

Conference Program



SIGDOC 2025

Conference of the Special Interest Group on
Design of Communication (SIGDOC)

Lubbock, TX, USA
October 24-25, 2025

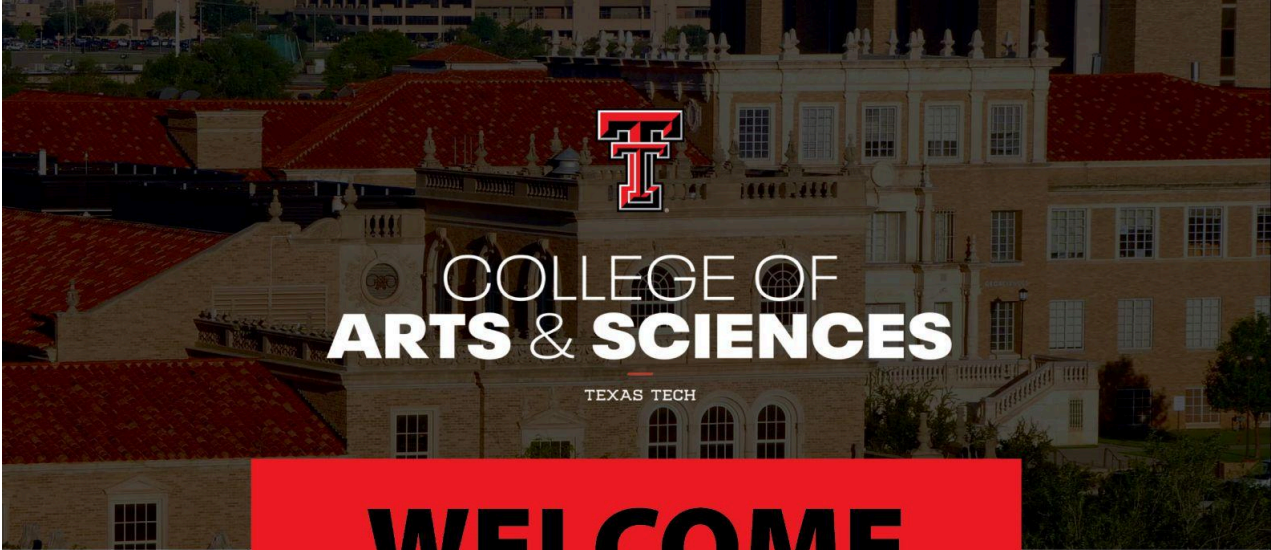


Association for
Computing Machinery

Advancing Computing as a Science & Profession



SIGDOC
Special Interest Group on Design of Communication



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Program Schedule at a Glance

Friday, October 24

7:45 - 11:30	Registration SUB Courtyard	
8:00 - 8:20	Welcome/Kickoff Room 125	
8:30 - 9:30	Concurrent Session 1 1A: Room 124 1B: Room 213 1C: Room 217 1D: Room 218 1E: Room 233	
9:45 - 10:45	Concurrent Session 2 2A: Room 124 2B: Room 213 2C: Room 217 2D: Room 218 2E: Room 233	
11:00 - 1:00	Keynote Lunch <i>Diana Award Presentation + Keynote Speakers</i> Red Raider Ballroom (118)	
1:00 - 3:00	Student Research Competition <i>Round 1</i> Red Raider Lounge	General SIGDOC Posters Red Raider Lounge (119)
3:00 - 4:00	Business Meeting Room 125	Graduate Research Roundtables Room 124
4:00 - 6:00	Workshop 1 Room 124	Workshop 2 Room 213
4:30 - 6:00	Ignite Talks Room 125	

Saturday, October 25

7:45 - 11:30	Registration SUB Courtyard
8:00 - 9:30	Student Research Competition <i>Round 2</i> Room 124
10:00 - 11:00	Concurrent Session 3 3A: Room 124 3B: Room 213 3C: Room 217 3D: Room 218 3E: Room 233
11:15 - 12:15	Concurrent Session 4 4A: Room 124 4B: Room 213 4C: Room 217 4D: Room 218 4E: Room 233
12:30 - 1:45	Keynote Lunch <i>SRC Awards Presentation + Keynote Speaker</i> Red Raider Ballroom (118)
2:00 - 3:00	Concurrent Session 5 5A: Room 124 5B: Room 213 5C: Room 217 5D: Room 218 5E: Room 233
3:15 - 4:15	Concurrent Session 6 6A: Room 124 6B: Room 213 6C: Room 217 6D: Room 218 6E: Room 233
4:30 - 5:00	Closing Room 124

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Welcome to SIGDOC 2025

From the Conference Chair



Welcome to Lubbock and to this year's ACM-SIGDOC conference, co-located with the annual CPTSC conference. It's nice to have you here in West Texas, where the wide-open skies mirror the expansive possibilities that emerge when our community comes together to share ideas and forge new connections.

I am inspired by the energy and dedication that have brought this conference to life. My heartfelt thanks go to our Program Co-Chairs Michelle McMullin and Temptuous Mckoy for the time, enthusiasm, and care they have invested in organizing what promises to be an exceptional program. Kudos to the Student Research

Competition Co-Chairs Allegra Smith and Bradley Dilger for attracting and organizing a grand slate of student participants in the competition this year. Of course, I am also grateful to SIGDOC's Executive Committee and Advisory Board Members for their steadfast leadership and crucial decision-making throughout the months leading up to this gathering.

It's worth reiterating: This conference represents a collaborative effort, made possible by the generous contributions of many talented individuals. Special recognition goes to Chris Lindgren for expertly managing our website, Soyeon Lee for providing tremendous technical editing support, Morgan Banville for her timely and extensive social media outreach, Dan Richards for gathering external sponsorships, and all the previous conference leaders whose mentorship, guidance, and knowledge-sharing efforts have paved the way for our success.

I want to give a big shoutout to the TTU team, especially Samantha Smith, Associate Director of Events & Alumni Relations at the College of Arts & Sciences, who helped me with coordinating the room reservations, meal caterings, hotels, and other invisible things. Sam happened to be a former student in my design course and it's truly wonderful to witness (and benefit from) her leadership and service.

I must also extend a sincere appreciation to our sponsors (you can find their ads throughout this program booklet), whose support enables us to create this vital space for scholarly exchange and professional development. To our internal sponsors—TTU College of Arts & Sciences, TTU Online, Office of Research & Innovation, Office of International Affairs, Center for Global Communication, Office of Faculty Success, and Department of English—I am honored by your trust and investment in this conference and its community.

Most of all, I thank you—the participants—for enriching these annual conferences with your presence, presentations, perspectives, and passion for our field. Your contributions are what make SIGDOC more than just a conference; they make it a vibrant intellectual community. I hope you will find the sessions both informative and inspiring, and that you'll seize every opportunity to establish new research collaborations, deepen existing partnerships, and explore fresh avenues of inquiry.

Have a wonderful time connecting, learning, and sharing. Welcome to SIGDOC!

Jason Tham

Conference Chair, Texas Tech University, United States



Texas Tech University

Technical Communication & Rhetoric

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Questions about graduate studies? Email us at english.tcr@ttu.edu

Graduate Programs

Ph.D. in Technical Communication & Rhetoric
 M.A. in Technical Communication
 Graduate Certificate in Teaching Technical Communication
 Graduate Certificate in Grant & Proposal Writing

Our Faculty

The accomplished and committed faculty in our program offer a wide range of expertise and courses to prepare students to be scholars and leaders in rhetoric and technical communication studies.

