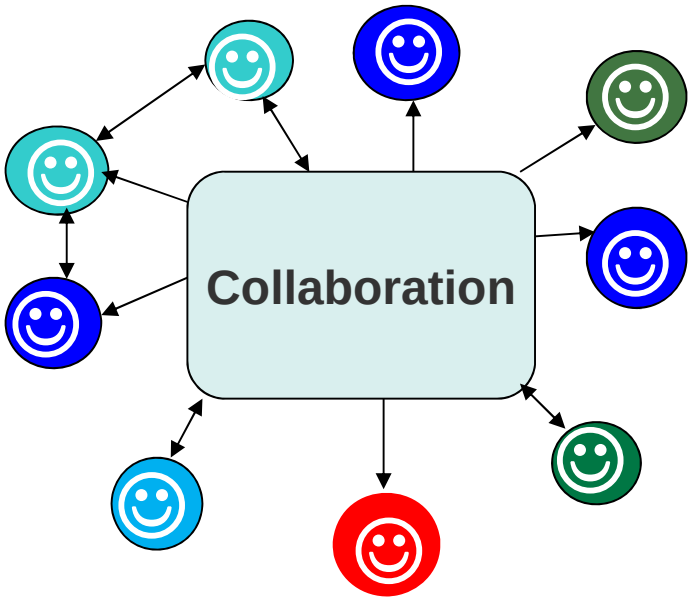
# Information and Change Management
# How organizations meet the challenges



# Sissi Closs

- In the technical communication field since 25+ years
- Professor at Karlsruhe university
- Course Director Communication and Media Management (MSc)
- CEO of C-Topic Consulting



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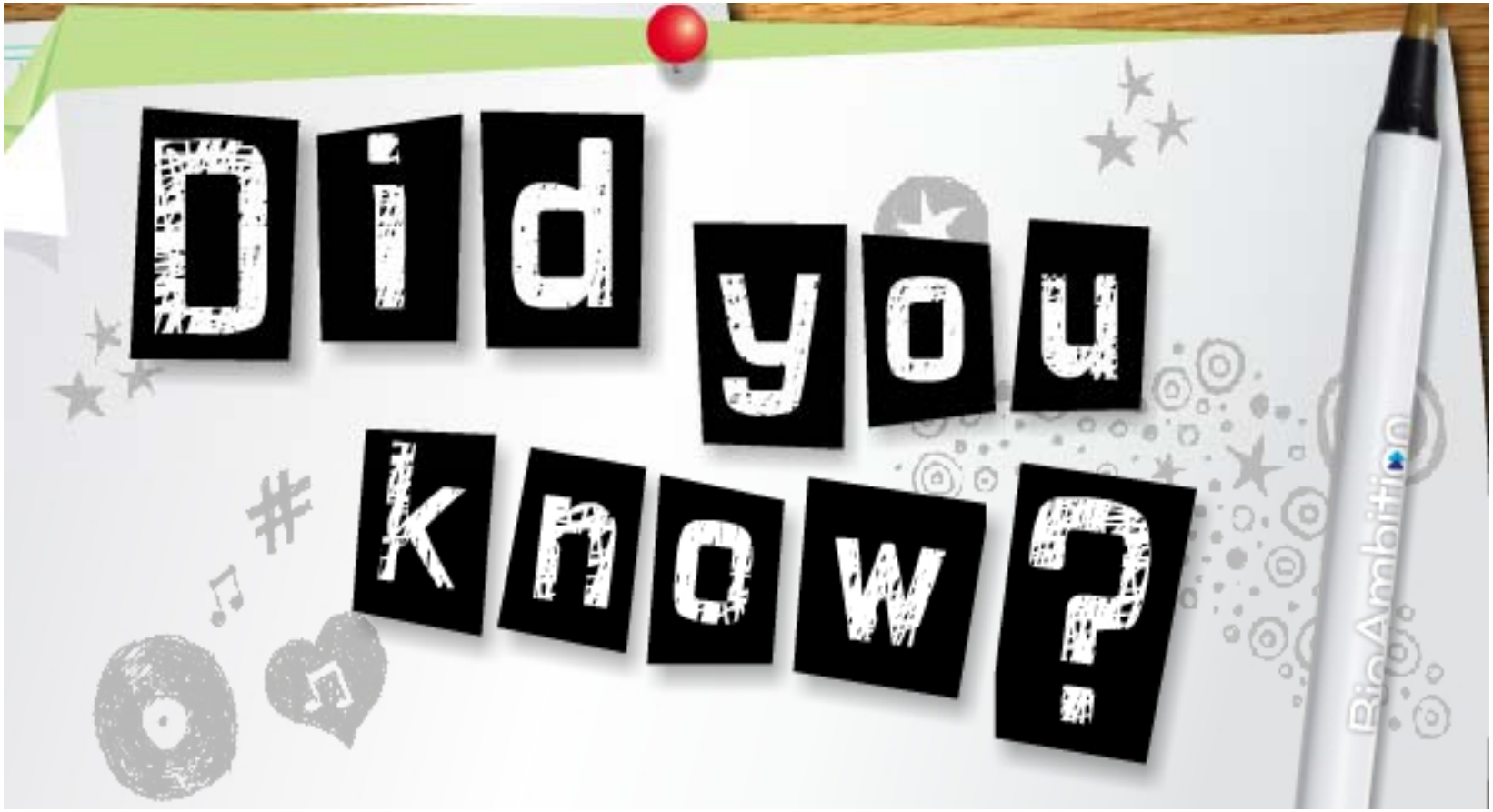


Shift happens, Video von Karl Fisch and Scott McLeod

# Conventional (book-oriented) content management

- High degree of redundancy
- High error rate
- Inconsistency
- Large volumes
- High maintenance costs



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# Common Issues

- Information spread over many places
  (books, articles, knowledge bases, ...)
- Status of information differs:
  What is current and what is correct?
- Level of information difffers:
  Where to find the missing details?
- Information and knowledge are not accessible:
  How to get fast access to the relevant pieces?
  Where to find the competent people?

# …result in enormous costs

- A wealth of expert knowledge is not used because of:
  - Geographical distance
  - Isolated information islands
  - Busy schedules
- Resources are wasted resolving problems that someone else had already solved.



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# Solution: Topic-based information networks

# How we get there

Preparation on different levels:

- Methodical
- Technical
- Cultural



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# Method: Topic-based structuring

- Class concept method© (Prof. Sissi Closs)
- Tool approach: Online help tools, CMS, Wikis, …
- Tool-neutral approach: XML standards, especially DITA



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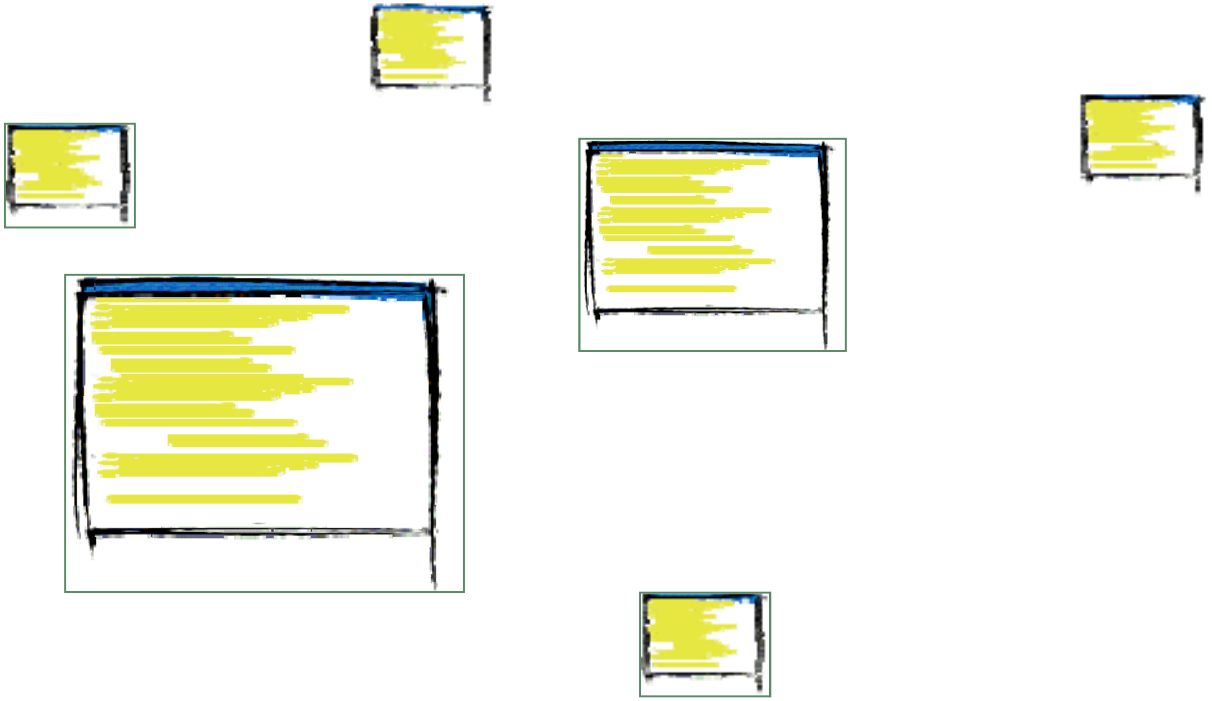
# Topic-based strukturing - Principle 1: Divide content into smaller pieces





