Implications of Web 2.0

By Kit brown

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- **Jobs**

Faculty Sought

The University of Aizu in Japan is currently seeking a faculty member for the Center for Language Research School of Computer Science and Engineering. Applications are due **25 February 2008**...**Read more**

- **IPCC 2008**

Montreal, Quebec 13-16 July

The 2008 conference will focus on the theme of "Opening the Information Economy." The idea is that we are all a part of the information economy, and by participating in it, we both shape and are shaped by the information economy and its practices.....**Read more**.

- **Write Right**

Experimental Work

Many software engineers perform experimental research. Here, we brie•y discuss a matter that has implications for writing, although it is •rst and foremost an ethical issue: how to conduct experimental work. . ...**Read more.**

- **Global**

Worldwide Common Language?

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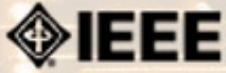
Feature

Implications of Web 2.0

By Kit brown

For months, I've seen several articles a week in the local newspapers about Web 2.0 technologies and trends. Even television shows like *CSI:New York* are talking about it. But, what is it really and why should we care?

Pundits variously define Web 2.0 as the following:

- **Tim O'Reilly:** "Web 2.0 is the business revolution in the computer industry caused by the move to the Internet as platform, and an attempt to understand the rules for success on that new platform." (**http://radar.oreilly.com/ archives/2006/12/web_20_compact.html**)
- **Dario de Judicibus:** "Web 2.0 is a knowledge-oriented environment where human interactions generate content that is published, managed and used through network applications in a service-oriented architecture." (**http:// lindipendente.splinder.com/post/15354690/World+2.0**)
- **Stephen Fry:** "...an idea in people's heads rather than a reality. It's actually an idea that the reciprocity between the user and the provider is what's emphasised. In other words, genuine interactivity, if you like, simply because people can upload as well as download". (**http://www.videojug.com/interview/stephen-fry-web-20**)

One of the great advantages of Web 2.0 is the passion and participation of the users. By building community around an idea, product, or service, the consumers/users become active participants in its success or failure. That vested interest can lead to more information sharing, networking, and community building.

Challenges to Web 2.0

User-generated content is a key component of Web 2.0. This naturally has significant implications for technical communicators and translators, among others. If users are generating the content, what purpose do technical communicators and translators serve?

And, if everyone is generating content about pet topics, who is separating the gold from the slag? **Ze Frank,** closing speaker at the 2007 STC conference, talked about this difficulty, calling much of the user-generated content "crap-o-copia".

Wikipedia is a perfect example of the difficulty in establishing trust for the content's provenance and veracity when "anyone" can contribute to the mix. While many of the articles available are well-researched, interesting, and well-written (and some would argue that all history is a matter of opinon/perspective anyway), few people trust the accuracy of what they read on Wikipedia without verifying the content's veracity with other, more trusted sources. This is because pranksters, gossip mongers, and people with a vested interest in a certain spin to the story can post to Wikipedia and change the

information to suit their personal agendas. The trust isn't there because the controls for preventing bad information from being published haven't been developed enough.

Then, of course, there is always the issue of organizing the content, after sorting the good from the bad/inaccurate/naughty/ irrelevant. RSS feeds, aggregator sites like **AllTop**, search engines like **Google** all attempt to filter content for the user according to requested criteria, with varying degrees of success.

Skills

Technical communicators are experts at sifting content and organizing it in a way that people can make use of it. These are the skills that need to be honed to remain relevant as the communication professions is redefined. While companies will employ professional communicators for the forseeable future (if only to attempt to control the messages disseminated), writing, editing, graphic design, and language skills are no longer enough. Skills in the following areas are also needed:

- strategic thinking
- metadata development
- data wrangling
- information architecture
- user-centered design
- agile development
- psychology of groups
- information/content management
- analysis and critical thinking

We are already seeing the shift in our jobs from content creation toward developing the framework to support content creation, as structured content and content management systems become more mature and more common.

The Future

It's always risky to predict the future, but these skills will continue to be necessary as technical communicators and other language professionals get pulled into developing the frameworks to support Web 2.0, such as **Second Life**, virtual reality labs, social networking sites, wikis, and so on.

And, it's not just the communication professions that are affected. Web 2.0 has the potential to completely redefine our social structure and our economy. Anyone with access to the Internet can participate, and offline social status doesn't matter as much as contribution to global knowledge.

With open source, the egalitarian nature of the Internet, and the social tendencies of humans, a new bartering system is developing. Instead of the goods and services bartered in the ancient days, we are bartering information and ideas. It remains to be seen how well information will parlay into real goods and services, but the **Red Paper Clip** experiment shows the power of bartering using the web. **Freecycle** also demonstrates this phenomenon.
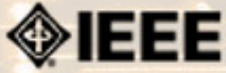
Conclusion

The *Star Trek* vision of the future includes a society where money doesn't exist, people get their basic needs met (food,

shelter, clean water), and are free to choose their own path. We are a long way from that scenario, but Web 2.0 is a step toward it.

To be successful in using it, however, we must figure out ways to provide effective provenance for the content generated, while harnessing the passion and participation of the users who have a vested interest in its success.

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In addition to editing this newsletter, Kit Brown coauthored with Brenda Huettner and Char James-Tanny the book, Managing Virtual Teams: Getting the Most from Wikis, Blogs, and Other Collaborative Tools, *available from Wordware Publishing, Inc. (**http://www.wordware.com/wiki/**).*

Feature

Is a Worldwide Common Language just over the Horizon?

By Philip Yaffe

I am an American who has been living in Belgium since 1974. Ever since arriving here, I have been hearing the mantra "To be a good European, you should learn several languages". Almost from the very beginning, I suggested going the other way: "To be a good European, everyone should learn a single common language".

This idea was not well received. Some people fiercely argued: "No one is going to give up their native language; our language is too much a part of our culture." And almost everyone said: "Well, of course you mean English."

They were wrong on both counts.

First, no one would be required to give up their native language, but in addition, they would be required to learn the common language. Second, I did not necessarily mean English. There is no denying that English would have a strong claim on being Europe's common language. However, any language would do, provided that everyone agrees on it.

When I started this discussion some 30 years ago, there were only nine members of the European Union, so there might have been some justification for rejecting the idea of a common language. Now that there are 27 members (and more waiting in the wings), the voices decrying the need for a common language have largely fallen silent.

By any measure, the current situation is untenable.

Consider for a moment. Someone born in Madrid will obviously speak Spanish, and probably learn Portuguese, French, and maybe Italian. Someone born in Copenhagen will obviously speak Danish, and probably learn Swedish, German, and maybe English. So, here we have two highly educated people, both citizens of the European Union and both speaking four languages - but still not able to talk to each other. As new countries join the EU, this already appalling situation can only get worse.

The question is no longer do we need a common language, but how should we go about getting it and putting it into practice?

The process certainly will not be easy and will certainly take a long time - decades rather than years. However, just like replacing Europe's multitude of national currencies with today's euro, the time and effort will be eminently worthwhile.

