IEEE
PRO COMM 2019
International Professional Communication Conference

AACHEN, GERMANY   JULY 23-26

IEEE
PRO COMM
Professional Communication Society

IEEE
*Advancing Technology
for Humanity*

IEEE
PRO⚜COMM 2019
International Professional Communication Conference

AACHEN, GERMANY   JULY 23-26

Tuesday, July 23

5:00 pm — 6:00 pm	Registration (Forum M)	
6:00 pm — 8:00 pm	Reception (Forum M)	

Sunday's registration and reception are being held at the Forum M, a modern building in the centre of the old town.

Wednesday, July 24

8:00 am — 9:00 am	Registration (SuperC foyer)	
9:00 am — 10:15 am	Opening & Keynote	
10:30 am — 11:45 pm	Breakout Sessions	📄 💡
11:45 pm — 1:30 pm	Lunch	
1:30 pm — 2:45 pm	Breakout Sessions	📄 💡
3:00 pm — 4:15 pm	Breakout Sessions	📄 💡 👥
4:45 pm — 6:00 pm	Breakout Sessions	📄 💡

Keynote speaker **Prof. Dr. Martina Ziefle** will talk about data, digital processes and the Internet of things.

Hayhoe Fellow award winners **Laura Burbach, Patrick Halbach, Johannes Nakayama, Nils Plettenberg, André Calero Valdez,** and **Martina Ziefle** will talk about Trust in Cyber Security Software Recommendations as well as how users evaluate faked online content.

Thursday, July 25

8:00 am — 8:45 am	Registration	
8:45 am — 9:45 am	Keynote	
10:00 am — 11:15 am	Breakout Sessions	📄 💡 👥
11:30 am — 12:45 pm	Breakout Sessions	📄 💡 👥
12:45 am — 2:00 pm	Lunch	
2:00 pm — 3:15 pm	Breakout Sessions	📄 💡 👥
3:30 pm — 4:45 pm	Breakout Sessions	📄 💡 👥
5:00 pm — 6:00 pm	Town Hall Meeting / Award Presentation	
7:00 pm — 10:00 pm	Social Event	

In his keynote on the consequences of technological change, **Prof. Dr. Jan Borchers** explores the need to adapt relations between and about people and technology.

Lufkin Award winners **Clay Spinuzzi**, **David Altounian**, and **Gregory Pogue**, will talk about their paper *Go or No Go: Learning to Argue in an Early-Stage Student Entrepreneurship Program*.

Alan Chong will use Gwyneth Paltrow, Kyrie Irving, and Donald Trump (among others) to Teach Science Communication.

Thursday evening's reception is at Aachen's beautiful Town Hall, located opposite the Aachen Cathedral.

Friday, July 26

9:00 am — 10:15 pm	Breakout Sessions	📄 💡 👥
10:30 am — 12:00 pm	Breakout Sessions	📄 👥
12:00 am — 12:30 pm	Conference Closing	

Zhijun Gao and his delegation from China will host the double panel, Technical Communication in China.

📄 PAPER   💡 WORKSHOP   👥 PANEL

IEEE **PRO ● COMM**
Professional Communication Society

◆IEEE
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**Prof. Dr. phil.
Eva-Maria Jakobs**
Conference Chair

**Dr. phil.
Claas Digmayer**
Conference Chair

Welcome to ProComm 2019 and the beautiful city of Aachen!

We are excited to be the host of this year's conference. It is our sincere hope that you find the venue inspiring for lively discussions with other attendees. This year we explore the theme of professional communication in a digitalized world' and how our role as professional communicators will develop in the context of fast changing industrial branches and markets.

Throughout the conference, experts from all areas of technical, engineering, business, and science communication will bring their perspectives and insights from around the globe to the presentations, workshops and panels of ProComm 2019. We look forward to the keynotes held by Martina Ziefle and Jan Borchers on Wednesday and Thursday morning. Join us on Thursday afternoon in our town hall meeting, as we discuss the future of the IEEE Professional Communication Society and toast to this year's award winners.

Our social events provide more opportunities to keep the conversation going: on Tuesday, we would like to invite you to join our reception at the Forum M which offers a beautiful view over downtown Aachen; on Thursday we are holding our conference dinner in the coronation hall in the town hall building.

Beyond the conference, we invite you to explore Aachen which is a city buzzing with international cultures and historical sites from more than 2000 years ago. Charlemagne already appreciated the city´s hot springs and even more so today the city tells stories and legends from its history as a European cultural melting pot. A stroll through the city center offers impressions of interplay between ancient buildings and modern architecture. Make sure to visit the ancient dome of Aachen and try the various restaurants of the famous Pontstraße during the lunch break.

Once again, welcome to Aachen. Everyone from the IEEE Professional Communication Society, and especially the ProComm 2019 team, is excited you are here.

REGISTRATION

Tuesday	5:00 pm - 8:00 pm (at Forum M)
Wednesday	8 am - 9 am (at SuperC, 6th floor foyer)
Thursday	8 am - 9 am (at SuperC, 6th floor foyer)
Friday	8 am - 9 am (at SuperC, 6th floor foyer)

AWARDS AND RECOGNITIONS RECEPTION

Please join us Thursday evening for the ProComm town hall meeting in the SuperC building, Generali room, 6th floor.

INTERNET ACCESS

SSIS: eduroam. The RWTH Aachen University is an Eduroam institution. You can use your own Eduroam credentials to access Wifi. Otherwise use the installed guest WLAN. For more information and help, please ask at the registration desk.