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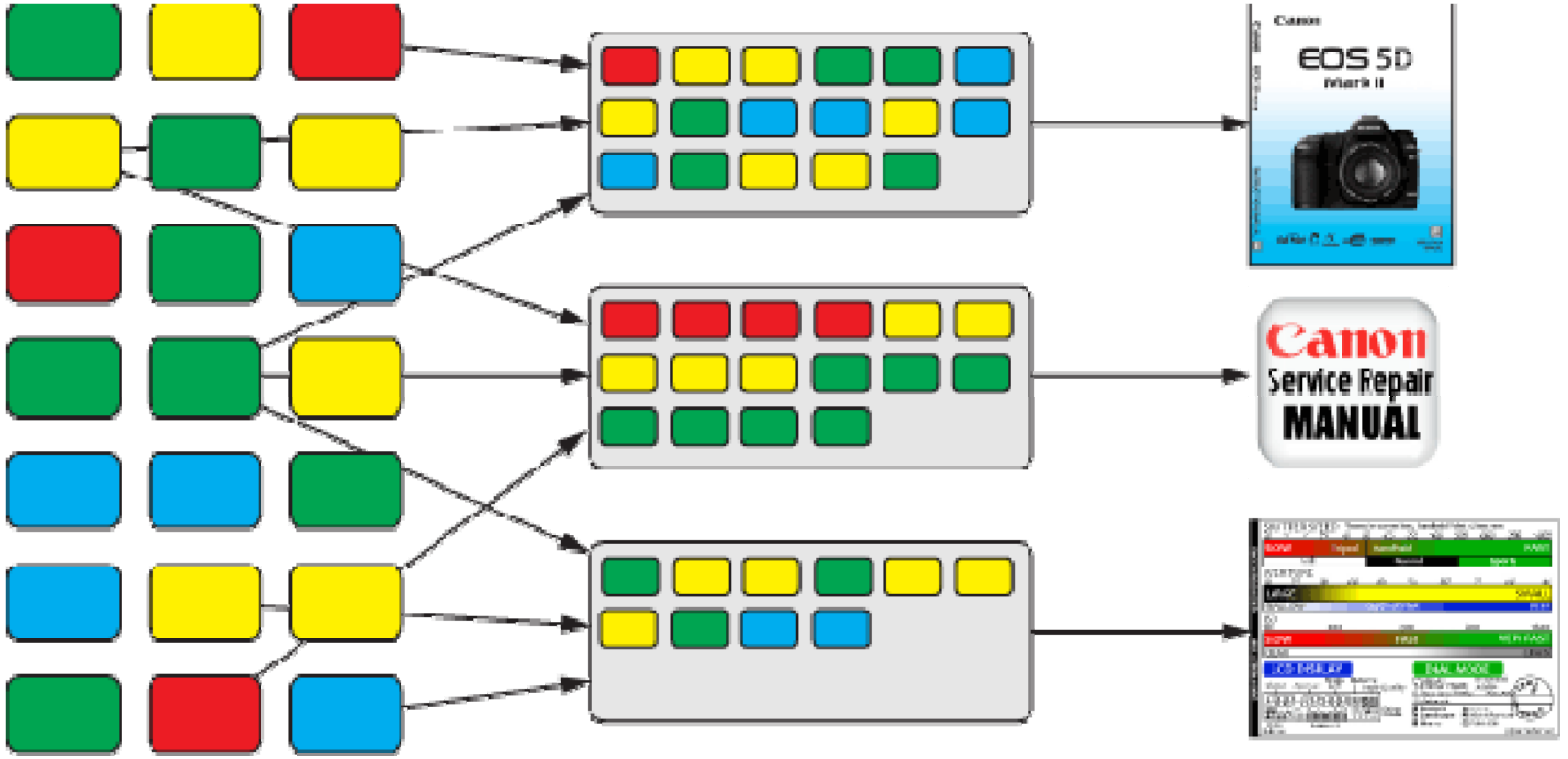
# Flexibly combine topics to documents




Topics Collections Information products



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# Re-using topics

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# Basic topic rules

1. Keep it short and simple.
2. Describe only one subject per topic.
3. Be concise (Minimalism: Don't mention unnecessary things).
4. Be precise.
5. Describe the same thing only once (Single point of truth).
6. Make use of technical possiblities (layers).
7. Describe the same kind of things in the same way.



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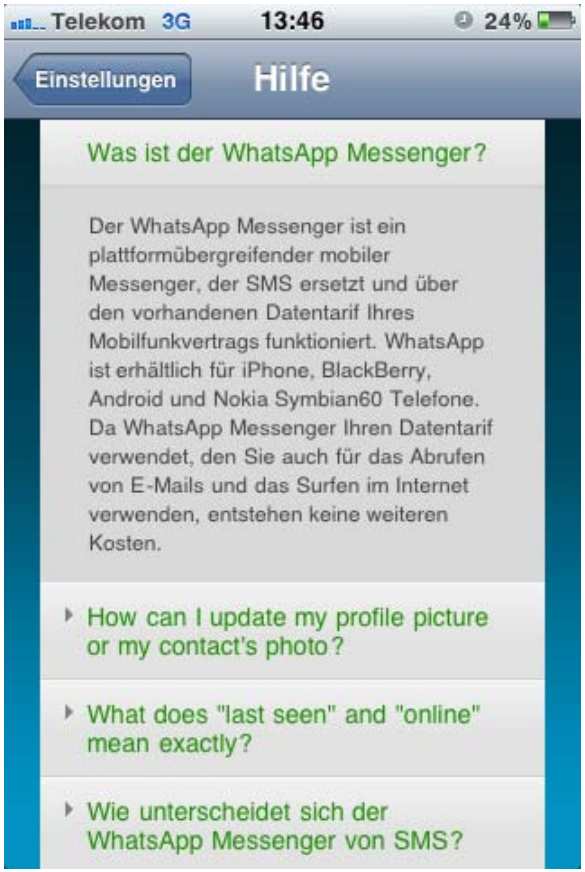
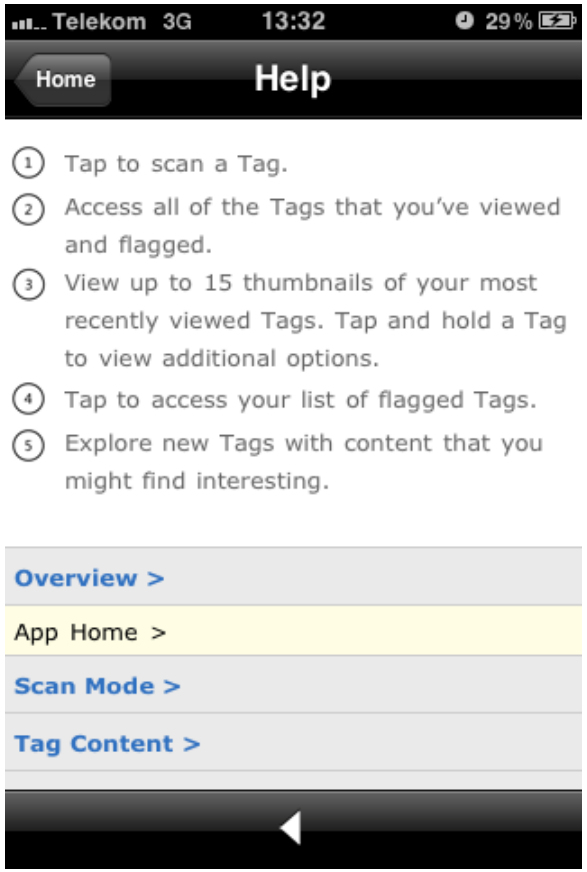
# Good topics fit well with modern way of presenting information

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# Benefits of a topic-based world

- Individual topics are easier to create, reuse, and update than an entire document.
- Many different experts can contribute knowledge at the same time.
- Faster time to market:
  - Topics can be reviewed by experts in the specific subject as soon as they are updated.
  - Individual topics can be published as soon as they are ready.
  - Topics can be translated before entire deliverables are complete.

