

# Ragged Left

The newsletter for the  
Berkeley Chapter of the  
Society for Technical  
Communication

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October 8, 2008 Meeting Notes

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## Luke Wroblewski on Best Practices for Content Page Design

by Patrick Lufkin

As the web becomes increasingly social, distributed, and search driven, the paths that users take to find content grow ever more varied, and that, according to Luke Wroblewski, has important implications for web page design and usability.

Wroblewski has been involved with interface design since he was Senior Interface Designer at the National Center for Supercomputing Applications (NCSA) back in the days of the Mosaic browser when the website had 5 pages. He is currently Senior Principal of Product Ideation & Design at Yahoo! and previously was Lead Interface Designer of eBay Inc.'s platform team. He has authored two books, *Site-Seeing: A Visual Approach to Web Usability* (Wiley, 2002) and *Web Form Design: Filling in the Blanks* (Rosenfeld, 2008), a book on best practices for designing the forms that enable everything from online shopping to joining social networks.

On October 8, 2008, Luke Wroblewski visited the Berkeley chapter of STC to discuss best practices for page design in the current "social, distributed, short attention span theater we call the Web."

While some viewers, he says, will access a given page from within a page's own site, many will arrive from outside. The experience they have when they arrive at a page on your site affects how long they stay, whether they click on additional links, whether they respond to calls to action, and even what they think of you and your company.

During site development, he says, it is only natural to give a lot of attention to designing a site hierarchy and to slotting content pages into that hierarchy to create a product experience. While it is important that your pages work well within your site, it is often even more important that they work well within the Web as a whole. Wroblewski says that while numbers vary widely, for many sites a major portion of the traffic comes from outside the site. For his personal site, he says, 95 percent comes from outside the site, so content gets dissociated from context, so a "home page" is no longer the primary access point.

Wroblewski devoted about half of his talk to discussing what he calls the Web ecosystem, including the many channels used to locate and exchange content. More than a billion users now access communication channels such as email and instant messaging to, among other things, exchange links with friends. Millions of people also exchange links on social networks and display surfaces (Facebook, MySpace). Then there are content creators (blogging platforms, wiki platforms, online video editors), content aggregators (RSS readers, social book-marking sites like del.icio.us, and link-sharing sites like Digg) all of which contain links that users follow. And, of course, there is Search (Google, Yahoo! and others) with close to 10 billion searches per month, each delivering clickable links.

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### STC Headquarters

901 N. Stuart Street #904  
Arlington VA 22203-1854  
(703) 522-4114 / fax 703-522-2075  
stc@stc.org  
*Executive Director:* Susan Burton  
susan@stc.org  
*Membership:* Mary Kabza  
mary@stc.org

### STC President

Paula Berger—pres@stc.org

### STC Region 8 Director

Beau Cain—ds8@stc.org

### Chapter Officers & Volunteers

*President:* Richard Mateosian  
president@stc-berkeley.org

*VP Programs:* Mary Ann Campbell  
and Linda Urban  
programs@stc-berkeley.org

*VP Membership:* Jim Dexter  
membership@stc-berkeley.org

*Secretary:* Susan Jaeger  
secretary@stc-berkeley.org

*Treasurer:* Richard Mateosian,  
acting  
treasurer@stc.berkeley.org

*Past-President:* Joe Devney  
past-president@stc-berkeley.org

*Elections:* Richard Mateosian  
elections@stc-berkeley.org

*Recognition:* Jessica Livingston  
recognition@stc-berkeley.org

*Employment:* Caroline Scharf  
employment@stc-berkeley.org

*Public Relations:* Jessica Livingston  
publicrelations@stc-berkeley.org

*Arrangements:* Jean Lundquist

*Volunteers:* Richard Mateosian  
volunteers@stc-berkeley.org

*Education:* Susan Jaeger  
education@stc-berkeley.org

*Webmaster:* Jim Dexter  
internet@stc-berkeley.org

*Member-at-large:* Patrick Lufkin  
memberatlarge@stc-berkeley.org

### Ragged Left

*Editor:* Jennie Abbingsole  
newsletter@stc-berkeley.org

### Other contacts

*Chapter Job List:*  
employment@stc-berkeley.org

*Address, phone, or email changes:*  
membership@stc-berkeley.org

TECHNICAL COMMUNICATION is the bridge between those who create ideas and those who use them. Conveying scientific and technical information clearly, precisely, and accurately is an essential occupation in all sectors of business and government.

THE SOCIETY FOR TECHNICAL COMMUNICATION (STC) has members worldwide. Its members include writers and editors, artists and illustrators, photographers and audiovisual specialists, managers and supervisors, educators and students, employees and consultants.

STC strives to:

- Advance the theory and practice of technical communication
- Promote awareness of trends and technology in technical communication
- Aid the educational and professional development of its members

**MEMBERSHIP** Membership is open to everyone. Classic membership is \$145/year with an additional \$15 enrollment fee. STC also offers Limited, E-Membership, and Student Membership options. To receive additional information and an application form, via mail or email.

- Send email to membership@stc-berkeley.org

**INSURANCE** Members of STC can apply for health, disability, and other insurance at STC group rates. For more information, contact STC office at stc@stc.org or (703) 522-4114.

**WORLDWIDE ACTIVITIES** STC's annual conference brings together more than 2,000 technical communicators from around the world for educational programs, seminars, and workshops conducted by experts in the field. Upcoming annual conference: Minneapolis, May 13-16, 2007. In addition the STC sponsors many regional conferences, which feature the same sorts of programs, seminars, and workshops on a more intimate scale. STC sponsors international and regional competitions in all aspects of technical communication. STC Special Interest Groups (SIGs) bring together members with common experiences and interests to share their skills and knowledge. STC SIGs include:

- Academic
- AccessAbility
- Canadian Issues
- Consulting and Independent Contracting
- Emerging Technologies
- Environmental, Safety, and Health Communication
- Illustrators and Visual Designers
- Information Design and Architecture
- Instructional Design & Learning
- International Technical Communication
- Lone Writer
- Management
- Marketing Communication
- Online
- Policies and Procedures
- Quality and Process Improvement
- Scientific Communication
- Single Sourcing
- Technical Editing
- Usability & User Experience

STC sponsors research grants and scholarships in technical communication.

STC publishes the quarterly journal *Technical Communication*, the newsletter *Intercom*, and other periodicals, reference materials, manuals, anthologies, standards, and booklets.

Formed in 1953, STC has today become the largest professional society in the world dedicated to advancing the theory and practice of technical communication.

**LOCAL ACTIVITIES** The six northern California chapters of STC conduct a variety of individual and joint activities. See page 14 for contacts for these chapters. See page 17 for a list of other local organizations in which STC members may be interested.

**SUBSCRIPTIONS** This newsletter is free to members of the Berkeley chapter.

**ADVERTISING RATES** The *Ragged Left* is not accepting advertising at this time.

**SUBMISSIONS** *Ragged Left* publishes original articles and illustrations. We edit them to meet our needs. You retain copyright but grant every STC publication royalty-free permission to reproduce the article or illustration in print or any other medium. Please talk with the editor for details of how to submit articles and illustrations.

