Arizona State University welcomes you to

SIGDOC 2021


www.sigdoc.acm.org/conference/2021
The 39th ACM International Conference on the Design of Communication

October 12-14, 2021

Hybrid Conference: Virtual Presentations with In-Person Meetup Hubs Across 8 Locations Worldwide
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Welcome from the Conference Chair

Welcome to the first hybrid Virtual-Hub SIGDOC Conference—SIGDOC 2021! The Program Co-Directors have assembled an impressive group of industry and academic thinkers to interact with. A large group of Hub Chairs from eight global cities—Beijing, East Lansing, Lavras, Limerick, Lisbon, Mesa, Raleigh, Tacoma—have created events that feature the work and joy that animates Communication Designers. Their labor extends the online program beyond the virtual, and connects it into an international network.

Please interact and support each other in this dynamic synchronous/asynchronous event. You have chances to communicate on Zoom, in Microsoft Teams, in the comment sections of YouTube, on Twitter, and even in person. We'll have social, scholarly, industry, and networking events for all kinds of engagement. I hope to see all of you virtually, in person, or both, so that we can celebrate our resilience and persistence at a time when communication is more critical than ever.

From the 2021 SIGDOC Conference Chair
Andy Mara
Arizona State University
Welcome from the Program Chairs

2021 SIGDOC Program Co-Chairs
Halcyon Lawrence, Towson University, and Liz Lane, University of Memphis

As Andy stated above, we are thrilled for SIGDOC 2021 participants and attendees to finally experience the exciting work we started reading when the conference CFP responses started rolling in during March 2021. This year’s virtual conference with its eight hubs is sure to be a unique event, and one that we hope sets an optimistic tone for the SIGDOC community. We sincerely hope you enjoy engaging with the asynchronous and synchronous events, which the conference team have worked carefully to ensure are accessible and inviting to all.

In our introduction to the conference proceedings, we note that the work presented during the conference “challenges us to consider how and who we advocate for, how we hold ourselves and each other accountable, and how we form and nurture coalitions.” These touchstones from the initial CFP—advocacy, accountability, and coalition-building—only became more apparent as the conference team collaborated and our reviewers and participants communicated with the program team at every turn of bringing this conference together.

We wish to thank everyone who so very generously contributed their time, talent, and scholarship to make SIGDOC 2021 a reality. We especially would like to thank student assistants Rebecca Schallon (University of Memphis) and Zoe Carll (Arizona State University) for their assistance in editing and designing the final program, in addition to many other tasks with which they assisted.
Land Acknowledgment

A Land Acknowledgment is a formal statement that recognizes and respects Indigenous peoples as traditional stewards of this land and the enduring relationship that exists between Indigenous peoples and their traditional territories. To recognize the land is an expression of gratitude and appreciation to those whose territory we reside on, and a way of honoring the Indigenous people who have been living and working on the land from time immemorial. It is important to understand the long existing history that has brought us to reside on the land, and to seek to understand our place within that history. Land acknowledgments do not exist in a past tense, or historical context; colonialism is a current, ongoing process, and we need to build our mindfulness of our present participation. It is also worth noting that acknowledging the land is Indigenous protocol. (From The University of North Texas' Pride Alliance)

Arizona State University is located in Indian Country; there are 22 tribal nations in Arizona. The Tempe campus sits on the ancestral homelands of those American Indian tribes that have inhabited this place for centuries, including the Akimel O’odham (Pima) and Pee Posh (Maricopa) peoples.

In keeping with the design aspirations of the New American University, ASU seeks to embrace our place, connect with tribal communities, and enable the success of each American Indian student. We reaffirm the university’s commitment to these goals and acknowledge that everyone, the entire ASU community, is responsible for their achievement.

We are dedicated to supporting tribal nations in achieving futures of their own making. We will partner with tribal nations to address the ravages of paternalism; improve educational achievement of American Indian children, youth, and adults; create innovative and appropriate use and development of natural resources; conceptualize and implement responses to physical and mental health challenges; and build and strengthen leadership capacities to address challenges for Native nations in the 21st Century and beyond. We will enhance and foster an environment of success and unlimited possibilities for American Indians at ASU.

This work acknowledges our indisputable recognition of place and reinforces our mission as the New American University. (From ASU’s Commitment to American Indian Tribes)

To learn more about these tribes and the work of native students at ASU, see the ASU American Indian Studies Student Clubs and Organizations.

SIGDOC encourages participants to act on this acknowledgment in a meaningful way through giving to the COVID-19 Emergency Response Fund through FirstNations.org.
Policy Against Harassment at ACM Activities


The open exchange of ideas is central to the Association for Computing Machinery's mission. This requires an environment that embraces diversity and provides a safe, welcoming environment for all.

This policy applies to all ACM activities, including:

- conferences, symposia, workshops, and events sponsored, co-sponsored, or in cooperation with ACM any ACM SIG or Chapter or any other ACM subunit;
- ACM member meetings;
- exchanges among committees or other bodies associated with ACM activities publications and communications sent through communication channels associated with ACM, including social media.

Expected Behavior

We expect all participants in ACM activities to abide by this policy in all venues, including ancillary events and unofficial social gatherings:

- Exercise consideration and respect in your speech and actions;
- Refrain from demeaning, discriminatory, or harassing behavior and speech;
- Be mindful of your surroundings and of your fellow participants;
- Alert community leaders if you notice a dangerous situation, someone in distress, or violations of this policy, even if they seem inconsequential.

Unacceptable Behavior

Unacceptable at any ACM activity is:

Abuse: Any action directed at an individual that (a) interferes substantially with that person’s participation; or (b) causes that person to fear for his/her personal safety. This includes threats, intimidation, bullying, stalking, or other types of abuse.

Discriminatory Harassment: Any conduct that discriminates or denigrates an individual on the basis of race, ethnicity, religion, citizenship, nationality, age, sexual or gender identity, disability, or any other characteristic protected by law in the location where the ACM activity takes place.

