

IEEE PRO COMM 2020



International Professional Communication Conference



Conference hosted by

Kennesaw State University
Department of Technical Communication
and Interactive Design

July 20th and 21st, 2020



**KENNESAW STATE
UNIVERSITY**
COLLEGE OF HUMANITIES
AND SOCIAL SCIENCES
*Technical Communication and
Interactive Design*

Day One: Monday, July 20th

Start	End	Session ID	Title
9:00	9:45	Keynote Address	<p>Dr. Carol Barnum: All Aboard for Content Strategy - Live</p> <p>Dr. Barnum brings years of experience in teaching, research, and business consulting. She co-founded UX Firm, based in Atlanta, GA. UX Firm is a usability consulting company engaged in usability testing and many other types of UX research with clients world-wide. She also was Director and Co-Founder of The Usability Center @ Southern Polytechnic, working with clients on a host of projects and platforms for two decades.</p>
<p>NOTE: All times are Eastern Daylight Time, in 24-hour format.</p>			
10:00	10:45	Session 1	<p>Academic and Industry Perspectives - SimuLive</p> <p>Brian Traynor, Glenn Ruhl, and Ben Kunz “Merging Territories, Part III: Reaching Maturity and Responding to Change”</p> <p>Yvonne Cleary and Marie McCullagh “Technical Communication in the United Kingdom: The Academic and Professional Contexts”</p>
		Session 2	<p>Global Considerations - SimuLive</p> <p>Kathryn Northcut, Clair Kueny, Alanna Krolikowski, Kaidi Yang, and Rainer Glaser “Transnational Science Publication Ethics Training Using Scenarios”</p> <p>Jonathan Arnett, Laura Palmer, and Katherine Taylor “Kindly Requested Is Your Rapt Attention: Embedded Support for ESL Students in Technical Writing Classes”</p> <p>Kristinn Andersen, Helgi Thorbergsson, Saemundur Thorsteinsson, and Karl Gudmundsson “The Small Languages in the Large World of Technology”</p>
11:00	11:45	Session 3	<p>Biases and Beliefs - SimuLive</p> <p>Kristin Bennett “Interrogating Normalizing Pedagogies, Policies, and Practices in Technical and Professional Communication Through Disability Studies”</p> <p>Quan Zhou “Cognitive Biases in Technical Communication”</p> <p>Scott Weedon “The Role of Taste in the Belief in Pseudoscience”</p>

Session 4

NOTE: *Session 4 is an extended session and will conclude at 11:59 EDT.*

Science, Engineering, and Mathematics - SimuLive

Michael McCarthy “Teaching Metaphors to Scientists: A Mixed Methods Approach”

Suzanne Lane “‘Here We Show’: Teaching Engineering Students to Reason With an Audience”

Kathleen Hardesty and Craig Hardesty “Math Matters in Communication: Manipulation and Misrepresentation in Data Displays”

Laura Patterson “Engineering Students’ Empathy Development Through Service Learning: Qualitative Results in a Technical Communication Course”

12:00 12:45 LunchNet1

Zoom With the PCS Board of Governors - Live

(recommended for 0-3 years of experience with PCS)

LunchNet2

Zoom About Careers and Career Advice - Live

(recommended for 4+ year veterans of PCS)

13:00 13:45 Lufkin Winner

Rhetoric of Public Crisis: Constructing Communication Networks in Digital Transcultural Contexts - SimuLive

Lin Dong presents this year’s James M. Lufkin Award for best conference paper

14:00 14:45 Session 5

The Feedback and Editing Process- SimuLive

Alena Kasparkova and Kamila Etchegoyen Rosolova “A Geocaching Game ‘Meet Your Editor’ as a Teaser for Writing Courses”

Sara Doan “Digging, Displaying, and Translating: Content-Centric Feedback, Powered by Metaphors”

Session 6

The Future Starts Today - SimuLive

Yumeng Yang, Joyce Karreman, and Menno de Jong “Comparing the Effects of Paper and Mobile Augmented Reality Instructions to Guide Assembly Tasks”

Thomas Burns “Practical Considerations for the Remediation of 3D CAD Into Visual Technical Communication”

Rob Grace and Jess Kropczynski “Communicating Next-Generation 911 With Local 911 Professionals: Preliminary Recommendations”

15:00 15:45 Session 7

User Experience - SimuLive

Guiseppa Getto, Jack Labriola, and Suzan Flanagan “The State of Mobile UX: Best Practices From Industry and Academia”

Danielle Stambler “What is ‘Eating Right’ at Work? User Experience With an Employee Wellness Program”

Kylie M. Jacobsen “Adding the Humanities into Math Curriculum Development: A UX Study on Reading and Writing Mathematical Arguments”

Session 8

Writing - *SimuLive*

Shelley Thomas “Using iPads in Technical Editing: An Untapped Resource”

