

FROM CONTENT TO KNOWLEDGE AND DIALOGIC COMMUNICATION

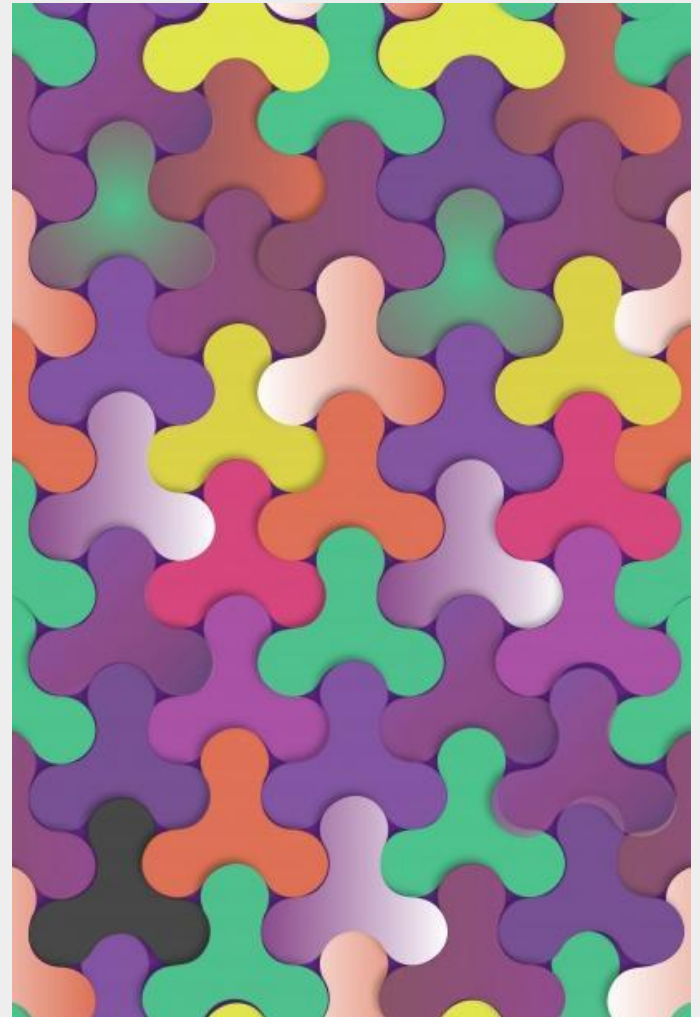
A practical guide to creating **content** that
connects **people** and **knowledge**.