Sexual Harassment: Unwelcome sexual advances, requests for sexual favors, or other verbal/physical conduct of a sexual nature. Examples include (but are not limited to): unwelcome advances or propositions, particularly when one individual has authority over the other; inappropriate touching of an individual’s body; degrading or humiliating comments about an
individual's appearance; and using an activity-related communication channel to display or distribute sexually explicit images or messages. Alert community leaders if you notice a dangerous situation, someone in distress, or violations of this policy, even if they seem inconsequential. Unacceptable behaviors include, but are not limited to:

- intimidating, harassing, abusive, discriminatory, derogatory or demeaning speech or actions by any participant in ACM activities, at all related events and in one-on-one communications carried out in the context of ACM activities;
- offensive, degrading, humiliating, harmful, or prejudicial verbal or written comments or visual images related to gender, sexual orientation, race, religion, disability, age, appearance, or other personal characteristics;
- unwelcome sexual advances, requests for sexual favors, or other verbal/physical conduct of a sexual nature;
- inappropriate or gratuitous use of nudity, sexual images, or stereotyped images including using an activity-related communication channel to display or distribute sexually explicit or otherwise offensive or discriminatory images or messages;
- deliberate intimidation, stalking or following;
- harassing photography or recording;
- sustained disruption of talks or other events;
- unwelcome and uninvited attention or contact;
- physical assault (including unwelcome touch or groping);
- real or implied threat of physical harm;
- real or implied threat of professional or financial damage or harm.

Harassment can occur when there is no deliberate intention to offend. Be careful in the words that you choose. Harassment committed in a joking manner or disguised as a compliment still constitutes unacceptable behavior. Remember that sexist, racist, and other exclusionary jokes can be offensive to those around you.

Consequences of Unacceptable Behavior

If a participant in an ACM activity engages in prohibited behavior, ACM reserves the right to take any action ACM deems appropriate. ACM reserves the right to:

- remove an individual from any ACM activity without warning or refund;
- prohibit an individual from participating in future ACM activities, including publishing in ACM publications;
- exclude an individual from ACM leadership positions;
- exclude any individual from deriving other benefits from ACM activities;
- suspend or terminate membership in ACM.

Such sanctions may be applied regardless of whether or not the offender is a member of ACM. Appropriate sanctions also will be taken toward any individual who knowingly makes a false allegation of harassment.

How to Report Unacceptable Behavior

Any individual who experiences harassment (as described above) at any ACM activity should follow the Procedures for Reporting Unacceptable Behavior.
This policy applies only to unacceptable behavior at ACM activities. Complaints regarding other issues should be addressed as described under the applicable ACM policy. For example, complaints about papers and publications should be made under either ACM’s Code of Ethics and Professional Conduct or its Plagiarism Policy.

**Addressing Grievances**

If you feel you have been falsely or unfairly accused of violating this Policy Against Harassment at ACM Activities you should notify advocate@acm.org with a concise description of your grievance. Your grievance will be thoroughly investigated. Your grievance will be handled in accordance with our existing procedures.

**Warnings and Disclaimers**

This Policy Against Harassment at ACM Activities is not intended to limit open discussion of the merits of particular work or issues presented at ACM events. It applies only to behavior at ACM events and activities. ACM assumes no liability or responsibility for the actions of any member or other activity participant. ACM is not responsible for protecting the safety of members or participants in ACM activities. Any individual who feels his/her safety is at risk due to harassment or for any other reason is encouraged to take appropriate steps to ensure personal safety.

This Policy supersedes any policy or guidelines concerning harassment issued by ACM, or one of its Special Interest Groups, or any other ACM sub-unit. There may be situations (such as those involving Title IX issues in the United States and venue- or employer-specific policies) where an on-site person who is informed of harassment will be under an obligation to file a report with an individual or organization outside of ACM.
Social Media Information

On Twitter: @sigdoc
Hashtags: #SIGDOC2021 or #SIGDOC21

- If your session has its own hashtag, please announce it at the start of the session. Otherwise, session hashtags should look like #SD19A1 for SIGDOC 2021 Session A1.

- If you are inclined to share your Twitter handle for discussion during your talk, please list handles with your name early in the slide deck.

Live Tweet as you interact with the conference!

- Use the conference hashtags #SIGDOC2021 or #SIGDOC21

- Tweet good questions, takeaways, or specific moments that may be represented in visual or textual summaries

- Be sure to obtain permission for tweeting the likeness of those involved in your posts, including images/photos/screenshots and videos

- Be respectful, kind, and generous

Facebook

- Feel free to tag the SIGDOC page for posts related to the conference. We understand that some conference goers may prefer the more moderated conversation space that Facebook offers.

- You can also watch the SIGDOC Facebook page for announcements:

  https://www.facebook.com/groups/ACMSIGDOC/

How to Ask Questions

General Conference Questions: sigdocconference@gmail.com
## Conference Schedule

Times are Eastern Standard Time (US). Convert to your time zone [here](#). Full schedule with all timezones available [here](#).

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### Tuesday, October 12

- Asynchronous Content for Conference made available 9:00 am EDT
- Asynchronous 1st round of Student Research Competition 9:00 am EDT
- Online Networking Mixer 4:00 - 5:00 pm EDT

### Wednesday, October 13

- Welcome Hour 11:00 am - 12:00 pm EDT
- First Keynote: Russ Branaghan 12:00 pm - 1:00 pm EDT
- Workshops (2.5 hours duration):
  - Engaging Cultural Differences for Empowering Design in a Globalized World (Huatong Sun) 2:00 pm - 4:30 pm EDT
  - The Pedagogy of User Experience: Designing UX Assignments within a Community of Practice (Emma Rose and Heather Turner)
- Editors’ Roundtable 5:00 pm - 6:00 pm EDT
- Ignite Talks 7:00 pm - 8:00 pm EDT

### Thursday, October 14

- Hub Hour (China) 5:00 am - 6:00 am EDT
- Hub Hour (Portugal) 6:00 am - 7:00 am EDT
- Hub Hour (Ireland) 7:00 am - 8:00 am EDT
- Hub Hour (Lavras) 8:00 am - 9:00 am EDT
- Hub Hour (Raleigh) 9:00 am - 10:00 am EDT
- Hub Hour (Lansing) 10:00 am - 11:00 am EDT
- SRC Finals 11:00 am - 1:00 pm EDT
- Hub Hour (Tacoma) 1:00 pm - 2:00 pm EDT
- Diana Award Winner: WIDE Keynote 2:00 pm - 3:00 pm EDT
- Hub Hour (ASU) 3:00 pm - 4:00 pm EDT
- Closing and SRC Winners Announced 4:00 pm - 5:00 pm EDT

### Friday, October 15

- Business Meeting 11:00 am - 12:00 pm EDT

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After Friday, October 15, synchronous content and any recordings of synchronous sessions will remain posted and available for registered attendees.
Final Presentation/Groups Schedule (Asynchronous)

For more complete session details, click here.