Selecting and implementing a common language will be a major development not only for the nearly 500 million people of the EU, but also for the more than 6 billion people who populate the rest of the world. If Europe's disparate nations (so proud of their differences) can agree on a common language, then the dream of a single language uniting the whole planet

will cease to be theoretical. It will already be well on the way to realization.

I have no panacea for choosing and implementing a European common language. But, I would like to propose a basic plan of attack. Obviously, there are many details that would still have to be worked out, but in outline here it is. It consists of three steps.

1. Political Commitment

For the first time in centuries, through the EU, a structure is now in place to designate a common language by political will, rather than military force. So, the first step would be for the European Parliament to formally declare the need for a European common language and to establish a Selection Commission to choose it.

There is an important proviso to this first step: The Parliament must agree in advance to accept whatever language the Selection Commission might propose. Why? Because unless they agree in advance to whatever the commission chooses, the disparate member states will almost certainly open a new, acrimonious discussion of the matter and the whole plan will collapse.

Getting the member states to agree in advance will be a Herculean task. It is, therefore, crucial for the Parliament to draw up clear, unambiguous criteria for the common language. And establish a Selection Commission with the time, expertise, and resources necessary to find a language that would fulfill the criteria.

2. Language Selection

The second step would be for the Selection Commission to examine and evaluate all possible candidates. Major languages such as English, French, and Spanish would have obvious claim. However, they might be rejected because choosing one of these would give the home country a distinct economic advantage. German would probably be rejected for historical reasons, while smaller languages such as Danish, Dutch, Basque and the like would pose the problem of who would teach them.

The commission, therefore, must be free to select any language it deems appropriate.

This would not necessarily have to be a European language; their investigations could extend worldwide. For my part, I would strongly recommend Swahili, the common language of East Africa.

The commission should also be able to consider an artificial language, of which Esperanto would be only one possibility. They could even opt to create an entirely new language.

3. Implementation

The third step would be to devise a plan and set a timetable for implementation.

For the organs of the EU, such as the Parliament itself and the European Commission (the EU's executive branch), establishing a timetable should not be too difficult. For example, within 10 years of the language being announced, all business within the EU's official structure would have to be conducted in the language. This would give everyone with ambitions to work in the EU a decade to prepare themselves.

Making the language official throughout the member states would obviously take longer and would depend on the language and the resources available to implement it.

Among other things, implementation would mean introducing the language as compulsory in all schools. It if turned out to be a major language, such as English, French or Spanish, finding and training teachers and preparing text materials could go fairly rapidly. However, if it turned out to be a minor language, a non-European language, or an artificial language, implementation could take much longer.

There would no doubt be other practical obstacles to implementation that the commission itself would have to identify and overcome. In any event, by following this plan, it would be possible to imagine the EU with an official common language within the next 25 - 30 years, and the rest of the world within the next half-century.

This may seem a long time; however, it is a very complex problem that can be solved only over time. But clearly, a world united by a single common language is a dream well worth pursuing.

I am 65 years old. I don't expect to be around long enough to see the dream fulfilled, in Europe, let alone worldwide. However, I do expect to be around long enough to see the process well underway. I can hardly wait to get started.

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*Philip Yaffe is a former reporter/feature writer with The Wall Street Journal and a marketing communication consultant. He currently teaches a course in good writing and good speaking in Brussels, Belgium. His recently published book In the "I" of the Storm: the Simple Secrets of Writing & Speaking (Almost) like a Professional is available from Story Publishers in Ghent, Belgium (**storypublishers.be**) and Amazon (**amazon.com**).*

Write It Right

Considerations for Experimental Work

by Judy Goldsmith and Robert H. Sloan

Last month, we discussed the **mechanics of developing a document**. In this final installment, we discuss experimental work and conclude our series.

Many software engineers perform experimental research. Here, we brie•y discuss a matter that has implications for writing, although it is •rst and foremost an ethical issue: how to conduct experimental work.

The proper order for conducting experimental work is the same as the proper order for presenting it:

1. Write down your hypothesis.
2. Design an experiment that will test this hypothesis.
3. Run your experiment.
4. Evaluate your hypothesis on the experiment's data.
5. Say if your experiment con•rmed your hypothesis, or if your hypothesis refuted your hypothesis.

It is particularly important to say when your hypothesis has been refuted. Alas, it is often impossible to get negative experimental results published. This is really unfortunate, because negative experimental results can be of great value to other researchers. (Perhaps the research community needs to start a new *Journal of Failed Experiments*.)

Kitchenham et al. (2002) have written a good overview on conducting empirical work in software engineering that encompasses experimental work, as well as such things as case studies.

Conclusions

Good writing enhances communication. We have touched on the mechanics of organization, writing, and rewriting. We cannot emphasize enough the importance of careful reading and revision of your own work before submission. It will decrease the number of editorial passes others need to do, and will increase the chances that your papers will be accepted in conferences, read, and referenced. Perhaps most importantly, people tend to recommend well-written papers to their friends and colleagues. If the point of writing papers is to have them read, then good writing is one means of increasing the chance that they will be.

Note that, once upon a time, journals employed copy editors, whose job it was to correct grammatic and other errors. Due to budget cuts throughout the publishing industry, copyeditors are rare. You cannot assume that anyone else will •x your

writing. It is up to you to get it right.

We hope that this series has been useful to you, both as an introduction to the basics of good writing and as a reference. It does not replace the other references cited here or elsewhere, but merely supplements them.

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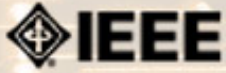Voice of America. (23 August 2006) "Ohio University accuses engineering graduates of plagiarism". *VOA News*, August 2006. Downloaded October 11, 2006 from URL **http://www.voanews.com/specialenglish/archive/2006-08/2006-08-23-voa4.cfm**.

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Judy Goldsmith *is a computer science professor at the University of Kentucky. Her research interests include decision making under uncertainty; automation of information elicitation; preference elicitation, representation, and aggregation; computational learning theory, and structural complexity.*

Robert H. Sloan *is a professor (and acting department head) of computer science at the University of Illinois, Chicago. His research interests include application of computer science theory and algorithms to problems from artificial intelligence, especially machine learning ("computational learning theory") and knowledge representation;computer security, especially access control; and computer science education.*

President's Column

PCS Online 2.0

By Mark Haselkorn

In early 2003, the PCS Administrative Committee (PCS AdCom) began brainstorming on the goals of an electronic community that would serve PCS members in particular and the field of technical communication in general.

Out of this brainstorming came Version 1.0 of the PCS Electronic Community, built on an IEEE web-based proprietary service for establishing virtual communities. For various reasons, Version 1.0 was only partially successful.

Now, PCS has moved to Version 2.0 of our online community, merging the society web site with a Druple-based wiki/ discussion area/platform for managing and delivering content. This new vitual community is already highly successful, thanks to the outstanding work of volunteers like Brian Still and Sandy Bartell (leaders of our electronic information committee).

For example, check out podcasts like "Online Education and the Information Economy" at **http://ewh.ieee.org/soc/pcs/ index.php?q=node/114** and then explore the other features of the new, interactive PCS web site.

