Basic components of your White Papers
Consider them tools you can use to organize the document
A White Paper is a rhetorical technology that aids decision-makers
THE BASIC ELEMENTS

- Title Page
- Executive Summary
- Introduction
- Body Text (Subdivided)
- Conclusion
- Headers
- Summary Text Boxes
- Captions
Develop a catchy and appropriate title
Create first impression of the white paper
  - Experiment with the title
  - Create a particular impression with the title itself: how does it frame the document and the issue?
  - Create a particular impression through the design and use of images
Think of the title page as an introduction to the design of the White Paper as well

- Much like the title page of a PowerPoint presentation sets the theme
- Use the title page to set a visual pattern to follow
**WHITE PAPER: EXECUTIVE SUMMARY**

- Describe reasons for the White Paper
- Include the following:
  - Sources of the issue/situation/problem
  - Perspectives on the issue/situation/problem
  - Research on education and university models
- Give away the ending
INTRODUCTIONS: SIX MOVES

Immediately address the questions and concerns of a potential audience, such as:

- What is this document about?
- Why should I read it?
- What is the main point?
- How is this organized?
INTRODUCTIONS: DEFINE SUBJECT

Define the subject so that readers will have a clear idea of what the white paper is about

- “The need for higher education has grown in response to an increasingly competitive job market.”
- “A representative democracy requires an educated and engaged citizenry; universities thus serve an important, democratic function.”
INTRODUCTIONS: DEFINE SUBJECT

Set the boundaries of the document, identifying what will not be covered

“This white paper describes university models in relation to the role they play in educating responsible citizens. While there are many other issues surrounding universities - academic freedom, politics in the classroom - this white paper is focused exclusively on the essentials of different foundations for a university education.”
INTRODUCTIONS: STATE PURPOSE

Indicate to your readers what the white paper hopes to achieve

“The purpose of this white paper is to present several models of a university so that policy makers can make informed decisions with regards to establishing and organizing a university in their area.”
INTRODUCTIONS: STATE PURPOSE

Locate statement of purpose front and center

- A purpose statement is a prime candidate for a callout
- You should generally be able to articulate your purpose in one sentence
- If you are unable to do so succinctly, you may not have a clear enough or focused enough purpose
In many documents, stating your main point is the same as making your primary recommendation

“In order to make wise policy decisions it is important to review multiple options from multiple perspectives.”
INTRODUCTIONS: STATE MAIN POINT

However, given that the main point of a white paper is not a singular recommendation but a menu of potential solutions, stating the main point is often indistinguishable from the purpose.
“There are multiple ways of establishing and organizing a university. Rather than advocating for one model, and thus one perspective, this white paper seeks to fairly and accurately portray each model, and to thoroughly describe each way of organizing a university education.”
INTRODUCTIONS: STRESS THE SUBJECT

- Give your readers an explicit reason to care about this subject
- Answer the question, “So what?”
  “In an information-rich culture the ability to critically engage and respond to information is crucial.”
- Allow readers to know if they are the intended audience

“In an information-rich culture the ability to critically engage and respond to information is crucial.”
INTRODUCTIONS: BACKGROUND

Frame the issue with respect to what the audience may already know or on points over which there is little controversy

- “Institutions such as the University of Phoenix indicate a trend in higher education to meet the needs of a diverse student population.”
- “Many universities have, over many years, moved to increasingly specialized courses of study and research programs.”
INTRODUCTIONS: FORECAST CONTENT

Forecast what is to come:

- Major topics (i.e., potential models)
- Structure and organization of the paper
- Content and types of sources
“This white paper will begin with a discussion of the need for particular kinds of educational experiences. Then, reviewing current approaches to education and their historical roots, it will articulate the relative strengths and weaknesses of each model.”
Make sure you address all of the questions that these moves seek to answer

- Some moves overlap
- You are *not* required to make them all

Set the **tone** that will frame the rest of the white paper and the readers’ responses to it
Historical Background