The deadline for unsolicited submissions is the last Friday of odd-numbered months.

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For Wroblewski the big question is: What happens when one of these fire hoses of traffic sends someone to your site? When someone from a context beyond your control lands on a page in your site do they find it designed with their experience in mind? Are they happy or confused?

What happens, Wroblewski says, is vitally important. When users click on a link, they are responding to an implicit promise that they will land on content that meets their expectations. They are looking for what they are interested in *at that very moment*, and their attention span is very short. Wroblewski cites a 2007 study that showed that 25% of documents are displayed for less than 4 seconds, and 52% for less than 10 seconds, and the peak value was 2 to 3 seconds. On the other hand, he says, studies show that if you make good on promised content, visitors may stick around, explore the site, and respond to calls to action.

There are many ways that your page can meet (or fail to meet) the implied promise of relevance. Meeting visitor expectations starts with things as basic as ensuring that the displayed page title and the HTML page title match. It also includes more subtle matters having to do with design hierarchy and the use of page real estate.

Wroblewski stressed that a webpage is a highly visual medium. Users rely on visual clues to discover what a page is about and to locate the promised content that lured them to the page. If you do not provide a clear visual hierarchy, users won't know where to look and will quickly leave. The key to meeting user needs is to provide good content and to use the page design hierarchy to get it noticed.

A major way to go wrong, he says, is to fail to make primary content the major focus of the page. On many pages, very little of the real estate is actually devoted to the primary content; the rest is taken up with overhead, often irrelevant navigational aids, advertisements, various calls to action, lists of related content, and other distractions that make the actual content hard to locate or consume.

Wroblewski showed a page from a news site where the featured article — presumably

what users were looking for — occupied only 24 percent of the page. Instead the promised content should be the dominant element of the page, he said.

Within Web pages, he said, content should be short, concise, and scannable. People rarely read whole sections. Studies show that when articles are cut into short sections and bullet points users get through them faster and *with more comprehension*.

To establish a page hierarchy, he recommends using lots of white space and eliminating as much from pages as possible. Most pages, he says, are designed as if everyone needed to know about everything all the time, so they provide useless clutter such as full site maps on every page. Instead, he says, only provide access to what matters now.

When providing links to additional content, strive to make them relevant. Many sites now match additional links to the primary content on the page. For example a news site might accompany a health article with links to other health information, a sports article with links to other sports related content.

When providing ancillary content, he says, often less is more. When faced with too many choices, users tend to make no choice at all. And the easiest choice on any Web page is the Back button, Wroblewski said.

More information on Luke Wroblewski and his ideas on Web usability, including a link to *Functioning Form*, his blog, can be found at <http://www.lukew.com>. Luke also has an Amazon blog at [http://www.amazon.com/gp/blog/A3QFA783736JIG/ref=cm\\_blog\\_dp\\_artist\\_blog](http://www.amazon.com/gp/blog/A3QFA783736JIG/ref=cm_blog_dp_artist_blog).

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Patrick Lufkin is a senior member of STC and Chair of the Kenneth M. Gordon Memorial Scholarship for Technical Communication. He is currently co-manager of the 2008-2009 Northern California Technical Communication Competition.

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**Note: Next article is also related to Luke's presentation.**

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# Sharing Information on the Web: Examples from Luke W.'s Presentation

by Rebecca Evans

People share information and website links in a variety of different ways, including 1:1 communication methods such as text messaging or an email saying “check out this link!” People are usually checking at least three things at once and are therefore distracted easily; you can count on your users being pulled aside a lot.

There are now millions of people using texting and twitter to send out short messages, not to mention Facebook, MySpace, Tribe, and blogs with RSS feeds. Leveraging these social networks, users provide information about themselves by displaying their current status, uploading photos, and providing lists of their favorite links. Examples: De.lic.io.us for sharing bookmarks, or Digg.com for voting on current news stories. Content is ranked, discussed, voted on, and transformed using these tools. Contextual suggestions are also available through tools like Yahoo Search.

Search is considered the largest content aggregator of all. When people search, they are looking for quick answers, not complete site structures. Luke noted that through searching, most people enter a site in the middle of the rigid navigation paradigm – since they come from many places, it is important to consider how your site will accommodate them.

When viewing content pages, users want the information the need immediately. Remember that your title content is what is usually shared, so make sure it is relevant and useful.

## Example Sites

Luke showed a variety of websites in his slide presentation; current versions of these

sites will likely appear different from what we saw in his presentation.

### Example 1: The Chicago Tribune News website:

When viewed with a grid, this home page was about 76% advertisements and site overhead, with the content only 24%. If people feel like their time was wasted, they won't return to your site.

As site visitors become more confident about your content, or that they will find what they are looking for, they will stay longer on your site. Luke noted that too many ads will turn off your audience and they won't return to the site.

### Example 2: Yahoo! Answers

There have been over 9 billion questions answered so far – lots of search engine traffic directs people to the site. The old page layout was bad because it highlighted the navigation more than the content. The updated site provides relevant (contextually-based) suggestions and related items for the user to explore, and the primary content (questions and answers) are highlighted by being placed in the top left section of the page.

### Example 3: Forbes Traveler

This site has a confusing layout – it is difficult to see which part is the article text or content and there are too many ads. Users found it difficult to tell the purpose of the site. According to eye tracking studies, users absorb content by first scanning the largest objects on the page (pictures) then reading text, and finally selecting or clicking.

### Example 4: Salon.com

An old study of users revealed that it takes 3-4 times longer to read something on screen than on paper. According to a study by the Neilson-Norman group, for site content brevity is best; favor visual hierarchy over site hierarchy. In other words, focus on the content that the user came for. Most people have higher comprehension when content is organized into bulleted lists or tables.



Most people read only 25% of an article, and unfortunately most sites are not optimized for people to scan through quickly to find the content they need. For example, Salon.com takes a long time to load the first page, and their articles are all broken up into several sections. This strategy inflates their page view rankings and creates more ad views, but it frustrates users.

## Example 5: CNN.com

The early version of this home page had over 100 links! This model relies too much on the left-hand navigation bar. Luke pointed out that putting your entire site map on the home page is a waste of time for most users.

## Example 6: YouTube

This site has related/contextual content buried at the bottom of the page, which is frustrating for the user. It is also in the right-hand column, which is typically perceived as space for advertisements. Try to limit the number of choices people need to make before a “CTA” (Call to Action/mouse click) happens. Think through the presentation of your related CTA’s in order to keep users on your site - for most big sites the ads displayed on each page view are what pays for the site. For example, for every 1,000 views you get paid \$x amount (this is called “CPM” or Cost Per Impression.)

## Conclusions

When users change contexts (i.e. clicking on a link in their email inbox and going to the web) they want to get in and out quickly and get back to what they were doing, so making your home page heavy with navigation and choices is not a good idea. When people have too many options they don't make a choice at all – this is called “Decision paralysis.” People are great at tuning things out on the web, and they tend to choose the simplest option available to them...there isn't a lot of critical thinking involved in web usage. If they can't find what they want, they blame themselves for the error and navigate away from that page or site.

