



Content Analysis: The Key to Reuse




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Overview

- Processes used to analyze content that leads to reuse; criteria for rewrite
 - The content audit and process
 - Context of the larger view
 - Creating content for reuse
 - Identifying reuse goals
 - Formulating questions for the audit
 - The audit: a snap-shot in time
 - Criteria for creating, reviewing/approving, publishing, highlighting, archiving and deleting content
- 



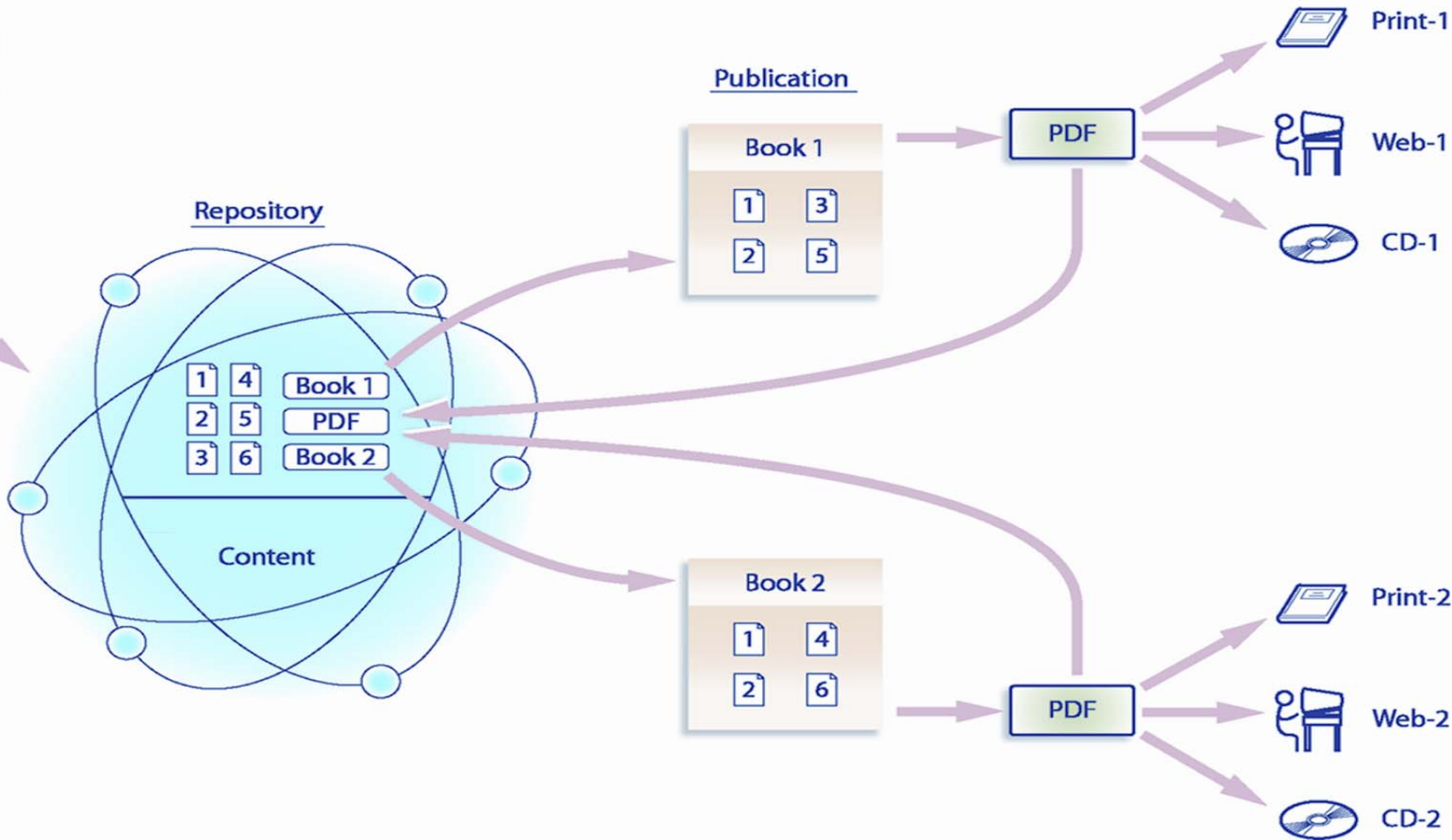
Single Sourcing

Writing information once and using it many times

- Input: One source for a given piece of content, regardless of the number of places it is used
- Storage: content resides in one location (repository)
- Output: Content reused in multiple formats




