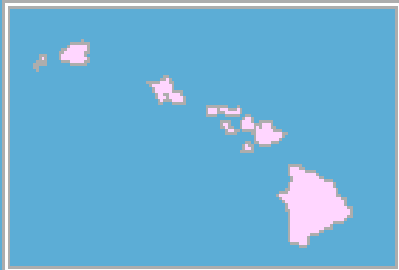
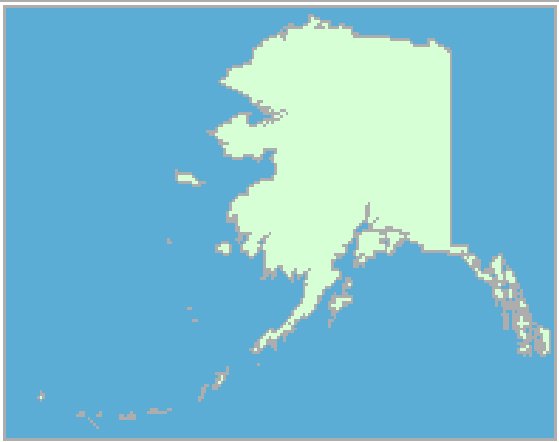



**Pittsburgh,
Pennsylvania**





A photograph of two young boys sitting at a computer workstation. The boy on the left is wearing a red and white striped hoodie and has white earbuds in his ears. The boy on the right is wearing a blue shirt and jeans, also with white earbuds. They are both looking intently at a laptop screen. In the background, there are several other computer workstations with yellow chairs. A sign on a shelf in the background reads "YOUTH CODE".

Muzej za arhitekturo in oblikovanje
19 Oct 2010 | Ljubljana

Reading on the Web

Implications for online information design

Karen Schriver, PhD
KSA Communication Design & Research



Focusing the issue

Three vignettes

Vignette 1

The night the bed fell

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Vignette 2

On going to hospital



WIKIPEDIA
The Free Encyclopedia

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First-degree atrioventricular block

From Wikipedia, the free encyclopedia

First-degree AV block, or **PR prolongation**, is a disease of the **electrical conduction system** of the **heart** in which the PR interval is lengthened beyond 0.20 seconds.^[1]

In first-degree AV block, the impulse conducting from atria to ventricles through the AV node is delayed and travels slower than normal. It has a **prevalence** in the normal (young adult) population of 0.65-1.1% and the **incidence** is 0.13 per 1000 persons.

Contents [hide]

- [Causes](#)
- [Diagnosis](#)
- [Treatment](#)
- [Prognosis](#)
- [See also](#)
- [References](#)

First-degree AV block

Classification and external resources

ICD-10	I44.0 ↗
ICD-9	426.11 ↗
DiseasesDB	10477 ↗
eMedicine	emerg/233 ↗

Causes

[\[edit\]](#)

The most common causes of first-degree heart block are an AV nodal disease, enhanced vagal tone (for example in athletes), **myocarditis**, acute **myocardial infarction** (especially acute inferior MI), electrolyte disturbances and medication. The drugs that most commonly cause first-degree heart block are those that increase the refractory time of the **AV node**, thereby slowing AV conduction. These include **calcium channel blockers**, **beta-blockers**, **cardiac glycosides**, and anything that increases cholinergic activity such as **cholinesterase inhibitors**. Drugs that increase calcium concentration, such as Digitalis decrease AVN conduction time.

Diagnosis

[\[edit\]](#)

In normal individuals, the **AV node** slows the conduction of electrical impulse through the heart. This is manifest on a surface **ECG** as the PR interval. The normal PR interval is from 120 **ms** to 200 **ms** in length. This is measured from the initial deflection of the P wave to the beginning of the QRS complex.

In first-degree heart block, the diseased AV node conducts the electrical activity more slowly. This is seen as a PR interval greater than 200 **ms** in length on the surface **ECG**. It is usually an incidental finding on a routine **ECG**.