SPEAKER TECHNOLOGY

There will be a projector and HDMI and VGA ports in every room for connecting with your computer, as well as flipcharts. Microphones can be used in the two larger rooms. Please come prepared with your own laptop and all necessary adaptors to run your presentation.

PROCOMM 2019 ONLINE

Website: procomm2019.com
Twitter: twitter.com/procomm2019

PARKING

The closest parking lot is the APAG Parkhaus Rathaus (town hall): Mostardstraße 5, 52062 Aachen. Another parking lot nearby is the Parkhaus am Dom (cathedral): Jesuitenstraße 10, 52062 Aachen.

DINING NEAR CAMPUS

Aachen is a student city which means food and drinks can be found in masses and fair prices. If you want to dine in a good bourgeois atmosphere, the market square is just the place for you. Those who like a culinary variety and would like to choose between inexpensive and expensive will find a great number of restaurants on Pontstraße. Visit procomm2019.com for more information and suggestions.

TRANSPORTATION

The city centre of Aachen is quite small and most places are within walking distance.

Driving: Even though the Germans are known as good drivers, take care: in the hustle and bustle of the city centre, traffic can be intense. As well, be sure to pay attention to cyclists when turning off!

Ride sharing: UBER is not available in Aachen, but it's usually quite easy to find a taxi to get you around town. Taxi stands are located at Aachen main station and Pontstraße.

Buses and Trains: Local transport is mainly based on the bus system: especially in the city centre, buses run very often and late into the night. For trips outside the city you can take the train. The closest station to the conference is Aachen Westbahnhof.

Most buses have real time GPS. You can download the ASEAG mobile app to see exactly when buses arrive at nearby stops:

- **Android**
  play.google.com/store/apps/details?id=de.ivu. realtime.app.aseag
- **Apple:**
  itunes.apple.com/us/app/aseag-mobil/ id77466744?l=de&ls=1&mt=8

Google maps is a reliable guide in Aachen as well.

Tickets can be purchased on the bus. They cost about €2,60 per ride. But don't forget to stamp at the machine in the bus and don't be disappointed if the bus drivers seem a bit grim - that's normal.

BADGE ICONS

Trying to find attendees who share your interest in particular topics? Please have a look in your conference bag: You will find 5 topic-related stickers which can be put on your conference badge. After this you only need to look for badges with the same stickers and start exciting conversations. During breaks you will find high tables in the foyer of the 6th floor which are dedicated to one of the following topics:
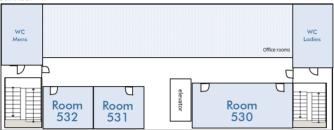

Digitalization & Communication

Science Communication

Teaching

Technical Writing/ Documentation
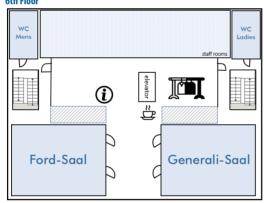

Usability/UX

RWTH AACHEN UNIVERSITY

The RWTH University of Aachen's SuperC building is where all of the sessions and workshops will be taking place. The hypermodern SuperC is probably Aachen´s most extravagant building and therefore cannot be missed. Located in the heart of the RWTH Campus the conference rooms can be found at the very top where its glass windows offer a brilliant panoramic view of the central campus. Down below, in front of its doors is a popular meeting point for students and lecturers.

SuperC conference rooms

5th Floor

WC Mens

WC Ladies

Office rooms

elevator

Room 532

Room 531

Room 530

6th Floor

WC Mens

WC Ladies

staff rooms

elevator

Ford-Saal

Generali-Saal

PLANNING COMMITTEE MEMBERS

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Prof. Dr. phil. Eva-Maria Jakobs, RWTH Aachen University
Dr. phil. Claas Digmayer, RWTH Aachen University

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Collaboration with Peking University
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PROFESSIONAL COMMUNICATION SOCIETY

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- University of Toronto - Faculty of Applied Science & Engineering
- d-society e.V. - Verein zur Förderung einer digitalisierten Gesellschaft
- eresult GmbH
- Printenbäckerei Klein

Prof. Dr. Martina Ziefle

This keynote addresses data, digital processes and the Internet of things.

Prof. Dr. Martina Ziefle is a psychologist and full professor of Communication Science at RWTH Aachen University. She is one of four directors of the Human-Computer Interaction Center at RWTH Aachen. Her research is concerned with human interaction and communication of humans with technology addressing the human factor in different technology types and using contexts. A special research focus is directed to humans and their interaction and communication in the digitalization of work. Martina Ziefle leads various projects funded by industry and public authorities, dealing with technology acceptance, risk perception and communication as well as the interaction and communication of humans with technology.

Prof. Dr. Jan Borchers

This keynote addresses the consequences of technological changes (e.g., smart intelligent assistance and artificial intelligence) and how the interaction between people and technology, communication between people and technology and the communication of people about that technology will need to adapt.

Prof. Dr. Jan Borchers is full professor of computer science and head of the BIT Chair for Media Computing and Human-Computer Interaction (HCI), which he founded at RWTH Aachen University in 2003 after faculty positions at Stanford and ETH Zurich. His group creates and studies new user interface techniques and technologies for personal digital fabrication, tangible and tabletop interactions, mobile and wearable computing, software development environments, and HCI design patterns. The lab is among Germany's most successful at CHI, Google Scholar's top-listed international HCI publication outlet.
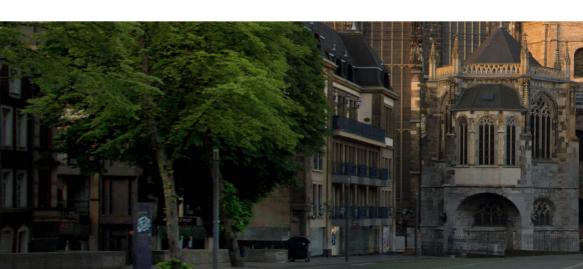
Menno de Jong
Goldsmith Award winner

The Alfred N. Goldsmith Award for Outstanding Achievement in Engineering Communication has been given by IEEE PCS since 1975.

