



# IPCC / 2011

COMMUNICATING SUSTAINABILITY  
2011 IEEE International Professional Communication Conference

**OCTOBER 17-19, 2011**

UNIVERSITY OF CINCINNATI

CINCINNATI, OHIO

[www.ieeepcs.org](http://www.ieeepcs.org)



*Advancing Technology  
for Humanity*

## **AWARD / winners ipcc 2011**

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### **JIMMIE KILLINGSWORTH / ALFRED N. GOLDSMITH AWARD**

*For Outstanding Achievement in Engineering Communication*

### **JUDITH RAMEY / RONALD S. BLICQ AWARD**

*For Distinction in Technical Communication Education*

### **GINNY REDISH / RUDOLPH J. JOENK AWARD**

*For Best Paper in the IEEE Transactions on Professional Communication*

*"Technical Communication and Usability: Intertwined Strands and Mutual Influences"*

### **JUDITH RAMEY AND PRIYA GURUPRAKASH-RAO / JAMES M. LUFKIN AWARD**

*For Best Papers in the Proceedings of the IPCC 2011*

*"The Systematic Literature Review as a Research Genre" and "Use of Mobile Phones by Non-literate and Semiliterate People: A Systematic Literature Review"*

## **AWARDS RECEPTION / newport aquarium**

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**Monday 6:30 - 9:00 pm**

The Newport Aquarium showcases thousands of animals from around the world in a million gallons of water, including the enormously popular "Sweet Pea" and "Scooter," the stars of the only shark ray breeding program in the world. The Aquarium will be exclusively open for IPCC guests that evening.



*Sponsored by the RosEvaluation Conference*

**RosEvaluation**  
**Conference 2012**

The logo for the RosEvaluation Conference 2012, featuring a stylized graphic of red and black dots arranged in a circular pattern to the right of the text.



I am very happy to welcome you to the International Professional Communication Conference 2011, sponsored by the IEEE Professional Communication Society. Whether you are a long-standing member of PCS, or someone who is attending the conference for the first time, I hope you will find the next two and a half days a memorable, enriching experience!

The topic of the 2011 conference, “Communicating Sustainability,” is both timely and relevant, but not the first time that PCS has engaged with the topic. When IPCC was held in Montreal, Quebec, in 2008, our keynote speaker was Katharine Hayhoe, a noted climate change expert and a member of the “other” PCS, that is, the Nobel Peace Prize-winning Intergovernmental Panel on Climate Change. The germ of the idea for IPCC 2011 was planted there, since several of us in attendance at the 2008 conference discussed the role of communication in the climate change debate—the impact of the visualization of data, the rhetoric of debates in the popular press, and so on. The conference program for IPCC 2011 includes some of the most current research in the field of communicating sustainability and demonstrates the important role that we as technical and professional communicators play in the issue.

In addition to our engagement with the topic of sustainability, IPCC 2011 continues the conference tradition of showcasing the best pedagogical practices, technical and professional communication research, and practical applications of effective communication. We will also recognize the important contributions of Jimmie Killingsworth, Judy Ramey, and Ginny Redish to the fields of sustainability and technical and professional communication. The Awards Reception on Monday evening (a ticket to the event is included with your registration) will take place at the Newport Aquarium under the watchful eyes of penguins, sharks, and thousands of beautiful fish.

Finally, the IPCC is an important networking opportunity for all of us who work in the field of technical and professional communication. You can make new professional contacts, learn more about innovative research, and share your own expertise during conference sessions and breaks. I hope you will also consider volunteering some of your time to support PCS through our activities in awards, education, membership, website development, and on the PCS Advisory Committee.

So, during the conference, I hope you will find the information you need to make your experience at the IPCC 2011 a positive and beneficial one. The conference committee and conference management staff are eager to assist you, so please let us know if we can help!

**Julia Williams, Conference Chair IPCC 2011**

Member, IEEE Professional Communication Society Advisory Committee  
Senior Member, IEEE Professional Communication Society  
Executive Director, IRPA & Professor of English  
Rose-Hulman Institute of Technology

## PLANNING / committee members

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**Conference Chair** / Julia Williams

**Local Arrangements** / Lisa Meloncon

**Proceedings Chair** / Richard House

**Program Chair** / Marie C. Paretti

**Program Committee** / Constance Kampf, Darlene Webb, Astuko Yamazaki

**Continuing Education Co-Chairs** / Kirk St. Amant, Madelyn Flammia

**UC Conference & Event Services** / Jamie Miller

### PCS AdCom

**President** / Thomas Orr

**Vice-president** / George Hayhoe

**Treasurer** / Steve Robinson

**Secretary** / Madelyn Flammia

**Membership Chair** / Hazel Sales

**Education Chair** / Matthew McCool

### Members at large /

Sandy Bartell

Helen Grady

Richard House

Suguru Ishizaki

Marie Paretti

Anne Watt

Julia Williams

Atsuko K. Yamazaki

## CONFERENCE / sponsors & exhibitors

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Taft Research Center

RosEvaluation Conference

IEEE - USA

Texas Technical University

Michigan Technological University

Auburn University

Illinois Institute of Technology

Indiana University Purdue University Indianapolis

Rose Hulman Institute of Technology

Rose Hulman Institute of Technology - Master of Science in Engineering Management

Utah State University

Virginia Tech Engineering Communication Center

Carnegie Mellon University

## GENERAL / information

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### CONFERENCE REGISTRATION / CHECK-IN

**Sunday** / 4:00 - 6:00 pm, Kingsgate Marriott, Lobby

**Monday, Tuesday & Wednesday** / 7:30 am, Tangeman University Center, 4th Fl Lobby

### INTERNET ACCESS

Kingsgate Marriott offers free wireless services on their premises. TUC offers a wireless guest account, free of charge. Connect to "UCGuest."

