

ATTW 2018 Conference Program at a Glance

Tuesday, March 13

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|---|-----------------|----------------------|
| Check-in/Registration and coffee | 8:00-9:00am | Wyandotte Ballroom 1 |
| Co-Chairs' Welcome | 9:00-9:30am | Wyandotte Ballroom 1 |
| Concurrent Session A | 9:45-11:00am | |
| Poster and Exhibit Session | 11:15am-12:30pm | Wyandotte Ballroom 1 |
| Lunch on Your Own | 12:30-1:45pm | |
| Concurrent Session B | 2:00-3:15pm | |
| Concurrent Session C (Workshops) | 3:30-5:15pm | |
| Awards, ATTW Business Meeting, & Reception | 5:30-7:00pm | Wyandotte Ballroom 1 |

Wednesday, March 14

| | | |
|---------------------------------------|-----------------|----------------------|
| Check-in/Registration and Breakfast | 8:00-8:45am | Wyandotte Ballroom 1 |
| President's Welcome | 8:45-9:00am | Wyandotte Ballroom 2 |
| Plenary Session: Celebrating 45 Years | 9:00-10:30am | Wyandotte Ballroom 2 |
| Concurrent Session D | 10:45am-12:00pm | |
| Women in Tech Comm Luncheon | 12:15-1:45pm | Wyandotte Ballroom 1 |
| Concurrent Session E | 2:00-3:15pm | |
| Concurrent Session F | 3:30-4:45pm | |
| Reception with Area Guests | 5:00-6:00pm | Wyandotte Ballroom 1 |

ATTW 2018 Conference Program
**Precarity and Possibility: Engaging Technical
Communication's Politics**

Natasha Jones & Blake Scott, University of Central Florida, Program Co-Chairs

We are pleased to share this advance conference schedule, both in this document and at the ATTW 2018 Conference website. The full program, including brief descriptions, will be available shortly.

Tuesday, March 13

Check-in and coffee 8:00-9:00am Wyandotte Ballroom 1

Co-Chairs' Welcome 9:00-9:30am Wyandotte Ballroom 1

Concurrent Session A 9:45-11:00am

Session A1: Political Risk and Precarity Wyandotte Ballroom 2

Lies, Damn Lies, and Alternate Facts: Structural Secrecy in the Post-Truth Age

Julie Staggers, Washington State University

Charlotte Hyde, Kansas State University

Toward a Rhetoric of Deceit

Eric York, Clarkson University

Earth Discourses: Constructing Risks and Responsibilities in Chinese State and Social Media

Lin Dong, Georgia State University

Rubles and Rhetoric: Corporate Kairos and Social Media's Crisis of Common Sense

Sara West, University of Arkansas

Adam Pope, University of Arkansas

Session A2: Learning from Industry Practices Delaware

Project Management as Techne or Technique? The Importance of Engaging Critically with Industry Practices

Joanna Schreiber, Georgia Southern University

Jessica Lauer, Michigan Technological University

Reconnecting With Ethics: Rhetorical Agency and Social Listening in Corporate Social Media Communication

Katlyne Davis, University of Minnesota

Responding to Precarious Cultural and Economic Circumstances: Social, Cultural, and Creative Entrepreneurship

Benjamin Lauren, Michigan State University

Stacey Pigg, North Carolina State University

Efficiency, Usability, and Productive Failure in Operations Research Writing

Jennifer Juskiewicz, Indiana University

Joseph Warfel, Northwestern University

Session A3: Activism in the Classroom

Shawnee 1

Critical Service-Learning for Social Change

Tiffany Bourelle, University of New Mexico

The Activist Syllabus as Technical Communication and the Technical Communicator as Curator of Public Intellectualism

Kristin Bivens, Harold Washington College

Kirsti Cole, Minnesota State University, Mankato

Disability and Periphery Design: Teaching Tech Writers to Challenge Normalizing Practices in Constructing Digital Texts