Graduate Faculty	Expertise Areas
Michael Faris	Digital rhetoric & literacy, feminist & queer rhetorics, WPA
Priya Ganguly	Transnational rhetorics, rhetorics of health & medicine
T J Geiger II	Religious rhetorics, feminist rhetorics, rhetorical history
Kellie Gray	Visual & digital rhetorics, technical communication pedagogy
Steve Holmes	Ethics, social justice, rhetorical history & theory
Lisa L. Phillips	Environmental, sensory, & intersectional feminist rhetorics
Beau Pihlaja	Global technical communication, digital technologies
Rich Rice	Composition & rhetoric, new media, online writing instruction
Nora Rivera	Cross-cultural user experience, cultural rhetorics, translation
Geoff Sauer	Database-driven content, responsive design, theory
Brian Still	User experience, invention, entrepreneurialism
Jason Tham	Design thinking, UX, collaboration, emerging technologies
Scott Weedon	Rhetorical genre studies, rhetorics of science & medicine

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From the Program Chairs

Along with the Conference Chair, we are delighted to welcome you to Lubbock, TX for SIGDOC 2025. Our call for proposals asked that you bring work from across a range of interest areas to engage with other scholars as we tackle the most pressing issues in our field. We are excited by the range of issues and the depth of research that you will present at this conference, and we look forward to learning with you! For this year's conference, we received more than 100 hundred proposals from scholars and practitioners. Each proposal has gone through a rigorous review process involving at least two reviews and additional reviewing for proceedings. This would not have been possible without extensive volunteering from reviewers and moderators. The generous feedback provided by reviewers at all levels of the proposal and proceedings process is a hallmark of SIGDOC membership. As program chairs we not only get to review your proposals, we also get to see how reviewers spend their time in careful reading and thoughtful feedback such that we can all bring our best work to the conference. We thank you for this labor, and know that our research, and our culture of collaboration at SIGDOC is stronger for it.

Please accept our best wishes for a wonderful conference with important and exciting conversations, new meaningful connections, and stimulating engagement with conference presentations and posters.

Michelle McMullin

Program Co-Chair, North Carolina State University, United States

Temptaous Mckoy

Program Co-Chair, Bowie State University, United States

Land Acknowledgment

We encourage SIGDOC participants to remember the colonial legacies of academic institutions as we engage with one another over the next few days, and to consider how our field might work toward a more just and equitable world through future research projects, community partnerships, and conference themes. As a conference organizing committee, we encourage attendees to see the land acknowledgement not as a static assertion, but as part of an ongoing commitment to work collaboratively toward justice through our scholarship and teaching.

Texas Tech University Staff Senate Statement

We acknowledge that the lands on which we gather – Texas Tech, Lubbock, and the surrounding region – are the occupied, unceded territory of the Comanche and Mescalero Apache Peoples. We acknowledge that Texas Tech University owes its existence and success to generations from across the globe, who gave their hopes, dreams, and energy in guiding us to this moment in our history. Some were brought here against their will, others left their distant homes in hope of a better future, and some have lived on this land since time immemorial. In the pursuit of reconciliation, acknowledging the truth of our histories' intersections is critical, and will ultimately determine our path forward. We begin this effort by recognizing the connections between ourselves and the land. Texas Tech resides today on the ancestral lands of the Comanche and Mescalero Apache Peoples -- the original stewards of what is now Lubbock and was once the heart of the Comanchería. The foundation of our institution came at a direct cost to the Indigenous peoples, whose land and labor this university was built upon. TTU Staff Senate acknowledges these truths as crucial for building and fostering mutual respect and connection across all barriers of heritage and

difference. Please take a moment to pay respects to elders past and present, and the many legacies of violence, displacement, migration, and settlement that brought us together here today.

We encourage SIGDOC participants to learn more about current Indigenous research, organizing, and community building in the Lubbock area, including:

- [School of Law: Indigenous Certificate, Courses on American Indian Law](#)
- [Arts & Sciences: Latinx/Iberian Studies Institute](#)
- [Thomas Jay Harris Institute for Hispanic and International Communication \(HIHIC\)](#)
- [Latino Hispanic Faculty & Staff Association](#)
- [Comanche Nation](#)
- [Mescalero Apache Tribe](#)



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editor
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web developer
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> For the most current information about the admission process, please consult the MTPC website at aub.ie/mtpc.



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Conference Spaces and Presentation Information

This year's SIGDOC takes place in the TTU Student Union Building (SUB).

- Physical address: **15th Street & Akron Avenue, Lubbock, Texas 79409**
- To learn about services offered in the Student Union Building, visit www.sub.ttu.edu



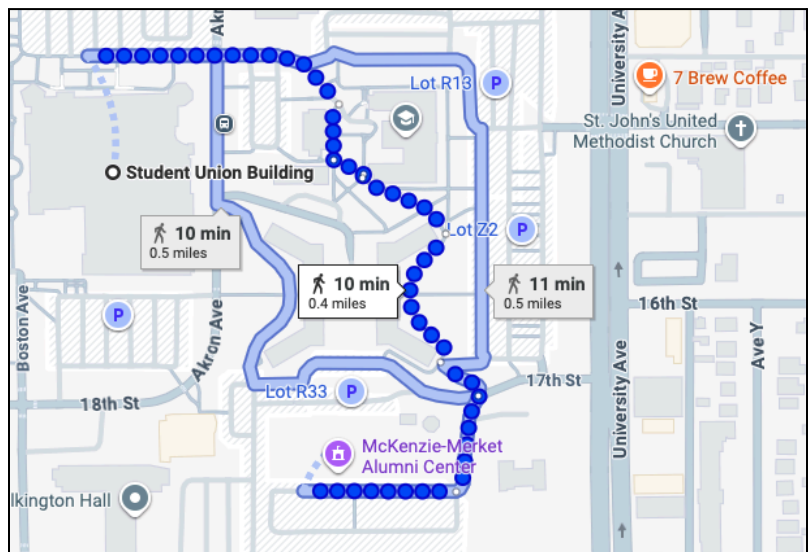
Facade of the Student Union Building. Image rights: Texas Tech University; Wikimedia.

Parking

Due to campus events (football), there will be limited parking in the SUB guest parking lot. More spaces are available in the **McKenzie-Market Alumni Center** parking lot. It is about **0.5 miles** from the SUB. Please plan accordingly.

