Chapter 8 Communication Skills

Section 8.2 Speech and Writing

Digital Nation Activity: Writing for the Web: Cut the Blah-Blah

Directions *Usability* is the science of improving tools, such as Web sites and electronic devices, to make them easier to use. Usability researcher Jakob Nielsen has conducted a wide range of studies to test the effectiveness of different styles of Web writing. Search the Web for Jakob Nielson's Web site, and then choose an article on Web writing to review. Read the article and then answer the following.

1. Write a blog post that summarizes the article on Web writing's conclusions.

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