About the award: Dr. Goldsmith was the editor of the predecessor of PCS, the Institute of Radio Engineers (IRE), from 1912 to 1954, and was a founding member of the IRE Professional Group on Engineering Writing and Speech, the forerunner of the IEEE Professional Communication Society (PCS).

Menno de Jong is a Full Professor of Communication Science at the University of Twente (Netherlands). His research involves technical and professional communication, as well as corporate and organizational communication. Specific topics he focuses on are communication and sustainability (including the energy transition), communication and design, and the usability, user experience, appropriation, and implementation of technological products and systems. He successfully supervised 17 PhD candidates, and published many academic articles in a wide variety of academic journals. Between 2009 and 2015, he served as Editor-in-Chief of Technical Communication, the flagship journal of the Society for Technical Communication (STC). He received STC's Ken Rainey Award for Excellence in Research, two Landmark Paper Awards of IEEE's professional Communication Society, and various best paper awards for his research.
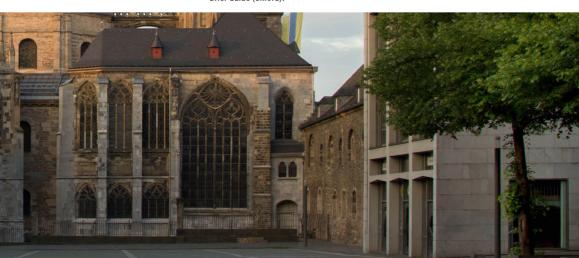
Robert Irish
Blicq Award winner

The Ronald S. Blicq Award for Distinction in Technical Communication Education was proposed by the AdCom and approved by IEEE Awards and Recognition Committee in 2000.

About the award: The Blicq Award recognizes innovative educators who have influenced the ways that technical communication is taught — in pre-college settings, in undergraduate and graduate university degree programs, and in professional life through workshops and seminars.

In naming the new award for Ron Blicq, PCS acknowledges his extraordinary impact on technical communication education at all levels. In courses offered through IEEE and PCS as well as university programs and independent workshops, he has helped engineers to improve their communication skills. Through his textbooks, videos, and workshops, he has also taught several generations of technical communication faculty to design practical and motivating communication courses for technical students. Ron Blicq has been a member of IEEE and PCS since 1958 (they were then the Institute for Radio Engineers and the Professional Group on Engineering Writing and Speech), and he has been developing and teaching courses for the IEEE and PCS since 1974.

Robert Irish is an Associate Professor, Teaching Stream in Engineering Communication, a division of the Institute for Studies in Transdisciplinary Engineering Education and Practice (ISTEP) at the University of Toronto. In 1995, he founded the Engineering Communication Program, and served as the program's director until 2008. He has taught in courses in every department in Engineering, and currently teaches first-year design and communication courses, and Engineering and Society in Engineering Science. He also teaches an elective called Language and Power. Robert completed a PhD in English at University of Toronto. His research interests lie in engineering ethics and argument. He is the author of two textbooks, Engineering Communication from Principles to Practice (with Peter Eliot Weiss, 2e Oxford), and Writing in Engineering: A Brief Guide (Oxford).

SCHLESINGER AWARD

Traci M. Nathans-Kelly
Schlesinger Award winner

The Emily K. Schlesinger Award for Outstanding Service to the Professional Communication Society has been given since 1995.

About the award: A member of PCS since 1964 and Senior Member of IEEE, Dr. Schlesinger was president of the Society in 1976 and 1977. During that time, she regularized publication of the PCS Transactions and, when she could find no one to edit the Newsletter, took on the job herself, producing some 80 pages annually. She widened the sphere of the Society to include those who communicate in English as a second language and helped the PCS education committee to launch home study, conference, and workshop writing courses.

Traci M. Nathans-Kelly, Ph.D. has been a member of IEEE since 2007. In her years with IEEE, she has served as the first Editor for the Professional Engineering Communication book series, where she brought twelve books to the shelves. For the IEEE ProComm conference, she has served various roles including Conference Co-Chair with Marie Paretti (2017), Program Chair (2105). With co-author Christine G. Nicometo, she published Slide Rules: Design, Build, and Archive Presentations in the Engineering and Technical Fields though the Wiley-IEEE book series. Regular conference participation is with not only IEEE ProComm but also SEFI (European Society for Engineering Education) and ASEE; related work includes reviewing for IEEE PCS Transactions, JEE, and others.

Nathans-Kelly currently teaches in the College of Engineering at Cornell University in the Engineering Communications Program. There, teaching partnerships for enhancing engineering communication allow her to instruct inside courses and programs such as Games Design, Applied Engineering Physics, Mechanical Engineering Design, Computer-Assisted Design for Biological Engineering, and others. Nathans-Kelly continues to work on engineering communication issues, social justice + engineering communication, and communication strategies for engineering teams. She has performed consulting work with The Boeing Company, the United Nations and World Bank Disaster Risk Reduction programs, IEEE, IEEE-USA, Flad Architects, Alcoa, Inc., Ormat Technologies, Wolters Kluwer, and other organizations and is building new courses for offer via eCornell. She is honored to be in such wonderful company with other previous award winners.