IEEE is already exploring the next generation of virtual communitees, having purchased two islands on Second Life (for those of you unfamiliar with Second Life, see the Wikipedia article at **http://en.wikipedia.org/wiki/Second_Life**). PCS is playing a lead role in exploring how societies can best use next generation virtual communities to provides services to members. Stay tuned for more on this front.

With all this interest in virtual communities, it is perhaps instructive to look back at our original 2003 brainstorm to see if the services envisioned then are still the primary goals of these communities, with only the means changing, or if new technologies mean new goals for our electronic interaction. Here is the five-year-old list. Let me know if you have any thoughts or comments.

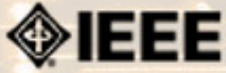### Notes from Brainstorm on the PCS Electronic Community

This community will "provide social and intellectual support for people who do TC research."

To accomplish this, we will develop facilities that can do the following:

1. Share who's doing what (people as likely to add information as get it).

2. Take part in parallel or collaborative work.

3. Develop cross-site, international, industrial-academic collaborations.

4. Share and comment on pre-pub drafts.

5. Consult peer-to-peer (particularly to serve isolated groups of TC professionals, e.g., geographically isolated, graduate students).

6. Get information on funding sources.

7. Disseminate publications (establish an electronic peer-reviewed journal?).

8. Develop panels and other group efforts for conferences, etc.

9. Establish forums for discussion of research-related issues (including a group that would guide the development of this electronic community).

10. Access TC literature.

11. Share lessons learned and best practices (e.g., methodologies, human subjects).

12. Develop questions and topics for research.

13. Increase the visibility of TC research (including archiving and accessibility).

14. Vote on research-related awards.

15. Provide information and discussion concerning graduate TC programs (particularly Ph.D.).

16. Disseminate research-related news.

17. Link to related research in other fields.

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Mark Haselkorn *is the current President of IEEE-PCS, and works as Professor and Founding Chair, Department of Technical Communication; Director, Pacific Rim Visualization and Analytics Center; Director, Interdisciplinary Program on Humanitarian Relief at the University of Washington.*

Newsletter

Editor's Column

Random Thoughts

by Kit brown

What!?! It's February already?! I have a feeling that, this year, I'm going to be just hanging on for the wild ride on the winds of change...I've moved back to Colorado, am sort of getting settled, and adjusting to my new lifestyle of being a wife and stepmom to teenagers.

This month's issue discusses Web 2.0, provides arguments for a common language of commerce, and finishes off the *Write It Right* series. As usual, there are new workshops, conferences, and items of interest.

Enjoy, and as always, please contact me at pcsnews.editor@ieee.org with suggestions, articles, tidbits, and reviews.
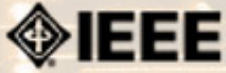
Book/Web Site Reviews

*Editor's Note: Several IEEE members have written books of interest to PCS members. If you would like to have it reviewed by a newsletter volunteer, please contact Kit Brown at **pcsnews.editor AT ieee.org**.*

Interesting Websites

Interesting websites that you might want to check out:

- **StumbleUpon** (**http://www.stumbleupon.com/**): After you set up a profile, the bot finds websites related to your interests.
- **AllTop** (**http://alltop.com/**): Guy Kawasaki's latest venture. You can think of an Alltop site as a "dashboard" or "table of contents" for your favorite topic. To be clear, Alltop sites are starting points—they are not destinations per se. The bottom line is that we are trying to enhance your online reading by both displaying stories from the sites that you're already visiting and unveiling stories from sites that you didn't know existed.
- **Escape from Cubicle Nation** (**http://www.escapefromcubiclenation.com/get_a_life_blog/**): Pamela Slim's blog on striking out on your own as an entrepreneur. Daily dose of humor and advice for the self-employed and those who wish they were.

Newsletter

Tidbits

Editor's Note: I am always looking for strange, fun, or interesting technical communication tidbits. Please contribute freely.

Mysteries of TCP/IP

from National Public Radio's *All Things Considered*

TCP/IP is 25 years old. Switching to this protocol made the Internet possible. One of the guys who made this possible was Vinton Cerf, who is commonly called "The Father of the Internet." He talks to Andrea Seabrook." **http://www.npr.org/ templates/story/story.php?storyId=17872707**

IEEE Design Squad Appears on Jeopardy!

From IEEE-USA News, 21 January 2008

On Monday, 18 February, the long running television program "Jeopardy!" will feature a category devoted entirely to "Design Squad," the reality television show for youngsters funded by the IEEE and other groups , as part of "Jeopardy's" Teen tournament Week. Footage from "Design Squad's" first season will be used to test contestants' knowledge of basic engineering concepts through a series of questions co-developed by "Design Squad" and "Jeopardy!" producers. Host Alex Trebek will introduce the category and encourage viewers to find the program on PBS. The "Design Squad" logo will also be featured as the category header.

The air date of the "Design Squad" episode is timed to coincide with National Engineers Week which takes place 17-23 February. The Teen Tournament series is one of "Jeopardy's" top-rated programs each year. NBC's "Jeopardy!" has an average daily viewership of 12,000,000.

"Design Squad" will begin its second season on PBS this April. The IEEE is continuing its second year of funding support for the program that features two teams of high-school students led by two young professional engineers who compete to solve a new engineering challenge each week. The program also incorporates educational materials distributed in local communities activities and on a Web site.

Market research provided by WGBH, which produces the program, has shown that 10- and 11-year-olds who watch "Design Squad" have increased their understanding of the design process, reconsidered stereotypes about engineering, and know more about engineering and science concepts. To view past and current episodes, go to **http://pbskids.org/ designsquad/**.

Job Announcements

*Editor's Note: We have had several requests to post job openings. If you would like to post your opening, please send the job announcement in a Word document with minimal formatting to Kit at **pcsnews.editor@ieee.org**. The jobs will remain on the list until the closing date listed in the announcement.*

Faculty Sought for University of Aizu, Japan

Position:	Faculty (tenured at Assistant, Associate, or Full Professor level, based on qualifications)
University:	Center for Language Research School of Computer Science and Engineering University of Aizu
Location:	Aizu, Japan
Application Due:	25 February 2008
Contact:	position@u-aizu.ac.jp
Start Date:	At a mutually convenient date between 1 April and 1 October 2008

Qualifications:

- Doctorate (in hand or nearly complete), with specialization(s) in applied linguistics, corpus linguistics, testing and assessment, technical communication, English for science and technology, computer-assisted language learning, or related areas.
- Scholarly publications, presentations, and professional experience
- Native or near-native English-speaker proficiency
- Ability to teach/research academic and workplace English for students, faculty, and working professionals in computer science, IT, and related technical/business fields

Duties:

Teach four to five courses per semester (one course meets for 90 minutes each week), develop original innovative instruction, participate in projects, serve on committees, conduct research, network internationally, and publish widely

Salary:

Based on experience, qualifications, and rank assigned

Benefits:

- Subsidized furnished housing in faculty apartments within walking distance of the university
- Large, well-equipped private office in modern building

