

ATTW 2018 Conference Program at a Glance

Tuesday, March 13

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

Wednesday, March 14

Check-in and coffee	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

Join us from a distance!

We plan to stream select panels, including the plenary, from Wyandotte Ballroom 2 throughout both days. Look for the [add icon image here] icon after panel and special event titles.

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 the ATTW 2018 Conference schedule, and invite those of you who can't attend in person to **join us from a distance!**

We plan to stream select panels, including the plenary, from Wyandotte Ballroom 2 throughout both days. Look for the [add icon image here] icon after panel and special event titles.

Tuesday, March 13

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

Co-Chairs' Welcome 9:00-9:30am Wyandotte Ballroom 2

Natasha Jones, University of Central Florida
Blake Scott, University of Central Florida

Safe Spaces 9:00-11:00am Armourdale
2:30-5:30pm 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.

Concurrent Session A 9:45-11:00am

Session A1: Political Risk and Precarity Wyandotte Ballroom 2

Panel Chair: Julie Staggers, Washington State University

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

Tweetable Description: Tracking the relationship between structural secrecy and erasive rhetoric in government texts, and offering a heuristic that helps students engage with them as advocates

Julie Staggers, Washington State University
Charlotte Hyde, Kansas State University

Toward a Rhetoric of Deceit

Tweetable Description: Exploring how rhetorics of deceit are used across media and how we can counter them

Eric York, Clarkson University

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

Tweetable Description: Through investigating the rhetoric of risk and responsibility for climate change in Chinese media, illuminating the complexity of environmental communication in transnational context

Lin Dong, Georgia State University

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

Tweetable Description: Unpacking the ethical implications of what Facebook did (and chose not to do) in the recent political advertising scandal by exploring the influence of "corporate kairos" in social media

Sara West, University of Arkansas

Adam Pope, University of Arkansas

Session A2: Learning from Industry Practices

Delaware

Panel Chair: Joanna Schreiber, Georgia Southern University

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

Tweetable Description: *Teche* or technique in the workplace: what would Plato do?

Joanna Schreiber, Georgia Southern University

Jessica Lauer, Michigan Technological University

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

Tweetable Description: Analyzing corporate communications on social media using theories of rhetorical agency and social listening to better account for ethical concerns

Katlyne Davis, University of Minnesota

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

Tweetable Description: Come learn about social, cultural, and creative entrepreneurship in precarious economic and cultural circumstances

Benjamin Lauren, Michigan State University

Stacey Pigg, North Carolina State University

Efficiency, Usability, and Productive Failure in Operations Research Writing

Tweetable Description: Interfacing operations research and rhetoric

Jennifer Juskiewicz, Indiana University

Joseph Warfel, Northwestern University

Session A3: Activism in the Classroom

Shawnee 1

Panel Chair: Kristin Bivens, Harold Washington College

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

Tweetable Description: As curators of public intellectualism, technical communicators can provide content management guidance and advice regarding usability, accessibility, and design concerning activist syllabi

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

Tweetable Description: Challenging the disabling effects of institutional virtual faces

Stephanie Quinn, McKendree University

Embodied Making and Empathy in the Technical Writing Classroom

Tweetable Description: Exploring politically motivated client partnerships to engage students in social justice issues

Kimberly Tweedale, Michigan Technological University

Silke Feltz, Michigan Technological University

**Session A4: Public Monuments, Online Training Manuals, and Research
Accountability: Redistributing Narratives to Promote Social Justice in the Public,
the Classroom, and the Academy**

Shawnee 2

Tweetable Description: Redistributing narratives to promote social justice in the public, the classroom, and the academy

Panel Chair: Eric James Stephens, Clemson University

Toward a (More) Just Memorial: Applying the Antenarrative Methodology to Problematic Historical Marker Texts

Tweetable Description: Analyzing three marker texts in rural South Carolina through the “3Ps” lens of positionality, privilege, and power to interrogate dominant narratives and reintroduce marginalized voices into marker texts

April O'Brien, Clemson University

Designing for Dignity: Building Online Training Manuals that Teach and Enact Cultural Capital and Ethics

Tweetable Description: Students translate abstract concepts like cultural capital to create digital technical training documents that promote more inclusive and thoughtful engagement