Single Sourcing Illustration





Content Reuse

Application of single sourcing in documents

- Opportunistic - author consciously reuses
 - Systematic - automated insertion and reuse
 - Derivative - change allowed, links back to original
 - Locked - not change allowed
 - Nested - multiple version of content used in the same element (tagged, conditional)
 - Severed - changes but not linked back to the original
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Example-Nested

all boats

cruiser

STOPPING¶

- 1.) Slowly bring throttle control to the idle position and the shift control to the NEUTRAL position. If the boat has been driven for a long period of time at high speed, allow the engine a 2-3 minute cooldown period at low idle.¶
- 2.) Turn the ignition key to the OFF position. ¶
- 3.) If any problems were encountered during the outing, have the boat inspected by your dealer and request any necessary repairs before the next outing. ¶

⚠ WARNINGS

DO NOT use the engine stop switch for normal shut down. Doing so may impair your ability to re-start the engine quickly or may create a hazardous swamping condition.§

STOPPING¶

- 1.) Slowly bring throttle control to the idle position and the shift control to the NEUTRAL position. Bring the trim tabs to the UP position and the outdrives to the IN position accordingly. If the boat has been driven for a long period of time at high speed, allow the engine a 2-3 minute cooldown period at low idle.¶
- 2.) Turn the ignition key to the OFF position. ¶
- 3.) If any problems were encountered during the outing, have the boat inspected by your dealer and request any necessary repairs before the next outing. ¶

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DO NOT use the engine stop switch for normal shut down. Doing so may impair your ability to re-start the engine quickly or may create a hazardous swamping condition.§

One source, two outputs

STOPPING¶

- 1.) Slowly bring throttle control to the idle position and the shift control to the NEUTRAL position. **<Bring the trim tabs to the UP position and the outdrives to the IN position accordingly.> [Cruiser]** If the boat has been driven for a long period of time at high speed, allow the engine a 2-3 minute cooldown period at low idle.¶
- 2.) Turn the ignition key to the OFF position. ¶
- 3.) If any problems were encountered during the outing, have the boat inspected by your dealer and request any necessary repairs before the next outing. ¶

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Defining the Audit

Develop answers to questions about the content:

- What is the scope of the audit?
- What content exists?
- What condition is it in?
- What content can be reused across multiple documents?
- Does it follow standard voice and style guidelines?
- What content should be deleted?
- What needs to be edited?
- What content is missing?
- Does each piece of content have an owner? If so, who?
- What format is the content in? Is that appropriate?
- What are the delivery channels?



Why Perform an Audit?

- Reuse: create once, use many times in multi-channel deliverables
 - Less time, saves money, reduces maintenance
 - More consistency, better usability, shorten development time, deliver value
- Know the content: analytical and critical
 - Technology learns but does not think
 - Prepare to solve a puzzle
 - Think, judge, will
 - Important for information model-predictable structure, publishing



More...Why?

- Understand the content and content structure before making any technology or design decisions
- Identify reuse and types of reuse
- Predictable workflow and process
 - Streamline procedures
 - Reuse architecture
 - Reuse governance
 - Maps for repeatability
 - Share content with others and broaden the reuse





