



MAS ALIS

Schreiben für das Internet: "Content Matters"

Bernhard Sturm

bernhard.sturm@daszeichen.ch

[@daszeichen](#) / [@sultaninen](#)

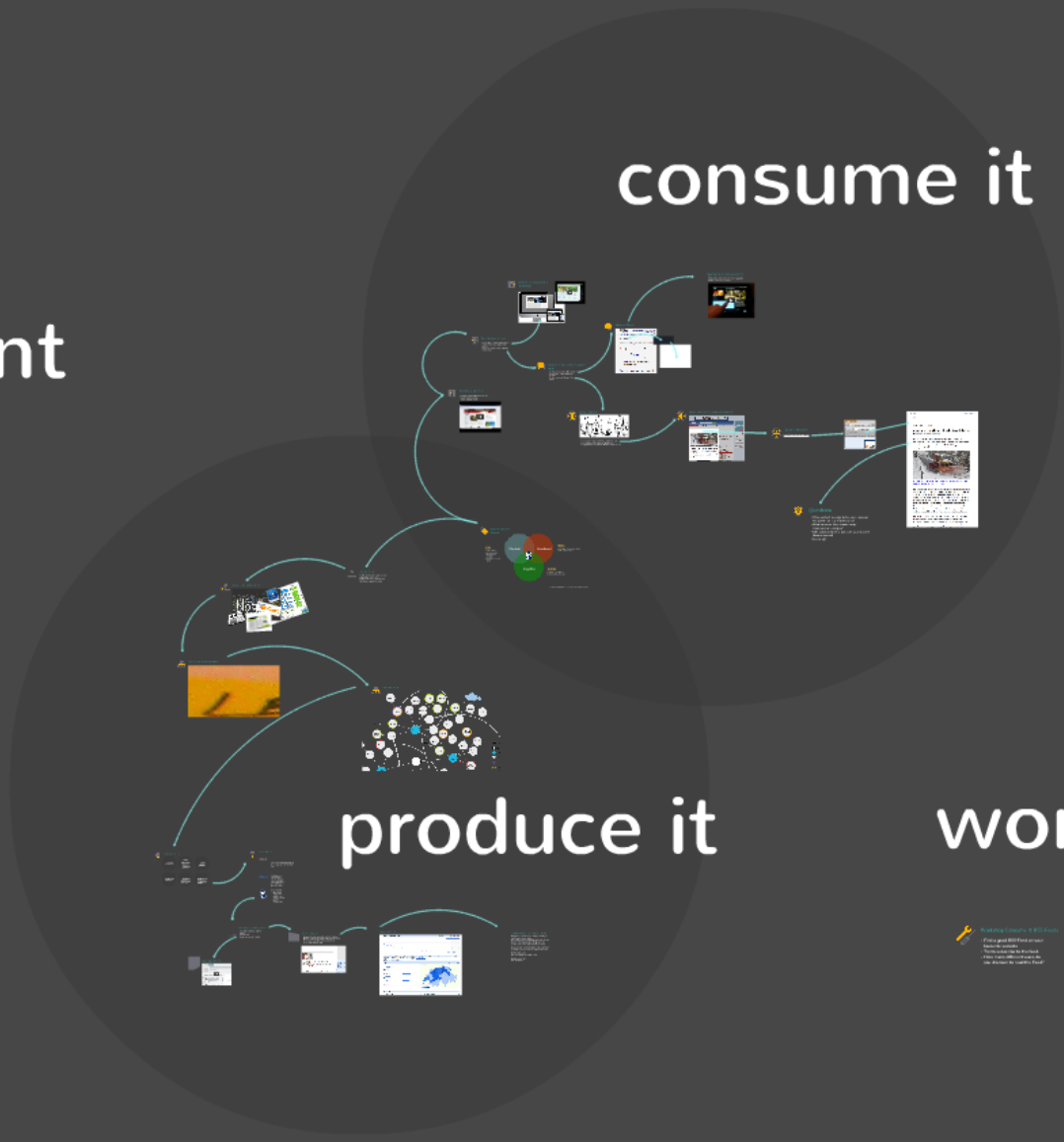
www.daszeichen.ch

content

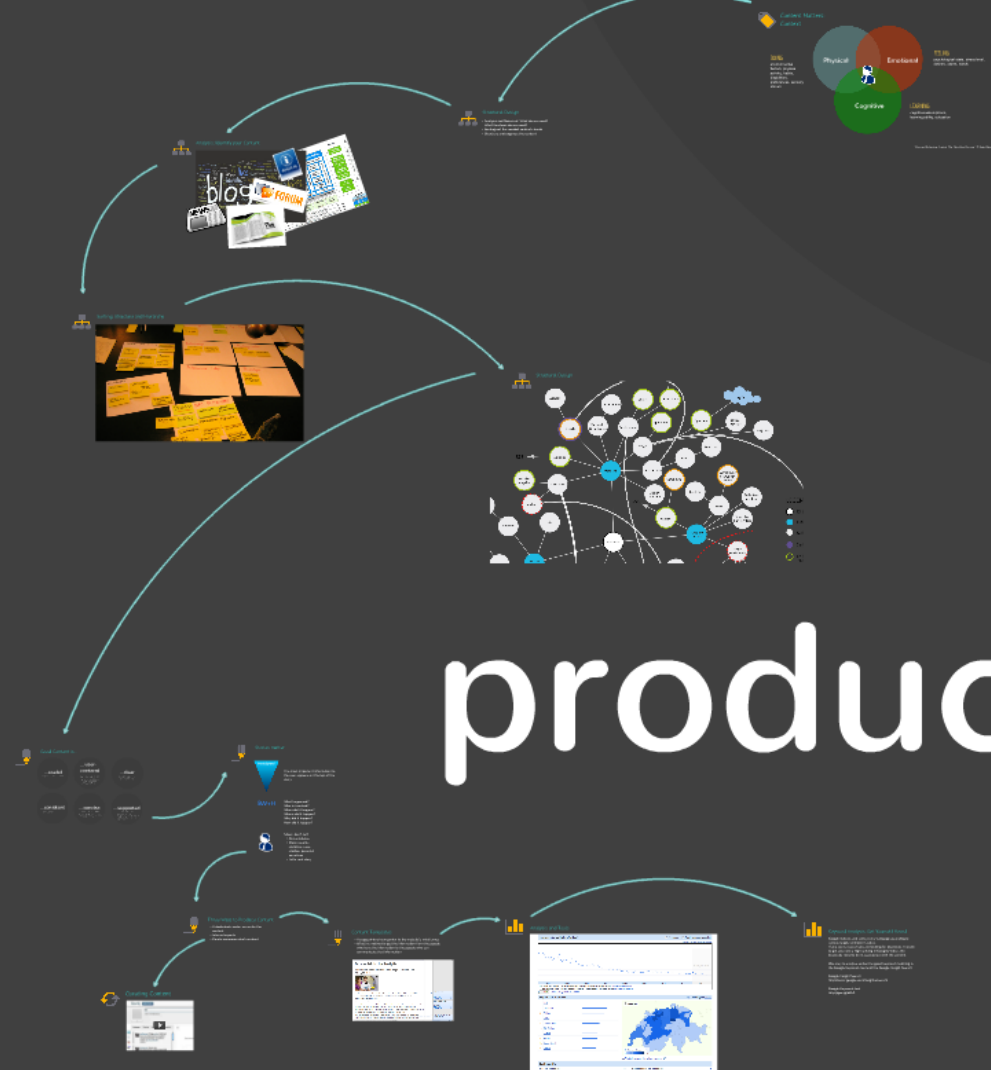
consume it

produce it

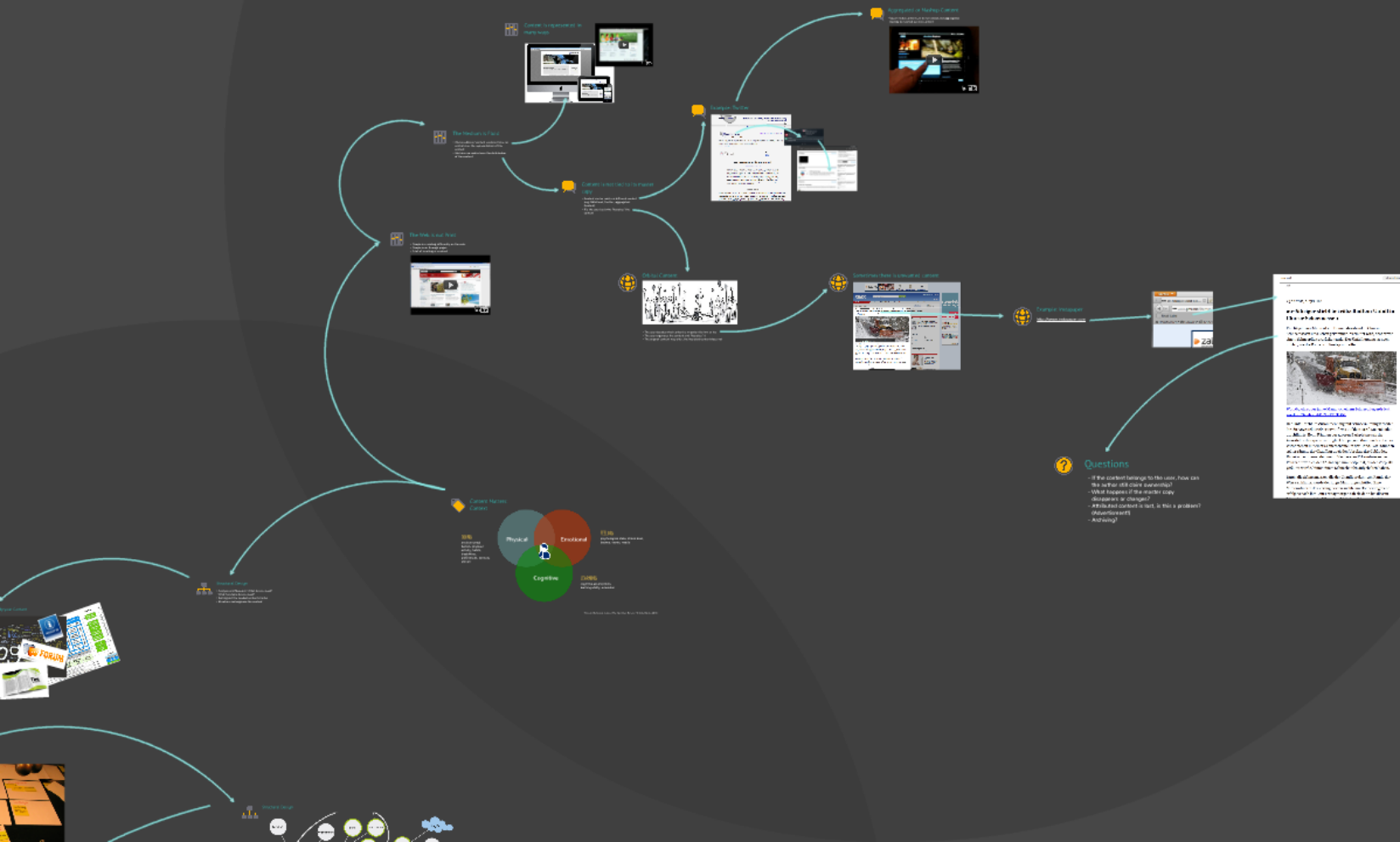
workshop



produce it



consume it

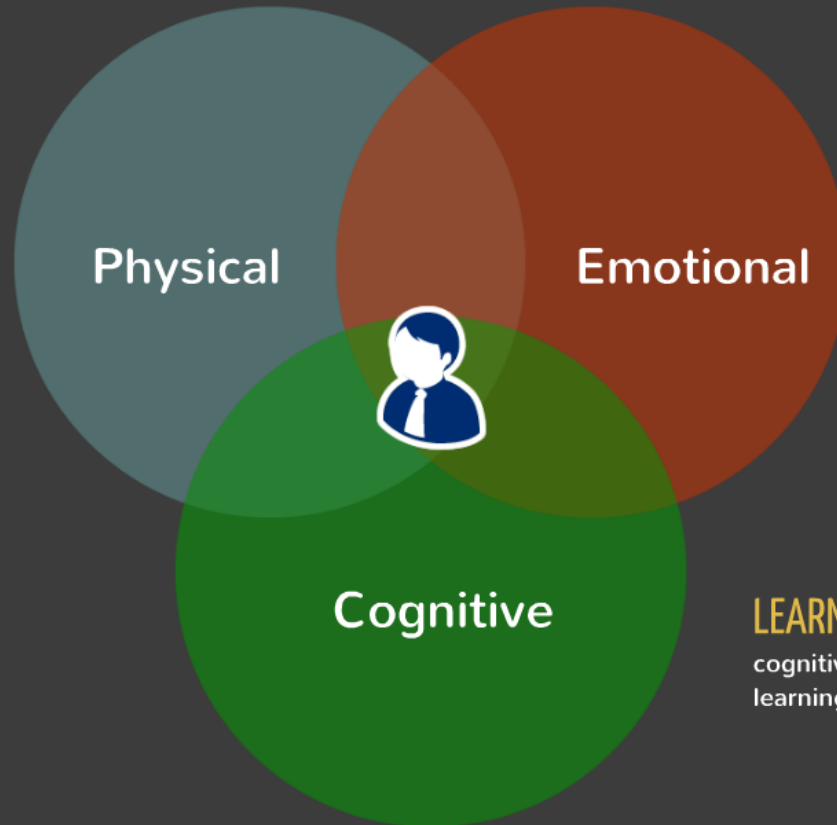




Content Matters: Context

DOING

environmental factors, physical activity, habits, disabilities, preferences, sensory stimuli



FEELING

psychological state, stress level, desires, wants, needs

LEARNING

cognitive assumptions, learning ability, education

Physical

Emotional

FEELING

psychological state,
desires, wants, ne



Cognitive

LEARNING

cognitive assumptions,
learning ability, education



Emotional

FEELING

psychological state, stress level,
desires, wants, needs



Cognitive

LEARNING

Content Matters. Context

DOING

environmental factors, physical activity, habits, disabilities, preferences, sensory stimuli

Physical



Cognitive



The Web is not Print

- People are reading differently on the web.
- People scan through pages
- A lot of scrolling is involved





Live updates - 1999

Search

Subscribe now

NEWS

ONE-MINUTE WORLD NEWS



News Front Page

Page was updated at 17:48 GMT, Tuesday, 15 December 2009

News Front Page

- World
- Home
- Asia Pacific
- Science
- Middle East
- South Asia
- US
- Business
- Health
- Science & Environment
- Technology
- Entertainment
- More in the news
- Video and Audio
- Programmes
- News that's key
- At a glance

CLIMATE CHANGE TALKS TO



US to force Copenhagen results in Illinois [4]

A number of states from the US, including mostly of the Midwest, say are to be transferred to an...
 Direct group, a US official says.

Perth-based attack was 'premeditated'

Shirley Parkhouse's attorney had been waiting for the police's report of the assault in a Milan airport, Italy's justice minister says.

