Preliminary Program
8:00 - 9:00 a.m.  KEYNOTE

M1.1 Engineering in Sustainable Human Development: Challenges and Opportunities  BUCHANAN A102
Keynote by Dr. Bernard Amadei, recipient of the Goldsmith Award
Moderator: Sandy Bartell, The Boeing Company

9:15-10:30 a.m.  M2: BREAKOUT SESSION

M2.1 Public Relations Efforts of IEEE USA  BUCHANAN B315
Moderator: Marie Paretti, Virginia Tech
“Supporting IEEE-USA’s Career & Public Policy Mission through Public Relations” - Chris McManes, Public Relations Manager for IEEE-USA

M2.2 PANEL: La Frontera: Communicating in Contact Zones  BUCHANAN B215
Moderator: Suguru Ishizaki, Carnegie Mellon University
“Authorship in the Cloud” - Bernadette Longo, New Jersey Institute of Technology

“Negotiating Borders Between Separate Male and Female Workspaces” - Carol Johnson, New Jersey Institute of Technology

“Measure for Measure: Moving from Narratives to Timelines in Social Media Networking” - Andrew Klobucar, New Jersey Institute of Technology

“Resonance or Misalignment: A Study of the Academic-Practitioner Border in the Body of Knowledge for Technical Communication” - Nancy Coppola, New Jersey Institute of Technology; Saul Carliner, Concordia University

M2.3 Tools for Measuring & Assessing  BUCHANAN B213
Moderator: Richard House, Rose-Hulman Institute of Technology
“Measuring Students’ Ability To Find and Use High Quality Information: Developing Standardized Assessments” - Amy Van Epps, Purdue University; Ruth Wertz, Purdue University; Michael Fosmire, Purdue University; Senay Purzer, Purdue University

“Assessing Writing Style in Engineering Courses Through a Dynamic Data Collection Method” - Necia Werner, Suguru Ishizaki, Stacie Rohrbach, Janel Miller, David Dzombak, Carnegie Mellon University

9:15 a.m. -12:00 p.m.  M2: WORKSHOP

M2.4 Workshop: Using a Reverse-Engineering Approach to Writing in the Workplace  BUCHANAN A102
Dr. Hazel Sales, Plymouth University
Moderator: Laura Patterson, University of British Columbia

10:45-12:00 p.m. M3: BREAKOUT SESSION

M3.1 Crossing Borders Between Privacy and Sharing: What Does It Mean To Own an Idea?
Moderator: Peter Weiss, University of Toronto

“Developing a Communication Module on Copyright for Canadian Engineering Students” - Tatiana Teslenko, University of British Columbia

“Plagiarism Awareness” - Ruth Vanbaelen, Nihon University; Jon Harrison, Nihon University

“A Case Study: Developing an Intranet Website for Information Security” - Karla Steele, The Boeing Company

BUCHANAN B215

M3.2 Social Justice: Communication & Accountability
Moderator: Julia Williams, Rose-Hulman Institute of Technology

“Emerging Leadership Opportunities for Professional Communication: Integrating Social Justice into Research and Across the Curriculum” - Jon Leydens, Colorado School of Mines

“Socio-Cultural Norms for Corporate Social Responsibility: Building a Political Model of the Stakeholder for Project Conception in Global Business Contexts” - Constance Kampf, Aarhus University

“Toxic Structure: Investigation of the Structure and Intended Purpose of the EPA” - Beth Jorgensen, Saginaw Valley State University; Christopher Scheidler, Saginaw Valley State University

BUCHANAN B213

12:00 – 1:30 p.m. NETWORKING LUNCH

ISABEL MACINNES BALLROOM
(CONFERENCE HOTEL)

1:30 - 2:45 p.m. M4: BREAKOUT SESSION

M4.1 Preparing for Publication in PCS Transactions
Moderator: Saul Carliner, Concordia University

“Promoting Practice: Preparing a Case Study or Tutorial for the IEEE Transactions on Professional Communication” - Saul Carliner, Concordia University

BUCHANAN B315

M4.2 Invited Guest Speaker: Dr. Barbara Endicott-Popovsky, Director, Center of Information Assurance and Cybersecurity at the University of Washington
Moderator: Andreas Karatsolis, Carnegie Mellon Qatar

