

Designing our way out of information pollution

How technical communicators are leading the shift toward an ecology of information

Alexandre Dias Da Silva



**We've been enduring
a multifaceted crisis
for years now.**

Life is messy and complex.
Reality is nuanced.



everywhere.

What do we really want?

fast slow

more less

noisy quiet

quantity quality

economic growth human values

analytical intelligence creative intelligence

There's light
at the end of the tunnel

How do you build a life with **intention?**

- 2015 **Attended CTM & worked @ IBM**
- 2016 **Joined Dimelo**
- 2018 **Dimelo acquired by RingCentral**
- 2020 **Left RingCentral**
- Now **Building a freelance consulting business**

**Treat the cause,
not just the symptom.**



How can we promote a culture of **information literacy** to help depollute our organizations?

**Critical thinking
is the one thing.**



MOST VALUABLE LESSON CUSTOMER SUPPORT TAUGHT ME

**Don't trust what you're told
and always ask for evidence.**

Let your gut guide you first.

But always challenge your assumptions with data.

Business speaks in numbers.



Circular information design

1

Reduce ~~Take~~

Do I really need this?
How will this integrate to the general ecosystem of my organization? What will maintenance look like?

2

Reuse ~~Make~~

Am I duplicating something that might already exist somewhere else? Am I really the first person to ever wonder about this?

3 (and repeat)

Recycle ~~Dispose~~

Have I extracted all the value I could from this? Could this be useful in the future? Could someone else need this?

A person wearing a full-body yellow protective suit and a blue respirator mask with two circular filters is sitting in a meditative pose (lotus position) against a light pink background. The person's hands are held in a mudra, palms facing up. The text is overlaid on the person's chest.

**What every organization needs is
a single source of truth**

People directory

People Organizations Add or import

All Hide fields 1 filter Group Sorted by 1 field Color Share view

Name	Photo	Organizations	Type
Alexandre Dias Da Silva		Consultant	
Dominique Trouche		WhP	
Elisabeth Closs		Karlsruhe University	
Ellis Pratt		Cherryleaf	
François Violette		JobTeaser	Teacher

Conference planning

Conferences Proposals Schedule Speakers

Speakers 2 hidden fields 2 filters Group Sort Color Share view

Name	Photo	Organizations	Talks
1 Alexandre Dias Da Silva		Consultant	Designing our way out of information pollution: how
2 Dominique Trouche		WhP	DITA Molière: A community to support the growing
3 Elisabeth Closs		Karlsruhe University	Evolution of the profession
4 Ellis Pratt		Cherryleaf	Future tech comm trends – Differing opinions, and
5 François Violette		JobTeaser	Information architecture: which skills, roles, and ca

Course scheduling

Courses Teachers Classes Add or import

Grid view 1 hidden field Filter Group Sorted by 1 field Color

Name	Photo	Courses
1 Patricia Minacori		Recherche
2 Marie Girard		Recherche Architecture
3 François Violette		Ergonomie

Same data. Different views and outputs.



Université de Paris

Call for speakers

You are invited by Cillac-Arp Research Laboratory and the EILA Department of University Paris Diderot.

Name *

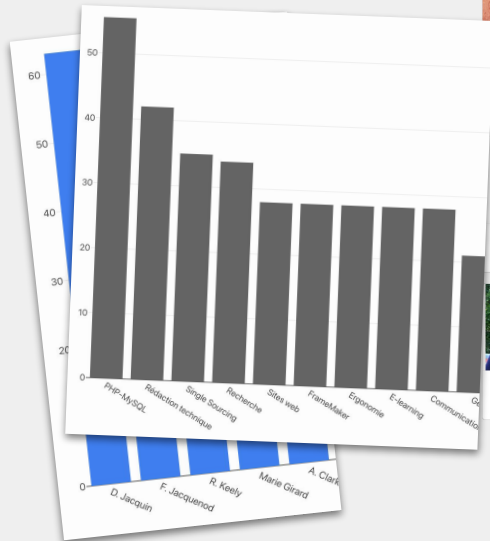
Email address *

Organization *

International Conference on Technical Communication
#8 – Designing Experiences

International Conference on Technical Communication
#9 – Evolutions of the Discipline

9:00 AM	Introduction	Marie Girard Patricia Minacori
9:10 AM	Presentation of research projects	
9:40 AM	Evolution of the profession	Elisabeth Closs Yvonne Cleary
10:10 AM	DITA Moilière: A community to support the growing adoption of DITA standard in France	Dominique Trouche
10:40 AM	Networking breakout sessions	
11:30 AM	Lunch break	
12:30 PM	Examining the value of technical communication graduate degrees in non-academic professions	John McClellan Meghalee Das Samantha Casertano
1:00 PM	Information architecture: which skills, roles, and careers?	François Violette
1:30 PM	Designing our way out of information pollution: how technical communicators are leading the shift toward an ecology of information.	Alexandre Dias Da Silva
2:00 PM	Networking breakout sessions	
2:00 PM	From tech comm to marketing: a tangled journey	Michael Priestley
2:30 PM	Future tech comm trends – Differing opinions, and why everyone could be right	Ellis Pratt
3:00 PM	Community Engagement in Technical Communication Pedagogy	Laura Gonzalez



 Alexandre Dias Da Silva ORGANIZATIONS Consultant	 Dominique Trouche ORGANIZATIONS Web	 Elisabeth Closs ORGANIZATIONS Karlruhe University
 Ellis Pratt ORGANIZATIONS Cherlyleaf	 François Violette ORGANIZATIONS JobSisseal	 John McClellan ORGANIZATIONS Texas State University
 Laura Gonzalez ORGANIZATIONS University of Florida	 Marie Girard ORGANIZATIONS IBM Université de Paris	 Meghalee Das ORGANIZATIONS Texas Tech University
 Michael Priestley ORGANIZATIONS IBM	 Patricia Minacori ORGANIZATIONS Université de Paris	 Samantha Casertano ORGANIZATIONS Texas State University
 Yvonne Cleary ORGANIZATIONS Limerick University		

Evolutions of the Discipline	From device, technological to digital training, from UX writing to video tutorials, technical communication is a discipline that covers varied activities. It seems like a single job title will never cover every facet of the profession...	Introduction Presentation of research projects Evolution of the profession	https://www.eventbrite.fr/billets-9th-international-conference-on-technical-communication-...
Designing Experiences	Digital services transform our everyday experience, first through	Les projets de recherche en M2 Commur	https://youtu.be/hE4LZNj

**Start building
a better-informed
world today.**



Airtable and Notion have **free plans**.
Check out airtable.com and notion.so.



Cheers.
alexdias.fr