### PARKING

**West campus** / Guests driving to West Campus should park in the CCM garage, Woodside garage or Campus Green garage. All garages charge \$10.00 for 3.5 - 24 hours.

### SHUTTLES

**West campus shuttle** / Participants are able to ride the Campus shuttle to West Campus. Be sure to get on the shuttle with "**Main Street / Eden Avenue**" on the side of the bus. The shuttle runs every 8-10 minutes, and picks up outside of Kingsgate along Goodman Ave. The shuttle will drop you off in the Campus Recreation Center Circle. Once exiting the bus, proceed up "Main Street", the brick paved walkway, and Tangeman University Center will be on your left.

### NEWPORT AQUARIUM

Transportation will be provided to/from the Awards Reception at Newport Aquarium. The charter bus will leave at 6:00 pm outside of Kingsgate on Goodman Avenue. The charter bus will leave Newport Aquarium at 9:00 pm.

### DINING

See the map on page 7 for the eateries on campus. For dining options off campus, please see the registration desk for local dining guide.

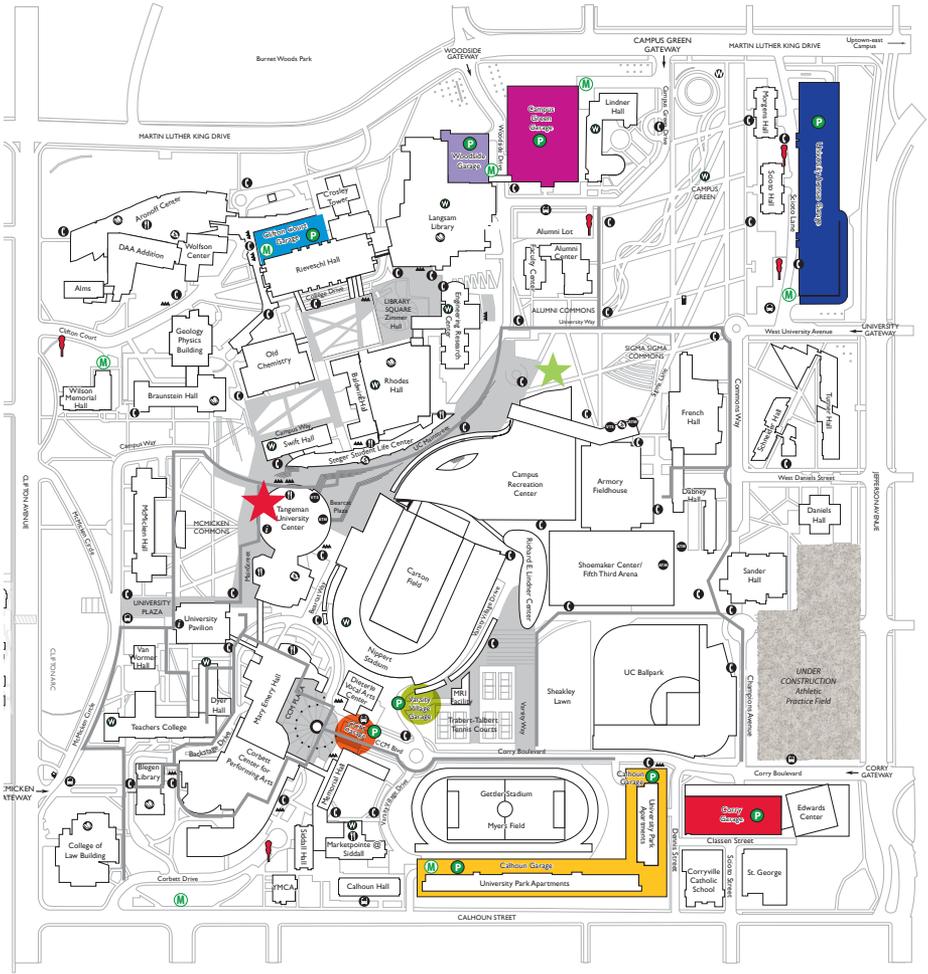
### BOOK DISPLAY

A book display with books by conference authors is available in the 4th Fl Lobby, Tangeman University Center during lunch on Monday and Tuesday.

### POSTER SESSION

Submissions for the IPCC 2011 Student Poster Session are displayed in the 4th Fl Lobby, Tangeman University Center.