Vignette 3

The hunt for the missing
reference

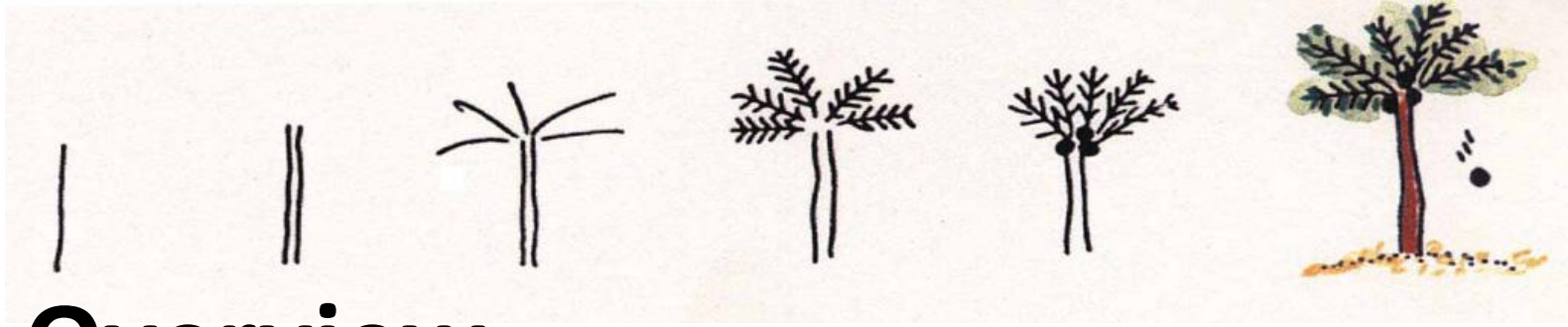
CHOICE-BASED WRITING IN MANAGERIAL CONTEXTS:

BREAKING THE COMPANY RULES

With the plain English movement came "pressure to provide rules-of-thumb that are both easy to apply and effective in making writing more comprehensible" (Huckin, Curtin and Graham, 174). In Business Communication, these rules-of-thumb are sometimes found in discussions of the "seven Cs": We are instructed to write complete, concise, considerate, concrete, clear, courteous and correct business memoranda, letters, proposals and reports; we are to prefer active voice, avoid deadly verbs, and remove "which" and "that." While such maxims have contributed to our pedagogy, if not our own writing, recent studies suggest they are inadequate and irrelevant for Management Communication.

Researchers from Carnegie Mellon's Communications Design Center are among those who take the maxims of the plain English movement to task. In a 1986 study titled "Prescriptive Linguistics and Plain English: The Case of 'WhizDeletions,'" Huckin, Graham illustrate the ineffectiveness and oversimplicity of one maxim presented in Guidelines for Document Designers (a state-of-the-art handbook published by the American Institutes for Research). The authors of Guidelines contend that "whiz-constructions," or the words "which is," "who were" and "that are" which introduce subordinate clauses, clarify sentence structure. Removing these so-called "whiz constructions," or "whiz-deletion," leaves a sentence unclear or ambiguous, the authors conclude.

Taking issue with this idea, Huckin, Curtin and Graham raise doubt about the necessity of whiz-constructions by showing the many whiz-deletions in a variety of randomly-chosen examples of good writing. They further show that the authors of Guidelines for Document Designers ignore their own maxim —in a random sample of 9 pages from Guidelines, the authors broke the "whiz



Overview

- Stereotypes about reading online
- Emerging trends about Web reading
- Sketch of my research
- Implications for information design

Stereotypes about reading

- No one reads...
 - Manuals or instructions
 - Labels on food, toys, products
 - Online newspapers and books
- No one looks past the first page of hits
- People only skim and scan
- Web reading is making us stupid

Emerging trends



- More people reading online than ever
- Laptops dominate but mobiles growing
- 33% of cell phone owners read news on their cell using two strategies:
 - Foraging
 - Searching opportunistically

N = 2259 (Pew Research Center, March 2010)

Kinds of news mobile users access on their cells

	% of Users
Weather	26
News and current events	25
An application for news content	18
Sports scores and stories	16
Traffic info	13
Financial info	12
News via emails and texts	11

N = 2259 (Pew Research Center, March 2010)

Reading in academic settings is changing

Expert readers are impatient and make judgments quickly

- 60% of e-journal readers view 3 pages of journals and exit
- 40% of e-journal readers view more than 3 pages

British CYBER study (2008)

Reading on eReaders



Scholnik (2001) studied 105 early adopters of eReaders

- People reported reading the texts linearly up to 5 hours at a time
 - wanted good TOCs, hyperlinks, illustrations, pop-up dictionaries
 - only 52% rated “short” as important

Current research



Study 1: Review of empirical evidence about reading online (1980 – 2010)

- How does writing, design, and technology shape people's experience?

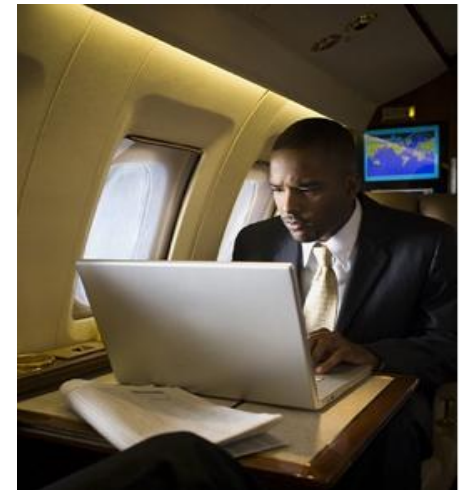
Study 2: Survey of people talking about reading on the web (2009 – 2010)

- Why are people reading online anyway?

