

PRO COMM 2015

IEEE International Professional Communication Conference

LIMERICK, IRELAND • 12-15 JULY

CEANGAIL 2.0: MAKING CONNECTIONS

2015 TEAM

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Sunday, 12 July

| | |
|---------------|-------------------|
| 16.30 – 18.15 | Registration |
| 19.00 – 21.00 | Irish BBQ + Music |

Monday, 13 July

| | |
|---------------|----------------------|
| 08.00 – 15.00 | Registration |
| 08.30 – 08.45 | Welcome Remarks |
| 08.45 – 09.00 | Awards Presentations |
| 09.00 – 10.15 | Keynote |
| 10.30 – 12.00 | Breakout Sessions |
| 12.00 – 13.30 | Lunch |
| 13.30 – 15.00 | Breakout Sessions |
| 15.30 – 17.00 | Breakout Sessions |

Keynote speaker **Annette Markham** on what constitutes ethical design of technologies, ethical use of data, and ethical research about people.

Includes talk by featured speaker **Brian Price** on using complex, layered visuals for knowledge management.

Includes talk by Hayhoe Fellow recipients **Emily Petersen** and **Breeanne Matheson Martin**.

Includes talk by Blicq Award recipient **Jon Leydens**.

Tuesday, 14 July

| | |
|---------------|---|
| 08.30 – 14.00 | Registration |
| 09.00 – 10.30 | Breakout Sessions |
| 11.00 – 12.30 | Breakout Sessions |
| 12.30 – 14.00 | Lunch |
| 14.00 – 15.15 | Breakout Sessions |
| 15.30 – 16.30 | Breakout Sessions |
| 17.30 | Buses depart for Knappogue Castle |
| 19.00 – 21.00 | Medieval Banquet |
| 21.00 | Buses depart for University of Limerick |

Includes talk by Lufkin Award recipients **Derek Ross** and **Russell Willerton** for best paper in ProComm 2015 proceedings.

Includes talk by featured speaker **Darina Slattery** on managing online teaching.

Includes workshop by **Charlsye Smith Diaz**, recipient of the Joenk Award for best paper in the IEEE Transactions.

Includes talk by **Julia Williams**, recipient of the Schlesinger Award for Outstanding Service to PCS.

Wednesday, 15 July

| | |
|---------------|-------------------|
| 08.30 – 10.00 | Registration |
| 09.00 – 10.30 | Breakout Sessions |
| 11.00 – 12.30 | Breakout Sessions |
| 12.30 – 14.00 | Lunch |



CAMPUS MAP



- | | | | |
|----|--|----|---|
| 1 | Main University Entrance | 18 | Materials and Surface Science Institute |
| 2 | East Gate Entrance | 19 | Sports Building and National Coaching and Training Centre |
| 3 | College Hall, Post Office and Conference Centre | 20 | Schrodinger Building |
| 4 | Plassey Student Village | 21 | Grounds/Maintenance Compound |
| 5 | International Science Centre | 22 | University Arena including 50 metre Pool |
| 6 | Robert Schuman Building | 23 | The Sports Club |
| 7 | International Business Centre | 24 | Kilmurry Student Village |
| 8 | Computer Science Building | 25 | Horticultural Unit |
| 9 | Silver Apples Creche | 26 | Dromroe Student Village |
| 10 | Glucksman Library and Information Services Building | 27 | Boathouse |
| 11 | Foundation Building and University Concert Hall | 28 | University Business School |
| 12 | Engineering Research Building and Millstream Courtyard | 29 | Languages Building |
| 13 | Main University Building | 30 | The Living Bridge |
| 14 | Plassey House and University Close | 31 | Irish Chamber Orchestra Building |
| 15 | Visitors Information Centre | 32 | Coastal Student Village |
| 16 | The Student Learning Centre, Stage, Theatre, Bar | 33 | Health Sciences Building |
| 17 | Kathleen Lonsdale Building | 34 | Thomond Student Village |

CONFERENCE INFORMATION

Registration (see 28 on campus map)

Kemmy Business School, Lobby
 Sunday/ 16.30 –18.15
 Monday/ 08.00 –15.00
 Tuesday/ 08.30 –14.00
 Wednesday/ 08.30 –10.00

Conference Sessions (see map below)

All sessions will be held in the Kemmy Business School, Ground Floor.

Awards

Awards will be presented during the opening session on Monday morning.

Internet Access

Free wi-fi is available at Kemmy Business School and in the Main University Building. Direct cable connection is needed at Cappavilla Village (supply your own Ethernet cable; no wi-fi).

Information for Speakers

Speakers should bring their presentations on a Windows-formatted CD or USB memory stick to the Speakers' Service Room (Room 16) in the Kemmy Business School one day prior to their presentation.

ProComm 2015 Online

Website: <http://pcs.ieee.org/procomm2015>
 Twitter: @ieeeprocomm
 #procomm15

ACCOMMODATIONS AND TRAVEL

Cappavilla Village (see 32 on campus map)

Check in from 16.00 at Village Office
 Tel: +353 61 237 500

Limerick Travel Contact Information

Louise Mulcahy, Bedford Row, Limerick
 Tel: +353 61 204 432
 Email: inbound@limericktravel.ie

Tours, Local Attractions, Restaurants

See Limerick Travel staff at the Registration and Information Desk for assistance.

TICKETED EVENTS

Irish BBQ

Sunday/ 19.00–21.00
 The Stables area (see 16 on campus map)

Medieval Banquet

Tuesday/ 19.00–21.00
 Knappogue Castle
 Bus departs Cappavilla Village at 17.30.