“Leveraging 2nd Life as a Communications Media: An Effective Tool for Security Awareness Training”

BUCHANAN B215
**M4.3 Educating in a Changing Digital Environment**
Moderator: Laura Patterson, University of British Columbia

“Contextualizing Digital Technology Within the Professional Communication Classroom” - Kenneth Price, University of Wisconsin-River Falls

“Characteristics of Effective e-Textbooks: Lessons from the Literature” - Ann-Louise Davidson, Concordia University; Saul Carliner, Concordia University

1:30 p.m. - 4:15 p.m.  
**M4: WORKSHOP**

**M4.5 Workshop: Sliding Headfirst: Translation, Presentations, and Engineering Work**
Traci Nathans-Kelly, Cornell University and Christine Nicometo, University of Wisconsin-Madison
Moderator: Carolyn Labun, University of British Columbia

**M5 – BREAKOUT SESSION**

**M5.1 Innovations in Teaching Communication to Engineering Students**
Moderator: Helen Grady, Mercer University

“Optimising the Training of Communication Skills—A Case Study in Embedding” - Peggie Chan, National University of Singapore; Siew Mei Wu, National University of Singapore

“Border Crossing with Competition then Collaboration in a Challenge-Driven Design and Communication Experience for Engineering and Science Students” - Anneliese Watt, Rose-Hulman Institute of Technology; Ashley Bernal, Rose-Hulman Institute of Technology; Scott Kirkpatrick, Rose-Hulman Institute of Technology

“Nurturing Reflective and Independent Learners Through a Technical Communication Course” - Ken Lau, University of Hong Kong

**M5.2 Ron Bliq, RGI International— Share Your Expertise: Become a Workshop Presenter**
Moderator: Brian Traynor, Mount Royal University

**M5.3 Communication in Global Environments**
Moderator: Jon Leydens, Colorado School of Mines

“A Methodology for Understanding Global Communication Practices” - Andreas Karatsolis, (Qatar); Suguru Ishizaki, Stacie Rohrbach, Marsha Lovett, Ana Cooke, Carnegie Mellon University

“Connecting With Customers: A Better Strategy for Customer Satisfaction in Indian Call Centers” - Kendall Kelly, St. Edward’s University

“Cross-Cultural Emotion Responses to Form, Colour, and Typeface Designs” - Alan Manning, Brigham Young University; Nicole Amare, University of South Alabama
4:30 - 5:30 p.m.

M6.1 Publications for IEEE PCS
Dr. Saul Carliner, Concordia University and Dr. Traci Nathans-Kelly, Cornell University
Moderator: Anneliese Watt, Rose-Hulman Institute of Technology

M6: PLENARY
BUCHANAN A102
On view: Electronic poster competition in the registration area of Buchanan Building A.

8:00 - 9:00 a.m.  

T1: PLENARY

T1.1 A Risky Business: Professional and Public Scientific Communication After the L’Aquila Verdicts  
BUCHANAN A102

Alan Chong, University of Toronto winner of the James M. Lufkin Award

Moderator: Brian Traynor, Mount Royal University

9:15-10:30 a.m.  

T2: BREAKOUT SESSION

T2.1 Invited Guest Speaker: Annette Berndt, University of British Columbia  
BUCHANAN B315

Moderator: George Hayhoe, Mercer University

“Exploring Sociotechnical Contexts in a Global Engineering Course”

T2.2 New Models, Methods, and Paradigms  
BUCHANAN B215

Moderator: Carol Johnson, New Jersey Institute of Technology

“Mapping Genres in Order to Facilitate the Teaching and Learning of Writing in the Disciplines” - Traci Nathans-Kelly, Rick Evans, Gregory Fuchs, Cornell University

“Re-conceptualizing Engineering Communication as Agility and Efficacy” - Penny Kinnear, University of Toronto

“Publication Network Visualization as an Approach for Interdisciplinary Innovation Management” - Anne Kathrin Schaar, André Caleor Valdez, Martina Ziefle, RWTH Aachen University

T2.3 Developing Effective Technical Communicators  
BUCHANAN A103

Moderator: Carolyn Labun, University of British Columbia

“Teaching Technical Communication and English Language to Potential Engineers” - Yee Lin Li, Chinese University of Hong Kong; Yuk Yi Li, University of Hong Kong