Study 1: Research review

Review of empirical literature: 500+ articles (1980 – 2010)

- Audience characteristics
- Technology
- Writing
- Visual design



Interdisciplinary perspective

- Information design
- Technical communication
- Rhetoric
- Reading & literacy
- Library science
- Cognitive psychology
- Educational psychology
- HCI & human factors
- Psycholinguistics
- Technology studies

Empirical evidence: Online writing choices matter

- Word-level features
 - Word length, frequency, concreteness
- Sentence-level features
 - Syntax, voice, negatives, conditionals
- Discourse-level features
 - Headings, previews, summaries

Empirical evidence: Online design choices matter

- Typographic features
 - Typeface, typesize, case, line-spacing
- Layout features
 - Line length, columns, blank space
- Whole-text features
 - Hierarchy, grouping, density

What people bring to reading



Interactive reading processes



Top-down processing



Immediacy of interpretation

Bottom-up processing

Characteristics of more effective readers

- Monitor their understanding
- Link content with prior knowledge
- Use a variety of strategies
- Set a purpose for reading, often adjusting their rate and strategy

Characteristics of less able readers

- Fail to monitor their understanding—unaware when they don't “get it”
- Fail to link content with prior knowledge
- Tend not be strategic
- May not set a purpose for reading or adjust their rate and strategy

Readers do not receive messages

They construct them

Authorial intent only partially relevant



Readers “at work”

- Impose their knowledge
- Deem what to read and what to skip
- Decide relevance and importance
- Infer who is speaking and why
- May be skeptical of intent

Designed for the medium

Good **information design** is adapted to the audience no matter where they see it



Some claims that need reconsideration

People don't read; they scan

- 79% of users scan
 - 18% of what's on the page is read
Morkes & Nielsen (1997) n = 51
 - 20-30% of what's on page is read
Weinreich et al. (2008) n = 25

Possible Confounds:

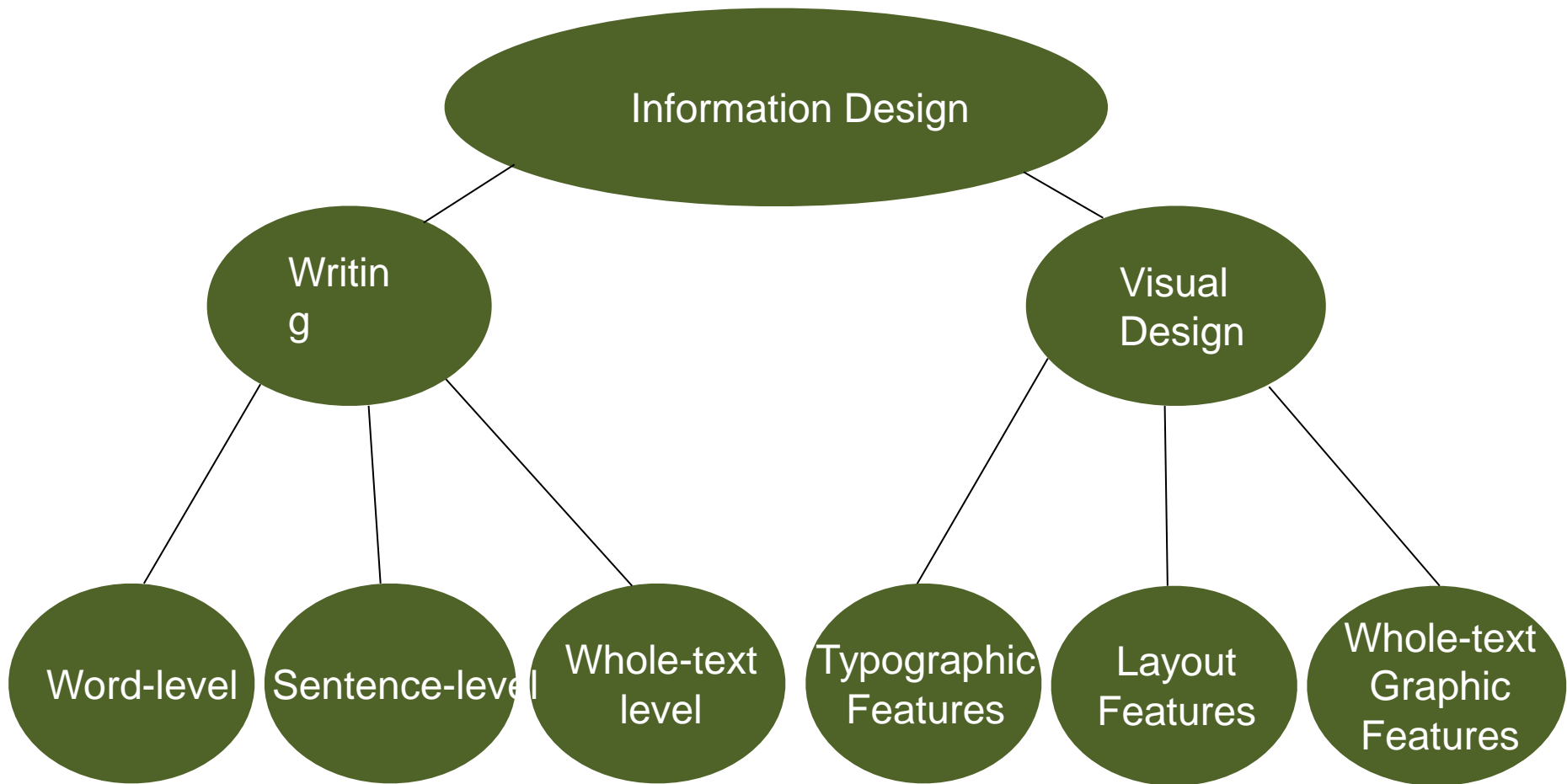
- Small samples of skilled readers as participants
- No measures of interest or motivation