Stephanie Quinn, McKendree University

Embodied Making and Empathy in the Technical Writing Classroom

Kimberly Tweedale, Michigan Technological University

Silke Feltz, Michigan Technological University

Session A4: Redressing Digital Aggression with an Ethics of (Re)Circulation

Shawnee 2

Brandy Dieterle, University of Central Florida

Dustin W. Edwards, University of Central Florida

Dan Martin, University of Central Florida

Session A5: Public Monuments, Online Training Manuals, and Research Accountability: Redistributing Narratives to Promote Social Justice in the Public, the Classroom, and the Academy

Quindaro

Eric Stephens, Clemson University

April O'Brien, Clemson University

Stephen Quigley, Clemson University

Session A6: Politics of Inclusion: International Perspectives in Technical Communication

Argentine

Emily January Petersen, Weber University

Breeanne Matheson, Utah State University

Beth Shirley, Utah State University

Session A7: Tools and Approaches for Inclusively Engaging Users

Armourdale

Community-Engaged Patient Experience Design: Addressing Medical Paperwork's Impasses for Somali Parents of Children with Autism Spectrum Disorder

Kari Campeau, University of Minnesota

Guiding Risk on America's Most Used Long-Distance Hiking Trails

Abigail Morris, East Carolina University

Using Participatory Video for Anti-oppressive Research in Technical Communication

Alison Cardinal, University of Washington

Designing Participatory Frameworks for Multilingual User Experience: Translation, Technical Communication, and Community-Embedded Research

McKinley Green, University of Minnesota

Poster and Exhibit Session 11:15am-12:30pm Wyandotte Ballroom 1

Public-Facing Network Modeling: An Interactive Digital Exhibit

Scott Graham, University of Wisconsin-Milwaukee

Writing Education in Workplace Training Courses

Elizabeth Angeli, Marquette University

Sound Off: A Multimodal Space for Listening

Erica Stone, Texas Tech University

The Visual Rhetoric of Politicized Crop Art in 19th and 20th Century Seed Catalogues

Amanda Arp, Iowa State University

What Is Our Role? What Is the Need? Cadets' Responsive Rhetorics at a Military Institute

Stephanie Hodde, Virginia Military Institute

Dillon Sirbaugh, Virginia Military Institute

Chelsea Sias, Virginia Military Institute

Reimagining International Aid Organizations' Website Design: Learning from the Communication Practices of Local Advocacy Organizations

Ruby Pappoe, University of Texas at El Paso

Visualization of Fear: Ethical Ideology in Crime Mapping Practices

Tiffany Eide, Iowa State University

Validating Campus Inclusion Strategies

Andrew Mara, Arizona State University

Practical Possibility for Increasing Health Access in a Time of Precarity

Barbara Heifferon, Louisiana State University

Social Media, Geotagging, and Technical Communication: Why Surveillance Matters

Sarah Young, Arizona State University

Visualizing Human Rights in the French Encyclopedie: Politics, Practical Knowledge, and Enlightenment Values

Charles Kostelnick, Iowa State University

Lunch on Your Own 12:30-1:45pm

Concurrent Session B 2:00-3:15pm

Session B1: A Seat at the Table: A Black Feminist Critique of Technical and Professional Communication Programs Wyandotte Ballroom 2

Temptaous Mckoy, East Carolina University
Cecilia Shelton, East Carolina University
Constance Haywood, East Carolina University

Session B2: Applying UX Approaches to Curricular Innovation to Augment Empathy, Understanding, and Civic Techno-activism Delaware

Mary De Nora, Texas Tech University
Jamie May, Texas Tech University
Rick Mangum, Texas Tech University
Darin Williams, Texas Tech University

Session B3: Identity and Social Work in Engineering Shawnee 1

Gender, Identity, and Intern Positionalities: Mapping the Identity Negotiations of Female Engineering Students across Academic and Professional Communities of Practice

Mary McCall, North Dakota State University

Making Marginalized minds matter: Not Engineering to Help but Learning to (Un)learn

Prashant Rajan, Iowa State University

Exploring a Social Justice Approach to Teaching Technoscience Communication for Engineering Students

Mary Clinkenbeard, University of Wisconsin-Milwaukee
Geoffrey James Gimse, University of Wisconsin-Milwaukee

Social Responsibility, Practical Wisdom, and Learning to Write in the Engineering Co- and Extracurriculum

