Block Jessica Amazon (Enterprise Risk Management & Compliance) English Navigating the world of standards and regulations: How to create legally compliant technical documentation for the EU market. The presentation focuses on the creation of legally compliant technical documentation for the European market. Technical documentation, such as user manuals or labels and packaging of products, is an essential part of product safety and a precondition for the free and safe movement of goods in the European Single Market. Many technical communicators create great content yet fail to adequately ensure legal compliance. They may not know how to research for the right standard and may lack the understanding of how regulations, directives, laws, and standards correlate—or whether it is important to comply with them. In order to create legally compliant technical documentation, technical communicators must be familiar with the requirements contained therein and be able to implement them effectively. The implementation of standards may help technical communicators to work more efficiently, effectively, and to adhere to the requirements of legal compliance. Standards reflect the state of the art, which may be used in litigation. By declaring standards as the foundation of orders, standards help clarify contractual relationships and delivery obligations. So how do technical communicators go about implementing the necessary legislation to make their content legally compliant?

In this presentation, we’ll address:
- how regulations, directives, laws, and standards correlate
- why it is important to comply with them
- how to research standards
- how to research standards

Cao Wei Wei Alibaba English Building Up the Worldwide Hybrid Resource Pool to Provide One-Stop Content Solution. Apart from the technology trend buzzwords “AI” and “Big Data”, some localization companies go the extra mile to provide the content one-stop solution including content marketing, technical writing, design and video creation. These extra services are extremely important for enabling China companies to go global. The biggest challenge in going the extra mile is to find the overseas native speaker talents (content marketing mainly) and bring them to work onsite in China. In this speech, Celina Cao will share Alibaba international UED (user experience design) best practices how to build up the remote and in-house resource pool to provide the seamless one-stop content solution (content and design).

In this presentation you will learn:
- how to research standards
- why it is important to comply with them
- how to research standards

Dai Guohui WuXi AppTec Chinese Enterprise Content Management (ECM) Practices and Trends. 1. ECM concept, value, and function. 2. ECM platform big picture view, establishment, project road signs, and operation. 3. ECM development trends.

1. Understand what ECM is
2. How to build an ECM platform
3. The trend of ECM

Deng Joshua Alibaba Cloud English Global Content Marketing. Enterprise content marketing is among the latest business model innovations, esp. for online business. This talk will focus on the content marketing best practices in an enterprise setting. It will include the framework, methodology, and technical platform to enable an automated/targeted marketing model. We will also talk about the challenges and solutions facing a start-up where everything happens fast.

Methodology in reaching your potential customers
Framework of content marketing for your business
Meet the teachers and practitioners in person
Gallon Ray
The Transformation Society
Summary: Over 20 years cross-cultural management experience in Asia and Europe

Twice founded a technical publications department at Zyxel.com
Education: Master’s in Multilingual Computing and Localization 2014 (1st Class Honors), University of Limerick, Ireland
Master’s in Programming 1998, International Correspondence School, Scranton, USA
Bachelor’s in Commerce 1992 (Management, top 10%), University College Dublin, Ireland
Higher Diploma in Electrical Engineering, University of Limerick, Ireland
Conferences and Publications: Chinese Workshop in Machine Translation, Macau, China, Nov. 2014
Invited to Society of Technical Communicators (STC), Bangalore, India 2014
Presented at STC, Hyderabad, India, 2005
Hobbies and Interests: Languages: Machine Translation, English, Chinese, French
Travel: Traveled in over 70 countries and worked in seven

The Journey from Technical Writer to User Experience Writer
Do you feel that Technical Writing (TW) is a dead-end job with zero or limited career prospects? Do you feel that people just don’t understand what you do, or don’t seem to care or at least not appreciate what you do? Do you wonder if TW has a future and do we really need to create these mammoth User Guides? Is this all there is to life after TW?
If you have these concerns, then this presentation is for you. The term User Experience (UX) has been around for a while, but User Experience Writer (UXW) is the latest buzz phrase that’s just emerging now. Evolving from TW to UXW is not a natural phenomenon, so this presentation will shine you how.