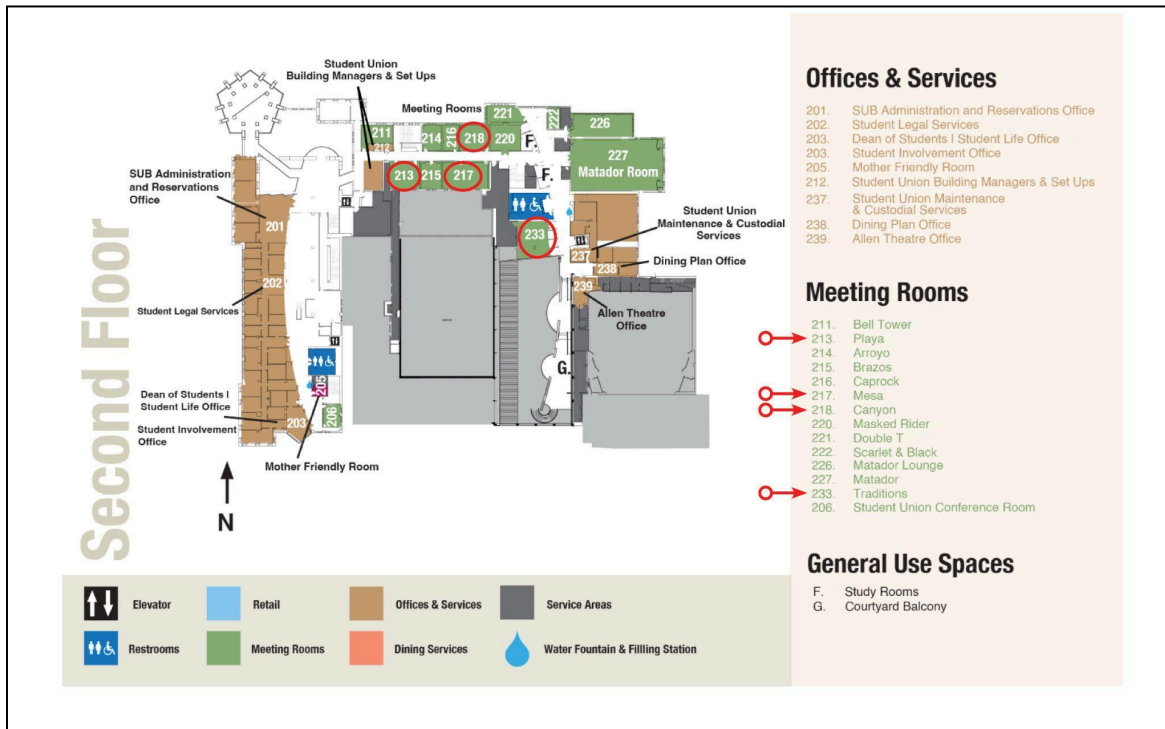
Conference Activity Spaces

Refer to the following maps for a more detailed view of the SUB. The areas **highlighted in red** or **indicated with arrows** are key rooms and spaces for SIGDOC conference events.





First Floor: Courtyard, Red Raider Ballroom (118), Red Raider Lounge (119), meeting rooms (118, 124, 125).



Second Floor: Meeting rooms (213, 217, 218, 233).

Registration

- Registration station: **SUB Courtyard** (outside the Allen Theatre) on the first floor.
 - Enter through any main entrances into the Student Union Building (SUB).
 - Follow signs to SIGDOC registration.
- Registration hours: **7:45–11:00 a.m.** on both days. If you need to check in outside of these hours, contact or locate Jason Tham.

Wi-Fi

There are two available Wi-Fi networks for conference participants:

1. If your institution uses **eduroam**, you may connect to that network using your existing credentials.
2. The guest network is the **TTU Guest Wireless Network**:
 - Network name: TTUguest
 - Network password: **maskedraiders**
 - If you encounter any trouble, please get a hold of Jason Tham or a TTU personnel. Faculty or staff members who agree that the guest is a legitimate guest can look up the current password at <https://askit.ttu.edu/ttuguestpw> and then disseminate it to their guest(s).

Presentation Technology and AV Equipment

All rooms are equipped only with projectors, screens, and central consoles. There are no computers in the rooms. Please bring your own laptop and any adapters/dongles/power cords that you need.

Accessibility

SIGDOC is committed to making our conference space and communications as accessible as possible for attendees. We also realize that our efforts are not comprehensive, and that accessibility is a group effort. As you prepare for and participate during this year's conference, we encourage you to consult the following resources to help SIGDOC continue its goals of greater inclusivity:

- SIGDOC 2025 Accessibility Guide: <https://bit.ly/sigdocaccess>
- Google Slides Accessibility: tinyurl.com/muya2vwp
- Keynote Document Accessibility: tinyurl.com/46k9eyef
- Microsoft PowerPoint Accessibility: tinyurl.com/wa7kkjb4
- PDF Accessibility: tinyurl.com/yc7fvfsx
- Working with Interpreters: tinyurl.com/2p8sv4y5

Social Media, Video and Photography

Video and Photography Consent

Out of respect for privacy and intellectual property, we discourage participants from taking photos of conference attendees or their presentations without obtaining prior consent, and we similarly encourage participants to obtain consent before sharing any images on social media. Several presenters have requested that their presentations or posters not be audio or video recorded. We have indicated these presentations with the “no recording” icon in the program.

Bluesky

Page: <https://bsky.app/profile/sigdoc-acm.bsky.social>

Hashtag #SIGDOC25

- If you would like to share your own Bluesky handle for discussion during your talk, please do so early during your presentation.

Facebook

Page: <https://www.facebook.com/sigdoc/>

- Feel free to tag SIGDOC for posts related to the conference.
- You can also follow the Facebook page for announcements.

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“
The encouragement I received from the faculty and my peers was a driving force to the success I've been able to achieve. I'm now working as a UX Designer in a Fortune 50 company, able to do what I love and feel like it was meant for me.

- Sanjana Ponnada,
Technical Communications, BS, '21

ASU College of Integrative Sciences and Arts
Arizona State University
School of Applied Professional Studies

**cisa.asu.edu/
technical-communication**

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Acknowledgements

Proposal & Proceedings Reviewers

Thank you to all of those who dedicated time and effort in reviewing proposals and papers. SIGDOC 2025 would not be possible without your efforts.

Whitney Adams	Catherine Gouge	Roberto Leon	Elizabeth Rea
Steven Amador	Carrie Grant	Daniel Liddle	Sarah Read
Dorcas Anabire	McKinley Green	Daocheng Lin	Laura Roberts
Abigail Bakke	Emily Gresbrink	Jung-Hsien Lin	David Robledo
Morgan Banville	Sarah Gunning	Andy Jiahao Liu	Derek Ross
Jason Barrett-Fox	Cara Haderlie	Jia Liu	Jeremy Rosselot-Merritt
Caitlin Baulch	Dorothy L. Hammond	Phillip Lovas	Donnie Johnson Sackey
Kristin Bennett	Ashley Hardin	Michael Madson	Michael Salvo
Arthur Berger	Amber Hedquist	Andrew Mara	John T. Sherrill
Kristin Bivens	Leah Heilig	Alex Mashny	Beth Shirely
Marcy Bock Eastley	Matthew Helmke	Lisa Melonçon	Kailan Sindelar
Rachel Bryson	Ameilia Herb	Marie Moeller	Allegra Smith
Jessica Campbell	Daniel Hocutt	Mary Ellen Muesing	Mollie Stambler
Dan Card	Grant Hogarth	Carroll Nardone	Sonia Stephens
Ryan Cheek	Margaret Hsiao	Tochukwu Ngwu	Hannah Stevens
Chen Chen	Sherena Huntsman	Sushil K. Oswal	Adam Strantz
Jianfen Chen	Allison Hutchison	Laura Palmer	Brandon Strubberg
Ameila Chesley	Liz Hutter	Zsuzsanna Palmer	Rachel Sullivan
Dani DeVasto	Emily Johnson	Rocky Patacsil	Imari Tetu
Stanley Doherty	Rachael Jordan	Ashley Patriarca	Luke Thominet
Sam Dragga	Laurence Jose	Mason Pellegrini	Heather Turner
Lisa Dusenberry	Elena Kalodner-Martin	Ehren Pflugfelder	Laura Vernon
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Priyanka Ganguly	Sujay Kumar	Susan Popham	Ashley Yuckenberg
Asmita Ghimire	Barbara L'Eplattenier	Lisa Potts	Sean Zdenek
Nicole Golden	Kathryn Lambrecht	Sara Raffel	
Kathie Gossett	I-Hsien Lee	Anirban Ray	