- New-employee allowance for computer equipment
- Well-equipped, air-conditioned, high-tech classrooms
- Annual budget for research, domestic conference travel, academic memberships, etc.
- Eligibility for one annual overseas conference trip
- Internal grant opportunities for special research projects/conferences
- Consulting and other business activities permitted
- Subsidies for special extra-curricular classes
- Winter utilities allowance
- Two bonuses per year
- Full-time employment till age 65 with retirement and health benefits
- One-way transportation costs to Aizuwakamatsu
- Shipping expense allowance
- Scenic setting close to ski and hot spring resorts, national parks, rivers, lakes, mountains, museums, castle, historical district, shopping
- Only two and a half hours from Tokyo by train

Submission Package:

- Cover letter
- CV
- Copies of two representative papers
- Three recent letters of recommendation
- Photocopies of university diplomas
- URLs of any online work or educational materials

All documents should be sent to the following address (hardcopy or digital)

    Professor Yuko Kesen
    Office of Planning and Management
    University of Aizu
    Aizuwakamatsu, Fukushima 965-8580 JAPAN

    Attention: CLR Faculty Selection Committee

    Email: position@u-aizu.ac.jp

The University of Aizu is the first university in Japan solely dedicated to computer science and engineering. It has approximately 1,200 students at the undergraduate and graduate level, and about half of its faculty are non-Japanese, coming from roughly 12 different countries. The University is officially bilingual and all official meetings/documents are conducted/printed in both English and Japanese.

The University of Aizu is located in Aizuwakamatsu City, a historic castle town of scenic beauty with a population of nearly 120,000. For more information about the university, please visit our web page: **http://www.u-aizu.ac.jp/**.
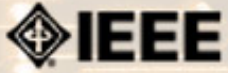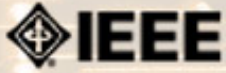
Society News: PCS Events

IPCC 2008 in Montreal

By IPCC 2008 Committee

We are looking for volunteers for IPCC 2008 in Montreal, scheduled for 13-16 July 2008. Volunteering for the conference is a great opportunity to meet other members, learn new skills, and to influence the society. For more information, go to **http://ewh.ieee.org/soc/pcs/?q=node/2**.

Society News: Member News

Senior Membership

The application for senior membership in IEEE has moved to a new URL. **http://www.ieee.org/web/membership/senior-members/index.html**.

Senior Member is the highest grade to which a member can apply. The website lists the requirements, which include the following:

IEEE Bylaw I-104.3 sets forth the criteria for elevation to Senior Member grade as follows:

- *a candidate shall be an engineer, scientist, educator, technical executive or originator in IEEE-designated fields*
- *candidates shall have been in professional practice for at least ten years*
- *candidates shall have shown significant performance over a period of at least five of those years*

In addition, candidates for Senior Member grade must supply three references from current IEEE members holding the grade of Fellow, Senior Member, or Honorary Member.

Eligible PCS members are encouraged to apply for this honor.

Newsletter
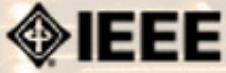
Society: Non-Society Events

The following events are listed in chronological order with the earliest events first. This list is by no means exhaustive, but is intended to provide readers with information they may find helpful. It is updated each month.

AIIM Expo *NEW!*

RFID Conference 2008

WCNC 2008

ISPLC 2008

CHI 2008 Agile Workshop

NOMS 2008

Encompassing Knowledge *NEW!*

ICCSC 2008

SECON 2008

WM-SCI 2008

KGCM 2008 *NEW!*

CITSA 2008

SIBIRCON

itSMF 2008

METM 2008 *NEW!*

AIIM International Expo

Conference:	AIIM INTERNATIONAL EXPOSITION & CONFERENCE
Dates:	3-6 March 2008

Location:	Boston, MA USA
Website:	**http://www.aiimexpo.com/aiimexpo2007/v42/index.cvn**

Real-World Strategies and Solutions to Help You Manage Your Content and Information Assets

The AIIM Exposition & Conference is the world's largest educational conference and exposition dedicated to content and information management products and solutions. Records Managers and IT buying teams attend each year to learn how to capture, store, manage, find, share, comply and analyze information.

RFID Conference 2008

Conference:	IEEE International Conference on RFID 2008
Dates:	17-19 March 2008
Location:	Las Vegas, NV USA
Proposals Due Date:	10 November 2007
Acceptance Date:	7 January 2007
Final Paper Due Date:	25 January 2008
Website:	**http://www.ieee-rfid.org/2008/default.asp**

IEEE RFID 2008 is the second annual conference dedicated to addressing the technical and policy challenges in the areas of radio frequency identification (RFID) technologies, their supporting large-scale distributed information systems, and their applications.

See the website for more information: **http://www.ieee-rfid.org/2008/default.asp**.

WCNC 2008

Conference:	IEEE Wireless Communications and Networking Conference
Dates:	31 March - 1 April 2008
Location:	Las Vegas, NV USA (co-located with CTIA)
Proposals Due Date:	1 September 2007 for tutorials 20 Septmber 2007 for papers/panels
Acceptance Date:	3 December 2007
Final Paper Due Date:	4 January 2008
Website:	**http://www.ieee-wcnc.org/2008/**

IEEE WCNC is the premier wireless event for wireless communications researchers, industry professionals, and academics interested in the latest development and design of wireless systems and networks. Sponsored by the IEEE Communications Society, IEEE WCNC has a long history of bringing together industry, academia, and regulatory bodies. In 2008, IEEE WCNC will be held in Las Vegas, Nevada, USA, co-located with CTIA WIRELESS 2008 (the world's largest wireless show). IEEE WCNC 2008 registrants will have free admission to the CTIA exhibit floor.

ISPLC 2008

Conference:	2008 IEEE International Symposium on Power-Line Communications and Its Applications (ISPLC 2008)
Dates:	2-4 April 2008
Location:	Ramada Plaza Jeju Hotel in Jeju Island, Korea
Website:	**http://www.isplc2008.org/**

The symposium is centered on the general problem of communicating over power lines. It focuses on the latest technological advances in power line communications, as well as on current and future applications of power line communication systems. The goal of the symposium is to bring together academia, industry, and standardization organizations to stimulate research, development, and commercialization of all aspects of power line communication technology. The ISPLC 2008 is sponsored by the IEEE Communications Society, technically co-sponsored by the IEEE Power Engineering Society, and supported by Korea Information and Communications Society (KICS) and Korean Institute of Electrical Engineers (KIEE).

CHI 2008 Agile Workshop

Conference:	CHI 2008 Workshop: Optimizing Agile UCD
Dates:	5 April 2008
Location:	Florence, Italy
Website:	**http://agileucd.editme.com/**

The goal of this workshop is to improve future Agile user-centered design (UCD) experiences for User Experience (UX) practitioners (such as interaction designers, usability professionals, UI designers, etc.) by investigating best practices for Agile UCD.