# Topic-based structure is useful everywhere

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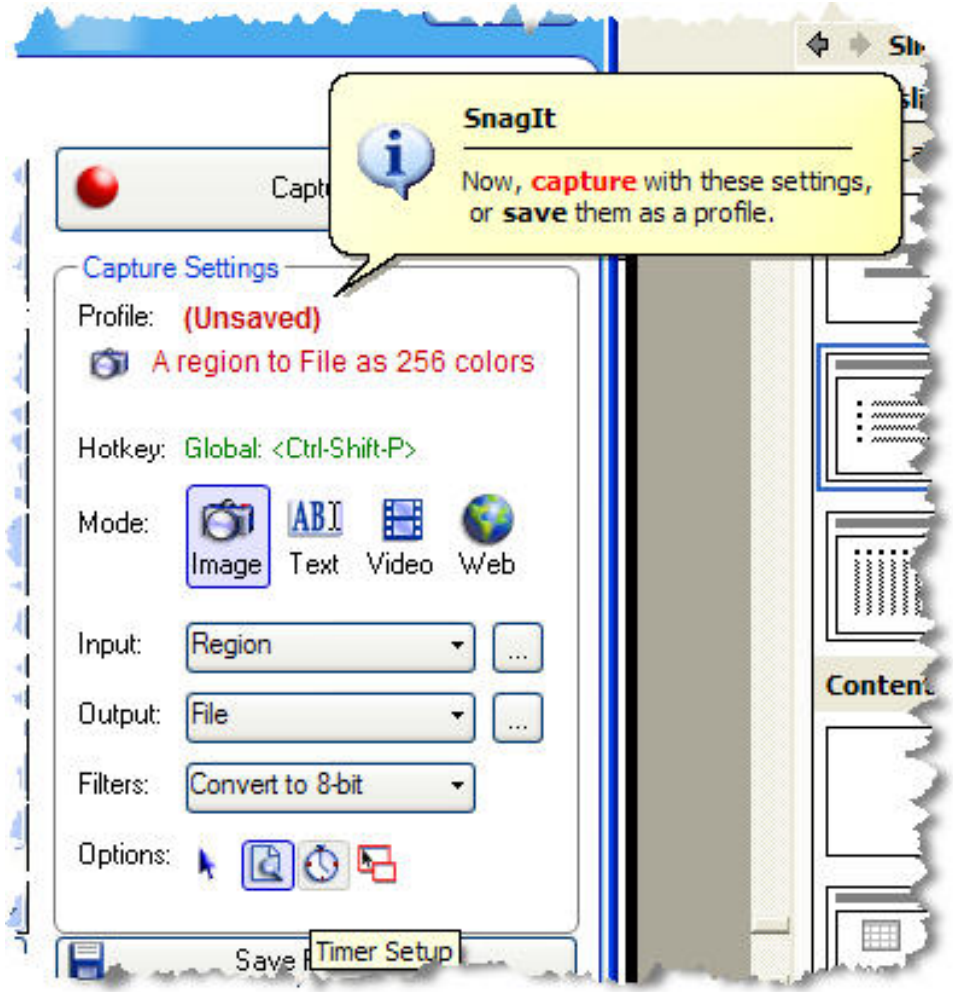
# Sample: Proactive help



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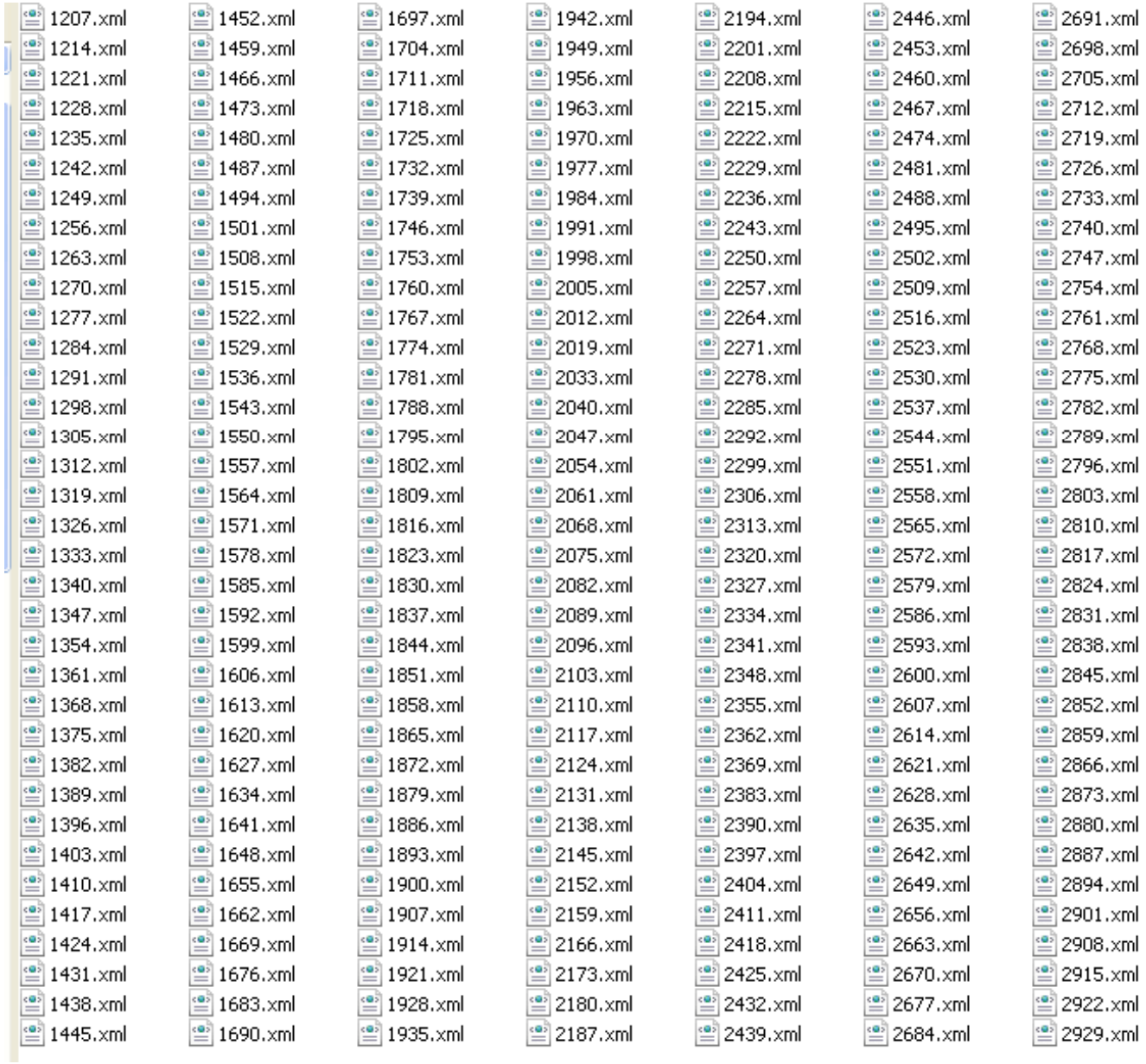
# Problem: Hundreds and thousands of topics



# Principle 2: Define categories (Topic Types)

1. Use proven types
2. Use proven methods to define new ones:
   Class Concept Method© (Prof. Sissi Closs)



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# Sample: Topic types

Task

Definition

[redacted] the driveway and attach the water hose [redacted] the free end over to the car.

Use a sponge to apply the soapy water to the car and scrub off the dirt. You should have a bucket with soapy water.

[redacted] by spraying clean water from the hose.

[redacted] is useful for cleaning and gardening projects [redacted] rd.

[redacted] e coiled on a large hook near a water spout.

After the washing you should dry the car using a dampened chamois.



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# Result: Better information

Changing the oil in your car

## Washing the car

Keep your car looking great by washing it regularly.

1. Move the car onto the driveway.
2. Attach the water hose to a spout and pull the free end over to the car.
3. Fill a bucket with soapy water.
4. Use a sponge to apply the soapy water to the car and scrub off the dirt.
5. Rinse the car by spraying clean water from the hose.
6. Dry the car using a dampened chamois.

## Water hose

A water hose is useful for cleaning and gardening projects around the yard. Keep the hose coiled on a large hook near a water spout.

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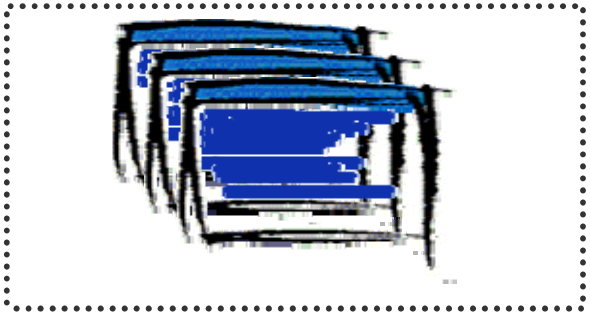
# Principle 3:Unify through standardization

Task

Reference

Error message

Definition



**Anleitung**

>>> Weg ins Fenster

Kurzbeschreibung, wozu Aufgabe **ohne** Jumps. Nur Popups auf Begriffsdefinitionen sind erlaubt.

**Voraussetzung (optional)**

Voraussetzungen, die zur Ausführung der Aufgabe erfüllt sein müssen, zum Beispiel erforderliche Rechte. Beschreibung **ohne** Jumps. Nur Popups auf Begriffsdefinitionen sind erlaubt.

✓ Start der Schritte

1. Schritt 1 **ohne** Links
2. Schritt 2 **ohne** Links
3. ...

Kurze Angabe des Ergebnisses

**Verwandte Aufgaben (optional)**

Aufgabe 1

Aufgabe 2

...

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# Technology

- Tool-neutral Standards such as DITA
- Topic-supporting tools



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# Tools

- Classic Online help authoring software
  - Flare, RoboHelp
  - ...
- Authoring Software supporting DITA
  - FrameMaker + DITA-OT, Oxygen Editor
  - ...
- Content Management Systems
  - Xdocs, Author-it, ixiaSoft DITA CMS, DITAworks…
  - ...
- Wikis
  - MediaWiki, Confluence, ...
- Authoring Software for mobile Apps
  - 4M, AppMakr, …

# What is a Wiki?

- (Open source) platform for exchanging information easily
- Invented by Ward Cunningham (1994)
- Type of groupware software
- Read, edit, and link information
- Many key management functions included, especially categorization, templates, link management, …

- Semantic MediaWiki with possibility to add metadata and access and evaluate content semantically



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Charlie Chaplin - Wikipedia, the free encyclopedia - Mozilla Firefox

Datei Bearbeiten Ansicht Gehe Lesezeichen Extras Hilfe

http://en.wikipedia.org/wiki/Charlie_Chaplin

Go

WIKIPEDIA
The Free Encyclopedia

Navigation

- Main Page
- Community Portal
- Featured articles
- Current events
- Recent changes
- Random article
- Help
- Contact Wikipedia
- Donations

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- What links here
- Related changes
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- Printable version
- Permanent link
- Cite this article

In other languages

- العربية
- Asturianu
- Bosanski

article discussion edit this page history

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# Charlie Chaplin

From Wikipedia, the free encyclopedia

*For the Jamaican musician named Charlie Chaplin, see Charlie Chaplin (singer); for the artist and printmaker, see Charles Chaplin (artist).*

**Sir Charles Spencer Chaplin, Jr**, KBE, (April 16, 1889–December 25, 1977), known as **Charlie Chaplin**, was a British-born actor, the most famous actor in early to mid Hollywood cinema era, and also a notable director. His principal character was "The Tramp": a vagrant with the refined manners and dignity of a gentleman who wears a tight coat, oversized pants and shoes, a derby or bowler hat, a bamboo cane, and his signature toothbrush moustache. Chaplin was one of the most creative personalities in the silent film era; he acted in, directed, scripted, produced, and eventually scored his own films.