Stephen Quigley, Clemson University

Social Justice Research: A Wicked Problem

Tweetable Description: By understanding the unintentional risks of exploitation in social justice work, researchers will be able to minimize exploitation while doing work worth doing

Eric James Stephens, Clemson University

**Session A5: Politics of Inclusion: International Perspectives in Technical
Communication**

Quindaro

Tweetable Description: Countering the silence around women's experiences in non-Euro-Western countries

Panel Chair: Emily January Petersen, Weber State University

Expanding Feminist Historiography Research to Include Global Perspectives

Tweetable Description: Feminist historiography in TC could better account for the concerns of women of color, women of varied cultural contexts and countries, and women whose knowledge work may not be documented in traditional ways

Emily January Petersen, Weber State University

Writing Towards Hope: Technical Communication in Rural Morocco

Tweetable Description: Studying the role of technical communication in collective organizations as a tool for Moroccan women to seek financial independence and autonomy

Breeanne Matheson, Utah State University

The Narrative of Silent Stakeholders: Reframing Local Environmental Debates to Include Global Human Impacts

Tweetable Description: Studying the impacts that climate change is having on a rural women's association in Morocco and the actions members are taking to mitigate such effects

Beth Shirley, Utah State University

Session A6: Tools and Approaches for Inclusively Engaging Users

Argentine

Panel Chair: Vincent Robles, University of North Texas

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

Tweetable Description: Can PXD intervene in the ways medical paperwork disrupts Somali practices of family, disability, expertise?

Kari Campeau, University of Minnesota

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

Tweetable Description: Analyzing trail guides' communication of 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

Tweetable Description: Participatory video is an underused anti-oppressive method for studying TC

Alison Cardinal, University of Washington

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

Tweetable Description: Designing a participatory model for this translation project, emphasizing sustained and continuous engagement with Somali-speaking website users from the project's initiation

McKinley Green, University of Minnesota

Session A7: Technical Communicators as Change Agents: Case Studies Examined Through Active-Practice Framework

Armourdale

Tweetable Description: Illustrating how technical communicators and educators design opportunities for community participants to enact or inspire social justice

Panel Chair: Daniel Riechers, Texas Tech University

Flipping the Paradigm: Uplifting Communities Through Asset-Based Grant Writing

Tweetable Description: Flipping the grant writing paradigm to an asset-based narrative promotes a community's capacities and assets, positioning community members as architects of their own future

Daniel Riechers, Texas Tech University

Teaching Local Social and Organizational Justice in the TC Classroom

Tweetable Description: Understanding context through a case study of a mid-sized, industrial, predominantly Hispanic city in the United States through economic and social data and interviews

Angela McCauley, Texas Tech University

Campus Carry Policy: A "Reasonable" Risk Case Study

Tweetable Description: Using a socio-legal analysis of Smithsonian American History Museum exhibits to facilitate student understanding of gun culture

Nicole Borrenpohl, Texas Tech University

Poster and Exhibit Session 11:15am-12:30pm Wyandotte Ballroom 2

Writing Education in Workplace Training Courses

Tweetable Description: Addressing writing education disparity between students who complete training programs and who attend the university

Elizabeth Angeli, Marquette University

Sound Off: A Multimodal Space for Listening

Tweetable Description: An interactive, multimodal listening space for conference attendees to participate in and address how we design spaces for community members to listen, attend to failures, and inspire social change

Erica Stone, Texas Tech University

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

Tweetable Description: Examining how the visual rhetoric of politicized crop art on the covers of seed catalogues merges regional abundance with patriotism

Amanda Arp, Iowa State University

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

Tweetable Description: Showing the nuanced, participatory processes and behavioral tactics adopted by cadets to research and develop solutions for several "open cases" within the 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

Tweetable Description: Designing for international aid organizations is a social justice responsibility

Ruby Pappoe, University of Texas at El Paso

Visualization of Fear: Ethical Ideology in Crime Mapping Practices

Tweetable Description: Analyzing the visual aesthetics of crime maps and flawed depictions of victims and criminality

Tiffany Eide, Iowa State University

Validating Campus Inclusion Strategies

Tweetable Description: Research design of UX study that attempts to validate campus claims of inclusion

Andrew Mara, Arizona State University

Practical Possibility for Increasing Health Access in a Time of Precarity

Tweetable Description: Template for technical writers and professional communicators to collaborate with local agencies and religious groups to improve the health and lives of those most underserved