Student Research Competition (SRC) Reviewers

Stephen Carradini	Christine Masters-Wheeler	Kathie Gossett	Chris Lindgren
Jianfen Chen	Mason Pellegrini	Jess Griffith	Jia Liu
Emily Gresbrink	Ehren Pflugfelder	Sherena Huntsman	Andrew Mara
Elena Kalodner-Martin	Donnie Johnson Sackey	Rachael Jordan	Sarah Singer
Yeqing Kong	Victoria Braegger	Emily Johnson	Christa Teston
			Shelton Weech

Committees

Conference Committee

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Temptaous McKoy, Bowie State University	Program Co-Chair
Bradley Dilger, Purdue University	Student Research Competition Co-Chair
Allegra Smith, Georgia Institute of Technology	Student Research Competition Co-Chair
Daniel P. Richards, Old Dominion University	Sponsorship Chair
Soyeon Lee, University of Texas at El Paso	Technical Editor
Ashley Hardin, Red Hat, United States	Industry Liaison

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Chen Chen, Utah State University	Secretary-Treasurer
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A new comprehensive **website** dedicated to the intersection of **User Experience and Digital Humanities**. This innovative new resource offers articles, tools, and tutorials that explore the latest trends and best practices in UX and DH.

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 English MA emphasis in DH & PW

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Policies

Policy Against Harassment at ACM Activities

Adopted by ACM Council on June 21, 2018

The open exchange of ideas is central to the Association for Computing Machinery's (ACM) 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):
- Alert community leaders if you notice a dangerous situation, someone in distress, or violations of this policy, even if they seem inconsequential.
 - 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;
 - using an activity-related communication channel to display or distribute sexually explicit images or messages.

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 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.

Anti-Racism and SIGDOC

We recognize that social and systemic forces foment disparate socioeconomic outcomes and structural vulnerabilities for Black, and Indigenous people of color (BIPOC) communities. These inequities have long been expressed through the logics of white supremacy, the ongoing oppression of communities of color, and racist violence at the hands of law enforcement.

The SIGDOC committee affirms its commitment to recognizing, addressing, and eradicating all forms of racism and oppression. Racism has no place within our community or world. We are dedicated to working within and outside our community to promote research, service, and scholarship that seeks to address and eliminate racism and other forms of oppression.

We also recognize that there is significant global conflict and political instability that affects us all. So much of these domestic and international conflicts have their roots in systemic injustices around race, nationalism, and colonization.

Anti-racism statements are only meaningful if they are accompanied by sustained action that leads to positive change. Regardless of our race or ethnic origin, each of us is on a different path toward becoming actively anti-racist. We encourage all conference attendees to reflect on how they are working to promote positive change.



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Students learn to do this work by engaging with scholarship, learning with faculty, collaborating on research teams, producing multimodal content for organizations, understanding people-focused experiences, teaching in our programs, and working with local and global communities. Through these experiences, students examine issues of accessibility, ethics, literacy, and storytelling through writing, composing, and making.

We offer several assistantship opportunities for students to explore a multitude of career pathways, including conducting research in WIDE, teaching in our First Year Writing program and undergraduate programs, consulting in the Writing Center, and collaborating with our administrative team. In addition to assistantship and fellowship opportunities, graduate students receive annual professional development support to attend conferences, travel to research sites, and access archives.

We are accepting applications for the PhD and MA programs to begin Fall 2026!

More information about graduate student support and opportunities, along with application materials, are available on our website; please feel free to direct any questions to our Director of Graduate Programs, Trixie Smith (smit1254@msu.edu).



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Keynote Speakers

The following speakers will be featured during the Keynote Lunches on Friday and Saturday.

Friday, October 24

Monica Xie, TC China



Monica Xie is a veteran technical writer who has worked for large multinational companies such as Microsoft and IBM. She is one of the co-founders of TC China and member of the Organizing Committee of the tcworld China. Since 2016, Monica has been a lecturer in technical writing courses at Tongji University, the Joint Graduate School of Monas University and Southeast China, and the Shanghai University of International Business and Economics. In recent years, she has been giving speeches in Jiangsu Technical Communication Salon, Shanghai Translation Technology Salon, tcworld Conference at Stuttgart and other conferences. Monica graduated from East China University of Science and Technology.

LinkedIn: www.linkedin.com/in/monica-xie-41b26229

Website: www.technicalwriter.cn

Dr. Zhijun Gao, Peking University



Dr. Zhijun Gao is an Assistant Professor in the School of Software and Microelectronics at Peking University (Beijing, China) and Secretary-General of the China Technical Communication Alliance (CTCA). He holds a Ph.D. in Technical Communication from the University of Twente and leads the Information Experience Design research group at Peking University. Dr. Gao chairs the development of the Chinese standard "Guidelines for Evaluating the User Experience of Technical Documentation." His work centers on AI-driven technical writing and information experience design.

LinkedIn: <https://www.linkedin.com/in/zhijungao>

Saturday, October 25

Dr. Brian Still, Vice Provost, TTU Online



Brian Still, Ph.D., professor of technical communication, is vice provost for Texas Tech Online. He served a stint as interim dean for the College of Arts & Sciences.

Still, who earned his doctorate from the University of South Dakota, previously worked in government and industry as a web and software developer, and taught at the University of Minnesota, before joining Texas Tech as a faculty member in 2002. He earned a bachelor's degree from William Jewell College in Missouri.

From 2017-2021 he served as chair of the Department of English. In addition to authoring publications on topics including product usability, complex user systems, and user-centered design, he is named on three issued U.S. and international patents. He has also graduated 20 doctoral students and mentored others as former director of the User Experience (UX) Research Lab (URL).

Taking advantage of technology that he developed in the URL in 2010, Still and his research team created an affordable eye tracking research system, commercializing it in 2011. He then founded a company, EyeGuide, around that technology, eventually innovating two other products—EyeGuide Mobile Tracker and EyeGuide Assist—that, among other things, allowed people with little to no use of their hands the ability to control a computer mouse with their eyes. Of late, EyeGuide has created Focus, a hardware and software platform intended for use in the field, that administers a seamless 10-second test to detect potential neurological impairment.

EyeGuide Focus has been featured by CNN and was a finalist for the NFL's 1st and Future event hosted at Super Bowl LII in 2018. The technology is currently being used by major organizations and clients across the U.S. and internationally, including professional sports teams, healthcare systems and academic institutions.

Still was honored with the Texas Tech University President's Award for Technology Commercialization in 2015 and the Emily K. Schlesinger Award from the Institute of Electrical and Electronics Engineers in 2009.

2025 Diana Award Winners

The Diana Awards are named after Diana Patterson, past chair of SIGDOC for three terms (1980-1989). Given every other year, it recognizes organizations that foster excellence in the design of communication.

TC China

Website: <https://www.tcworld-china.cn/en/>



TC China (Technical Communicators in China) was founded at the end of 2015 by five technical communicators in Shanghai, and has since grown into one of the most influential community organizations in the TC field. Its vision is to “connect every technical communicator” and, through the collective efforts of practitioners, it strives to realize individual value and expand the industry’s influence. With a membership of 2000 people, TC China’s social media platform (WeChat official account) has nearly 9000 followers.

