

Micro Content, Chatbots, and Machine Learning – What do they mean for Technical Authoring?

PRESENTED BY

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Agenda

- Micro Content
 - » Definition
 - » Attributes
- A Micro Content Strategy
- Micro Content in the Future

What is Micro Content?

or

Micro-content

or

MicroContent

or...

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What Is Micro Content?

- A concept, first *described* in 1998, by usability expert Jakob Nielsen
- Mr. Nielsen referred to Micro Content as short content, like headlines, which need to be immediately clear and inviting to a reader, and which still make sense when removed from their original context.

What Is Micro Content?

"Micro Content should be an ultra-short abstract of its associated macrocontent."

- Jakob Nielsen

What Is Micro Content?

- However...
- Was Micro Content really a new thing?
- Did Mr. Nielsen get the definition correct?
- Earlier in the mid-1990s there were SGML/XML techniques for reusing content “fragments”

What Is Micro Content? 2000s

- 2002, Anil Dash, Blogger/Technologist
"Today, Micro Content is being used as a more general term indicating content that conveys one primary idea or concept, is accessible through a single definitive URL or permalink, and is appropriately written and formatted for presentation in email clients, web browsers, or on handheld devices as needed. A day's weather forecast, the arrival and departure times for an airplane flight, an abstract from a long publication, or a single instant message can all be examples of Micro Content."

What Is Micro Content? 2000s

- Conveys a single concept
- Easily accessible via link
- Written for any re-use possibility
 - » Weather forecast overview
 - » Airplane arrival/departure information
 - » A publication abstract

What Is Micro Content? 2010s

- 2014 - Danyl Bosomworth, Digital Marketing

“Essentially, micro content is as it sounds - short form content. Typically low cost, high value content appropriate for social channels. To all intents and purposes it's social media content.”

What Is Micro Content?

A Marketing Manager, a Web Manager, an Application Developer, and a Technical Writer walk into a bar...

Be careful. Varied disciplines define Micro Content in different ways.



What Is Micro Content?

Also note, Micro Content can be used publicly (Google, Alexa, Bixby, Cortana, phones, smartwatches, IOT, machine learning, etc.)

Or privately (chatbots, automated response systems, etc.)

What Is Micro Content?

One more concept before a definition...

Joe is about to leave for
work. Does Joe need to
take his jacket?

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What Is Micro Content?

- Joe is facing just one of the hundreds of minor decisions he must make every day.
- That decision is known as a “Micromoment”.
- Micro Content is perfect to solve micromoments.

What Is Micro Content?

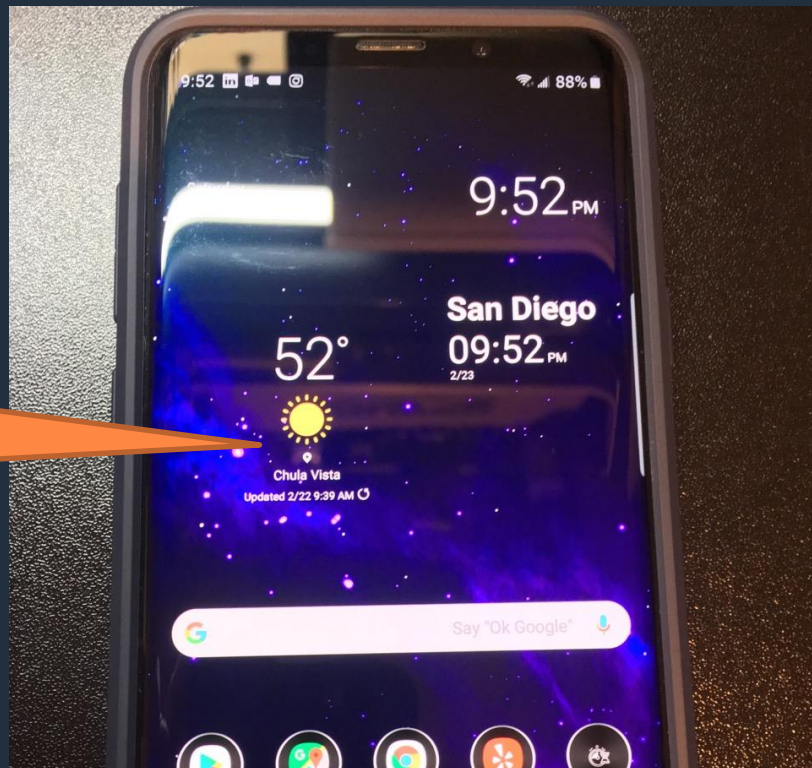
- Joe could take the time to boot his computer, launch a web browser, navigate to the weather web site...

or

What Is Micro Content?

