# Wednesday, July 7

| | Agora | Room 1 | Room 2 | Room 3 | Room 4 |
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| **Welcome & Coffee** 9.15 - 9.45 | | | | | |
| **Opening** 9.45 - 10.00 | | | | | |
| **Keynote 1** 10.00 - 11.00 | John Riedl: Altruism, Cooperation, and Destructiveness on The Social Web | | | | |
| **Break** 11.00 - 11.30 | | | | | |
| **Session 1.1** 11.30 - 13.00 | | **Self-Service 1:** James Melton: Measuring the self-service quality of university admissions websites: A cross-cultural study Tamara Powell: Measuring Faculty Perceptions of Instructional Technology<br><br>Patricia Wright: TBA | **Digital learning environments** Arhsya Keyvanfar: Virtual Writing: A New Experience for Iranian EST Students<br><br>Eiichi Yamamoto: Use of ICT in EFL Settings: Can Self-learning and Technologies Raise Learners' Cultural Awareness?<br><br>Nicoletta di Blas: Equipping higher education students with digital communication skills. Lessons learned in a three-year-experience | **User-Generated Content 1** Mireille Boutin: Enhancing Engineering Student Communication Via a Publicly Available Wiki Angela Hirlehei: Towards Tailor-able Groupware: An Approach to User Requirement Assessment Model in Supporting User-Defined Environments of Synchronous Groupware Simon North: Qwiki, the Quintiq wiki, enabling users to write their own documentation | **Tutorial** Bruce Maylath: Interactivities between professional translators and professional communicators |
| **Lunch** 13.00 - 14.00 | | | | | |
| **Session 1.2** 14.00 - 15.30 | | **Usability 1** Erica Olmstead: Think-Aloud Protocols: Is There a Preferred Type of Think-Aloud Protocol to use for Usability Professionals<br><br>Marieke Welle-Donker Kuijer: The Influence of the Level of Heuristics on the Results of a Heuristic Evaluation<br><br>Charlotte van Hooijdonk: Evaluating consumer health information websites: why designers need medical experts and lay users alike | **Learning to write** Laurence Anthony: Applications of Corpus Linguistics in the Teaching of Technical Writing to Undergraduate and Graduate Students Debopriyo Roy: Concept Map-Oriented Technical Writing Course for Computer Science Majors in an EFL Context: Understanding Text Applications Jeff Collins: Engineers Learn to Write: Improving the Art of Noticing in Writing Samples for Engineering Students | **Technology Acceptance 1** Lidwien van de Wijngaert: A situational approach towards technology use. The case of e-Government<br><br>Brook Sattler: The learning experience: A literature review of the role of mobile technology<br><br>Ardion Beldad: The impact of available and accessible online privacy statements on users' trust and factors influencing e-government users to privacy statements | **Workshop** Saul Carliner: Content Content: A King or a Commodity? |
| **Break** 15.30 - 16.00 | | | | | |
| **Session 1.3** 16.00 - 17.30 | | **Workshop** Christopher LaRoche: Increasing the quality of user experiences both inside and outside of the classroom | **Tutorial** Jean-Luc Doumont: Lies, Damned Lies, and Statistics: Understanding and Revealing Variability | **Workshop** Marjorie Davis: Project Teams for International Communication: Planning Collaborations | **Tutorial** Robert Irish: Using Problem Finding to Integrate Communication and Design for Student Learning |

# Thursday, July 8

| | Agora | Room 1 | Room 2 | Room 3 | Room 4 |
|---|---|---|---|---|---|
| **Coffee** 8.30 - 9.00 | | | | | |
| **Keynote 2** 9.00 - 10.00 | Philip Breij: Living in the Network Society: The New Hyper-Individualism | | | | |
| **break** 10.00 - 10.30 | | | | | |
| **Session 2.1** 10.30 - 12.00 | | **Usability 2** Menno de Jong: TBA<br><br>Corné van Elzakker: Use, user and usability research for mobile geo-applications for personal orientation and navigation<br>Eva-Maria Jakobs: Evaluating communicative Usability - a multi-method Approach for (mobile) Passenger Information Systems | **English as Foreign Language** Ralph Rose: Accommodating Learning Styles: An EFL Pronunciation Course for Science and Engineering Students<br><br>Debopriyo Roy: Curriculum Design for an EFL-based Business Communication Course in a Collaborative Learning Environment<br>Kiyomi Okamoto: Corpus use for less proficient EFL engineering students | **Motivation** Andreas Karatsolis: Augmenting the Reality of Professional Communication Classrooms<br><br>Jo Mackiewizc: Politeness as Motivation to Edit Comprehensively: Epinions Advisors' Comments on Technical Products<br><br>Hans van der Meij: TBA | **Tutorial** Ned Kock: Structural Equation Modeling Made Easy: A Tutorial Based on a Behavioral Study of Communication in Virtual Teams |
| **Network lunch** 12.00 - 13.30 | | | | | |
| **Posters & media showcases** 13.30 - 15.00 | | **A list of posters and media showcases can be found on page 4** | | | |
| **Break** 15.00 - 15.30 | | | | | |
| **Session 2.2** 15.30 - 17.00 | | **Self-Service 2** Roger Munger: Turning Self-Service into Community Service: A Role for Professional Communicators<br><br>Jeff Grabill: Content Management and a Self-Service Society: Identifying and Solving a Key Problem of Organizational Writing<br>Caroline Jarrett: TBA | **User-Generated Content 2** Willem Pieterson: Networks in Citizen-Government Interaction: Exploring how Social Networks affect Information Search Behavior<br>Laura Katajisto: Implementing Social Media in Technical Communication<br><br>Maya Oluseyi: Service to Self-Service in the Context of the Death of Elvis Presley and Michael Jackson | **Presentations** Jordi Casteleyn: Slidecast Yourself - Exploring the Possibilities of a New Online Presentation Tool<br><br>Bas Andeweg: The first minutes of a paper; an analysis of the opening of 16 research papers<br><br>Melinda McRae: PowerPoint for Educators: Evidence-based research for design recommendations | **Workshop** James Conklin: Using Focus Groups to Strengthen Technical Communication Practice |
| **Possibility for meetings** 17.00 - 19.00 | | | | | |
| **Conference Banquet Award show** 19.00 | | | | | |