# WEST / campus parking



- Calhoun Garage
- Campus Green Garage
- CCM Garage
- Clifton Court Garage
- Corry Garage
- Stratford Heights Parking
- University Avenue Garage
- Varsity Village Garage
- Woodside Garage
- i Information
- H Help Phones
- P Parking Garages/Lots
- L Libraries
- D Dining
- S Shopping
- W Wireless Locations
- ATM ATM/VTS
- S Shuttle Stops
- B Bike Rack
- M Motorcycle Parking
- M Metered Parking
- Accessible Route

★ Tangeman University Center

★ Main Street/Eden Ave Shuttle Drop off/Pick up



# AGENDA / at a glance

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## Sunday, October 16

4:00 - 6:00pm Registration Lobby / Kingsgate Marriott

## Monday, October 17

*\* Daily conference events are at Tangeman University Center*

7:30am Registration Lobby / 4<sup>th</sup> fl

8:00 - 8:45 Welcome and Opening Session Cinema / 2<sup>nd</sup> fl

9:00 - 10:15 Breakout Session M1 400 A, 400 B / 4<sup>th</sup> fl

9:00 - 11:00 Seminar 1: Kim Sydow Campbell 415 AB / 4<sup>th</sup> fl

10:15 - 10:30 IPCC 2012 Break Lobby / 4<sup>th</sup> fl

10:30 - 11:45 Breakout Session M2 400 A, 400 B, 400 C / 4<sup>th</sup> fl

11:45<sup>am</sup> - 12:45<sup>pm</sup> Lunch *On Your Own*

1:00 - 2:15 Breakout Session M3 400 A, 400 B, 400 C / 4<sup>th</sup> fl

2:30 - 3:45 Breakout Session M4 400 A, 400 B, 400 C / 4<sup>th</sup> fl

4:00 - 5:00 Keynote Speaker Cinema / 2<sup>nd</sup> fl

*Alex Steffen*

6:00 Shuttle to Newport Aquarium Kingsgate / Goodman Drive

6:30 Awards Reception Newport Aquarium

## Tuesday, October 18

*\* Daily conference events are at Tangeman University Center*

7:30am Registration Lobby / 4<sup>th</sup> fl

8:00 - 9:15 Breakout Session T1 400 A, 400 B / 4<sup>th</sup> fl

9:00 - 11:00 Seminar 2: Michael Alley 400 C / 4<sup>th</sup> fl

9:30 - 10:45 Breakout Session T2 400 A, 400 B / 4<sup>th</sup> fl

11:00<sup>am</sup> - 12:00<sup>pm</sup> Plenary Speaker 400 B / 4<sup>th</sup> fl

*M. Jimmie Killingsworth*

12:00 - 1:00 Lunch *On Your Own*

1:15 - 2:30 Breakout Session T3 400 A, 400 B, 400 C / 4<sup>th</sup> fl

2:45 - 4:00 Breakout Session T4 400 A, 400 B, 400 C / 4<sup>th</sup> fl

3:30 - 4:45 Workshop T4 400 C / 4<sup>th</sup> fl

Free Evening

## Wednesday, October 19

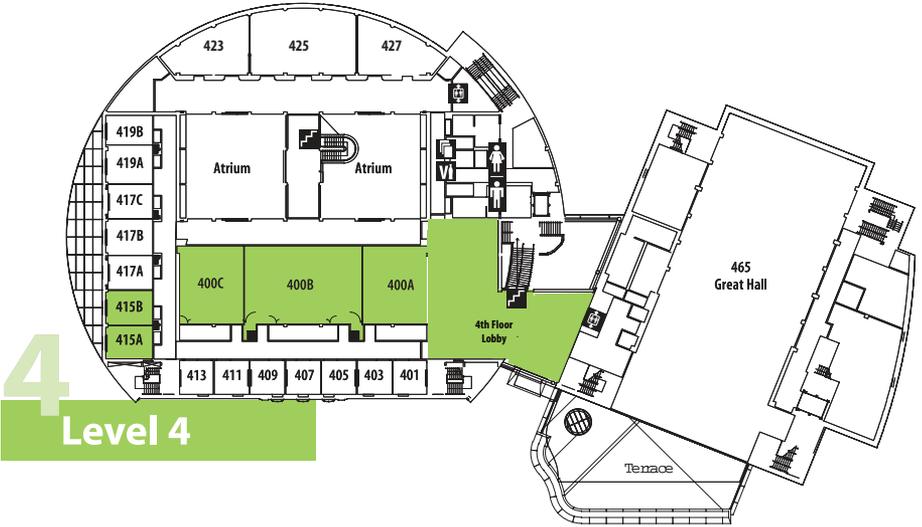
*\* Daily conference events are at Tangeman University Center*

7:30am Registration Lobby / 4<sup>th</sup> fl

8:00 - 9:15 Breakout Session W1 400 A, 400 B, 400 C / 4<sup>th</sup> fl

9:30 - 10:45 Breakout Session W2 400 A, 400 B, 400 C / 4<sup>th</sup> fl

11:00<sup>am</sup> - 12:15<sup>pm</sup> Closing Session 400 B / 4<sup>th</sup> fl



4 Level 4

Bearcat Plaza Entrance



2 Level 2



### ALEX STEFFEN

Writer Alex Steffen, known as one of the world's leading green futurists and a pioneering thinker on global sustainability, is also that rare kind of speaker who can lead his specialized field, yet explain his ideas to the rest of us in accessible, fun and inspiring ways.