First, you must overcome all the obstacles. The first are the traditional technical writers themselves. “Leave us alone to endlessly tweak the mammoth. We like being alone.”
Then there’s your boss. “Can’t they just keep doing what they’re doing until a customer says they don’t need these User Guides?”
Finally, there are the User Interface Designers and the Graphic Artists in the UXD team. “Who are these upstarts to encroach on our territory?”
Then there’s your boss. “Can’t they just keep doing what they’re doing until a customer says they don’t need these User Guides?”

The takeaways are to find out how to: *Reboot your and your team’s future* and overcome obstacles, including internal group mindshift change. Get the challenge for writers to show their worth in order to earn the title of UXW.

Ray Gallagher
Zyxel Communications Corp.

Gallagher John
Zyxel Communications Corp.

Göttel Sebastian
SCHEMA Group

Sebastian Göttel is an authorized representative at SCHEMA Group. He studied programming at the University Erlangen-Nürnberg and in Bordeaux. Since 1998, he has applied his specialized knowledge of computer-based writing, single-source publishing and translation management at SCHEMA Group. He has been sales manager since 2005, and as consultant and key account manager, he supports XML- and DITA-based projects.

Intelligent Information Drives Field Service
Is the device broken? Does it need replacement? Or can it be fixed in the field? These are questions your field service or your customers face sooner or later. We as technical documentation departments deliver a wealth of information. But how do we provide fast, accurate and best-fitting answers to actual challenges?
For example, letting customers find the right answer rapidly via a self-service app. Or letting an interactive fault tree guide them through the decision-making process of dealing with a support case. Others have experienced the benefits of getting spare parts orders right the first time, at the right time. In Industry 4.0 environmental machine data can give operators as well as technicians actual advice on the actions to be taken in a certain context. Service technicians are more efficient if intelligent maintenance tables only show them the tasks to be done.

This talk investigates how SCHEMA’s customers excel in service.
Kratky Robert, Red Hat

Robert Kratky is a Principal Technical Writer at Red Hat. He frequently publishes and presents about documentation topics. At Red Hat, Robert specializes in developer docs and improvement of user experience with documentation.

Huang Xiaoyan, Huawei Technologies Co., Ltd.

Xiaoyan is an Information Experience Manager who joined Huawei in 2008. She is the creator of Smart User Assistant WalkFast, and is focused on improving the customer's experience and increasing their time-to-value when using software products.

Guo Qing, Southeast University

Mr. Manager Information Experience, Huawei Technologies Co., Ltd. Qing is an Information Experience Manager who joined Huawei in 2008. She is the creator of Smart User Assistant WalkFast, and is focused on improving the customer's experience and increasing their time-to-value when using software products.
Lu Huanhuan is a well-known Web pioneer and the founder of Antidiot, the company that puts enterprise content to work. As an entrepreneur, he has been working for 25 years on the development of the Internet and the Web through several major companies.

Lacroix Fabrice is a known Web pioneer and the founder of Antidiot, the company that puts enterprise content to work. As an entrepreneur, he has been working for 25 years on the development of the Internet and the Web through several major companies.

Liu Dingling is a technical writer with 9 years of document development experience. He is responsible for documentation architecture and preparation for ZTE's wireless products. Liu specializes in the development and marketing of rich media documents.

With the adoption of new privacy regulations (the EU’s GDPR, the US’s Privacy Shield, and others), regulatory bodies are going to pressure the Internet industry into a regime of strict consumer protections. If companies want to be part of lucrative and growing markets, they are going to have to comply with these new regulations, designed to protect customers’ privacy. Requiring opt-in to data gathering, rather than numerous opt-out; making it easier to move your data to a preferred carrier; enhanced data protection measures and requirements; transparency about data breaches; the appointment of data protection officers; and severe penalties – these are just some of regulators’ new gifts to the consumer. We will review the constraints imposed by these major regulations, what they mean in terms of features and architecture in content delivery platforms, and how enterprises can retool to meet them and compete successfully.

We will introduce you to new global privacy rules and explore how they will impact your operations, how your content delivery platform will be affected and the R&D you will need to manage your users’ data. This is a reformulation of your relationship with your customers’ data, and we will tell you what your next steps should be.