## Friday, July 9

| | Agora | Room 1 | Room 2 | Room 3 | Room 4 | Room 5 |
|---|---|---|---|---|---|---|
| **Coffee**<br>8.30 - 9.00 | | | | | | |
| **Session 3.1**<br>9.00 - 10.30 | | **Technical Communication Instruction 2**<br>Hazel Sales: 'More than monkey see, monkey do': a self-access system that places the onus on engineers to communicate design work<br><br>Richard House: The Genre of the Performance Evaluation: Prompts for Eliciting Effective Feedback<br><br>Thomas Orr: Enabling Undergraduates to Publish: Advice for Professors and Students in Science and Engineering | **Technical communication in the future**<br>Marta Rauch: Are We There Yet? An Examination of Where We've Been and Where We're Headed as Technical Communicators<br><br>Suvi Isohella: What working life requires? Technical Communication Competencies – a classification and its application<br><br>Emiko Kaneko: Inspiring Future Information and Communication Technology Professionals: A Report on an Initial Study of Motivation and Beliefs | **Documentation**<br>Elisa Rubegni: How to build Multi-media, Multi-channel, Cost-Effective Corporate Brochures<br><br>Vinay Ghat: Documentation First: The NXP Semiconductors Best Practice<br><br>Matthew McCool: Rethinking Linguistic Categorization and Online Taxonomies for Global Information Systems | **Self-Service 3**<br>Kirk St Amant: International Legal Issues Affecting the Self-Service Society: A Perspective on Professional Communication in Global Contexts<br><br>Suguru Ishizaki: Service Design and Technical/Professional Communication<br><br>Dave Farkas: The Diagnosis-Resolution Structure in Troubleshooting Procedures | **Technology Acceptance 2**<br>Jos Pieterse: How change management is influenced by differences in professional discourses: A preliminary conceptualizing study on the adoption of an ICT tool for service engineers.<br>Eva-Maria Jakobs: Talking about Mobile Phone Systems. Verbal Comments in the Web as a Source for Acceptance Research in Large-scale Technologies |
| **Break**<br>10.30 - 11.00 | | | | | | |
| **Session 3.2**<br><br>11.00 - 12.30 | | **Usability 3**<br>Joyce Karreman: Navigating on Websites: Evaluating the Life Events Approach<br><br>Sanne Elling: Infocus: a website evaluation method for collecting user feedback<br><br>Stephanie Rosenbaum: TBA | **Technical Communication Instruction 1**<br>Julia Williams: TBA<br><br>Madelyn Flammia: Preparing Technical Communication Students to Function as User Advocates in a Self-Service Society<br>Suguru Ishizaki: Nondesigners' Perception of Giftedness and Expectedness about Visual Design Skills | **Localization**<br>Gianna Tarquini: To Localise or not to Localise? Assessing the impact of globalisation strategies on digital accessibility<br>Vandana Singh: Use of Multi-media Resources in Technical Support for Open Source Software<br>Atsuko Yamazaki: An Evaluation of Pictograms for Communication among Japanese and Thai-speaking Engineers Working in Manufacturing Settings | **Tutorial**<br>Christopher LaRoche: Using the User Edit Method – When a Usability Method Fulfills a Technical Communication Need | |
| **Lunch**<br>12.30 - 13.30 | | | | | | |
| **Keynote 3**<br>13.30 - 14.30 | Ginny Redish: TBA | | | | | |
| **Closing ceremony**<br>14.30 - 15.00 | | | | | | |
| **Closing drinks**<br>15.00 | | | | | | |

**Posters**

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| Jennifer Wolfe | Local apps for local needs—apps that help us through our day |
| Judith B. Strother | From Full Service to Self-Service: The Airline Industry Takes Off |
| Kathie Gossett | The Digital Depository: Architecting a Self-Service Archival Solution for New Media Projects |
| Kumiko Morimura | Cultivating a Sense of Global Leadership and Global Experience among Graduate Students using the Internal Education System of a Global Enterprise |
| Melinda McRae | Effective Scholarly Presentations |
| Paolo Paolini | AURA framework for designing effective accessible Website |
| Patti Wojahn | Managing "Self-Service" in Collaboration: Issues in Seeking and Sharing Information with Remote Colleagues in Web 2.0 |
| Peter Klein | Scenario based design of interactive realtime visualizations for traffic control systems |
| Rob Evans | Semi-Transparency in e-Government: Current Status of Publicly Available Information |
| Takashi Okuda | Assessing knowledge worker outcome: performance assessment using a method inspired by baseball and sabermetrics (W. I. P.) |
| William Rozycki | Scientific presentation at IEEE conferences: Observational and survey findings |
| Yujia Cao | Multimodal Presentation of local danger warnings for drivers: A situation-dependent assessment of usability |

**Media showcases**

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| Alan Chong | Planning for Excellence: Using Public Showcases to Motivate Students in Professional Communication Courses |
| Geert van der Molen | Self service: creating and sharing cultural heritage with web 2.0 |
| Kumiko Morimura | Teaching English for Japanese undergrad students while playing an environmental board game in English |
| Y. Luo | Creating Web2.0 Based Self-Service Groupware Management System: Case Study of Passenger Conference Management System |