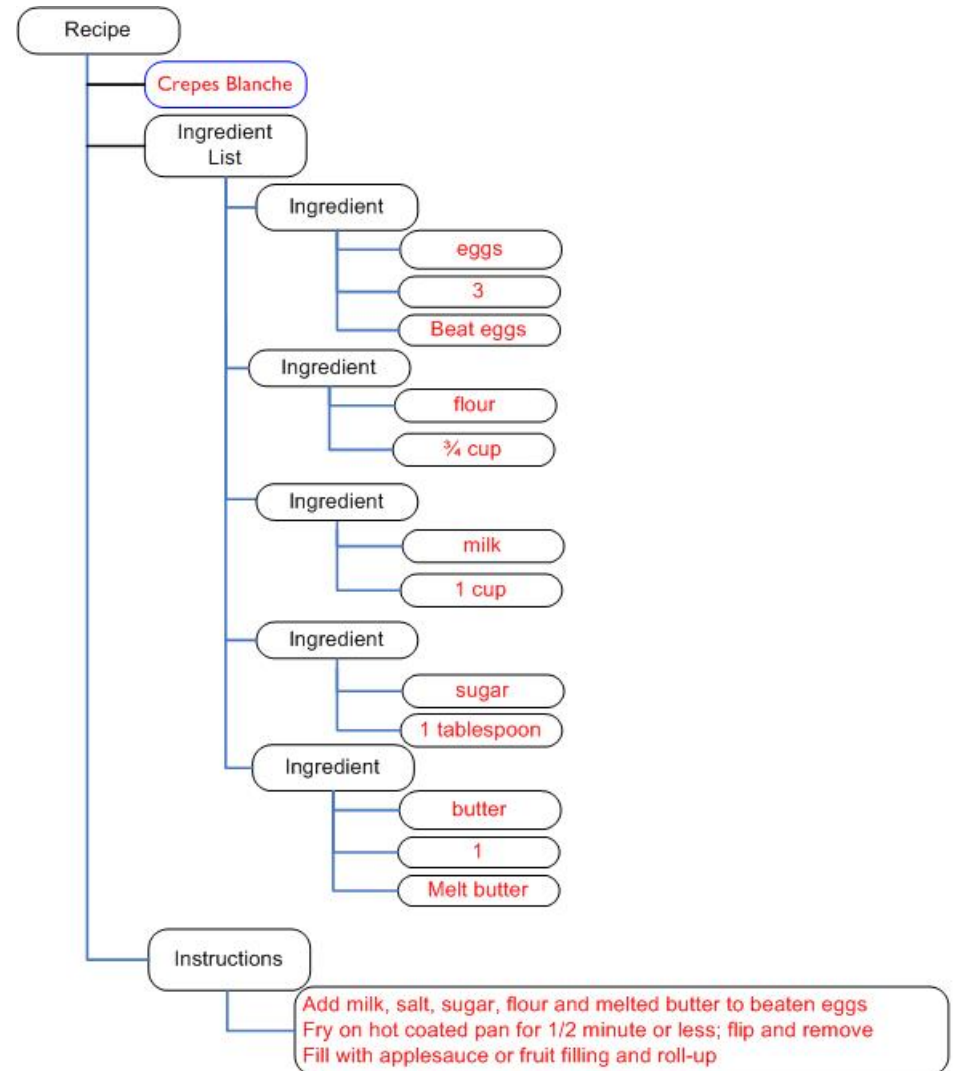
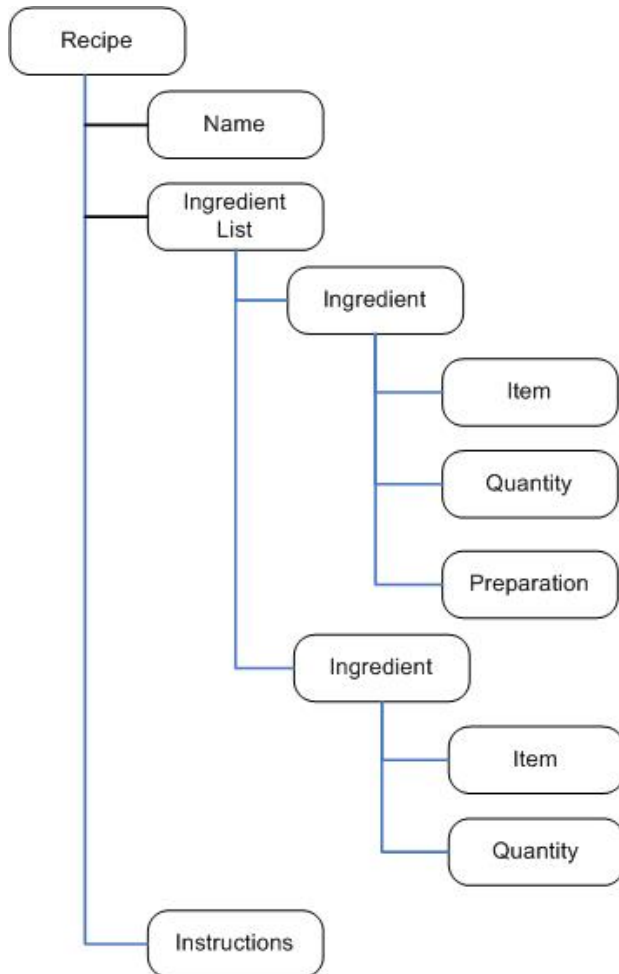
Content Modeling

Process of documenting content structure

- Use model for structured framework, repository structure, DTD, publishing (XSL)
- Produces an information model with structure that tells us:
 - What is in an information products
 - Where components are used
 - How to write components so they are consistent



Using a Content Model





Who Performs an Audit?