- BBC's legal challenge to strike
- Israeli banking crisis: Finance minister
- Sri Lanka nuclear trigger: 1100
- Sweden issues first climate report
- Europe's first 'climate' bank deal
- Nigeria lifts its weightlifting ban

VIDEO NEWS

Israeli Boeing's new Dreamliner

18 bit lock: Steve Jobs' climate summit

\$347 to Caribbean, 7 Nights & Air

Mirametrix.com





The Medium is Fluid

- We (as editors / content curators) have no control over the representation of the content
- We have no control over the distribution of the content



Content is represented in many ways





YouTube



The Medium is Fluid

- We (as editors / content curators) have no control over the representation of the content
- We have no control over the distribution of the content



Content is not tied to its master copy

- Content can be read in a different context (e.g. RSS-Feed, Twitter, aggregated Content)
- It's the user (us) who "liberates" the content



Example: Twitter

SURL Software Usability Research Laboratory
Wichita State University

Home About SURL Usability News Services Contact Us Sitemap

Usability News

December 2011, Vol. 13 Issue 2

Usability News is a free web newsletter that is produced by the Software Usability Research Laboratory (SURL) at Wichita State University. The SURL team specializes in software/website user interface design, usability testing, and research in human-computer interaction.
Barbara S. Chaparro, Editor

PDF Print Email Previous Article

iPad Usage Patterns On-the-Go and at Work

B. Nguyen & B. Chaparro

Summary. In the last issue of Usability News (13.1), we distributed an online survey exploring how you were using your iPad. Participants included owners of both the original iPad and the iPad 2. Results of the survey indicate that the iPad is still mainly used for web browsing, email, reading news, social networking, and playing games. In the workplace, respondents reported using it mostly as a reference tool. Respondents spoke very favorably of the iPad, citing its overall ease of use, large screen size, and portability. The inability to view Adobe Flash, and the inconsistency and complexity of some apps were cited as the biggest areas where the device could be improved.