Barbara Heifferon, Louisiana State University

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

Tweetable Description: Extreme vetting: social media, geotagging, and technical communication, or why surveillance matters

Sarah Young, University of Arizona

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

Tweetable Description: Drawings in the 18th-century French Encyclopédie democratized both knowledge and human rights

Charles Kostelnick, Iowa State University

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

Research Methods Workshops 1:30-5:30pm

(accepted participants only)

Analyzing Cross-Cultural Data in an International Context Argentine

Tweetable Description: Participants will learn techniques for planning and completing a qualitative analysis of cross-cultural data in an international context; this includes thinking through the organization of an international team, exploring the choice of analytic tools for multilingual contexts, and working through a set of data

Tiane Donahue, Dartmouth University

Coding Language Reliably Armourdale

Tweetable Description: Participants will learn to measure and then improve reliability by a) targeting revisions, b) building out a coding scheme, c) changing segmentation, and d) adding dimensions to the analysis

Cheryl Geisler, Simon Fraser University

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

Tweetable Description: Critiquing our experiences as black women in the academy and asserting the possibility of a more socially just and inclusive field of scholarship and practice in TPC

Panel Chair: Temptaous Mckoy, East Carolina University

You've Recruited Black Graduate Students, Now What?: Eliminating Privileged Socialization Practices for Minority Students in Graduate TPC Programs

Tweetable Description: TPC programs, and the larger field, have a duty to enable more inclusive forms of socialization based on minority students' values, skills, attitudes, and enculturation experiences

Temptaous Mckoy, East Carolina University

Shifting Out of Neutral: Centering Difference, Bias, and Social Justice in a Business Writing Course

Tweetable Description: Using Black Feminist pedagogy to center difference, bias and social justice in a business writing classroom disrupts the field's assumptions of the neutral, objective, efficient, and apolitical nature of our work

Cecilia Shelton, East Carolina University

Headwraps & Hoops in TPC: Decolonizing Professionalism through Dress & Work Practices

Tweetable Description: By decolonizing the ways we view dress and work practices, we can enable room for students of all backgrounds to claim professional space in TPC, thus moving us towards a more inclusive and socially just field

Constance Haywood, East Carolina University

Session B2: Visual Design and Design Thinking

Wyandotte Ballroom 1

Panel Chair: Deborah Balzhiser, Texas State University

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

Tweetable Description: Data visualizations of drug epidemics reinforce the precarity of systematic inequalities using scientific authority and the often-presumed neutrality of statistical graphics

Candice Welhausen, Auburn University

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

Tweetable Description: Using visual semiotic analysis, demonstrating how the 2010 Census form syntactically, semantically, and pragmatically guided respondents into the White category, allowing resources for Communities of Color to be used for Whites

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

Tweetable Description: Charts in U.S. statistical atlases visualize American identity in an age of intensive immigration

Li Li, Elon University

Charles Kostelnick, Iowa State University

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

Tweetable Description: Sharing a pedagogical case for design thinking and designing for social change in an upper-level TPC course client project

Liz Lane, University of Memphis

Session B3: Applying UX Approaches to Curricular Innovation to Augment Empathy, Understanding, and Civic Techno-activism Delaware

Tweetable Description: Applying UX approaches to curricular innovation generates better pedagogy regarding audience awareness and activism

Panel Chair: Brian Still, Texas Tech University

Transparency in Instruction: Modeling UX Practices for TPC Service Courses in Course Presentation

Tweetable Description: By using the course format as a model for practicing UX, instructors can illustrate the consideration of users in the process of creating technical documents or artifacts, utilizing technologies or designing processes

Mary De Nora, Texas Tech University

Building Advocacy and Understanding through UX Approaches to Audience Analysis in the Technical and Professional Communication (TPC) Service Course

Tweetable Description: Using UX methods to examine how audience analysis is addressed in service course textbooks used in the United States

Jamie May, Texas Tech University

Applying Usability Testing in the Introductory Technical Writing Classroom in Order to Increase Authentic Audience Awareness

Tweetable Description: How technical writing students benefit from usability testing involving authentic audiences of local youth groups

