

SIGDOC FY'14 Annual Report
July, 2013 – June, 2014
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SIGDOC continues to rebuild itself and realign its mission statement to distinguish the SIG in the DOC community. This report highlights SIGDOC activities, awards, publications, and conferences that support this work.

1) Awards Given Out

The Diana Award was not given in 2013 because we are in the process of rethinking our award nomination process. We are currently investigating adding a student award.

For the 2013 conference, our graduate student competition award winner was Ljilja Kascak for her paper "Icon Design for User Interface of Remote Patient Monitoring Mobile Devices." She received a travel reimbursement and a conference fee waiver.

2) Significant Proceedings Papers

Our proceedings papers showed an increase in impact in 2013, and we are starting to see strong numbers for our articles in *Communication Design Quarterly* (CDQ). We are showing higher downloads and trending both for our proceedings papers and our articles from CDQ. Significantly, the current download leader is a paper titled "Big Data, Big Questions" by Ehren Helmut Pflugfelder from CDQ (downloaded over 63 times in the last 6 weeks). We see this trend continuing as CDQ increases its readership.

The top 5 SIGDOC 2013 papers by downloads are as follows:

"Simplifying business complexity with frameworks"

Clare Cotugno, Shannon L. Fitzhugh, Raegen Hoeft 242 DLs, 2 Citations

"Enhancing communication and collaboration through integrated internet and intranet architecture"

Ganapathy Mani, Juman Byun, Patrizia Cocca 181 DLs

"An approach to improve the accessibility and usability of existing web system"

Ana Luiza Dias, Renata Pontin de Mattos Fortes, Paulo Cesar Masiero, Willian Massami Watanabe, Matheus Edson Ramos 159 DLs

"Interfaces as rhetorical constructions: reddit and 4chan during the boston marathon bombings"

Liza Potts, Angela Harrison 153 DLs

"Understanding the process of learning touch-screen mobile applications"

Lucia Tokárová, Melius Weideman 130 DLs

The top downloads from 2013 are as follows:

Fernando Bento, Carlos J. Costa: "ERP measure success model; a new perspective." 414 DLs

Luís Filipe Rodrigues, Carlos J. Costa, Abílio Oliveira: "The adoption of gamification in e-banking." 338 DLs

Abdulmohsen Albeshar, Thamer Alhussain: "Privacy and security issues in social networks: an evaluation of Facebook." 260 DLs

Manuela Aparicio, Fernando Bação: "e-learning concept trends." 242 downloads over 12 months.

Martinha Piteira, Carlos Costa: "Learning computer programming: study of difficulties in learning programming" 126 DLs

Proceedings papers from ISDOC 2013 and ISDOC 2014 are listed in the DBLP (<http://www.informatik.uni-trier.de/~ley/db/conf/isdoc/index.html>)

3) Significant Programs (that provided a springboard for further technical efforts)

EuroSIGDOC

EuroSIGDOC organized the following events:

- Workshop Open Source and Design Of Communication - OSDOC2013 (<http://eurosigdoc.acm.org/osdoc2013/>) July, 11th, 2013.
- International Conference on Information Systems and Design of Communication - ISDOC 2013 (<http://eurosigdoc.acm.org/isdoc2013/>) July, 11th - 12th, 2013.
- International Conference on Information Systems and Design of Communication - ISDOC 2014 (<http://eurosigdoc.acm.org/isdoc2014/>) June, 16th - 17th, 2014.

The chapter also sponsors the Technical Writers @ Lisbon group (<http://eurosigdoc.acm.org/twl/>). In this context, EuroSIGDOC started to have a closer relationship with APCOMTEC - The Portuguese Association of Technical Writers.

Working with Related Organizations

Partnerships with the Council for Programs in Technical and Scientific Communication

In 2013, SIGDOC began working with the Council for Programs in Technical and Scientific Communication (CPTSC) to explore opportunities for the two organizations to forge effective partnerships through each organization's annual conference activities. These initial discussions led to the following collaborations:

- Members of SIGDOC participated in a SIGDOC panel session at CPTSC's 2013 annual conference
- A representative of the SIGDOC publication *Communication Design Quarterly* participated in an Editors' Round Table session at the 2014 CPTSC annual conference
- A representative of the CPTSC publication *Programmatic Perspectives* participated in a parallel editors' session at the 2014 SIGDOC annual conference

Based on the successes of these initial partnerships, the two organizations began to examine other forms of organizational partnerships for 2014-2015.

In 2014, SIGDOC and CPTSC collaborated to co-locate both organizations' annual conferences in Colorado Springs, CO and scheduled the events to facilitate members from the two organizations could easily attend each others' conferences. The program chair for the 2014 CPTSC annual conference is also in the process of coordinating an Editors' Round Table session at that conference and a representative of *Communication Design Quarterly* will participate in this event. The CPTSC conference program chair is also working with the SIGDOC leadership to explore the prospects of having a dedicated SIGDOC session at the 2014 CPTSC annual conference.

Additionally, the president of CPTSC has invited SIGDOC to participate in a CPTSC-sponsored symposium that will take place in Limerick, Ireland in July 2015 (as a concluding event to the IEEE Professional Communication Society's 2015 International Professional Communication Conference), and the presidents of SIGDOC and CPTSC are currently discussing the prospects of proposing a joint SIGDOC-CPTSC session (or sessions) at this conference.

Sponsorship of ATTW and the Women in Technical Communication Event

SIGDOC again sponsored the Women in Technical Communication luncheon at the conference for the Association of Teachers of Technical Writing. The luncheon was held during the ATTW conference in Indianapolis on March 19th with over 52 attendees. This group was formed to provide mentorship and guidance to women in technical and professional communication. Our chair is now one of the leaders in the Women in Technical Communication group. We feel that our participation with this organization is beneficial for growing our membership, increasing our diversity, and improving our connections across organizations.