We will introduce you to new global privacy rules and explore how they will impact your operations, how your content delivery platform will be affected and the R&D you will need to manage your users’ data. This is a reformulation of your relationship with your customers’ data, and we will tell you what your next steps should be.
Mao Jason 2ndHeng Technologies

Jason Mao is the Chief Consultant of 2ndHeng Technologies, which provides consulting services for the language industry. Previously he worked in Wolocalize and Moravia in various roles, including Project Manager, Program Director, General Manager, and Regional Director of Operations. In 17 years in the industry, he has been working directly and indirectly with some typical Chinese customers who want to go to global successfully, learned their pains and was thinking of possible solutions for years.

Moiseev Andrey Private Entrepreneur

Andrey Moiseev is an expert in translation, interpretation and business internationalization with more than 20-years’ experience. He is currently working as Independent Language Services Consultant for FIFA, IOC, EOC and many other big international companies. Before that he was the Director of Language Services Department in FIFA, World Cup Russia 2018 and Head of Language Services in Olympic Winter Games Sochi 2014. Previously he worked as a Director of a subsidiary of an international translation company in Kiev, Ukraine. He has a wide experience in a number of international events, including top-level events. He graduated from Moscow State University and got an MBA at Korean University.

Morse Jennifer MadCap Software

Jennifer has over 15 years of experience in the technical communication and content development industry. In addition to overseeing the Product Specialist team, her focus is to promote the value of the company’s solutions to the marketplace, solicit customer feedback, and report on trends in the industry that can help improve the company’s offerings.

Since joining the company in 2006, and prior to moving into the role of Product Evangelist, Jennifer has played an integral role in managing company’s growing sales organization. Not only has she helped increase market share in the United States, but she has been a leader in expansion into overseas markets, including Europe, the Middle East and India.

Before joining MadCap Software, Jennifer was a Senior Product Consultant at Blue Sky Software/Help Corporation, where she sold RoboHelp and RoboInfo to government agencies and educational institutions.

Jennifer earned a Bachelor of Arts in Biological Sciences from the University of California, Santa Barbara.
**Ni Rui**
Alibaba Cloud

Rui Ni is the Senior Content Manager for the products at Alibaba Cloud. She is now in charge of the product documentation team, responsible for creating and maintaining the content for both the public and the private cloud, for both the domestic and international sites.

Before joining Alibaba, Rui had worked as a content manager and lead author at HP, Nokia, and Toshiba, accumulating 10 years of rich experience focused on technical writing, information architecture, and translation.

Rui built the very first technical communication team of Alibaba Group from scratch. Based on rich data analysis and investigations, her team has explored the best practices of content production, delivery, and consumption in this new era.

**Schmitz Klaus-Dirk**
Technische Hochschule Köln (Cologne Technical University)

Klaus-Dirk Schmitz is Professor Emeritus at Technische Hochschule Köln – TH Köln (University of Applied Sciences) in Germany. His research activities focus on terminology theory and terminology management as well as on software localization and computer tools for translators. Numerous articles and books where he acts as author, co-author and editor show his excellent expertise in these fields. Prof. Schmitz has also taken a leadership role in national and international forums e.g. as president of the International Information Centre for Terminology (Informativ (2001-2009), vice-president of the German Terminology Association, and the International Terminology Network TermNet, chairman of the German Standards Committee on Terminology and member of several advisory boards.

**Shi Yonghao**
Coupang

Shi Yonghao is the Director of Huawei Cloud Core Network Marketing Group. He has 15 years of enterprise software business analysis and product management experience. Leading Product Management team in working with multiple scrum teams to build new product features. Engaging and managing clients in APAC region for product presales, feature promotion, training and professional service.

**Sun Mingsi**
Hansen Technologies

Mingsi Sun is the Director of Hansen Technologies, the Chinese Information Contacts and Information Department. How to get information and how to work with people across functions or departments. How to get information efficiently and friendly.

**Thomadsson Johan**
Sigma Technology

Johan Thomadsson is the Director of Hansen Technologies, the Chinese Information Contacts and Information Department. How to get information and how to work with people across functions or departments. How to get information efficiently and friendly. - Monica Xie would refine this.