GOODS AND SERVICES

Banking (see 16 on campus map)

Ulster Bank (10.00–16.00 Mon–Fri.)
 ATM machines in Sudent Centre

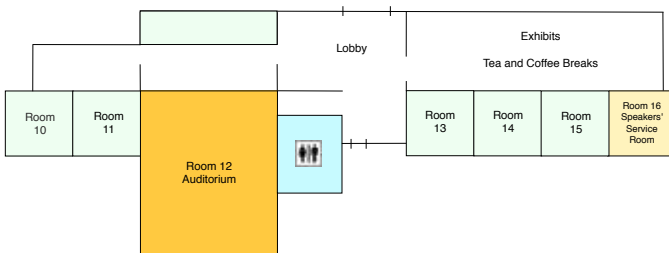
Parking (see 11 on campus map)

Free parking in Foundation Building carpark

Lunch (see 13 on campus map)

Lunch Monday, Tuesday, and Wednesday is included with registration and will be served in the Main University Building.

**Kemmy Business School
 Ground Floor**



KEYNOTE SPEAKER

Monday

09.00 – 10.15



Annette Markham

Title: Connecting, Framing, Challenging: Building Better Ethics for the Digital [Near] Future

What constitutes ethical design of technologies, ethical use of data, and ethical research about people, whether at a company or in the classroom? This talk begins with the premise that “doing the right thing” is an outcome of rhetorically powerful tangles of human and non-human elements, embedded in deep—often invisible—structures of communication patterns, software, politics, and habits. Every action by individuals—whether designers, teachers, programmers, marketers, researchers, policy makers, or consumers—reinforces, resists, and reconfigures existing ethical boundaries for what is acceptable and just.

This talk proposes a framework of ethics in digital research that emphasizes a future-oriented “what if” approach. Placing more responsibility on one’s personal choices is not the most comfortable position, but as the world grows more technologically mediated and digitally saturated, it is particularly important to speculate about future possibilities and harms. Such playful conceptual work is not only useful in developing one’s ethical sensibilities, but constitutes a critical next step in addressing ongoing problems with current legal and regulatory discourses.

Dr. Annette Markham is associate professor of information studies at Aarhus University in Denmark, affiliate professor of digital ethics in the School of Communication at Loyola University in Chicago, and 2015 fellow at Microsoft Research Labs. She researches communication and organizing practices in digitally saturated contexts, blending perspectives from rhetorical studies, phenomenology and ethnography, and science and technology studies. Her book *Life Online: Researching Real Experience in Virtual Space* (1998) explores identity and relationships in digital culture. Her more recent research focuses on innovative qualitative methodologies for studying networked sociality and ethics of social research and interaction design. She has published in a range of international journals, handbooks, and edited collections, including *Internet Inquiry: Conversations about Method* (2009, co-edited with Nancy Baym).

FEATURED SPEAKER

Monday

10.30 – 12.00



Brian Price

Title: **Peeling Back the Layers of the Information Onion: Using Complex Layered Visuals for Knowledge Management**

Gleaned from his work in industry and academia, Price brings a set of techniques that he calls the “information onion.” Price will use examples from practice that seek to improve the efficiency and effectiveness of getting complex information across succinctly in an engineering environment. Learn how to create (or teach) an “information onion” that can be peeled back to reveal just the right information for the many audiences of your work.

Price currently teaches in the School of Engineering & Applied Science at Aston University, UK after an industry career focused on developing, creating, and designing powertrain technologies. He has held a variety of leadership positions inside companies such as Jaguar Rover Triumph, Harley-Davidson, Mercury Marine, Cosworth Engineering, and Lotus Engineering. He speaks regularly at conferences on engineering practice, while also serving government and industry interests as a corporate representative.

FEATURED SPEAKER

Tuesday

11.00 – 12.30



Darina Slattery

Title: **Teaching Online: Analyzing Needs, Designing Learning Activities, and Managing Delivery**

This talk will discuss strategies for determining if an academic course is a good candidate for online delivery, how to plan for online delivery, and how to convert or repurpose materials. It will also discuss how to deal with some of the challenges typically faced by online teachers and how to evaluate the success (or otherwise) of an online course.

Dr. Slattery is head of Technical Communication and Instructional Design at the University of Limerick and has been teaching in higher education since 1998. Her research and teaching interests include e-learning, instructional design, technical communication, and virtual teams. She has published her research in international conference proceedings and in refereed journals, including the *IEEE Transactions on Professional Communication*, *Programmatic Perspectives*, *Currents in Teaching and Learning*, and the *Journal of Technical Writing and Communication*. Previously, she directed the MA in technical communication and e-learning and the graduate certificate in technical writing.

GOLDSMITH AWARD

The Alfred N. Goldsmith Award for Outstanding Achievement in Engineering Communication has been given by the IEEE Professional Communication Society (PCS) since 1975. Dr. Goldsmith was editor of the *Institute of Radio Engineers* (IRE, a predecessor of IEEE) *Proceedings* from 1912 to 1954, and was a founding member of the IRE Professional Group on Engineering Writing and Speech, the forerunner of PCS.



Jean-luc Doumont, this year's Goldsmith Award recipient, holds an engineering degree from the University of Louvain and earned a PhD in applied physics from Stanford University. He is a partner in the communication training and consulting firm Principiæ and the author of *Trees, Maps, and Theorems: Effective Communication for Rational Minds*. He devotes his time and energy to training engineers, scientists, business people, and other rational minds in effective communication, pedagogy, statistical thinking, and related themes. With his rational background, Jean-luc approaches communication in an original, engineering-like way that contrasts sharply with the tradition of the field, rooted in the humanities. He is thus well-received by students and professionals in search of a method they can apply with the same rigor they have come to value in every other aspect of their occupations. An articulate, entertaining, and thought-provoking speaker, Dr. Doumont successfully reaches a wide range of audiences around the world—in English, French, Dutch, and Spanish—as a trainer or invited speaker at an array of companies, top-ranked universities, research laboratories, and international conferences.

