DR. BRAD MEHLENBACHER

Professor of Rhetoric and Communication
Department of English Language and Literature
Hagey Hall of the Humanities, University of Waterloo
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DEGREES

PhD **Rhetoric, Carnegie Mellon University, 1987-1992**

Dissertation: "Rhetorical Moves in Scientific Proposal Writing: A Case Study from Biochemical Engineering" (Committee: K. A. Schriver, D. S. Kaufer, E. R. Steinberg)

Funded: Digital Equipment Corporation/Carnegie Mellon Fellowship; and Human Engineering Laboratory, U.S. Army (Principal Investigator: T. M. Duffy)

MA **English (Co-op), University of Waterloo, 1985-1987**

Thesis: "Computational Text Analysis of Syntactical and Temporal Structures" (Committee: P. D. Beam, N. Randall, P. H. Smith, Jr.)

Funded: Ontario Ministry of Education Computer Grant

BA **English (Honours, Co-op), University of Waterloo, 1980-1985**

Thesis: "Computer-Assisted Learning and Linguistics" (Chair: P. D. Beam)

ACADEMIC APPOINTMENTS

Professor of Rhetoric and Communication, Department of English Language and Literature, University of Waterloo, 2021-present

Visiting Researcher, Department of Nordic Studies and Linguistics, University of Copenhagen, Denmark, April 2023

Associate Professor of Rhetoric and Communication, Department of English Language and Literature, University of Waterloo, 2018-2021

Associate Professor of Distance Learning, Department of Educational Leadership, Policy, and Human Development (ELPHD), College of Education, NC State University, 2002-2018

Associate Professor of Rhetoric and Technical Communication, Department of English, NC State University, 2000-2002

Assistant Professor of Rhetoric and Technical Communication, Department of English, NC State University, 1994-2000

Visiting Professor of Rhetoric and Technical Communication, Department of English, NC State University, 1991-1994

HONOURS AND RESEARCH AWARDS

•	Chapter, Best Edited Collection (WAC and WAC Clearinghouse)	"Peer review in scientific publishing," C. Hanganu-Bresch, S. Maci, M. Zerbe, & G, /Cutrufello (Eds.). *Routledge Handbook of Scientific Communication*.	2023
•	Chapter, Winner of Enrique Alcaraz Research Award for "Languages for Specific Purposes Research"	"The case of the scientific research article and lessons concerning genre change online," M. J. Luzón & C. Pérez-Llantada (Eds.). *Science Communication on the Internet. Old Genres Meet New Genres*.	2021
•	Second Place Paper, "Best of First-Year Programs Division"	"Information-seeking behavior among first-year engineering students and the impacts of pedagogical intervention," *ASEE's Virtual Conference: At Home with Engineering Education*	2020
•	Faculty Member, Training & Development (T&D) Online Program (4 Tenure-Track Faculty), NC State University	Best Colleges' *Best Online Master's in Adult Education*, #2	2018
		US News & World Report: College of Education ranked #1 online graduate programs in NC and #15 in U.S.	2018
		HR.com: selected for the *Winner's Circle* (top 10%)	2018
		LEAD Award: 5th Place, Master's Degree Program with an emphasis in Human Resources	2018
		US News & World Report: one of America's *Best Online Graduate Programs* and *Best Online Programs for Veterans*;	2016
		Value College's 4th out of the top *50 best value of national online graduate education programs*;	2014
			2013
		North Carolina (NC) Distance Learning Association (DLA) Program Award Winner	2007
•	Chapter, Winner of CCCC Award for "Best Original Collection of Essays in Technical or Scientific Communication"	"What is the Future of Technical Communication," J. Johnson-Eilola & S. A. Selber (Eds.). *Solving Problems in Technical Communication*	2014
•	Best Book in Technical or Scientific Communication	National Council of Teachers of English (NCTE) Conference on College Composition and Communication (CCCC) Award for *Instruction and Technology: Designs for Everyday Learning* (MIT Press, 2010)	2012
•	Elected Chair ACM SIGDOC	Association for Computing Machinery Special Interest Group on the Design of Communication	2011-2012 2009-2011 2007-2009 2005-2007
•	Selected Member, LITRE Advisory Board, NC State University	Learning in a Technology-Rich Environment (LITRE) Associates Program, recognition of standing and knowledge within the university community on student learning with technology	2005
•	Usability Consultant, www.ncsu.edu Design Team, NC State University	WWW Homepage Design & Implementation Category, Special Merit Award, Council for Advancement and Support of Education (CASE) District III	2003

