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Welcome to the January 2004 Issue!

If you've been keeping up with PowerPoint criticism in the news lately, you'll be interested to hear what usability expert Don Norman says in his provocative **interview**. Don's comments broaden the public debate about PowerPoint by introducing the more relevant issues of cross-media design and audience usability - important topics if you plan to **gain control** of PowerPoint.

How to Gain Control of Your PowerPoint Culture



"Do you control your PowerPoint culture, or does PowerPoint control you? For many organizations, what appears to be a situation under control is in fact a system that's out of control. What started as an honest attempt by organizations to control PowerPoint has yielded the opposite result. But it's not that PowerPoint culture cannot be controlled, because it can." **more>**

Don Norman on PowerPoint Usability



What does one of the world's leading authorities on usability say about PowerPoint? As cofounder of the **Nielsen Norman Group** and author of the classic "**The Design of Everyday Things**", **Don Norman** is a strong advocate of user-centered design and simplicity. Surprisingly, Norman disagrees with PowerPoint's most vocal critic, information design guru Edward Tufte. **more>**

In Search of PowerPoint Research



What research? What metrics? That's the surprising result of a recent **search** for formal research conducted about PPT usage by corporations or educators. For a technology that has so thoroughly re-shaped the communications landscape, research on the topic is surprisingly thin. If you're aware

of other research, we'll be glad to share it with our readers if you drop us a **line**.

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A Crisis of (PowerPoint) Communication: Q&A with Paul Byron Pattak



Paul Byron Pattak has just about seen it all in 20 years as a **consultant** to governmental agencies, commissions and corporations including the National Security Council, the White House Military Office, the Department of Defense, the International Monetary Fund, the World Bank, IBM and Bank One. And the problems he sees with PowerPoint go deeper than the surface. **more>**

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Predicting the Evolution of PowerPoint



Are we condemned to live in a world where PowerPoint "controls our thoughts" or "corrupts us absolutely?" Absolutely not. Because despite what critics say to the contrary, many smart people and organizations use PowerPoint, and we're quickly figuring out how to evolve this new, powerful and versatile tool in ways its creators or critics have not yet seen or imagined. **more>**

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The "PowerPoint Presidency"?



It may come as no surprise that PowerPoint culture extends to the highest reaches of government. *The New York Times* columnist Maureen Dowd has referred to the White House's use of "PowerPoint-ish backdrops" and "**PowerPoint slogans**", and Fox News also commented on the slogan backgrounds, as noted in the Nov. 14 entry of Tony's PowerPoint **weblog>**