The book *The Paradox of Choice – Less is More* by Barry Schwartz was recommended for further reading on this topic.

**Browser Navigation and Search.** Over 40% of search queries are for very quick answers or information such as maps. Google and Myspace are now the top navigation pointer-pages from Yahoo search. Most usability lab participants use the browser buttons to go forward or back, versus opening a new tab or a new window. This is partly because they don't have confidence in the results of their search, and also because most users (especially Internet Explorer users) do not know how to use the new tab functionality yet.

**Looks matter.** Research from the Stanford Persuasive Technology Lab indicates that people will trust your site more if it is well-presented. Examples of this include using JavaScript to look at the referring URL and present the user with a relevant notice on the site, i.e. “Welcome Google User.” You can also use class tags to highlight their search terms on your page. Leverage the origin of their search path in order to build credibility.

**Navigation.** The user needs to know where they are at all times on your site. Research from Jared Spool of UIE.com says that 3rd-level navigation and breadcrumbs are useless because the reader has often linked deep into your site rather than the home page. You should show the user where they can go next, not where they have been. Luke noted that the act of browsing is changing as search and contextual linking have gotten better. It is no longer necessary to have a site map on every page.

Q: What changes does Luke see coming with “Web 3.0?”

A: More use of structured information like XML, the web becoming more like a hard drive that users can globally search.

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Rebecca Evans is a professional writer and project manager with a keen interest in usable interfaces and helpful documentation. Her background includes projects for the Software, Wireless, and Bio-Pharmaceutical industries. Additionally, she moderates the 1,400-member SFWOW (San Francisco Women on the Web) professional email list.

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## President's Notes

by Richard Mateosian

▼ It's STC renewal time again. Without our loyal members, none of what this chapter does would be possible. When you renew and specify the Berkeley Chapter as one of your communities, STC sends us \$25.00 (less for students and retired members). This brings us nearly \$3,000.00 per year. We use this money to support our activities. In recent years we have made many of our activities pay for themselves, so we have accumulated a surplus.

Our nest egg allowed us recently to introduce recession pricing for chapter meetings. In bad times, we all need to cultivate our networks, and we don't want the cost of meetings to stand in anybody's way. Recession pricing means that we subsidize meetings significantly, so we will have less in the bank this time next year than we do now. So you can see why we need your renewal more than ever.

In January our new elected leaders take office. Jim Dexter and I will be staying on as membership manager and president. Mary Ann Campbell, Susan Jaeger, and Linda Urban have finished their terms. They (and all of us) will be working to help the new leaders take over smoothly. Tonie Flores will be our new VP for programs, and Nicki Davis will be our new treasurer. These are demanding positions, and I'm sure these new leaders will do a good job.

Our appointed chapter leaders, Jennie Abbingsole, Patrick Lufkin, Jean Lundquist, and Caroline Scharf, are continuing as newsletter editor, elections manager, hospitality manager, and jobs manager, respectively. Jean would like to train her replacement, so if you are interested in helping to provide food at our meetings, let me or Jean know. There are other ways people can help, so if you want to get involved, talk with any of our leaders.

In January we will have our annual post-holiday party. We are moving the meeting from the usual second Wednesday to Saturday, January 17, 2009. As we have done

for the last three years, we will announce and display the winners of our Touchstone technical communication competition at the party. Entrants and judges will be there. Come meet them and look at the winning entries.

And don't forget to renew your STC membership.

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**Note that our monthly meeting program schedule has changed to begin 15 minutes earlier. See Meeting Agenda on page 13.**

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## And the Winner Is ...

What I got from Judging in a Communications Contest

By Melody Brumis

Do you get calls to volunteer? I do all the time. I've just finished volunteering as a judge at the Touchstone Technical Communication Competition (<http://www.stc-touchstone.org/>). I thought I'd share what I learned from it while it's fresh on my mind. Also, I'll let you know who the winner is!

What did I learn from being a judge in a communication competition? I learned the following:

1. Be sure you have the time to volunteer before you do. The Touchstone Competition is very well organized, and provides you with a Judging Guide. The guide states judging takes 40 hours total at 4 hours a week. Whether you do it as recommended 4 hours a week or 40 hours the last week, the time estimate is right.
2. Attend all the competition meetings. Yes, this requires more time, but you will benefit from it. You get to network with all the judges, and see more of the entries. For Touchstone, the final meeting is where the awards are decided. You get to compare the entries your team judged with others, and see some great work.
3. Play with your entries. Pretend you are a typical user (the entry forms describe the



audience). As a typical user, try to do something for the first time. Can you find the instructions you need? Was it easy? Did they work? Take notes on it all.

4. Decide what you want to learn. Be specific. My interest was in whether the entry fulfilled its stated purpose. I reviewed entries with this in mind, and my comments reflected what I was interested in. I also learned what works and what doesn't.
5. Randomly read sections of each entry. You will not have time to read everything. See if the writing is consistent. Can you tell the sections different writers wrote? Again, take notes on it all. Be aware of any typos to add to the Comments form.
6. Praise highly. When I first reviewed my entries, I was impressed with all of them. I thought what great writing is going on in the San Francisco Bay Area. I found something good to say about every single one of them. I wrote lavish kudos.
7. Criticize lowly. I thought of criticisms (on the Comments form called suggestions) as what I would like to get back from a judge. What didn't work? I'd be interested in that. Be kind. Write suggestions the way you'd like to get them.

And the winner is ... How do I say this? I promised not to divulge the winning entries. I can say, though, that I walked away a winner. I had sneak peaks at some amazing work. I saw, for one, the fine art of collaboration. One piece consisted of online help, frequently asked questions, and quick start movies. I wanted to just sit back and munch on popcorn.

While the competition may be over, the show goes on. Touchstone will be bringing its winners to the local Society for Technical Communication (STC) meetings. Be sure to check your local STC Web sites for when the winners will be at a meeting close to you.

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Melody Brumis, an STC Senior Member, writes the "Tips for Small Business Success" column in the *Devil Mountain Views* ([http://ebstc.org/newsletter/1108/Article\\_3.htm](http://ebstc.org/newsletter/1108/Article_3.htm)). A long-time member of the East Bay Chapter (and short-time member of the Berkeley chapter), she has been President, founder of the

Online SIG, and Managing Editor of their newsletter. If you have comments on this article, please write to her at [mbrumis@writeontimesolutions.com](mailto:mbrumis@writeontimesolutions.com)

Melody also co-blogs <http://www.onthewriteroad.com/> and co-wrote <http://writeontimesolutions.blogspot.com/>.

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## November 12, 2008 Meeting Notes

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# The Point is... Sharing

Notes by Jerry Franklin

At our November meeting, Jennie Abbingsole, a staff technical writer for Global 360, introduced the chapter to Microsoft SharePoint. Broadly speaking, SharePoint is an enterprise-level application intended to enable sharing and collaboration among and between teams. It is highly-customizable and essentially "mashes up" many Web 2.0 technologies, including wikis, blogs, and collaborative workspaces, although in its current iteration its greatest strength is perhaps as a document storage, sharing, and versioning tool.