• Nominated Faculty Member, TLT Roundtable, NC State University	13th International Conference on College Teaching & Learning's Award for Innovative Excellence in Teaching, Learning & Technology	2001
• Distinguished *Technical Communication* Article	Tomasi, M. D., & Mehlenbacher, B., "Re-engineering Online Documentation: Designing Examples-based Online Support Systems," Society for Technical Communication (STC) Outstanding Article Award Competition	1999
• Distinguished Chapter Service Award	Society for Technical Communication (STC), North Carolina Chapter "for inspiration, enthusiasm, creativity, and dedication"	1999
• Nominated Faculty Member, NC State University	College of Humanities and Social Sciences (CHASS) Junior Faculty Award	1999
• Chapter, Winner of NCTE Award for "Best Collection of Essays in Scientific or Technical Communication"	"Technologies and Tensions: Designing Online Environments for Teaching Technical Communication," S. A. Selber (Ed.) *Computers and Technical Communication: Pedagogical and Programmatic Perspectives*	1998
• Outstanding Volunteer ACM SIGDOC	Association for Computing Machinery Special Interest Group on the Design of Communication	1996
• Article named "Most Innovative of the Refereed Materials"	"Software Usability: Choosing Appropriate Methods for Evaluating Online Systems and Documentation," *SIGDOC'93: The 11th International Conference Proceedings*	1993

GRANTS AND SPONSORED RESEARCH

National

- **Science Communication Skills Grant, Natural Sciences and Engineering Research Council of Canada (NSERC)**, $19,485, 09/01/2020-09/01/2021

  Ashley R. Mehlenbacher (Primary Applicant), Charlotte Armstrong (Co-PA), Scott Hopkins (Co-PA), Brad Mehlenbacher (Co-PA), Sarah Ruffle (Co-PA), and Kirsten Vanstone (Co-PA): "RCIScience-UWaterloo Science Communication Certificate." Role: Designing instructional materials.

- **Transforming Undergraduate Education in Science, Technology, Engineering and Mathematics (TUES): Course, Curriculum, and Laboratory Improvement (CCLI), National Science Foundation (NSF)**, $199,998, 02/01/2013-08/31/2015

  Michael A. Paesler (Principal Investigator), Robert J. Beichner (Co-PI), and Brad Mehlenbacher (Co-PI): "e-TALK: Enhanced Teaching Assistance to aid Learning with Kitlabs." Role: Pre- and post-testing student learning styles, motivational strategies, understanding of graphs in kinematics, study skills, and analyzing video-data of student/group collaboration.

- **Innovations in Engineering Education, Curriculum, and Infrastructure (IEECI), National Science Foundation (NSF)**, $173,592, 10/15/2009-09/30/2014

  Christine Grant (Principal Investigator), Tuere Bowles (Co-PI), Brad Mehlenbacher (Co-PI), Steve Peretti (Co-PI), and Pamela Martin (Co-PI): "Sustainability, Energy, and Environment: Creating an ARK of Excellence on the 'SEE'." Role: Producing educational modules on sustainability and the environment for engineering courses.

University

- **UW/SSHRC Institutional Grant (SIG), University of Waterloo**, $1,941, 2018

  Brad Mehlenbacher: Presented "Rhetorical genre and understanding games for education and learning" in Jönköping, Sweden.

- **I+DEA (International + Distance Education Alliance) International Support Initiative Grant, NC State University**, $2,077, 2015

  Brad Mehlenbacher: Presented proceedings paper, "Assessing student learning: Research-based rubrics and evaluation instruments for measuring technology-augmented learning" in Madrid, Spain.