- Discuss how the situation has developed and why?
- Describe how the contexts for education (or the circumstances) have changed?
- Stelzner: “In the world of technology, it’s useful to discuss what has led to the modern-day dilemma solved by your solution[s]” (3).
Define the Situation or Issue in Detail

- What is the situation/issue?
- What sources have been identified and by who?
- Who are the players; who is affected?
THE BODY: ARRANGEMENT

Divide individual sections ("background," "the issue," "potential models") into recognizable sub-sections, as the larger white paper is so divided:

- Introduction
- Body
- Conclusion
THE BODY: ARRANGEMENT

- Introduction
  - Identify the subject and purpose of the section
  - Include themes or topics that will be subsequently developed

- Body
  - Describe models
  - Discuss research

- Conclusion
  - Wrap up the discussion
  - Look forward to the next section: transition
“These patterns are based on logical principles, and they can help you organize your information so that your views will be presented in a reasoned way” (Johnson 147).
THE BODY: ARRANGEMENT

- You may use several of these, maybe simultaneously
- These could be patterns for the whole white paper or just for certain sections
- Let your purpose, audiences, and contexts be your guide in selecting patterns of arrangement
Cause and Effect

If you discuss causes and effects, be explicit and well-researched about the specifics of the relationship
Patterns of Arrangement

Comparison and Contrast

- Identify key features
- Provide readers a comprehensive view by comparing and contrasting key features
Patterns of Arrangement

Cost and Benefit

- For some topics, this may be a productive way of organizing research findings
- This allows decision-makers to get a sense of the reality of their decision
Patterns of Arrangement

- **Problems/Needs/Solution**
  
  In many ways, this is the overarching arrangement of the entire white paper, with *solution* made plural of course.

- **Example**
  
  - Readers often struggle with abstract information.
  - An example, an anecdote, or an analogy can render a complicated section/issue understandable.
WHITE PAPER: CONCLUSION

- Bring the document to a satisfactory end
- Answer the following questions:
  - What was the main point?
  - Why is the information important?
  - Where do we go from here?
CONCLUSIONS: OBVIOUS TRANSITION

- Clearly indicate that you are moving to close the deal
- Signal to the reader that you are about to summarize key points and findings, and perhaps indicate future directions
  - In conclusion
  - To sum up,
  - In closing,
  - In brief,
  - Finally,
  - To finish up,
  - Overall,
  - As a whole,
CONCLUSIONS: RESTATE MAIN POINT

- Being **redundant** is necessary and effective, given the multiple ways readers will access this document.
- Make sure every reader hears “it” multiple times so that every reader knows what you want them to take away from the white paper.
CONCLUSIONS: MOVES TO MAKE

Re-Stress Importance of Subject

- Remind them again why this white paper and its contents are important to them
- Stress the benefits of making informed decisions based on all available information
CONCLUSIONS: MOVES TO MAKE

Look to the Future

- Ending documents this way is almost always a good idea
- Give the reader a sense that their decision will matter
Provide multiple and well-labeled access points

The Colon: Something Catchy, then Something Informative
- Keep On Truckin’?: The Future of Fossil Fuels
- Grand Theft Soul: The Effects of Violent Video Games
- No, I’m Frank: The Consequences of Identity Theft
White Paper: Summary Text Boxes

- Redundancy: allow for multiple access points
- Accuracy
  - Be thorough in how you select information
  - Write a separate summary to frame more information in a more tailored fashion
- Responsibility
  - Imagine a reader reading only the summary text boxes. What would they take away?
  - Be responsible to this type of reader: give them important information as well
As with the title, captions are important, though small, chunks of text with tremendous framing power

- They direct the reader to important features
- They give the reader a terministic screen through which to view the image, the chart, or the graph
  - What should I do with this picture?
  - What do I take away from this chart?
Caption Writing: Implications

Look how the caption directs the eye and gives you a way of interpreting the image, its meaning, and implications.
Be sure to site the source of images not your own
Site the source of graphs and charts or the information that you used to create the graph or chart within the caption
Consistently label charts and graphs (i.e., Figure 1, Figure 2; Table 1, Table 2)
WHITE PAPER THUMBNAILS

Sub-Heading

Body Text

Image with Caption

Summary Text Boxes (left margin)
ANALYSIS OF SAMPLE WHITE PAPER

Main point highlighted.