Jennie shared some of her experiences both as a member of the team that launched a SharePoint intranet for Global 360, and as an ongoing manager of several team sites (SharePoint is composed of sites and sub-sites). Jennie's presentation, which used Captivate videos integrated into HTML Help, began with an overview of the application, and moved to a tour of the Global 360 intranet, which is a SharePoint site. The site includes sections for documents, user stories, a news/announcements blog, a Wiki, and a discussion forum. SharePoint takes a great deal of upfront planning, Jennie said, as well as some user training to compensate for the non-intuitive nature of many of SharePoint's "hidden" functions. Once it's launched and familiar, however, the application is easy to use and maintain.

Jennie emphasized that SharePoint is much more than a document storage system, though that is currently how most people use it (about half the members in attendance had experience with SharePoint). It is highly modular, composed of a great many "Web Parts" you can mix and match and even



write yourself (if you're a developer). Each Web Part represents a different function. For instance, document libraries, calendars, and discussion forums are each Web Parts. The concept of Content Type allows files to transcend the standard hierarchies for document libraries as well as everything in a SharePoint site. Document views, or lists, can be multi-dimensional, not hierarchical (i.e., the Windows Explorer tree view). Users can filter their views of document lists in a great many ways, so assigning a type to each document facilitates sorting through and finding specific items (but it is not required; hierarchical structure is also supported, and more easily adopted).

Jennie then reviewed how she and her team currently use SharePoint. Her documentation team uses one document library for works-in-progress. The versioning system (a check-in, check-out system like Visual Source Safe) helps them keep track of multiple revisions. Jennie also uses the system for maintaining a comprehensive documentation plan for each upcoming release. User stories are in another document library, which helps her keep track of which stories are yet to be written and which stories are yet to be delivered by the developers. Because SharePoint is permission-based to a highly-granular degree – down to the individual document level – Jennie is also able to use SharePoint to share select documents with other Global 360 departments. For instance, she can share finished documentation for current releases with the sales team, while barring access to any of the in-progress documents pending the upcoming release. SharePoint also enables Jennie and her team to post documents for easy access by development reviewers. “No one should ever have to send out an attachment anymore,” she said, indicating that writers need only email a document link to their SMEs for review.

Alerts are another key function of SharePoint, Jennie said. These, too, are highly granular, and can keep anyone informed when anything in a document – or a discussion, or meeting, etc. – changes. You can sign

up to have alerts sent to yourself, and, apparently, push out alerts to others.

SharePoint is designed to integrate with Outlook 2007, making collaboration and communication even easier. SharePoint is also highly configurable – it is a very robust system, Jennie said – and can also be used to manage online help files, as well, for custom web parts or SharePoint applications.

SharePoint certainly has its drawbacks, Jennie pointed out. It is not user-friendly, it is powerful but very complex beneath the surface, and its deceptively simple user interface invites “just getting started” without a careful plan. But Microsoft is investing heavily in the application, and technical communicators would be well-advised to learn it.

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Jerry Franklin is a freelance technical, marketing, and podcast communicator based in Alameda, California. He has written a wide range of print and online technical documents and marketing collateral for boutique consultancies in high tech and philanthropy, and for software companies of all sizes. Jerry belongs to the STC, as well as ACM-SIGDOC, IEEE-PCS, and the Producers Guild of America.

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## Web Usability Column

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# The amazing Amazon.com

by Eric Hughes, Managing Director,  
Simplexity, LLC

In our last column, we talked about ten of the worst web sites for usability. In this column, let's talk about one that works really well: Amazon.com.

Of course Amazon.com has been around forever – they were one of the first e-commerce companies, and have grown to be America's largest online retailer (Staples is second). It was started in 1995 as an online bookstore, and has diversified into a marketplace for just about anything you might want to order or run online.

I have to admit that I order items from Amazon.com pretty often. It is the first place I go to on the web when I want to order books, electronics, or toys. I go there because

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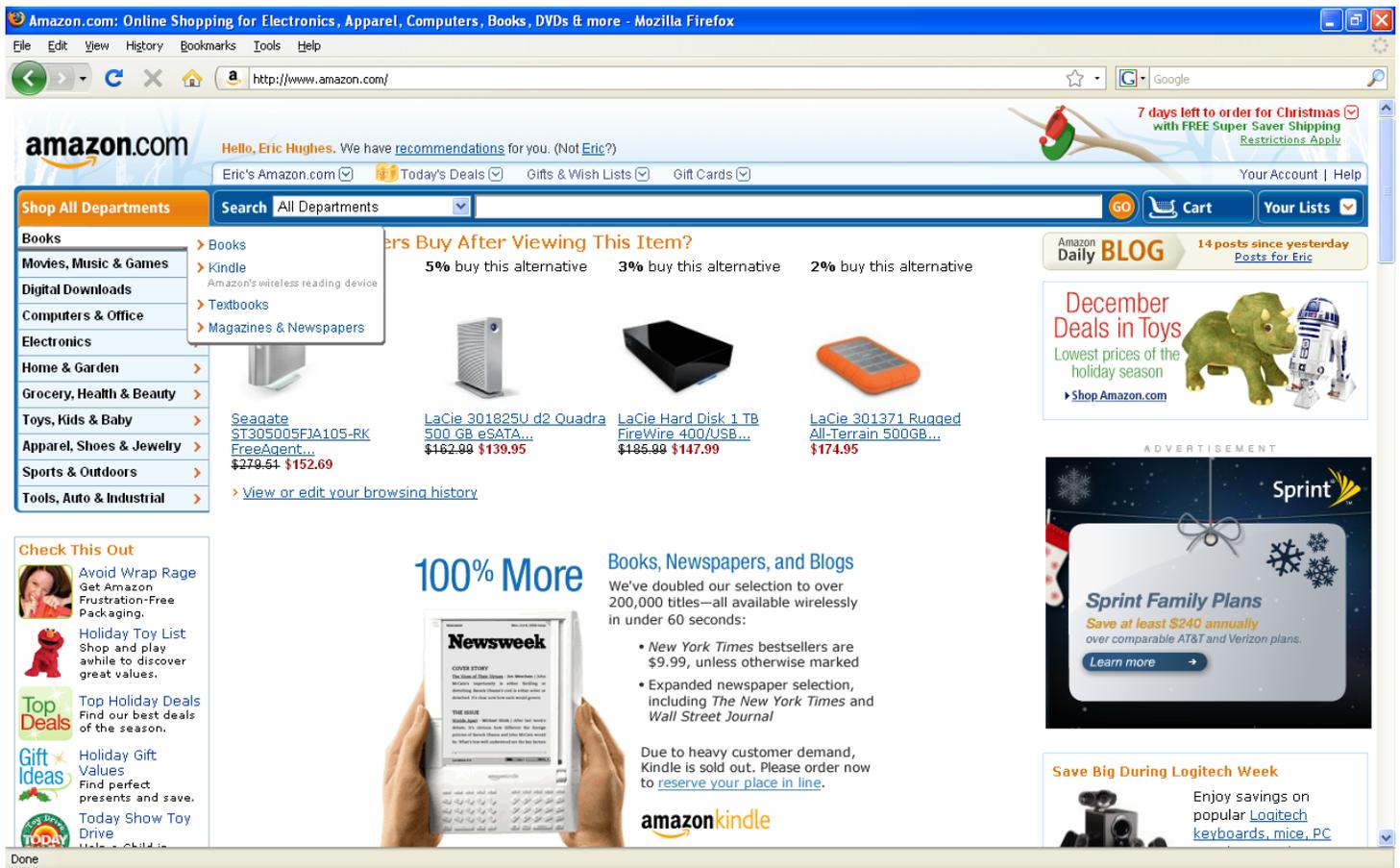
I can easily find what I want, and they make it incredibly easy to return items. I feel respected when I shop at Amazon because they know how I like to shop, and the improvements that they make are incremental enough that they don't throw me completely off when I return.