**Contents** [hide]


1 Birth
2 Childhood
3 Stage
4 America
5 Auteur
6 United Artists
7 The Great Dictator
8 Politics
9 McCarthyism
10 Academy Awards
11 Relationships
  11.1 Mildred Harris
  11.2 Lita Grey
  11.3 Paulette Goddard
  11.4 Joan Barry
  11.5 Oona O'Neill


**Charlie Chaplin**

Chaplin in his costume as *The Tramp*.

**Born:** April 16, 1889
Walworth, London, England

**Died:** December 25, 1977
Vevey, Switzerland

**Occupation:** Actor, writer, director, producer, composer

Fertig

# IPv6

From Wikipedia, the free encyclopedia

**Internet Protocol version 6 (IPv6)** is the latest revision of the Internet Protocol (IP), the communications protocol that routes traffic across the Internet. It is intended to replace IPv4, which still carries the vast majority of Internet traffic as of 2013.[1] IPv6 was developed by the Internet Engineering Task Force (IETF) to deal with the long-anticipated problem of IPv4 address exhaustion.

Every device on the Internet, such as a computer or mobile telephone, must be assigned an IP address for identification and location addressing in order to communicate with other devices. With the ever-increasing number of new devices being connected to the Internet, the need arose for more addresses than IPv4 is able to accommodate. IPv6 uses a 128-bit address, allowing for $2^{128}$, or approximately $3.4 \times 10^{38}$ addresses, or more than $7.9 \times 10^{28}$ times as many as IPv4, which uses 32-bit addresses. IPv4 allows for only approximately 4.3 billion addresses. The two protocols are not designed to be interoperable, complicating the transition to IPv6.

IPv6 addresses consist of eight groups of four hexadecimal digits separated by colons, for example `2001:0db8:85a3:0042:1000:8a2e:0370:7334`.

Deployment of IPv6 is accelerating, and a symbolic marketing event, World IPv6 Launch, was organized by major Internet service providers and users on 6 June 2012, for which they deployed IPv6 addresses to some of their users, especially in countries that had been lagging in IPv6 adoption.[2] Data from Arbor Networks showed a peak of 0.2% of Internet traffic on IPv6 during the launch.[3] As of late November 2012, IPv6 traffic share was reported to be approaching 1%.[4]

Contents [hide]

1 Technical definition
2 Motivation and origin

**Internet protocol suite**

**Application layer**

DHCP · DHCPv6 · DNS · FTP · HTTP · IMAP · IRC · LDAP · MGCP · NNTP · BGP · NTP · POP · RPC · RTP · RTSP · RIP · SIP · SMTP · SNMP · SOCKS · SSH · Telnet · TLS/SSL · XMPP · (more)

**Transport layer**

TCP · UDP · DCCP · SCTP · RSVP · (more)

**Internet layer**

IP(IPv4 · **IPv6**) · ICMP · ICMPv6 · ECN · IGMP · IPsec · (more)

**Link layer**

ARP/InARP · NDP · OSPF · Tunnels(L2TP) · PPP · Media access control(Ethernet · DSL · ISDN · FDDI) · (more)

V · T · E

# Editing IPv6

**You are not logged in**. Your IP address will be publicly visible if you make any edits. Please log in or sign up to have your edits associated with a user name, among other benefits.

*Content that violates any copyrights will be deleted. Encyclopedic content must be verifiable. Work submitted to Wikipedia can be edited, used, and redistributed—by anyone—subject to certain terms and conditions.*

B I Advanced Special characters Help Cite

```
{{Use dmy dates|date=September 2012}}
{{IPstack}}
'''Internet Protocol version 6''' ('''IPv6''') is the latest revision of the [[Internet Protocol]] (IP),
the [[communications protocol]] that routes traffic across the [[Internet]]. It is intended to replace
[[IPv4]], which still carries the vast majority of [[Internet traffic]] as of 2013.<ref>{{cite
web|author=David Frost|url=http://www.itwire.com/business-it-news/networking/46689-ipv6-traffic-volumes-
going-backwards|title=Ipv6 traffic volumes going backwards|publisher=iTWire|date=20 April
2011|accessdate=19 February 2012}}</ref> IPv6 was developed by the [[Internet Engineering Task Force]]
(IETF) to deal with the long-anticipated problem of [[IPv4 address exhaustion]].

Every device on the Internet, such as a computer or mobile telephone, must be assigned an [[IP address]]
for identification and location addressing in order to communicate with other devices. With the
ever-increasing number of new devices being connected to the Internet, the need arose for more addresses
than IPv4 is able to accommodate. IPv6 uses a 128-[[bit]] address, allowing for 2<sup>128</sup>, or
approximately {{val|3.4|e=38}} addresses, or more than {{val|7.9|e=28}} times as many as IPv4, which uses
```

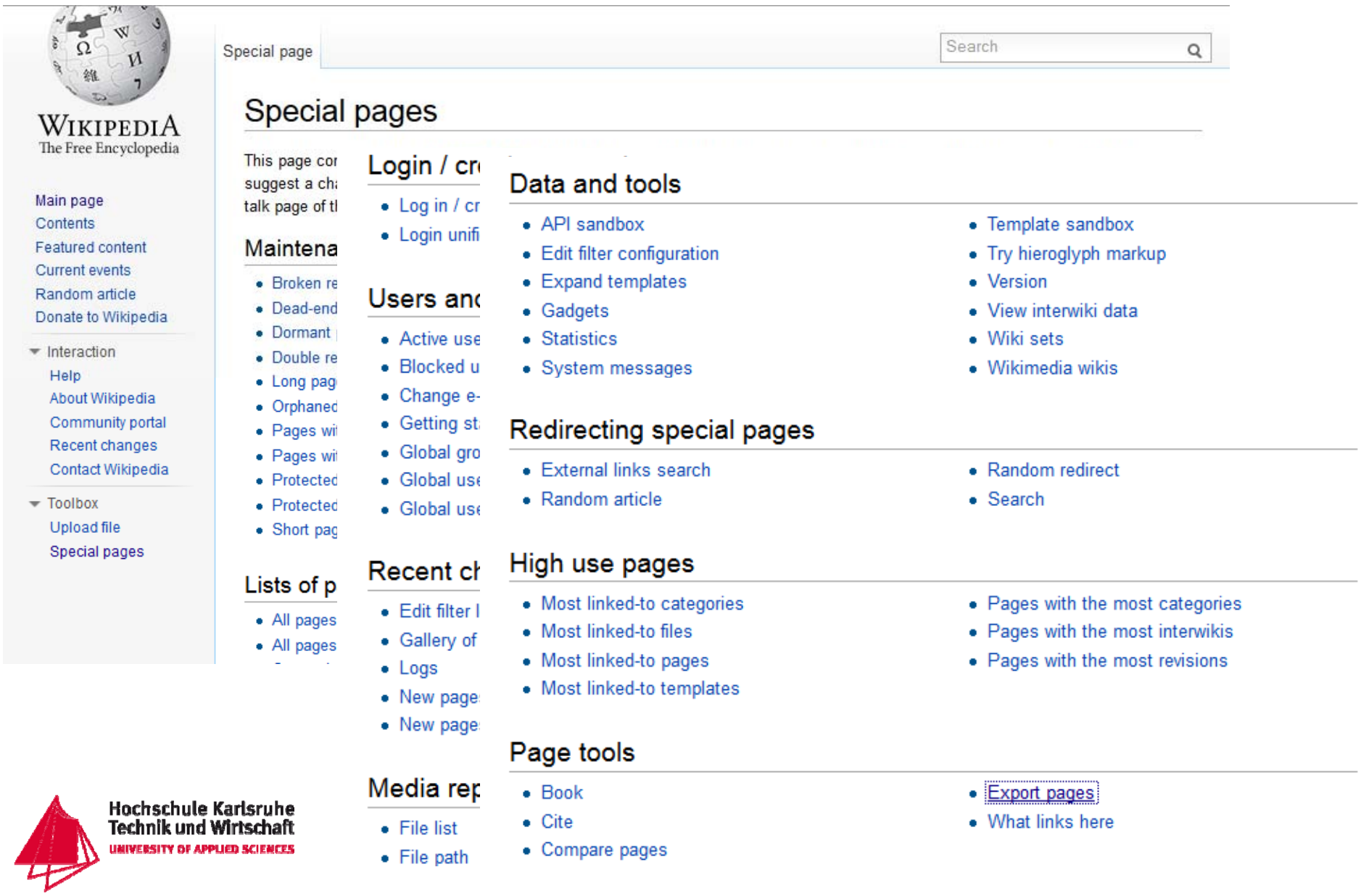
# IPv6: Difference between revisions

From Wikipedia, the free encyclopedia

| Revision as of 01:11, 28 February 2013 (edit) | Latest revision as of 13:50, 8 March 2013 (edit) (undo) |
| --- | --- |
| Glrx (talk \| contribs) | 130.208.69.54 (talk) |
| *(→Exhaustion of the unallocated IPv4 address pool: fix cite broken by previous edit)* | *(IPv6 mandated for LTE only(?) in 2009 (not 2010))* |
| ← Previous edit | |