Web reading is different

- School reading
 - Sentence-by-sentence construction of meaning
- Out-of-school reading
 - Skimming, scanning, jumping from image to text, text to image, link-to-link, **and** sentence-to-sentence construction

**Writing and visual design
shape readers' construction
of the message**

Revealing structure by design





Two Styles of Shaping Content

Knowledge Telling

- Temporal Order
- Fact corpus
- Data dump
- Excessively detailed
- “Listy” progressions
- Quirky transitions
- Topic shifts

Knowledge Transforming

- Audience-centered order
- Facts fit rhetorical genre
- Audience-sensitive data
- Detail fits audience needs
- Structurally cued lists
- Well marked transitions
- Previews of topics

—based on Bereiter & Scardamalia, 1982

People-oriented headings: Revision of US tax form 1040

OLD

Filing Status

Exemptions

Income

Adjusted Gross Income

Taxes and Credits

Refund

NEW

About You

Your Filing Status

Your Income

Your Adjusted Gross Income

Your Taxes and Credits

Refund Owed You

Macrostructure: What readers likely notice first

Visual content

- Animations, video, movement
- Areas of high contrast or color
- Spatial structure
- Tone and persona projected
- Typographic hierarchy
- Layout, alignment, and line length

Macrostructure: What readers likely notice first

Verbal content

- Headings and subheadings
- Previews, summaries, abstracts
- Leads, topic sentences, conclusions and other genre cues
- Captions and labels

Microstructure: What readers notice if they stay

Visual

- Less prominent photographs, images
- Itemized and enumerated sequences
- Grouping and area of emphasis (size of visuals, clusters, paragraph length)
- Typographic signaling (weight, size, position, color)

Microstructure: What readers notice if they stay

Verbal

- Voice, tone, and persona
- Lexical choices and sentence structures
- Sentence-to-sentence expression of ideas (coherence)
- Nuance of expression (what's new?)

Online information design in transition



Early work

Took a narrow view

- Skim, find, retrieve

Recent work

Takes a broader view

- Beyond “retrieval” to diverse purposes

Broader view of purpose

- Understand
- Analyze
- Decide
- Compare
- Buy
- Play
- Explore
- Fun
- Escape
- Socialize

Study 2: “Google Alerts” research on Web reading

Goals

- Phase 1: Broad view
 - Are people talking about reading online?
- Phase 2: Focused view
 - If so, why are they reading?

Your Google Alerts
[S](#)

Search terms	Type	How often	Email length
<input type="checkbox"/> "cell phone reading"	Everything	once a day	up to 20 results
<input type="checkbox"/> "hate reading online"	Everything	once a day	up to 20 results
<input type="checkbox"/> "prefer reading on paper"	Everything	once a day	up to 20 results
<input type="checkbox"/> "reading for fun"	Everything	once a day	up to 20 results
<input type="checkbox"/> "reading for pleasure"	Everything	once a day	up to 20 results
<input type="checkbox"/> "reading for understanding"	Everything	once a day	up to 20 results
<input type="checkbox"/> "reading on Blackberry"	Everything	once a day	up to 20 results
<input type="checkbox"/> "reading on cell"	Everything	once a day	up to 20 results
<input type="checkbox"/> "reading on iPad"	Everything	once a day	up to 20 results
<input type="checkbox"/> "reading on iPhone"	Everything	once a day	up to 20 results
<input type="checkbox"/> "reading on kindle"	Everything	once a day	up to 20 results
<input type="checkbox"/> "reading on mobile"	Everything	once a day	up to 20 results
<input type="checkbox"/> "reading on phone"	Everything	once a day	up to 20 results
<input type="checkbox"/> "reading on Sony"	Everything	once a day	up to 20 results