In the last decade, TC China has organized local activities every year, attracting active participation from practitioners. It has hosted the tcworld China event annually, which has become one of the most popular TC events in China. Collaborating with universities, TC China delivers lectures on campuses and cultivates a future talent pool for the industry. During the pandemic, TC China began focusing on providing online webinars to help practitioners improve their professional skills. In early 2023, it established the infomagic Academy, dedicated to providing professional training and consulting services while disseminating industry job recruitment information to connect industries with talent.

School of Software and Microelectronics at Peking University

Website: <https://www.ss.pku.edu.cn/>

The School of Software and Microelectronics at Peking University has significantly advanced the global technical communication field through pioneering educational programs, standardization efforts, and professional community building in China.



From 2013 to 2018, the School partnered with the University of Twente to launch a dual master’s program in Technical Communication and Translation, expanding China’s talent pool. In 2023, it initiated a national faculty training program, helping over 35 universities offer technical writing courses. The School has driven industry standardization, developing guidelines like the Technical Documentation User Experience Evaluation Guidelines with input from global experts. It also supports professional development by hosting conferences and academic seminars.

Faculty members actively engage in international forums such as ACM SIGDOC, IEEE PCS, and TCWorld. Gao Zhijun, a prominent member of the School, has served on the board of IEEE PCS and has published numerous research papers in English, significantly promoting academic exchanges between China and the global technical communication community. These efforts are centered on the Information Experience Lab, which serves as a hub for research and professional development. In recognition of these substantial contributions, the School of Software and Microelectronics at Peking University stands out as an innovator and leader in the global technical communication community.

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Best Paper Awards

Award recipients are indicated by a trophy icon in the program schedule.



Best Paper Award

“Constructing Long COVID Risk Communication in the US: A Topic Modeling-Based Critical Discourse Analysis of News Coverage”

by **Danielle Hahn**, North Carolina State University; **Ryan Moore**, University of Cincinnati; **Ke Lu**, Duke University; & **Chenxing Xie**, University of Cincinnati

Abstract: This study conducts a topic modeling-based critical discourse analysis of 111 articles from The New York Times and 89 articles from The Washington Post between 2020 and 2022. Incorporating a Latent Dirichlet Allocation (LDA)-based machine learning technique into the critical discourse analysis, we identified five major themes in news coverage: disparities in healthcare accessibility, vulnerable populations in vaccine response, government response in vaccine efficacy and policy, medical complexities and post-viral symptoms, and future looking clinical trials and research initiatives. Findings show that while both newspapers highlight social inequities, they differ in framing financial, racial, and systemic barriers. Results contribute to risk communication and health equity research by demonstrating practical implications for technical communication researchers, journalists, policymakers, and healthcare providers.



Best Paper Honorable Mentions

- **Meghalee Das**, James Madison University, “Using Affinity Diagrams to Study Zoom’s Design and Online Teaching Practices”
- **Amelia Hill**, Boise State University; & **Jennifer C. Mallette**, Boise State University, “The Complexity of a Simple Code Comment: Genre Conventions, Social Influence, and Rhetorical Functions”
- **Brandon C. Strubberg**, University of Colorado Colorado Springs; & **Hayley Blackburn**, University of Colorado Colorado Springs, “From UX to AI Literacies: Evaluating a Custom Chatbot in the UX Classroom”



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Announcements

Calling Interested Individuals for Technical Editor Position

SIGDOC invites those who are interested in serving as an incoming technical editor (2027-2028) for SIGDOC 2027 and 2028 to join the Conference Committee. Working as a conference team and supporting authors in the publication of Proceedings can start with working closely with the current technical editor in 2026. Self-nomination is welcome. Please reach Hailing Ding for a nomination question or Soyeon Lee at slee15@utep.edu for a chat about this position.

Calling Interested Individuals for Web Manager Position

SIGDOC is looking for our next Web Manager (WM). The WM's core responsibilities include overseeing the main ACM SIGDOC website and conference sites, as well as serving on the Advisory Board. The position rotates every 2 years with an option for renewal. The previous WM (Chris Lindgren) will onboard the new one, as well as be available for any questions and guidance for the new WM throughout the first year to ensure a smooth transition. For more information, please visit the [job ad](#).

Calling Technical Communication Instructors

ACM SIGDOC Committee on Structured Authoring

Think about it

- Are you interested in exploring structured content with your students?
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- If you had an extensive library of instructional materials and sample code about structured content, would you give it a try in your classroom?
- Are you interested in networking with other instructors about a pedagogy for structured content?
- Would you be interested in doing a pilot with a web CCMS? For free?
- Would you be interested in networking with industry professionals and hiring managers? Read this: <https://docs.google.com/document/d/1jSkIVEnXCyemATBQsejaNXU8S33pg8jgEOAWLDafrTI/edit?tab=t.0>

Check it out

- Our ACM SIGDOC committee home page: <https://acm-sigdoc-structured.org/1-curriculum-resources.html>
- Instructional resources in progress: <https://acm-sigdoc-structured.org/4-content-development.html>
- Contact: steering-committee@acm-sigdoc-structured.org

Advertiser Offers

Balsamiq

Offers SIGDOC attendees a 60-day extended trial for [Balsamiq Cloud](#) using code **SIGDOC**. The code is valid until April 30, 2026, and has no limit on activations. Anyone who uses it will get a 60-day trial. Here are the instructions: <https://balsamiq.com/support/sales/cloud/promo/#applying-a-promo-code-to-your-space>

Loop11

Offers an extended 45-day trial for [Loop11](#) using referral code **SIGDOC25**. In addition, look for details during the closing session for a prize drawing to receive an Annual Enterprise subscription to Loop11 valued at \$6,400.



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Conference Program – Friday, October 24

Registration

7:45–11:00 a.m.

Courtyard, Student Union Building (SUB)

Welcome & Kickoff

8:00–8:20 a.m.

Room 125 (SUB Senate)

Concurrent Session 1

8:30 –9:30 a.m.

1A: Room 124 (SUB Lubbock)


- **Mike Ristich, Liza Potts, Casey McArdle, and Imari Tetu**, “Artificial Intelligence and Rhetoric: Investigating Contextual Influence on Technological Design” 

1B: Room 213 (SUB Playa)

- **Anuj Gupta, Lance Cummings, Christine Masters-Wheeler, and Nupoor Ranade**, “Mapping the Emerging Rhetorical Landscape of AI Prompt Engineering”

1C: Room 217 (SUB Mesa)

Moderator: **Kathie Gossett**

- **Beth Shirley, Hannah Christiaens, and Brianna Routh**, “Educating Digital, Rhetorically Engaged ‘Community Intellectuals’: A Service-Learning Partnership With Extension to Develop Safe Social Media Engagement With Food Preservation”
- **Tochukwu Ngwu**, “After the Competition: Retrofitting 3MTs as Public-facing Communication of Disciplinary Knowledge to Promote Microlearning in the Digital Age”
- **Michael Salvo and John Sherrill**, “Design of Future Scholarly Communication”
- **Margaret Hsiao**, “Designing Power: A Comparative Analysis of the White House Websites” 



1D: Room 218 (SUB Canyon)

Moderator: **Heather Turner**

- **Sonia Stephens**, “Understanding the Real-World Use of AI-Assisted Identification Tools in Nature Identification Apps”
- **Jia Liu**, “AI-Powered Automated and Remote UX Evaluation Methods: A Systematic Literature Review”
- **Sarah Young**, “Before Its Effects: Embedding and Ethics of Care, Trust, and Empathy Into the Design of AI”

1E: Room 233 (SUB Traditions)

Moderator: **McKinley Green**

-  **Amelia Hill and Jennifer Mallette**, "The Complexity of Simple Code Comment: Genre Conventions, Social Influence, and Rhetorical Functions"
- **Nancy Jarvis**, "How Emotional Intelligence Drives Success: Its Impact on Technical Communication and Project Management"
- **Caitilin Baulch and Dan Card**, "What Does It Mean To Be An Expert? Working Towards a Shared Definition of Expertise in TPC"
- **Jeffrey Bacha**, "Understanding the Role of Information Design in Social Change by Producing Zine-Style Publications" 

Concurrent Session 2

9:45 –10:45 a.m.