Tom van Ierland
Joenk Award winner

Jessica M. Smith
Joenk Award winner

The Rudolph J. Joenk, Jr. Award for Best Paper in the IEEE Transactions on Professional Communication recognizes an outstanding article published in the preceding year's IEEE Transactions on Professional Communication.

About the award: The winner is selected by the PCS Editorial Advisory Committee. The Best Paper Award was proposed at an AdCom meeting in 1975 by Charles A. Meyer, then chair of the awards committee and earlier (1965-66) president of the society. In 2000, the AdCom voted to re-name the Best Paper Award for Rudolph J. Joenk, Jr., to acknowledge and honor his extraordinary contributions to the Transactions. Dr. Joenk served as editor of the IEEE Transactions on Professional Communication for eight years, beginning in 1977. In his term as editor he revived the publication from a dwindling two issues in 1976 to a reliable set of quarterly issues in 1984 that are still growing in size and strength. Through his outstanding editorial work, he established high standards for a journal that is now a central information resource in the field of engineering communication.

About the paper

The construction of the Dakota Access Pipeline sparked a broad, clamorous online debate about oil, the environment, and Native American sovereignty. Social media platforms such as Twitter are at the forefront of the changing dynamics of how such activism occurs. Our analysis of #NoDAPL tweets points to a communications gap between opponents and proponents of the pipeline. Closing that gap could provide a way for companies as well as individual professionals in the oil and gas industry to more effectively engage with critics and influencers in debates about energy issues.
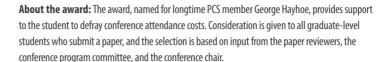
Tom van Ierland is a Dutch national and was a ConocoPhillips WE2ST Scholar at the Colorado School of Mines. He recently graduated from Mines Cum Laude with a BS in petroleum engineering and an honors minor in Public Affairs. He is an SPE member and is now working as a petroleum engineer for EOG Resources in South Texas.

Jessica M. Smith is Associate Professor in the Engineering, Design & Society Division at the Colorado School of Mines (USA). An anthropologist by training, her research investigates the intersection of engineering and corporate social responsibility in the mining and energy industries. Her book Extracting Accountability: Engineers and Corporate Social Responsibility is under contract with The MIT Press.

Laura Burbach
Hayhoe Fellow Award winner

Patrick Halbach
Hayhoe Fellow Award winner

Johannes Nakayama
Hayhoe Fellow Award winner

Nils Plettenberg
Hayhoe Fellow Award winner

André Calero Valdez
Hayhoe Fellow Award winner

Martina Ziefle
Hayhoe Fellow Award winner

The Hayhoe Fellow Award is given to a graduate student who has submitted a conference paper that will be presented at the annual International Professional Communication Conference.

About the award: The award, named for longtime PCS member George Hayhoe, provides support to the student to defray conference attendance costs. Consideration is given to all graduate-level students who submit a paper, and the selection is based on input from the paper reviewers, the conference program committee, and the conference chair.

The Hayhoe Fellow Award was established in 2012 to acknowledge the activities of Dr. George Hayhoe, a longtime PCS member, member of the PCS Advisory Committee, and former president of PCS. Dr. Hayhoe's contributions to the society are numerous, but his legacy is best represented in supporting the next generation of technical communicators who can benefit from the experience of the ProComm.

"Hey, Siri", "Ok, Google", "Alexa". Acceptance-relevant factors of virtual voice-assistants
This paper addresses user concerns and acceptance-relevant factors of virtual voice-assistants. Today virtual voice-assistants are used for manifold purposes. Besides their promising potential, users are often concerned and many acceptance-relevant factors remain unclear. To address this issue, the research team conducted a Choice-Based-Conjoint Analysis with three attributes and three levels each. A key finding is that not the price of a voice assistant is the most important factor for its acceptance, but privacy.

Laura Burbach (M.A.) is research assistant at the Human-Computer Interaction Center. Since 2018 she is part of the junior research group 'Digitale Mündigkeit'. She is currently investigating whether and to what extent different recommendation systems, voice assistants and individuals are accepted by users of social media. Besides her research focuses on target groups of Life-Logging.

Patrick Halbach (M. Sc.) works as research assistant at the chair of Communication Science at RWTH Aachen University, Germany and is part of the junior research group 'Digitale Mündigkeit'. In his research, he currently deals with opinion formation in online contexts, especially focusing on the impact of social media and the spread of misinformation on such platforms.

Nils Plettenberg (B. Sc.) works as student assistant at the chair for communication science at the RWTH Aachen University, Germany where he is part of the junior research group 'Digitale Mündigkeit'. He is studying the master's program electrical engineering with a major in computer engineering. His research focuses on the spread of news in social media.

Johannes Nakayama (B. Sc.) is a student assistant at the chair for communication science at RWTH Aachen University and a part of the junior research group 'Digitale Mündigkeit'. He is a Master's student majoring in technical communication (communication science and computer science) and he specializes in recommender systems research.

André Calero Valdez (PhD) is junior research group leader at the RWTH Aachen University, Germany. His research focuses the interaction of humans and algorithms such as recommender systems, information visualization, and machine learning in a wide variety of applications. The fields of application range from social media over health informatics to industry 4.0.

Martina Ziefle is Professor of Communication Science and head of the Human Computer Interaction Center of RWTH Aachen University. Her research focuses on the interface between humans and technology, taking into account different usage contexts and user requirements. She focuses in particular on the sensitive area of eHealth technologies, in which user diversity and technology acceptance play a decisive role.