INTRODUCTION

Since its release in April 2010, the Apple iPad has become the de facto tablet for consumers. Selling 14.8 million units, the iPad was the best-selling tablet worldwide in 2010. In March of 2011, Apple announced the second iteration of its tablet, the iPad 2. The new tablet was thinner, lighter, had a faster processor, more memory, and was given front and rear cameras. Shortly after the release of the iPad 2, ChangeWave Research surveyed 2,000 potential customers. In that survey, 28% of respondents stated they planned to

subninen
20% use their #ipad in the bathroom, and 35% use less than 5 apps: #usability study
<http://bit.ly/ssosz4>

http://paperkit.net/1320424522

Videos

Android Tutorial: Back widgets

Technologie

Usability News 132 - Nguyen
surl.org - Usability News is a free web newsletter that is produced by the Software Usability Research Laboratory (SURL) at Wichita State University. The SURL team specializes in software/website user interfa...

Panorama

Paradise Island - Android Market
market.android.com - Paradise Island is lovely simulation game. Build your own empire! Paradise Island is the game for all fun and see how far yourself away from work and build your own sunny islands in time for...



Home

About SURL

Usability News

Services

Contact Us

Sitemap



Usability News

| Volume 13 Issue 2 | Past Issues | A-Z

December 2011, Vol. 13 Issue 2

Usability News is a free web newsletter that is produced by the Software Usability Research Laboratory (SURL) at Wichita State University. The SURL team specializes in software/website user interface design, usability testing, and research in human-computer interaction.

