== What You See Is Wiki ==

Questioning WYSIWYG in the Internet age

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“What I don't see here is the point of going to the lengths of making an editor for a wiki and NOT making it wysiwyg! what's up with that?”

--anonymous entry in the wikiwizard sandbox
Agenda

- Wiki Markup Discussion
- Wiki Markup Cons
- WYSIWYG in the Internet age
- Wiki Markup Pros
- Wiki Wizard Demo
- Conclusion
Wiki Markup Discussion

• Document Production: Visual or Logical
  – Leslie Lamport 1987, creator of LaTeX
  – Logical -> What You See Is What You Mean

• “Are Wikis Usable?” Canadian Study with 4th Grade Students (age 8 to 9)
  – Link Creation and Management (49%)
  – Children needed a 15 minute introduction
WikiMarkup Cons

• “This is not for me”
  - People have to learn first
  - No explorative usage

• “Text processing of the old days”
  - Editing feels old fashioned - People are used to „MS Word WYSIWYG”
  - “Sea of monospaced letters”: Losing overview in simple text editors.

• “Wiki markup mess”
WYSIWYG in the Internet Age

- WYSIWYG: Developed for printing a document or using the same word processor
- But is there WYSIWYG anymore?
  - What if you send an email
  - What if you copy and paste content between wikis, CMS, documents...
  - What if CSS layout changes over time
  - What if your article is published in a magazine (publishing medium changes: Serif vs. not Serif)
  - Your audience changes (Disabled People)
• Brooks Prediction 1986: We will not see advances of scale in programming until we separate accidental tasks from essential tasks

• Transferring this to web authoring:
  – Accidental Task: Formatting Layout
  – Essential Task: Information + Basic Structure (Emphasis & Linking)

• Wiki Markup is part of the essence of a document – teach the public!
Wiki Markup Pros

• Concentrating on the content
  – For the author: clean separation of layout and content – no typographical errors

• Context sensitive display
  – Designer and reader: homogeneous design

• Speed
  – The tool for knowledge workers, e.g. bloggers don't lose the “flow”

• Simplicity
  – Allows easy evolving of wikis, e.g. scripting
Wiki Markup Mess

MediaWiki

==Section==
===Subsection===
====Sub-subsection====

[WikiWord|The title]
[http://example.org The title]

''bold''
''italic''

JSP Wiki

!!!Section
!!Subsection
!Sub-subsection

[The title|WikiWord]
[The title|http://example.org]

__bold__
''italic''
WikiWizard

- Editor under Development at the i3G, LGPL
- Development Goal: Resemble Email Client without hiding Wiki Markup
- Toolbars and Menus like Word Processors
- Uses Markup Highlighting to show Document Structure
- Copy and Paste translates HTML Content into Wiki Markup (Copy from MS Word, etc.)
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Conclusion

• Understand wiki markup as part of logical document production
  – Today: An alternative to WYSIWYG for Knowledge Workers
  – Vision: “Computer Literacy” should involve understanding the difference between the model and the view.

• Get on the markup mess
  – Wiki markup simplifies web page authoring
  – Wiki markup simplifies web page development
  – Wiki markup will one day unite both
References

- Leslie Lamport: Document Production – Visual or Logical


- Wiki Markup Discussion on Meatball
  http://www.usemod.com/cgi-bin/mb.pl?WikiMarkupStandard

- WikiWizard Editor (i3G):
  www.jspwiki.org/wiki/WikiWizard

Thank You!