2A: Room 124 (SUB Lubbock)


- **Rachael Jordan, Josie Walwema, Steve Holmes, and Jared Colton**, "Ethics Scholarship in TPC: Problems, Opportunities, & Implications" 

2B: Room 213 (SUB Playa)

- **Patricia Mensah, Damilola Adebayo, and Iveren Akula**, "Empathy-Driven UX Design for Enhancing Accessibility in Digital Platforms for Elderly Users"



2C: Room 217 (SUB Mesa)

Moderator: **Sarah Young**

- **Nicholas Cabezas**, "Mundane Legacies: Posthuman Technical Communication in Horizon" 
- **Kathryn Lambrect, Stephen Carradini, and Claire Lauer**, "Telling Technical Communication Stories Through Virtual Reality"
- **Tharon Howard**, "Organizing an Online Content Strategy Project Team Using Scrum"



2D: Room 218 (SUB Canyon)

Moderator: **Amelia Chesley**

- **Allegra Smith and Natasha Valluri**, "Community-Based Learning Meets Design Thinking: Tracing Collaboration With Non-Profits in Technical and Professional Communication Classes and a Student Social Impact Organization"
- **Hua Wang**, "Fostering Rhetorical Awareness and Social Justice: Co-Creating a Community-Engaged Learning Project" 
- **Johanna Phelps, Melissa Jenkins, Praveen Sekhar, Caitlin Bletscher, Skyler Luett, and Shelby Whatcott**, "Standardizing Assessment Measures for Community-Engaged Undergraduate STEM Curricula: Towards Durable Skill Development and Assessment in Technical Writing" 
- **Claire Oldham Griffith**, "Creative-Critical Pedagogies in Technical Communication: A Course Design"

2E: Room 233 (SUB Traditions)

Moderator: **David Robledo**

- **Consuelo Salas, Lizbett Tinoco, and Beau Pihlaja**, "Perception and Use of Large Language Models in Students' Writing Process at Hispanic Serving Institutions" 
- **Niveditha Pookkottuvariam**, "Exploring asynchronous learning tools: interface effects on student engagement and educational outcomes"
-  **Meghalee Das**, "Using Affinity Diagrams to Study Zoom's Design and Online Teaching Practices"
- **Mason Pellegrini, Adrianna Deptula, Paul Hunter, and David Rowe**, "Technical and Professional Communication Teachers are Good at AI Detection, But Not Good Enough: An Empirical Analysis of Student Written and AI-Generated STEM Reports"

Keynote Lunch

Sponsored by Texas Tech University College of Arts & Sciences

11:00 a.m.–1:00 p.m.

Red Raider Ballrooms (Room 118)

- Diana Award presentation
- Keynote speakers: Dr. Monica Xie (TC China) and Dr. Zhijun Gao (Peking University)

Poster Session – Student Research Competition (SRC) & General SIGDOC Poster Presentations

1:00–3:00 p.m.

Red Raider Lounge (Room 119)

General SIGDOC Poster Presenters

- **Chenxing Xie and Jiaxin Zhang**, "Teaching UX in AI-enhanced MR Environment"
- **Amber Hedquist, Mark Hannah, and Courtney Caputo**, "Facilitation in TPC Research Practice: Navigating the Complexities of Collaborative Research"
- **Iryna Savich**, "Building a Sense of Belonging in an Institution of Higher Education"
- **Morgan Banville, Leah Heilig, and Madison Jones**, "A Resituation of User Experience: Focusing on Slow Design" 
- **Kristin Bennett**, "Expanding Professionalism's Intersectional Potential Through EquilibriUX: A teaching case study" 
- **Jaden Cowley**, "Learning From and Designing Transparent Systems to Combat Misinformation and Disinformation to Empower Users"
- **Conner Mansfield, Victoria Braegger, and Ryan Cheek**, "Dispatches from the Wasteland: Technical Communication of Fallout Fandom and the Rhetoric of Nuclear Apocalypse"
- **Heidi Willers**, "From Individual Advocacy to Collective Action: Forming Coalitions for Accessible User Experiences Beyond Compliance"

- **Rira Zamani**, "One-Size-Fits-None: Rhetorical and UX Perspectives on Traditional and Narrative-Based Pain Scales"
- **Jesutofunmi Adeyanju**, "Challenges Faced by International Students in Digital Housing Platforms and Their Perspectives on AI Chatbots: A Pilot Study"

Student Research Competition - Round 1 (Posters), Undergraduate Division

- **Ian Nicodemus Fox**, "The Killer Robot Myth: Public Perceptions of AI Through Media"
- **Nathan Frischknecht**, "Boosting Cluster Analysis in User Research with Artificial Intelligence"
- **Trisha Ganesh**, "User-Centered Digital Communication Systems for Fake News Detection"
- **Brooklyn Hibshman**, "'I'm Going to Put My Foot Down': Advocating for Ethical AI Use in a Technology Startup"
- **Felix Pickens**, "Geoscience Communication: Perceptions and Use of Generative AI in a STEM Discipline"

Student Research Competition - Round 1 (Posters), Graduate Division

- **Emmanuella Afimaa**, "Racial Linguistic Bias in Natural Language Processing Technologies: A Scoping Review"
- **Dorcus Anabire**, "'It's a Nightmare': International Graduate Students' Experience Filing Income Taxes"
- **Caitlin Baulch**, "Invitational Proclamation Statements: A New Framework for Misinformation"
- **Maddie Bruegger**, "Estranging the Labor of Trees Through Community Thermal Witnessing Walks"
- **Thais Rodrigues Cons**, "Redesigning Bureaucratic Genres: A Case Study of Editais in Brazilian Higher Education Considering Plain Language"
- **Stuart Deets**, "Using Computational Modeling for Analyzing Social Media Data: A Case Study of r/foodstamps"
- **Chloe Jean Ditty**, "Developing the Writer Within: Literacy Sponsors, Mentorship, and the Extensive Writing Habits of English Teachers"
- **Maria Galiano**, "Student-Centered UX in Academic Social Media: Designing Writing Center Platforms as Peer Learning Environments"
- **Asmita Ghimire**, "Reconsidering the Wider Ecology of Misinformation and Disinformation in Transnational Technical Communication"
- **Yoonji Kim**, "The Influence of Map Localization on History and Policy"
- **Hajra Klair**, "Enhancing Digital Libraries as Communication Tools: LLMs for Automated Subject Classification of Electronic Theses and Dissertations"
- **Taryn M. Seidler**, "Ab/Normality Rhetoric in the Design of OBGYN New Patient Forms"
- **AJ Seigel**, "Co-opted Tactical Technical Communication: Exploring the Transmaxxing Manifesto"
- **Lily Soetebier**, "Data After Dobbs: A Verbal Data Case Study of FLO's Privacy Policies"
- **Imari Cheyne Tetu**, "Blended Courses as Access: Assessing the Impact of Hybrid/Flexible Learning on Students with Disabilities in Technical Communication Classrooms"

Business Meeting (Open to All)

3:00–4:00 p.m.