To achieve this, senior UX practitioners with prior experience on an Agile project will share their knowledge and example work, collaborating in order to accomplish the following:

- Identify success factors for Agile UCD
- Find and remove obstacles that block Agile UCD
- Find opportunities that Agile projects give us
- Identify best UX practices for Agile UCD
- Identify UX skills that Agile projects need.

This workshop is a full-day extension to the successful Informal SIG of the same name at CHI 2007. What we'd like to happen this year is a more in-depth walkthrough of some examples of best practices, based on a few key areas of interest identified prior to the conference by the participants.

The results of this collaboration will be shared with the wider UX community (including those new to Agile development practices), but the participants should have experience in both UCD practices and Agile development.

Detailed guidelines for proposals are at the workshop website (**http://agileucd.editme.com/cfpchi2008**). Proposals should be no longer than 4 pages in length, and should be sent to Desirée Sy (**desiree DOT sy AT autodesk DOT com**). Any

questions about the workshop can also be sent to Desirée Sy.

Participants will be notified by November 28th, and the topics for the workshop will be decided collectively by the group.

NOMS 2008

Conference:	IEEE/IFIP Network Operations and Management Symposium Pervasive Management for Ubiquitous Networks and Services
Dates:	7-11 April 2008
Location:	Salvador da Bahia, Brazil
Website:	**http://www.ieee-noms.org/2008**

Paper Submission Deadline Extended!

Held in even-numbered years, NOMS 2008 will follow the 20 years tradition of NOMS and IM as the primary forum for technical exchange of the research, standards, development, systems integration, service provider, and user communities. NOMS 2008 will present up-to-date approaches and technical solutions for integrated systems and services including communication networks, host systems, enterprise applications, service oriented architectures, and delivery of management services. The conference provides a peer-reviewed program of technical sessions, application sessions, software tools sessions, tutorials, BoF, posters, and panels as well as vendor exhibits.

Encompassing Knowledge

Conference:	2nd International Conference from 360° conference series: Encompassing Knowledge
Dates:	15-17 May 2008
Location:	University of Aarhus, Denmark
Website:	**http://www.asb.dk/encompassingknowledge.aspx**

The conference is the second of what we plan to be a biannual series of conferences that approach communication and concrete texts from a 360º perspective. Conference languages are English and German. The Practitioners' Track is targeted at Danish participants and will be held in Danish.

The conference will deal with knowledge from three perspectives:

Track 1: Communication of Specialised Knowledge
The generation of specialised knowledge is a necessary precondition for a knowledge society. However, it is not sufficient in itself, as the added value of the knowledge society lies not in the specialised knowledge, but rather in the communication of it to a wider audience. It is thus a necessary precondition for a knowledge society that specialised knowledge is communicated in such a way that it may be exploited by others.

Track 2: Representing Knowledge in Texts
Knowledge may be defined as information that has been stored in mental structures and is linked to specific situations in

which it is used. In spite of this limitation, it is still possible to represent knowledge outside mental structures, for instance, in texts that are used to communicate knowledge from one mental structure to another.

Track 3: Knowledge Construction and Learning
Knowledge is linked to mental structures and the situations in which it is used, and the transformation of information to knowledge takes place in the individual's assimilation and accommodation processes.

ICCSC 2008

Conference:	International Conference on Circuits & Systems for Communications
Dates:	26-28 May 2008
Location:	Shanghai, China
Website:	**http://www.ieee-iccsc.com/2008/**

IEEE ICCSC 2008 offers an opportunity to learn about state of the art technologies and industry development for the multimedia wireless Internet of the near future. ICCSC 2008 welcomes researchers, developers and business managers in a varied program including both technical sessions and industry-oriented panels. Speakers will be both local figures and prominent individuals from around the world. The primary language of this conference is English, but some sessions will be conducted in Chinese.

SECON 2008

Conference:	Fifth Annual IEEE Communications Society Conference on Sensor, Mesh and Ad hoc Communications and Networks (SECON 2008)
Dates:	16-20 June 2008
Location:	San Francisco Bay Area, California, USA
Proposals Due Date:	11 December 2007
Acceptance Date:	14 March 2008
Final Paper Due Date:	4 April 2008 (Midnight Eastern Standard Time, GMT-5)
Website:	**http://www.ieee-secon.org**

IEEE SECON provides a forum to exchange ideas, techniques, and applications, discuss best practices, raise awareness, and share experiences among researchers, practitioners, standards developers and policy makers working in sensor, ad hoc, and mesh networks and systems.

The conference will provide collegiality and continuity in the discussions of the various topics among participants from the industrial, governmental and academic sectors.

Original technical papers on the communications, networking, applications, systems and algorithmic aspects of mesh and sensor networks, as well as those that describe practical deployment and implementation experiences are solicited for presentation and publication.

WM-SCI 2008

Conference:	12th World Multi-Conference on Systemics, Cybernetics and Informatics: WM-SCI '08
Dates:	29 June - 2 July 2008
Location:	Orlando, FL USA
Proposals Due Date:	24 October 2007
Acceptance Date:	28 November 2007
Final Paper Due Date:	14 February 2008
Website:	**http://sciiis.org/WM-SCI08**

Submitted papers or extended abstracts will have three kinds of reviews: double-blind (by at least three reviewers), non-blind, and participative peer-to-peer reviews.

Authors of accepted papers who register for the conference can have access to the reviews made to their submission so they can improve the final version of their papers. Non-registered authors may not have access to the reviews of their respective submissions.

Awards will be granted to the best paper of those presented at each session. From these session's best papers, the best 10%-20% of the papers presented at the conference will be selected for their publication in Volume 6 of *JSCI Journal* (**www. iiisci.org/Journal/SCI**) and sent free to over 220 research libraries. Libraries of journal author's organizations will receive complimentary subscriptions of at least one volume (6 issues).

KGCM 2008

Conference:	2nd International Conference on Knowledge Generation, Communication and Management: KGCM 2008
Dates:	29 June - 2 July 2008
Location:	Orlando, FL USA
Website:	**http://www.sciiis.org/KGCM2008**

Generated knowledge is usually communicated. Implicit or explicit management of knowledge generation and communications is usually required for both: knowledge generation and communication. Knowledge management also requires knowledge generation and/or communication, i.e., meta-knowledge regarding knowledge management, which has been explicitly being addressed on the organizational level. These three dimensions are highly related to each other.

The phenomena of Knowledge Generation, Communication and/or Management has been addressed in the academic, private and public sectors; in universities and in business; in disciplinary research and in multidisciplinary projects. Support

systems are being designed and implemented in and for the three sectors. Consequently, the areas and topics that will be covered in KGCM 2008 will be about KGCM concepts, theories, models and methodologies as well as technologies, supporting systems, tools and techniques. Submissions of papers/abstracts regarding scientific research, engineering designs, technological innovations, case studies, and products development are accepted.