- **DELTA Distance Education Program Course Enhancement Grant, NC State University**, $8,000, 2012-2013

  Brad Mehlenbacher (Project Coordinator): "Redesigning EAC 581: Advanced Instructional Design."

- **IDEA (Innovation in Distributed Education Applications) Grant, NC State University**, $4,875, 2004-2005

  Diane Chapman (Project Coordinator), Brad Mehlenbacher, and Tim Hatcher: "Development of an Online Orientation for DE Students."

- **DELTA Program Grant, NC State University**, $109,300, 2003, 2004

  Brad Mehlenbacher (Project Coordinator): "Funding for Training and Development Program Online Development Efforts."

- **Friday Institute Seed Grant, College of Education, NC State University**, $900, 2003

  Brad Mehlenbacher (Principal Investigator) and Bob Serow: "Survey-Based Evaluation of Web-Based Instruction."

- **NC State University Research, Outreach, and Extension Grant**, $22,753, 1999

  Brad Mehlenbacher (Principal Investigator) and Stan Dicks: "Usability Testing *Ask NC State*: A Student-Faculty Collaboration to Characterize and Document the Audience for NC State University's Web-Based Extension Service."

- **NC State University College of Humanities and Social Sciences (CHASS) Distance Education Grant**, $22,000, 1999

  Brad Mehlenbacher, David Covington, and Stan Dicks: Created online course materials for Graduate Certificate in Technical Communication.

- **NC State University Distance Education Grant, Graduate Certificate Program in Technical Communication Grant**, $25,751, 1999

  Brad Mehlenbacher, Carolyn Miller, David Covington, and Stan Dicks: Assessed online course materials for Graduate Certificate in Technical Communication.

- **NC State University CHASS Online Education Stipend**, $3,250, 1998

  Brad Mehlenbacher (Principal Investigator): Developed online Computer Documentation Design course for integration with experimental Technical Communication Virtual Campus (TechComm-VC).

- **NC State University Provost's Office/Center for Communication in Science, Technology, and Management (CCSTM), Online Writing Course Development Grant**, ~$80,000, 1997-1999

  Brad Mehlenbacher, Carolyn Miller, David Covington, and Jamie Larsen: Assessed web-based writing versus conventional writing instruction quantitatively and qualitatively.

- **NC State University Undergraduate Teaching Excellence Grant**, $10,000, 1993

  Brad Mehlenbacher (Principal Investigator): Designed and developed collaborative tools for a virtual campus.

- **NC State University CHASS Research Grant**, $2,500, 1992

  Brad Mehlenbacher and Carole Chaski: Developed software for teaching linguistics.

- **NC State University Instructional Computing Grant**, $1,600, 1991

  Brad Mehlenbacher and Carole Chaski: Developed software for teaching linguistic analysis.

- **Digital Equipment Corporation/Carnegie Mellon Fellowship**, $25,000, 1989-1991

  Brad Mehlenbacher (Principal Investigator): Compiled historical chronology of Digital Equipment Corporation (DEC) and Carnegie Mellon's relationship. Selection criteria included an outstanding scholastic record and high potential and motivation for continued scientific excellence.

- **Apple Computer Research Grant**, $4,000, 1988

  Brad Mehlenbacher (Project Manager): Supervised team that evaluated HyperCard 1.0's online help system.

- **Ontario Ministry of Education Computer Grant**, $15,000, 1985-1987

PUBLICATIONS

BOOKS

Mehlenbacher, B. (2010). *Instruction and technology: Designs for everyday learning*. Cambridge, MA: The MIT Press (won NCTE/CCCC 2012 award for "Best Book in Technical or Scientific Communication").

Duffy, T. M., Palmer, J. E., & Mehlenbacher, B. (1993). *Online help: Design and evaluation*. Norwood, NJ: Ablex Publishing Corporation.

EDITED VOLUMES (* INDICATES STUDENT CO-AUTHORS)

Zaharias, P., & Mehlenbacher, B. (Eds.). (2012). Introduction to Special Issue on Usability Design for Learning and Education in Virtual Worlds. *International Journal of Human-Computer Studies, 70* (7), 475-476.

