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## DESIGNING, MANUFACTURING AND DEVELOPING ELECTRONIC CONTENT

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**Ali Saberi**

*Researcher*

*sharemjazi@gmail.com*

**Resumen.** La naturaleza y la forma de entregar contenidos electrónicos como tema de debate en la tecnología de la información han transformado el entorno tecnológico. De hecho, la tecnología de la información y la comunicación (TIC) no sólo genera datos o contenidos, sino que también entrega y procesa datos de diversas maneras. Esto justifica por qué las TIC pueden cambiar la naturaleza de la comunicación en el ciberespacio o transformar la forma de uso y comunicación. Al igual que el desarrollo de la tecnología del ciberespacio, la creación de datos válidos y fiables exige mejorar las infraestructuras. En realidad, existe una necesidad urgente de un monitoreo orientado y especializado del proceso de información a un nivel estándar. Dicha vigilancia debe ajustarse a las características del contexto social en el que se está ejerciendo. El uso adecuado del ciberespacio está asociado con la producción de contenidos. De hecho, el contenido electrónico óptimo es la gestión de la Internet y los entornos electrónicos que facilitan la comunicación entre los usuarios mediante el suministro de contenido estándar. Este documento es un intento de investigar las características necesarias de contenido electrónico y examinar cómo receptores y usuarios deben recibir e intercambiar el contenido y utilizarlo con precisión. Dada la naturaleza generalizada e influyente de la tecnología en la ciencia y la vida, es necesario adquirir el conocimiento de la tecnología y transferirla a los usuarios de diferentes sectores.

**Abstract.** The nature and manner of delivering electronic content as the subject of debate in information technology have transformed the technology environment. In fact, Information communication technology (ICT) not only generates data or content but also delivers and processes data in a variety of ways. This justifies why ICT can change the nature of the communication in the cyberspace or transform the manner of use and communication. Like the development of cyberspace technology, the creation of valid and reliable data, demands improving infrastructures. Actually, there is an urgent need for a purposeful and specialized monitoring of the information process at a standard level. Such monitoring should be aligned with the features of the social context in which it is being exercised. The proper use of cyberspace is associated with the content production. In fact, the optimal electronic content is managing the Internet and electronic environments that facilitate the communication among the users by providing standard content. This paper is an attempt to investigate the necessary features of electronic content and examine how recipients and users should receive and exchange the content and use it accurately. Given the widespread and influential nature of technology in science and life, acquiring the knowledge of technology and transferring it to the users in different sectors are necessary.

**Keywords:** Electronic Content; Content Development; National Content; Smartization

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## **1. INTRODUCTION**

Using e-environment highlights the necessity for learning technology knowledge. The attitude that individuals should hold towards learning the technology or the behaviour that they need to exercise has been of a major concern. It is because the web and technology are constantly changing and developing. In fact, each person is both an admin and a user. Simply put, the content is created both by person and used by him. In other words, a communication graph that creates different communications. This implies that for succeeding in electronic environments, both production and nature of the content are the key factors. Perhaps the word content can be conceptualized in two ways: it can refer to creating software systems which contain certain information. Such systems are prepared by those who are specialized in computer science and then are delivered to its users through markets and the sites. The content can also refer the communication environment which forms a kind of social network in which people produce, publish, and use the content. However, the diversity and growth in cyber spaces not only make it impossible to define certain frameworks for the production and distribution of the content and but also have different effects on individuals and social systems.

## **2. STATEMENT OF THE PROBLEM**

The applicability of the knowledge and the necessity of meeting global standards highlight the importance of an issue. A large range of communications underlines the importance of the issue. Contrary to other cyber infrastructures, discussing the information content requires more specialized management. As noted, the production of content is possible for any individual or system that is active in a cyberspace. It is clear that the content will influence its users. It changes the virtual environment in some way that can show the power of the content in cyberspace. If it is to create content that is appropriate and based on the thoughts of the community or factors influenced by the process of life, and in a conscious and specialized way, it will certainly be desirable. Given the dependence of different knowledge on

computer science or, principally, the interdependence of different branches of science with each other and smart living environment, a more general attitude towards the content production and publishing must be ruled out so that the challenges of the process can be properly identified and analyzed.