Brian Hendrickson, Roger Williams University

Session B4: Critical Discourse Analysis of Technical Communications in Capitalist Medicine Shawnee 2

Scott Mogull, Texas State University
Susan L. Popham, Indiana University Southeast
Ronald F. Lunsford, University of North Carolina at Charlotte
Christopher Lunsford, M.D., University of Virginia

Session B5: Intercultural and Transnational Methods Quindaro

Technical and Intercultural Negotiations: A Multimodal Approach

Sidouane Patcha Lum, University of Texas at El Paso

Culture and Power in Digitally Mediated Intercultural Rhetorical Encounters

Beau Pihlaja, Texas Tech University

Positions and Re-positionings: Transnational Methods for Technical Communication

Eduardo Nevarez, University of Minnesota

Localization Usability for Social Justice: Exploring Usability Implementation in Global North Technology in the Context of a Global South Country

Keshab Acharya, Michigan Technological University

Session B6: Visual Design and Design Thinking Argentine

Precarious Data: Crack, Opioids, and Visualizing a Drug Abuse Epidemic

Candice Welhausen, Auburn University

Matters of Form, Questions of Race, Identity, Design and the U.S. Census

Deborah Balzhiser, Texas State University

Charise Pimentel, Texas State University

Amanda Scott, Texas State University

Defining the Other: Constructing an American Identity through Visualizing Census Data in the U.S. Statistical Atlases

Li Li, Elon University

Charles Kostelnick, Iowa State University

Iteration for Impact: Exploring Design Thinking & Designing for Social Change in a Client Projects

Liz Lane, University of Memphis

Session B7: Technical Communicators as Change Agents: Case Studies Examined Through Active-Practice Framework Armourdale

Daniel Riechers, Texas Tech University

Angela McCauley, Texas Tech University

Nicole Borrenpohl, Texas Tech University

Concurrent Session C: Workshops and Editors 3:30-5:15pm

Session C1: Editors' Roundtable

Wyandotte Ballroom 2

Technical Communication

Sam Dragga, Texas Tech University

Journal of Business and Technical Communication

David R. Russell, Iowa State University

IEEE Transactions of Professional Writing

Chris Lam, University of North Texas

Communication Design Quarterly

Kirk St. Amant, Louisiana Tech University

Rhetoric of Health & Medicine

Lisa Meloncon, University of South Florida

Blake Scott, University of Central Florida

Routledge Series on Technical Communication, Rhetoric, and Culture

Miles Kimball, Rensselaer Polytechnic Institute

Others TBA

Session C2: Action Item: Make Our Institutions Accessible

Delaware

Kelli Cargile-Cook, Texas Tech University

Ian Weaver, Texas Tech University

Leah Heilig, Texas Tech University

Session C3: What are the Moral Foundations and Ethical Frameworks of Technical and Professional Communication?

Shawnee 1

Laurie Pinkert, University of Central Florida

Chris Lam, University of North Texas

Mark Hannah, Arizona State University

Session C4: Empathy and Perspective-Taking in the Technical Writing Classroom: Designing Curricula to Prepare Students for Social Advocacy

Shawnee 2

Kate Crane, Eastern Washington University

Jeannie Bennett, Texas Tech University

Erica Baumle, Texas Tech University

Research Methods Workshop 1: Analyzing Cross-Cultural Data in an International Context (accepted participants only)

Quindaro

Tiane Donahue, Dartmouth University

Research Methods Workshop 2: Coding Language Reliably (accepted participants only)

Argentine

Cheryl Geisler, Simon Fraser University

**ATTW Business Meeting,
Awards, and Reception**

5:30-7:00pm

Wyandotte Ballroom 1

Wednesday, March 14

**Check-in/Registration
& Breakfast**

8:00-8:45am

Wyandotte Ballroom 1

Safe Space

9:00am-5:00pm

McCarthy Gallery

Open to all throughout the day to reflect, get support from others, connect with others in solidarity, or otherwise step away from the conference.

President's Welcome 8:45-9:00am Wyandotte Ballroom 2

Plenary Session 9:00-10:30am Wyandotte Ballroom 2

Celebrating 45 Years of ATTW: What Have We Learned, and How Might We Learn Further?