SCHLESINGER AWARD

The Emily K. Schlesinger Award for Outstanding Service to the Professional Communication Society has been given since 1995. Dr. Schlesinger joined PCS in 1964 and served as president of the Society in 1976 and 1977. During that time, she regularized the publication of the PCS Transactions and, when she could find no one to edit the newsletter, took on the job herself, producing 80 pages annually. She widened the sphere of the Society to include those who communicate in English as a second language and helped the PCS education committee launch home study, conference, and workshop writing courses.



Julia Williams, this year's Schlesinger Award honoree, has been a member of the IEEE Professional Communication Society since 1999 and began serving on the AdCom in 2001. She has served various roles on AdCom and for the Society, including President, Conference Chair (2011), Conference Proceedings Chair, and Outreach Chair. Julia was instrumental in creating a strategic plan and vision to realign the mission of ProComm to meet the needs of its constituents, namely working engineers, engineering educators, and professional communicators. She designed and implemented new

approaches to conference management, resource management, and outreach, and reached out to other IEEE societies to form partnerships that would be mutually beneficial and to increase the visibility of PCS within the IEEE.

Dr. Williams is professor of English and executive director of the Office of Institutional Research, Planning, and Assessment at Rose-Hulman Institute of Technology. Throughout her career at Rose-Hulman, she has blended her work in the classroom with work in assessment. Her publications have appeared in the *Journal of Engineering Education*, *IEEE Transactions on Professional Communication*, and *Technical Communication Quarterly*, among others. She is also co-author of the *IEEE Guide to Writing in Technical and Engineering Fields* (forthcoming from Wiley-IEEE Press).

JOENK AWARD

The Rudolph J. Joenk, Jr. Award for Best Paper in the IEEE Transactions on Professional Communication recognizes an outstanding article published in the preceding year's *IEEE Transactions on Professional Communication*. Named after Dr. Rudy Joenk, the award acknowledges and honors his extraordinary contributions to the *Transactions*. Dr. Joenk served as editor of the *Transactions* for eight years, beginning in 1977.



Charlsye Smith Diaz, this year's Joenk Award recipient, is an associate professor of English at the University of Maine, where she teaches undergraduate and graduate courses in professional and technical communication. Her research is focused in three areas: (1) U.S. and international legal issues related to patent applications and other documentation that accompanies research and development; (2) decision making related to new communication technologies through studies of historical and contemporary decision processes; and (3) communication for entrepreneurs and inventors. Results of her research have appeared in the *IEEE Transactions on Professional Communication*, *Business Communication Quarterly*, *Intercom*, and *Journal of Paralegal Education and Practice*. She is the coauthor of a book about paralegal practice.

Dr. Diaz has served as a SCORE business mentor and on the advisory panel for America Means Business. She is an educational consultant to the National Association of Legal Assistants, working with NALA on its online education program for advanced training and paralegal certification, which she helped develop.

BLICQ AWARD

The Ronald S. Blicq Award for Distinction in Technical Communication Education was first awarded in 2001. The Blicq Award recognizes innovative educators who have influenced the ways that technical communication is taught—in pre-college settings, in undergraduate and graduate degree programs, and in professional life through workshops and seminars. In naming the award for Ron Blicq, PCS acknowledged his extraordinary impact on technical communication education at all levels through his textbooks, workshops, and videos. Ron has been a member of IEEE and PCS (and their predecessor organizations) since 1958 and has been developing and teaching courses for IEEE and PCS since 1974.



Jon Leydens, this year's Blicq Award recipient, is an associate professor in the Division of Liberal Arts and International Studies at the Colorado School of Mines, USA, where he has taught since 1997. Research and teaching interests include communication, social justice, and engineering education. Dr. Leydens is co-author of *Engineering and Sustainable Community Development* (Morgan and Claypool, 2010) and editor of *Sociotechnical Communication in Engineering* (Routledge, 2014). He won the James F. Lufkin Award for the best conference paper—on the intersections between professional communication research and social justice—at the 2012 International Professional Communication Conference. His current research focuses on rendering visible and integrating the social justice dimensions inherent in three components of the engineering curriculum—in engineering sciences, engineering design, and humanities and social science courses. That research, conducted with co-author Juan C. Lucena, will culminate in *Engineering Justice: Transforming Engineering Education and Practice* (Wiley-IEEE Press, 2016).

LUFKIN AWARD

The James M. Lufkin Award recognizes the best conference paper submitted to the ProComm 2015 Proceedings. The conference program committee, in consultation with the PCS awards committee, selects the winner. The award was re-named for James M. Lufkin in 2008. Jim Lufkin served multiple terms on the PCS AdCom and multiple terms as Society president. In 1975, he received PCS's first Alfred N. Goldsmith Award for outstanding achievement in technical communication, and he was awarded an IEEE Millennium Medal in 2000. The achievement we particularly honor in naming the best conference award for him is his core role in chairing a series of conferences (1973, 1975, 1977) on the future of scientific journals. This year's winners are co-authors Derek Ross and Russell Willerton.



Derek G. Ross is an associate professor in the Master of Technical and Professional Communication Program at Auburn University. His work has appeared in *Technical Communication*, *Written Communication*, and the *Journal of Technical Writing and Communication*, among others. He is the ethics editor/columnist for *Intercom: The Magazine of the Society for Technical Communication*, and co-director of the Laboratory for Usability, Communication Interaction, and Accessibility.



Russell Willerton is an associate professor in the Technical Communication Program at Boise State University, which he joined 10 years ago. His book, *Plain Language and Ethical Action*, is the latest in the ATTW Series on Technical and Professional Communication published by Routledge.

HAYHOE FELLOW

The Hayhoe Fellow Award, given to a graduate student who has submitted a paper that will be presented at the annual ProComm conference, provides support to the winner to defray conference attendance costs. Consideration is given to all graduate students who submit a paper, and the selection is based on input from the paper reviewers and the conference program committee. The award was established in 2012 to acknowledge the activities of Dr. George Hayhoe, a longtime member of PCS and of the PCS Advisory Committee, and a former president of the Society. His contributions to the society are numerous, but his legacy is best represented in supporting the next generation of technical communicators who can benefit from the experience of ProComm. This year's winners are co-authors Emily Petersen and Breeanne Martin.