LUFKIN AWARD

Clay Spinuzzi
Lufkin Award winner

David Altounian
Lufkin Award winner

Gregory Pogue
Lufkin Award winner

The James M. Lufkin Award recognizes the best conference paper submitted to ProComm Proceedings. The winner is selected by the ProComm Conference Committee in consultation with the PCS Awards Committee.

About the award: The award was re-named for James M. Lufkin in 2008. James M. Lufkin served multiple terms on the PCS AdCom and multiple terms as Society President. In 1975, he received PCS's first Alfred N. Goldsmith Award for outstanding achievement in technical communication, and he was awarded an IEEE Millennium Medal in 2000. The achievement we particularly honor in naming the best conference award for him is his core role in chairing a series of conferences (1973, 1975, 1977) on the future of scientific journals.

This paper is about learning to persuade in an early stage student entrepreneurship program. Early-stage accelerator programs teach new entrepreneurs how to identify and exploit venture opportunities. In doing so, they implicitly teach these new entrepreneurs how to develop and iterate claims. This paper examines questions such as: Does an entrepreneurship training program implicitly teach new entrepreneurs to make and iterate persuasive claims? How effectively does it do this, and how can it improve?

Clay Spinuzzi is a professor at the University of Texas at Austin. He studies professional communication in and between organizations via qualitative field studies.

David Altounian is Interim Dean of the Bill Munday School of Business. He has over 30 years of experience in the technology industry, including as Founder and CEO of Motion Computing, and is a named inventor on 10 patents.

Gregory Pogue is Deputy Executive Director and Senior Research Scientist at the IC2 Institute of The University of Texas at Austin, where he leads research and implementation programs surrounding technology commercialization, early venture creation and entrepreneurship.

TUESDAY

REGISTRATION
5:00 pm – 6:00 pm

Registration	Forum M

Register on Sunday evening.

WELCOME
6:00 pm – 8:00 pm

Reception	Forum M

Come join us for a reception on the Tuesday night prior to the conference!

WEDNESDAY

REGISTRATION
8:00 am – 9:00 am

Registration	6th Floor Foyer, SuperC

Registration will be located in the foyer of the SuperC building.

OPENING & KEYNOTE
9:00 am – 10:15 am

Opening	Generali-Saal, SuperC

The conference will commence with this opening message from the conference chair.

Keynote: Prof. Ziefle	Generali-Saal, SuperC

Professor Ziefle will give their keynote address for the conference.

BREAK
10:15 am – 10:30 am

Break

BREAKOUT SESSIONS
10:30 am – 11:45 am

Energy Communication	Generali-Saal, SuperC

The Unknown Stakeholder. What Professional Communication Can Learn from Acceptance Research
(Nils Hellmuth and Eva-Maria Jakobs, both *RWTH Aachen University*)

Energy Communication in International Contexts
(Olga Menagarishvili, *Appalachian State University;* Clotilde Landais, *Purdue University;* Niall Peach, *Purdue University;* Angela Armstrong, *Purdue University*)

International Communication and Cooperation   **Ford-Saal, SuperC**

A Technical Communication-focused International Academic Project Collaboration between Germany and Japan: Planning, Execution, Outcomes, and Challenges
(Debopriyo Roy, *University of Aizu*; Wolfgang Ziegler, *Karlsruhe University of Applied Science*)

Technical Communication in Transnational Contexts: A Study of Engineering Professionals in Qatar
(Rinith Reghunath, Alaa Abdalla, Midhat Javiad, and Amy Hodges, all *Texas A&M University at Qatar*)

Chinese Technical Communicators' Opinions on Cultural Differences Between Chinese and Western Manuals and Users
(Qian Li, Joyce Karreman, and Menno De Jong, all *University of Twente*)

Professional Communication in the Age of Immersive Technology   **Room 531+532, SuperC**

Moderators: Dawn Armfield, Ann Hill Duin, and Isabel Pedersen

Workshop: Check out the online program at procomm2019.com/program for details.

LUNCH
11:45 am – 1:30 pm

Lunch

BREAKOUT SESSIONS
1:30 pm – 2:45 pm

The Use and Design of Digital Systems   **Generali-Saal, SuperC**

Trust in Cyber Security Software Recommendations
(Johannes Nakayama, Nils Plettenberg, Patrick Halbach, Laura Burbach, Martina Ziefle, and André Calero Valdez, all *RWTH Aachen University*)

Would I lie to you? How users evaluate faked online content depending on its publication type
(Patrick Halbach, Laura Burbach, Johannes Nakayama, Nils Plettenberg, Martina Ziefle, and André Calero Valdez, all *RWTH Aachen University*)

Intentional Non-Use of the Internet in a Digital World: A Textual Analysis of Disconnection Narratives
(James Melton, Gustav Verhulsdonck, and Vishal Shah, all *Central Michigan University*)

Theoretical Advances   **Ford-Saal, SuperC**

Fourth-Generation Activity Theory: An Integrative Literature Review
(Clay Spinuzzi, *University of Texas at Austin;* David Guile, *University College London*)

Using Bayesian Priors to Assess and Communicate Risk in Professional Communication
(J.D. Applen, *University of Central Florida*)

WEDNESDAY

Curriculum Development for Technical Communication in a Digitalized World Based on the TecCOMFrame Competence Framework　　　**Room 531 + 532, SuperC**

Moderators: Yvonne Cleary, Joyce Karreman, Birgitta Meex and Sissi Closs

Workshop: Check out the online program at procomm2019.com/program for details.

