IPCC91 Proceedings

The Engineered Communication

Volume 2

SESSIONS 12–26

October 30 through November 1, 1991

Orlando, Florida
Session 11: Developing Standards: A DOE Case Study

Department of Energy Initiatives in Operating Procedures: Robert M. Waters and M. H. Sturdivant 180
The Use of Graphics for Procedural Information: Valerie E. Barnes, Christopher J. Moore, William Winn, Charlene Johnson, and Douglas R. Wieringa 182
The Development of Text Procedures Guidance for the Department of Energy: Susan G. Hill and Wendy J. Reece 190

Session 12: New Perspectives on the Impact and Value of Visual Aids

Engineering Visual Aids to Enhance Oral and Written Communications: Jane W. Gibson, Richard M. Hodgetts, and Charles W. Blackwell 194
The Impact of Electronic Publishing on the Quality of Technical Content: Dorothy K. Korbuly 205

Session 13: Challenges of Online Systems Design, Use, and Testing

Embedding Intelligence in Online Help: A Case Study: Michael A. Schoonover and Carole M. Kellett 216
How People Use Softcopy Manuals: A Case Study: Dave Hendry, Blair Nonnecke, Tom Carey, John Mitterer, Rick Sobiesiak, and Dov Lungu 221
Text Editing Task Difficulty and User Access of Online and Printed Information: Catherine Luo, Rebecca Barclay, and Robert Krull 225
Developing Online Help: A Practical Approach: Harold Henke 231

Session 14: Directions in Technical Communications Research

Patterns in Technical Writing Guidelines: Robert Krull, Pamela S. Helyar, and Karl-Erik Bystrom 238
What Do Practitioners Need to Know About Research Methodology? Patricia Goubil-Gambrell 243
Research Design for Technical Communications: Laurel Kay Grove and Paul R. Seesing 248
Giving Readers What They Want: What the Research Tells Us About Readable Documents: Ron Loines 253

Session 15: Tools of the Technical Communicator’s Environment

Engineering Style: Toward More Efficient Communication: Charles P. Campbell 262
Evaluating the Use of Metaphor in Software Interface Design: A Rhetorical Approach: Laura J. Gurak 267
Incorporating Desktop Publishing in a Proposal Preparation Section: Marianne T. Phillips, David A. Butler, and Douglas E. Williams 272
Add Value To You—Develop Desktop Publishing Skills: Dennis R. Leap 277
Session 16: Training Programs for Improved Communications

Engineered Writing Training for Engineers: Howard F. Rauch 284
Instructional Design: A Framework for Designing Computer-Based Training Programs
Nancy L. Bayer 289
How To Get Ideas Worth Communicating: Peter Reimold 294

Session 17: The Expanding Environment of Technical Communication

Document Design for the Visually Impaired: Laurel Kay Grove 304
Operation Desert Storm: Emergence of the Need for Technical Communication:
Brenda C. Eckstein 309
Writing for Multiple Readers with Conflicting Needs: An Opportunity for Improving
Communications with Regulatory Agencies: Carolyn Boiarsky 313
How to Survive Budget and Personnel Cuts: Patricia Earnest 318

Session 18: Designing Improved Teamwork Systems

Team Ethics for Business? A Fresh Approach: Carla Kary Merrill 322
Nothing Changes if Nothing Changes: Creating Team Partnerships Through Team
Management: Patricia A. Curry and William I. Fenwick 327
Creating a Climate for Teamwork: Charles E. Beck 330
Interdisciplinary Team Best Approach for Quick-Turn User Manuals: Mack Marshall
and Cory Shaw 335

Session 19: Methods for Improved Organizational Communication

Surveying Customer Requirements: Dealing with Internal Customer: Roger Helm 340
A New Role for the Technical Communicator: Facilitating Improved Supervisor-
Employee Communication: Renee B. Horowitz and Robert V. Peltier 344
Using Organizational Communication to Manage Technological Change: Lori Allen 351
An Analysis of the Organization of Several Technical Communications Departments:
Bill Houston 356

Session 20: Perspectives on the Development of Engineering Procedures

Some Thoughts On Reevaluating Procedure Use And Design: Susan Glasstetter 364
Cross References in Step-by-Step Procedures: Uses, Usability Problems, and Possible
Solutions: Christopher J. Moore 369
Upgrade of the Department of Energy’s Savannah River Site’s Reactor Operations and
Maintenance Procedures: T. E. Walsh 375

Session 21: Designs for Continued Improvement

A Workshop: Engineers and Technical Writers Defining and Meeting Writing
Objectives: Gloria Jaffe, Dan Jones, Madelyn Flammia 382
Session 22: University/Industry Cooperation in Research and Training

Industry-University Collaboration in Technical Communication: Mark P. Haselkorn and James G. Prekeges 388
University/Industry Co-operation in Research: William J. Hosier 394
University/Industry Collaboration from the University Point of View: Robert Krull 399
University/Industry Cooperation in Teaching and Cooperative Education Assignments: Roger A. Grice 403

Session 23: The International Reach of Technical Communication

The Importance of Having Writers on Board from the Beginning of a Project: A European Perspective: Carrie Estill 410
Show Them What You Want Them to Hear! Nancy C. Corbin 413
An Analysis of the Technical Communications Practices Reported by Israeli and U.S. Aerospace Engineers and Scientists: Rebecca O. Barclay, Thomas E. Pinelli, David Elazar, and John M. Kennedy 420

Session 24: Engineering Documents with Automated Processors

The Human Factor in Using Structured Document Processors: Daryl Grider 438
Communication Automation for Development, Control and Maintenance of Written Procedures: Larry A. Gilbert 441
How To Simplify the Structure of Administrative Procedures to Make Them Easier to Write, Review, Produce, and Use: Rose L. Norman and Robert W. Holloran 447
How To Use Databases and Object-Oriented Techniques To Automate Administrative Procedure Production and Maintenance: Robert W. Holloran and Ryan P. Kelley 451

Session 25: From Process to Product, Designs for Users

User Interface Design and the Technical Communicator: Bernice Casey, Peter D. Pagerey, and Larry Queipo 458
Making Products Usable: Closing the Gap Between What Products Can Do and What Users Know How To Do With Them: Roger A. Grice and Lenore S. Ridgway 462
High-Integrity Documentation—An Approach through the Integrated Development Process: William J. Hosier 468
Technology Transfer: An Unparalleled Opportunity for Technical Writing Professionals: Suzanne Roberts 475

Session 26: The First “Last Lecture”

The Last Lecture ’91: James W. Souther 484

Index of Authors 493