Steffen's optimistic, solutions-focused talks have wowed hundreds of audiences around the world with their combination of practical thinking and visionary insight. From the stage of the TED Conference to boardrooms of leading corporations to lecture halls in some of

the world's most prestigious universities, Steffen has shown a remarkable talent for helping audiences understand the role of worldchanging ideas and trends in their own lives and work.

From 2003-2010, Steffen built his track record as a visionary by leading the pioneering website Worldchanging.com. Under his guidance, the solutions-based magazine became the second-largest sustainability site on the planet. Its 12,000 articles won many of the Web's highest honors, including being a 2008 Webby Official Honoree and a winner of the Utne Independent Press Award.

Steffen's first Worldchanging book was an international best-seller, in which Al Gore remarks, in his introduction to the book, "Taken together, these solutions present a picture of a future that is not dark or catastrophic, but one that is full of hope and within our grasp." Steffen's Worldchanging 2.0, a monumental anthology focusing on cities and urban issues, garnered further critical acclaim. Earth Day founder Denis Hayes says it "might well be the most complete, compelling articulation of the possible look and feel and actual operation of a sustainable society ever written." Steffen has been named to numerous lists of leading innovators and has served as an adviser to more than 100 NGOs and businesses, exploring "bright green" strategies to help them thrive in a complex and turbulent future, and his forward-thinking approach opens a new world of sustainable possibilities to all who listen.

### SESSION INFO / **monday, october 17, 4:00 pm**

#### **Bright Green Strategies for Thriving in Tough Times**

There's a new green in town: one that shows that aggressively pursuing sustainability can actually deliver big competitive advantages, especially when times are tough. Many of the regions leading the global race for sustainable prosperity -- from the City of Vancouver to the nation of Denmark -- have formally adopted Steffen's "bright green" thinking. In this talk, Steffen showcases this new approach to saving the planet by seeking out competitive opportunities to address the scope, scale and speed of the changes we're called to make. Big changes, Steffen says, can mean big success for companies and cities. Regular people will find it inspiring. Business leaders will find it revealing and actionable. With authority, ingenuity, and hope, Steffen, in this talk, hits the epicenter of the next big trend: a bright (prosperous) and green (sustainable) future.

***Sponsored by the Taft Research Center***



### **KIM SYDOW CAMPBELL**

Dr. Campbell's research has appeared in numerous business and communication publications. She has authored three books, including *Thinking and Interacting Like a Leader* in 2006. Dr. Campbell served as editor-in-chief of the *IEEE Transactions on Professional Communication* from 1998 through 2008. IEEE honored her with the Emily K. Schlesinger Award for Distinguished Service in 2007 and the Alfred N. Goldsmith Award for Contributions to Engineering Communication in 2009. She is Associate Dean for Assessment & Continuous Improvement, Professor of Management Communication, and Derrell Thomas

Instructional Excellence Faculty Fellow Management & Marketing, Culverhouse College of Commerce, University of Alabama.

### **SESSION INFO / monday, october 17, 9:00 am**

#### **Thinking and Interacting Like a Leader**

All managers have power over some members of their organization. However, managers who are also organizational leaders have an additional source of power that is not related to their official position: they influence people using what is called emotional intelligence. During this workshop, Dr. Campbell will introduce you to the TILL system of interpersonal communication, an EI method she developed based on her extensive experience in both the professional and academic arenas.



### **MICHAEL ALLEY**

Holding a master of science in electrical engineering and a master of fine arts in writing, Michael Alley is an associate professor of engineering communication at Penn State. He is the author three textbooks: *The Craft of Scientific Presentations* (2003), *The Craft of Editing* (2000), and *The Craft of Scientific Writing* (1996). His professional communication workshops have been held across the United States and in Europe, at sites ranging from the Harvard Medical School and Sandia National Laboratories to the Army Corps of Engineers and the Environmental Protection Agency.

### **SESSION INFO / tuesday, october 18, 9:00 am**

#### **Rethinking the Design of Presentation Slides**

In many engineering talks, presentation slides affect the success much more than speakers realize. In most engineering presentations, the presentation slides follow the topic-subtopic structure of PowerPoint—in other words, a topic phrase headline supported by a bullet list or by a bullet list and a graphic. In recent years, this structure has received much criticism, since the topic-subtopic structure runs counter to what we know about how people learn when listening to a speaker and viewing a visual aid such as a slide. This workshop teaches a completely different structure—the assertion–evidence structure—which is much more effective at helping the audience understand and remember the content. The assertion-evidence structure has achieved much success in helping engineers and scientists communicate their work.