## **3. STATEMENT OF THE PROBLEM**

In the present era, smartization, electronization, artificial intelligence, and cognitive science, etc. are the issues that have changed the scientific structures. They are in fact, technology development and information technology which facilitate presenting various branches of science such as medicine, economics, education, etc. in a modern way. Given that each branch of science is associated with the concepts and knowledge in other sciences, therefore, smartizing each science and producing its content should have a border application and be consistent with other scientific concepts in the field of electronization. Therefore, for creating healthy content in science and for smartization, other sciences should be used. For example, for manufacturing medical equipment or for producing medical content, one must use both medical knowledge and computer science to provide content and develop software program. In addition, to electronize the structure of an institution or an organization, both the necessary hardware equipment for electronization and knowledge of other subjects(e.g. knowledge management, human resources management, psychology, sociology, etc.) are needed. Such knowledge plays a key role in the improvement and implementation of the electronic technology based on the standards in an organization.

### **3.1. Definition of electronic content**

Content is, in general, is defend as a collection of information, including writing, film, photo, sound, and any data that present an issue or design. When information is electronically implemented and displayed by related hard wares, the content has been created. The content can be provided in a variety of different specialized sciences and in a specialized way. For example, a tutorial video of a

school which is published by a user in cyberspace is an electronic content.

### **3.2. Standardizing the design, production, and development of the content**

It is evident that each user or member can create and publish content in a cyberspace. If the issue of content production is a major concern of a society, the society should produce and develop the content with respect to the structure of the society in a suitable manner and then produces and publish it.

Perhaps we cannot rule out the production and development of content in the general sense. It is a process will be facilitated by fostering its culture, or taking the advantages of virtual networks and the standardized content on the credential and national sites. The issue of electronic content production cannot be limited by closed structures. Due to the complex, diverse, and widespread communication among the members in cyberspace, we should employ managerial and humanitarian approaches in producing content and publish it. If we want to standarize and develop the content development, we should first develop a desirable social infrastructure in our society. It is because in a standard social system, we would be able to plan and organize activities for different sectors of society. It should be noted that social activities are interdependent at the level of the society. This implies that the society can work efficiently if all sectors work properly. For producing and developing the electronic content, we also need to establish the necessary infrastructures. As mentioned before, one of the required infrastructures is hardware equipment or creation of well-equipped Internet networks for the exchange and dissemination of information. We also need to design, produce and develop the content. Designing the content include the applications that contain information or can interact with the user. The most important initiatives for targeting electronic information delivery can be providing experts with the necessary facilities such as software programs and providing users with appropriate sites and markets. In this way, program designers can do their best and earn money

Therefore, it can be said that the following three factors are in general can influence targeting electronic content.

1. Giving attention to the activists and specialists in the field of Information and Communication Technology.
2. Having a legal supervision on the activities of social networks and sites which are active in this area.
3. Fostering culture to produce and distribute the content properly.

### **3.3 National content**

The importance of content in the virtual environment is undeniable. In the structure of the intelligent environment, the content is a key tool. To implement electronic and Internet systems or to create a standard smart environment, monitoring the production, development, and distribution of the content is imperative and monitoring should also be carried out in accordance with the principled structures. For producing content in a social structure or a country, it is necessary to pay attention to the structure of that society and consider its own history and culture. In fact, a cyberspace is appropriate for expressing cultural issues and recognition of the potentials of a society. Basically, it is needed to keep abreast of changes in technology and improve the abilities of the society with regard to the changes. Before examining the ways through which the content has been produced in Iran, we need to keep in mind that Iran is rich in culture and we have great literary and scientific characters. In fact, to promote Iranian culture in society and to transfer it to other countries, we can use this virtual platform. We can design and produce some rich sources of healthy content and we can take advantage of talented people in our country. The national content can include the following parts.

#### **3.3.1 Production of national content**

How can content be generated? As the content production has a general application, it can be produced and published in all authorized content including writing, photo, film, and etc in the field of economics, management, medicine, history, and etc. The nature of the content has broadened its application in any field. If we want to produce a healthy and culture-based content according to a system management, what is being communicated

by a programmer and a user in a community should be defined based on the national standard and distributed. If the content is appropriate to the structure of the social system, it can be called the national electronic content. For example, if an Iranian site or social network wants to promote Iranian culture and provide accurate information about the history and culture of the country, it is a kind of national content production, or if religious concepts which are commensurate with the laws of the community are accurately delivered by social networks, they can be regarded as national content. Certainly, in both cases, if the generated content is healthy, it will have a positive impact on the way the society works.

### **3.3.2 Development of national content**

Making any changes in the content creation, or the way of delivering content is a kind of technology development in content creation. Moreover, it can be treated a way of generating revenue or creating a trade. A process that changes the content delivery structure is the content production. The content can be produced in form of movies, writing, audio and more. For example, producing a Persian book and delivering it electronically is a kind of content development. If a site can provide information and modern knowledge based on valid patterns, or if it can compute and search, and be able of carrying out different activities to create healthy content, it can be considered as content development.