October 12: Day 1

Social Mixer Event

Session A: Activism and Engagement
- Group 4: Engaging Communities
- Group 6: Activism and Accountability
- Group 20: Communication and Engagement with the Public about Risk

Session B: Coalition Building
- Group 11: Practices of Coalition-Building
- Group 18: Building Coalitions in Online Spaces

Session C: Tools and Accessibility
- Group 8: Making Tools and Platforms Accessible
- Group 9: Methods for Building Accessible Tools and Platforms
- Group 10: Making Multi-Media Accessible
- Group 22: Technology and Tools: Helping or Hindering the Cause?

Session D: Stakeholder Considerations
- Group 12: Usability in High-stakes Contexts
- Group 13: Building Better User Experiences

Session E: Healthcare and Advocacy
- Group 2: Advocacy and Access in Health Contexts
- Group 14: An Ethic of Care in Health Contexts and Communication
**Session F: Classroom Practices**

- **Group 5:** Building bridges from the TechComm classroom to the Workplace
- **Group 15:** Curriculum Development
- **Group 21:** Students’ and Users’ Experiences

**Session G: Emerging Advocacy Practices**

- **Group 1:** Writing and Communication Practices as Advocacy
- **Group 7:** Exploring the Growing Role of Technical Communication
- **Group 16:** New Methods for User Advocacy
- **Group 19:** Examining New Communication Practices and Preferences

**Session H: Domains of Accountability**

- **Group 17:** Language as a Domain of Accountability
- **Group 23:** Shared Accountability (Panel)
- **Group 24:** Poster Sessions

**Microsoft Student Research Competition**

- **Undergraduate Division**
- **Graduate Division**

**October 13: Day 2—Live Workshops (2:00 pm - 4:30 pm EDT)**

- **Heather Turner and Emma J. Rose.** “The Pedagogy of User Experience: Designing UX Assignments within a Community of Practice”
- **Huatong Sun.** “Engaging Cultural Differences for Empowering Design in a Globalized World”

**October 14: Day 3— Diana Award Keynote (2:00 pm - 3:00 pm EDT)**

HUB Hours (see detailed schedule)

SRC Winners Announced (4:00 pm- 5:00 pm EDT)
2021 SIGDOC Conference Program Team

Conference Chair Andrew Mara, Arizona State University

Program & Proceedings Co-Chairs
Halcyon M. Lawrence, Towson University
Liz Lane, University of Memphis

Microsoft SRC Co-Chairs
Jack Labriola, Kennesaw State University
Sonia Stephens, University of Central Florida

Sponsorship Chair Jordan Frith, Clemson University
Social Media Manager Jason Tham, Texas Tech University
Website Manager Adam Strantz, Miami University of Ohio
SIGDOC 2021 is hybrid. The conference team will facilitate a virtual platform to host a regular online program with synchronous and asynchronous content, including video presentations, workshops, and keynotes all available to registrants online. The conference team will also facilitate, under the leadership of Conference Chair Andrew Mara and local co-chairs, eight small localized meetups—what the conference committee is calling “hubs.”

These day-long hubs (taking place separately but simultaneously on October 14th) are in addition to the online content and designed to support SIGDOC members across the globe in providing an in-person space to connect and think through what it means to build coalitions across and through our diverse spaces. Each of these hubs will be hosted and designed by the individual hub locations.

More information on each hub and their respective activities and schedule can be found at https://sigdoc.acm.org/conference/2021/hubs/.

- Tacoma, WA, US
- Tempe, AZ, US
- East Lansing, MI, US
- Raleigh, NC, US
- Limerick, Ireland
- Lisbon, Portugal
- Lavras, Brazil
- Beijing, China
International Hub Chairs

**Beijing, China**
Zhijun Gao, *Peking University*
Yunye Yu, *Southeast University*

**East Lansing, Michigan**
Bill Hart-Davidson, *Michigan State University*
Liza Potts, *Michigan State University*

**Limerick, Ireland**
Yvonne Cleary, *University of Limerick*
Darina Slattery, *University of Limerick*
Ann Marcus-Quinn, *University of Limerick*

**Lavras, Brazil**
Andre de Lima Salgado, *Centro Universitário de Lavras and Faculdade Presbiteriana Gammon*
Andre Pimenta Freire, *Universidade Federal de Lavras*

**Lisbon, Portugal**
Manuela Aparicio, *Universidade Nova de Lisboa*
Carlos J. Costa, *Universidade de Lisboa*

**Raleigh, North Carolina**
Jason Swarts, *North Carolina State University*

**Tacoma, Washington**
Enrique Reynoso, Jr., *University of Washington Bothell*
Emma J. Rose, *University of Washington Tacoma*

**Tempe, Arizona**
Kathryn Lambrecht, *Arizona State University*
2021 Proposal and Paper Reviewers:

Keshab Acharya       Kimberly Harper       Sarah Read
Godwin Agboka       Daniel Hocutt       Enrique Reynoso
Stevens Amidon      Liz Hutter           Dan Richards
Manuela Aparicio    Meredith Johnson    Joy Robinson
Dawn Armfield       Nathan R. Johnson   Vince Robles
Rachel Atherton     Laurence José       Emma Rose
Jeffery Bacha       Alisha Karabinus    Derek Ross
Sweta Baniya        Charles Kostelnick  Gerald Savage
Joseph Barlotta     Candice Lanius      Ann Shivers-McNair
Jeannie Bennett     Claire Lauer        Michelle Simmons
Kristen Marie Bivens Ben Lauren          Clay Spinuzzi
Elin Bjorling       Xiaoli Li           Sonia Stephens
Lillian Campbell    Dan Liddle           Melissa Marie Stone
Kelli Cargile Cook  Chris Lindgren      Adam Strantz
Sookyung Cho        Andy Mara            Christa Teston
Dave Clark          Lisa Melonçon        Jason Tham
Carlos Costa        Rick Mott            Luke Thominet
Dani DeVasto        Shaun O’Brien        Christopher Toth
Sara Doan           Ryan Omizo           Cana Uluak Itchuaqiyaq
Sam Dragga          Sushil Oswal         Gustav Verhulsdonck
Lisa Dusenberry     Trinity Overmeyer    Stephanie Vie
Lisa Dush           Zsuzsanna Palmer     Kenny Walker
Michelle Eble       Ehren Helmut Pflugfelder Rebecca Walton
Avery Edenfield     Stacy Pigg           Josie Walwema
Douglas Eyman       Laura Pigozzi       Susan Youngblood
Brenton Faber       Liza Potts           Sean Zdenek
Jordan Frith        Nupoor Ranade
### Student Research Competition (SRC) Reviewers & Judges:

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<tr>
<th>Tim Amidon</th>
<th>Jenn Mallette</th>
<th>Julie Gerdes</th>
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<td>Joseph Bartolotta</td>
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<td>Kristin Bivens</td>
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<td>Daniel Carter</td>
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<td>Chen Chen</td>
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<td>Dan Liddle</td>
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SIGDOC Executive Committee & Board

Chair: Daniel P. Richards, Old Dominion University

Vice Chair: Sarah Read, Portland State University

Secretary/Treasurer: Susan Ann Youngblood, Auburn University

Past Chair: Emma Rose, University of Washington, Tacoma

Editor in Chief, CDQ: Derek Ross, Auburn University

Member at Large: Natasha Jones, Michigan State University

Member at Large: Lisa Dush, DePaul University

Communications Manager: Luke Thominet, Florida International University

Website Manager: Adam Strantz, Miami University of Ohio

Social Media Manager: Jason Tham, Texas Tech University

Access Chair: Sean Zdenek, University of Delaware

Student Representative: Nupoor Jalindre, North Carolina State University

Organizational Liaison: Lisa Meloncon, University of South Florida

Chair of EuroSIGDOC: Manuela Aparicio, ISCTE-IUL, Portugal
2021 Keynote Speakers


User Experience (UX) can trace its roots to the 1982 ACM SIGCHI (Computer-Human Interaction) conference. Focusing on human factors in computing systems, the conference attracted presenters from cognitive psychology, design, and technical communications, among other fields. The meeting was transdisciplinary, meaning it did not just combine perspectives from diverse fields, but instead developed an entirely new discipline offering something above and beyond its component parts.

This transdisciplinary approach to UX continues today, as contributors from marketing, quality engineering, and others join the movement. New disciplines like UX, however, have their challenges. For example, established departments sometimes try to claim UX as their own, corporate silos erect barriers, and practitioners with different backgrounds clash. Further, the addition of new subspecialties, such as UX Research, UX Design, UX Writing and others threaten to create new silos, potentially weakening the discipline. This keynote presentation recaps exactly how far UX has come in the past four decades, what is possible in the near future, and changes we need to make to achieve our potential.

Russell J. Branaghan, PhD, is President of Research Collective, a Human Factors and User Experience (UX) consulting firm and laboratory in Tempe, AZ. His work centers on healthcare human factors and UX for leading companies in robotic surgery, cardiac rhythm management, diagnostic imaging, chronic disease management (e.g., hemophilia, diabetes), artificial organs, in vitro diagnostics, reprocessing, healthcare apps, wearables, home health, and others. Russ is Professor Emeritus of Human Systems Engineering and User Experience at Arizona State University (ASU), Founder of the User Experience Lab (XLab), Visiting Professor of Human Factors at Northwestern University, and Research Affiliate at Mayo Clinic. While at ASU, he served as Department Chair and Co-founder of the MS in User Experience program. He has received teaching awards from both ASU and Northwestern. Prior to his academic and consulting careers, Russ held leadership positions in human factors and UX at Hewlett Packard, IBM, and Fitch. An active researcher, Russ has published numerous peer reviewed articles on Human Factors and UX and published two books. Recently, he co-authored Humanizing Healthcare - Human Factors for Medical Device Design, published by Springer Nature.
Keynote & Diana Award Winner: The WIDE Research Collective

WIDE (Writing, Information & Digital Experience) Research Center
Michigan State University

The WIDE (Writing, Information, and Digital Experience) Research Center at Michigan State University focuses on researching and innovating experiences for emerging technologies in the Digital Humanities, including uses of social user experiences to solve social, cultural, and political problems; ways of constructing computational analytics for improving persuasive communication, and the need to create new forms of public engagement and democratic practice on a global scale.

Leading WIDE are Director Liza Potts and Senior Researchers Jeff Grabill and Bill Hart-Davidson. Visit WIDE online at wide.cal.msu.edu.

The Diana Award is named after Diana Patterson, past President of SIGDOC for three terms. The award is given to an organization, institution, or business for their long-term contribution to the field of communication design.
Best Paper Award Winners

The SIGDOC Best Paper Award recognizes the best conference paper submitted to the Proceedings of the ACM International Conference on Design of Communication. Reviewers nominate papers after the second round of blind peer review, and the best paper is selected, also blindly, by the SIGDOC Executive and Conference Committees. The SIGDOC Conference Committee is thrilled to announce that the 2021 Best Paper Awards go to Henry Covey and Soyeon Lee.

Henry Covey, “Disaster Documentation Revisited: The Evolving Damage Assessment of Oregon Emergency Management”

Henry is an instructor, researcher, and writer of professional and technical communication (PTC). After half a decade at Portland State University, he will be joining the Composition & Rhetoric PhD Program at the University of Wisconsin–Madison in 2022.

The photo seen here shows destruction from Oregon's catastrophic 2020 megafires, which killed nine people, destroyed upwards of four thousand homes, scorched more than one million acres across numerous counties (twice the ten-year average), and cost approximately $380 million in public damages (see more photos from the fires here).

This relatively new level of devastation only promises to become more frequent and ferocious globally, not only wildfires, but also hurricanes, flooding, etc. “Disaster Documentation Revisited” was written to highlight the struggles of, and advocate for, emergency professionals and local communities who are creating and testing new technologies to solve mounting problems in crisis management, which in many ways affect us all but especially our most vulnerable.