**Wang Xiang**
Huawei Technologies Co.,Ltd.

Xiang Wang is the Director at Huawei Cloud Core Network Documentation Dept. 12 years experience in documentation development.

**Panel discussion - Communication issues ever encountered with TW**

1. How to talk with TW effectively?
2. How to explain technical details to TW?
3. What should be included and excluded when communicating with TW?

- Apply different UGC mode for content distribution
- Implement document open-source
- Practices and experience in bounty program

**Terminology Support for (Machine) Translation**

Terminology is essential for all kinds of technical communication because terms and the concepts behind them are the main carriers of domain-specific knowledge. Therefore, terminology management is necessary for all persons and companies involved in creating and translating technical documentation.

Computer tools not only support terminology management, but also help technical writers and translators to work more efficiently. Interfaces and data re-use between these tools are required.

One of the technologies helping technical translators is machine translation. Although machine translation support has been available for more than 50 years, neural machine translation (NMT) systems with AI technologies are now entering the market and convincing users with improved linguistic results.

However, how can these NMT systems handle company-specific and innovative terminology? The presentation will explain the necessity for terminology management and the way how terminology can support technical writing and translation, with a specific focus on machine translation.

**The future is here – This is how our business has to change**

With 5G, Internet of Things, and products interacting with each other, there will be new expectations for Technical Information and content producers. The combination of Industry 4.0 and Content 4.0 will be challenging. We have to be in sync in how we communicate technology, and how we use the produced product data and knowledge gained.

Lise and Johan will talk about strategies, research, and standards that will be important for the future of TC. They will share findings and current expectations from customers – this will also cover presentation formats for future generations and how the role of a Technical Communicator will evolve.

Lise and Johan will share results from recent research projects that they have been involved in and give information about research projects they are about to start. They will also share their sources for business analysis so you can follow the trends yourselves; for example industry standards, podcasts, and communities.

**Information Contacts and Information Experience**

In the digital transformation of information, it is inevitable that one of the questions we need to answer is: How does information keep abreast of customer interaction contacts to provide the best experience? How to match contacts and information? How to approach information experience architecture design and development? How to evaluate and quantify the user experience and incorporate it into the devops process?

This topic focuses on the practice and thinking in exploring information experience.

1. E2E digital information development
2. Information contact analysis and user behavior habits analysis
3. End Cloud collaborative delivery pipeline
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<tr>
<th>Name</th>
<th>Role</th>
<th>Company/Position</th>
<th>Responsibilities</th>
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<tr>
<td>Wang Ke</td>
<td>Team Lead</td>
<td>Huawei Technologies, Xi'an International Studies University</td>
<td>Experience including lots of things from every single word to the UX of the software. If you can persuade board members or CIO, try to provide new experience/information service to your customers. Keep digging into new trends and technologies.</td>
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<tr>
<td>Wilding David</td>
<td>Proposal Writer</td>
<td>Zuora</td>
<td>Technical documentation is often intended to be used by software developers. This presentation introduces participants to the needs of developers and demonstrates how technical writers can help to meet those needs. The strategies discussed are particularly relevant to REST API documentation, but the presentation is suitable for anyone who is interested in creating resources for developers.</td>
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<td>Wu Dan</td>
<td>Faculty Member</td>
<td>Xi'an International Studies University</td>
<td>A Client-based Technical Writing Course in XISU. Xi'an International Studies University (XISU) is one of the first universities in China to start offering TC courses in the 1990s. This presentation introduces how a technical writing course has evolved from a task-based course to a client-based course over about eight years of practice. The assessment of the learning outcomes has been changed from a report to the teacher to a report to both the teacher and the client. This presentation will introduce the results of a case study done in this course. The students have been surveyed and both the students and clients have been interviewed on the process of participating in this course. The results suggest that the students have benefited from this &quot;real world&quot; experience in communicating with the clients. The students understand more of the key concepts in Technical Communication by practicing on both the projects and the clients. They develop not only their TC skills but also their communication skills in studying this course. Therefore, the client-based approach can be used in technical writing courses to improve students’ understanding and also their working procedures to grow to be more professional practitioners.</td>
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<td>Xie Elsa Hansen Technologies</td>
<td>Content Strategist</td>
<td>Content strategy from 0 for a cloud-based product</td>
<td>Have you ever tried to build an end-to-end content strategy from scratch, from benchmarking competitors, designing the internal and external collaboration model, to implementing the strategy in various channels across the product APIs, GUI, and official website? In this session we’ll share our practice in a Chinese company who is shooting for the global market, how we helped streamline their content experience.</td>
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<td>Yang Vivian Envision Digital</td>
<td>Manager</td>
<td>Envision Digital</td>
<td>Information architects Content strategists</td>
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|             |                     |                                                                                 | * An understanding of the audience for developer documentation, i.e., who to consider a "developer"  
  * Advice about which content types to focus on, including tutorials, human-readable reference material, and machine-readable formats such as Swagger/OpenAPI  
  * Examples of developer resources such as code samples and changelogs  
  * Steps that can be taken to improve the maintainability of developer documentation  