Limitations of method

- Captures what people say they are doing not necessarily what they are doing
- Skewed by key terms one uses

Timeframe: Google Alerts

Phase 1: (Aug 2009 – Sept 2010)

- Talking about reading online

Phase 2: (22 May 2010 – 22 Sept 2010)

- Talking about purposes for reading

Overall Total = 8,653 hits

Results Phase 1: Talking about reading online

Platform	Proportion
Computers	69%
Mobile Devices	31%

Total = 5,030 hits

Results Phase 2:

Fun versus serious purposes

Purpose	Proportion
Fun or escape	79%
Serious Purposes	21%

Total = 3,623 hits

Talking about reading for serious purposes

Purpose	Proportion
To understand	73%
To analyze	15%
To buy	5%
To decide	3%
To compare	3%

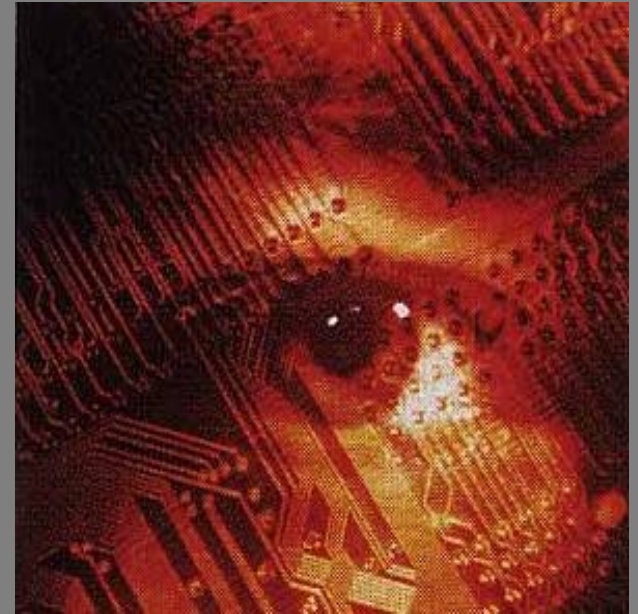
Total = 748

Relating information design moves to readers' motivations

Examples from Google Alerts study:

- Understand
- Analyze
- Buy
- Decide
- Compare

Reading to understand



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Solar Power

Learn the essential basics of using solar power so you can understand your project.
Planning a solar project for electricity begins with understanding this section.

An excellent place to start for those just beginning.

Solar power works well for most items except large electric appliances that use an electric heat element such as a water heater, clothes dryer and electric stove - for example - or total electric home heating systems. It is not cost effective to use solar power for these items. Conversion to natural gas, propane or other alternatives is usually recommended. Solar power can be used to operate a gas clothes dryer (Maytag, etc) because the electrical requirement is limited to the drum-motor and/or ignito-lighter, but not a HEAT element for drying the clothes, for example.

We recommend you also review our page [Helpful Solar Power Glossary](#) which will provide useful terms and [General Construction Techniques](#) for insight into energy efficient new construction or retrofitting energy efficient principles into your building project.

Solar power:

Using solar power to produce electricity is not the same as using solar to produce heat. Solar *thermal* principles are applied to produce hot fluids or air. *Photovoltaic* principles are used to produce electricity. A solar panel (PV panel) is made of the natural element, silicon, which becomes charged electrically when subjected to sun light.

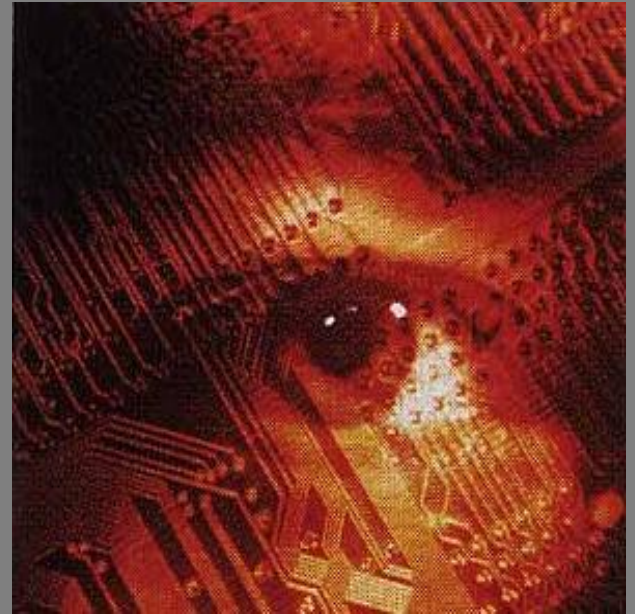
Solar panels are directed at solar south in the northern hemisphere and solar north in the southern hemisphere (these are slightly different than magnetic compass north-south directions) at an angle dictated by the geographic location and latitude of where they are to be installed. Typically, the angle of the solar array is set within a range of between site-latitude-plus 15 degrees and site-latitude-minus 15 degrees, depending on whether a slight winter or summer bias is desirable in the system. Many solar arrays are placed at an angle equal to the site latitude with no bias for seasonal periods.