Soyeon is an Assistant Professor of Rhetoric and Writing Studies at the University of Texas at El Paso. Her research interests include community-based literacy studies, environmental rhetorics, cross-cultural approaches to technical communication, and user experience studies. Her current project traces how social media ecologies and post-disaster care practices of multilingual disaster survivors disrupt Western hegemonic discourses of disaster recovery.

Her work appears in an edited collection titled Self-Culture-Writing and is forthcoming in journals such as Prompt and Across the Disciplines. She is the recipient of the 2019 Cindy & Dickie Selfe DMAC Fellowship and the 2020 MLA Humanities Innovation Grants.
Disaster recovery often requires the lay public to be involved in a wealth of textual engagement and rhetorical activities in technological contexts. However, few studies have investigated language minority immigrant communities' rhetorics and literacies in the context of disaster relief in the United States.

This empirical study presents findings from a 12-month community-based participatory action research of how Korean-speaking immigrant communities interacted with documents and websites related to disaster recovery systems in the aftermath of the COVID-19 pandemic. Using a case study of the COVID-19 recovery programs, this study describes the lived experiences of multilingual users in the aftermath of a public health disaster and thereby emphasizes the importance of integrating marginalized communities' lived experiences and social justice in designing disaster recovery technologies for users from racially, linguistically, and culturally diverse backgrounds.
Editors’ Roundtable

*Happening live via Zoom, Wednesday, October 13 at 5:00 PM - 6:00 PM EDT*

Derek G. Ross, Editor in Chief, *Communication Design Quarterly* (Moderating)

Cheryl E. Ball, Editor, *Kairos: A Journal of Rhetoric, Technology, and Pedagogy*

George F. Hayhoe, Editor in Chief, *IEEE Transactions on Professional Communication*

Lisa Melonçon, Editor, TPC Series WAC Clearinghouse/University Press of Colorado

Jo Mackiewicz, Editor, *Journal of Business and Technical Communication*

Steve Parks, Editor, *Studies in Writing and Rhetoric*

Aimee Roundtree, Associate Editor, *IEEE Transactions on Professional Communication*

Charles H. Sides, Executive Editor, *Journal of Technical Writing and Communication*

Chad Wickman, Editor, *Written Communication*

Rebecca Walton, Editor, *Technical Communication Quarterly*

Lee-Ann Kastman Breuch, Co-Editor, *Programmatic Perspectives*
Generous Sponsors of SIGDOC 2021
Call for Papers: Communication Design Quarterly

Communication Design Quarterly (CDQ) is the peer-reviewed research publication of the Association for Computing Machinery (ACM) Special Interest Group for Design of Communication (SIGDOC). CDQ is in the ACM Digital Library.

We invite you to contribute in any of the following areas:

- Original research. Articles that cross disciplinary boundaries as they focus on effective and efficient methods of designing and communicating information.
- Experience reports. Reports presenting project- or workplace-focused summaries of important technologies, techniques, methods, pedagogies, or product processes.
- Book reviews. Short reviews of books you think may be of interest to the communication design field. Please query ahead of time before sending.

All submissions except book reviews are peer-reviewed. Book reviews are reviewed by the Book Review Editor.

Special Issues of CDQ

We are also interested in proposals for guest editing special issues. As a guest editor, you would be responsible for providing three to five peer reviewed articles on a specific topic along with an article-length introduction to the issue’s topic. You may propose a special issue individually, or as a group. Your proposal should demonstrate expertise on the topic being proposed, and demonstrate the topic’s current interest to members of the design community. Each proposal should include a résumé/CV for proposed guest editors and a draft call for submissions.

Guest editors are responsible for publicizing calls for papers, recruiting subject matter experts as peer reviewers, coordinating double blind peer reviews, corresponding with authors and reviewers, editing final drafts, and submitting final drafts and any necessary forms to the CDQ editor.

For more information or submissions of articles, reports, or research results, contact Derek G. Ross (derek.ross@auburn.edu).

For queries about book reviews, please contact Erika Sparby (emsparb@ilstu.edu).
SIGDOC Career Advancement Research Grant

The Special Interest Group for the Design of Communication (SIGDOC) invites interested members to apply for career advancement research grants up to $1,200. Proposed research projects should promote research pertaining to the design of communication, including (though not limited to) information design, information architecture, content development, user experience, help and documentation (traditional and user-contributed), social media, as well as technology that supports and enhances communication. These grants are specifically designed for early career and/or junior faculty who are working on one of their first major projects related to the design of communication.

Funds may be used for expenses, materials, salary, or research assistance. Funds may be used for travel to collect data and conduct research, but should not be requested for conference travel to present research. Grant recipients will additionally receive discounted registration to the SIGDOC conference in the year following the award of their grant.

Applications

To apply for a SIGDOC research grant, interested SIGDOC members should submit a 3 page proposal that contains the following information:

- Project title on all pages
- Name, title, institutional affiliation, and contact information for the project investigator(s), on page 1, separable from items 3-6
- A brief project description
- A discussion of the significance of the project to members of SIGDOC and identification of how the research will be published/made available
- An outline of the project methodology or research tasks, including IRB approval if human subjects are involved in any capacity
- A projected budget statement, excluding institutional overhead and indirect costs (request a waiver from your institution if necessary; exceptions can be made in instances when a waiver is not possible)

Applications should be emailed to sigdocacm@gmail.com no later than 11:59 PM on November 30, 2021. Winners will be selected by December 15, 2021 in time for projects planned for spring 2022 or later. All applicants must be members of SIGDOC. To become a member, visit the ACM website.

Recipients will be expected to produce a one-page report of their progress one year after receiving their award. The SIG would also like to be informed of any final publications resulting from the project. Recipients are encouraged to submit their research to SIGDOC’s Communication Design Quarterly.

Please direct any questions to Chair Dan Richards dprichar@odu.edu or Secretary/Treasurer Susan Youngblood at susan.youngblood@auburn.edu.
Past Recipients

2020

- “Queer Becomings: The Ethics, Rhetoric, and Materiality of Care in Trans Networks”—Avery Edenfield, Ph.D, Utah State University

2019

- “Ideals and Realities: Exploring Usability in Born-Digital Scholarship”—Rob Grace, Ph.D and Jason Tham, Ph.D.
- “Social Media Article Visualizer Project”—Stephen Carradini, Ph.D.