Emily January Petersen is a PhD candidate and recipient of a presidential research fellowship in the Department of English at Utah State University in the Theory and Practice of Professional Communication program. Her research focuses on professional identities from a feminist perspective, examining how women act as professional and technical communicators through social media and historically. Her work has appeared in the *Journal of Technical Writing and Communication*, the *Journal of the Motherhood Initiative*, *Intercom*, and conference proceedings. Before entering academia, she worked as an associate editor for a worldwide non-profit corporation's security department.



Breeanne Matheson Martin is a PhD student and instructor at Utah State University in the theory and practice of professional communication. As a researcher using content analysis and qualitative study, she has presented at various regional and national conferences on topics including rhetoric and social justice, food safety and public apology, and the relation between big data and online content creation.



WELCOME + AWARDS

08.30 – 9.00

Welcome and Awards Presentation

Room 12

KEYNOTE

09.00 – 10.15

Keynote

Room 12

Connecting, Framing, Challenging: Building Better Ethics for the Digital [Near] Future—*Annette Markham (Aarhus University)*

Note: Dr. Markham's profile and the abstract of her presentation is on p. 4.

BREAKOUT SESSIONS

10.30 – 12.00

Workshop

Room 10

Recruitment and Moderating Usability Test Sessions—*Christopher LaRoche (Northeastern University), Brian Traynor (Mount Royal University)*

This workshop will focus on recruitment strategies and moderation skills to ensure that the best possible data is collected. In particular, teaching strategies and feedback approaches will be discussed and demonstrated.

Where Games Meet Pedagogy

Room 11

Moderator

Michael Trice (MIT)

Presentations

Communication and Knowledge Management Strategies in Video Game Design and Development: A Case Study Highlighting Key Organizational Narratives—*Rudy McDaniel (University of Central Florida)*

Experiencing Global Culture in Vatel: Implications of Using Knowledge Management Concepts for Approaching Culture in Professional Communication—*Constance Kampf (Aarhus University), Alexandra Broillet (Vatel Switzerland), Claudette John (Vatel Switzerland), Sabine Emad (HEG Geneva)*

Featured Speaker

Room 12

Peeling Back the Layers of the Information Onion: Using Complex Layered Visuals for Knowledge Management—*Brian Price (Aston University)*

Note: Mr. Price's profile and the abstract of his presentation is on p. 5.

10.30 – 12.00 (cont.)

Students as Learners; Students as Practitioners

Room 13

Moderator

Peter Weiss (University of Toronto)

Presentations

Designing a First-Year Composition Course for Engineering Students—*Maria Lombard (Northwestern University in Qatar), Mark Sidey (University of Texas at Tyler)*

An Analysis of Engineering Students' Use of Instructor Feedback and an Online Writing Tutorial During Drafting and Revision—*Necia Werner (Carnegie Mellon University), Suguru Ishizaki (Carnegie Mellon University), Stacie Rohrbach (Carnegie Mellon University), Janel Miller (University of Wisconsin-Madison), David Dzombak (Carnegie Mellon University)*

Learning the "What?" "How?" and "Why?": A Necessary Introduction to Becoming a Reflective Practitioner of Professional Communication—*Rick Evans (Cornell University)*

When Technical Communication and Identity Find Each Other

Room 14

Moderator

Julia Williams (Rose-Hulman Institute of Technology)

Presentations

Recasting the Professional Communication Classroom to Consider Gender Identity—*Kenneth Price (University of Wisconsin-River Falls)*

Dark Side or Insight? Yik Yak and Culture on Campus—*Kathryn Northcut (Missouri University of Science and Technology)*

Panel: Responding to International Job Advertisements

Room 15

Technical Communication Around the Globe: An Examination of International Job Postings and Their Implications for Practitioners and Academic Programs—*Eva Brumberger (Arizona State University), Clair Lauer (Arizona State University), Tatiana Batova (Arizona State University)*

Panel Description

This panel will focus on the skills and knowledge required of applicants responding to international job advertisements and how those compare to the advertisements from the US. It will also spotlight areas in which potential disconnects exist between the academy and industry, and between what is required of students in the classroom and what will be expected of them in the workplace.

LUNCH

12.00 – 13.30

Lunch

Main University Building

Join us for lunch in the Main University Building, a short 10-15 minute walk from the Kemmy Business School.

BREAKOUT SESSION

13.30 – 15.00 pm

Workshop

Room 10

Dealing with Dysfunctional Project Teams—*Robin Sacks (University of Toronto), Patricia Sheridan (University of Toronto)*

This workshop will share what we have learned about productive team conflict and team-effectiveness in our research with those supporting student teams. We will explore how to identify sources and signs of dysfunctional team conflict, how to mediate these situations, and how to foster a positive team environment moving forward.

Partnerships with Engineering (Programs/CPTSC)

Room 11

Moderator

Kirk St.Amant (East Carolina University)

Presentations

Engineering Education Accreditation: A Look at Communication and Language—*Jonathan Harrison (Nihon University), Ruth Vanbaelen (Nihon University)*

Development of a Graduate School EAP Course for Engineers—*Ruth Vanbaelen (Nihon University), Jonathan Harrison (Nihon University)*

The Development of Online University Writing Courses Analyzed as Evolving Activity Systems—*David Price (Concordia University)*

Panel: Identity and Wearable Technology

Room 13

Disrupting Identity Through the Materiality of Wearables—*Dawn Armfeld (Frostburg State University), Ann Hill Duin (University of Minnesota), Megan McGrath (University of Minnesota)*

Panel Description

This panel explores the ways wearable technologies are used in the technical communication classroom, and how wearables affect identity, teaching, learning, and connections to technology (materiality). The panel will suggest that new theories will develop from further analysis of wearable technologies and their connections to users.