Crista Mohammed and Cathy-Ann Radix “Creating Rhetorical Complexity: Using Popular Science Articles to Teach Abstract Writing “

Suguru Ishizaki and David Kaufer “Scalable Writing Pedagogy for Strengthening Cohesion With Interactive Visualization”

16:00 16:30 The Hallway **Debrief and Chat Time - Live**

19:00 20:00 Social Hour **Informal Drop-In Social Hour - Live**

Day Two: Tuesday, July 21st

Start	End	Session ID	Title
9:00	9:45	Panel 1	Invited Panel: Technical Communication in China - <i>SimuLive</i> Zhijun Gao, Keyu Ming, Jingsong Yu, Fan Li, and Yuxin Gao
		Panel 2	Invited Panel: Understanding Generational Factors in the Workplace: Current Considerations for Telework Practices and the Digital Native - <i>SimuLive</i> Courtney Crooks, Jerri Lynn Hogg, Kerri Lemoj, Monica Robbins, Jay Grant, and Sophia Martin
		Panel 3	Creating Value for STEAM Students: Incorporating Experiential Learning Into Engineering and Technical Communication Classes Through Community Engagement - Live Tammy Rice-Bailey, Deanna Leitzke, and Tyra Hildebrand
10:00	10:45	Roundtable 1	Extended Abstract Roundtable With a Training and Accessibility Focus - <i>SimuLive</i> Katie Homar “STEAM Communication in the 'Third Space': Perspectives From a Graduate Professional Development Program” Manako Yabe “Action Research and Accessibility in Technical Communication” (NOTE: This presentation intentionally has no audio.) Nupoor Ranade and Yeqing Kong “Custom OR Off-the-Shelf Software: Making the Right Choice for Corpus Analysis”

Roundtable 2 Extended Abstract Roundtable With a Retrospective Focus
- *SimuLive*

Kira Dreher “Plain Language in the Sciences: A Qualitative Meta-Analysis of Research”

Saul Carliner and Margaret Driscoll “Everything Old Is New Again”

11:00 11:45 Roundtable 3 Extended Abstract Roundtable With an Applied Communication Focus - *SimuLive*

Sara Raffel and Sonia Stephens “How Hurricane Visualization Tools Affect the Public’s Perception of Risk and Preparedness”

Michelle Sidler, Susan Youngblood, and Natalie Butts-Ball “Technical Communication and Rural Home Affordability: Style Guides as STEAM Documents”

Michelle Cowan “Tactical Translation: Solutions to Problems with Component-Based Content Management”

Roundtable 4 Extended Abstract Roundtable With a Teaching Focus
- *SimuLive*

Yeqing Kong “What to Expect When You Are Learning Data Visualization: A Textual Analysis of Course Syllabi”

Jamie May “Science Fiction and Social Justice: Teaching Students to Consider Ethics, Sustainability, and Diversity Issues”

Jordan Smith “Using Empirical Data to Inform Technical-Editing Pedagogies”

12:00 12:45 LunchNet3 Zoom About Academic Work - *Live*

LunchNet4 Zoom About Professional Work - *Live*

13:00 14:45 Workshop 1 ~~Power Writing for Today’s Tech Students - *Live*~~ **CANCELED**
~~Natalie Canavor~~

Workshop 2 Transforming Your Conference Paper Into an Article for the IEEE Transactions on Professional Communication - *Live*
George Hayhoe, Rebekka Andersen, Craig Baehr, Pam Estes Brewer and Aimee Kendall Roundtree

Workshop 3 Getting Started With Open Source Documentation: Choosing a Project and Applying Effective User Stories - *Live*
Ashley Hardin and Kathryn Alexander

15:00 15:45 Awards**Awards Presentations and Addresses - Live**

George Hayhoe – *The Alfred N. Goldsmith Award for Outstanding Achievement in Engineering Communication Award*

Brian Traynor – *The Emily K. Schlesinger Award for Outstanding Service to the Professional Communication Society*

Ahmad Alaiad, Yazan Alnsour, and Mohammad Alsharo, authors of “Virtual Teams: Thematic Taxonomy, Constructs Model, and Future Research Directions,” which appeared in the September 2019 issue of the Transactions – *The Rudolph J. Joenk, Jr. Award for Best Paper in the IEEE Transactions on Professional Communication*

Kelli Cargile-Cook – *The Ronald S. Blicq Award for Distinction in Technical Communication Education*

Lin Dong, author of “Rhetoric of Public Crisis: Constructing Communication Networks in Digital Transcultural Contexts” – *James M. Lufkin Award for Best Conference Paper*

Danielle Stambler, author of “What Is ‘Eating Right’ at Work? User Experiences With an Employee Wellness Program” – *The Hayhoe Fellow Award*

16:00 16:30 The Hallway**Debrief and Chat Time - Live**

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