2013 IEEE International Professional Communication Conference

(IPCC 2013)

Vancouver, British Columbia, Canada
15 – 17 July 2013
# TABLE OF CONTENTS

Exploring Sociotechnical Contexts In A Global Engineering Course .................................................. 1  
A. Berndt

Finding Common Ground As We Cross Borders ............................................................................... 9  
M. Davis

Oral Presentation At International Engineering Conferences: Effects Of The Local On The Global ........................................... 13  
W. Rozycki, E. Kaneko, A. Danielewicz-Betz

User-Centered Design Of Passenger Information Systems .......................................................... 18  
S. Beul-Leusmann, E. Jakobs, M. Ziefle

Toward A Definition Of Information Design ..................................................................................... 26  
M. Herrera

Measuring Student's Ability To Find And Use High Quality Information: Developing Standardized Assessments ........................................ 33  
A. Epps, M. Fosmire, R. Wertz, S. Purzer

Preparing Students To Participate In The Global Business Environment .......................................... 38  
H. Grady, L. Tesdell

Socio-Cultural Norms For Corporate Social Responsibility: Building A Political Model Of The Stakeholder For Project Conception In Global Business Contexts ........................................................................... 41  
C. Kampf

Establishing A Globally Distributed Software Development System In Academic Settings: An Ergonomic Perspective ................................................................................................................. 47  
R. El-Bahey, A. Zeid

Reception By Members Of The Audience Of The Information Presented During Professional Communication And Academic Conferences In Virtual Worlds ........................................................................... 55  
S. Emad, A. Broillet

Blogging For Professional Purposes: A Curricular And Pedagogical Approach ........................................ 62  
J. Rice

A Methodology For Understanding Global Communication Practices ............................................... 67  
A. Karatsolis, A. Cooke, S. Ishizaki, S. Rohrbach, M. Lovett

Use And Effect Of Motivational Elements In User Instructions: What We Do And Don't Know .......... 70  
J. Karreman, N. Loorbach

Technical Communication On Life Support: Content Strategy And UX Are The Reclamation ............. 76  
C. LaRoche, B. Traynor

Toxic Structure: Investigation Of The Structure And Intended Purpose Of The EPA .......................... 82  
B. Jorgensen, C. Scheidler

Preparing Future Statisticians To Communicate The Data ................................................................... 86  
T. Teslenko, E. Qi

Revealing And Enhancing Engineering Undergraduate Students’ Motivation For The Communication Of Professional Practice Through Creation Of Communication Preparedness Portfolios In A Studio Setting ................................................................................................................. 92  
K. Mobrand, J. Turns, L. Mobrand

Negotiating Borders Between Separate Male And Female Workspaces ........................................... 102  
C. Johnson

Resonance Or Misalignment: A Study Of The Academic-Practitioner Border In The Body Of Knowledge For Technical Communication ...................................................................................................... 107  
N. Coppola, S. Carliner

Optimising The Training Of Communication Skills: A Case Study In Embedding .............................. 111  
P. Chan, W. Mei

Border-Crossing With Competition Then Collaboration In A Challenge-Driven Design And Communication Experience For Engineering And Science Students ......................................................... 115  
A. Bernal, S. Kirkpatrick, A. Watt

Japanese Typeface Personalities: Are Typeface Personalities Consistent Across Culture? ................... 119  
J. Caldwell

Web Comment-Based Trend Analysis On Deep Geothermal Energy .................................................... 127  
B. Trevisan, D. EraBme, E. Jakobs

Nurturing Reflective And Independent Learners Through A Technical Communication Course ........ 135  
K. Lau
Japanese Typeface Personalities: Are Typeface Personalities Consistent Across Culture? ........................................ 140
J. Caldwell

The Summary-Comparison Matrix: A Tool For Writing The Literature Review .................................................. 148
M. Sastry, C. Sastry

Sliding Headfirst: Engineering Work, Presentations, And Translations ................................................................. 153
T. Nathans-Kelly, C. Nicometo

Evaluative Language In Engineering Thesis Abstracts And Its Implications For Technical Communication Pedagogy .......................................................... 160
C. Ng

Parallel Phrasing Across Cultures: Emotional Vs. Informational Effects ................................................................. 166
N. Amare, A. Manning

Publication Network Visualization As An Approach For Interdisciplinary Innovation Management .................. 169
A. Schaar, A. Valdez, M. Ziefle

Using Social Media Aggregation And Curation Techniques In The Classroom To Identify Discourse Trends And Support Brand Operations ........................................ 177
G. Wilkes, J. Hodson

Negotiating The Border Between Classroom And Workplace: Approaches To Teaching Usability ...................... 184
B. Traynor, G. Hayhoe