CITSA 2008

Conference:	5th International Conference on Cybernetics and Information Technologies, Systems and Applications
Dates:	29 June - 2 July 2008
Location:	Orlando, FL USA
Proposals Due Date:	5 March 2008
Acceptance Date:	2 April 2008
Final Paper Due Date:	22 May 2008
Website:	**http://www.infocybereng.org/citsa2008**

CITSA 2008 is an International Multi-Conference being organized with the purpose of providing researchers, practitioners, developers, consultants, and end-users of computerized, communications and/or control systems and technologies, as well as their industrial and social applications in the private and the public sectors, an opportunity to join in a common place sharing experience and knowledge. It is intended to be a forum to expose and share current and future research work and innovations in these areas, as well as in the relationships among them.

One of the primary objectives of CITSA 2008 is to promote and encourage "interdisciplinary cross-fertilization", "epistemic things" and the production of "technical objects". Its intellectual perspective context is systemic thinking and practice, including the analogical thinking that characterizes the Systems Approach.

SIBIRCON 2008

Conference:	International Conference on "Computational Technologies in Electrical and Electronics Engineering"
Dates:	21-25 July 2008
Location:	Novosibirsk Scientific Centre, Novosibirsk, Russia
Proposals Due:	1 March 2008
Acceptance Date:	21 April 2008
Final Paper Due:	16 May 2008
Website:	**http://sibircon2008.sibsutis.ru/**

Previously unpublished contributions from a broad range of topics in the sphere of the IEEE activities are solicited, including (but not limited to) the following areas:

- Coding theory
- Information theory
- Cryptography and data security
- Education and e-learning

- Microwave theory and techniques
- Energy conversion and renewable energy
- Telecommunications
- Engineering in medicine and biology

itSMF USA Fusion 2008

Conference:	Fusion 2008
Dates:	7-10 September 2008
Location:	San Francisco, CA USA
Website:	**http://www.itsmfusion.com/**

As the fastest growing IT organization in the world, itSMF USA has the expertise necessary to unify IT service management by bringing together professionals and strategies to lead the industry toward a profitable future.

Attended by the industry's best minds and leading experts. Heightened opportunities for networking with fellow professionals, vendors, and implementation partners. Improved event planning with better organization, accommodations, and food. Expanded presentations from desirable speakers within the ITSM industry.

Conference summary

- Workshops: Sunday afternoon and Wednesday
- Exhibits: Sunday PM through Tuesday PM
- Conference: Monday through Wednesday
- Training: Thursday-Saturday (additional cost)

METM 2008

|	
Conference:	Mediterranean Editors and Translators Meeting 2008:
Dates:	11-13 September 2008
Location:	Split, Croatia
Website:	**http://www.metmeetings.org/?section=metm08_program**

Through panel discussions, presentations, plenary sessions and workshops, METM 08 will promote knowledge-building and networking among editors, translators, and other English language supporters who work in the Mediterranean area. In 2008, symposia are planned on multilingual and other types of publication from non-anglophone contexts. Presentation categories encompass research, promising practices, and knowledge updates.

We are considering proposals that will add practical and theoretical range to the preliminary program. Proposals (**due 15 April 2008**) are welcome on the following topics:

- The nature of written or spoken texts in professional disciplines that communicate knowledge internationally through English.

- The processes through which texts are written, prepared for delivery, or prepared for publication in English.
- Any of our association's objectives.
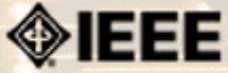
Newsletter

Society News: AdCom News

Upcoming AdCom Meeting

By AdCom

The AdCom meets three times per year, twice in person and once as a virtual meeting.

The next AdCom meeting will be held at Mercer University at the 28-30 March. If you are interested in attending, please contact **Tom Orr** or **Mark Haselkorn**.

Calls for Articles/Proposals/Courses

METM Spring Workshops *NEW!*

LeaderPoint Executive Experience

Mentors Needed

IEEE Educational Opportunities

International Journal of Design

Design Squad TV

Today's Engineer

METM Spring Workshops

Courses:	**http://www.metmeetings.org/**
Dates:	various through June 2008
Location:	Barcelona, Spain

MET is pleased to announce its Barcelona workshop programme for spring 2008 (29 February – 28 June), with 3 new titles and 5 of MET's established workshops making up the list. MET's spring workshop programme not only provides skills updating opportunities for people within easy reach of this city, it also gives us the chance to pilot new workshops with a view to bringing tested materials to larger groups at our annual meetings (next one: 11-13 September in Split, Croatia).

Visit **http://www.metmeetings.org/?section=workshops** for information on the workshops and on how to register.

Date (time)	Topic (leader) and brief description	Venue	Fee (members)
Fri 29 Feb (17:30-21:00h)	NEW! **How to improve quality and output** (Ailish Maher with various speakers)	Barcelona TBA	FREE (to both members and non-members)
Fri 7 Mar(17:30-21:00h)	NEW! **Readability: 10 strategies for improving flow in translated or non-English speakers' texts** (John Bates)	Barcelona TBA	€25

Fri 11 April(17:30-21:00h)	**Practical tools for improving text flow: focus on information ordering** (ME Kerans)	Barcelona TBA	€25
Fri 18 April (TBA)	**A genre analysis approach to translating and editing research articles** (Alan Lounds)	Barcelona TBA	€25
Tues 29 April (TBA)	**Practical tools for improving text flow: focus on punctuation** (T O'Boyle)	Barcelona TBA	€25
Fri 23 May (17:30-21:00h)	NEW! **Using proofreading marks [working title]** (ME Kerans and Bea Mas)	Barcelona TBA	€25
Fri 27 June (17:30-21:00h)	**Righting citing: principles and strategies for editors and translators** (I Patten)	Barcelona TBA	€25
Sat 28 June (10:00-13:00)	**Managing plagiarism: an approach to dialog between authors and editors** (ME Kerans)	Barcelona TBA	€25

AIIM Certificate courses in ECM Best Practices

| **Courses:** | **http://www.aiim.org/education/certificate.asp** |
| **Location:** | various locations and online |

Enterprise Content Management (ECM) is about managing your information assets. It is a framework which enables the management of information assets across an organization, and ties in platforms and programs including:

- Capture/Imaging
- Electronic Document Management
- Electronic Record Management
- Business Process Management
- Collaboration
- Web Content Management
- Digital Asset Management.

The Enterprise Content Management (ECM) Certificate Program reflects the global best practices in use across our 50,000 members. The program covers the strategies, tools, and technologies used to capture, manage, store, preserve, and deliver information in support of business processes.

- Learn global best practices for planning and implementing ECM
- Discover real world solutions and best practices for challenges you face
- Learn from experts in the field who are able to answer your questions, available to address your comments, and

willing to accept your feedback
- Position yourself to be tomorrow's leader by enhancing your business and professional skills

LeaderPoint Executive Experience

Courses:	**http://www.leaderpoint.biz/ieee.htm**
Educational Partnerships:	**www.ieee.org/partners**
Location:	Kansas City, Missouri USA

LeaderPoint, a company specializing in executive and management development sessions and newest member to the IEEE Education Partners Program, is offering members a 10% discount on its Executive Experience session. The session, a five-day, comprehensive development program designed to advance leadership and management skills, is held in Kansas City, Mo. The Executive Experience will help participants gain the following skills:

- Build cooperation in seizing opportunity and gaining greater commitment
- Practice using systematic tools for strategic planning
- Diagnose and correct dysfunctional group dynamics
- Focus personal development in specific areas
- Develop a management mindset for improving business results

Each session has an assessment component which provides a summary of LeaderPoint's observations, the participant's comments, and specific recommendations.