Good content works in three modes

Human connection

Knowledge connectivity

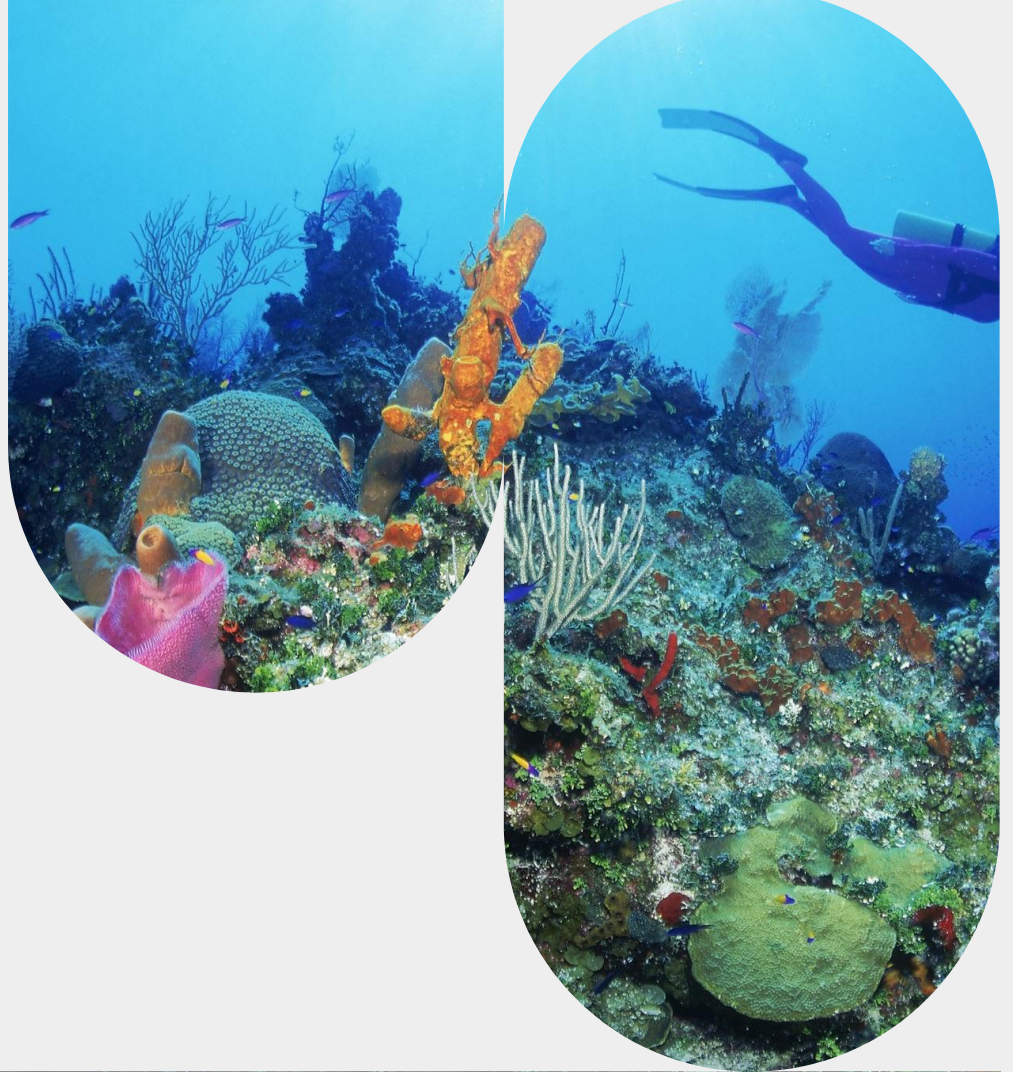
Dialogue



When content, knowledge, and dialogue come together, content becomes more than output, it becomes semantic capital, and maybe someone else's emotional memory.

**People crave
something else:
something that feels
alive, connected, and
serving.**

Part of an ecosystem



3 theories can inform building such an ecosystem.

Marketing communication theories and insights from adjacent fields are not abstract ideas.

They are practical tools. Start with three: **Dialogic theory**, **The Berrypicking Theory**, **Information Foraging**.

And observe how they help you differentiate in a contentscape of technically correct, well-structured... and forgettable content.

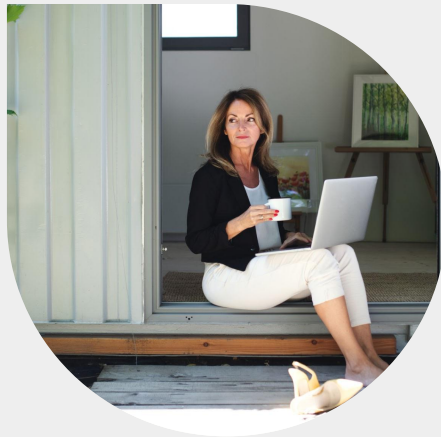


3 Concepts To Think Content By

The Dialogic Theory

Content is not a static artifact but part of an ongoing relationship between organizations and people. Inspired by dialogic communication and relationship marketing, writing becomes **a process of interaction rather than a one-way message.**

Think interaction rather than a one-way message.



The Berrypicking Theory

The web is a vast knowledge space where people search, browse, and “berrypick” information to complete tasks. **Content competes with millions of other resources and must function within this discovery environment.**

Think the Web as a Library, not a giant TV channel.



Information Foraging

Users move through digital environments searching for “information scent” — clues that indicate where useful knowledge can be found. **People scan and follow signals that promise value.**

Think pathways, not links.

How To Apply These Concepts

Dialogic communication (Content as Dialogue)

Write as if you are entering a conversation, not publishing a statement. Anticipate questions, create entry points for interaction (FAQs, links, feedback loops), and focus on helping people solve problems rather than broadcasting slogans.

The Berrypicking Theory (Content as a North Star)

Write content that is findable and navigable. Use meaningful headings, links, and structure so readers can jump directly to the piece of information they need. Think about how your text fits into a broader knowledge ecosystem. Write a text as if you are entering a giant library, not writing a brochure that will be thrown away in the next couple of days, because of its shallow contents.

Information Foraging (Content as Sending Signals)

Craft clear signals: descriptive headings, informative links, meaningful labels, and precise wording. Make sure the reader immediately understands what they will gain from clicking or reading further.

Make the Web a Better Text

A checklist to follow when creating content that matters to and resonates with your people

10-seconds checklist

Am I writing with the reader,
not at them? (dialogue)

Can someone find what
they need instantly? (library)

Can this connect to other
content?

Would I know why this
matters in 3 seconds?

Do my headings clearly
signal value? (foraging)

Does this help solve a real
problem? (dialogue)

Stay connected!

If this sparked something for you, I've expanded these ideas into a course where we turn them into practical writing skills:

[Content Writing For The Web Of People And Machines](#) (use code for 10% off: AdaLovelace)

And feel free to contact me on [LinkedIn](#)