2018

- “Participatory Communication Design of Mapping Borderlands: Decolonizing Cartographic Information Design and Creating a Participatory Mapping Interface”—Eda Ozyesilpinar, Ph.D. and Victor Del Hierro, Ph.D.
- “Improving the Design of Visual Risk Communication through a Content Analysis of a Crowdsourced Public Health App's Existing User Comments”—Kristin Bivens, Ph.D. and Candice A. Welhausen, Ph.D.

2017

- “Designing a Multilingual User Experience Research Center to Support Language Accessibility in a Binational Community”—Laura Gonzalez, Ph.D.
- “Story Mapping and Sea Level Rise: Bringing a Global Risk Home”—Daniel P. Richards, Ph.D., and Sonia H. Stephens, Ph.D.
Full Session Information and Schedule

Session A: Activism & Engagement

Group 4: Engaging Communities

- “The Price is Right: An Orders of Worth Analysis of Positions on Housing Prices”, Drake Gossi, Sophia Hennessy, Jonathan Alba and Clay Spinuzzi
- “Studying the Production of Health Emergency Communication”, Julie Gerdes
- “Remotizing Community-Workforce Partnerships: How SFMade Paved a Path Toward Advocacy and Online Opportunities in the Bay Area’s Manufacturing Sector,” Garrett Colón and George Colón

Group 6: Activism and Accountability

- “Local Users, Global Takeaways: Methodological Considerations for Audience Advocacy Through Mixed-Method Approaches”, Allegra Smith, Nupoor Ranade and Sweta Baniya
- Advocacy and Accountability: A Comparative Design Analysis of Supporting Documentation for the Chinese Anti-Domestic Violence Law”, Chen Chen
- “Trauma-Informed Web Heuristics for Communication Designers”, Shannon Kelly, Kaitlyn Nguyen and Benjamin Lauren

Group 20: Communication and Engagement with the Public about Risk

- “Did We Solve the Right Problem? Moving From Access to Inclusion with XA”, Dan Card and Dani DeVasto
- “How to Text 911: A Content Analysis of Text-to-911 Public Education Information”, Rob Grace and Sierra Sinor
- “Accountability and Accessibility in Heat Communication and Safety”, Kathryn Lambrecht
- “Disaster Documentation Revisited: The Evolving Damage Assessments of Oregon Emergency Management”, Henry Covey
Session B: Coalition Building

Group 11: Practices of Coalition-Building


- "Illustrating Coalitional Shifts for Socially Just Design through Two Case Studies", Erica M. Stone and Kristen R. Moore

- "Nothing About Us, Without Us'- An Investigation into the Justification for Indigenous Peoples to be Involved in Every Step of Indigenous Games Design", Charly Harbord, Patrick Hung and Ruth Falconer

- "Organizing for Power in Tele-Rhetoric", Patrick Love

Group 18: Building Coalitions in Online Spaces

- "Women’s Protest in Nepal: Learning from the Construction of Feminist Coalition Across Communication Contexts", Pritisha Shrestha and Emily Pifer

- "Substance Abuse: Avenues for Identity Articulation, Coalition Building and Support during COVID-19", Luana Shafer


- "Stonks and Bonds: How Digital Discourse Communities Perform Collective Action", Jacob Friedman

Session C: Tools and Accessibility

Group 8: Making Tools and Platforms Accessible

- "Accountability for the Hidden Codes toward a Better User Experience: Case Study of HRsimple.com Communication Design for Web-accessibility and SEO", Justin Grant, Gabrielle Sumilang, Michael Providenti and Sookyung Cho

- "Accessibility as Advocacy: Special Needs Users in Industry Web Development Processes", Jenya Edelberg and Gustav Verhulsdonck

- "AccessMDD: An MDD Approach for Generating Accessible Mobile", Felipe Dias, Lianna Duarte and Renata Fortes

- "Is Facebook Easier to Use than WeChat? A Critical Comparative Analysis of Interface Features of WeChat and Facebook", Shyam Pandey and Jianfen Chen
Group 9: Methods for Building Accessible Tools and Platforms

- “Using Iterative Persona Development to Support Inclusive Research and Assessment”, Michelle McMullin, Shelton Weech, Hadi Banat and Bradley Dilger
- Researching Digital Interfaces to Raise Awareness about the Impacts of Gun Violence: A Landscape Analysis Experience Report”, Alina Alvarez, Liza Potts and Laura Gonzales
- Understanding User Expertise through Lived Experience: Making Natural Hazard Risk and Mitigation Information More Accountable to Users”, Sonia Stephens and Amanda Altamirano

Group 10: Making Multi-Media Accessible

- “Teaching Visual Content Description for Visually Impaired Users using Visual Rhetoric and Kostelnick’s Design Matrix”, Phillip Gallagher and Marci Gallagher
- Is There a Transcript? Mapping Access in the Multimodal Designs of Popular Podcasts”, Amelia Chesley
- “Beyond "Alt-Text": Coding Accessible Data Visualizations for the Web”, Adam Strantz

Group 22: Technology and Tools: Helping or Hindering the Cause?

- “AI-Assisted Recruiting Technologies: Tools, Challenges, and Opportunities”, Yeqing Kong, Chenxing Xie, Jiacheng Wang, Hunter Jones and Huiling Ding
- “Online Advocacy Work: “Palatable” Platforms: Privilege in GUI features on Twitter and Instagram”, Corinne Jones
- “Role of Infrastructures for User-centric and Sustainable Coalitions”, Jason Swarts and Nupoor Ranade

Session D: Stakeholder Considerations


- “Pivoting to Virtual: Recommendations for a Successful and Engaging Digital Mentorship Experience”, Ashley Hardin and Samantha Brooks
- “Service Learning, Participatory Action Research and Web Development during a Pandemic Lockdown”, Eric York
Group 12: Usability in High-stakes Contexts

- “Performing Virtual Events During COVID-19 Pandemics”, Dârlinton B. F. Carvalho, Celso L. Souza, Mayara Borges and Carolaine Barbosa


- “Pandemic Crisis Brings More Digital Governmental Services To Mobile Devices – But Are They Accessible To People With Disabilities?”, Delvani Antonio Mateus, Fábio Aparecido Cândido da Silva and André Pimenta Freire

- “Narrative and Numerical: Bridging the Gap Between Quantitative & Qualitative Data through User-Centered Data System Design”, Rachel Atherton