Angela Haas, Illinois State University
Cruz Medina, Santa Clara University
Sushil K. Oswal, University of Washington Tacoma
Godwin Agboka, University of Houston-Downtown
Huatong Sun, University of Washington Tacoma
Kristen Moore, Texas Tech University
Michele Simmons, Miami University (OH)
Laura Gonzales, University of Texas at El Paso
Steven B. Katz, Clemson University
Lauren Cagle, University of Kentucky

Concurrent Session D 10:45am-12:00pm

Session D1: Developing User-Centered Technical and Professional Writing

Programs at Hispanic-Serving Institutions

Wyandotte Ballroom 2

Ann Shivers-McNair, University of Arizona
Laura Gonzales, University of Texas, El Paso
Kendall Leon, California State University, Chico

Session D2: ATTW Grad Research Award Panel Delaware

Technical and Professional Communication in India: Establishing Power and Legitimacy

Breeanne Matheson, Utah State University

Linguistic Proficiency in Multicultural Teamwork Contexts: Problems and Preliminary Strategies

Maria Poznahovska, Carnegie Mellon University

From Pussyhats to Gynepunk: DIY Feminism in Post-Industrial Spaces

John T. Sherrill, Purdue University

Session D3: Lessons From Hurricane Harvey: Technical Communication Advocacy in Response to a Natural Disaster Shawnee 1

Bailey Cundiff, Texas Tech University
Janene Davison, Texas Tech University
Abby Koenig, Texas Tech University
Casey Akins, Texas Tech University

Session D4: Contemporary Public Health Issues

Shawnee 2

Pills, politics, and possibility: Communication practices surrounding OxyContin, 1995 to 2007

Michael Madson, Medical University of South Carolina

Negotiating Addiction Publics with Health Ecologies

Peter Cannon, University of South Florida

Neglected Tropical Diseases: Leveraging the Topos of Definition to Create Exigence

Molly Hartzog, Frostburg State University

Defining Medical Privacy and Patient Rights: The Case of Nurse Wubbels

Calandra Blackburn, Frostburg State University

Session D5: Leveraging Literacies in Technical Communication Courses for Social Justice

Quindaro

Russell Kirkscey, Georgia Institute of Technology

Liz Hutter, Valparaiso University

Halcyon M. Lawrence, Georgia Institute of Technology

Session D6: Civic Problems, Citizen Responses

Argentine

When Trolls Become Technical Communicators: A Case Study of iOS8 and "Wave"

Erica Sparby, Illinois State University

"We are going to be moved for your rich people!": Valuing Stories from Citizens Displaced by a Private Planning Project

Timothy Elliott, Texas Tech University

User/Citizen: Technical Communication, Policing, and Empowerment

Michael Knievel, University of Wyoming

Precarious Electoral Moments: Biometric Use in Elections and its Social Justice Implications

Isidore Dorpenyo, George Mason University

Session D7: Technical Communication Advocacy: Promoting Democratic Access in the Classroom, the Corporation, Health Care, and the Environment

Armourdale

Rachel Wolford, Texas Tech University

Terry Smith, Texas Tech University

Michelle Cowan, Texas Tech University

Darin Williams, Texas Tech University

Women in TC Luncheon 12:15-1:45pm Wyandotte Ballroom 1

Concurrent Session E 2:00-3:15pm

Session E1: The Possibilities of Queering Technical Communication

Wyandotte Ballroom 2

Avery Edenfield, Utah State University

Jared S. Colton, Utah State University

Steve Holmes, George Mason University

Session E2: Grad Student Professionalization Workshop Delaware

Lisa Meloncon, University of South Florida

Lora Arduser, University of Cincinnati

Session E3: Usability Frameworks and User Advocacy as Social Justice: Past, Present, and Future Shawnee 1

Michael Trice, University of North Texas

Amber Lancaster, Oregon Institute of Technology

Susan A. Youngblood, Auburn University

Norman E. Youngblood, Auburn University

Session E4: Health and Medicine Methods Shawnee 2

Culture, Traditional Beliefs, and Healthcare in Global South Contexts: Lessons for Technical Communicators