Barbara S. Chaparro, Editor



PDF



Print



Email



Previous Article

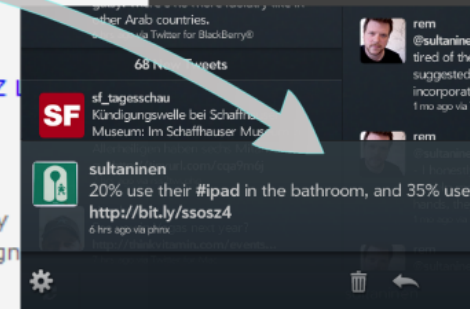
iPad Usage Patterns On-the-Go and at Work

B. Nguyen & B. Chaparro

Summary. In the last issue of Usability News (13.1), we distributed an online survey exploring how you were using your iPad. Participants included owners of both the original iPad and the iPad 2. Results of the survey indicate that the iPad is still mainly used for web browsing, email, reading news, social networking, and playing games. In the workplace, respondents reported using it mostly as a reference tool. Respondents spoke very favorably of the iPad, citing its overall ease of use, large screen size, and portability. The inability to view Adobe Flash, and the inconsistency and complexity of some apps were cited as the biggest areas where the device could be improved.

INTRODUCTION

Since its release in April 2010, the Apple iPad has become the de facto tablet for consumers. Selling 14.8 million units, the iPad was the best-selling tablet worldwide in 2010. In March of 2011, Apple announced the second iteration of its tablet, the iPad 2. The new tablet was thinner, lighter, had a faster processor, more memory, and was given front and rear cameras. Shortly after the release of the iPad 2, ChangeWave Research surveyed 2,000 potential customers. In that survey, 28% of respondents stated they planned to





ap

other Arab countries.

via Twitter for BlackBerry®

68 New Tweets



sf_tagesschau

Kündigungswelle bei Schaffhauser Museum: Im Schaffhauser Museum der Allerheiligen haben sechs Mitarbeiter...



sultaninen

20% use their #ipad in the bathroom, and 35% use less than 5 apps: #usability study

<http://bit.ly/ssosz4>

6 hrs ago via phnx

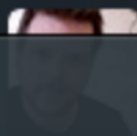
<http://thinkvitamin.com/events...>



rem

@sultaninen @natbat I was just getting tired of the trolling. Feel free to post suggested changes - happy to incorporate to make it better

1 mo ago via Twitter for Mac



rem

@sultaninen @natbat test what you like - I honestly don't care. I wrote the app

hands, they work well still

1 mo ago via Twitter for Mac



rem

@sultaninen @natbat if the slider does



Web



<http://paper.li/mamatcyber/1320424522>

Videos

[Alle ansehen](#)



Android Tutorials : Basic widgets

Technologie

[Alle ansehen](#)



Usability News 132 - Nguyen

surl.org - Usability News is a free web newsletter that is produced by the Software Usability Research Laboratory (SURL) at Wichita State University. The SURL team specializes in software/website user interfa...

sultaninen

Panorama

[Alle ansehen](#)

Paradise Island - Android Market

market.android.com - Paradise Island is lovely simulation game. Build your own empire!"Paradise Island" is the game for all sun and sea lovers!Tear yourself away from work and build your own sunny island!Is it time to ...

Sittin_Pritti

@androidcore @sittin_pritti @tracijohn34 @sultaninen @sidar80
6 hours ago · reply · retweet · favorite

mamatcyber "Actually, Searches For "Google+" Are Petering Out" and more stories in my summary smf.is/1CtrTY
9 hours ago · reply · retweet · favorite

[Join the conversation](#)

#iphone

[Zeitung lesen](#)

[Alle ansehen](#)

Open Question: Twitter app won't let me add an existing account? - Iphone Reviews and Products

myiphone5specs.com -

MyiPhone5Specs

Open Question: Twitter app won't let me add an existing account? - Iphone Reviews and Products

myiphone5specs.com -

MyiPhone5Specs

Open Question: Twitter app won't let me add an existing account? - Iphone Reviews and Products

myiphone5specs.com -

MyiPhone5Specs

Technologie



sultaninen

Usability News 132 - Nguyen

surl.org - Usability News is a free web
Software Usability Research Laboratory
The SURL team specializes in software

Panorama

Paradise Island - Android Market



Aggregated or Mashup Content

- Social media content can be harvested and aggregated, leading to mashed up new content



ebookers Explorer



Bookers Explorer
[Progress bar]
Bookers Explorer



Bookers Explorer
[Text description]
Bookers Explorer



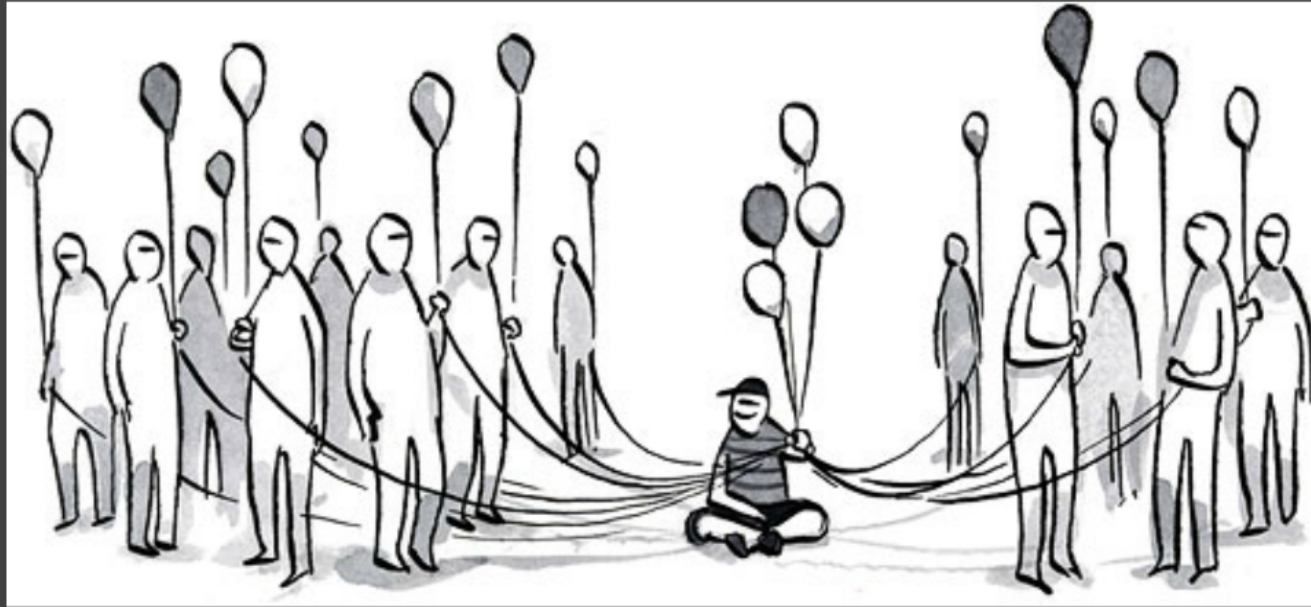


Content is not tied to its master copy

- Content can be read in a different context (e.g. RSS-Feed, Twitter, aggregated Content)
- It's the user (us) who "liberates" the content




Orbital Content



- The user decides what content is important to him or her
- The user organises the content and "liberates" it
- The original content may alter, the liberated content does not



Sometimes there is unwanted content



zalando Sale Damen-Stiefel! Vero Moda Blusen Freizeitschuhe!