“Oral Presentation at International Engineering Conferences: Effects of the Local on the Global” - William Rozycki, Emiko Kaneko, Anna Danielewicz-Betz, University of Aizu

“Understanding the Relationship Between Rhetorically-Based Learning Modules and Communication Skills Improvement in a Global Technical Writing Course” - Andreas Karatsolis, (Qatar); Suguru Ishizaki, Stacie Rohrbach, Marsha Lovett, Mollie Kaufer, Carnegie Mellon University
10:45-12:00 p.m.  T3: BREAKOUT SESSION

T3.1 Writing in a Digital Environment  BUCHANAN B315

Moderator: Darlene Webb, British Columbia Institute of Technology

"Using Social Media Aggregation and Curation Techniques in the Classroom to Identify Discourse Trends and Support Brand Operations" - Gilbert Wilkes, Royal Roads University; Jaigris Hodson, Ryerson University

"Blogging for Professional Purposes: A Curricular and Pedagogical Approach" - J. A. Rice, Western Kentucky University

"Implementing an Online Undergraduate Course in Educational Writing" - David Price, Saul Carliner, & Patrick Devey, Concordia University; Nidia Cerna, KnowledgeOne

T3.2 Crossing Borders in the Communication Classroom  BUCHANAN B215

Moderator: Alan Chong, University of Toronto

"Negotiating the Border Between the Classroom and the Workplace: Approaches to Teaching Usability" - George Hayhoe, Mercer University; Brian Traynor, Mount Royal University.

"MyCI: Crossing the Border of Student and Communication Instructor Relationships" - Lydia Wilkinson, Peter Weiss, Raj Grainger, University of Toronto

"Finding Common Ground as We Cross Borders" - Marjorie Davis, Mercer University

T3.3 Topics in Technical Communication  BUCHANAN A103

Moderator: Christopher Scheidler, Saginaw Valley State University

"Fast and Slow: Technical Communicators, Rational Agents and Behavioural Economics" - Richard House, Jessica Livingston, Rose-Hulman Institute of Technology

"From Blindness to Sight: Environmental Epistemology in 1990s Disney Films" - Beth Jorgensen, Katrina Robinson, Saginaw Valley State University

"Technical Communication on Life Support: Content Strategy and UX Are the Reclamation" - Christopher LaRoche, Northeastern University; Brian Traynor, Mount Royal University.

12:00 - 1:00 p.m.  LUNCH ON YOUR OWN
1:00 - 2:15 p.m.  

**T4: BREAKOUT SESSION**

**T4.1 Developments in Engineering Education**  
BUCHANAN B315

*Moderator: Joyce Karreman, University of Twente*

“Undergraduate Reflections on Learning Engineering Design” - Kristina Krause, McKenzie Huneke, Ken Yasuhara, Cynthia Atman, University of Washington

“What Does Certification Mean to Academic Programs in Professional and Technical Communication?” - Saul Carliner, Concordia University

**T4.2 PANEL: Preparing Students to Participate in the Global Business Environment**  
BUCHANAN B215

*Panel: Helen Grady, Mercer University; Lee Tesdell, Minnesota State University*  
*Moderator: Laura Patterson, University of British Columbia*

**T4.3 Visual Aspects in Engineering & Business Communication**  
BUCHANAN A103

*Moderator: Peggie Chan, National University of Singapore*

“Decorative and Indicative Contrast: When a Good Thing Goes Bad” – Noel Alton, University of Baltimore

“The Global Reach of Visual Communication: Pitfalls and Potentials” - Dawn Armfield, Laura Gurak, Shuwen Li, University of Minnesota

“The New daVincis: Educating Engineering Artists” - Ken Tallman, University of Toronto

2:30 – 3:45 p.m.  