Joe looks at his phone

Micro Content!



89° Gandhi Nagar, India

53° Chula Vista, CA

Today

Hourly

5 Day

10 Day

Weekend

Monthly

Maps


More Forecasts ▾

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53°
MOSTLY CLOUDY
feels like 53°
H -- L 50°
UV Index 0 of 10





CHULA VISTA, CA
as of 1:31 am PST




RIGHT NOW
Wind
ESE 2 mph
Humidity
89%


 Tracking Winter Storm Ryan: Snow Totals, Timing


NEXT 36 HOURS


TONIGHT PARTLY CLOUDY  LOW 50° 0%	WED  HIGH 66° 0%	WED NIGHT  LOW 53° 10%	THU  HIGH 68° 10%
--	--	--	--

A few clouds. Low near 50F. Winds light and variable.

 **WIND**
ENE 3 mph

 **HUMIDITY**
89%

 **UV INDEX**
0 of 10

 **SUN**
↑6:19 am ↓5:43 pm

Key Aspects of Micro Content?

Public Micro Content

- Specific/targeted information
- Sourced from a deeper resource
- Likely to solve a micromoment
- Delivery adaptable (print, screen, voice...)
- Available to outside systems

Key Aspects of Micro Content?

Private Micro Content (chatbots, etc.)

- Targeted information
- To solve a micromoment
- Requires some logic
- Authored as question/response pairs
- Or authored as decision trees

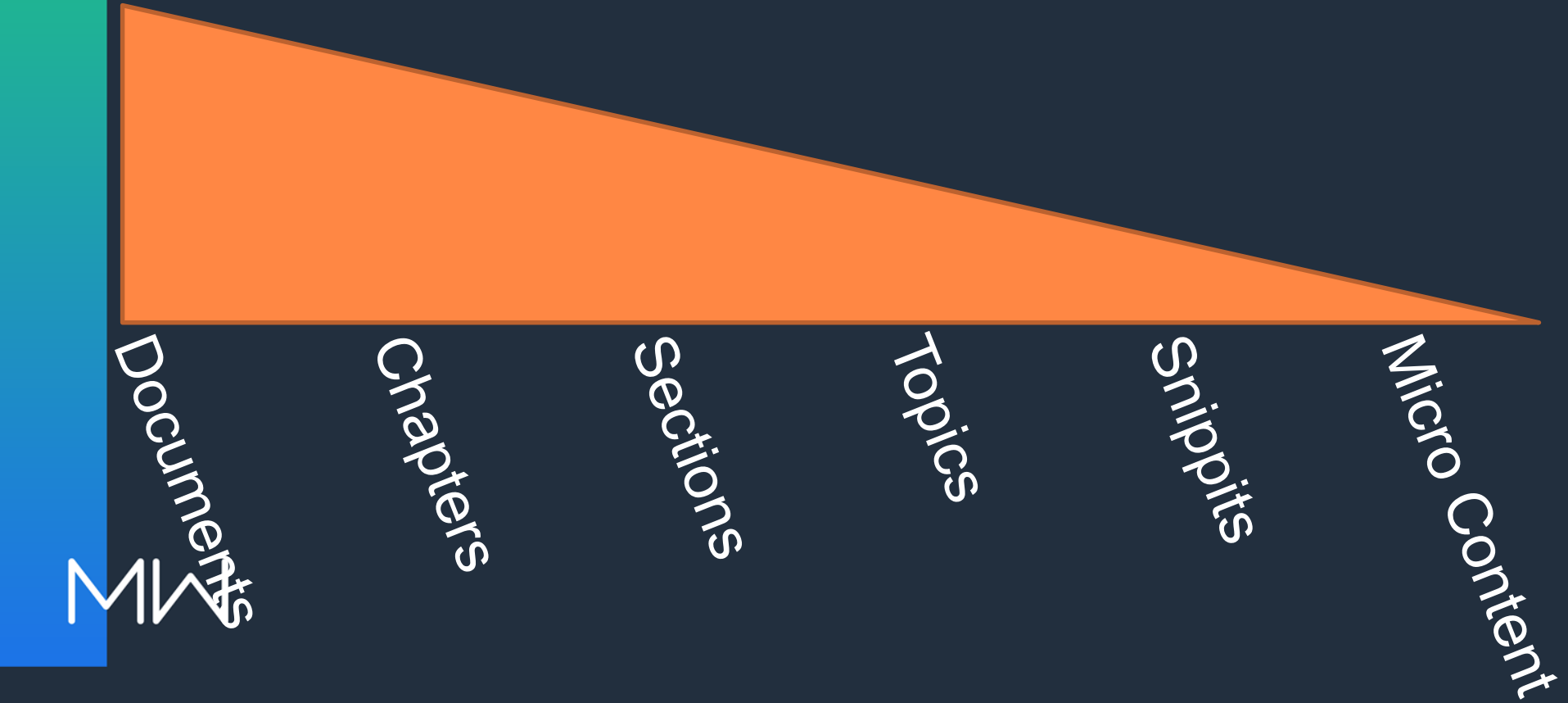
A Micro Content Strategy

MW

Micro Content Strategy

- Jumping to fancy code is NOT the solution
- Start with the fundamentals
- The move to Micro Content is much easier if you are already authoring for content reuse (topic-based authoring, CMS, etc.)