GMX Suchen mit Google


E-Mail kostenlos Hilfe Login

Alle Inhalte **Schweiz** Top-Themen Politik Wirtschaft Jobbörse **Panorama** Buntess Singles Kultur Wetter

23.12.2011, 16:38 Uhr

20-Jähriger stirbt bei rätselhaftem Unfall in Churer Scheemassen

Ein 20-jähriger Mann ist am Donnerstagabend in Chur in Schneemassen ums Leben gekommen. Vermutet wird, dass er von einem Schneepflug erdrückt wurde. Der Unfallvergang ist noch unklar, wie die Polizei am Freitag mitteilte.



Womöglich ist der junge Mann von einem Schneepflug erdrückt worden. (Symbolbild) © KEYSTONE

Der Unfall steht im Zusammenhang mit Schneeräumungsarbeiten, die ein Angestellter einer Privatfirma auf dem Areal Meiersboden durchführte. Beim Räumen des grossen Parkplatzes sah der Angestellte den später verunglückten jungen Mann noch auf einer Wiese stehen mit einer Schneeschaufel in der Hand. Zwei Stunden später räumte der Chauffeur auch den Vorplatz des Gebäudes. Dabei sah er niemanden mehr. Nach ersten Erkenntnissen der Polizei dürfte sich der 20-Jährige zum Zeitpunkt, als der Vorplatz geräumt wurde, hinter einem Schneehaufen aufgehalten haben.

Durch die Schneemassen, die der Chauffeur dann am Rande der Wiese anhäufte, wurde der junge Mann zugeschüttet. Eine Mitbewohnerin des Verunglückten suchte am Donnerstagabend erfolglos nach ihm. Am Freitagmorgen sah sie dann bei diesem Schneehaufen auf der Wiese den Stiel einer Schneeschaufel herausragen. Wenig später konnten Helfer den jungen Mann unter den Schneemassen orten.

Promotion

Mehr zum Thema

Bahn-Chaos durch Schneefall
Zahlreiche Eisenbahnlinien in den Alpen sind zugeschnitten.

Schneedecke für die Schweiz
Der Schnee reicht nun sogar bis ins Flachland - Chaos inklusive.

Services

Wetter Immobilienbörse
Jobbörse Partnersuche
Singletreff

Partnerangebote

Abnehmcoach Life Forestry

PARSHIP.ch
Singles in Ihrer Nähe
Die passende Partnerin ist nur 1. Klick entfernt. Jetzt testen! [mehr](#)

Monster.ch
Ihr passender Job

Gratis Lieferung

[Zum Shop »](#)

neckermann.de

Trendy & exklusive Mode
Zahlreiche Eisenbahnlinien in den Alpen sind zugeschnitten.
CONLEY'S
THE FASHION ONLINE STORE
Trendige und exklusive Mode für Frauen, Männer und Kinder im CONLEY'S Online-Shop
www.conleys.de

Kinderregenjacken ab 6,99 €
Hochwertige Regenjacken für Jungen und Mädchen aktuell stark reduziert!
www.nkd.com



Example: Instapaper

<http://www.instapaper.com>

Firefox ▾



GMX 20-Jähriger stirbt bei ...



GMX www.gmx.net/themen/



Read Later



Deaktivieren ▾



Cookies ▾



Keine Cookies



zal

Schuh und

[AA](#)

23.12.2011, 16:38 Uhr

20-Jähriger stirbt bei rätselhaftem Unfall in Churer Schneemassen

Ein 20-jähriger Mann ist am Donnerstagabend in Chur in Schneemassen ums Leben gekommen. Vermutet wird, dass er von einem Schneepflug erdrückt wurde. Der Unfallhergang ist noch unklar, wie die Polizei am Freitag mitteilte.