- Those who will be maintaining the content and building the structure
- A team, if possible, that sees all aspects of use and reuse. One set of eyes is good, two sets better
- Work with an information architect
 - Designs structure of shared information





Tools


- Spreadsheets
- Markers and highlighters
- Post its
- Whiteboard
- Table space
- Wall space
- Software...maybe





Before the Audit

Prepare

- Glossary
 - Controlled vocabulary
 - Sentence patterns, style, usage, voice
 - Contact translator
 - Criteria for edit and change
- 



About the Audit

- Forget format
- Focus on content, media neutral
- High level analysis
- Detailed analysis
 - Identify common pieces of information within documents, granularity
 - Structure between multiple products, same type
 - Reuse map
 - Snap-shot in time





High Level

- Identify the information products and scope of audit (more than one document set)
- Start with big container: this a book, identify the pieces

Cover

TOC

Introduction

Chapter(s)

Sections

Sub-sections

Tables

Graphics

Cross-references

Paragraphs

Lists

Glossary

Index





Detailed

- Make observations, record facts, build intelligence, glossary, control vocabulary, prepare report

Models/media
Graphic usage
Style/voice/tense
Granularity
Relationships
Type

Consistency
Stand-alone
Rewrite
Owner
Metadata
Conditions





Example: Boat Manuals

- Out of date, new boating standards and changes required
- Market changed and goal was to personalize and customize content for users
- Books in Quark, PageMaker and FrameMaker; cut and paste upkeep
- Included many branded books with similar, sometimes matching content
- Many authors over years, "books" not topics
- No "where" used intelligence
- Temptation: convert everything to FrameMaker and standardize publishing platform

The Audit

KCC BOAT BOOKS DOC ANALYSIS						
	Bass Fish Ski Book	Cruiser Book	Pontoon Book	Ski Boat Book	Sport Boat Book	Sport Fis
Introduction						
Proposition 65	0_Proposition65_001					
Emission Control Warranty Information	0_EmissionControlWarrantyInfo_001					
Welcome Aboard (Page iii)	0_Introduction_001					
Identification Numbers	0_IdentificationNumbers_001					
Boating Terminology	0_BoatingTerminology_001					
Restricted Areas	0_RestrictedAreas_001					
Chapter 1 - Boating Safety						
Boating Safety Introduction	1_BoatingSafety-Introduction_001					
Boating Regulations	1_BoatingRegulations_001					
Boat Safety Labels	1_BoatingSafetyLabels_001					
Boater Responsibilities	1_BoaterResponsibilities_001					
Required Safety Equipment	1_RequiredSafetyEquipment_001					
Personal Flotation Devices	1_RequiredSafetyEquipment2_001					
Fire Extinguisher	1_RequiredSafetyEquipment3_001					
Visual Distress Signals	1_RequiredSafetyEquipment4_001					
Recommended Equipment	1_RecommendedEquipment_002	1_RecommendedEquipment_003	1_RecommendedEquipment_002	1_RecommendedEquipment_002	1_RecommendedEquipment_002	1_Recommended
Emergencies	1_Emergencies_001					
Hazardous Conditions	1_HazardousConditions_001					
Warning Markers	1_HazardousConditions2_001					
Boating Under the Influence Warning Tag	1_BoatingUnderTheInfluence_001					
Boating Under the Influence	1_BoatingUnderTheInfluence2_001					
Carbon Monoxide	1_CarbonMonoxide_003	1_CarbonMonoxide_001	1_CarbonMonoxide_003	1_CarbonMonoxide_003	1_CarbonMonoxide_002	1_CarbonMonoxide
Carbon Monoxide Danger Alert (Separate Insert)	1_CarbonMonoxide_005	X				1_CarbonMonoxide
Operation By Minors	1_OperationByMinors_001					
Passenger Safety	1_PassengerSafety_001					
Fishing/Hunting and Fishing	1_Fishing_003	X				1_Fishing
General Precautions	1_GeneralPrecautions_001					
Safety While Boating	1_SafetyWhileBoating_001					
Water Sports	1_WaterSports_001					
General Water Sport Precautions	1_GeneralWaterSportsPrecautions_001	X	1_GeneralWaterSportsPrecautions_001	1_GeneralWaterSportsPrecautions_001	1_GeneralWaterSportsPrecautions_001	1_GeneralWaterSportsPrecautions
Teak Surfing	1_TeakSurfing_001					
Comm / Offshore Comm	X					1_OffshoreComm
Our Environment	1_OurEnvironment_001					
Skiing/Towline Safety	X			1_SkiingTowlineSafety_001		
Chapter 2 - Basic Rules of the Road						
Basic Rules of the Road	2_BasicRulesOfTheRoad_001					
Basic Rules of the Road (Part 2)	2_BasicRulesOfTheRoad2_001					
Basic Rules of the Road (Part 3)	2_BasicRulesOfTheRoad3_001					
Basic Rules of the Road (Part 4)	2_BasicRulesOfTheRoad4_001					