## FEATURED / speakers

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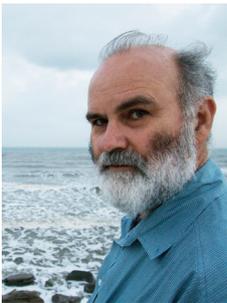
### JUDITH RAMEY

Judy Ramey is a professor in Human Centered Design and Engineering (formerly Technical Communication) at the University of Washington with research interests in user research methods, usability, mobile HCI, and related areas. She is a Fellow of the Society for Technical Communication and has won both the Jay R. Gould Award (2000) for teaching excellence and the Ken Rainey Award (2010) for excellence in research from STC. She is also founder and director of the UW Laboratory for Usability Testing and Evaluation, which received the Diana Award from ACM SIGDOC for contributions to the field. She served as chair of her department from 1997 to 2008.

### SESSION INFO / monday, october 17, 1:00 pm

#### Mobile Technologies

This session opens with two linked papers reporting on an inquiry into mobile phone usage by non-literate and semi-literate users. The first paper focuses on the research method itself used in the inquiry: the systematic literature review. It traces the origins of the method in the field of medicine, describes its features, and discusses its strengths and weaknesses when applied in our own field. The second paper presents the findings of the systematic literature review, with a special focus on evidence-based studies that include design recommendations for mobile-phone user interfaces for low-literate populations. The third paper in the session examines the role of mobile devices and Web 2.0 technologies with respect to issues of knowledge and identity related to sustainability.



### M. JIMMIE KILLINGSWORTH

M. Jimmie Killingsworth is Professor of English at Texas A&M University. His current teaching and scholarship are focused on American literature, rhetoric, and environmental communication. He is the author or co-author of eleven books and over fifty scholarly articles and chapters, including *Ecospeak: Rhetoric and Environmental Politics in America* (with Jacqueline Palmer, 1992), which won the NCTE Award for Best Book of the Year in Scientific and Technical Communication. He is also the author of general-audience essays and books on the natural world and the human experience of place. He is a fellow of the Association of

Teachers of Technical Writing, the Society for Technical Communication, and the Texas Institute of Letters.

### SESSION INFO / tuesday, october 18, 11:00 am

#### What's Wrong with Sustainability: A Rhetorical Question?

This session invites the audience to think about the rhetorical history and future of sustainability and related terms and concepts.



### **JANICE (GINNY) REDISH**

Ginny has been helping clients and colleagues communicate clearly for more than 30 years. Ginny was the founder and first director of the Document Design Center at the American Institutes for Research in Washington, D.C.

Since 1992, Ginny has been an independent consultant combining research and practice in clear writing and usability. Her research studies on usability, accessibility, older adults, and the role of plain language in ballots have all brought out research-based practical guidelines that many people value.

Ginny's work has brought her numerous awards, including the Alfred N. Goldsmith Award from IEEE PCS and the Ken R. Rainey Award for Excellence in Research from the Society for Technical Communication.

Ginny is sought after as a speaker and workshop leader. She is known as a dynamic instructor and this same enthusiasm and clarity are hallmarks of all her books. Ginny's latest book, *Letting Go of the Words—Writing Web Content that Works*, has received rave reviews on Amazon.com and in blogs.

Ginny is a graduate of Bryn Mawr College and holds a PhD in Linguistics from Harvard University. For more information, visit Ginny's web site: [www.redish.net](http://www.redish.net).

**SESSION INFO / tuesday, october 18, 1:15 pm**

### **Technical Communication and Usability: Intertwined Strands and Mutual Influences**

Technical communicators and usability specialists share many traits. Indeed, many usability specialists come from technical communication, and the two fields have influenced each other for decades. But what does the future look like? How can we sustain both fields and contribute to sustainability in the broadest sense? Come explore the intertwined history of technical communication and usability with Ginny Redish. Come look with her into the present and future – how we can contribute to communicating complex information in simple, usable ways through the many media we must deal with now.

# MONDAY / october 17

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7:30 am.....REGISTRATION  
Lobby / 4th fl

8:00 - 8:45 am.....WELCOME & OPENING SESSION  
Cinema / 2nd fl

9:00 - 10:15 am.....BREAK OUT SESSION M1

**M.1.1 COMMUNICATION AND THE WEB** 400 A  
MODERATOR / Marj Davis

**Web Pages of Small and Medium Sized Manufacturing Companies In Tokyo and Their Global Communication Needs**

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Atsuko Yamazaki / Shibaura Institute of Technology

**Getting the Message Across: A Peircean Analysis of Environmental Websites**

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Noel Alton / Western Governor's University; Christina Rosenquist / Brigham Young University

**A Usability Analysis of Municipal Government Web sites in Alabama**

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Norman Youngblood and Jo Mackiewicz / Auburn University

**M.1.2 SUSTAINABILITY, VALUES, AND GOALS** 400 B  
MODERATOR / Judith Strother

**Sustainability as the Core Principle of Ethical Conduct**

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Alan Manning / Brigham Young University; Nicole Amare / University of South Alabama

**Sustainability Communication Tracks in Technical Communication: Our Value in Deriving Sound, Sustainable Solutions**

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Marian Barchilon / Arizona State University

