitely	distributed clocks must be synchronized continually in frequency and phase

Time-based TimeCo device frequency sources

Most time-based TimeCo timing and synchronization devices use one of the following as a frequency source:

- an over-controlled crystal oscillator (OCXO), or
- a temperature-controlled crystal oscillator (TCXO).

Sources of variation

Even these highly accurate frequency sources vary due to

- initial manufacturing tolerance
- temperature and pressure changes, and
- aging.

Advantages and disadvantages of time-based synchronization

There are advantages and disadvantages to time-based synchronization.

Disadvantage

A time-based system is generally not as accurate as a signal-based system.

Advantages

Time-based synchronization enables you to

- synchronize complex systems with many different nodes distributed over a large area with no loss of accuracy, even when the nodes are moving, and
- measure the location, speed, and altitude of a node when using the GPS timing protocol.

Conclusions

- Your content needs to meet the audience where they are.
- Modern content delivery is reliant on automation and technologies.
- Technology does ***not*** solve all content problems.
- Microcontent is a solution for preparing your content for the future.
- Standardization of microcontent semantic structure and language pattern benefits both humans and automation.

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Questions?

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