Microspeak: Friction

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Raymond Chen

In physics, *friction* is a force that resists motion. In Microspeak, *friction* is an obstacle which prevents somebody from doing something you want them to do. (The preferred verb phrase for getting over an obstacle is *overcoming friction*.)

> There is friction in the system for X that is reduced when developing with Y.

> Using X reduces friction of someone being able to do Y without having to Z.

> Many companies have found that outsourcing activities can introduce unexpected complexity, add cost and <u>friction</u> into the value chain, and require more senior management attention and deeper management skills than anticipated.

> The goals of the Wiki include providing broader and more in-depth solutions content … from a wider variety of authors with less publishing <u>friction</u> than less traditional mechanisms.

> While multi-tenancy and richer browser capabilities are valuable, I believe we have to start architecting multi-tenant solutions while incorporating the rich differentiation of new client platforms in disconnected and connected capabilities with the ability of ad-hoc collaborative communities forming around these services without centralized service <u>friction</u>.

(That last one deserves some sort of award for impenetrability.) JD Meier kindly <u>defines the term</u> as it applies to communication:

> It's obvious in retrospect, but I found a distinction between low-friction communication and high-friction communication. By low-friction, I mean *person A* doesn't have to work that hard for *person B* to get a point.

As the term *friction* gained popularity, second-order jargon emerged, such as *<u>friction-free</u>* (<u>another citation</u>).

(Remember that Microspeak covers not only terminology specific to Microsoft, but also business jargon that you need to know in order to "fit in.")

<u>Raymond Chen</u>

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