Rick Mangum, Texas Tech University

Embedding Advocacy in UX Methods: Global Activism with Cryptocurrencies

Tweetable Description: Using human-centered design to embed technical communication researchers in and investigate motivations and experiences of cryptocurrency subculture

Darin Williams, Texas Tech University

Session B4: Identity and Social Work in Engineering Shawnee 1

Panel Chair: Elizabeth Angeli, Marquette University

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

Tweetable Description: Identifying the rhetorical ways in which female engineering students construct an engineering identity as they negotiate the boundaries of their field through coursework, internships, and co-ops

Mary McCall, North Dakota State University

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

Tweetable Description: Minds on the margin are not marginal minds

Prashant Rajan, Iowa State University

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

Tweetable Description: Helping students consider social justice issues through a technoscience communication course

Mary Clindenbeard, 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

Tweetable Description: Social responsibility, practical wisdom help engineers write through uncertainty and contradiction

Brian Hendrickson, Roger Williams University

Session B5: Critical Discourse Analysis of Technical Communications in Capitalist Medicine

Shawnee 2

Tweetable Description: Using critical discourse analysis and activity theory to examine the economic exploitation of medical services originally designed to care for people at their most vulnerable or points

Panel Chair: Scott Mogull, Texas State University

Medicine as a Business: Contentious Objectives in Medical-Business Genres

Tweetable Description: Exploring how medical business/billing genres simultaneously serve different, often competing objectives for multiple activity systems

Scott Mogull, Texas State University

The Letter of Medical Necessity as Genre: Who Creates it and Who Controls It

Tweetable Description: Agents of insurance companies understand the genre of medical necessity letters differently than patients and providers

Susan L. Popham, Indiana University Southeast

Techno-scientific Commodities in Late Capitalism: A Shift in the Message from the Pharmaceutical Industry

Tweetable Description: How the marketing of two therapeutic drugs illustrates a shift from informative communication characterized by techno-scientific innovation to persuasive communication characterized by commodification

Ronald F. Lunsford, University of North Carolina at Charlotte

Christopher Lunsford, M.D., University of Virginia

Session B6: Intercultural and Transnational Methods Quindaro

Panel Chair: Andrew Mara, Arizona State University

Technical and Intercultural Negotiations: A Multimodal Approach

Tweetable Description: Using multimodal technical communication analysis to enhance cultural awareness and promote social justice in pedagogy

Sidouane Patcha Lum, University of Texas at El Paso

Culture and Power in Digitally Mediated Intercultural Rhetorical Encounters

Tweetable Description: Coordinating activity theory and actor-network theory to study digitally mediated intercultural rhetoric

Beau Pihlaja, Texas Tech University

Positions and Re-positionings: Transnational Methods for Technical Communication

Tweetable Description: Developing methodologies for transnational rhetorical technical communication research in networked spaces

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

Tweetable Description: Incorporating localization usability into technical communication classes to prepare students as global communication designers who empower local users and promote social justice and human rights

Keshab Acharya, University at Buffalo-SUNY

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

Session C1: Editors' Roundtable

Wyandotte Ballroom 2

Tweetable Description: Journal and book series editors overview and answer your questions about publishing opportunities and processes

Panel Chair: Brian Blackburne, Sam Houston State University

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

Kairos

Doug Eyman, George Mason University

Michael J. Faris, Texas Tech University

Routledge Series on Technical Communication, Rhetoric, and Culture

Miles Kimball, Rensselaer Polytechnic Institute

Others TBA

Session C2: Action Item: Make Our Institutions Accessible

Delaware

Tweetable Description: Active strategies for TCers to make learning accessible: materials, instruction, navigation

Workshop Chair: Kelli Cargile Cook, Texas Tech University

The Technical Communication Educator as Inclusive Design Advocate

Tweetable Description: Guidelines, tips, and tricks for understanding inclusive design and its applications within academic institutions

Kelli Cargile Cook, Texas Tech University

A Question of Sustainability: Making Classroom Materials Accessible

Tweetable Description: Methods for making classroom materials accessible, including running an accessibility report and adjusting file content and formats

Ian Weaver, Texas Tech University

Making Space in Technical Communication: Interactive Designs and Restrictive Environments on Campus

Tweetable Description: Inclusive design opportunities beyond classroom materials, including institutional artifacts and recommendations

Leah Heilig, Texas Tech University

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

Shawnee 1

Tweetable Description: Engaging with research methodology to investigate moral foundations and ethical frameworks in TPC

Workshop Chair: Laurie A. 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

Tweetable Description: Incorporating localized examples of user advocacy in the technical writing classroom can equip students with advocacy tools and extend their sense of social responsibility by encouraging students to research and, in return, empathize with diverse perspectives.