This electrical charge is consolidated in the PV panel and directed to the output terminals to produce low voltage (Direct Current) - usually 6 to 24 volts. The most common output is intended for nominal 12 volts, with an effective output usually up to 17 volts. A 12 volt nominal output is the reference voltage, but the operating voltage can be 17 volts or higher much like your car alternator charges your 12 volt battery at well over 12 volts. So there's a difference between the reference voltage and the actual operating voltage.

The intensity of the Sun's radiation changes with the hour of the day, time of the year and weather conditions. To be able to make calculations in planning a system, the total amount of solar radiation energy is expressed in hours of full sunlight per m², or Peak Sun Hours. This term, Peak Sun Hours, represents the average amount of sun available per day throughout the year.

It is presumed that at "peak sun", **1000 W/m²** of power reaches the surface of the earth. One hour of full sun provides **1000 Wh per m² = 1 kWh/m²** - representing the solar energy received in one hour on a cloudless summer day on a one-square meter surface directed towards the sun. To put this in some other perspective, the

Reading to analyze



[Home](#)

[Up](#)

LONG-TERM CARE INSURANCE

INTRODUCTION

In recent years long-term care (or nursing home) insurance has become widely available as an alternative source for the funding of long-term care expenses, whether received in an institutional setting or at home. Such policies are extremely flexible, and can be designed to pay for all long-term care costs indefinitely and without regard to Medicaid eligibility, or as a supplement to Medicaid payments. They can also provide benefits during the limited period of ineligibility caused by having excess countable resources, including the situation where assets have been transferred during the look-back period.

Under recent amendments to the Internal Revenue Code, policies are issued as either **tax qualified** or **non-tax qualified**. The tax treatment of qualified long-term care policies is described below.

LEVELS OF CARE

In understanding long-term care policies, the different levels of care should be recognized:

Skilled care is acute nursing and rehabilitative care given by a RN or therapist, usually daily (i.e. around the clock) and supervised by a physician.

Intermediate care involves occasional (not around the clock) nursing and rehabilitative care under the supervision of skilled medical personnel.

HOW TO ANALYZE A LONG-TERM CARE POLICY

SCOPE OF COVERAGE

Institutional Care and Home Care. Coverage can be for one or more of the four levels of care described above. Specifically, it is important to know *where* the services can be received for a particular level of care -- in a nursing facility, at home, or a combination of both. Because most individuals will want to stay at home for as long as possible, home care coverage is an important feature to include in a policy, usually as a rider.

Does the policy state that custodial or home care has to be provided by a licensed or certified professional, or can it be done by a non-professional, e.g., a family member?

The policy may permit non-professionals to provide care, but such flexibility will likely come at the cost of an increased premium.

COMMENCEMENT OF COVERAGE.

The policy should clearly define when coverage will begin. These starting points, commonly referred to as "benefit triggers," have progressed from the strict standard of "medical necessity" to a finding that the insured is unable to perform a minimum of two of the "Activities of Daily Living" (referred to as "ADL's").

Coverage can be "first day" protection, or there can be a waiting (elimination) period (generally 20 to 365 days) before coverage begins.

LENGTH OF COVERAGE.

Policies can have a set benefit period, typically two to four years, for any one stay in a nursing facility, or they can remain in effect for the insured's lifetime.