## Home Page

Let's take a look at their home page.

need it. (By 'under the fold,' I mean that you have to scroll to get there.)

- They don't force me to see the recommendations they have for me. They aren't "in your face" about what they think I'll like. They even present me with a % of people who buy the alternatives after having purchased what I've bought – brilliant!
- When you mouse over the departments, there are a reasonable number of choices



What is good about Amazon home page usability?

- It is welcoming because they know who I am. Personalization is great, as long as they don't serve up offerings that are ridiculous. Netflix is another company that seems to have this nailed.
- The most important navigation (by department and search) is easy to find, and easily distinguishable. They know why I'm here, and they don't try to get me to do stuff that I don't want to do – all that stuff that is 'under the fold.' I'll find it if I

(no more than 10, but typically fewer). There is no tertiary navigation available from the department menus. It is tempting to do that, but it is just noise. By 'tertiary navigation,' think Microsoft Applications – you click on a navigational item, then you have to click on another to get a third menu. Don't do that!!

- It is easy to mouse from the department label (Books) to the sub-labels (Books, Kindle, Textbooks, Magazines & Newspapers) without opening navigation you don't want. How many times have you tried this sort of navigation, but the

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mouse doesn't go exactly where you want it to, so it opens up navigation that you don't want? Amazon leaves a big channel to mouse over, and that really helps avoid that problem.

- The shopping cart is easy to find, and always in the same place. If you've done a lot of online shopping, you will have seen sites where the link to the shopping cart moves around. That is very disconcerting.
- White space is cleverly used to make a home page full of stuff seem manageable. At first glance, when I see a home page with as many items on it as Amazon has, I cringe. But for some reason, this works...and that is because of the way they use white space and other best practices design.
- They don't make me search for prices, and by showing two prices per item (one with strike-through), they make me think I'm getting a deal.
- Mousing over items shows me more, but not too much, detail. When I move the mouse, the detail immediately goes away.
- They provide a level of control to me: I control my profile, which items are used to present recommendations, ratings, and my lists.
- The "Treat Yourself" box shows an item from your 'Wishlist.' But it isn't always

there, so there is some mystery around it that intrigues me.

- Actions are consistently implemented. When you click a down arrow, you always get sub-menus; horizontal arrows always point you toward sub menus.
- Clickable items are clearly shown as such either by underlining or by mouse over indication. Notice that there isn't anything underlined that isn't clickable. Every graphic on the page is also clickable – not just some of them.
- Labels are clear – you know what you will get when you go there.
- Textual information is short and easy to scan. It is clear that you can get details elsewhere if you want them.
- They tell me that the Kindle is sold out before I try to order it. How many times have you ordered something, just to find out after you buy it that it is on back-order?

## Secondary Page

What is good about their secondary pages?

- The "Shop All Departments" menu goes away but is simple to resurrect.
- The top banner and main navigation stay the same throughout the site. Where there

Amazon.com: Online Shopping for Electronics, Apparel, Computers, Books, DVDs & more - Mozilla Firefox

Amazon.com Books: New & used books, textbooks, children's books, biographies & more - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://www.amazon.com/books-used-books-textbooks/b/ref=sa\_menu\_bo07ie=UTF8&node=283155&pf\_rd\_p=328655101&pf\_rd\_s=left-nav-1&pf\_rd\_t=...

7 days left to order for Christmas with FREE Super Saver Shipping Restrictions Apply

Hello, Eric Hughes. We have recommendations for you. (Not Eric?)

Eric's Amazon.com Today's Deals Gifts & Wish Lists Gift Cards Your Account | Help

Shop All Departments Search Books GO Cart Your Lists

Books Advanced Search Browse Subjects Hot New Releases Bestsellers The New York Times® Best Sellers Libros En Español Bargain Books Textbooks

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- Introducing Kindle
  - Kindle: Amazon's Wireless Reading Device
- Kindle Books, Newspapers & Magazines
- Best Books**
  - Award Winners
  - Best of 2008
  - Best of the Month
  - The New York Times® Bestsellers List
- Gift Ideas for Book Lovers**
  - Boxed Sets for Kids & Teens
  - Gifts Under \$25
  - Gifts Under \$50
  - Stocking Stuffers
  - Shop the Holiday Gifts Store
- Popular Features

**Books**  
Save up to 45% on Bestsellers

**Inside Publishing**  
Go [Inside Publishing](#) with **Gary Gentel**, president of the Trade and Reference Division of Houghton Mifflin Harcourt, as he offers an exclusive look at some of his personal picks for readers this holiday season.

**HOUGHTON MIFFLIN HARCOURT**

Dear Amazon Customers:

Even as the winds of change swirl around us this election year, some things never change. Among them is the perennial fascination with the subjects of family, betrayal, social status, and money. Meryl Gordon's [Mrs. Astor Regrets: The Hidden Betrayals of a Family Beyond Reproach](#), the page-turning new book about beloved philanthropist and queen of New York society Brooke Astor and the real story behind the fight over her estate, will appeal to a great variety of people because it revolves around precisely those themes. In fact, Lesley Stahl of *60 Minutes* has already said that *Mrs. Astor* "reads like a cross between an Edith Wharton classic and a Linda Fairstein suspense novel. Fascinating in this way, it's all true."

**OMNIVORACIOUS** Read our Editors' blog

**For the Book Lover on Your List**  
This year's [Holiday Books Store](#) offers a huge selection of [bestsellers](#), [editors' picks](#), and [holiday favorites](#) in every category.  
[Shop and save in our Holiday Books Store](#)

**The Best Books of 2008**  
Find all of the books we loved best this year in our [Best of 2008 Store](#). Explore editors' picks and customer favorites in dozens of categories and see our choice for the [best book of the year](#), Philip Hensher's fascinating family drama, [The Northern Clemency](#).  
[See all the Best Books of 2008](#)

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is a need for more navigation, it's obvious that it is related to the section you have just chosen.

- Some menu items are personalized (Eric's Quick Picks instead of just Quick Picks).
- When you mouse over the Amazon logo, it is clear that it is clickable and that it will take you back to the home page.
- The "Shop All Departments" linked page is the same navigation as the drop down menu. The tendency would be to add more sections there since the real estate exists to do it.
- When I go to a secondary page, the search box defaults to that section. The drop down menu cleverly adds another level of navigation that I can search through.