BREAK
2:45 pm – 3:00 pm

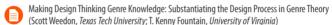**Break**

BREAKOUT SESSIONS
3:00 pm – 4:15 pm

Panel: We Have Changed: Reflections on 20+ Years of Teaching Communication in Engineering　　　**Generali-Saal, SuperC**

Panelists: Peter Eliot Weiss, Lydia Wilkinson, Robert Irish, and Alan Chong, *all University of Toronto*

Innovation Methods　　　**Ford-Saal, SuperC**

Expanding Digital Audience Analysis Techniques to Include Social Media Analytics (SMA) (Lee-Ann K. Breuch, *University of Minnesota*)

Making Design Thinking Genre Knowledge: Substantiating the Design Process in Genre Theory (Scott Weedon, *Texas Tech University*; T. Kenny Fountain, *University of Virginia*)

Two Heads Are Better Than One. Co-creation as a Resource for User Interface Design (Maximilian Tandi and Eva-Maria Jakobs, both *RWTH Aachen University*)

Communication Challenges in Design Sprints　　　**Room 531+532, SuperC**

Moderators: Richard Bretschneider

Workshop: Check out the online program at procomm2019.com/program for details.
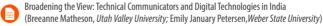
BREAK
4:15 pm – 4:45 pm

Break

BREAKOUT SESSIONS
4:45 pm – 6:00 pm

The Use and Design of Digital Systems　　　**Generali-Saal, SuperC**

Smart Home Technology Adoption and Learning (David Wright, *Missouri University of Science*)

Broadening the View: Technical Communicators and Digital Technologies in India (Breeanne Matheson, *Utah Valley University;* Emily January Petersen, *Weber State University*)

"Hey, Siri", "Ok, Google", "Alexa". Acceptance-relevant Factors of Virtual Voice-assistants (Laura Burbach, Patrick Halbach, Nils Plettenberg, Johannes Nakayama, Martina Ziefle, and André Calero Valdez, all *RWTH Aachen University*)

BREAKOUT SESSIONS

4:45 pm – 6:00 pm
(continued)

Teaching	Ford-Saal, SuperC

Developing Speech Act Performance in Computer Science Majors through Conversation Analysis: Japanese Learners and Oral Requesting
(Allan Nicholas and Jeremy Perkins, both *University of Aizu*)

Teaching Technical Communication to Engineering Students at Scale
(Sunny Bains, *University College, London*)

Comparison of Peer and Instructor Qualitative Feedback on Presentations
(Matthew Baker and William Baker, both *Brigham Young University*)

Professionalizing Students across a Digitalized World: A How-to Workshop for Linking Classes in Technical Communication, Usability Testing, and Translation	Room 531+532, SuperC

Moderators: Daniel Kenzie, Mary McCall, Bruce Maylath, Ann Hill Duin and Guiseppe Palumbo

Workshop: Check out the online program at procomm2019.com/program for details.

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REGISTRATION	**Registration**	**6th Floor Foyer, SuperC**
8:00 am – 8:45 am	Registration will be located in the SuperC foyer.	

KEYNOTE	**Keynote: Prof. Borchers**	**Generali-Saal, SuperC**
8:45 am – 9:45 am		

BREAK	**Break**	
9:45 am – 10:00 am		

BREAKOUT SESSIONS
10:00 am – 11:15 am

Usability / UX **Generali-Saal, SuperC**

When Is Persona Design Accountable?
(Tharon Howard, *Clemson University*)

The Game We Envision: The Use of Rhetorics of Potentiality to Construct and Sustain Open Video Game Development Projects
(Luke Thominet, *Florida International University*)

Beyond Clippy's Counsel: Word Processor Feature Underuse Among the Digital Generation
(Ruud Jacobs, Joyce Karreman, and Jitske Botma, all *University of Twente*)

Graduate Career Preparation **Ford-Saal, SuperC**

Go or No Go: Learning to Argue in an Early-Stage Student Entrepreneurship Program
(Clay Spinuzzi, *University of Texas at Austin*; David Altounian, *St. Edwards University*; Gregory Pogue, *IC² Institut*)

Divergent Courses: Preparing Graduate Students for Diverse Career Paths
(Nancy Barr, *Michigan Technological University*)

"Skill Set, Aptitude, and Desire": Industry Perceptions of Recent Engineering Graduates as Professional Communicators
(Richard House, Jessica Livingston, and Sarah Summers, all *Rose-Hulman Institute of Technology*)

Internal and External Corporate Communications **Room 531+532, SuperC**

Valuating National Parks: Technical Communicators and the Aesthetics of Reclamation
(Garrett Stack, *Ferris State University*)

Company-internal ELF Communication: The Case of Email Requests between Professionals
(Friederike Sell, *BEIO Consulting & University of Bonn;* Terry Haggerty, *BEIO Consulting*)

BREAK	**Break**	
11:15 am – 11:30 am		

BREAKOUT SESSIONS
11:30 am – 12:45 pm

Innovative Products and Services	Generali-Saal, SuperC

Smart Reality - Visual Optimal Comprehensibility at Minimal Costs
(Christian Drees, *Mediasys*)

Communication Coding Loop
(Pascal Schneider, *Deloitte in Germany*)

Health Communication	Ford-Saal, SuperC

Cultural Dimensions, Consumption of Opioid Pain Medications, and Designing Educational Information Products
(Tatiana Batova, *Arizona State University*)

Storytelling with Data and Narratives for Health Communication
(Hai Tran, *DePaul University*)

Engaging Cultural Differences for Global Design	Room 531+532, SuperC

Moderator: Huatong Sun et al

Workshop: Check out the online program at procomm2019.com/program for details.