AMOUNT OF BENEFIT. The amount of the benefit payable to the insured will be a function of three components:

1. Set dollar amount specified in the policy (for example, \$100 per day).

People-oriented headings: Long-term care insurance

OLD

Introduction

Levels of care

Skilled care

Intermediate care

Scope of coverage

Institutional care and
home care

Commencement of coverage

Length of coverage

Amount of benefit

NEW

Finding the right policy:

Differences in the care available

Skilled care

Intermediate care

Knowing your costs and benefits

Understanding what is covered

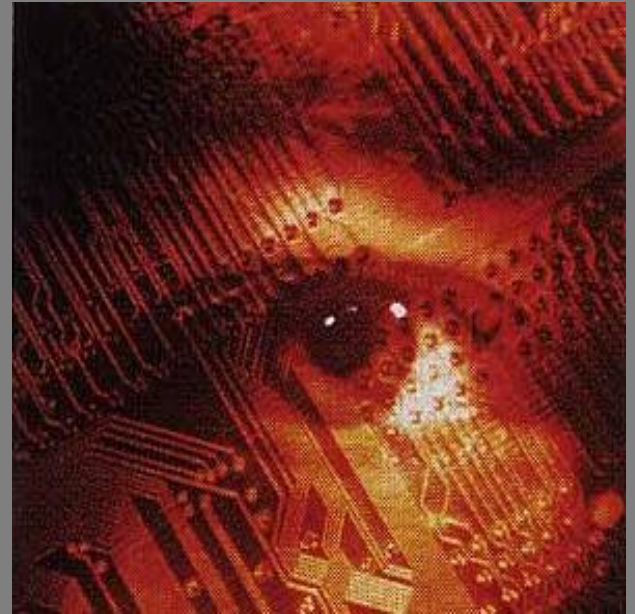
Caring for a loved one at
home versus in hospice

When will the policy start?

How long will the policy last?

How much will the policy pay?

Reading to buy





July 7

Home Hydroponics And Organic Gardening

[Indoor Growing Systems](#)

Complete Hydroponic Systems and Supplies.
View Our Online Catalog!

[DripWorks Drip Irrigation](#)

The Drip Irrigation Specialists, Free Catalog
& Free Design Service



Ads by Google

Are you one of those people who want to grow some plants at home but doesn't have enough space in the garden to do so? Well so welcome your novel friend; home hydroponics and [aeroponics organic gardening](#). A little space is all you need to implement this system and the days when you got burned in the sun is no more thanks to its indoor productivity nature. Through utilizing home hydroponics you can grow all those little plants you always wanted to grow and you need to spend a very little amount if you are not intending to do it on a large scale.

Many individuals seem to think that hydroponics is a novel idea but actually it has been around from the years of the Aztec culture. However, the possibility of implementing home hydroponic and [aeroponic system](#) didn't come in to play until recent years. With the hoopla made about global warming such novel green concepts seem to have acquired substantial popularity.

Planning your own home hydroponics systems is not a tough task and you need not be a skillful person to make it happen. The internet would be all you need to get all information from. Some Styrofoam, a big glass jar, plant nutrients together with an air bubbler like one used in fish tanks would be all the stuff that you would need to take off on home hydroponics garden. You could of course buy such a system or even make a more complex and elaborate one but remember that this would naturally increase your costs so your home hydroponics project might turn a rather expensive hobby.

The very basic idea behind the [hydroponics](#) concept is that plants do not need to have soil to grow. Soil just helps in anchoring the plant and provides the minerals salts that are needed for plants to grow. So your home hydroponics systems will be utilizing liquids and this might get as a bit of storm to those who are not educated with the matter.

Obtaining a good knowledge on home hydroponics would be thoughtful if

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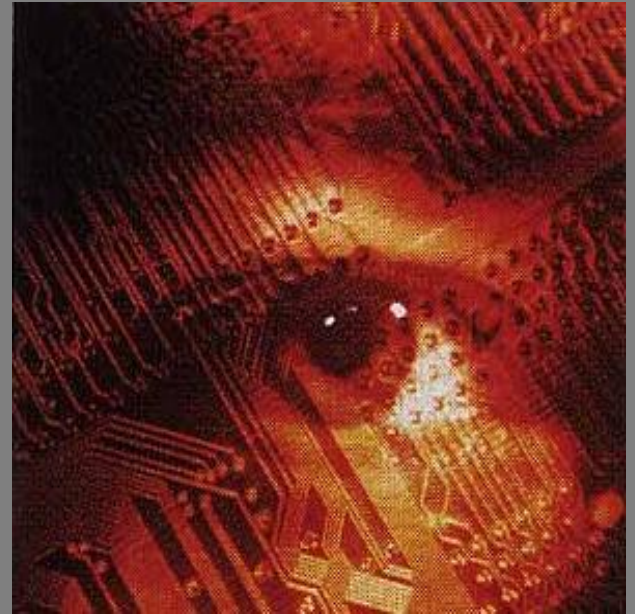
1200 Different Commercial & Hobby Hydroponic Parts, Training, Supply
[CropKing.com/Hydroponi](#)

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Browse

Reading to decide



How to Decide if English Should be the Official Language of the United States

By [Natasha Jackson-Arnautu](#), eHow Member

User-Submitted Article

The United States is a nation of immigrants that contribute to the overall [culture](#) of this country from food to [religion](#) and music. Although diversity is what defines this country, many believe that not having an official language will keep the nation divided. Keep reading to decide if English should be the official language of the United States or if this country should remain fragmented rather than united.