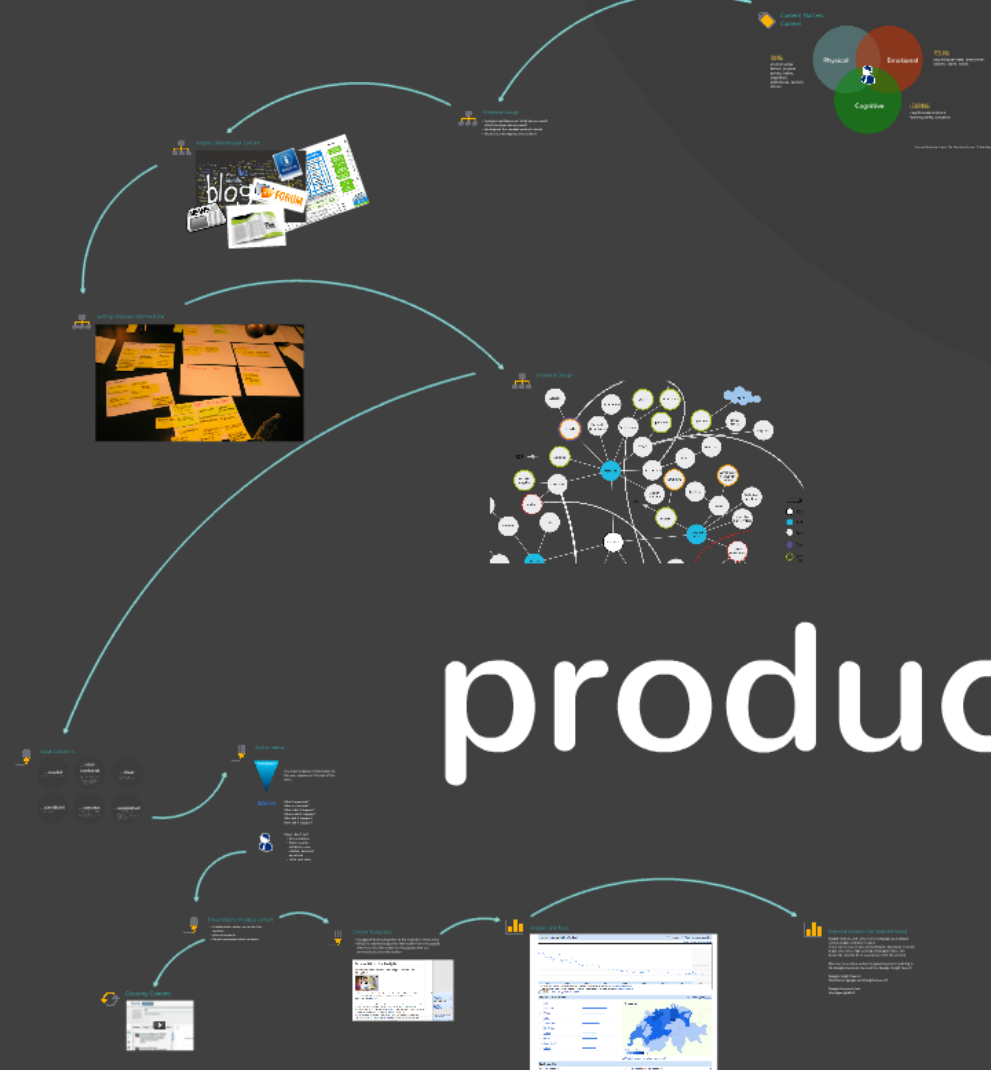




Questions

- If the content belongs to the user, how can the author still claim ownership?
- What happens if the master copy disappears or changes?
- Attributed content is lost, is this a problem? (Advertisement!)
- Archiving?

produce it

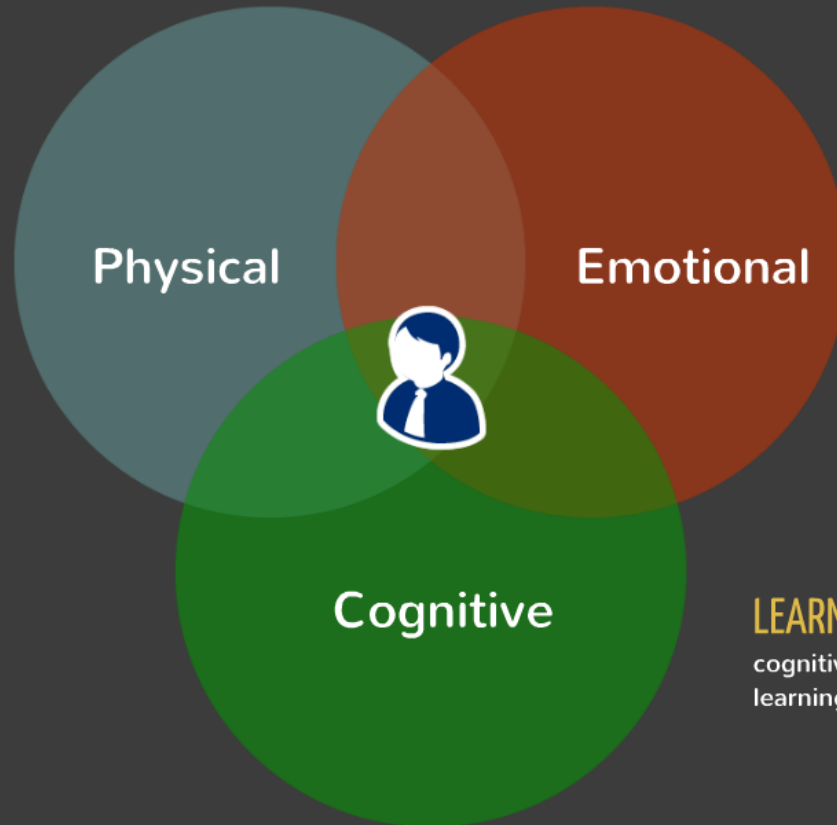




Content Matters: Context

DOING

environmental factors, physical activity, habits, disabilities, preferences, sensory stimuli