Group 13: Building Better User Experiences


- “Detecting High-Quality Comments in Written Feedback with a Zero Shot Classifier”, Ryan Omizo, Melissa Meeks, and William Hart-Davidson

Session E: Healthcare and Advocacy

Group 2: Advocacy and Access in Health Contexts


- “By Queer People, For Queer People: Folx, Plume, and the Promise of Queer UX”, Zachary Beare and Melissa Stone

Group 14: An Ethic of Care in Health Contexts and Communication

- “Reframing the Ecology of Communication in Healthcare Access”, Manako Yabe

- “Mobile Interface Theory: A Conceptual Tool for Identifying Digital Rhetoric in a Mobile Context”, Jessica Campbell

- “Drug Epidemics, Data Visualizations, and Ethical Accountability”, Candice Welhausen

- “Digital Research and Qubit Ethics: Trans* Vulnerability and Transparency Activism”, Ryan Cheek, Sam Clem, and Avery Edenfield
Session F: Classroom Practices

Group 5: Building bridges from the TechComm classroom to the Workplace

- “Just @me: Digitally-mediated team communication in a pandemic”, Emily Johnson
- “Data-Mining Job Postings for Communication Skills to Target and Improve Technical Writing Curricula”, Samantha Cosgrove, Allison Hutchison and Bremen Vance
- “Working at Play: Survey Results from Game Industry Professionals on Hobbyist Experience”, Alisha Karabinus

Group 21: Students’ and Users’ Experiences

- “Slack as a Pedagogical Tool for Online Technical Communication Instruction”, Jennifer Sano-Franchini, Chloe J. Robertson, Priyanka Ganguly, André M. Jones Jr., Luana J. Shafer, and Marti Wagnon
- “Coalition is Not Collaboration, and Other Thoughts on Community-Building through Mobile Digital Pedagogies”, Gavin P. Johnson
- “Online Textbook User Experience (eBUX) of Open Educational Resources (OERs) for Professional and Technical Communication (PTC)”, Henry Covey

Group 15: Curriculum Development

- “Weighing Individual Risk against Aggregated Possibilities though Digital Interfaces”, Andrew Mara, Michael Madson, Kathryn Lambrecht and Steven Garry
- “Medical Technologies and the Erasure of Pain: Perspectives for a Health and Human Sciences Writing Curriculum”, Caroline Jennings
- “Opportunities For Innovation Gained By Connecting a Customized Process Document to The Collaborative Development of an Asynchronous Online Writing Course”, Michelle Trim, Justin Obara and Siobhan Mei
Session G: Emerging Advocacy Practices

**Group 1: Writing and Communication Practices as Advocacy**
- “Building Infrastructural Understandings of Communication and Design”, Jordan Frith
- “Updating Technical Editing Models for Accessibility and Advocacy”, Sedona Benjamin and Joanna Schreiber

**Group 7: Exploring the Growing Role of Technical Communication**
- ““Dataveillance” in the Classroom: Advocating for Transparency and Accountability in College Classrooms”, Morgan C. Banville and Jason Sugg
- “Participatory Coalition Building: Creating an Anti-Racist Scholarly Reviewing Practices Heuristic”, Lauren Cagle, Michelle Eble, Meredith Johnson, Nathan R. Johnson, Liz Lane, Temptious Mckoy, Kristen R. Moore, GPat Patterson, Enrique Reynoso Jr., Emma J. Rose, Fernando Sánchez, Ann Shivers-McNair, Michele Simmons, Erica M. Stone, Jason Tham, and Rebecca Walton
- “Rawr! Reading Deep Time’s squatting Allosaurus”, Lisa DeTora

**Group 16: New Methods for User Advocacy**
- “Designing Boater Advocacy: A Lean UX Mobile App Project to Increase Emergency Response Accountability”, Guiseppe Getto, Suzan Flanagan and Jack Labriola
- “Lean Analytics: Leveraging Data Analytics Frameworks to Advocate for Users in Technical Communication and UX,” Gustav Verhulsdonck

**Group 19: Examining New Communication Practices and Preferences**
- “A Preliminary Analysis of Communication Preferences in a Global Software Development Environment”, Flávia de Souza Santos, Juliano Sales, Felipe Taliar Giuntini and Cristiano Pereira Godoy
- “The Business Canvas: An Emerging Visual Genre of Professional Communication”, Mason Pellegrini
Session H: Domains of Accountability

Group 17: Language as a Domain of Accountability

- “It’s Getting Out of Control in This Forum: Analyzing Gender-Based Aggression on a Containment Thread for an Open Game Development”, Luke Thominet
- “Sentiment Analysis of Portuguese Political Parties Communication in a Pandemic Context”, Carlos Costa, Manuela Aparicio and Joao Aparicio
- “The Discourse of Innovation: A New Domain for Accountability”, Liz Hutter and Halcyon M. Lawrence
- “Interrogating Alexa: Holding Voice Assistants Accountable for Their Answers”, Daniel Hocutt

Group 23: Shared Accountability (Panel)

- “Shared Accountability to Access Generates Process-Based Accessibility: Inviting All to the Design Table”, Zsuzsanna Palmer, Sushil Oswal, Sherena Huntsman and Sean Zdenek

Group 24: Poster Sessions

- “Risk Assessment, Enacting Roles, and Presenting Epidemiological Data”, J.D. Applen
- “Communicating and Documenting Algorithmic Decision Making in Virtual Healthcare Contexts”, Lillian Campbell, Amrita George and Shion Guha
- “Designing a Story Map to Account and Advocate for Community Engagement”, Brian Gogan and John Scott
- “Using Annotated Portfolio to Understand Authors’ Experience and Design Practices: A Study of Webtext Convention and Innovation”, Jason Tham and Rob Grace
- “Examining the Digital Labor of Mental Health Communication on Social Media”, Katlynne Davis
- “Web Document Design That Facilitates the Acquisition of Information In L2 Reading: On The Document Structure and Typeface of Japanese Web Documents”, Sangmin Han
Microsoft Student Research Competition

Undergraduate Division

- Kylie Call (Virginia Tech) "Strategies for International Communication Design"
- Hannah Goodsell (Worcester Polytechnic Institute) "A Jersey for Helmut: How Video Games Communicate Information"
- Koyo Nakamura, Han Feng, Sebastian Priss & Hannah Mei (University of Washington) "Designing to Support Bedtime Reflection"