Room 125 (SUB Senate)

Graduate Students Research Roundtables

3:00–4:00 p.m.

Room 124 (SUB Lubbock)

- Facilitated by TTU graduate students and faculty members.
- An informal, conversational session for graduate researchers to share ideas, exchange contacts, or simply mingle. No need to prepare formal presentations or talks.

Workshops (Concurrent)

4:00–6:00 p.m.

W1: Biased Biometrics, Biased Technology: How Automated Video Interviews (AVI) Evaluate Job Candidates, Who Get Discriminated Against, and How to Teach AVI in Professional Writing Classrooms

Room 124 (SUB Lubbock)

Facilitator: **Huiling Ding**, North Carolina State University

W2: Teaching with Zines

Room 213 (SUB Playa)

Facilitators: **Derek Ross**, Auburn University; **Kayleigh Pears-Keating**, Auburn University

Ignite Talks (Open to All)

4:30–6:00 p.m.

Room 125 (SUB Senate)

- **East Lubbock Art House** (ELAH). ELAH was founded in 2020 as an arts and culture organization and 501c3 non-profit, providing services to our region's racially, economically, and geographically marginalized. Since then, ELAH is an emergent utopia (a self-evolving, community-driven third space focused on harmony, innovation, and liberation). As an experimental creative community center, ELAH uses the arts to propose radical alternatives to address intergenerational racial trauma tied to poverty and psychological issues. <https://eastlubbockarthouse.org/>
- **Growing Together Texas**. The mission of Growing Together Texas is to connect West Texans through food, by enriching the regional food system in ways that regenerate the land; encourage economic opportunity; support school and community gardens; build community connections; and provide all residents with access to healthy and nutritious food. <https://www.growingtogethertexas.org/>
- **Texas Tech Innovation Hub**. The Hub is a place to nurture smart ideas and entrepreneurs to create a social or commercial value resulting in impact. The Hub assists in the formation of technology startup companies critically relevant to today's local and regional economy. Startups create 80%+ of net new jobs, new industries and new solutions. <https://www.depts.ttu.edu/research/research-park/>

Conference Program – Saturday, October 25

Registration

7:45–11:00 a.m.

Courtyard, Student Union Building (SUB)

Student Research Competition - Round 2 (Finalists) Presentations

8:00–9:30 a.m.

Room 124 (SUB Lubbock)

- Finalists will be announced shortly before the presentations, likely over social media.
- Come support our student presenters and witness award-winning research!


Concurrent Session 3

10:00 –11:00 a.m.

3A: Room 124 (SUB Lubbock)


- **Ashley Hardin, Manushri Pandaya, Chenxing Xie, Emily Gresbrink, Rebekka Andersen, and Carlos Evia**, “ACM Resources for Teaching Structured Authoring”

3B: Room 213 (SUB Playa)

- **Cara Haderlie, Jamal-Jared Alexander, and Avery Edenfield**, “Technical Communication and Anti-Black Violence: An Injustice Lesson from 1876” 

3C: Room 217 (SUB Mesa)

Moderator: **Morgan Banville**

-  **Brandon Strubberg and Hayley Blackburn**, “From UX to AI Literacies: Evaluating a Custom Chatbot in the UX Classroom”
- **David Robledo, Sydney F. Walker, Zlatka Rebolledo-Sánchez, and Richard Nickel**, “Digital Writing Frames in Interdisciplinary Theorization”
- **Rosanna Vail and Scott Weedon**, “Implications of Plain Language Summary Genres in Scientific Publishing”

3D: Room 218 (SUB Canyon)

Moderator: **Dan Card**

- **Christa Albrecht-Crane**, “Thinking Smarter, Not Harder? Google NotebookLM's Frictionless Design and Its Cost to Writing Pedagogy”
- **Stuart Deets**, “ChatGPT Doesn't Have the Same Nuanced Knowledge I do”: An Ethnographic Case Study of AI Adoption in a Corporate Environment”

- **Ashleigh Petts, Natalia Mateeva, and Rhomer Useche Molina**, “Exploring the Use of Generative AI Technologies in Plain Language”
- **Christopher Thacker**, “Teaching With AI Feedback: Challenges and Takeaways from a Quasi-Experimental Study”

3E: Room 233 (SUB Traditions)

Moderator: **Sonia Stephens**

- **Kathie Gossett**, “Building a User Experience Infrastructure to Support Digital Humanities Projects”
- **Emma Rose and Heather Turner**, “Embracing and Resisting Industry Practices in UX” (24)
- **Philip B. Gallagher and Sushil Oswal**, “UX Education in Transition: Aligning Academic Pedagogy with New Industry Needs”
- **Elizabeth Rea, Matt Haslam, and Akshata Balghare**, “Facilitating Technical Writing Transfer in Capstone Engineering Design Courses”

Concurrent Session 4

11:15 a.m. –12:15 p.m.

4A: Room 124 (SUB Lubbock)

- **Amelia Chesley, Dawn Armfield, and Shannon Lodoen**, “Harnessing Existing and Emerging Technologies in Innovative Course Designs”

4B: Room 213 (SUB Playa)

- **Bryan Kopp, Lindsay Steiner, Chris McCracken, and Louise Zamparutti**, “AI-Enhanced Case Simulations to Promote Audience Responsiveness and Empathy in Technical Communication Courses”

4C: Room 217 (SUB Mesa)

Moderator: **Emma Rose**

- **Nadya Shalamova and Gustav Verhulsdonck**, “Conversation Design in UX and TPC: A Case Study”
- **Damilola Adebayo**, “Beyond Usability: Experience Architecture as a Framework for Ethical UX Design”
- **McKinley Green**, “Visibility of Gender Pronouns on Campus Learning Management Systems: A UX study” (24)
- **Rena Huang and Liza Potts**, “Five Phases of Restructuring a Content Inventory”

4D: Room 218 (SUB Canyon)

Moderator: **Hua Wang**

- **Phillip Lovas and Kathryn Lambrecht**, “Sports Stadiums as Community Risk Hubs: The material, technical, and institutional layers of Mission Ready Venues”
- **Dan Card and Daniella Bacigalupa**, “When Shall Must Go: A Case Study of Plain Language Implementation in State Government”

- **Manushri Pandya**, "Understanding content ecosystems through content auditing: An overview"
- 🏆 **Danielle Hahn, Ryan Moore, Ke Lu, and Chenxing Xie**, "Constructing Long COVID Risk Communication in the US: A Topic Modeling-Based Critical Discourse Analysis of News Coverage"

4E: Room 233 (SUB Traditions)

Moderator: **Anuj Gupta**

- **Claire Lauer, Liliana Caughman, Stephen Carradini, Sharan Padmanabhan, and Suraj Manyal**, "Sacred waters: Training chatbots to honor multiple perspectives of water in their responses to users"
- **Dana Comi**, "Idealized Infrastructures: Investigating Embedded Bias in AI-Powered Management Information Systems"
- **Geoffrey Sauer**, "Studying GenAI Beyond Just ChatGPT"
- **Katie Powell**, "My Favorite Robot: Lessons and Reflections from Teaching 'Writing With AI'"

Keynote Lunch

Sponsored by Texas Tech Online

12:30–1:45 p.m.