**Advocacy Work in Technical Communication: Technical Communicators on Differing Sides of the Environmental Sustainability Debate**

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J.A. Dawson / East Carolina University

9:00 - 11:00 am.....SEMINAR 1

**Thinking and Interacting Like a Leader** 415 AB

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Kim Sydow Campbell / University of Alabama Birmingham

# MONDAY / october 17

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10:15 - 10:30 am.....IPCC 2012 BREAK  
Lobby

10:30 - 11:45 am.....BREAK OUT SESSION M2

**M.2.1 MULTILINGUAL COMMUNICATION** **400 A**  
**MODERATOR** / Basavadatta Mitra

**Improving the Quality of Engineering Internship Experiences with Enduring Wisdom from Different Cultures**

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Thomas Orr / The University of Aizu

**Nomination for Strategic Leadership: Best Practices in Japanese-Style Communication for Managerial Purposes**

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Kazuaki Yamauchi and Thomas Orr / The University of Aizu

**Multilingualism: Mother Tongues as the Tool for Learning in Classrooms**

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Basavadatta Mitra and Amit Raj / BITS, Pilani - K.K. Birla Goa Campus

**M.2.2 SUSTAINABILITY IN THE TC CURRICULUM** **400 B**  
**MODERATOR** / Madelyn Flammia

**Greening the Words: How Professional Communication Assignments Can Make a Difference**

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Elizabeth (LeeAnne) Kryder / UCSB Writing Program

**Cultivating Sustainability Through Undergraduate Research & Writing**

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Mark Feldman, Kimberly Moekle, and John Peterson / Stanford University

**Cooperating for Professional Communication's Sake: Design of a Business Writing Prototype**

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Jo Mackiewicz, Ashley Clayson, Kristen Bill, Grant Hiatt, Jessica Sims, Pamela Horn, and Victoria Lisle / Auburn University

**M.2.3 WORKSHOP** **400 C**

**STC Certification and the Future of Communication**

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Saul Carliner / Concordia University

11:45 am - 12:45 pm.....LUNCH ON YOUR OWN

# MONDAY / october 17

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1:00 - 2:15 pm.....BREAK OUT SESSION M3

## M.3.1 MOBILE TECHNOLOGIES

400 A

MODERATOR / Saul Carliner

### The Systematic Literature Review as a Research Genre

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Judith Ramey / University of Washington\*; Priya Guruprakash-Rao / Mindbloom

\* Winner, 2011 Ronald S. Blicq Award for Distinction in Technical Communication Education; Winner, Best Paper, IPCC 2011 Conference

### Use of Mobile Phones by Non- or Semi-literate Users: A Systematic Literature Review

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Priya Guruprakash-Rao / Mindbloom; Judith Ramey / University of Washington  
Winner, Best Paper, IPCC 2011 Conference

### Sustainability On-the-Go: Mobile Devices and Web 2.0 Stretching the Frontiers of Knowledge and Identity

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Constance Kampf / Aarhus University

## M.3.2 THE BUSINESS OF MANAGING IN A SUSTAINABLE WORLD

400 B

MODERATOR / Sandy Bartell

### Designing a Sustainable Usability Program

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George Hayhoe / Mercer University

### The Convergence of Sustainable Capitalism

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Basavadatta Mitra, Saagar Gadhok, Shivam Salhotra, and Sakshi Agarwal / BITS, Pilani - K.K. Birla Goa Campus

### Effectiveness of Responses to Hostile Questions in Environmental Public Meetings

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Emily Howitz, Kim Sydow Campbell / University of Alabama Birmingham

## M.3.3 WORKSHOP

400 C

### Throwing a Monkey-Wrench into the Works: Including Radicals in the Teaching of Technical/Environmental Writing

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Laura Palmer / Southern Polytechnic State University

2:30 - 3:45 pm.....BREAK OUT SESSION M4

## M.4.1 EMPIRICAL RESEARCH ON SCHOLARSHIP AND METHODS

400 A

MODERATOR / Richard House

# MONDAY / october 17

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## **The Technology of Politeness: Interdisciplinarity and the Case of Frances Burney's Evelina**

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Jo Mackiewicz / Auburn University; Nicholas Williams / Indiana University

## **Measuring the Quality of Records to Improve Organizational Documentary Testimony**

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Basma Makhoul Shabou / HEG de Geneva

## **Is Our Peer-reviewed Literature Sustainable?**

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Nancy Coppola / New Jersey Institute of Technology; Saul Carliner / Concordia University

## **M.4.2 TRANSFORMING AND SUSTAINING TC THROUGH TECHNOLOGY 400 B MODERATOR / Marian Barchilon**

### **Mobile Documentation: Usability Guidelines, and Considerations for Providing Documentation on Kindle, Tablets, and Smartphones**

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Marta Rauch / Oracle Corporation

### **Enhancing Public Participation Through Visualization Technologies: Mountaintop Removal as a Case Study**

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Tom Bowers / Northern Kentucky University

### **Using the Wiki to Deliver Paperless Software Documentation**

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Kay Rettich / Florida Institute of Technology

