


**spectrum**  
**2010**  
Tech Comm 2.0: MAKING CONTACT

Society for Technical Communication  
Rochester Chapter's 51st Annual Conference  
Friday, April 9, 2010  
Hyatt Regency Rochester - Rochester, NY  
[https://www.regonline.com/spectrum\\_2010](https://www.regonline.com/spectrum_2010)  
[www.stc-rochester.org](http://www.stc-rochester.org)

**Visions of TechComm 2.0**

Saul Carliner  
Concordia University  
Montreal, Quebec




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**Consider how hotels renovate.**



Source <http://www.hotels.co/Hotel/details.html?hotelid=1013720&hotel=0.01&photos>

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### Agenda

1. Define Web 2.0 in the context of technical communication and identify additional trends affecting the field
2. Provide insights about these trends
3. Anticipate their impact on our profession
4. Suggest what this means to you

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### Web 2.0 provides a point of presence.

		
The read/write Web	The Web-as-platform	Microcontent

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### Web 2.0 is just one of many trends affecting the field.

<b>Content management systems</b> Platforms for recording and webcasting	<b>e-Books</b>
<b>Collapse of the traditional media</b> Slow but steady drop in the spending on training	<b>Globalization</b> Drop in the market for copyrighted materials

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Web 2.0 is changing everything (?)



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We need to accommodate the computer savviness of 'digital natives.'



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Just kill the Training department.



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The Web gives us easy access to information.



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Here's the real scoop on Web 2.0 and social media.



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Web 1.0 still lives.

(But it could be on life support)



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Technical communication 2.0 could play out in three ways.



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Heed the components of career development.

- Core communication expertise
- Content expertise
- Competence with tools
- Personal training budget

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And a knowledge of hotels.



Source:  
<http://www.istock.com/PhotoLibrary/source/moreinfo?detail=261&pageID=114>  
HCM&imageID=0

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