## Workshops

### Panel Discussion: [What's on my mind and What TC Will Do](#)

1. How does a technical writer ask for input from an R&D people?  
2. How does a technical writer ask for technical review feedback from an R&D people?  
3. How does a technical writer discuss technical details with an R&D people?  
4. Do's and don’ts in selecting and working with clients  
5. Steps that can be taken to improve the maintainability of developer documentation
Dr. Yu is Assistant Professor of Technical Communication at Southeast University in Nanjing, China. Her research interests include user experience, intercultural communication, and digital rhetoric.

**Persuasion and persistence: how technical communication functions in client-designer communication**

The focus of the study is the professional communication happening between designers and clients during the course of conducting a design project. A design project is never an easy task in terms of communication because 1) it usually involves in multiple stakeholders; therefore, each party holds its own value, interest, perspective, expectation, and level of knowledge and expertise, which can cause potential conflicts; and 2) it is also likely to take multiple development stages, with each stage having different objectives and work that cannot be achieved without consensus or compromise among clients and designers. How do designers communicate their plan, approach, rationales, and concerns to the clients? How do designers respond to clients’ demands? Can designers uphold their value while adjusting to clients’ business needs?

In this study, the researcher seeks to provide insights using three cases. The first designer is practicing service design in Finland; the second one is an interior designer who works for a Vietnamese furniture company, and the third one is a UX designer based in China. Each of the participating designers works with a specific group of clients of distinctive demands, and the communication varies profoundly in local contexts. The analysis and discussion will include three aspects: the communication challenges designers encounter, the role of technical communication in designer-client relationships, and designers’ awareness and use of technical communication.

It needs to be noted that this study is at its preliminary stage. Long-term goals include providing support to working professionals with regards to workplace communication and exploring the possibility of applying technical communication education in university departments like Design and Engineering. The researcher intends to share primary data including narratives and interview responses with the hope of sparking feedback and critique from the audience.

For practitioners: Practitioners like designers, technical communicators, and engineers can relate to the experience described in the study, and they can further reflect on and improve their own practice if they want.

For educators: TC teachers and educators will learn about TC experience and insights from designers, and gain a better understanding of workplace communication, which hopefully will generate new ideas about tailoring TC curriculum to workplace needs.

For organizers of the conference: the researcher hopes to extend the scope of TC research in China and calls for a more inclusive conference next year.
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<th>Name</th>
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<tbody>
<tr>
<td>Zhou Quan</td>
<td>Metropolitan State University</td>
<td>Associate Professor</td>
<td>Ph.D. in Technical Communication</td>
<td>Engagement in digital transformation and AI-driven document writing to empower technical communicators</td>
</tr>
<tr>
<td>Lin Ka</td>
<td>IBM</td>
<td>Master of Business, University of Manchester</td>
<td>Bachelor of Computer Science</td>
<td>Expertise in product information and automation, integrating AI and accessibility practices</td>
</tr>
<tr>
<td>Li Xing</td>
<td>Deep Intelligent Pharma</td>
<td>Founder</td>
<td>Peking University School of Pharmacy</td>
<td>Leadership in AI-driven document writing and accessibility, aiming to improve user experience</td>
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**Quan’s presentation focuses on accessibility for disabled users in technical communication. As technology democratizes information resources, an increasing number of disabled persons require accessible documents, websites, and content. In the U.S., there were 814 web-accessibility lawsuits in 2017 and more than 1,000 in the first half of 2018. Improving accessibility of information is not only ethical but also vital.**