A Risky Business: Professional And Public Scientific Communication After The L’Aquila Verdicts .................. 187
A. Chong

Contextualizing Digital Technology Within The Professional Communication Classroom ........................................ 192
K. Price

MyCI: Crossing The Border Of Student And Communication Instructor Relationships ......................................... 196
L. Wilkinson, P. Weiss, R. Grainger

Re-Conceptualizing Engineering Communication Using Agility And Efficacy ...................................................... 201
P. Kinnear

Mapping Genres In Order To Facilitate The Teaching And Learning Of Writing In The Disciplines (Work In Progress) .............................................................. 207
R. Evans, G. Fuchs, T. Nathans-Kelly

Teaching Technical Communication And English Language To Potential Engineers ........................................ 212
Y. Li, V. Li

The Change Announcement: Implications For Communicating Change Using Organizational Culture ............ 215
A. Broillet, M. Barchilon, C. Kampf

Assessing Writing Style In Engineering Courses Through A Dynamic Data Collection Method .................. 222
N. Werner, S. Ishizaki, S. Rohrbach, J. Miller, D. Dzombak

Improving Students’ Professional Communication Skills Through An Integrated Learning System .......... 229
S. Rohrbach, S. Ishizaki, N. Werner, J. Miller, D. Dzombak

The New Da Vincis: Educating Engineering Students In The Arts ........................................................................ 235
K. Tallman

The Global Reach of Visual Communication: Pitfalls and Potentials ................................................................. 239
D. Armfield, L. Gurak, S. Li

The Competency Building Process Of Human Computer Interaction In Game-Based Teaching: Adding The Flexibility Of An Asynchronous Format ........................................ 243
S. Emad, A. Broillet, W. Halvorson, N. Dunwell

Characteristics Of Effective e-Textbooks: Lessons From The Literature ................................................................. 251
A. Davidson, S. Carliner

Workshop - Promoting Practice: Preparing A Case Study Or Tutorial For The IEEE Transactions On Professional Communication ........................................................... 257
S. Carliner

What Does Certification Mean To Academic Programs In Professional And Technical Communication? ............ 261
S. Carliner

From Blindness To Sight: Environmental Epistemology In 1990s Disney Films ................................................ 263
K. Robinson, B. Jorgensen

Emerging Leadership Opportunities For Professional Communication: Integrating Social Justice Into Research And Across The Curriculum ........................................ 270
J. Leydens

Undergraduate Reflections On Learning Engineering Design .............................................................................. 278
K. Krase, K. Yasuhara, M. Huneke, C. Atman

Fast And Slow: Technical Communicators, Rational Agents, And Behavioral Economics ................................ 286
R. House, J. Livingston
A Comparative Analysis Of Meeting Participant Perception And Use Of Smartphones And Other
Mobile Devices During Meetings........................................................................................................... 291
R. Bajko, D. Fels
Cross-Cultural Emotion Responses To Form, Color, And Typeface Designs................................. 297
A. Manning, N. Amare
Decorative And Indicative Contrast: When A Good Thing Goes Bad ............................................. 301
N. Alton
Case Study: Developing An Intranet Web Site For Information Security: The Evolution Of A
Corporate Intranet Web Site In The Age Of Cyberwarfare ................................................................. 309
K. Steele
Implementing An Online Undergraduate Course In Educational Writing ......................................... 315
D. Price, S. Carliner, P. Devey, N. Cerna
Connecting With Customers: A Better Strategy For Customer Satisfaction In Indian Call Centers .......... 319
K. Kelly
Understanding The Relationship Between Rhetorically-Based Learning Modules And
Communication Skills Improvement In A Global Technical Writing Course ....................................... 321
A. Karatsolis, M. Kaufter, S. Ishizaki, S. Rohrbach, M. Lovett
Developing A Communication Module On Copyright For Canadian Engineering Students ................ 330
T. Teslenko
Plagiarism Awareness .......................................................................................................................... 335
R. Vanbaelen, J. Harrison
Toward A Strategic Theory Of Communication Design ......................................................................... 343
S. Ishizaki
Making Academic Change Happen: Impacting Your Classrooms, Colleagues, And Campus ............. 349
R. House, J. Williams
Authorship In The Cloud ....................................................................................................................... 351
B. Longo
Measure For Measure: Moving From Narratives To Timelines In Social Media Networking ................ 358
A. Klobucar
Leveraging 2nd Life As A Communications Media: An Effective Tool For Security Awareness
Training .................................................................................................................................................. 363
B. Endicott-Popovsky, R. Hinrichs, D. Frincke
Author Index