Workshop Chair: Kate Crane, Eastern Washington University

Jeannie Bennett, Texas Tech University

Erica Baumle, Texas Tech University

Awards, ATTW Business Meeting, and Reception

5:30-7:00pm

Wyandotte Ballroom 2

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

Michelle Eble, East Carolina University

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

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

Tweetable Description: Pairs of scholars discuss what the field has learned and how it should continue to learn about the following: 1) identity and intersectionality; 2) diversity and inclusion; 3) culture, power, positionality; 4) civic engagement and participatory research; 5) ethics and rhetoric

Panel Chairs: Natasha Jones and Blake Scott
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

Tweetable Description: Introducing a longitudinal, cross-institutional study designed to establish a framework for building TPW programs at Hispanic-Serving Institutions

Panel Chair: Ann Shivers-McNair, University of Arizona

Presenter 1 Tweetable Description: Ongoing development of an undergraduate writing major at an institution in the Southwest with an 80% Latinx population

Laura Gonzales, University of Texas, El Paso

Presenter 2 Tweetable Description: Programmatic design through asset based mapping and building at a campus in rural Northern California that recently received HSI designation

Kendall Leon, California State University, Chico

Presenter 3 Tweetable Description: Pedagogical and programmatic initiatives at a campus where both the HSI designation and the TPW certificate program are emergent, providing opportunities to align with university efforts to engage bilingual Latinx students and communities

Ann Shivers-McNair, University of Arizona

Session D2: ATTW Grad Research Award Panel

Delaware

Panel Chair: Michelle Eble, East Carolina University

Technical and Professional Communication in India: Establishing Power and Legitimacy

Tweetable Description: Field research explores how 49 TPC practitioners (mostly women) in India negotiate power, legitimacy and, marginalization in their workplaces

Breeanne Matheson, Utah State University

Linguistic Proficiency in Multicultural Teamwork Contexts: Problems and Preliminary Strategies

Tweetable Description: Studying the strategies of experienced L1 English-speaking professionals when they co-write documents with L2 non-native English speakers

Maria Poznahovska, Carnegie Mellon University

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

Tweetable Description: Exploring how intersectional feminist makerspaces offer alternatives to normative spaces and help facilitate feminist activism through technical communication

John T. Sherrill, Purdue University

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

Shawnee 1

Tweetable Description: Exploring tech comm interventions/advocacy in the precarious context of Houston, TX, post-Hurricane Harvey

Panel Chair: Bailey Cundiff, Texas Tech University

Don't Tweet At 911: Grassroots Technologies, Kairos, and Hurricane Harvey Relief

Tweetable Description: Three examples of technological, grassroots efforts that were created in response to the specific needs of Hurricane Harvey and just as quickly disappeared

Bailey Cundiff, Texas Tech University

Mapping Harvey: A Tale of Flooding in Two Houston Communities

Tweetable Description: Story behind a series of neighborhood maps, the ideologies they stabilize, and the lives they impact

Janene Davison, Texas Tech University

H-E-B Prepared: How Articulations of Organizational Ethics Can Center Vulnerable Populations

Tweetable Description: How technical communicators working with local organizations can use H-E-B's example to maintain socially just communications during both disaster and calm

Abby Koenig, Texas Tech University

Teaching to Trauma: Pedagogical Practices in Response to Natural Disaster

Tweetable Description: How faculty can respond to natural disaster-induced trauma while maintaining course integrity

Casey Akins, Texas Tech University

Session D4: Contemporary Public Health Issues

Shawnee 2

Panel Chair: Molly Hartzog, Frostburg State University

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

Tweetable Description: What can technical communicators learn from dangerous communication practices between 1995-2007 surrounding the nation's bestselling painkiller?

