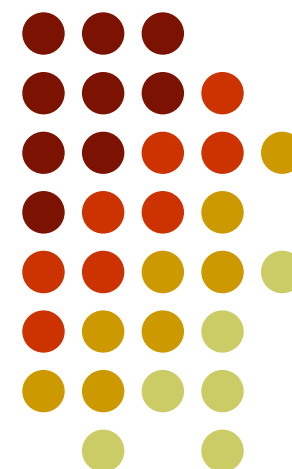# Web content management and quality control: access and diffusion

Isabel Fernández Morales

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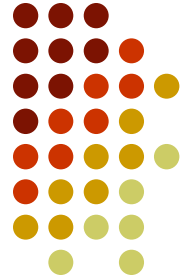24/11/2004

Web content management and quality control: access and diffusion
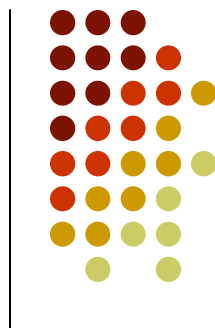
- ## Information quality:
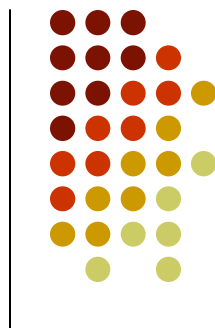 - ### Content, Presentation and Usability
    - Objectivity
    - Integrity
    - Utility
    - Precision/Accuracy
    - Outstanding
    - Actuality
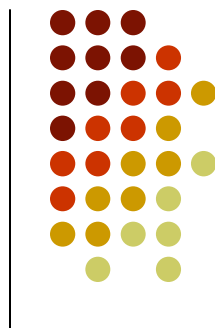   - Perfomance: Arquitecture; Language; Aesthetics...

Web content management and quality control: access and diffusion

- Digital Information quality:
  - Navigation
  - Compatibility and Interoperability
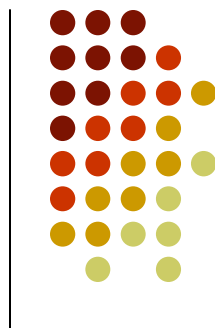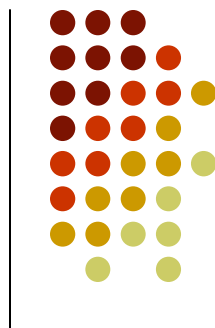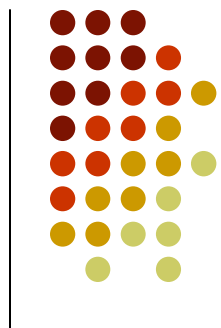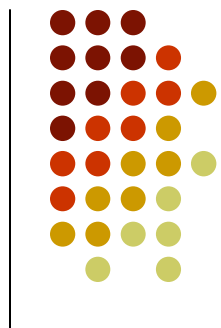 - Actuality
  - Speed

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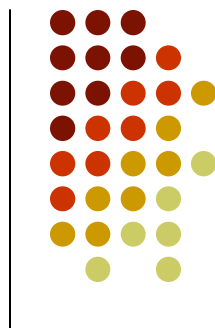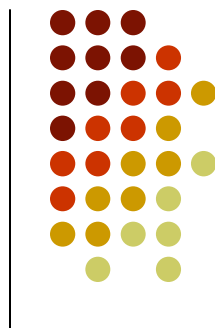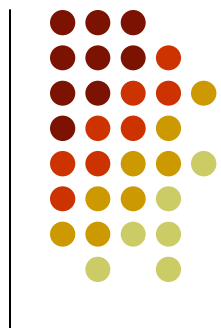CONTENTS   SEARCH

NAVIGATION   LABELS

Web Quality Content:
Information Arquitecture

- **Thesauri, Controlled Vocabularies and Metadata:**
  - They are the glue that's holds structure, organization, labeling, navigation and searching systems together.
  - Useful for the management of content and for the discover of it after publication
  - ...librarians and indexers have been producing and standardizing metadata for centuries.
  - If all documents carry the same fields, and also use the same controlled vocabularies, then we should be able to improve searching.
  - Towards the "Semantic web": this tools expand the semantic nature of a query by automatically including synonyms with the query