(2 intermediate revisions by one user not shown)

| Line 142: | Line 142: |
| --- | --- |
| An IPv6 address may be abbreviated by using one or more of the following rules: | An IPv6 address may be abbreviated by using one or more of the following rules: |
| # Remove one or more leading zeroes from one or more groups of hexadecimal digits; this is usually done to either all or none of the leading zeroes. (For example, convert the group <code>0042</code> to <code>42</code>.) | # Remove one or more leading zeroes from one or more groups of hexadecimal digits; this is usually done to either all or none of the leading zeroes. (For example, convert the group <code>0042</code> to <code>42</code>.) |
| − # Omit **one or more** consecutive sections of zeroes, using a double colon (::) to denote the omitted sections. The double colon may only be used once in any given address, as the address would be indeterminate if the double colon was used multiple times. (For example, <code>2001:db8::1:2</code> is valid, but <code>2001:db8::1::2</code> **is** not permitted.) | + # Omit consecutive sections of zeroes, using a double colon (::) to denote the omitted sections. The double colon may only be used once in any given address, as the address would be indeterminate if the double colon was used multiple times. **A double colon may not be used to denote an omitted single section of zeroes.<ref name=rfc5952sec422>RFC 5952, "A Recommendation for IPv6 Address Text Representation", S. Kawamura (August 2010), section 4.2.2: http://tools.ietf.org/html/rfc5952#section-4.2.2</ref>** (For example, <code>2001:db8::1:2</code> is valid, but <code>2001:db8::1::2</code> **or <code>2001:db8::1:1:1:1:1</code> are** not permitted.) |

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# Use Cases

How can your organization use a Wiki successfully.

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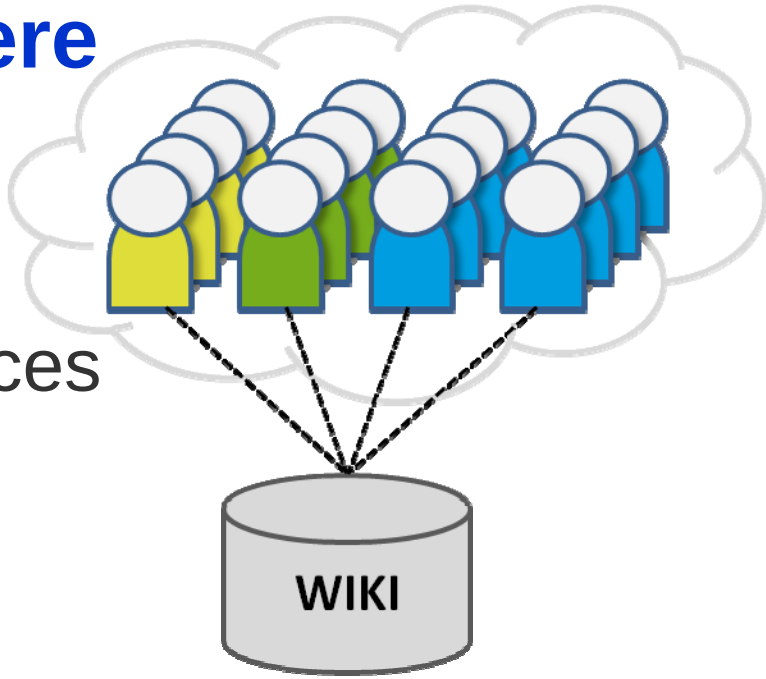
# Wikis can be used everywhere




- Develop content together
- Connect existing content sources
- Exchange ideas
- Distribute information fast
- Share experiences
- Keep everybody informed
- Involve people and get them connected
- …



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# Best Practice

Don‘t use a wiki like a file system and a wiki page like a Word document.

Typical pitfals can be avoided using proven best practices.

# Typical caveats

- Unknown environment for authors and organization
- Nothing happens
- Fear of getting lost
- Fear of chaos



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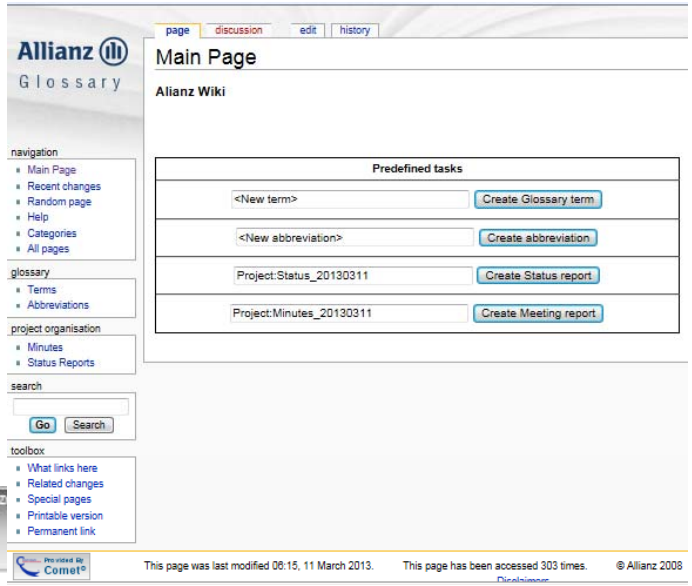
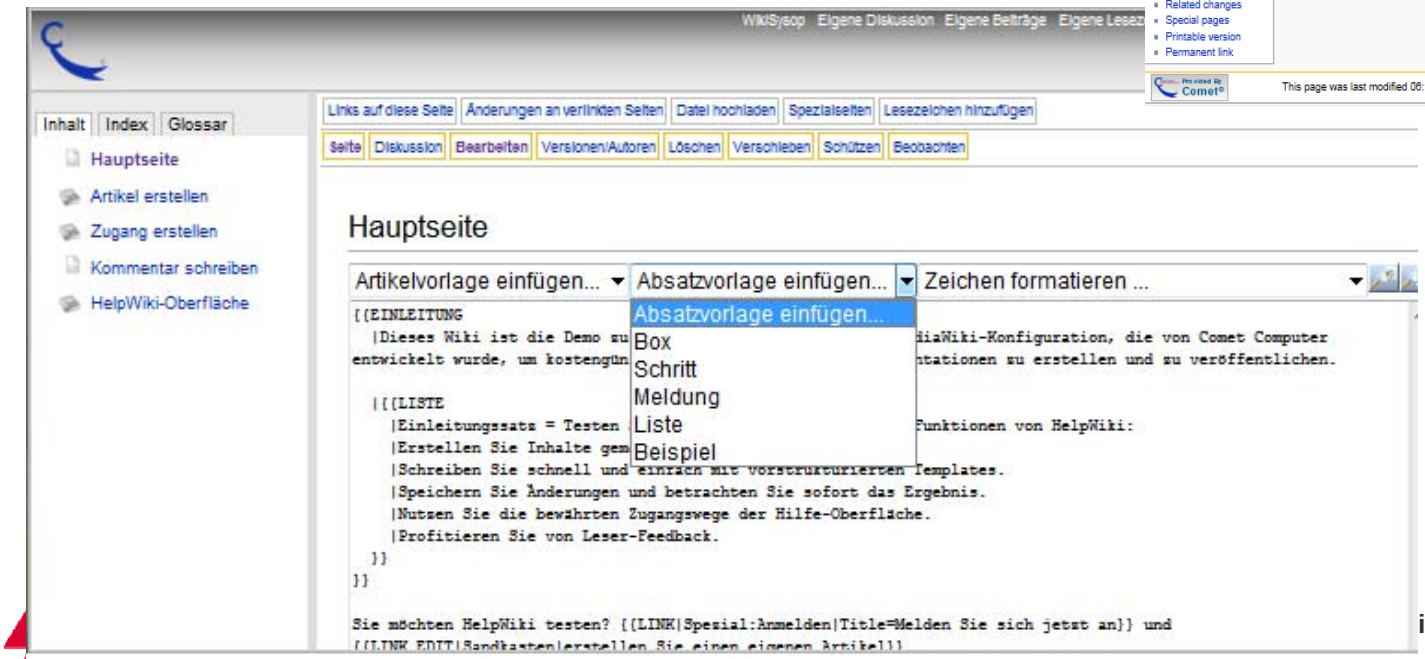
# New and different?
# Solution:

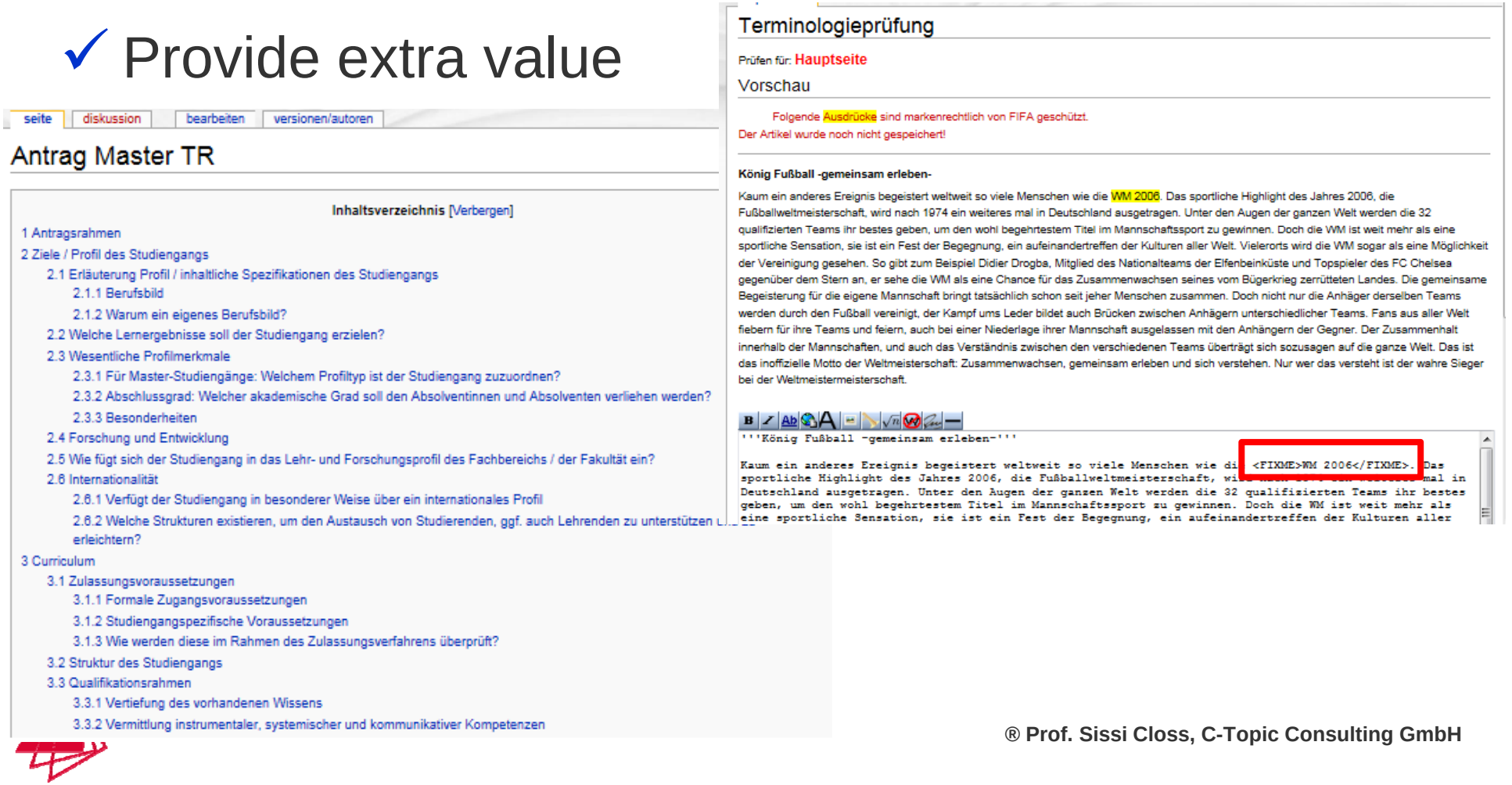
- ✓ Make it easy
- ✓ Use templates
- ✓ Provide Training
- ✓ Provide editorial services



# Not seen as being useful?
# Solution:

- ✓ Pre-populate with useful content
- ✓ Provide extra value

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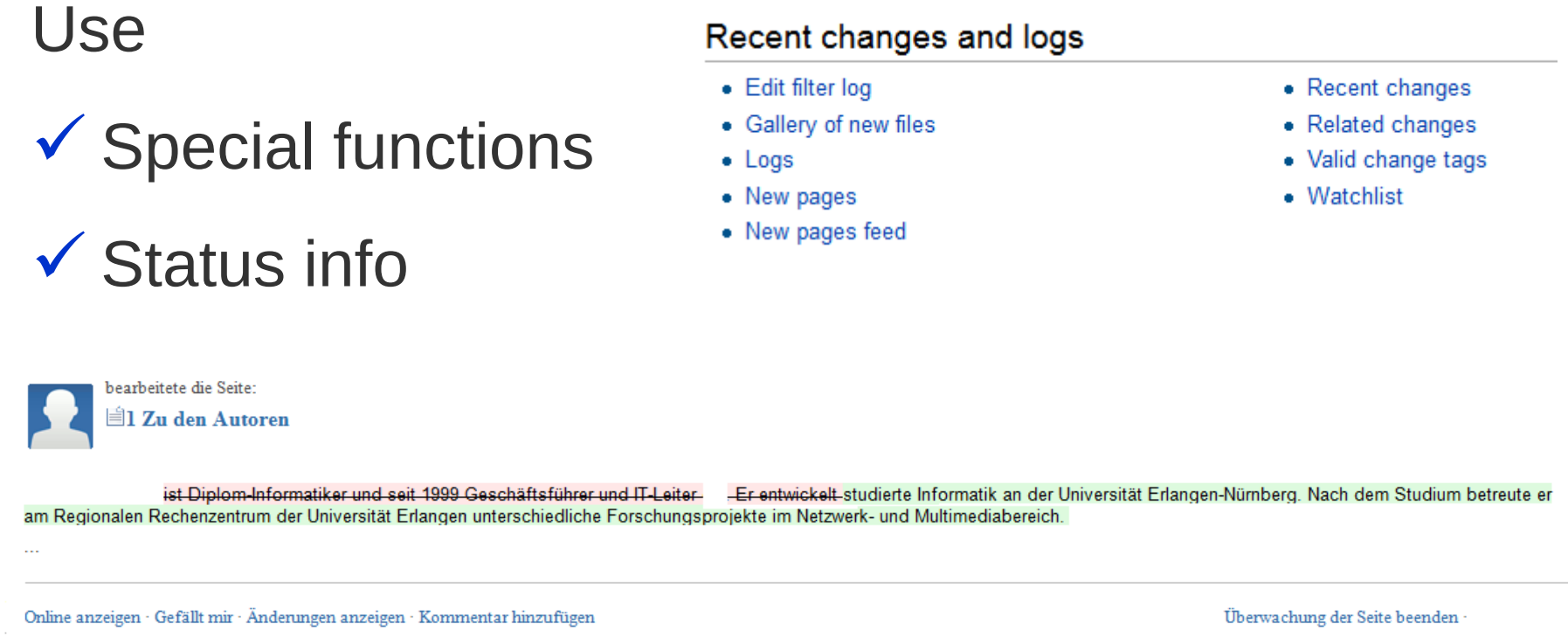
# Fear of getting lost?
# Solution:

Use

✓ Special functions

✓ Status info



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# Fear of chaos?
# Solution:

Use

- ✓ Classification
- ✓ Naming conventions

Seite | Diskussion | Lesen | Quelltext anzeigen | Versionsgeschichte | Seite | Suchen

## G02

```
<?xml version="1.0" encoding="ISO-8859-1"?>
<rss version="2.0">
  <channel>
    <title>RSS-Feed der Gruppe G02</title>
    <link>http://hsk1.technikredaktion.info/xml/ss12/index.php?title=G02</link>
    <description>RSS-Feed Gruppe G02</description>
    <language>de-de</language>
    <item>
      <title>Wir versuchen einen RSS-Feed zu erstellen.</title>
      <description>Dies ist unser erster Versuch einen RSS-Feed mit xml zu erstellen.
                   Irgendwie sieht die Darstellung etwas seltsam aus, weswegen wir uns über die Richtigke
      <link>http://hsk1.technikredaktion.info/xml/ss12/index.php?title=G02</link>
      <pubDate>Tue, 05 Jun 2012 15:21:36 GMT</pubDate>
    </item>
  </channel>
</rss>
```

- Benutzer:PaoloDeChirico
- Benutzer:Bafe1013
- Benutzer:M.Engert

Kategorien: Gruppen | Abgaben

**All pages**
From SOP Wiki

| | | |
|---|---|---|
| Glossary:(to) discover | Glossary:(to) login | Glossary:( |
| Glossary:(to) provide | Glossary:(to) publish | Glossary:( |
| Glossary:(to) request | Glossary:(to) send | Glossary:( |
| Glossary:A | Glossary:API | Glossary:A |
| Glossary:B | Glossary:BDM | Glossary:C |
| Glossary:CN | Glossary:Cplusplus wrapper | Glossary:I |
| Glossary:DevBox | Glossary:Development Box | Glossary:F |
| Glossary:EAA | Glossary:F | Glossary:G |
| Glossary:H | Glossary:HP OpenView IT/Operations | Glossary:I |
| Glossary:ITO | Glossary:ITS | Glossary:J |
| Glossary:JDBC Adapter | Glossary:Java database connector adapter | Glossary:K |
| Glossary:L | Glossary:LIS | Glossary:M |
| Glossary:N | Glossary:O | Glossary:P |
| Glossary:PDP | Glossary:PEP | Glossary:PUMA |
| Glossary:Post Unix masterband | Glossary:Q | Glossary:QoS |
| Glossary:R | Glossary:S | Glossary:SBB |
| Glossary:SBB API | Glossary:SBB Classic | Glossary:SBB Jazz |
| Glossary:SBB SPI | Glossary:SBB directory | Glossary:SBB environment |
| Glossary:SBB instance | Glossary:SBB platform | Glossary:SBB service |
| Glossary:SBB type | Glossary:SLA | Glossary:SOA |
| Glossary:SOP | Glossary:Service Backbone | Glossary:Service Backbone Classic |

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# Benefits

Wikis empower users to collaborate.