Reaching Out Through Print and Pixel

Room 14

Moderator

Pam Estes Brewer (Mercer University)

Presentations

Improving Scientific Communication and Publication Output in a Multidisciplinary Laboratory: Changing Culture Through Staff Development Workshops—*Christine Noonan (Pacific Northwest National Lab), Kelly Stratton (Pacific Northwest National Lab)*

Perceptions and e-Textbooks: Insights into the Challenges Faced by Publishers—*Saul Carliner (Concordia University)*

Charting a Course for Effective Scientific Communication: Balancing Accuracy and Promotion Around the Virgin Galactic Crash—*Lydia Wilkinson (University of Toronto)*

13.30 – 15.00 (cont.)

Weaving a Better Web

Room 15

Moderator

George Hayhoe (Mercer University)

Presentations

Misuse, Play, and Disuse: Technical and Professional Communication's Role in Understanding and Supporting Website Owners' Engagement with Google Analytics—*Emily Petersen (Utah State University), Breeanne Martin (Utah State University). Recipients of the 2015 Hayhoe Award*

Creating Support Content for Responsive Websites at Microsoft Mobile—*Laura Katajisto (Microsoft Mobile)*

New Ways to Develop Professional Communication Concepts—*Eva Reimer (RWTH Aachen University), Eva-Maria Jakobs (RWTH Aachen University), Anna Borg (CBM–Gesellschaft für Consulting, Business und Management mbH), Bianka Trevisan (RWTH Aachen University)*

BREAKOUT SESSION

15.30 – 17.00

Workshop

Room 10

Strategic Communications Framework—Debbie Davy (Texas Tech University)

This workshop provides a framework to help writers identify communication problems (and audiences), develop communication messages, prepare answers to potential questions, inform a communication action plan, specify success criteria, and identify recurring activities that need to persist after the communication has been delivered.

Text, Practice, and Pedagogy

Room 11

Moderator

Yvonne Cleary (University of Limerick)

Presentations

What a Difference an Extra 12 Weeks Makes: The Extension of a Writing Module—*Paula Bernashina (Middlesex University)*

Using Digital Tools to Facilitate Writing Research and Student Success in STEM Courses—*Joe Moxley (University of Southern Florida), Val Ross (University of Pennsylvania)*

Panel: Social Justice and Pedagogy

Room 12

Social Justice and Professional Communication Pedagogy—*Jon Leydens (Colorado School of Mines), Annette Berndt (University of British Columbia), Beth Jorgensen (Saginaw Valley State University), Laura Patterson (University of British Columbia, Okanagan). Jon Leydens is the recipient of the 2015 Blicq Award*

Panel Description

Speakers will focus on innovative ways to accentuate community engagement via a social justice framework within the context of professional communication courses or initiatives or within the humanities and social sciences curriculum of engineering programs.

15.30 – 17.00 (cont.)

Game Theory

Room 13

Moderator

Suguru Ishizaki (Carnegie Mellon University)

Presentations

A Risk Assessment Method for Negative SEO Attacks Using a Game Theoretic Approach—*Theodore Lynn (Dublin City University), Malcolm Brady (Dublin City University Business School), Ieva Masevic (Dublin City University Business School)*

Bridging the Gap Between User and Information: A Case Study of a Serious Game—*Joseph Fanfarelli (University of Central Florida)*

Panel: Visual Models for Communication

Room 14

“Reasoning Diagrams” and Visual Models for Communication—*Suzanne Lane (MIT), Andreas Karatsolis (MIT), Jessie Stickgold-Sarah, (MIT), Michael Trice (MIT)*

Panel Description

Through a variety of examples, the panelists will explain the process of constructing what we term “reasoning diagrams”—maps that reveal the relationships between the knowledge domains of disciplinary content, field-specific rhetorical patterns of argumentation and arrangement, and genre conventions.

The Social in Our Technically-Framed Media

Room 15

Moderator

Clay Spinuzzi (University of Texas)

Presentations

Communication of New Energy Forms: Ways to Detect Topics and Stakeholders—*Bianka Trevisan (RWTH Aachen University), Claas Digmayer (RWTH Aachen University), Eva Reimer (RWTH Aachen University), Eva-Maria Jakobs (RWTH Aachen University)*

Medusa and Pandora Meet the Web 2.0: How Risk Types Influence the Communication in Social Media—*Claas Digmayer (RWTH Aachen University), Bianka Trevisan (RWTH Aachen University), Eva-Maria Jakobs (RWTH Aachen University)*

Using Social Media Sentiment Analysis to Understand Audiences: A New Skill for Technical Communicators?—*Mark McGuire (consultant), Constance Kampf (Aarhus University)*

BREAKOUT SESSIONS

09.00 – 10.30

Workshop

Room 10

The Future of Mobile Learning—*Danielle Villegas (TechCommGeekMom.com)*

Mobile learning (m-learning) is a convenient means of delivering content to learners using mobile devices. With the fast proliferation of mobile technology, m-learning has presented an opportunity to establish and promote best practices within instructional design with special consideration for the concepts of human memory and literacy. Methods need to be developed to allow for delivery of smaller chunks of information for better retention and for promoting informational literacy.