Participants can contact LeaderPoint at any time for follow-up work, questions, and concerns. For more information on LeaderPoint visit **http://www.leaderpoint.biz/ieee.htm**. For general information on the IEEE Education Partners Program visit **www.ieee.org/partners**.

Mentors Needed

Website:	**http://www.leaderpoint.biz/ieee.htm**
Contact:	**www.ieee.org/partners**

The IEEE Mentoring Connection is looking for "online" mentors to help guide younger IEEE professionals in career planning and professional development. Currently, 989 mentees, but only 440 mentors have registered to participate.

Mentor participation is open to all IEEE members above the grade of Student Member. Soon, we will be inviting Graduate Student Members to join the program. These members have graduated with their first professional degree and are presently in a graduate program (Masters, MBA, PhD, etc.). We will need additional mentors in the program to handle the requests from this new group. We need you!

Presently our mentors represent the following positions:

- Associate Dean and Professor
- Director of Engineering
- Senior Sales Engineer
- Project Manager
- Corporate Owner
- Consultant
- R&D Technical Manager
- Licensing Manager
- Division Manager - Control Systems
- Electrical Engineer
- Vice President Research
- Director - Customer Operations
- Computer Scientist - Branch Chief
- Senior Product Development Engineer
- Design Engineer - Power
- Retired

If you have received an invitation to join the program and been thinking about it, now is the time to join. If you have already signed in as a mentor - thank you for participating.

Gary Hinkle, a mentor in the program, says "Helping young engineers develop in their careers is very rewarding. Working with some of these individuals has proven to be quite a challenge, because of the diversity among those seeking mentors. I'm glad to be contributing to this program."

The program enables the mentee to select their mentoring partner online from a list of individuals who have volunteered to serve as mentors. After mentors are identified as a potential match, they are contacted and asked to begin establishing a relationship.

Interested members can visit **http://www.ieee.org/mentoring** for information on the roles and responsibilities of each mentoring partner, including additional program information and an FAQ page. Potential mentors are asked to review the time and effort commitment to the program necessary to ensure a successful mentoring partnership. To enter the program website, please go to **http://www.mentoringconnection.com** and use the IEEE Group ID "IEEE2006" to enter for the first time. Once in, you will need to set your own User ID and Password.

If you have any questions, please contact Cathy Downer, Regional Activities, at **c.downer AT ieee DOT org**.

Educational Opportunities from IEEE

Online Courses:	Expert Now **http://ieeexplore.ieee.org/modules.modulebrowse.jsp**
Educational Partnerships:	**http://www.ieee.org/web/education/partners/eduPartners.html**
CEUs	**http://www.ieee.org/web/education/ceus/index.html**

Staying technically current in today's ever-changing workplace is a career must if you want to maintain your professional edge or your P.E. license as required by more than 30 states in the US. IEEE offers an innovative new product called *Expert Now* as well as a growing service, Education Partners Program to help meet your continuing professional development needs.

Expert Now is a collection of over 65, one-hour long, interactive online courses on a variety of topics, including, but not limited to, the following:

- aerospace
- circuits & devices
- communications
- computing
- laser & optics
- microwave theory & techniques
- power
- reliability
- signal processing
- software.

Presented by experts in the field, each course brings to your desktop the best tutorial content IEEE has to offer through its technical meetings that take place worldwide. Continuing Education Units (CEUs) can be earned upon successful completion of the assessment. To review the course catalog visit **http://ieeexplore.ieee.org/modules.modulebrowse.jsp**.

For those looking for a more robust educational experience, more along the lines of a longer online course, or a more traditional classroom setting, the IEEE Education Partners Program can prove helpful in your search for continuing professional development opportunities. Exclusive for IEEE members, it provides access to more than 6,000 online courses, certification programs, and graduate degree programs at up to a 10% discount from academic and private providers that IEEE has peer reviewed to accept into the program. To review the current list of partners participating in the program visit **http://www.ieee.org/web/education/partners/eduPartners.html**.

Another way to browse for a course or educational events taking place in your area is through the courses registered with IEEE to offer CEUs. To review what's available in your area visit **http://www.ieee.org/web/education/ceus/index.html**. IEEE is an Authorized provider of CEUs through the International Association for Continuing Education and Training, as well as an authorized provider of CEUs for the Florida State Board. IEEE CEUs are also accepted by the New York State Board, and can easily be converted into PDHs. One CEU is equal to 10 contact hours of instruction in a continuing education activity. IEEE CEUs readily translate into Professional Development Hours (PDHs) (1 CEU = 10 PDHs).

For more general information on IEEE's Continuing Education products and services, visit **http://www.ieee.org/web/education/home/index.html**. Specific inquiries can be directed to Celeste Torres via email, **c.torres AT ieee.org,** or by phone +1 732 981 3425.

International Journal of Design

International Journal of Design: Call for Papers

http://www.ijdesign.org

The *International Journal of Design* is a peer-reviewed, open-access journal devoted to publishing research papers in all fields of design.

Our vision is to publish high-quality design research, and to disseminate this research to the widest possible audience. Our Editorial Board consists of leading design researchers from all over the world, all of whom are contributing their valuable time and expertise to help establish a high standard for this journal. The journal is published both online and in print. The online version is open access, freely available for anyone, anywhere to download, read, distribute, and use, with proper attribution of authorship, for any non-commercial purpose. A printed version of the journal will also be available.

Submit your best work to the *International Journal of Design*!

Topics include:

- Social-Cultural Aspects of Design
- Globalization and Localization Approaches to Design
- Design Strategy and Management
- Ergonomics & Perceptions in Design
- Design Theories and Methodologies
- Computer Applications in Design

The first issue is now available.

Design Squad TV Seeks Projects

From Society Sentinel, 13 June 2007

The production crew for the PBS television series *Design Squad* is soliciting ideas for engineering projects that will appeal to their 9 to 12 year-old target audience. The IEEE provides funding for this series that soon will begin filming episodes for its second season.

The series follows two teams of high school students, mentored by professional engineers, as they compete to design and build a functional machine. The show's producers at WGHB, Boston, Massachussetts. are seeking projects that would be visually interesting, serve a client with a specific need, and provide the opportunity for multiple solutions. Past projects have included building a machine that makes pancakes and designing a summer sled for LL Bean.

Ideas for new shows may be emailed to the show's executive producer, **Marisa Wolsky**.

To learn more about *Design Squad*, visit **http://pbskids.org/designsquad/**.

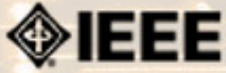# IEEE-USA Seeks Articles for *Today's Engineer*

by George McClure

PCS has members who write clearly and well on various topics. We are looking for authors who would be willing to offer articles (750 to 1500 words) on writing tips, presentations, organizing proposals - even recasting résumés - or other topics that would be welcomed by our 16,000+ monthly readers.