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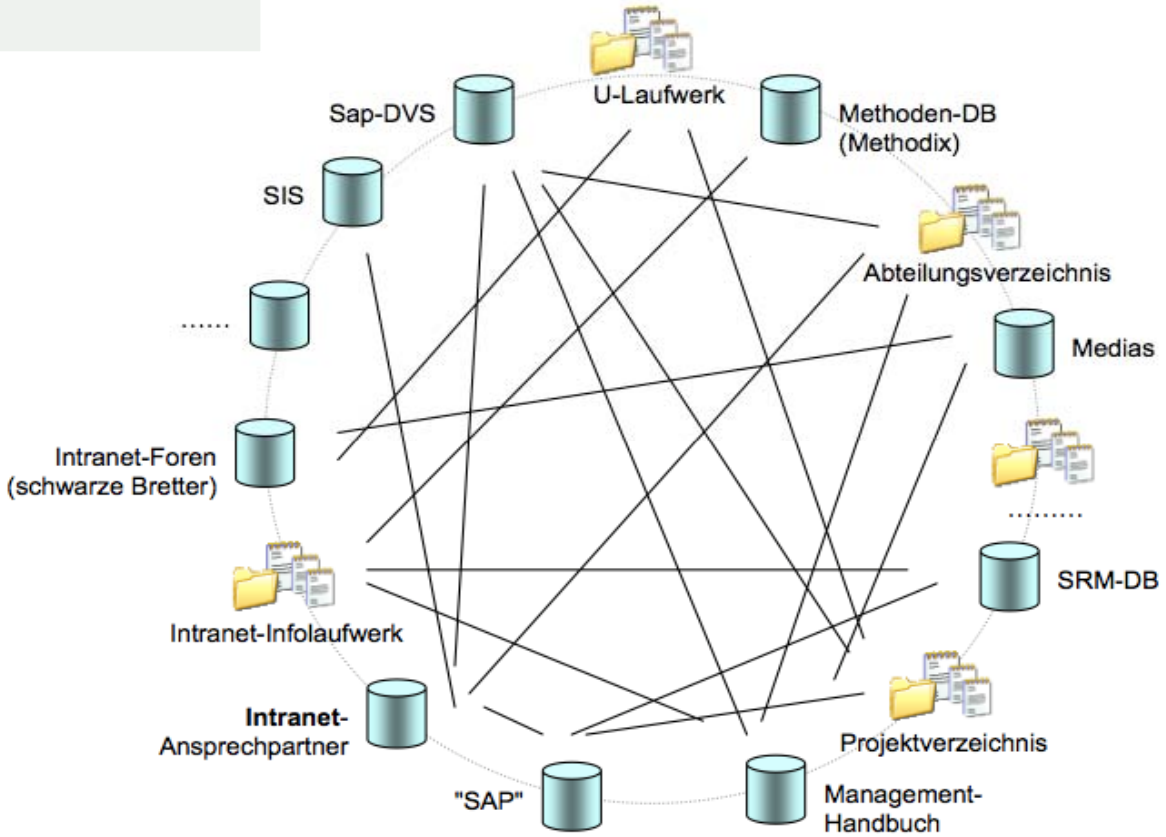
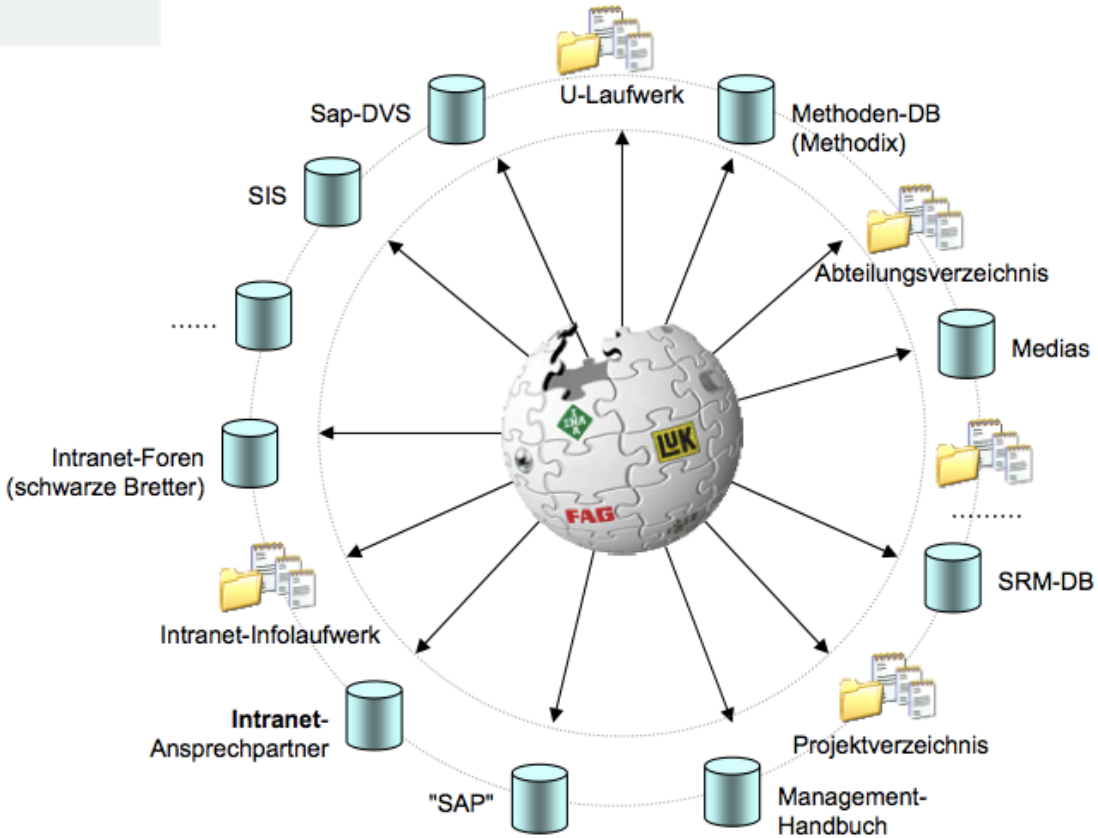
# Typical example:
# Separate data islands …