Micro Content Strategy



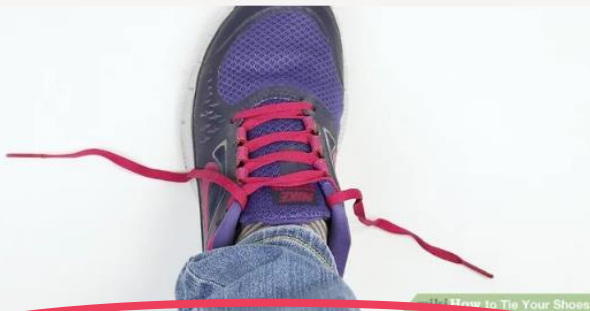
Micro Content Strategy

- Well authored content (proper headings and sub-headings, concise writing, etc.) is much easier to re-use as Micro Content
- One strategy is to ensure that every procedural step starts with an overview or summary



<https://www.wikihow.com/Tie-Your-Shoes>

Tying a Beginner Knot



1 Place the shoes on a flat surface. Let the laces fall to either side of the shoe.^[1]

- If you're demonstrating this technique to someone, point the toe side of the shoe toward them so they can see your hand movements.
- To make it easier for children, color the bottom of one shoelace brown, the middle part of the lace green, and the top part of the lace brown. This way, when you instruct them to make a loop with the lace, it can look like trying to form a "tree" by always making sure the green part of the lace is at the top of the loop, like the leaves at the top of a tree.^[2]



2 Tie a basic knot. Take both laces and thread one lace over the other and then pull



how to tie shoes



All

Videos

Images

Books

News

More

Settings

Tools

About 33,40,00,000 results (0.48 seconds)

Steps

1. Place the **shoes** on a flat surface. Let the laces fall to either side of the **shoe**. ...
2. **Tie** a basic knot. ...
3. Make a loop with one of the laces. ...
4. Use your other hand to wrap the other lace around the loop. ...
5. Pull the shoelace through the hole to form another loop. ...
6. Hold both loops and pull them tight.

4 Easy Ways to Tie Your Shoes - wikiHow

<https://www.wikihow.com/Tie-Your-Shoes>



? About this result

! Feedback

People also ask

What are the steps to tie a shoe?

WikiHow Shoe Example

- Each step written long form
- Beginning of each step is a summary of that step
- No content duplication. Micro Content comes from the long form content

 <https://www.wikihow.com/Tie-Your-Shoes>


Micro Content Strategy

- A second strategy is to start the topic or article with a summary or overview
- This summary or overview can be identified as the Micro Content of the article

 https://en.wikipedia.org/wiki/Nuclear_physi



- Main page
- Contents
- Featured content
- Current events
- Random article
- Donate to Wikipedia
- Wikipedia store
- Interaction
- Help
- About Wikipedia
- Community portal
- Recent changes
- Contact page
- Tools
- What links here
- Related changes
- Upload file
- Special pages
- Permanent link
- Page information
- Wikidata item
- Cite this page
- Print/export
- Create a book
- Download as PDF
- Printable version
- In other projects
- Wikimedia Commons

 The Wikimedia Foundation wants to make talk pages more useful, improve the quality and the health of the content, and make it easier for all Wikimedians to consult on changes.

Nuclear physics

From Wikipedia, the free encyclopedia

*This article is about the study of atomic nuclei. For other uses, see **Nuclear**.*

Nuclear physics is the field of **physics** that studies **atomic nuclei** and their constituents and interactions. Other forms of **nuclear matter** are also studied.^[1] Nuclear physics should not be confused with **atomic physics**, which studies the **atom** as a whole, including its **electrons**.

Discoveries in nuclear physics have led to **applications** in many fields. This includes **nuclear power**, **nuclear weapons**, **nuclear medicine** and **magnetic resonance imaging**, industrial and agricultural isotopes, **ion implantation** in materials engineering, and **radiocarbon dating** in geology and archaeology. Such applications are studied in the field of **nuclear engineering**.