LUNCH
12:45 pm – 2:00 pm

Lunch

BREAKOUT SESSIONS
2:00 pm – 3:15 pm

Teaching	Generali-Saal, SuperC

Talking About the Rhetorical Situation of Classroom Problem Documentation
(Sean Moseley, *Rose-Hulman Institute of Technology*)

Engineering Students' Empathy Development through Service Learning: Quantitative Results from a Technical Communication Course
(Laura Patterson, *University of British Columbia*)

Teaching Engineering Students to be Consulting Engineers: Transdisciplinary Skills Workshops in Project-Based Learning
(Lydia Wilkinson, Emily Moore, Greg Evans, and Todd McAlary, all *University of Toronto*)

Academic Communication	Ford-Saal, SuperC

Engineering Identity Formation and Communication in a Digital Age
(Anneliese Watt, *Rose-Hulman Institute of Technology*; Kayla Maxey, *Purdue University*; Patricia Brackin, *Rose-Hulman Institute of Technology;* Jordan Trachtenberg, *Rose-Hulman Institute of Technology*)

Professional Communication Education Through Academia – Industry Collaborations: Some Examples at Two Asian Universities
(Khwanruethai Rawboon, *Shibaura Institute of Technology*; Atikorn Wongsatanawarid, *King Mongkut's University of Technology*; Atsuko K. Yamazaki, *Shibaura Institute of Technology;* Masahiro Inoue, *Shibaura Institute of Technology*)

Communications for a University Department Self-Assessment – A Case Study
(Kristinn Andersen, Saemundur Thorsteinsson, Helgi Thorbergsson, and Karl Gudmundsson, all *University of Iceland*)

BREAKOUT SESSIONS
2:00 pm – 3:15 pm
(continued)

Creating a Collaborative Virtual-Global Classroom for Engineering Students - A Model for Enhancing International Exposure   **Room 531+532, SuperC**

Moderators: Elham Marzi, Rahim Rezaie, Murray Metcalfe and Debbie Mohammed

Workshop: Check out the online program at procomm2019.com/program for details.

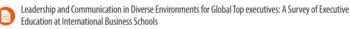**BREAK**
3:15 pm – 3:30 pm
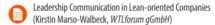
Break

BREAKOUT SESSIONS
3:30 pm – 4:45 pm

Panel: Computational Methods in Professional Communication   **Generali-Saal, SuperC**

Panelists: André Calero Valdez, *RWTH Aachen University*; Laura Burbach, *RWTH Aachen University*; Philipp Schaer, *TH Köln*; Malte Bonart, *TH Köln*; Lena Frischlich, *Uni Münster*; Lena Adams, *Uni Münster;* Dennis Assenmachere, *Uni Münster*

Corporate Communication   **Ford-Saal, SuperC**

Leadership and Communication in Diverse Environments for Global Top executives: A Survey of Executive Education at International Business Schools
(Akiko R. Innes-Taylor, *Otsuka Holdings Co., Ltd*; Atsuko K. Yamazaki, *Shibaura Institute of Technology;* Masahiro Inoue, *Shibaura Institute of Technology*)

Leadership Communication in Lean-oriented Companies
(Kirstin Marso-Walbeck, *WTLforum gGmbH*)

Shaping Safety Cultures in the Age of Industry 4.0: New Challenges for Professional Communication
(Claas Digmayer and Eva-Maria Jakobs, both *RWTH Aachen University*)

Using Gwyneth Paltrow, Kyrie Irving, and Donald Trump (among others) to Teach Science Communication: Case Studies for your Classroom   **Room 531+532, SuperC**

Moderator: Alan Chong

Workshop: Check out the online program at procomm2019.com/program for details.

BREAK
4:45 pm – 5:00 pm

Break

TOWN HALL MEETING / AWARDS PRESENTATION
5:00 pm – 6:00 pm

Town Hall Meeting / Awards Presentation   **Ford-Saal, SuperC**

Please note that the Town Hall meeting is taking place at the SuperC building's Ford-Saal and *not* Aachen's Town Hall.

RECEPTION
7:00 pm – 10:00 pm

Social Event (Banquet)   **Aachen Town Hall**

Join us for our Coronation Hall banquet at Aachen's beautiful Town Hall!

BREAKOUT SESSIONS
9:00 am – 10:15 am

Panel: Technical Communication in China, Part 1   Generali-Saal, SuperC

Panel: Technical Communication in China – Part 1 (Zhijun Gao et al.)

Online Platforms & Digital Communities   Ford-Saal, SuperC

The Discourse of Component Content Management on Technical Communication Practitioner Blogs
(Yvonne Cleary, *University of Limerick*)

Dwelling on Vlogging: A Case Study of Amateur Technical Communicators
(Shuwen Li, *University of Michigan, Ann Arbor*)

Making a Technical Argument:
Teaching Technical Analysis and Communication Together   Room 531+532, SuperC

Moderator: Sunny Bains

Workshop: Check out the online program at procomm2019.com/program for details.

BREAK
10:15 am – 10:30 am

Break

BREAKOUT SESSION
10:30 am – 11:45 am

Panel: Technical Communication in China, Part 2   Generali-Saal, SuperC

Panel: Technical Communication in China – Part 2 (Zhijun Gao et al.)

The Use and Design of Digital Systems   Generali-Saal, SuperC

From User Experience to Engagement: A New Direction in Professional Communication and HCI
(Huatong Sun, *University of Washington Tacoma* et al.)

Publishing on a Website: Simulation as didactic intervention
(Sylvia Bendel Larcher and Sabine Witt, both *University of Lucerne*)

Mastering the digital advantage with smart presentation tools in an engineering senior design course
(Nadya Shalamova, *Milwaukee School of Engineering*)

BREAK
11:45 am – 12:00 noon

Break

CONFERENCE CLOSING
12:00 noon – 12:30 pm

Conference Closing   Generali-Saal, SuperC

1 SuperC at RWTH
The futuristic architecture of this university building represents one of the leading research centers in Europe. This is one of the conference venues.