Graduate Division

- Jianfen Chen (Purdue University) "Proposal for Studying the Public Affects Circulating in Hong Kong Chaos in 2019 via YouTube Videos"
- Emily Gresbrink (University of Minnesota) "Stay Healthy, Safe, and Well: Investigating Effective Communication Design in COVID-19 E-mails and Messaging"
- Dorothy Heedt (Texas Tech University) "Mother, Heal Thyself: Designing Care in Postpartum Depression Awareness"
- Yeeshtdevisingh Hosanee (University of Technology, Mauritius) "The L-Thinker to Teach Computer Programming to Children between 6-11 Years Old"
- Alessandra Zinicola Lopez (University of Central Florida) "Baking Bread with Domestic Technical Illustration: 19th - 21st Centuries"
- Philippe Meister (Iowa State University) "Design and Evaluation of Learner-Centered Interactive Print Weather Training for General Aviation"
- Claudia Mitchell (University of Florida) "User-Centered Design: Rebuilding Justice-Driven Technical Communication for Addicts through Rhetorics of Recovery"
- Alamir Novin (University of British Columbia) "How a Search Page's Document-Genre and Document-Order Leads to Cognitive Biases"
- Michael Monarrez Puckett (University of Central Florida) "TikTok #Tutorial and #Howto: A Rhetorical Analysis of the Instructional Microvideo as a Genre"
- Alexander Slotkin (University of Florida) "Along the Cow Path: Technical Communication Within A Jewish Cemetery"
- Ian Stark (Texas Tech University) "Neuro-Positionality in User-Centered Design: The Case of Student Disability Services"
- Yingying Tang (Auburn University) "A Robot Wrote This?: Readers' Perceptions of Automated Technical Writing"
- Jiaxin Zhang (Texas Tech University) "Designed for Equitable Learning: A Study of UCD and Liquid Syllabus in an Online Synchronous Course"
### Converted Conference Schedule Times

#### Tuesday, October 12th

<table>
<thead>
<tr>
<th>Time Zone</th>
<th>Pacific (USA)</th>
<th>Eastern (USA)</th>
<th>Ireland/Portugal</th>
<th>China</th>
</tr>
</thead>
<tbody>
<tr>
<td>Asynchronous Content for Conference made available</td>
<td>6am</td>
<td>9am</td>
<td>1pm</td>
<td>9pm</td>
</tr>
<tr>
<td>Asynchronous 1st round of Student Research Competition</td>
<td>6am</td>
<td>9am</td>
<td>1pm</td>
<td>9pm</td>
</tr>
<tr>
<td>Online Networking Event</td>
<td>2-3pm</td>
<td>5-6pm</td>
<td>9-10pm</td>
<td>12-1am (+1 day)</td>
</tr>
</tbody>
</table>

#### Wednesday, October 13th

- **Welcome Hour**
  - *(Chair’s and Directors’ Address, Updates about the Event, and a Q&A)*
  - 8-9am | 11-12pm | 3-4pm | 11-12pm

- **First Keynote: Russ Branaghan**
  - 9-10am | 12-1pm | 4-5pm | 12-1am (+1 day)

- **Workshops (2.5 hours duration)**
  - 11-1:30pm | 12-2:30pm | 5-7:30pm | 1-3:30am (+1 day)

- **Editors Roundtable**
  - 2-3pm | 5-6pm | 8-9pm | 4-5am (+1 day)

- **Ignite Talks**
  - 4-5pm | 7-8pm | 10-11pm | 6-7am (+1 day)
### Thursday, October 14th

<table>
<thead>
<tr>
<th>Time Zone</th>
<th>Pacific (USA)</th>
<th>Eastern (USA)</th>
<th>Ireland / Portugal</th>
<th>China</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hub Hour (China)</td>
<td>2-3am</td>
<td>5-6am</td>
<td>9-10am</td>
<td>5-6pm</td>
</tr>
<tr>
<td>Hub Hour (Portugal)</td>
<td>3-4am</td>
<td>6-7am</td>
<td>10-11am</td>
<td>6-7pm</td>
</tr>
<tr>
<td>Hub Hour (Ireland)</td>
<td>4-5am</td>
<td>7-8am</td>
<td>11-12pm</td>
<td>7-8pm</td>
</tr>
<tr>
<td>Hub Hour (Lavras)</td>
<td>5-6am</td>
<td>8-9am</td>
<td>12-1pm</td>
<td>8-9pm</td>
</tr>
<tr>
<td>Hub Hour (Raleigh)</td>
<td>6-7am</td>
<td>9-10am</td>
<td>1-2pm</td>
<td>9-10pm</td>
</tr>
<tr>
<td>Hub Hour (Lansing)</td>
<td>7-8am</td>
<td>10-11am</td>
<td>2-3pm</td>
<td>10-11pm</td>
</tr>
<tr>
<td>SRC Finals</td>
<td>8-10am</td>
<td>11-1pm</td>
<td>3-5pm</td>
<td>11-1am (+1 day)</td>
</tr>
<tr>
<td>Hub Hour (Tacoma)</td>
<td>10-11am</td>
<td>1-2pm</td>
<td>5-6pm</td>
<td>1-2am (+1 day)</td>
</tr>
<tr>
<td>Diana Award Winner: WIDE</td>
<td>11-12pm</td>
<td>2-3pm</td>
<td>6-7pm</td>
<td>2-3am (+1 day)</td>
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<tr>
<td>Keynote</td>
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</tr>
<tr>
<td>Hub Hour (ASU)</td>
<td>12-1pm</td>
<td>3-4pm</td>
<td>7pm-8pm</td>
<td>3-4am (+1 day)</td>
</tr>
<tr>
<td>Closing and SRC Winners</td>
<td>1-2pm</td>
<td>4-5pm</td>
<td>8pm-9pm</td>
<td>4-5am (+1 day)</td>
</tr>
<tr>
<td>Announced</td>
<td></td>
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</tbody>
</table>

### Friday, October 15th

- **Business Meeting**  
  - 8-9am  
  - 11am-12pm  
  - 2-3pm  
  - 11pm-12am (+1 day)

*After Friday, October 15, synchronous content and any recordings of synchronous sessions will remain posted and available for registered attendees.*
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