

Read the following materials:

1. Crawford Killian, "Effective Web Writing" <http://people.apache.org/~jim/NewArchitect/webtech/2001/02/kilian/index.html>
2. Ralph Ammer, "Now I Get It!" <https://blog.prototypr.io/now-i-get-it-b97b022a380c#.5t3okldcs>
3. Sally Kerrigan, "Writing is Thinking" <http://alistapart.com/article/writing-is-thinking>
4. Jasper McChesny, "A Designer's Four Lessons on Design" <https://blog.prototypr.io/a-designers-four-lessons-on-design-acd8b9080170#.b7xydcha8>
5. Redish chapters 1-3 and 14-15

Before 7:00 pm on Wednesday, start a new thread in the **Week 4 forum** on Blackboard in response to the following prompt:

*We're seemingly covering a lot of ground here, but it's all circling around a few basic questions: interactivity, conversation, and action.*

*Redish begins her text with the claim that "every use of your web site or mobile app is a conversation started by your site visitor" (p. 2). What does she mean by that? Explain (with specific examples, and screenshots if possible) how two websites or mobile apps you use converse with you. Think about the sites' purposes and audiences (Redish talks about visitors and personas). How do you react to those conversations? Why is establishing a conversation with the audience so important in web writing? Include insights from Killian, Kerrigan, McChesny, or Amner that help you conceptualize this issue.*

Please provide paragraph or page number citations in your post. You are not required to provide a Works Cited at the end of your post. ( [Discussion post rubric](#) )

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When Redish states that "every use of your web site or mobile app is a conversation started by your site visitor" (p.2), she is referring to the fact that anytime we go to any website, we are looking to achieve a certain goal. The example she used was in reference to her need to "send a huge file through an online service." She said to think of it as her stating what she needed, and the site responding (in a way) with "here you can do that on my page!" This same concept applies to every single website we get on. On Netflix, for example, we get on the website to watch video content and the "conversation" we have with Netflix can be interpreted in much the same way as the example that Redish gave.

Another (more specific example) is Facebook. I get on Facebook to look and see what my friends and family are up to. The conversation that is happening there is essentially me asking what everyone is up to and what's going on in their lives, and when I scroll through my news feed, I get the answer to my inquiries. If someone "replies" to my conversation starter in a particularly interesting way (aka they post something that I find interesting), I can further continue the "conversation" by ACTUALLY engaging with them. I can 'like' their post, comment on it, or even share it with my friends.

One other example of something that I converse with on a daily basis is the app Snapchat. I get on the app and usually "ask" or "start the conversation" a variety of different ways, depending on the situation. Sometimes I ask "what is everyone up to" and in that case, I can look at SnapStories and find the answer to that. Other times, I'll use it as a means of communicating with my friends (and vice versa) so my conversation will be more along the lines of "what did so-and-so do" or "I want to contact so-and-so." I can also use Snapchat to keep up with the news, and in that case, my conversation would be more like me asking what's going on around the world or saying that I wish

to read some news stories for the day, in which case I can select any of the variety of available news sources on the app.

I would not actively be conversing with these applications or websites if they required for me to search for the information or the answers that I went there for. Like Redish stated, if users can't "find it in a few seconds" they're not going to linger and continue looking (p.4). That strategy applies to every single website that exists, basically. This goes back to how we are in an attention economy (from the second discussion post, I think) and we can't sit and look for something for a long period of time without being distracted. Establishing a secure relationship with their users is important for websites and apps because again, they don't want to have to search for what they want. They want to be able to desire a specific thing, and know exactly where to go in order to obtain that specific thing. No one wants to aimlessly search around to find the tools and resources that they want.