FEELING

psychological state, stress level, desires, wants, needs

LEARNING

cognitive assumptions, learning ability, education



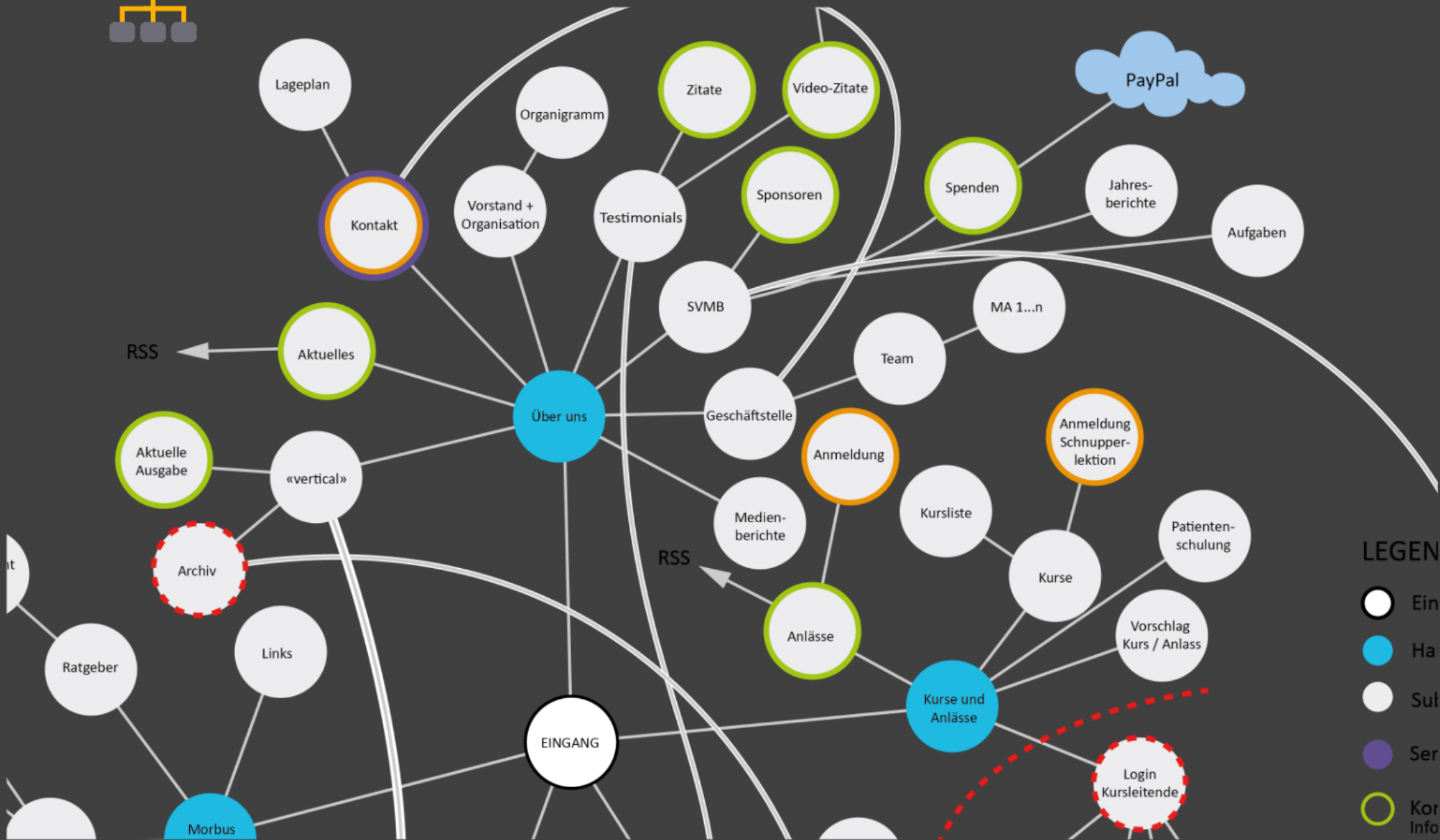
Structural Design

- Analysis and Research: What do we need?
What functions do we need?
- Sorting out the needed content chunks
- Structure and organise the content

Sorting: Structure and Hierarchy



Structural Design



- LEGEN
- Ein
 - Ha
 - Sul
 - Ser
 - Kor Info



Good Content is...

...useful

"Specify a clear purpose for each piece of content"

...user-centered

"Make sure the user can figure out what to do, and the user can tell what is going on"

- Do not use your internal way of thinking or looking at the content, try to take the users point of view looking at things.
- Avoid specific terms and phrases

...clear

"Good content speaks to people in a language they understand and is organised in ways it makes easy to use"

...consistent

Use a consistent tone and voice while addressing your audience

...concise

"more content makes everything more difficult to find"

- Publishing everything often means: "publishing everything we can", instead of "publishing everything we've learned that our users really need"

...supported

"publish no content without a support plan"

- Fractal content must be updated when new information appears, user-generated content must be maintained and edited.
- A content plan must be carried out in order to maintain content.

...useful

"Specify a clear purpose for each piece of content"

...user- centered

"Make sure the user can figure out what to do,
and the user can tell what is going on"

- Do not use your internal way of thinking or looking at the content, try to take the users point of view looking at things.
- Avoid specific terms and phrases

...clear

"Good content speaks to people in a language they understand and is organised in ways it makes easy to use"

...consitent

Use a consistent tone and voice while
addressing your audience

...concise

"more content makes everything more difficult to find"

- Publishing everything often means: "publishing everything we can", instead of "publishing everything we've learned that our users really need"

...supported

"publish no content without a support plan"

- Fractual content must be updated when new information appears, user-generated content must be maintained and edited.
- A content plan must be carried out in order to maintain content.



Stories matter

Inverted pyramid

The most important information to the user appears on the top of the story.

5W+H

What happened?
Who is involved?
When did it happen?
Where did it happen?
Why did it happen?
How did it happen?



Show, don't tell:

- Give evidence
- Show results, statistics, case studies, personal narratives
- Tell a real story

Stories matter



Inverted pyramid

The most important information to the user appears on the top of the story.

5W+H

What happened?
Who is involved?
When did it happen?
Where did it happen?



5W+H

What happened?

Who is involved?

When did it happen?

Where did it happen?

Why did it happen?

How did it happen?



Show, don't tell:

- Give evidence

Cl... ..

How did it happen?



Show, don't tell:

- Give evidence
- Show results, statistics, case studies, personal narratives
- Tell a real story



Three Ways to Produce Content

- A dedicated creator can write the content
- Internal experts
- Curate someone else's content



Curating Content



The screenshot shows the Storify website interface. At the top, the word "Storify" is displayed next to an "alpha preview" badge. Below this is a search bar containing the letter "o" and a text area with the placeholder "Write a summary here". A navigation menu includes "My tweets", "Timeline", "Search", "New", and "Userlist". A central video player with a play button is overlaid on the content. Below the video, a tweet from "burtherman" is visible, mentioning "@jenny8lee" and discussing "SXSW will have news-related startup competition!". A sidebar on the right contains social media icons and a "Place story of" button. A "YouTube" logo is also visible in the bottom right corner of the interface.



o|

Write a summary here ↗



My tweets

Timeline

Search

Play

Storyboard



burtherman RT @jenny8lee: SXSW will have news-related startup competition! Includes dissemination and business models. <http://bit.ly/95ro8W> yesterday



burtherman Seaport wins @foundershowcase, building cheap (\$150)

Place story of

YouTube



Three Ways to Produce Content

- A dedicated creator can write the content
- Internal experts
- Curate someone else's content

Content Templates

- Paragraph-level companion to the website's wireframes
- Effective method to get the information from the people who have the information to the people who can communicate that information

Biomedizinische Analytik

Berufsbild Biomedizinische Analytikerinnen und Analytiker HF



▲ Als Biomedizinische Analytikerin HF, als Biomedizinischer Analytiker HF liefern Sie wichtige Grundlagen, um Krankheiten vorzubeugen, zu erkennen, zu behandeln und um den Behandlungserfolg zu überwachen.

▲ **Moderne Laboranalytik fasziniert.** Neuste biomedizinische und technische Erkenntnisse werden in der Labormedizin sofort umgesetzt. High-Tech verhilft dazu, die notwendigen Analysen zuverlässig und präzise durchzuführen und die Laborresultate in kürzester Zeit den behandelnden Ärztinnen und Ärzten weiterzugeben. Das führt zur richtigen Behandlung und ist nicht selten lebensrettend. Entsprechend gross ist die Verantwortung, aber auch die Befriedigung, die dieser Beruf mit sich bringt.