  "The Semantic Web is an extension of the current web in which information is given well-defined meaning, better enabling computers and people to work in cooperation." - Tim Berners-Lee, James Hendler, Ora Lassila

Web Quality Content: Content Management Systems

- Software that enables one to add and/or manipulate content on a Web site
  - The content management application (CMA)
    - Authoring
    - Workflow
    - Storage
  - The content delivery application (CDA).
    - Publishing

  The CMS manages the entire lifecycle of pages, from creation to archival

Web Quality Content: Contents and Services

- Directories (institutions, experts…)
- Bibliographic content
- Agenda
- Documents
- Data bases
- News
- Services contents: meteorology, maps, calculation
- Links

Web Quality Content: Contents and services

- Intangible contents
- Tangible contents
- Services
- Info-mediation
- Interactive contents

Web Quality Content: Writing for the web

- To write
- To translate
- To correct
- To validate

- To be short
- Inverted Pyramid
- Complicity
- Legibility
- Links (editorial criteria – actuality)

Web Quality Content: Writing for the web

- **How users read on the web**
  - People rarely read Web pages word by word; instead, **they scan the page**

As a result, Web pages have to employ **scannable text**, using
  - highlighted **keywords** (hypertext links serve as one form of highlighting; typeface variations and color are others)
  - meaningful **sub-headings** (not "clever" ones)
  - bulleted **lists**
  - **one idea** per paragraph (users will skip over any additional ideas if they are not caught by the first few words in the paragraph)
  - the **inverted pyramid** style, starting with the conclusion
  - **half the word count** (or less) than conventional writing

Jacob Nielsen

Web Quality Content: Writing for the web

Site Version	Sample Paragraph	Usability Improvement (relative to control condition)
Promotional writing (control condition) using the "marketese" found on many commercial websites	Nebraska is filled with internationally recognized attractions that draw large crowds of people every year, without fail. In 1996, some of the most popular places were Fort Robinson State Park (355,000 visitors), Scotts Bluff National Monument (132,166), Arbor Lodge State Historical Park & Museum (100,000), Carhenge (86,598), Stuhr Museum of the Prairie Pioneer (60,002), and Buffalo Bill Ranch State Historical Park (28,446).	0% (by definition)

Web Quality Content: Writing for the web

Site Version	Sample Paragraph	Usability Improvement (relative to control condition)
Concise text with about half the word count as the control condition	In 1996, six of the best-attended attractions in Nebraska were Fort Robinson State Park, Scotts Bluff National Monument, Arbor Lodge State Historical Park & Museum, Carhenge, Stuhr Museum of the Prairie Pioneer, and Buffalo Bill Ranch State Historical Park.	58 %)

Web Quality Content: Writing for the web

Site Version	Sample Paragraph	Usability Improvement (relative to control condition)
Scannable layout using the same text as the control condition in a layout that facilitated scanning	Nebraska is filled with internationally recognized attractions that draw large crowds of people every year, without fail. In 1996, some of the most popular places were: ●Fort Robinson State Park (355,000 visitors) ●Scotts Bluff National Monument (132,166) ●Arbor Lodge State Historical Park & Museum (100,000) ●Carhenge (86,598) ●Stuhr Museum of the Prairie Pioneer (60,002) ●Buffalo Bill Ranch State Historical Park (28,446).	47 %)

Web Quality Content: Writing for the web

Site Version	Sample Paragraph	Usability Improvement (relative to control condition)
Objective language using neutral rather than subjective, boastful, or exaggerated language (otherwise the same as the control condition)	Nebraska has several attractions. In 1996, some of the most-visited places were Fort Robinson State Park (355,000 visitors), Scotts Bluff National Monument (132,166), Arbor Lodge State Historical Park & Museum (100,000), Carhenge (86,598), Stuhr Museum of the Prairie Pioneer (60,002), and Buffalo Bill Ranch State Historical Park (28,446).	27 %)