## **M.4.3 WORKSHOP 400 C**

### **Engineering Communication Across the Disciplines: A Workshop on Using Online Modules to Standardize Instruction**

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Laura R. Grossenbacher and Christina Matta / University of Wisconsin-Madison

**4:00 - 5:00 pm.....KEYNOTE SPEAKER**

### **Bright Green Strategies for Thriving in Tough Times Cinema**

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Alex Steffen / Worldchanging

**6:00 pm.....CHARTER BUS LEAVES FOR NEWPORT AQUARIUM**

**6:30 pm.....AWARDS RECEPTION / NEWPORT AQUARIUM**

**9:00 pm.....CHARTER BUS LEAVES FOR KINGSGATE**

# TUESDAY / october 18

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7:30 am.....REGISTRATION  
Lobby / 4th fl

8:00 - 9:15 am.....BREAK OUT SESSION T1

**T.1.1 EMPIRICAL RESEARCH IN THE INTERNATIONAL CLASSROOM** 400 A  
**MODERATOR** / Thomas Orr

**Viewing and Participating: Blog Visualization and its Learning Outcomes in Blended Learning**

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Terumi Miyazoe / Tokyo Denki University; Terry Anderson / Athabasca University

**Good Practices to Ensure Sustainable Education for International Students' Success**

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Ruth Vanbaelen and Jon Harrison / Nihon University, CST

**Stimulating College Students to Consider the Sustainability issues through the Peer-review Method**

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Sayuri Yoshizawa / Hoshi University; Atsushi Yoshikawa / The Japan Institute for Educational Measurement, Inc.; Takao Terano / Tokyo Institute of Technology

**T.1.2 THE RHETORIC OF THE PROPOSAL PROCESS** 400 B  
**MODERATOR** / Laura Palmer

**Institutionalized: Organizational Obstacles to Communicating Sustainability**

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Patricia Brackin, Michael DeVasher, Rebecca DeVasher, Richard House, Richard Layton, Mark Minster, Jennifer Mueller-Price, Corey Taylor, and Katherine Toohey / Rose-Hulman Institute of Technology

**Lessons from the Past: What can be Learned from Ancient and Modern Rhetoric for a Better RFP**

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Debbie Davy / Texas Tech University

**After the Montreal Protocol: The impact of 'Cradle To Grave' Issues on Proposal Writing**

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Hazel Sales / University College Plymouth

9:00 - 11:00 am.....SEMINAR 2

**Rethinking the Design of Presentation Slides** 400 C

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Michael Alley / The Pennsylvania State University

# TUESDAY / october 18

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9:30 - 10:45 am.....BREAK OUT SESSION T2

**T.2.1 SUSTAINABILITY, TECHNOLOGY, AND THE TC CLASSROOM** **400 A**  
**MODERATOR** / Judith Ramey

**Human Computer Interfaces and Discourse Analysis: Teaching an Engineering Audience**

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Joseph Jeyaraj, Ronald Sones, and Jacquelyn Waters / Liberty University

**The “SNOWBALLS” Web-Based e-learning System and its Development**

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Kumiko Morimura, Jorg Entzinger, and Shinji Suzuki / The University of Tokyo

**Ordered Chaos, Creativity, and Conveying Information through Visual Forms**

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Kara Nipper / Warren Wilson College

**T.2.2 WORKPLACE COMMUNICATION FOR STUDENTS** **400 B**  
**MODERATOR** / Nancy Coppola

**A Taxonomy of Technology: A Tool for Preparing Students for Internal Communications Context of Organizations**

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Saul Carliner / Concordia University

**A Model of Aesthetic Experience**

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Suguru Ishizaki / Carnegie Mellon University

**The Language of Sustainability: From the Basic Writing Classroom to Professional Discourse**

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Andreas Karatsolis, Silvia Pessoa, Krishnapuram Karthikeyan, Dudley Reynolds, and Pantelis Papadopoulos / Carnegie Mellon Qatar

11:00 am - 12:00 pm.....PLENARY SPEAKER

**What’s Wrong with Sustainability?: A Rhetorical Question.** **400 B**

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M. Jimmie Killingsworth / Texas A&M University

12:00 - 1:00 pm.....LUNCH ON YOUR OWN

1:15 - 2:30 pm.....BREAK OUT SESSION T3

**T.3.1 PUBLIC PERCEPTIONS OF SUSTAINABLE RHETORIC** **400 A**  
**MODERATOR** / Hazel Sales

**Can Green Fatigue Hamper Sustainability Communication Efforts?**

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Judith Strother and Zohra Fazal / Florida Institute of Technology

**Granola-eating, Birkenstock-wearing Treehuggers Who Want to Take Your Guns: Re-framing the Rhetoric of Sustainable Agriculture**

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Beth Jorgensen / Saginaw Valley State University

**Sustainably Framing Product Advertising**

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Shannon Redman / Florida Institute of Technology