Global Virtual Teams

Room 11

Moderator

Judith Strother (Florida Institute of Technology)

Presentations**Global Virtual Teams Create and Translate Technical Documentation:**

Communication Strategies, Challenges, and Recommendations—*Yvonne Cleary (University of Limerick), Madelyn Flammia (University of Central Florida), Patricia Minacori (Université Paris Diderot), Darina Slattery (University of Limerick)*

Results of a Survey on Using International Virtual Teams in Engineering—

Pam Estes Brewer (Mercer University)

Teaching Students to Work Locally and Design Globally: A Curriculum-Based Approach to Applying Personas to Culture and Communication—

Kirk St.Amant (East Carolina University)

Translation and Localization, Part I

Room 13

Moderator

Barbara Jungwirth (Reliable Translations LLC)

Presentations**Component Content Management in Multiple Languages: A Conceptual Controversy—**

Tatiana Batova (Arizona State University)

Tracking Anglicisms in Domains by the Corpus-Linguistic Method—A Case Study of Financial Language in Stock Blogs and Stock Analyses—*Anne Lise Laursen (Aarhus University), Birthe Moustén (Aarhus University)*

Languages for Business? A Research into the Applicability in Flemish SMEs of Language Measures Formulated on the European Level—*Marjan Marchand (University College Ghent), Sarah Auman (University College Ghent)*

09.00 – 10.30 (cont.)

Ethics—Doing More Than Required

Room 14

Moderator

Ann Hill Duin (University of Minnesota, Twin Cities)

Presentations

Conversations About Place: Dialogic Ethics and Land Ethics in Technical Communication—Derek Ross (*Auburn University*), Russell Willerton (*Boise State University*) *Recipients of the 2015 Lufkin Award*

Technical Communication, Ethics, and Expediency—Brad Herzog (*Saginaw Valley State University*)

Sweat and Brains: A Look into Intellectual Vocational Trends, and their Importance—Beth Jorgensen (*Saginaw Valley State University*), Harry Lewis (*Saginaw Valley State University*)

Intersections for Professional Communication

Room 15

Moderator

Helen Grady (Mercer University)

Presentations

The Potential of Facebook for Communicating Complex Technologies Using the Example of Deep Geothermal Energy—Simone Wirtz-Brückner (*RWTH Aachen University*), Eva-Maria Jakobs (*RWTH Aachen University*), Sylvia Kowalewski (*RWTH Aachen University*), Johanna Kluge (*RWTH Aachen University*), Martina Zieffle (*RWTH Aachen University*)

Update to “Who Says What to Whom?”: Assessing the Alignment in Content and Audience Between Peer-Reviewed and Professional Publications in Technical Communication (1996-2013)—Ryan Boettger (*University of North Texas*), Erin Friess (*University of North Texas*), Saul Carliner (*Concordia University*)

A Pressing Issue: The Emergence of the Press Conference in Popular and Professional Science and Engineering Communication—Alan Chong (*University of Toronto*)

BREAKOUT SESSIONS

11.00 – 12.30

Linking Technical Communication and Emotional Competence

Room 10

Moderator

Suzanne Lane (MIT)

Presentations

Integrated System of Learning Resources for Technical Communication: A Report on a Student Survey—Suguru Ishizaki (*Carnegie Mellon University*), Necia Werner (*Carnegie Mellon University*), Stacie Rohrbach (*Carnegie Mellon University*), Janel Miller (*University of Wisconsin-Madison*), David Dzombak (*Carnegie Mellon University*)

Emotional Competencies: Connecting to the Emotive Side of Engineering and Communication—K. Alex Ilyasova (*University of Colorado, Colorado Springs*)

11.00 – 12.30 (cont.)

Translation and Localization, Part 2**Room 11****Moderator**

Bruce Maylath (North Dakota State University)

Presentations**Bilingual Triage (Is There an App for That?)**—*Barbara Heifferon (Louisiana State University)***Capturing the Right Flavo(u)r**—*Ron Blicq (The Roning Group Inc)***Featured Speaker****Room 12****Teaching Online: Analyzing Needs, Designing Learning Activities, and Managing Delivery**—*Darina Slattery (University of Limerick)*

Note: Dr. Slattery's profile and the abstract of her presentation is on p. 5.

Visualizing the Work, Part 1**Room 13****Moderator**

Sandy Bartell (The Boeing Company)

Presentations**Current Use of Visuals in Scientific Communication**—*Scott Mogull (Texas State University), Candice Stanfield (Texas State University)***User-Centered Design and Agency in Interactive Data Visualizations**—*Sonia Stephens (University of Central Florida)***Connecting with the Digital Humanities****Room 14****Moderator**

Necia Werner (Carnegie Mellon University)

Presentations**Write Like You Talk? Research on the Effects of Voice-to-Text Applications When Used as Part of the Writing Process**—*Susan Garza (Texas A&M University, Corpus Christi)***The Digital Humanities and Professional Writing: Teaching Opportunities and Challenges**—*Brian Ballentine (West Virginia University)***The Impact of Emailing and Texting on Effective Written Communication: Changes in Reading Patterns, Convergence of Subgenres, Confusion Between Social and Business Communication**—*Carolyn Boiarsky (Purdue University Calumet)*

11.00 – 12.30 (cont.)

Panel: Entrepreneurship Communication

Room 15

Innovating, Pitching, and Pivoting: Toward Systematic Study of Entrepreneurship Communication—*Eva-Maria Jakobs (RWTH Aachen University), Clay Spinuzzi (University of Texas at Austin), Claas Digmayer (RWTH Aachen University), Gregory Pogue (IC² Institute), Noelle London (University of Texas at Austin), Andreas Karatsolis (MIT), Khalid Al-Quradaghi (Qatar Foundation and MIT)*

Panel Description

To make their complex arguments, entrepreneurs must learn a range of arguments and communicate these arguments effectively in a variety of settings and genres. Yet the literature on entrepreneurship communication is surprisingly thin. We address this gap by describing three professional communication-based studies of entrepreneurship communication.

LUNCH

12.30 – 14:00

Lunch

Main University Building

Join us for lunch in the Main University Building.

BREAKOUT SESSIONS

14.00 – 15.15

Workshop

Room 10

What to Consider When Writing for Global Audiences—*Barbara Jungwirth (Reliable Translations LLC)*

Writing in simple, easily understood English while retaining highly specific technical terms is becoming increasingly important as more and more industries turn to English as their lingua franca. In this workshop, English-language writers will learn how to write for readers whose primary language is not English.