Repetition of color scheme: title stands alone.

Bulleted list to highlight key features.

Use of contrast to organize information.

Note use of white space: creates a break to rest.

Repetition of firm name - creates professional ethos.

Repetition of color scheme; confident in the color scheme's legibility.

Use of contrast to organize information.

Financial losses: significant amount of精力 is lost to fraud. By not controlling:

- Poor customer service
- Too many or poorly attended identity-related questions
- Compliance: The USA PATRIOT Act regulates that financial institutions must paper:

  - Public perception: Financial institutions must overcome the public perception that they are not doing enough to protect consumers from identity theft
  - Customer management: Compliance and legal issues at financial institutions are tight
  - Identity verification: The USA PATRIOT Act requires that financial institutions must confirm that a consumer is who he or she claims to be.

Social Security numbers became such a common form of identification that many states and local governments encouraged citizens to use Social Security numbers as account numbers, and they used a Social Security number and date of birth to determine who an application was valid. By the late 1960s, many aspects of a person's identity (such as name, address, phone number and Social Security number) could be retrieved using a hard copy database.

In the 1980s, financial institutions that were very fast at running checks that could verify Social Security numbers were verified and not used to create personnel. In addition, checks of Social Security numbers were frequently used to confirm the identity of the consumer. The USA PATRIOT Act requires that financial institutions must confirm that a consumer is who he or she claims to be.

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Mind the gap: the integrated multi-tier solution to malicious content

A Sophos white paper
July 2005

There is a widespread belief that the most effective way for an organization to secure its network is to protect it with software from more than one vendor. However, the increasingly complex nature of today’s fast-moving threats radically changes the criteria for defense and demands an integrated, multi-tier approach to threat management. This paper demonstrates how the cross-threat expertise in SophosLabs™ and its agility in responding to new malware and spam campaigns makes Sophos uniquely able to integrate the management of threats, no matter what their provenance or method of spreading.

The challenge of the accelerating threat

Since the arrival in 1986 of the first PC virus, strains which infected a PC’s boot sector, the threat landscape has changed enormously and at an ever-accelerating rate. Most sector viruses were followed by other types of virus, like those that targeted executable files and mutating polymorphic viruses. Then macro viruses that infected Microsoft Office files put things on a whole new footing, in terms of both number and spread. Things sped up even more with the emergence of the first email-borne viruses – Melissa in 1999 and the Lewinger in 2000 – which caused meltdown of unprotected networks as small systems collapsed under the sheer weight of traffic. And then spam entered the scene, bringing all kinds of other new threats in its wake.

The number of new threats has continued to grow at rates originally believed to be unsustainable. In fact today, the sites at which new threats are appearing is increasing and Sophos AntiVirus now identifies over 100,000 different viruses, as shown in Figure 1.

A major challenge for those charged with protecting corporate networks is that both the threats against which they are defending and the reagents that they are protecting change at ever-increasing rates. Until now it has been common practice to address different parts of this problem with products from different vendors. However, this approach is becoming inadequate and holes in deliverable strategies are emerging.

*Organizations that have tried to build best of breed security strategies have often found their heterogeneous environment less than helpful. For some, it has been an O.T. manoeuvre managing multiple vendor products.*

Chris Christensen, IDS VP of Security Products, June 2005

New and evolving dangers

Today the term “virus” is applied to an increasingly broad range of threats, from its original meaning to cover worms and Trojan horses. New terms have also emerged, such as “spyware,” “adware,” “keylogger” – most of which would previously have come under the umbrella term of “Trojan.”

Spam, once simply an irritant, a form of unwanted advertising that cluttered up email systems, has at the same time evolved into an ever more sophisticated threat to security. Phishing attacks are a subset of spam, using some tactics to trick victims into handing over sensitive information. Now, as well as their psychological techniques, they make use of Trojans, worms and viruses to install keyloggers and other

![Figure 1: Increase in viruses July 2002-July 2005](image-url)