Mehlenbacher, B., Protopsaltis, A., Williams, A., & Slattery, S. (Eds.). (2009). *Proceedings of the 27th ACM International Conference on Design of Communication*. NY, NY: ACM P, ISBN 978-1-60558-559-8.

Mehlenbacher, B. (Ed.). (1996). *Proceedings of the 14th Annual International Conference on Systems Documentation: Marshalling New Technological Forces: Building a Corporate, Academic, and User-oriented Triangle*. NY, NY: ACM P, ISBN 0-89-791-799-5.

JOURNAL ARTICLES (* INDICATES STUDENT CO-AUTHORS)

Mehlenbacher, B., Balbon, A. P.*, & Mehlenbacher, A. R. (2025). Synthetic genres: Expert genres, non-specialist audiences, and misinformation in the artificial intelligence age. *Journal of Technical Writing and Communication, 55* (2), 163-189.

Mehlenbacher, A. R., & Mehlenbacher, B. (2024). Misinformation as genre function: Insights on the infodemic from a genre-theoretical perspective. *Technical Communication Quarterly, 34* (1), 130-144.

Mehlenbacher, A. R., Doody, S., Eckert, C.*, & Mehlenbacher, B. (2024). Prolepsis and rendering futures in intergovernmental panel on climate change reports. *Written Communication, 41* (2), 352-377.

Mehlenbacher, A. R., Eckert, C.*, Doody, S., Forst, S.*, & Mehlenbacher, B. (2023). Proleptic logics in media coverage of the IPCC Sixth Assessment Report, Part 1. *Rhetoric Review, 42* (3), 154-168.

Mehlenbacher, B, & Mehlenbacher, A. R. (2021). [The rhetoric of big data: Collecting, interpreting, and representing in the age of datafication](). *Poroi: An Interdisciplinary Journal of Rhetorical Analysis & Invention, 16* (1). Article 3.

Moriarty, D.*, de Villavicencio, P.*, Black, T.*, Cai, H.*, Bustos, M.*, Mehlenbacher, B., & Mehlenbacher, A. R. (2019). Durable research, portable findings: Rhetorical methods in case study research. *Technical Communication Quarterly*, *28* (2), 124-136.

Mehlenbacher, B., Kelly [now Mehlenbacher], A. R., Kampe, C.*, & Kittle Autry, M.* (2018). Instructional design for online learning environments and the problem of collaboration in the cloud. *Journal of Technical Writing and Communication, 48* (2), 199-221.

Mehlenbacher, B., Kittle Autry, M.*, & Kelly [now Mehlenbacher], A. R. (2015). Instructional design for STEM-based collaborative, co-located classroom composition. *IEEE Transactions on Professional Communication, 58* (4), 396-409.

DePerno, C. S., Chintapalli, L.*, Rutledge, M. E.*, & Mehlenbacher, B. (2010). Improving teaching: Instructional self-assessment across a large introductory undergraduate class. *American Education Science Review, 1* (2), 1-26.

Mehlenbacher, B., Miller, C. R., Covington, D., & Larsen, J. (2000). Active and interactive learning online: A comparison of web-based and conventional writing classes. *IEEE Transactions on Professional Communication, 43* (2), 166-184.

Lee, M. F.*, & Mehlenbacher, B. (2000). Technical writer/subject-matter expert interaction: The writer's perspective, the organizational challenge. *Technical Communication, 47* (4), 544-552.

Tomasi, M. D.*, & Mehlenbacher, B. (1999). Re-engineering online documentation: Designing examples-based online support systems. *Technical Communication, 46* (1), 55-66 (won Distinguished Technical Communication Article in the Society for Technical Communication's Outstanding Article Award Competition).

Hill, C. A., & Mehlenbacher, B. (1998). Transitional generations and World Wide Web reading and writing: Implications of a hypertextual interface for the masses. *TEXT Technology, 8* (4), 29-47.

Selber, S. A., Johnson-Eilola, J., & Mehlenbacher, B. (1996). Online support systems. *ACM Computing Surveys, 28* (1), 197-200.