2 Pontstraße
The Pontstraße is part of the former royal road: kings in the Middle Ages travelled this street and were crowned in the imperial city of Aachen. Today, there are numerous pubs, cafés, restaurants, discos and RWTH buildings.

3 Town Hall (Rathaus)
Conference venue. The Town hall is located opposite to the Aachen Cathedral and is one of the most striking structures in the Altstadt of Aachen. It is built in the Gothic architecture.

4 Centre Charlemagne
This museum is in the heart of the former palace district of Charlemagne the Great. The starting point of the "Route Charlemagne" is definitely worth a visit!

5 Domschatzkammer
The museum of the Aachen Cathedral Treasury is a UNESCO World Heritage Site, and houses one of the most important collections of medieval church artworks in Europe.

6 Couven Museum
This museum shows the 18th and early 19th century bourgeois living culture of the area. Originally founded in 1929, it was rebuilt in 1958 at the current location after its destruction in the Second World War.

7 Cathedral (Aachener Dom)
The Cathedral of Aix-la-Chapelle is the see of the Roman Catholic Diocese of Aachen. It is one of the oldest cathedrals in Europe, constructed by the emperor Charlemagne, who was buried there after his death in 814.

8 Forum M (Mayersche)
Located in one of the most beautiful squares of Aachen, the Forum M is one of the conference venues. Just around the corner you will find the bakery Klein with delicious Gingerbread (Printen).

9 Elisenbrunnen
The Elisenbrunnen symbolizes the reason why Aachen became a town in the first place. The hot springs were the original reason for people to settle down at this very location.
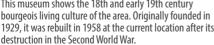
10 Aquis Plaza
This is the newest shopping mall in Aachen with more than 130 stores and many international restaurants.

Accommodations
11 Novotel   12 Mercure   13 Aquis Grana

ABOUT AACHEN

We warmly invite you to ProComm 2019 at the RWTH University in Aachen.

Only a stone's throw away from the Dutch and Belgium borders, and with its more than 2,000 year old history, Aachen is a city full of international culture and sights. The Rheinisch-Westfälische-Technische-Hochschule (RWTH Aachen University) makes it a place where ancient past and modern presence mesh together. Aachen is full of young people: 50,000 of the city's 250,000 inhabitants are engaged in studies. The RWTH Aachen University is one of Europe's major research centres.

Historically, Charlemagne was an important figure at Aachen, even appreciating the city's hot springs. The city today is known through its stories and legends as a European cauldron of cultures. A walk through the center makes this mixture evident, with the interplay of ancient buildings and modern architecture.
Aachens cultural heritage is still visible in the historical old town: The cathedral is one of the most famous examples of occidental architecture. It is the burial site of Charlemagne, major pilgrimage church, and part of the UNESCO World Heritage list.

At the beginning of the 14th century, the Aachen citizenship built the gothic town hall on the foundation walls of the derelict palace building of Charlemagne.

In addition to these highlights, several castles can be visited in the vicinity of Aachen such as Burg Frankenberg and Burg Stolberg. In close proximity to Aachen, two special attractions await its visitors: The beautiful city of Monschau and the Eifel National Park.

Aachen - Museums
Aachen has a high number of museums which present a part of history, living cultures, media and art. You can explore one of these museums and galleries:

Ludwig Forum
The Ludwig Forum exhibits contemporary art – as well as cinema entertainment, readings and workshop. The Ludwig Museum transports you back to a bygone age of images.

Centre Charlemagne
The central starting point of the Route Charlemagne is the "Centre Charlemagne – Neues Stadtmuseum Aachen", located on the Katschhof between the Town Hall and the Cathedral. Here, visitors can get information on all the sights along the Route Charlemagne.

Domschatzkammer
Charlemagne's palace, the era of coronations and the tradition of pilgrimages have produced a unique and magnificent church treasure whose most famous pieces are on show today in the Cathedral Treasury. The oldest piece is a Roman sarcophagus which portrays a scene from ancient mythology, and in which Charlemagne was initially buried.

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The MRU Information Design program is the only program of its kind in Canada.

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The MRU Information Design program proudly supports ProComm 2019.

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Hey, y'all!

Come join us in Kennesaw, GA, for a taste of old-fashioned Southern hospitality at ProComm 2020.

Our 2020 conference is a short drive northwest from Atlanta, across the street from Kennesaw State University (one of the 50 largest universities in the US) at the KSU Center, the university's spacious and modern professional conference venue. You'll find it easy and comfortable to attend, with nine hotels and over thirty restaurants within walking distance, tourist attractions (including Civil War battlefields, two breweries, and The General, the train made famous in The Great Locomotive Chase of 1862) within a ten-minute drive, and major tourist attractions (such as the Martin Luther King, Jr. National Historical Site, Centennial Olympic Park, Center for Civil and Human Rights, Georgia Aquarium, and World of Coca-Cola) in Atlanta itself.

ProComm 2020 will soon distribute its official Call for Papers. We welcome submissions in all areas of professional, engineering, scientific, and technical communication, including

- techniques for teaching budding scientists, engineers, and technical communicators
- intercultural and international communication
- links between academia and practice
- communication strategies for the modern, technologically centered workplace
- social media, multimedia, virtual workplaces, & other emerging forms of professional communication

and much more.

Start making your travel plans now! We look forward to hosting you in the land of sweet tea, cornbread, and bleeding-edge techniques of professional communication.