Navigation, simplicity, convenience, readability, performance, appealing design, feedback – the Amazon.com site seems to have it all. What do you think? Please send your comments to me at [eric@simplexity.net](mailto:eric@simplexity.net).

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You can reach Eric at [eric@simplexity.net](mailto:eric@simplexity.net)

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## September 10, 2008 Meeting Notes

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# Using DITA with Adobe FrameMaker

Notes by Keith Joseph

On Wednesday, Sept. 10, Scott Prentice spoke to the monthly meeting of the Berkeley chapter of the STC on "Using DITA with Adobe FrameMaker." He gave an overview of DITA and FrameMaker and then demonstrated authoring and publishing DITA using FrameMaker 8.

Scott has been a technical writer and tools developer for over 15 years. He is a DITA subject matter expert and is the coordinator of SVDIG (Silicon Valley DITA Interest Group). In 2004, he founded his company, Leximation (<http://www.leximation.com>) to provide assistance with DITA/FMx, AIR Help, FM plug-ins, and what he proudly refers to as the development of customized help systems that users will actually use.

DITA is an acronym for Darwin Information Typing Architecture. It is named after

Charles Darwin to evoke the use of specialization and inheritance as in Darwin's Theory of Evolution. DITA is an XML based environment for authoring and structuring technical documentation. DITA was originally developed by IBM in the late 1990s to deal with the challenge of managing enormous amounts of product and other technical documentation. IBM introduced DITA in 2001 and handed it off to the OASIS DITA Technical Committee in March, 2004. DITA v1.1 was approved as an OASIS standard in August, 2007. See <http://www.ibm.com/developerworks/xml/library/x-dita1/> or <http://dita.xml.org/>.

DITA is based on the notion of a "topic." A topic is a chunk of information focused on a single subject. A topic comprises a title, metadata, text organized by sections and paragraphs, and images. There are three kinds of topics. A concept topic provides background information for the user, defines terms and explains basic concepts. A task topic contains step-by-step instructions to achieve a specific goal. A reference topic is for focused factual information such as the syntax for a command or the significance of a message.

Granularity and reusability are two key properties of a topic. A topic should be large enough to be self contained, but small enough so that it can be easily reused in different delivery contexts (web site, printed material such as a book, magazine or newspaper, pda, online help etc.). Topics from multiple sources can be merged to form an information collection for different deliverables. Topics can be nested to form a hierarchy. A DITA map describes the hierarchy. Each deliverable requires a DITA map. The same topic can be reused over and over again in different maps.

"The DITA Open Toolkit is an implementation of the OASIS DITA Technical Committee's specification for DITA. The toolkit can be used to transform DITA content (maps and topics) into deliverable formats." From <http://sourceforge.net/projects/dita-ot/>

FrameMaker was originally written in the early 1990s for the UNIX platform as an inno-



vative solution to editing text and graphics together for large technical publications. It was later extended to the Windows and Macintosh platforms. FrameMaker became the flagship product of the Frame Technology Corp. and was a successful player in the early days of desk top publishing. Adobe acquired Frame Technology Corp. in 1995. Framemaker 7.2 was released in 2005 and FrameMaker 8.0 in 2007. These later releases of Adobe FrameMaker are XML based and support a slightly modified version of DITA. Adobe FrameMaker provides a WYSIWYG drag-and-drop environment, called the structure view, for authoring XML content. It does not provide direct editing of XML tags, however.

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Keith Joseph has had a varied career. He holds a PhD in mathematics from UCLA and has been a college professor (mathematics and computer science), programmer, systems architect, business analyst, and technical communicator in several industries (academic, aerospace, telecommunication, and financial services). He is currently a contract development editor in the Learning Resources group at Adobe Systems Inc. specializing in online help for Adobe's TCS (Technical Communication Suite).

He is committed to minimizing driving and has reduced the number of family cars from two to one. His transportation is walking, cycling, using buses and trains, and getting rides from friends. Although sometimes inconvenient, the new regimen has improved his health with more exercise and his social life (One meets all kinds of folks walking and taking the bus).

## Other DITA-related presentations

### Moving from FrameMaker/WebWorks to XML/DITA and Flare at Salesforce.com

Date: Wednesday, April 9, 2008

Speaker: Mysti Berry of Salesforce.com

See the May/June 2008 *Ragged Left*

[http://www.stc-berkeley.org/RaggedLeft/2008PDF/RL\\_MayJun08.pdf](http://www.stc-berkeley.org/RaggedLeft/2008PDF/RL_MayJun08.pdf)

### One topic at a time: writing books, help, and websites in DITA XML

Date: Wednesday, June 14, 2006

Speaker: Erik Hennum, Advisory Software Engineer, IBM Corporation

See the Summer 2006 *Ragged Left*

[http://www.stc-berkeley.org/RaggedLeft/Summer06PDF/RL\\_Summer06.pdf](http://www.stc-berkeley.org/RaggedLeft/Summer06PDF/RL_Summer06.pdf)

## Meetings

Our chapter holds a dinner meeting the second Wednesday of each month. See *Berkeley STC Meeting Location and Directions* on page 14.

## Upcoming Meetings

### January Party

*Saturday, January 17, 2008, 5:30-9pm*

Highlands Country Club

110 Hiller Drive, Oakland, California

STC Members and students: \$15

Others: \$30

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**Note: Date is not 2nd Wednesday!**

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### Program

Touchstone winners be announced and contenders will be on display. Come also for chapter volunteers recognition; raffle door prizes; and a special raffle for Touchstone judges.

## How to Build a Business Case

by Jack Molisani

*Wednesday, February 11, 2009, 6-9:30pm*

Highlands Country Club

110 Hiller Drive, Oakland, California

### Program

If you've ever submitted a purchase request that was not approved, chances are it lacked one or more of the vital components Management looks for when allocating resources.

In our next meeting, returning speaker Jack Molisani will present a fun and practical session identifying the components of a successful business case, how to identify what is important to Management, how to maximize your chances of approval, and more.

Want more training, better tools, a bigger raise? Don't miss our February meeting!

### Speaker

Jack Molisani is the president of ProSpring Technical Staffing, an employment agency



specializing in technical writers and project managers: [www.ProSpringStaffing.com](http://www.ProSpringStaffing.com).

He also produces The LavaCon Conference on Technical Communication and Project Management. The seventh annual LavaCon will be held in late October 2009 in New Orleans: [www.lavacon.org](http://www.lavacon.org)

He is also STC Associate Fellow, a member of the Project Management Institute and Meeting Planners International, and is an active member of the committee developing the STC Body of Knowledge and BOK Web Portal.

## Using Word Templates Effectively and in the Shared Environment

by Steve Zegas

*Wednesday, March 11, 2009, 6-9:30pm*

Highlands Country Club  
110 Hiller Drive, Oakland, California

### Program

While a single author who knows how to use Word styles and templates can easily manage documents, when multiple “non-writer” authors are involved, Word files often take on a life of their own. This presentation demonstrates several custom templates and teaches how to create and use templates for single or multiple-user environments, where consistent and clean formatting is desired. Come see the mysteries of Word styles revealed, learn innovative techniques, see how to quickly conquer massive formatting mess-ups, and how to standardize templates for many documents (without attaching a template file such as “normal.dot”). (Presented in Word 2003, applicable to Word 2007; does not cover XML or ODF.)