Engagement and the Classroom

Room 11

Moderator

Darlene Webb (British Columbia Institute of Technology)

Presentations

Maximizing Productivity and Learnability in Internships—*Alex Vakaloudis (Cork Institute of Technology), Kostas Anagnostopoulos (Cork Institute of Technology)*

Fostering Intercultural Communication Through Transactional Rhetoric: A Problem-Based Service-Learning Model for Professional and Technical Communication—*Benjamin Lauren (Michigan State University)*

Writing Students' Self-Assessment of Communication Skills in the Service Learning Classroom: Preliminary Results of a Quasi-Experiment—*Sarah Gunning (Towson University)*

Workshop

Room 12

Showing Students How to Work with Inventors at Research Universities—*Charlsye Smith Diaz (University of Maine). Recipient of the 2015 Joenk Award*

This workshop draws on a classic children's toy—Silly Putty—to explain how technical communication faculty and students at research universities can support inventors. Attendees will leave with a teaching guide and assignment that helps students learn how to create concepts based on patent language.

14.00 – 15.15 (cont.)

Visualizing the Work, Part 2**Room 13****Moderator**

Laura Patterson (University of British Columbia, Okanagan)

Presentations**Tracking Disease Using Small World Network Theory and Matrix and Node-Link Graphics**—*J.D. Applen (University of Central Florida)***Health Care Workers' Compliance with Hand Hygiene Regulations: Positive Effects of a Poster**—*Joyce Karreman (University of Twente), Bert Pol (Tabula Rasa), Femke Berendsen (University of Twente), Hilde Dorman (University of Twente)***Innovative Technical Communication Teaching****Room 14****Moderator**

Carolyn Labun (University of British Columbia, Okanagan)

Presentations**Quick and Dirty Usability Testing in the Technical Communication Classroom**—*Sara Summers (Rose-Hulman Institute of Technology), Anneliese Watt (Rose-Hulman Institute of Technology)***Trading Zones in Technical and Scientific Communication**—*Chad Wickman (Auburn University)***Using Project Workflow to Teach Engineering Communication**—*David Kmiec (New Jersey Institute of Technology), Bernadette Longo (New Jersey Institute of Technology), Julia Williams (Rose-Hulman Institute of Technology)***Programmatic Perspectives (Programs/CPTSC)****Room 15****Moderator**

Rick Evans (Cornell University)

Presentations**Enterprise Architecture Advances in Technical Communication**—*Beryl Bellman (California State University Los Angeles), Kenneth Griesi (MITRE Corporation)***Articulating and Implementing Connections Between a Professional Writing Instruction Program and the College of Engineering at a Large Public University**—*Pavel Zemliansky (University of Central Florida)*

BREAKOUT SESSIONS

15.30 – 16.30

Online Teaching and Learning, Part 1

Room 11

Moderator

Bernadette Longo (New Jersey Institute of Technology)

Presentations

Use of m-Learning Among Irish Technical Communication Students—*Yvonne Cleary (University of Limerick), Ann Marcus-Quinn (University of Limerick)*

Consequences of Mental Models on Online Writing Course Design—*David Price (Concordia University)*

Making Academic Change Happen—Any Way We Can?

Room 12

Julia Williams (Rose-Hulman Institute of Technology).

Recipient of the 2015 Schlesinger Award

This presentation poses the following question: Can we overcome limits that prevent the diffusion of new ideas in STEM education, can we overcome barriers to the adaptation of effective practices, by focusing on the change agents themselves in terms of their skills and change expertise?

Brevity as a Communication Imperative

Room 13

Moderator

Marjorie Davis (Mercer University)

Presentations

Analyzing Draft Speak to Craft Radically Concise Text—*Alan Manning (Brigham Young University), Nicole Amare (University of South Alabama)*

Brevitas and the Disabled—*Russell Hirst (University of Tennessee Knoxville), Gatlin McPherson (University of Tennessee Knoxville), Katie King (University of Tennessee Knoxville)*

Strategic Organizational Methods

Room 14

Moderator

Sandy Bartell (The Boeing Company)

Presentations

Perceptions of Content Authoring Methodologies in Technical Communication: The Perceived Benefits of Single Sourcing—*Fer O'Neil (Texas Tech University)*

Gaining Trust: The Construction of Corporate Ethos in Alibaba's U.S. IPO—*Shuwen Li (University of Minnesota)*

Project Management Communication 2.0: The Socio-Technical Design of PM for Professional Communicators—*Line Berggreen (Aarhus University), Constance Kampf (Aarhus University)*

15.30 – 16.30 (cont.)

Data Impact and Interpretation in Research and Teaching**Room 15****Moderator**

Rudy McDaniel (University of Central Florida)

Presentations

Towards a General Research Framework for Social Media Research Using Big Data—*Theodore Lynn (Irish Centre for Cloud Computing and Commerce), Steven Kilroy (Irish Centre for Cloud Computing and Commerce), Lisa Van der Werrf (Irish Centre for Cloud Computing and Commerce), Philip Healy (Irish Centre for Cloud Computing and Commerce), Graham Hunt (Irish Centre for Cloud Computing and Commerce), Shankar Venkatagiri (Indian Institute of Management, Bangalore), John Morrison (Irish Centre for Cloud Computing and Commerce)*

Performance Evaluation of VCHS Queuing Model with Smarter Servers for Teaching Academic Study Skills—*Hideaki Tanaka (Aichi Prefectural University), Yoichi Utsunomiya (Aichi Prefectural University), Takashi Okuda (Aichi Prefectural University)*

BUS TO BANQUET

17.30

Catch Your Ride to the Banquet!**Cappavilla Village**

Buses depart to Knappogue Castle from Cappavilla Village at 17.30.