**T.3.2 FEATURED SPEAKER** **400 B**  
**MODERATOR** / Dave Farkas

**Technical Communication and Usability: Intertwined Strands and Mutual Influences**

---

Ginny Redish / Redish & Associates

*Winner, 2011 Rudolph J. Joenk, Jr. Award Winner for Best Paper in the IEEE Transactions on Professional Communication*

**T.3.3 WORKSHOP** **400 C**

**Inspiring Sustainable Decision-making through Strategic Communications Planning**

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Rebeca Bell / Biodiversity Project

**TUESDAY / october 18**

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**2:45 - 4:00 pm.....BREAK OUT SESSION T4**

**T.4.1 RHETORIC AS AN ANALYTIC TOOL** **400 A**  
**MODERATOR** / Helen Grady

**The Pentad and the EIS: Using Burke’s Pentad to Analyze Environmental Impact Statements Issued by the U.S. Military**

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Robert Evans / Texas Tech University

**A Crooked Stool: The Rhetoric of the Triple Bottom Line**

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Richard House, Jessica Livingston, Mark Minster, Corey Taylor, and Anneliese Watt / Rose-Hulman Institute of Technology

**Canada’s Housing Bubble: A Rhetorical Analysis**

---

Debbie Davy / Texas Tech University

**T.4.2 COMMUNICATION IN ENGINEERING CURRICULA** **400 B**  
**MODERATOR** / Suguru Ishizaki

**Sustaining Knowledge Work in Student Engineering Clubs**

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Ehren Pflugfelder / Purdue University

**Teaching Engineers to Face the “Grand Challenges” of the 21st Century**

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Marj Davis and Helen Grady / Mercer University

**Learning and Retention of English Email Writing Skills by Students at an Engineering University in Japan**

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Jon Harrison and Ruth Vanbaelen / Nihon University, CST

**3:30 - 4:45pm.....WORKSHOP**

**T.4.3 WORKSHOP** **400 C**

**Workshop in Conducting Integrative Literature Reviews**

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Saul Carliner / Concordia University

# WEDNESDAY / october 19

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7:30 am.....REGISTRATION  
Lobby / 4th fl

8:00 - 9:15 am.....BREAK OUT SESSION W1

**W.1.1 EMPIRICAL RESEARCH IN THE WORKPLACE** 400 A  
**MODERATOR** / George Hayhoe

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**Informal Communication, Sustainability, and the Public Writing Work of Organizations**

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Brian McNely / Ball State University

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**Perceptions and Practices: A Survey of Professional Engineers and Architects**

---

Don Cunningham and Jill Stewart / Radford University

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**Analyzing the Interplay between Visual-Verbal Rhetorical Strategies in Multimodal Documents**

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Suguru Ishizaki / Carnegie Mellon University

**W.1.2 TECHNOLOGY AND SUSTAINABILITY** 400 B  
**MODERATOR** / Joseph Jeyaraj

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**Using Service-Learning and Global Virtual Team Projects to Integrate Sustainability into the Technical Communication Curriculum**

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Madelyn Flammia / University of Central Florida

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**Developing E-learning Content to Raise Global Awareness in a Seminar Style Course**

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Jorg Entzinger, Kumiko Morimura, and Shinji Suzuki / The University of Tokyo

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**Mobile ICT Literacy: A Contributor for Environmental Sustainability**

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Elizabeth Avery Gomez / New Jersey Institute of Technology

**W.1.3 WORKSHOP** 400 C

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**Usability Standards – Evolution, Access and Practice**

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Brian Traynor / Mount Royal University

# WEDNESDAY / october 19

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9:30 - 10:45 am.....BREAK OUT SESSION W2

**W.2.1 PANEL: CONTENT ECOLOGIES: EXPLORING SUSTAINABILITY STRATEGIES FOR PARTICIPATORY CULTURE** 400 A  
**RESPONDENT** / William Hart-Davidson

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**Tracing Ecologies of Writing**

Donnie Sackey / Michigan State University

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**Write Local: Sustainable Digital Content Models for Small Organizations**

Jeremy Harder / Michigan State University

**W.2.2 CREATING AND COMMUNICATING SUSTAINABILITY** 400 B  
**MODERATOR** / Beth Jorgensen

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**Selling Strong Medicine: The Rhetoric of Ontario's Harmonized Sales Tax**

Debbie Davy / Texas Tech University

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**Indicating Impact: The Environmental Life-Cycle Rating Label**

Jerrold Larson / EnvironmentalFacts.org; David Farkas / University of Washington

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**LabelPatterns.Org: A Comprehensive Pattern Library for Consumer-Decision Labels**

David Farkas / University of Washington; Jerrod Larson / EnvironmentalFacts.org; Steven Naranjo / University of Washington

**W.2.3 WORKSHOP** 400 C

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**Teaching Sustainable Methods of Web Design and Development**

Karl Stolley / Illinois Institute of Technology

11:00 am - 12:15 pm.....CLOSING SESSION

400 B



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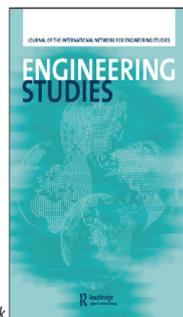
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