Content development is in line with the process of smartization, because virtual tutoring that provides content is a kind of change in the traditional way of teaching. Software programmes or training sites that interact with users and define smartization for communication in their structure are examples of content development. In general, in Web development, for example, Web 2 and 3, smartization or making change in the presentation of content is more tangible. In mobile phones, an app is not just a mobile application, but a helper, a companion, a database, and .... The goal of technology is systematizing communications, in other words, by providing users with more facilities they would not be only users, and the users start interacting with other users or administrators, in fact, cyber exchange creates a graph with complex and multidisciplinary connections. Managing the communication of the graph or changes in information, the way of communication or expressing concepts are the examples of changes in

delivering content. Obviously, if content development is to be made in Iran, it should advance this technology in other administrative, educational and other environments.

### **3.4. Smartization promotes the design, production and development of electronic content**

The purpose of smartization or electronicization of communications is the simulation of human's behaviour and response. In other words, the purpose of artificial intelligence or smartization is to build technology and equipment that can replace human beings in communications or perform whatever can be carried out by human beings in the best way. For example, if a software program can receive the conversations in one language and translate it to another language, it is smart. A site which has the ability to translate texts or communicate with its members can bring a change to the presentation of information or the content development. As the purpose of the content development is also to interact with users, the smartization of the information and communication can be considered as a kind of content development, or smartization is a part of the content development that is applicable to different parts of the community. E-learning can promote the presentation of content and it can be considered as a virtual and smart delivery of educational concepts.

### **3.5. Generating healthy and specialized content**

Basically, any content that is visible and downloadable on a computer is an electronic content. Obviously, not any kind of electronic content is useful and healthy. To have and create healthy and specialized content, it should be aligned with Google's new algorithms and meet SEO standards. Moreover, it should be appropriate to the infrastructures of the society. Meeting such requirement can increase the number of the visitors of a site and promote exchanging its content. Moreover, producing healthy content require some plans and projects whose information should be credible and scientific. This would help that the generated content to be referred to as a healthy and functional content. Software systems can be of great help to produce a better and effective content. Producing a healthy and functional content also requires a proper and effective design. In the

following section, some practical software products in this area are introduced.

<b>Text production</b>	Acrobat reader, PowerPoint, Presenter
<b>Photo production</b>	SnagIt, Photoshop, photoimpact
<b>Making animation</b>	Flash, Swishmax, Captivate
<b>Movie</b>	Camtasia, Captivate
<b>Voice</b>	SoundBooth, Sound Fourge, Audition Captivate
<b>Making logo</b>	Xara3D
<b>Slide production</b>	PowerPoint, Captivate, Director
<b>Test production</b>	Captivate, Camtasia, Quiz builder, Elearning builder
<b>Pagination and Autorun</b>	Captivate, Multimedia Builder, Autorun Enterprise

Table 1. Some of the electronic content production tools

### 3.6. Importance of electronic content production tools

As the content is essential in the Internet environment, web technologies are improving and the number of the features for users and developers are growing. This implies that producing the content which meets the standard is a necessity. The main features of a good electronic content are as follows: a) having beautiful graphics, b) being consistent with the design, c) having the files with suitable size, d) having the files with excellent quality and etc. Some of the soft ware programmes that can be used in the design of the content have been introduced (see Table 1). The factors that promote the credibility of a site in SEO are the practicality of the contents and the number of users who visit the site.

It is undeniable that the generated content with desirable features can be endorsed and used by more users. In addition, a high-quality and healthy content can promote the electronic content enterprise and generate revenue in this field. Given that everyone can produce the content, there would be an opportunity for those who are interested in sharing their thoughts and ideas with other can use

this facility to present their ideas and designs in form of a quality electronic content and achieve their goals in a competitive and interactive atmosphere

## 4. CONCLUSION

The present age is the age of information society. The amount of information that is generated and published at every minute is very huge. The importance of the Internet in communication and digital exchange is so much so that without the Internet, it is impossible to transfer this huge amount of information in a physical form. Some advances in web technologies have promoted a new space with more facilities. Such a space will obviously change the content. To keep pace with web development trends, the content needs to be improved. Basically, defining certain frameworks for content production is impossible. The content should be considered as a program for presenting and displaying the information. The content should be prepared in the best way and should be delivered in the most suitable way and it should be able to correctly express its concepts and purpose. It should also be able to influence its users. In fact, the goal of the content provider should be reflected and seen in the generated content.

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