Godwin Agboka, University of Houston-Downtown

“Because nobody should be alone in a dark place”: Mental Health Literacy, Sentiment Analysis, and Enacting Depression

Katie Walkup, University of South Florida

Outbreak at the Vale of Leven: The Technical Storytelling Work of C-Diff Justice

Kyle Vealey, West Chester University

Charting as Writing: The Role of Writing Stewardship in Improved Healthcare Quality and Outcomes for Underserved Populations

Dawn Opel, Michigan State University

Bill Hart-Davidson, Michigan State University

Session E5: Community and User Advocacy for Social Justice

Quindaro

Advocating for Inclusivity: Valuing Diverse Bodies in Technical Communication

Sherena Huntsman, Utah State University

Plain Language, New Audiences, and Civic Participation: A City Charter Case Study

Kira Dreher, Montclair State University

Academic Community Engagement (ACE) Projects as Advocacy in the Business Communication Classroom

Danica Schieber, Sam Houston State University

Networked Engagement as a Useful, Glocal Method for Activism: Organizing 4C4Equality

Don Unger, St. Edwards University

Session E6: Concepts and Theories for Social Justice Argentine

Using Technical Communication to Plan Campus Civic Action: Results from a National Study of Campus Compact’s 30th Anniversary Action Statement Initiative

Brian Gogan, Western Michigan University

Kategoria and Apologia as Heuristics for the Rhetoric of Social Justice

Keith Grant-Davie, Utah State University

Allotaxis and the Politics of Possibility

Brenton Faber, Worcester Polytechnic Institute

High Commission: Duality of Identity in Narrative Discourses in Pre-TPC Colonialist Texts

Kyle Mattson, University of Central Arkansas

Session E7: Methodologies of Discomfort: Applying ANT and RGS to Troublesome Fieldwork

Armourdale

Drake Gossi, University of Nevada, Reno

Sarah Read, Portland State University

Lilly Campbell, Marquette University

Concurrent Session F 3:30-4:45pm

Session F1: Layers of Precarity: Policies, Implementation, and Disproportionate Effects

Delaware

Barbi Smyser-Fauble, Butler University

Sarah Warren-Riley, Illinois State University

Lisa Dooley, Illinois State University

Oriana Gilson, Illinois State University

Session F2: Roundtable with Area Activists (TBA)

Shawnee 1

Area educational leaders and teachers

Session F3: Roundtable with Area Activists (TBA)

Shawnee 2

Area civil rights leaders and activists

Session F4: Tactics and Strategies: The Power of Technical Communication in Social Justice

Quindaro

Miles Kimball, Rensselaer Polytechnic Institute

Hilary Sarat-St. Peter, Columbia College Chicago

Jared Colton, Utah State University

Drew Holladay, University of Maryland, Baltimore County

Steve Holmes, George Mason University

Session F5: Programmatic Perspectives

Argentine

Using Critical Race Theory to Increase Diversity in TPC Academic Programs

Chris Dayley, Utah State University

Cultivating Coding Literacy: A Case Study of Course Redesign through Advisory Board Engagement

Jason Tham, University of Minnesota

Ann Hill Duin, University of Minnesota

Is the Beginning a Very Good Place to Start? The Perils and Potential of Introducing New Professional Writing Majors to Content Management on Day One

Stewart Whittemore, Auburn University

Why Programmatic Research is Vital

Lisa Meloncon, University of South Florida

Session F6: Pedagogical Frameworks and Practices Armourdale

Politicizing Sensations, People, and Environmental Hazards in and out of the Technical Communication Classroom

Lisa Phillips, Illinois State University

Preparing Engaged Citizens: An Argument for Exploring Depictions of Technology in Popular Culture as a Means of Developing Critical Technological Literacy

Marjorie Rush Hovde, Indiana University-Purdue University Indianapolis

Trans Students' Right to their Own Gender in TPC Presentations

Fernando Sanchez, St. Thomas University

The Spatial Politics of Technical Communication

Stuart Selber, Penn State University

Reception with Guests

5:00-6:00pm

Wyandotte Ballroom 1