**T5: BREAKOUT SESSION**  

**T5.1 Toward Effective Information Design**  
BUCHANAN B315

*Moderator: Kathryn O’Donnell, Metropolitan State University of Denver*

“Toward a Definition of Information Design” - Maria Herrera, Mount Royal University

“Toward a Strategic Theory of Communication Design” - Suguru Ishizaki, Carnegie Mellon University

“Parallel Phrasing Across Cultures: Emotional vs. Informational Effects” - Nicole Amare, University of South Alabama; Alan Manning, Brigham Young University
**T5.2 Topics in Advanced Writing**

**BUCHANAN B215**

Moderator: Constance Kampf, Aarhus University

“The Summary-Comparison Matrix: A Tool for Writing the Literature Review” - Musti Sastry, Crista Mohammed, University of the West Indies

“Evaluative Language in Engineering Thesis Abstracts and Its Implications for Technical Communication Pedagogy” - Connie Kwai-fun Ng, University of Hong Kong

**T5.3 Developments in Gaming, Security and Software**

**BUCHANAN A103**

Moderator: Eva-Maria Jakobs, RWTH Aachen University

“The Competency Building Process of Human-Computer Interaction in Game-Based Teaching: Adding the Flexibility of an Asynchronous Format” – Sabine Emad, HEG Geneva - UAS-WS; Alexandra Broillet, University of Geneva; Wade Halvorson, SP Jain School of Global Management; Natascha Dunwell, University of Western Australia

“Establishing a Globally Distributed Software Development System in Academic Settings: An Ergonomic Perspective” - Rehab El-Bahey, Amir Zeid, American University of Kuwait

7:00 – 9:00 p.m.

**AWARDS BANQUET**

CECIL GREEN HOUSE

Open to all IPEE PCS conference attendees (EXCEPT FOR WORKSHOP ONLY ATTENDEES)

Cash bar and complimentary hors d’oeuvres

Presentation of IEEE PCS Awards for 2013
On view: Electronic poster competition in the registration area of Buchanan Building A.

8:00 - 9:00 a.m. W1: PLENARY

W1.1 The Rhetoric of Heuristic Evaluation: How to Tell the Story
BUCHANAN A102

Carol S. Barnum, Southern Polytechnic State University, recipient of the Bliq Award for Distinction in Technical Communication Education.

Moderator: Julia Williams, Rose-Hulman Institute of Technology

9:15 - 10:30 a.m. W2: BREAKOUT SESSION

W2.1 Workplace Preparation
BUCHANAN B215

Moderator: Darlene Webb, British Columbia Institute of Technology

“Improving Students' Professional Communication Skills Through an Integrated Learning System” - Stacie Rohrbach, Suguru Ishizaki, Necia Werner, Janel Miller, David Dzombak, Carnegie Mellon University

“Revealing and Enhancing Engineering Undergraduate Students’ Motivation for the Communication of Professional Practice Through Creation of Communication Preparedness Portfolios in a Studio Setting” - Kathryn Mobrand, University of Washington; Jennifer Tufts, University of Washington; Linnea Mobrand, DigiPen Institute of Technology

“Preparing Future Statisticians to Communicate the Data” - Tatiana Teslenko, Estella Qi, University of British Columbia

W2.2 Workshop
BUCHANAN B213

“Making Academic Change Happen: Impacting Your Classrooms, Colleagues, and Campus” - Julia Williams, Richard House, Rose-Hulman Institute of Technology

Moderator: Julia Williams, Rose-Hulman Institute of Technology
W3: BREAKOUT SESSION

W3.1 Communicating to Change Behaviour

Moderator: Karla Steele, The Boeing Company

“Use and Effect of Motivational Elements in User Instructions: What We Do and Don’t Know” - Joyce Karreman, Nicole Loorbach, University of Twente

“Web Comment-Based Trend Analysis on Deep Geothermal Energy” - Bianka Trevisan, Denise Erassme, Eva-Maria Jakobs, RWTH Aachen University

“User-Centered Design of Passenger Information Systems” - Shirley Beul, Eva-Maria Jakobs, Martina Ziefle, RWTH Aachen University

W3.2 Corporate Culture and Etiquette

Moderator: David Price, Concordia University

“A Comparative Analysis of Meeting Participant Perception and Usage of Smartphones and Other Mobile Devices During Meetings” - Rob Bajko, Deborah Fels, Ryerson University

“Reception by Members of the Audience of the Information Presented During Professional Communication and Academic Conferences in Virtual Worlds” - Sabine Emad, HEG Geneva - UAS-WS; Alexandra Broillet, University of Geneva

“The Change Announcement: Socio-Technical Implications for Communicating Change Using Organizational Culture” - Alexandra Broillet, University of Geneva; Constance Kampf, Aarhus University