Michael Madson, Medical University of South Carolina

Negotiating Addiction Publics with Health Ecologies

Tweetable Description: How technical communicators can help women who are identified as addicts negotiate their diagnosis and treatment as rhetorical agents in an addiction public

Peter Cannon, University of South Florida

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

Tweetable Description: Case study of how the definition of "neglected tropical diseases" has operated kairotically since 2005, illuminating how the topos of definition can be leveraged to build a research exigence to serve vulnerable populations

Molly Hartzog, Frostburg State University

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

Tweetable Description: Rhetorical analysis on how different types of technical writing defined the boundaries of "medical privacy" around the incident involving Nurse Alex Wubbels

Calandra Blackburn, Frostburg State University

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

Quindaro

Tweetable Description: How ethical, narrative, speaking/listening literacies promote social justice in the TC classroom

Panel Chair: Russell Kirkscey, Georgia Institute of Technology

Developing Ethical Literacies in a Software Engineering Course

Tweetable Description: Employing communication ethics and social justice frameworks to develop ethical literacies in an undergraduate capstone project course for software engineers

Russell Kirkscey, Georgia Institute of Technology

Critical Literacy Narratives in the Professional and Technical Writing Service Course

Tweetable Description: Assigning a literacy narrative (about a critical illness or disability) to help health science majors in a service PTW course understand an ethic of care

Liz Hutter, Valparaiso University

Developing Speaking/Listening Literacies in Technical Communication Courses

Tweetable Description: Designing a technical communication service course to help students recognize the politics of sound

Halcyon M. Lawrence, Georgia Institute of Technology

Session D6: Civic Problems, Citizen Responses

Argentine

Panel Chair: Erica Sparby, Illinois State University

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

Tweetable Description: What can we learn from trolls whose technical documentation convinced people to nuke their iPhones?

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

Tweetable Description: How to value personal stories from low-income citizens who were deprived of agency by a large-scale urban redevelopment project

Timothy Elliott, Texas Tech University

User/Citizen: Technical Communication, Policing, and Empowerment

Tweetable Description: As an organized rhetorical activity, copwatching seeks access to technical communication that might empower some citizens, as users of public and governmental institutions

Michael Knievel, University of Wyoming

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

Tweetable Description: Technologies adopted to enhance electoral processes have become tools for fraud and discrimination

Isidore Dorpenyo, George Mason University

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

Armourdale

Tweetable Description: How technical communicators act as curators and designers of collaborative, democratic technologies and scholarship in local advocacy projects in the workplace and the academy

Panel Chair: Rachel Wolford, Texas Tech University

Presenter 1 Tweetable Description: Using online chat rooms to reduce the marginalization of voices in the undergraduate classroom and increase student participation and a sense of safety and community

Rachel Wolford, Texas Tech University

Presenter 2 Tweetable Description: Negotiating with IT specialists and developers to provide an up-to-date website and online information portal for customers at a Houston-based electricity company

Terry Smith, Texas Tech University

Presenter 3 Tweetable Description: Assessing popular risk assessment artifacts from the Joint Commission on accreditation used by healthcare organizations

Michelle Cowan, Texas Tech University

Presenter 4 Tweetable Description: Developing a Story Map about water deficits and oil production on the Llano Estacado plain of Texas

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

Tweetable Description: Applying queer theory to tactical tech comm practices in an online trans DIY hormone therapy forum

Panel Chair: Avery Edenfield, Utah State University

The Precarity of Queer Theory in Technical Communication

Tweetable Description: Demonstrating the similarities and limitations of tactical technical communication and queer theory

Avery Edenfield, Utah State University

Tactical Tech Communication, New Materialism, and Queer Theory

Tweetable Description: Using new materialism to inform our understanding of how technologies can help produce queer effects beyond the intended aims of individual transgender communicators in tactical spaces

Jared S. Colton, Utah State University

Methods/Case study of an Online DIY HRT

Tweetable Description: Tactics of users in online forums that circulate information and support for do-it-yourself (DIY) hormone therapy as part of medical transition

Steve Holmes, George Mason University

Session E2: Grad Student Professionalization Workshop Delaware

Tweetable Description: "Speed dating" format in which graduate students and faculty members meet one-to-one in five minute segments to share ideas, talk about the job market, and discuss preparing for the job search

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

Tweetable Description: Case studies of usability studies that work toward social justice by highlighting the user experiences of blue collar workers, community media, and emergency relief seekers

Panel Chair: Michael Trice, University of North Texas

Empowering Blue-collar Voices: A Post-Textual Movement towards Social/Cultural/Political (SCP) Usability Assessments

Tweetable Description: Illustrating a post-textual movement that assesses usability across complex information systems and SCP factors with the case of a boiler explosion at a Ford Motor plant

Michael Trice, University of North Texas

Fears and Functionality: Participant Self-Evaluation in Community Media

Tweetable Description: Exploring how community wiki users with different levels of experience express concerns about accountability, civility, and deliberation

Amber Lancaster, Oregon Institute of Technology

Mobile Readiness and Social Justice: Are Emergency Agencies Reaching Everyone?