BANQUET

19.00 – 21.00

Medieval Banquet**Knappogue Castle**



BREAKOUT SESSIONS

09.00 – 10.30

Workshop

Room 10

A Practical Approach to Lean Usability Testing—*Cheri Mullins (Mullins Consulting)*

This workshop presents principles and methods of lean UX and practical approaches to multiple-method usability testing in a lean environment, along with strategies and methods to establish a collegial atmosphere, foster collaboration, and engender UX support.

Online Teaching and Learning, Part 2

Room 11

Moderator

Cassandra Branham (University of Central Florida)

Presentations

Designing an Online Learning Environment to Support the Development of Rhetorical Skills—*Suguru Ishizaki (Carnegie Mellon University), Stacie Rohrbach (Carnegie Mellon University), Mollie Kaufer (Carnegie Mellon University), Andreas Karatsolis (MIT), Marsha Lovett (Carnegie Mellon University)*

Connecting in Online Technical Communication Courses: Addressing Usability Challenges for Students and Faculty—*Marjorie Hovde (Indiana University-Purdue University Indianapolis)*

Strategic Organizational Development

Room 13

Moderator

Debbie Davy (Texas Tech University)

Presentations

Increase the Value of an Internal Communication Team by Embedding Communication Planning into a Business Unit's Strategic Planning Process—*Shannon Strahan (Florida Institute of Technology)*

Communicating Perceived Inadequacies During Enterprise Application Development—*Ruth Lennon (Letterkenny Institute of Technology)*

09.00 – 10.30 (cont.)

Creating Better User Environments**Room 14****Moderator**

Andreas Karatsolis (MIT)

Presentations

Connecting Usability with Terminology: Achieving Usability by Using Appropriate Terms—*Suvi Isohella (University of Vaasa), Niina Nissilä (University of Vaasa)*

User Requirements on Intermodal Traveler Information Systems—*Sara Vogelsang (RWTH Aachen University), Claas Digmayer (RWTH Aachen University), Eva-Maria Jakobs (RWTH Aachen University)*

Using OpenNotes in Inpatient (Hospital) Settings: Connecting Physician-Patient Communication with User-Centered Professional Communication—*Lee-Ann Breuch (University of Minnesota), Abigail Bakke (University of Minnesota), Elizabeth Mackey (University of Minnesota), Kimberly Thomas-Pollei (University of Minnesota), Shuwen Li (University of Minnesota)*

Panel: Publishing with IEEE ProComm Venues**Room 15**

Publishing with IEEE ProComm Venues—*Traci Nathans-Kelly (Cornell University and IEEE), Saul Carliner (Concordia University and IEEE), Alan Chong (University of Toronto and IEEE)*

Panel Description

The editors of the IEEE Professional Communication Society's publications will discuss how to propose a book for the Professional Engineering Communication series with Wiley-IEEE Press, an article or tutorial submission for the IEEE Transactions in Professional Communication, and various opportunities and content forms curated for the PCS website.

BREAKOUT SESSIONS

11.00 – 12.30

Workshop**Room 11**

Organizing and Validating User Content with Card Sorting—*Brian Traynor (Mount Royal University), Chris LaRoche (Northeastern University)*

Card sorting is a valuable user-centered design technique that allows you to focus on organization and navigation. This workshop focuses on card sorting methods and ways to develop successful protocols for this type of usability test activity.

Panel: Writing Commons**Room 13**

Writing Commons and Open Education Resources/Internships—*Joe Moxley (University of Southern Florida), Cassandra Branham (University of Central Florida)*

Panel Description

This presentation reports on Writing Commons, an open-education resource for writing in science, technology, engineering, and math. Widely adopted by institutions such as Duke University, Georgia Tech, and Ohio State University, and available to international audiences, Writing Commons exemplifies the power of peer production and authorship in the digital age.

11.00 – 12.30 (cont.)

Panel: UX Design**Room 14**

“Experience” in UX Design in Local and Global Contexts—*Kirk St. Amant (East Carolina University), Tharon Howard (Clemson University)*

Panel Description

This panel presents two approaches to understanding “user experience” in a way that connects current ideas of user experience into effective and manageable frameworks/approaches. These frameworks can be used to connect ideas and practices of user experience with those of the other presenters in the session—thus demonstrating the ideas being discussed while discussing them.

Workshop**Room 15**

Instituting Learning-By-Doing Practices in Training Programs for Technical Writers, Usability Testers, and Translators—*Suvi Isohella (University of Vaasa), Andrew Mara (North Dakota State University), Bruce Maylath (North Dakota State University), Susana Valdez (University of Lisbon), Matthew Warner (North Dakota State University), Patricia Minacori (Université Paris Diderot), Birthe Moustén (Aarhus University)*

This workshop focuses on how to implement and grow successful and realistic learning-by-doing approaches by connecting students from across the globe and across academic language programs. Workshop participants learn the methods that instructors from the Trans-Atlantic & Pacific Project use when they form students enrolled in technical writing, usability testing, and translation courses into multilingual cross-cultural virtual teams.

LUNCH

12.30 – 14.00

Lunch, Closing Remarks, Raffle**Main University Building**

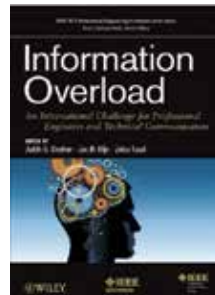
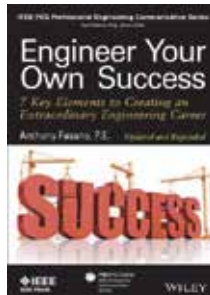
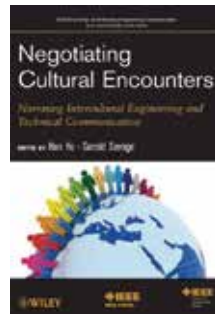
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