▲ **Die Arbeit erfordert Konzentration und Genauigkeit**, sowohl beim Vorbereiten der Proben wie beim schrittweisen Vorgehen zur Analyse. Die Arbeit im medizinischen Labor hat sich im Laufe der Jahre verändert und ist heute stark durch Technik und Informatik geprägt.

Am Anfang kurze Zusammenfassung

Roland Studer
24.04.2011 14:43

Lange Fliesstexte in thematische Abschnitte unterteilen.

Roland Studer
24.04.2011 14:42

Kernpunkte hervorheben, an Anfang nehmen

Roland Studer

Berufsbild Biomedizinische Analytikerinnen und Analytiker HF



Als Biomedizinische Analytikerin HF, als Biomedizinischer Analytiker HF liefern Sie wichtige Grundlagen, um Krankheiten vorzubeugen, zu erkennen, zu behandeln und um den Behandlungserfolg zu überwachen.

Moderne Laboranalytik fasziniert. Neuste biomedizinische und technische Erkenntnisse werden in der Labormedizin sofort umgesetzt. High-Tech verhilft dazu, die notwendigen Analysen zuverlässig und präzise durchzuführen und die Laborresultate in kürzester Zeit den behandelnden Ärztinnen und Ärzten weiterzugeben. Das führt zur richtigen Behandlung und ist nicht selten lebensrettend. Entsprechend gross ist die Verantwortung, aber auch die Befriedigung, die dieser Beruf mit sich bringt.

Die Arbeit erfordert Konzentration und Genauigkeit, sowohl beim Vorbereiten der Proben wie beim schrittweisen Vorgehen zur Analyse. Die Arbeit im medizinischen Labor hat sich im Laufe der Jahre verändert und ist heute stark durch Technik und Informatik geprägt.

Am Anfang kurze Zusammenfassung

Roland Studer
24.04.2011 14:43

Lange Fliesstexte in thematische Abschnitte unterteilen.

Roland Studer
24.04.2011 14:42

Kernpunkte hervorheben, an Anfang nehmen

Roland Studer



Analysis and Tools

Interesse im zeitlichen Verlauf

Prognose Nachrichtenschlagzeilen

[Wie kann ich die Zahlen anzeigen?](#)

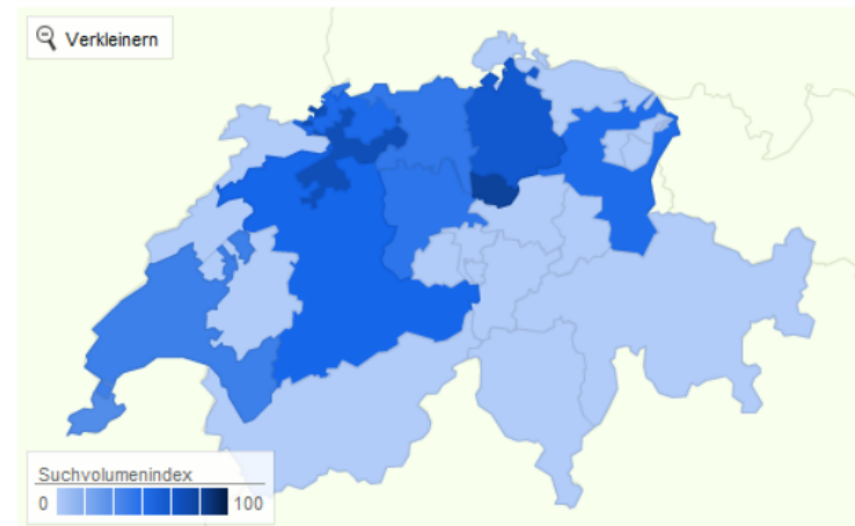


[Dieses Diagramm einbetten](#)

Regionales Interesse

[Unterregion](#) [Stadt](#)

1.	Zug	<div style="width: 100%;"></div>
2.	Solothurn	<div style="width: 90%;"></div>
3.	Zürich	<div style="width: 85%;"></div>
4.	Bern	<div style="width: 75%;"></div>
5.	Basel-Land	<div style="width: 70%;"></div>
6.	St. Gallen	<div style="width: 65%;"></div>
7.	Luzern	<div style="width: 60%;"></div>
8.	Aargau	<div style="width: 55%;"></div>
9.	Basel-Stadt	<div style="width: 50%;"></div>
10.	Waadt	<div style="width: 45%;"></div>



[Veränderung im Zeitverlauf anzeigen](#)

Suchbegriffe

Top-Suchanfragen

[Zunehmende Suchanfragen](#)



Keyword Analysis: Get Yourself Heard

Google indexes and ranks every webpage according to various largely unknown factors.

If you start a search you are looking for keywords. In order to get your site a high ranking in Google's-index, the keywords need to be in accordance with the content.

One way to analyse content to good keyword matching is the Google Keyword-Tool and the Google Insight Search:

Google Insight Search

<http://www.google.com/insights/search/>

Google Keyword-Tool

<http://goo.gl/b2kC>



Resources

Consume It

<http://www.alistapart.com/articles/orbital-content/>

<http://www.instapaper.com>

<http://www.readability.com>

<http://pc.realtime.mobi>

Produce It

Erin Kissane, "The Elements of Content Strategy", A Book Apart, New York, 2011

SEO/SEF: <http://www.wordweb.ch/webtext/seo-keywords-suchbegriffe-finden/>

<http://www.lukew.com/ff/entry.asp?1472>

Tools

<http://www.storify.com>

Keyword-Analysis: <http://goo.gl/b2kC>

Google-Insight-Search: <http://www.google.com/insights/search/>



Workshop Consume It: RSS-Feeds

- Find a good RSS-Feed on your favourite website
- Try to subscribe to the feed.
- How many different ways do you discover to read the Feed?

Workshop Produce It: The User Perspective

Try to analyse the website of your organisation from a user perspective.

Organise yourselves in 4 groups. Pick a website you want to analyse, and ask yourselves the following questions:

- Who are the potential users? Describe their possible context.
- What do they expect to find on your website?
- Why do you think do they visit your website?
- Does the content provided by the website fulfill its purpose? Would you change anything?

Present your findings.