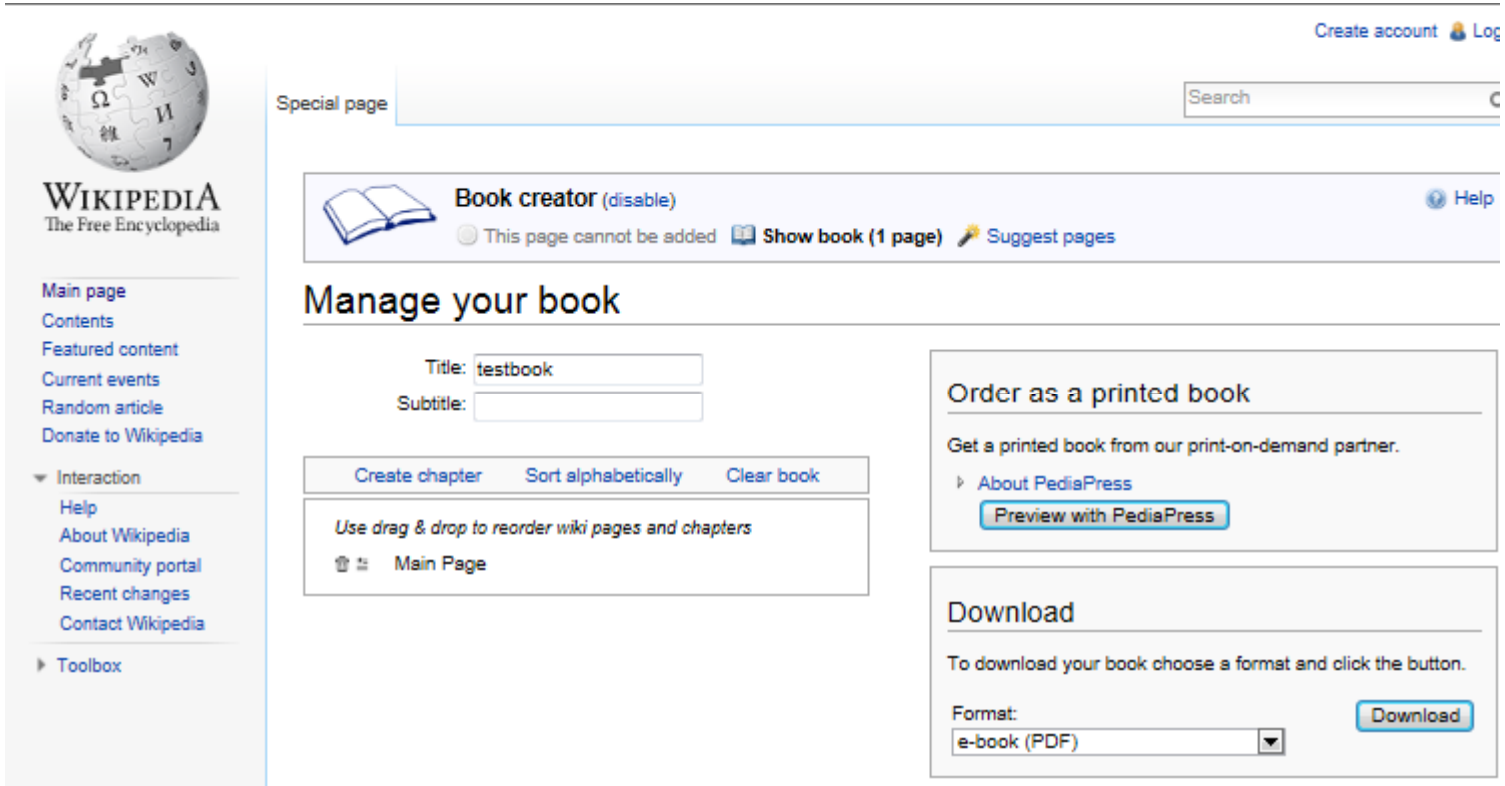

Source: Schaeffler Group, 2009

# … now connected with a Wiki as a central access point




Source: Schaeffler Group, 2009

# One source many deliverables



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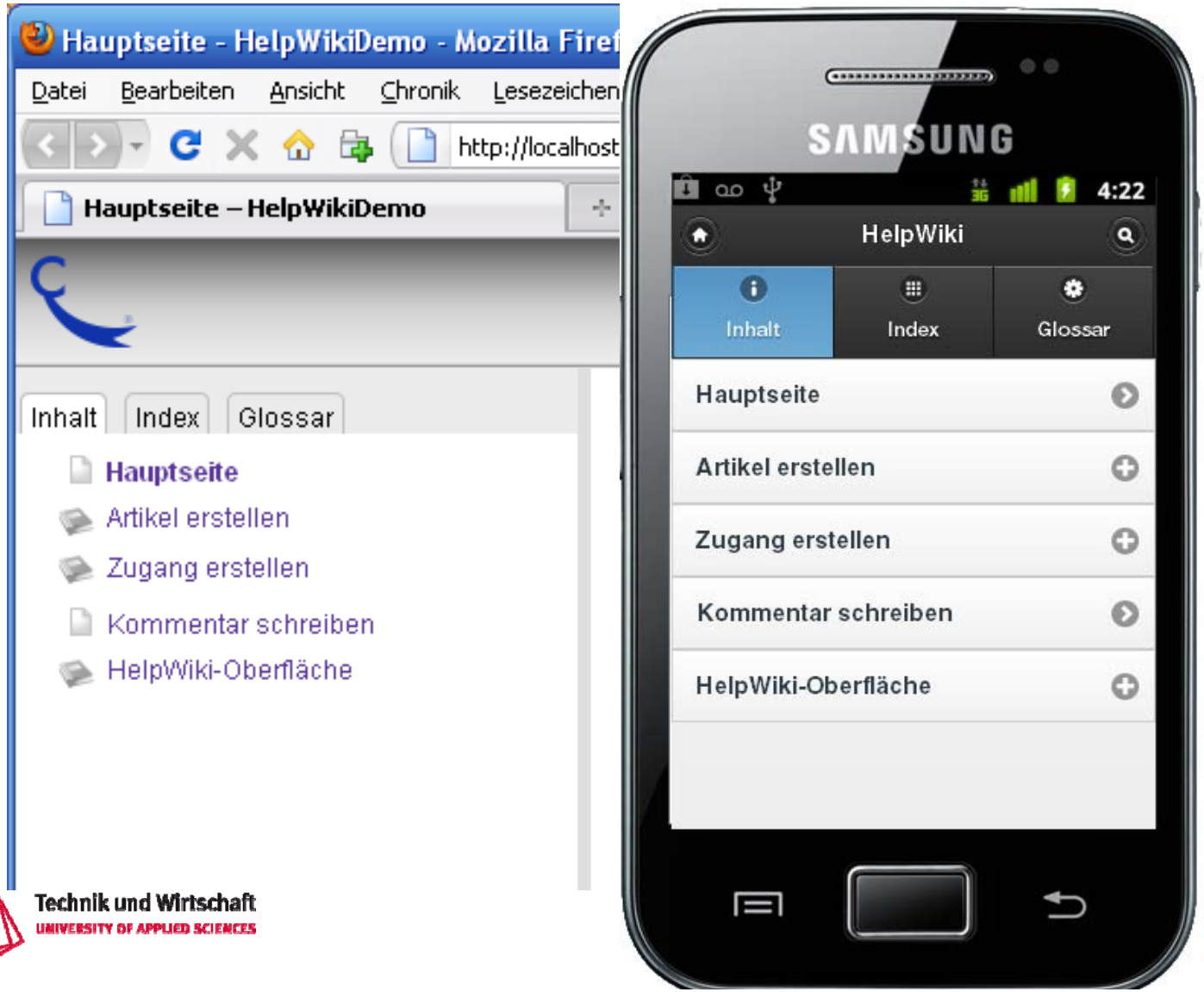

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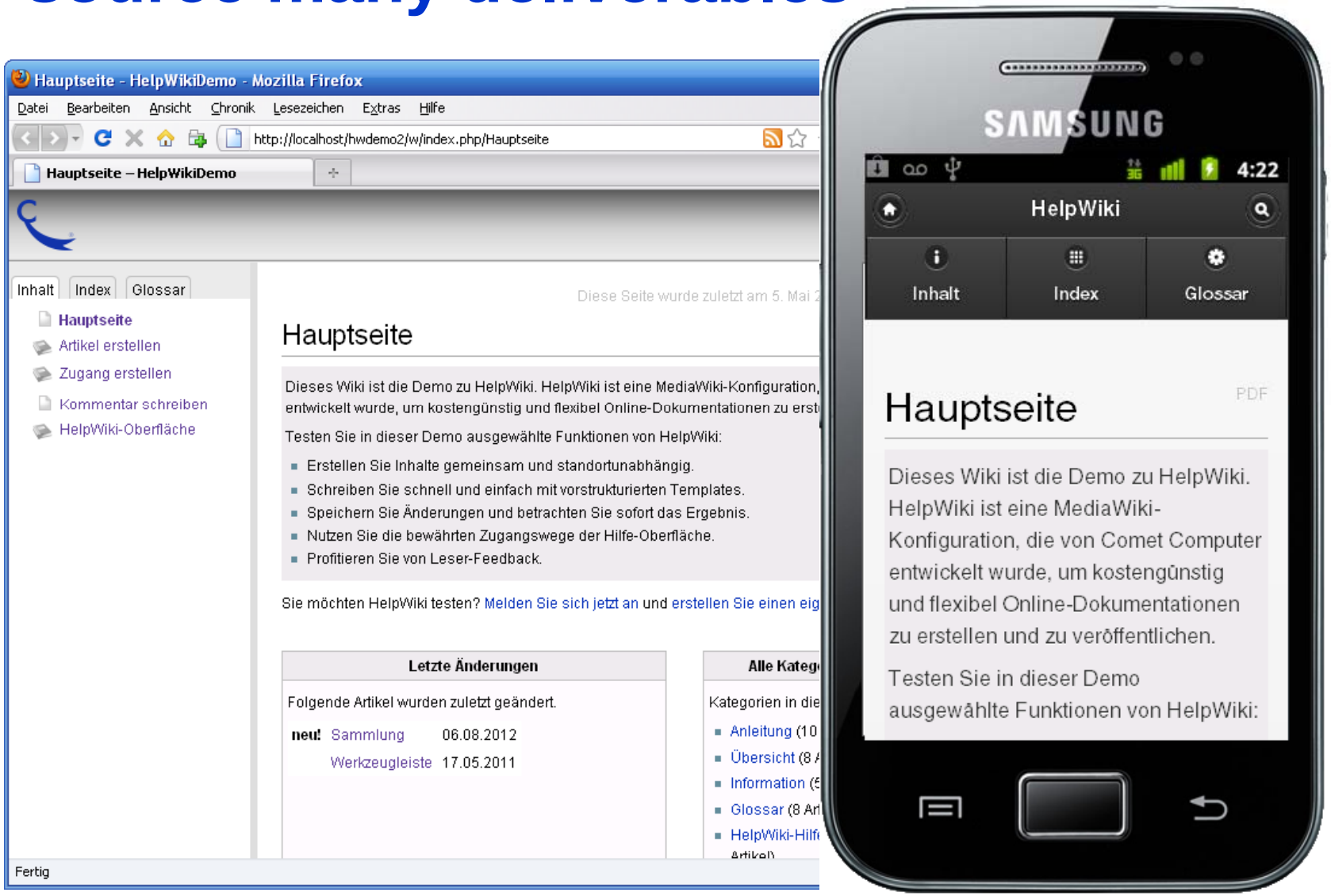

# The Wiki Way

- Flexible information network with a single and central point of access.
- Can change and grow as needed.
- All kind of contribution (stable, temporarily) can be involved.
- Accessible from everywhere.
- Information sources and stakeholders are connected.



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# Cultural Change

- Collaboration
- Contribution
- Sharing
- Re-using
- Gardening

Special roles and people are needed to maintain the knowledge base. These are knowledge manager, content gardeners, information architects, …



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# Social Media in Big Organizations Today

| Domain | Use Case |
|---|---|
| Communication (internal, external) | News, direct management information |
| Project and process management | Team spaces, project organization, reporting, problem solving, …. |
| Finding the right contact persons | Search for experts using profiles |
| Community management | Communities for special subjects, communities for special staff groups (newbies, women, ,,,), communities for special interests (sport, Afrika, …) |
| MOOCs (Massive open online courses) | With Wiki, blog, social media aggregates to train orgaization-wide subjects like “innovative Management of the modern Knowledge society” |

# Questions?

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