Red Raider Ballrooms (Room 118)

- Student Research Competition Awards presentation
- Keynote speaker: Dr. Brian Still (Vice Provost, TTU Online)

Concurrent Session 5

2:00–3:00 p.m.

5A: Room 124 (SUB Lubbock)

- **Amber Lancaster, Carie King, and Brett Oppegaard**, "UX and Design of Communication for Recreational and Tourism Spaces"

5B: Room 213 (SUB Playa)

- **Emma Rose, Chen Chen, Dorcas Anabire, Xiaobo Wang, and Baotong Gu**, "Stories of Failures and Resilience in TPC Research" 📄

5C: Room 217 (SUB Mesa)

Moderator: **Christopher Thacker**

- **Lucia Dura, Christopher Villa, Randy Taylor, Shankar Paudel, Renuka Khatiwada, Juan Aguilera, and Gabriel Ibarra-Meija**, "Designing Community Responsibility Decision Points into Engaged, Participatory Work" 📄
- **Lisa Phillips**, "Deploying Intersectional Design Justice and Data Feminism to Navigate Wicked Environmental Problems" 📄

- **Stephen Carradini, Claire Lauer, and Srinivasan Ravichandran**, “Novice Communicators with Urgent Rhetorical Needs: Analyzing the Success of Data Visualizations in Kickstarter Proposals”


5D: Room 218 (SUB Canyon)

Moderator: **Michelle Eble**

- **Luke Thominet, Shawbeta Seal, and Kristine Acosta**, “Marketing Tech Comm: A Content Analysis of Value Propositions on Master’s Degree Websites”
- **Elena Kalodner-Martin**, “Algorithmic Evasion: Using Algospeak for Reproductive Health Communication Online”
- **Teresa Williams**, “There It Is”: Mapping Curricular Geography in Professional Writing”

5E: Room 233 (SUB Traditions)

Moderator: **Nancy Jarvis**

- **Kaitlin J. Coyle and Derek G. Ross**, “Surveys as UX: Using Design Thinking to Shape a Survey-based UX Assessment for Rural Audiences”
- **Bradley Dilger and Neil Baird**, “Annotating Expertise: Making the Disciplinary and Craft Knowledge of Interviewing Visible”
- **Ehren Pflugfelder**, “Genre Camouflage: How Fraudulent Scientific Images are Successful” 


Concurrent Session 6

3:15–4:15 p.m.

6A: Room 124 (SUB Lubbock)

- **Mina Bikmohammadi, Abigail Boafo, Ryan Cheek, Rachel Schneider, Carleigh Davis, and Erin Clark**, “Zine Labs as Centers for Public Interest Communication Design”

6B: Room 213 (SUB Playa)

- **Michelle Eble, Kalpana Shrestha, Ernestina Akorfa Akorli, Mina Bikmohammadi, and Erin Clark**, “Redefining Use Cases: Technical Communication’s Role in GenAI Implementation Across Cultural Boundaries” 

6C: Room 217 (SUB Mesa)

Moderator: **Lucia Dura**

- **Liz Hutter**, “A Modern Classic Built for the Digital Age”: The design Discourse of Medical Training Manikins”
- **Priyanka Ganguly**, “Constructing Security Logics in Transnational Maternal Health: Representations of the Global South in Public Health Communication”
- **Michael Madson**, “Linguistic Greenscapes: The Design of Dispensary Exterior Signage”
- **Anirban Ray, Edzordzi Agbozo, Ian Weaver, and Yeqing Kong**, “Rethinking Persuasive Design in Crisis: Cultural Dimensions of COVID-19 mHealth Technologies”

6D: Room 218 (SUB Canyon)

Moderator: **Michelle McMullin**

- **Nathan Johnson and Meredith Johnson**, "The Promise of Solidarity: Addressing Lateral Violence in Institutional Critique" (24)
- **Alison Hagen**, "Creating Support During Transition: Accessibility- and Sustainability-focused Governance in Future Planning" (24)
- **Chris Dayley**, "The Impact of DEI Legislation on University Marketing Strategies"
- **Danielle Giles, Odalis Joana Campos-Vásquez, and Meagan Hipsky**, "High Tech Teaching Trajectory: An Analysis of Graduate to Undergraduate Mentorship in the Professional Writing Classroom" (24)

6E: Room 233 (SUB Traditions)

- **McKinley Green, Chakrika Veeramoothoo, Nicole Ciulla, and Jeremy Rosselot-Merritt**, "Navigating Academic and Non-Academic Careers: The Shared Experiences of a PhD Cohort Community" (24)

Closing Session & Conference Wrap-up

4:30–5:00 p.m.

Room 124 (SUB Lubbock)

- Prize drawing!
- Come learn about SIGDOC 2026 and beyond.



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CALL FOR PROPOSALS

2026 ACM Special Interest Group on Design of Communication (SIGDOC '26) Conference

October 23–24, 2026 | St Paul, Minnesota, USA | In person

Website sigdoc.acm.org/conference/2026

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KEY DATES

January 10: Proposals due

February 1: Authors notified of program acceptance

March 30: Draft proceedings manuscripts submitted for review

June 30: Final proceedings manuscripts submitted

The ACM Special Interest Group on Design of Communication (ACM SIGDOC) invites proposals for its 2026 in-person conference in St Paul, Minnesota on October 23-24, 2026.

SIGDOC's mission is to advance the state of knowledge, encourage the research, and support the interdisciplinary practice of the design of communication. Our annual conference provides a forum for scholars and practitioners alike to come together and share research findings and best practices in all fields related to the design communication, including but not limited to technical communication and user experience. For our 2026 conference, we invite proposals that further this mission as we work together to build knowledge and address the myriad concerns facing researchers and practitioners in our communities and workplaces. Proposals can address a broad range of topics related to the practice or teaching of communication design, technical communication, and/or user experience including, but not limited to:

- Interdisciplinary problem solving
- Emerging modes of communication
- Theory and research methods
- Community-centered research and design practices
- User experience design and experience architecture
- Learning systems and environments
- Open source design solutions
- Collaborative platforms
- Design methods and principles
- Digital humanities and design
- Project management
- Content strategy
- Information literacy
- Information design and architecture
- International and intercultural communication design
- Computer-mediated communication
- Socially just implications for technical communication
- AI, LLMS and AI-assisted writing practices
- Responsible and ethical use of AI in professional and technical communication practices

We also welcome submissions that are rooted in neighboring disciplines, such as software development and computer science, healthcare, social work, crisis communication, digital humanities, rhetoric of science & technology, and beyond. Please direct any questions to the program chairs at sigdocconference@gmail.com

The Student Research Competition (SRC) uses a separate submission process. Please see the SIGDOC website if you're interested in the SRC: sigdoc.acm.org/awards-grants/student-research-competition/

Types of Proposals

- Individual research papers or experience reports (500 words)
- Poster proposals (500 words)
- Panel proposals (700 words) should include short abstracts for all presenters
- Workshop proposals (800 words)

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