Content Examples

5_Starting2_001

STARTING¶

The following starting guidelines cover a wide variety of engine power and accessory options. Be sure to follow the starting instructions contained in the engine operator's manual and tailor starting procedures for your particular model. ¶

⚠ WARNING§

The blower must be operated for a minimum of four minutes before each time the engine is started. In addition, the blower should be operated continuously when at idle or slow speed running. Failure to operate the blower can cause an explosion.§

Use of the bilge blower system is NOT A GUARANTEE that explosive fumes have been removed. BEFORE turning on any electrical devices or starting the engine(s), ALWAYS use the "sniff test" to check the engine and bilge areas for fuel vapors.¶

If you smell fuel, DO NOT turn on any electrical devices and DO NOT start the engine(s). Investigate immediately.¶

Complete Pre-Operation checks found in the GETTING UNDERWAY section.§

5_Starting2_002

STARTING¶

- 1.) Open vent screw on fuel tank (portable tanks).¶
- 2.) Connect the fuel line to fuel tank (portable tanks).¶
- 3.) Squeeze fuel primer bulb several times until firm (outboard models).¶
- 4.) Operate blower (stern drive models).¶

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- 5.) Attach emergency engine stop switch lanyard to its switch and to the operator.¶
- 6.) Place shift/throttle control handle in NEUTRAL.¶
- 7.) Turn key clockwise to START position. After engine starts, release key.¶
- 8.) Push control handle forward to go FORWARD, pull back for REVERSE.¶

⚠ WARNING§

Always go slowly in REVERSE to avoid taking water in over the transom. You can swamp the boat by taking on too much water.§



Your Audit

	information product 1 (model/media)	information product 2 (model/media)	information product 3 (model/media)	Graphic usage	X-refs	Information type	Reuse type	Metadata	Source	Outputs	Edit rewrite	Element	Hyperlink	NOTES
Topic						Task	Locked		Word	HTML				
Topic						Reference	Derivative		Frame					
Topic						Concept								
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Modular Writing

- Define purpose of information, typing
- Write in chunks that can be used for different deliverables and audiences
- Stand alone: with meaning
- Relevance: individual chunk to all other chunks
- Integrate graphics
- Granularity: how large or small to chunk
- How will each chunk fit into the whole
- Use minimalist concepts
- Conditions: required, optional
- Metadata: must be found to be reused



Structure

- Does your content fit a standard?
 - DITA
 - DocBook
 - S1000D
- Create your own?

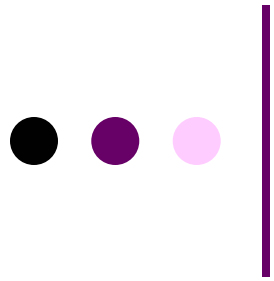




Outcome

- A reuse map, calculate percentage of reuse
- Content model
- Resolved inconsistencies
- Content has congruent, predictable properties
- Preparation for next phase or project





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