Tweetable Description: Examining how Alabama Local Emergency Management Agencies communicate with their smartphone-based public

Susan A. Youngblood, Auburn University

Norman E. Youngblood, Auburn University

Session E4: Health and Medicine Methods

Shawnee 2

Panel Chair: Dawn Opel

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

Tweetable Description: Drawing from a focus group of 30 patients in Ghana who visit government health facilities, a discussion of how cultural factors influence access to health facilities and use of health products

Godwin Agboka, University of Houston-Downtown

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

Tweetable Description: Using corpus methods for sentiment analysis to explore identity work and argument in user posts in an online depression forum

Katie Walkup, University of South Florida

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

Tweetable Description: How a bacterial outbreak at a rural hospital became a wicked problem

Kyle Vealey, West Chester University

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

Tweetable Description: Healthcare charting = writing + TPC can enact its values w/ writing stewardship to improve healthcare quality

Dawn Opel, Michigan State University

Bill Hart-Davidson, Michigan State University

Session E5: Community and User Advocacy for Social Justice

Quindaro

Panel Chair: Kristen Moore, Texas Tech University

Advocating for Inclusivity: Valuing Diverse Bodies in Technical Communication

Tweetable Description: Tactical and institutional TC practices to ethically include the diversely-abled in social systems

Sherena Huntsman, Utah State University

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

Tweetable Description: Plain language improves the use of documents, but doesn't necessarily invite new users

Kira Dreher, Montclair State University

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

Tweetable Description: 4C4Equality offers networked engagement as a useful, glocal method for activism

Don Unger, St. Edwards University

Session E6: Concepts and Theories for Social Justice Argentine

Panel Chair: Tim Giles, Georgia Southern University

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

Tweetable Description: Study of advocacy and concept of social justice in 60+ campus civic action plans / technical reports

Brian Gogan, Western Michigan University

Kategoria and Apologia as Heuristics for the Rhetoric of Social Justice

Tweetable Description: Using kategorias & apologias--tactics of righteous accusation and image repair--to combat injustice

Keith Grant-Davie, Utah State University

Allotaxis and the Politics of Possibility

Tweetable Description: Medical and social adaptation could undermine well-intentioned technical and professional discourses

Brenton Faber, Worcester Polytechnic Institute

Redressing Digital Aggression with an Ethics of (Re)Circulation

Tweetable Description: Advocating for an approach to social media circulation that promotes inclusivity and social justice in a current political climate

Brandy Dieterle, University of Central Florida

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

Tweetable Description: Considering difficult moments to occur during field work and wonders whether RGS or ANT can work together to code them

Panel Chair: Drake Gossi, University of Nevada, Reno

Assembling an Author from Scratch: Using Actor-Network Theory to Rethink How At-Risk Youth Encounter Literature

Tweetable Description: Creatively misreading ANT in order to redesign a literature pedagogy at an alternative high school

Drake Gossi, University of Nevada, Reno

Can Robots Teach Patient-centered Care?: Ethical Lessons in Clinical Nursing Simulations

Tweetable Description: Examining clinical simulations through ANT and RG provides opportunities to value the social, cultural, and rhetorical learning that occurs at the interface between novice practitioner and machine

Lilly Campbell, Marquette University

Ethnography without Humans: The Methodological Limitations of Actor-Network Theory For Studying Sociotechnical Networks

Tweetable Description: Using ANT and RGS scholarship to study genre cycling at a federally funded supercomputing center
Sarah Read, Portland State University

Concurrent Session F 3:30-4:45pm

Session F1: Layers of Precarity: Policies, Implementation, and Disproportionate Effects Wyandotte Ballroom 2

Tweetable Descriptions: Exploring the layers of precarious positionality and disproportionate impacts of policies