Technology topics can be made interesting, too.

Contact: George McClure at **g.mcclure@ieee.org**.

Guidelines

Newsletter Article Submission Guidelines

by Kit Brown

Submit articles by the **15th day of the month before publication**. The newsletter is published monthly around the 1st of the month. The **editorial schedule** provides the proposed themes for each month. Additional suggestions are always welcome.

For book and website reviews, see also the **book and website review guidelines**.

If you have questions, comments, or suggestions, please contact **Kit Brown**.

Copyright Statement: "The Newsletter is copyrighted as a whole and does not require authors to transfer their copyright ownership to the IEEE. Permission to copy without fee all or part of any material without a copyright notice is granted, provided that the copies are not made or distributed for commercial advantage and the title of this publication and its date appear on each copy. To copy material with a copyright notice requires specific permission; direct inquiries or requests to the copyright holder as indicated in the article."

Please do NOT submit articles as LaTEX files. They do not convert to HTML very well, and it's a major headache to ensure that text renders correctly. Also, turn off curly quotes if using Word. Acceptable file formats are .TXT, .DOC, and .RTF. Graphics can be .JPG, .GIF, or .PNG format.
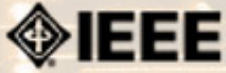
Writing Tips: If you aren't sure how to construct the article, try using the 5-paragraph essay method. (Note: The 5-paragraph concept can be expanded to longer formats, so don't be overly literal about the five paragraphs.)

1. Identify your theme and 3 main points in the introductory paragraph. This lead paragraph should draw readers in and make them want to read on.
2. Use each of the 3 body paragraphs to discuss the one of the 3 main points you identified in the first paragraph. (discuss them in the order that you listed them in the introduction). Show, don't tell. Give examples. If you express an opinion, back it up with evidence.
3. Summarize your thoughts in the conclusion paragraph and provide the reader with any actions that you want him/her to take. (The conclusion should not introduce new information, but should encapsulate what was said in the article and provide recommendations if appropriate.)

Guidelines: Please review the following information when submitting articles or regular columns to the newsletter:

- **Submit articles electronically in MSWord or RTF format to pcsnews.editor AT ieee.org.** These formats are more easily available to me than other word processing applications.

- **Provide articles that are 200-1000 words in length.** People tend to scan rather than read in an online environment. Short, well-written and relevant articles will be more beneficial to the audience than longer ones.
- **Provide a short bio (~25 words) and contact information.** Readers want to know about you. At a minimum, write a bio that tells your name, company, primary job title, email address and why this topic is of interest to you or what experience you have in the area you wrote about. (This doesn't count as part of your word count.)
- **Indicate whether the article is time sensitive.** Because of size considerations and editorial schedule, newsletter articles may not be published immediately upon submission, unless it is date critical (e.g., information about the upcoming conference or an article about a current event that relates to technical communication.)
- **Indicate copyright information if applicable.** If you own the copyright for an article, indicate this with your submission so that we can provide appropriate attribution. If you don't own the copyright, but think an article is interesting, provide the article, along with the contact information for the copyright holder and the name of the publication where it was originally published.
- **Insert the URL into the text so that I can easily create the link.** For example, if you want to reference the w3c, you would say "refer to the W3C (http://www.w3c.org) guidelines". Don't create the hyperlink in Word.
- **Provide complete bibliographic information for references.** Include author(s), title, date of publication, publisher, page numbers or URL, ISBN number.
- **Use a friendly, casual tone.** We want to invite people to read and to make the information as accessible as possible.
- **Use 1-inch (2.54 cm) margins; don't indent paragraphs.** I have to reformat the text so it's better to minimize the formatting you include. Instead of indenting, put an extra line between paragraphs
- **Avoid using lots of formatting within the text.** I will have to format the articles for the online environment, so don't put lots of bold and italic in the text.
- **Use subheadings generously.** Subheadings help the reader identify the information that is important to them. Subheads are especially helpful in orienting the reader in the online environment.
- **Use active voice and short sentences.** At least 40% of our audience is outside of N. America. For many members, English is their second (or third) language. Short sentences and active voice are easier to absorb and understand than complex sentence structures.
- **Avoid jargon and "big" words when a simpler term will work.** Approximately 90% of our audience is engineers who need to write effectively on the job. Avoid using writer's jargon, or explain the term in the context. By "big" words, I mean complicated, less commonly used words that may have the same or similar meaning to other, more commonly used words (e.g., instead of "obfuscate", just say "confuse").
- **Avoid idioms.** Idiomatic phrases are those colorful sayings we use to mean something else. For example, "once in a blue moon", "jump right in", "on the fly". Unfortunately, these sayings often have no equivalent in other languages, and can be difficult for non-native English speakers to interpret.
- **Submit graphics as JPGs or GIFs.** Web graphics need to be in one of these formats for most browsers. SVGs and PNGs are not yet universally accepted. If you want graphics included in your article, you need to give me the JPG. Don't just embed it in Word.

Guidelines

Editorial Schedule for 2008

by Kit Brown

The following table shows the proposed themes for each issue through the year. If something particularly timely occurs during the year, these themes may change.

If you have questions, comments, or suggestions, please contact **Kit Brown**.

Web 2.0

Editorial Schedule for 2008

Month	Theme
January 2008	Writing
February	Web 2.0
March	Proposals/Business Cases
April	Agile Documentation/ Writing Requirements
May	Project Management
June	User-Centered Design
July/August	Information Economy
September	International TC
October	Reports and White Papers
November	Information Architecture
December	Presentations

Guidelines

Book and Website Review Guidelines

by Kit brown

Have you read a good book lately? Found a website you can't wait to tell people about? Here's your chance to share your newfound knowledge with your colleagues.

Here are some hints for constructing the review:

1. Include the complete bibliographic information for the book or website immediately after your byline. For example: *Now, Discover Your Strengths by Marcus Buckingham and Donald O. Clifton. 2001. The Free Press: New York. pp.260. ISBN: 0-7432-0114-0. URL: **http://www.strengthsfinder.com***
2. In 2-3 sentences, tell the reader what the book or website is about and how it relates to technical communication.
3. Provide 2-3 things you got out of the book or website, and if applicable, 2-3 things that you wish they had done differently. Opinions are OK if they are supported
4. Support your opinions using specific examples from the book or website. This analysis should be brief--1-2 paragraphs at most.
5. Conclude with a recommendation of how this information might be useful to the user.

The reviews should meet the following guidelines:

- **Keep it short.** The reviews should be 300-500 words. A couple of paragraphs can tell the reader a great deal about what the book/website is about and why one should read it.
- **Focus on the big picture.** In a short review, there isn't room to go page by page and analyze every detail. Instead, pick out the main themes and write about the overall impression. This style is much more interesting to read.
- **Use an informal, conversational tone.** Pretend you are talking to someone about the book or website, and that you only have one minute to explain it to them. What would you tell them about it?
- **Review the article guidelines.** These guidelines provide more detail about the grammar and style for presenting the information, as well as the format the editor needs to receive the information in.