Particle physics evolved out of nuclear physics and the two fields are typically taught in close association. **Nuclear astrophysics**, the application of nuclear physics to **astrophysics** is crucial in explaining the inner workings of **stars** and the **origin of the chemical elements**.

Contents [hide]

- 1 History
 - 1.1 Rutherford's team discovers the nucleus
 - 1.2 James Chadwick discovers the neutron
 - 1.3 Proca's equations of the massive vector boson field



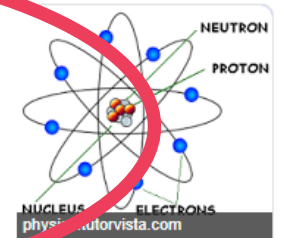
nuclear physics



- All Books Images News Videos More Settings Tools

About 26,700,000 results (0.60 seconds)

Nuclear physics is the field of **physics** that studies atomic nuclei and their constituents and interactions. Other forms of **nuclear matter** are also studied. **Nuclear physics** should not be confused with atomic **physics**, which studies the atom as a whole, including its electrons.



Nuclear physics - Wikipedia

https://en.wikipedia.org/wiki/Nuclear_physics

About this result Feedback

People also ask

- What does a nuclear physicist study? ▾
- How does nuclear physics help society? ▾
- How do you become a nuclear physicist? ▾
- What is Nuclear Theory? ▾

Feedback

Nuclear physics - Wikipedia

https://en.wikipedia.org/wiki/Nuclear_physics ▾

Nuclear physics is the field of physics that studies atomic nuclei and their constituents and

Micro Content Strategy-Technical

“It is like magic!”

- Unfortunately, no
- As authors we need to identify the Micro Content

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Micro Content Strategy-Technical

- There is no single, standardized, technique for identifying Micro Content
- For use in open systems the three most common techniques are...

Micro Content Strategy-Technical

For open systems

(Google, phones, Alexa, IoT, etc.)

- Microdata
- Microformats

MW • RDFa

Micro Content Strategy-Technical

- Microdata
- Microformats
- RDFa

Micro Content Strategy-Microdata

- This technique links your content page to an external resource adding new metadata
- The most common is schema.org

Schema.org

<body>

<p>My Cool Book Title</p> -

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Schema.org

```
<body itemscope itemtype="http://schema.org/WebPage">
```

```
<div itemscope itemtype="http://schema.org/Book">
```

```

```

```
<p itemprop="name">My Cool Book Title</p>
```

Micro Content Strategy-Technical

- Microdata
- **Microformats**
- RDFa

Microformats

Using standard CLASS names to identify content

```
<div class="summary">
```

```
<h1>Botony</h1>
```

```
<p>Botony is the study of...</p>
```

```
</div>
```

Micro Content Strategy-Technical

- Microdata
- Microformats
- RDFa

(Resource Description Framework)

RDFa

- The official W3C recommendation
- Similar to schema.org
- Has not gained usage/popularity

Micro Content Strategy-Technical

For private use

(Chatbots, automation, etc.)

- This gets trickier as most chatbots use their own proprietary markup
- One example would be AIML (artificial intelligence markup language) used with the A.L.I.C.E chatbot engine

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Micro Content Strategy-Technical

For private use
(Chatbots, automation, etc.)

- Question/response pairs or logic trees
- If unsure, author responses in HTML5
(developers can then transform)

Micro Content Strategy-Technical

Phrases

Response

Quick-Steps.flr

Quick-Steps.flr x Start Page x


Search

- Apply condition tag
- Change logo
- Create condition tag
- Create snippet
- Create TOC
- Create topic**
- [Resources/Snippets/Flare/Quick-Steps/QS-C...](#)
- Import Word
- Powered by MadCap Software
- Set primary target
- Use TOC depth for heading le...
- View fix broken links

Response | Medium (default)

This response cannot be edited because it is linked to a topic or snippet. You can either remove the link or open the topic or snippet.

How to create a topic

1. In the Content Explorer click .
2. Select a template.
3. Give the topic a name.
4. Click **Add**.

[More Details...](#)

Content Explorer

- Content
 - A-Introduction-Topics
 - B-Feature-Topics
 - C-Procedure-Topics
 - D-Reference
 - Resources
 - Home.htm

Micro Content Future

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Micro Content Future

- Need for a common standard, syntax, SCHEMA
- Great possibilities for public use/IOT

Imagine...

Micro Content Future



- First web cam
- Required
 - » Computer
 - » Software
 - » Address
- A long-form process

Micro Content Future



What if

- A script analyzed image
- Generated Micro Content
- Standard syntax
- Publicly available

Micro Content Future



Summary

- Micro Content
 - » Definition
 - » Attributes
- A Micro Content Strategy
- Micro Content in the Future
 - » Solve Micromoments

Questions?



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Thank You



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