Panel Chair: Barbi Smyser-Fauble, Butler University

Presenter 1 Tweetable Description: How forms of digital media advocacy via social networking platforms impacted government and public perceptions of and reactions to Title IX policies

Barbi Smyser-Fauble, Butler University

Presenter 2 Tweetable Description: Examining the use of commonplace American Dream rhetorics to lure potential students into a “right to try” educational system

Sarah Warren-Riley, Illinois State University

Presenter 3 Tweetable Description: Using concepts of readiness and access to track how a holistic education and work readiness framework codifies behavioral skills through predictive assessments

Lisa Dooley, Illinois State University

Presenter 4 Tweetable Description: Examining the precarity of the Baby Friendly Hospital Initiative that compels hospital staff to respond to policy criteria rather than individual human needs

Oriana Gilson, Illinois State University

Session F2: Roundtable with Area Activists (TBA) Delaware

Tweetable Description: Learn from the inclusive and social justice work of area educational leaders and teachers

Session F3: Roundtable with Area Activists (TBA) Shawnee 1

Tweetable Description: Learn from the inclusive and social justice work of area civil rights leaders and activists

Session F4: Tactics and Strategies: The Power of Technical Communication in Social Justice Shawnee 2

Tweetable Description: How Tactical Technical Communication (Tactical TC) enables us to examine the roles of technical communication used outside and against the grain of institutions in the spread of technological know-how, for good or ill

Panel Chair and Opening Presenter: Miles A. Kimball, Rensselaer Polytechnic Institute

Diagnostic Interruption: Social Justice, Autism Advocacy, and Technical Communication

Tweetable Description: How the Autistic Self-Advocacy Network uses TTC to lobby for changes to medical terminology and practice

Drew Holladay, University of Maryland, Baltimore County

“Do Not Carry Explosives In Your Pocket”: An Ethical Rationale for Engaging Dangerous Cases of Tactical Technical Communication

Tweetable Description: Examining how destructive guides such as the *The Anarchist’s Cookbook* become pluripotent when we look beyond their expedient use value

Hilary Sarat-St. Peter, Columbia College Chicago

The Ethics of Doxxing for Social Justice

Tweetable Description: Rather than asking whether doxxing is ethical or unethical, a technomoral virtue framework asks how doxxing helps, hurts, and changes us as technical communicators

Jared S. Colton, Utah State University

Politicizing Speculative Futures in Special Technical Communication Genres

Tweetable Description: How artist Norm Magnussen’s fake historical markers appropriate a formal strategy of control, helping technical communicators to see the ethical value in exploring dystopian futures as a form of tactical shaming

Steve Holmes, George Mason University

Session F5: Programmatic Perspectives

Quindaro

Panel Chair: Lisa Meloncon, University of South Florida

Using Critical Race Theory to Increase Diversity in TPC Academic Programs

Tweetable Description: Understanding how to increase diversity in TPC programs through student perceptions and critical race theory

Chris Dayley, Utah State University

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

Tweetable Description: Story of advisory board engagement in a course redesign effort to cultivate code literacy

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

Tweetable Description: Evaluation of student experiences and learning outcomes in pilot courses that introduced content management on day one

Stewart Whittemore, Auburn University

Why Programmatic Research is Vital

Tweetable Description: Making programmatic research accessible so that it can continue to inform the field

Lisa Meloncon, University of South Florida

Session F6: Pedagogical Frameworks and Practices

Argentine

Panel Chair: Marjorie Rush Hovde, Indiana University-Purdue University Indianapolis

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

Tweetable Description: Considering a social justice framework that pays attention to sensation as an embodied concept in TC to support students who may "feel" different about environmental hazards

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

Tweetable Description: Analyzing depictions of technology in popular culture can create engaged citizens who participate well in public decisions about technology

Marjorie Rush Hovde, Indiana University-Purdue University Indianapolis

Trans Students' Right to their Own Gender in TPC Presentations

Tweetable Description: Engaging transgender identification in TPC presentations

Fernando Sánchez, University of St. Thomas

The Spatial Politics of Technical Communication

Tweetable Description: Using a heuristic to explore the politics of technical communication by considering spatial aspects of institutions

Stuart Selber, Penn State University

Reception with Area Guests 5:00-6:00pm

Wyandotte Ballroom 1