Participation at the 3rd Annual Symposium on Communicating Complex Information

SIGDOC members participated at the Annual Symposium on Communicating Complex Information held February 24-25 at East Carolina University. The workshop was a gathering of researchers in usability, information design and human-computer interaction for complex information spaces. It featured a highly interactive format with a 20-25 minutes presentation followed by a 20-30 minute discussion. The symposium had a total of 23 attendees. Michael Albers, the editor of our publication *Communication Design Quarterly* (CDQ), is the organizer of this symposium. CDQ published the top peer-reviewed papers from this symposium.

4) Innovative Programs (that Provide Service to Some Part of Our Technical Community)

Communication Design Quarterly

Four issues of *Communication Design Quarterly* (CDQ) were published this year. They have been submitted to ACM for inclusion in the digital library. Each includes peer reviewed articles, columns, and book reviews. We have had two articles per issue, except the issue for the SCCI conference which has four articles. There are currently seven active columnists representing a range of interests with each one tasked with writing a column every other issue.

The current issue is freely available on the SIG website as a means of marketing the SIG and providing outreach to the DOC community. Back issues are available from the digital library. Feedback from both members and non-members has been positive.

In the fall of 2013, a development editor was added to the editorial staff of *Communication Design Quarterly*. As the development editor, Kirk St. Amant's role is to both solicit new manuscripts from prospective authors as well as work with potential authors to develop ideas for prospective CDQ manuscripts. Additionally, the development editor will work with prospective special issue editors to develop future CDQ issues that focus on a specific theme within the field of communication design. At present, the following special issues have been secured for 2015:

- February 2015 -- special issue on Communication Design in Online Health
- August 2015 -- special issue on Mapping the State of Communication Design in Medical and Health Communication

The following future special issues are currently being developed

- February 2016 -- special issue on Examining Communication Design in International Contexts
- August 2016 -- special issue on Examining the Intersection of Communication Design and Risk Communication
- August 2017 -- special issue on Communication Design in the Sciences/in Science Communication

Our long-term goal is to gain full journal status within ACM for CDQ.

Content Strategy (websites and social media)

SIGDOC maintains a presence on Facebook, Twitter, Tumblr, and LinkedIn through the efforts of Communication Co-Managers Michael Trice and Dawn M. Armfield. The SIG has begun the process of a detailed site overhaul with a focus on a streamlined user experience and increased shareable content related to SIGDOC articles. This includes the production of reviews for panels at the upcoming SIGDOC 2014 conference. We are also updating our social media policy as part of an annual review to best evaluate which social networks make the most sense for our outreach efforts. Dawn M. Armfield is leading these efforts. The website overhaul will include a blog and resource center to increase the aforementioned shareable content with a focus on member reflections about research and methodology as well as tutorials for research tools and best practices.

Student Involvement

We are eager to encourage our members to establish student groups. We have found that many of our students are now interested in participating in SIGDOC, and we want to provide a more formal mentorship structure for them that is based on the values and interests of SIGDOC. Each of our academic board members is encouraging their students to participate. For the 2015 conference, Kathie Gossett has mentored a record eight students through the proceedings-writing process, and Liza Potts has mentored several more.

5) Events or Programs that Broaden Participation (geographically or among under representative community members)

This year, SIGDOC has been focused on staking a claim as the premiere group for cutting edge research in the design of communication. Broadening our reach and attendance by increasing participation in poster sessions, working across multiple DOC-friendly organizations, establishing a more diverse Board, and hosting our conference in domestic locations has helped improve our outlook and drawn interest in our SIG from former members and colleagues across the field.

In an effort to increase our participation broadly and think more specifically about how to include underrepresented community members, we are working on a series of new awards. We hope to have more to

report next year at this time. Our current ideas include a dissertation award and an early career award (for scholars and practitioners).

6) Brief Summary of Key Issues for 2014-16

Overall Strategy: Strengthening Connections

We want to continue to strengthen our connections to other DOC-friendly organizations. We see this activity as a central component to our SIG's reboot: generating interest, publishing cutting-edge research, and growing our diverse volunteer pool and membership. A major factor in this strategy is a move towards becoming a more diverse, open, and participatory space in which members can have a much larger say in the direction of the SIG, volunteer to lead activities, and engage more readily with each other within SIGDOC and across other organizations. We have found great success in making these moves over the past year, and we plan to continue these endeavors.

Key Tactic: SIGDOC Duties and Bylaw Revisions

In an effort to improve SIGDOC's sustainability and so that we might increase and diversify participation, a committee made up of board members and other volunteers is in the process of making more transparent the roles and duties of all SIGDOC leadership positions. Our aim is to be able to invite members to become active in ways beyond conference participation. Mindful of members' time constraints, and in accordance with ACM's guidelines, revisions to both SIGDOC's bylaws and duties afford accurate estimations of the kinds of labor involved in electing to be of service to SIGDOC. Revisions to bylaws and duties range from more inclusive language (e.g. "chairman" has become "chair") to more explicit expectations and descriptions for key organizational roles such as SIGDOC secretary or treasurer.

Key Tactic: Increasing SIGDOC Article Traffic

One of our core concerns is increasing SIGDOC article traffic. To help increase article visibility, we have developed a plan to increase shareable content on the site related to our article archive. This includes reflections from board members about how key articles have influenced their research and videos about research tools and methods linked to related articles. These content modules are intended to serve as digestible elements that can be easily shared across our social media platforms on LinkedIn, Facebook, and Twitter. The stand alone value of the content is important to increase its spreadability. The articles we link to this content then have the additional benefit of multiple venues of exposure and increased relatability because the reflections and tutorials demonstrate the practice and theories of the articles in action.