### Speaker

Steven Zegas is a senior technical writer in the Bay Area. He has been working with Word since the days of DOS and Word 1.1 for Windows 3.0.

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## Meeting/Dinner Prices

STC Members Meeting and Dinner

\$18.00 if reserved on our Chapter's Website by the day before the meeting  
\$21.00 per person at door

Students Meeting and Dinner

\$15.00 if reserved on our Chapter's Website by the day before the meeting  
\$18.00 per person at door

Non-STC Member Meeting and Dinner

\$21.00 if reserved on our Chapter's Website by the day before the meeting  
\$24.00 per person at door

Meeting-only prices (reserved and at-door are the same)

STC Member and first timers - *free!*

Student \$10.00

Non-STC Member \$15.00

Special cost notes:

- Nonmembers are always welcome to STC meetings at the non-member rates.
- All members of the San Francisco Chapter of the IABC are welcome to register for Berkeley STC General Meetings at the member price by midnight on the day before the meeting.

## Meeting Agenda

6-7pm Check-in, networking, conversation, and dinner.

7:00 - Chapter business, announcements, and introductions. Anyone can announce jobs that they know about.\*

7:15 - Formal program. Usually we have a speaker or panel of speakers on a topic related to the business or technology of technical communication.

8:30pm Conversation, offline questions for the speaker, follow-up on job announcements

9:00 Clear the room. Move conversations to the sidewalk.

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\* **Attendees**, please announce open positions, and bring job listings for distribution.

**Recruiters** are welcome to attend meetings, place literature on a designated table, and talk with attendees one-on-one during the informal parts of the meeting. We ask them not to announce specific jobs during the formal announcement period, but they are free to stand up and identify themselves.

Similarly, we ask anyone else with commercial



announcements to confine themselves to calling attention to the availability of literature on the designated table.

## Berkeley STC Meeting Location and Directions

Highlands Country Club  
110 Hiller Drive  
Oakland, California

Information at <http://www.stc-berkeley.org/MonthlyMeeting/directions.shtml>

View from the Highlands Country Club



*Photo courtesy of Rhonda Bracey*

### By Car

#### From San Francisco

Cross the Bay Bridge to I-580 Eastbound. Remain in the right lane, until Highway 24 Eastbound (toward Berkeley and Walnut Creek). Continue eastbound until the Tunnel Road off-ramp. Exit will loop around to the west, crossing back over Highway 24. Turn left at the stop sign. Follow Tunnel Road/Caldecott Lane to traffic signal. Veer to the right, and follow Hiller Drive halfway up the hill. Highlands Country Club will be on the right-hand side of the street.

#### From Walnut Creek

Take Highway 24 Westbound through the Caldecott Tunnel. Stay in the right-hand lane, taking the first exit after the tunnel ends, the Tunnel Road exit, going towards Berkeley. Follow Tunnel Road to the complex intersection and stop light, at Tunnel Drive, Hiller Drive, and Highway 13. Veer to the right, and continue halfway up the hill on Hiller Drive. Highlands Country Club is on the right-hand side of the street.

#### From I-80 and Berkeley

Take Ashby Avenue to the Highway 13 exit. Ashby becomes Tunnel Road at the Claremont Hotel. Continue on Tunnel Road (through the split-level section) to the stoplight just before the Highway 24 overcrossing. Remain in the left lane and make a sharp left U-turn around the Firestorm Memorial Garden, on to Hiller Drive. Continue halfway up the hill. Highlands Country Club will be on the right-hand side of the street.

#### From Hayward

Take I-580 Westbound to Highway 13 north. Continue on Highway 13 past the overcrossing of Highway 24. At the stoplight, turn right, then left, onto Hiller Drive. Continue halfway up the hill. Highlands Country Club will be on the right-hand side of the street.

### Parking

Please park on the street. The club's parking lot is for members only.

### Public Transit

Prefer to take BART? The Rockridge station is closest. Send email to [president@stc-berkeley.org](mailto:president@stc-berkeley.org) to ask about transportation from BART to the meeting.

AC Transit bus E from SF via MacArthur then Rockridge takes you as far as Tunnel Road & Roble Road, with a half mile walk uphill on Hiller Drive to the Hillside Country Club.

### Other STC chapters in Northern California

East Bay: [www.ebstc.org](http://www.ebstc.org)

North Bay: [www.stc-northbay.org](http://www.stc-northbay.org)

Sacramento: [www.stcsacramento.org](http://www.stcsacramento.org)

San Francisco: [www.stc-sf.org](http://www.stc-sf.org)

Silicon Valley: [www.stc-siliconvalley.org](http://www.stc-siliconvalley.org)



## STC News

### Chapter News

#### **Leadership Positions Available**

We are looking to fill several leadership positions! Contact Richard Mateosian if you are interested. See <http://www.stc-berkeley.org/VolunteerOpportunities/volunteer.shtml> for a list of open positions.

#### ***Ragged Left* Earns Award of Merit**

An Award of Merit was presented to the Berkeley Community, complete with a plaque, for the *Ragged Left* in the STC 2008 Newsletter Competition.

Many thanks to all the contributors to our newsletter! Especially for the articles on each monthly meeting presentation.

## Chapter Selects Officers for Coming Year

by Patrick Lufkin, Election Manager

The Berkeley chapter has completed its election and has selected its officers for 2009. Here is the lineup.

### **Richard Mateosian— Chapter President**

Richard Mateosian, who has been serving since 2006, will continue as chapter president.

Richard has been active in STC and the Berkeley chapter since 1992. He also often takes leadership roles in regional activities such as the Gordon Scholarship, STC NorCal regional conferences, and the annual Northern California technical communication competitions. Richard is active in most of the Bay Area STC chapters and in several STC SIGs, and is also a member of IEEE and

ACM. Richard also served an earlier term as chapter president in 1995-97.

In his candidate statement Richard stressed responsibility of the chapter president in helping the chapter meet the challenges of globalization and the economic downturn while also preserving the unique personality that the chapter has developed during its twenty-year history.

### **Jim Dexter—Vice President for Membership**

Jim Dexter will continue as Vice President for Membership, a position he has held since 2005. In addition to working to keep the chapter responsive to member needs, he has served as the chapter Webmaster for many years. He is also a past-president of the San Francisco Chapter, where he also was editor of the chapter newsletter. He has often worked on the annual Northern California technical communication competition, and participated in earlier efforts to establish and maintain a Region 8 Northern California administrative council.

### **Tonie Flores—Vice President for Programs**

Tonie Flores will be Vice President of Programs. Tonie is a senior technical writer for an engineering software company in San Leandro. She has been an STC member for more than 10 years. She has often judged in the Northern California Technical Communication Competition and has presented at STC conferences at both the regional and the international levels.

She says that the presentations that occur at chapter meetings have been important both to her own professional development and to the development of the profession. She says that as Vice President for Programs, she wants to “contribute to our chapter by continuing to bring relevant, timely, high quality speakers to our meetings and to plan special program.”