Quan’s talk addresses the following three aspects: Accessibility-related policies, important professional and corporate guidelines, and accessibility techniques. First, he gives an overview of policies including the Americans with Disabilities Act (ADA) and Section 508 of the Rehabilitation Act (Federal Electronic and Information Technology). These policies largely guide the practice of information and Web accessibility and provide valuable lessons for developing markets like China. Quan introduces widely-adopted professional guidelines, with a focus on the Web Content Accessibility Guidelines (WCAG) by the W3C. He discusses how visual, motor, auditory, and cognitive disabilities affect information use and key techniques to eliminate barriers in information access.

Technical communicators work in a wide variety of settings and with a variety of document media and genres. Quan’s talk aims to raise awareness of accessibility among technical communicators, provide a professional framework for reference, and offer helpful tips. It is his great hope that Chinese technical communicators will examine how accessibility applies to their work and advocate for accessibility.


**Accessibility policies and guidelines**

**Disabilities and how they affect information use**

**Web and document accessibility techniques**

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**Translation**

Globalization - > Multilingual Machine Translation

Special Process Control Combining with Document Management System

Automation - > Intelligence

Machine Learning-Iteration-Evolutionary Writing Template Tips

Redefining the concept of “writing”, the new definition includes:

- User’s information experience originally could have been so subversive.

- Procedure-type information, which could have been presented in this way instead of the traditional approach.

- Silence speaks: Digital experience of product information

In the age of big data, cloud computing, and mobile information, digital experience of product information is becoming more and more important. Traditional test-version information may exist for a long time and become a user dictionary, and information visualization, interactivity, search, mobile access, lightweight requirements, and others, will increasingly become the mainstream of today’s information experience. This presentation will take the success story in the digital transformation of IBM product information (ADFZ host Configuration Assistant) as an example to share and explore how to meet the trend of the times and user needs. How to make the cross-product-line procedure information experience more popular.

ADFZ Host Configuration Assistant is a visual interactive tool for pure information experience deployed in the cloud created by IBM Host Information Development Department. It integrates the configuration information of more than nine IBM mainframe products, integrates and rectifies the bad experiences that need to read the product documents one by one, and visually displays them to guide users to browse and screen information step by step until they meet their needs. After listening to this speech, you will get the following results:

- Procedure-type information, which could have been presented in this way instead of the traditional approach.

- The design and architecture of information could have been so subversive.

- User’s information experience originally stands in this angle.
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<tr>
<th>Hu</th>
<th>Tingting</th>
<th>Shiner</th>
<th>Building a technical documentation ecological chain for enterprises</th>
<th>Years of technical documentation team management experience, built a full range of technology communication platform and content management platform for the enterprise.</th>
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<td>How do TC people constantly tap into their own value and get full recognition?</td>
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<td>How does external non-professional evaluation evolve into an internal professional evaluation?</td>
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<td>How can big data be used to integrate management ideas?</td>
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<td>The development direction of TC business and the future conception of TW</td>
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<td>This presentation introduces the development of enterprise technical documentation in terms of personnel, technology and platform.</td>
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<td>Understand how to make enterprises attach importance to data.</td>
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<td>Understanding how to build a content management and communication platform.</td>
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<td>Understanding the development direction of information business within the enterprise.</td>
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The challenge of delivering a truly personalized search experience

In a world where Google with the gold standard for providing relevant search results, how can technical documentation remain competitive if it is always spot on for every single reader? Behaviour of search is determined by a combination of personal, psychological, technical, and social factors. In this workshop, we will look at searching the web as a complex process to deliver the right information at the right time, to the right person.

Participants will learn:

- The basics of search in the context of search engines and user experience
- How to improve search results by exploring the psychological and social factors that influence search
- Techniques for moving from theory to practice applying cognitive science principles to user assistance.

Participants will learn:

- Techniques for improving search practice applying cognitive science principles to user assistance.
- How to build a search system that makes it easy to dramatically increase the value of content for users.