Instructions

Difficulty: Easy

- 1 Consider the logic of an official language. Without an official language, it is difficult for [business](#) to require employees to speak English. Furthermore, without an official language it makes it difficult for citizens to conduct business without the burden of interpreters.
- 2 Weigh the financial impact of not having an official language in the United States. Without an official language, the U.S. spends millions of dollars providing official forms and schoolbooks in a wide variety of languages not to mention the costs of having interpreters on staff. An official language would eliminate the waste of printing forms and providing interpreters, and those funds could be allocated to programs designed to help immigrants learn English.
- 3 Think about unity. This is supposed to be the United States of America, and without one language unifying the nation, it begins to break down into various groups by religion, race, and now language. It has been reported that more than 6 million people living in the U.S. speak no English at all, which has dire consequences for the country.



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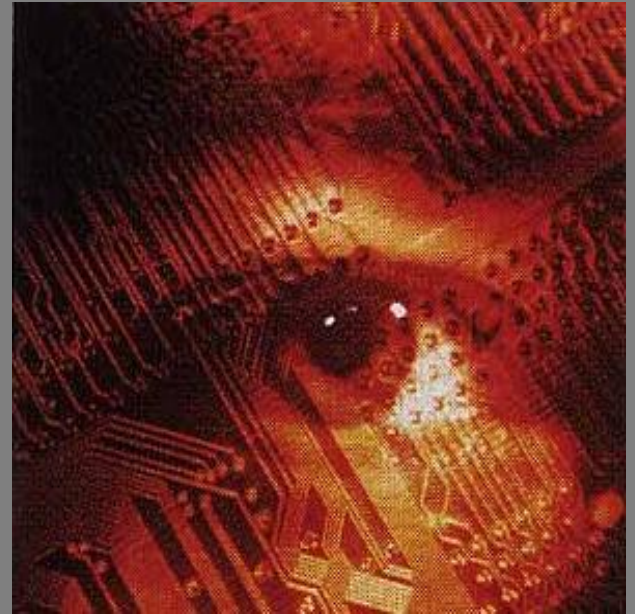
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- ▶ Fly free on any airline, any time with no blackout dates
- ▶ Use rewards for travel, merchandise, gift cards and more
- ▶ 0% intro APR on purchases until September 2011
- ▶ No foreign transaction fees
- ▶ No annual fee

Intro APR	Intro APR Period	Regular APR	Annual Fee	Balance Transfers	Credit Needed
0% intro APR on purchases*	until September 2011*	13.90% (V)*	None*	Yes*	Excellent Credit*

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- ▶ Earn \$50 Bonus Cash Back after first purchase
- ▶ 0% Intro APR and No Annual Fee
- ▶ 5% cash back in quarterly bonus categories like gas, home improvement and department stores, subject to quarterly maximum. Signing up is free and easy
- ▶ Unlimited 1% Cash Back on all other purchases with no spending tiers
- ▶ Up to an additional 10% cash back when you shop online at select merchants through Chase

Intro APR	Intro APR Period	Regular APR	Annual Fee	Balance Transfers	Credit Needed
0%*	12 months on balance transfers, 6 months on purchases*	as low as 9.99% Variable*	None*	Yes*	Good Credit*

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- ▶ Redeem rewards for a check, statement credit, direct deposit or pay toward your eligible Bank of America® mortgage
- ▶ Get a 25% bonus for all cash reward redemptions of \$300 or more
- ▶ Get redemptions starting at \$25, with the capability to set up

Some observations

Many websites related to reading for serious purposes are

- Poorly written
- Boring—showing little visual variety
- Displayed using ugly typography
- Not organized to help people accomplish their purposes

Content strategy?

It's not just good visual design

Nor is it just good writing

It is good visual + verbal
design!

Getting people to shift from skimming to reading



Content must be carefully orchestrated

- Visually engaging
- Clearly written
- Purpose friendly

Implications: Study 1

- Interest and motivation are crucial
- Technology mediates reading
- Quality of the writing and design shape reading
 - Visual and verbal macrostructure and microstructure must be clear and engaging

Implications: Study 2

- Purposes for reading online are not fixed and appear to be expanding
- Skimming may be the most common behavior, but it is not the only way people engage
- Readers are becoming more critical of the quality of the writing, design, and display of content

Summary

The face of Web reading is changing

- More people work and play online
- It's not that people are not reading; they are reading when they are motivated
- Purposes are diverse
- The design of text matters



Thank you!

For more information...

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