## Treasurer—Nicolette Davis

Nicolette Davis will be the new chapter treasurer. Many chapter members will recognize Nicki from chapter meetings, where she has been doing a fine job as the chapter's hospitality manager.

Nicki holds a Ph.D. in chemistry, and has been an STC member for more than 20 years. She will be assuming the Treasurer post from Richard Mateosian, who has been holding it from above.

## A few Thank You's and Farewells

With the changing of the guard, the chapter will also be losing a few officers who have contributed greatly this past year.

Linda Urban and Mary Ann Campbell, who shared program manager duties, are stepping down. Linda will be devoting more time to her career, and Mary is retiring. Under their leadership the chapter had a very successful year with many fine programs. They also set up two special weekend workshops, one on setting up and using Wikis, and one on planning presentations, the latter taught by Linda herself.

In addition to their program manager duties, they each contributed greatly to leadership discussions and played an important role in shaping the chapter during the year. They are warmly thanked.

Susan Jaeger, who has been doing a tremendous job as chapter secretary—not only keeping excellent records, but also riding herd on our meetings and keeping us on topic—will also be stepping down. She recently changed her employment, and needs time to work into the new job. Susan is also thanked for her fine contribution.

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Patrick Lufkin is a senior member of STC and Chair of the Kenneth M. Gordon Memorial Scholarship for Technical Communication. He is currently co-manager of the 2008 Northern California Technical Communication Competition.

## STC News

### Further Afield: STC Phoenix

The Society for Technical Communication (STC), Phoenix Chapter, hosts Neil Perlin for its January, 2009 meeting. Neil Perlin returns as a favorite from the Society for Technical Communication International conference to discuss reducing the risk of adopting a new content management system (CMS) by using a help authoring tool in a unique way: to create a test-bed CMS.

As content management systems spread into technical communication, they add a lot of uncertainty. They bring new concepts and development processes, and demand more rigorous standards, all of which have to fit into your workflow and culture. A CMS also costs far more than our traditional tools. So buying a CMS can be risky.

One way to cut that risk is to create a test-bed CMS to test the effects on your workflow and culture. Interestingly, help authoring tools like Flare and RoboHelp, among others, offer that capability.

This session discusses how to do this. It describes core CMS features and equivalent features in MadCap Flare and Adobe RoboHelp and explains how to use those features to create a test-bed CMS on which to find operational kinks that might prevent you from making full use of your real CMS. Or even possibly to use your help authoring tool *as* your CMS.

Tuesday, January 13, 2008, 5:30pm

Phoenix Airport Hilton - 2435 S. 47th Street,  
Phoenix AZ 85034

To register online using PayPal, please go to <http://www.stc-phoenix.com/events/meeting-workshop-registration-form>.

## Awards & Conferences

### ▼ APEX 2009 Now Open for Entries

The 21st Annual APEX Awards for Publication Excellence is now accepting entries for APEX 2009 (Entry deadline: March 17, 2009). The APEX awards recognize excellence in graphic design, editorial content and overall communications effectiveness. Communicators can choose from 122 different categories (many new) under 11 headings, including:

- Newsletters
- Magazines and journals
- Magapapers and newspapers
- Annual reports
- Brochures, manuals and reports
- Electronic and video publications
- Web and intranet sites
- Campaigns, programs and plans
- Writing
- Design and illustration
- One-of-a-Kind publications

For a list of new and revised categories, see <http://www.ApexAwards.com/apex2009awardscategories.htm>.

The APEX entry deadline (postmark) is March 17, 2009.

Entry fees are \$69 per entry for Writing That Works subscribers; \$89 per entry for non-subscribers.

APEX is sponsored by the editors of Writing That Works, a newsletter for writing, editing and communications professionals. The contest is open to corporate, nonprofit, freelance and agency communicators. Entrants do not have to be Writing That Works subscribers.

Call for Entries information, brochure and entry form are posted at

<http://www.ApexAwards.com/apex-awards.htm>.

To download the APEX Call for Entries brochure, go to:

[http://www.ApexAwards.com/apex\\_broch.pdf](http://www.ApexAwards.com/apex_broch.pdf).

Just need the APEX Entry Form? Go to:

[http://www.ApexAwards.com/apex\\_entry\\_form.pdf](http://www.ApexAwards.com/apex_entry_form.pdf).

You can fill out the PDF Easy Entry Form right on your computer screen. (No need to find a typewriter or fill out the form by hand.) Then just mail it with your entries and payment.

Also see the APEX FAQ page for tips and advice on entering, at

<http://www.ApexAwards.com/apex2009faqs.htm>.

## Other Organizations

**American Medical Writers Association (AMWA) of Northern California.** Meets periodically at various Bay Area locations. [www.amwancal.org](http://www.amwancal.org)

**American Society for Training and Development, Mount Diablo Chapter.** Meets monthly in Danville. <http://mtdiablostd.org/>.

**American Society of Indexers, Golden Gate Chapter.** [www.asindexing.org/site/chapters.shtml#golden](http://www.asindexing.org/site/chapters.shtml#golden)

**Association for Women in Computing, San Francisco Bay Area chapter** — [www.awc-sf.org/](http://www.awc-sf.org/)

**International Association of Business Communicators, San Francisco chapter.** A network of professionals committed to improving the effectiveness of organizations through strategic interactive and integrated business communication management — <http://sf.iabc.com/>

**National Writers Union (UAW).** A labor union for freelance writers of all genres. — [www.nwu.org](http://www.nwu.org)

**Northern California Science Writers' Association.** Quarterly meetings & other events. [www.ncswa.org](http://www.ncswa.org)

## Tips & Tidbits

### Use Social Networking Sites to Interview Experts

by Risa Sacks

When you're conducting research for an article or report that requires input from multiple experts, it can be a challenge to find all of the sources you need. Social networking sites that attract professionals, such as LinkedIn and Facebook, can come to the rescue.



If you're a member of these sites you can post questions and conduct focused searches for members who fit your criteria. Finding authorities this way may require a little extra work on your part. To confirm that those who respond actually are the experts they claim to be, ask them about their work history and credentials.

Also ask to see what they have written on the topic and what other experts in their field say about them. After your interview, back up their points with research that has been done by other authorities in the field.

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Risa Sacks is the owner of Risa Sacks Information Services;  
<http://www.risasacks.com>

## The Nine Parts of Speech

Three little words you often see,  
Are articles -- a, an, and the.  
A noun's the name of anything  
As school, garden, hoop, or swing.  
An adjective tells the kind of noun --  
Great, small, pretty, white, or brown.  
Instead of nouns the pronouns stand --  
Her head, his face, your arm, my hand.  
Verbs tell of something to be done,  
To read, sing, jump, or run.  
How things are done the adverbs tell,  
As slowly, quickly, ill, or well.  
Conjunctions join words together,  
As men and women, wind or weather.  
The prepositions stands before  
A noun, as at or through the door.  
The interjection shows surprise,  
As ah! how pretty --- Oh! how wise.  
The whole are called nine parts of speech,  
Which reading, writing, speaking teach.