Mehlenbacher, B. (1995). Charting the future of technical communication: SIGDOC'94 and the great divide. *ACM SIGDOC Asterisk Journal of Computer Documentation, 19* (2), 15-21.

Mehlenbacher, B. (1994). The rhetorical nature of academic research funding. *IEEE Transactions on Professional Communication, 37* (3), 157-162.

Mehlenbacher, B. (1993). Concerning SIGDOC'92: Text transformation and the world of multimedia documentation. *ACM SIGDOC Asterisk Journal of Computer Documentation, 17* (4), 23-32.

Mehlenbacher, B., Duffy, T. M., & Palmer, J. E. (1989). Finding information on a menu: Linking menu organization to the user's goals. *Human-Computer Interaction, 4* (3), 231-251.

Duffy, T. M., Higgins, L., Mehlenbacher, B., Cochran, C., Wallace, D., Hill, C., Haugen, D., McCaffrey, M., Burnett, R., Sloane, S., & Suzanne, S. (1989). Models for the design of instructional text. *Reading Research Quarterly, 24* (4), 434-457.

BOOK CHAPTERS (* INDICATES STUDENT CO-AUTHORS)

Mehlenbacher, A. R., & Mehlenbacher, B. (accepted, in production). Vituperation and expert ethos in public science: Censure of public health officials in the COVID-19 era. In P. Pietrucci & L. M. Ceccarelli (Eds.). *Scientists, Politics, and the Rhetoric of Public Controversy*. New York, NY: Springer.

Mehlenbacher, B., & Mehlenbacher, A. R. (2024). Peer review and hidden modalities of research process genres. In L. Vásquez Rocca, N. Artemeva, & C. G. Forgarty-Bourget (Eds.), *Multimodality Studies in International Context: Contemporary Trends and Challenges* (pp. 241-256). New York, NY: Routledge.

Mehlenbacher, B., & Mehlenbacher, A. R. (2021). Peer review in scientific publishing. In C. Hanganu-Bresch, S. Maci, M. Zerbe, & G. Cutrufello (Eds.), *Routledge Handbook of Scientific Communication* (pp. 80-89). New York, NY: Routledge (book won Best Edited Collection by the Association for Writing Across the Curriculum and WAC Clearinghouse).

Mehlenbacher, A. R., & Mehlenbacher, B. (2021). Rogue rhetorical actors: Scientists and the social action of Tweeting. In S. Auken & C. Sunesen (Eds.), *Genre in the Climate Debate* (pp. 179-193). Berlin, Germany: De Gruyter Open Poland.

Mehlenbacher, B., & Mehlenbacher, A. R. (2020). Distance Learning. In A. Tatnall (Ed.), *Encyclopedia of Education and Information Technologies* (pp. 612-622). New York, NY: Springer.

Mehlenbacher, A. R., & Mehlenbacher, B. (2019). The case of the scientific research article and lessons concerning genre change online. In M. J. Luzón & C. Pérez-Llantada (Eds.), *Science Communication on the Internet. Old Genres Meet New Genres* (pp. 41-57). Amsterdam, The Netherlands: John Benjamins (book won Enrique Alcaraz Research Award for "Languages for Specific Purposes Research").

Mehlenbacher, B., & Kampe, C.* (2017). Expansive genres of play: Getting serious about game genres for the design of future learning environments. In C. R. Miller & A. R. Kelly [now Mehlenbacher] (Eds.), *Emerging Genres in New Media Environments* (pp. 117-133). London, England: Palgrave Macmillan.

Kelly [now Mehlenbacher], A. R., Kittle Autry, M.*, & Mehlenbacher, B. (2014). Considering *Chronos* and *Kairos* in digital media rhetorics. In G. Verhulsdonck & M. Limbu (Eds.), *Digital Rhetoric and Global Literacies: Communication Modes and Digital Practices in the Networked World* (pp. 227-247). Hershey, PA: IGI Global.

Mehlenbacher, B. (2013). What is the future of technical communication? In J. Johnson-Eilola & S. A. Selber (Eds.), *Solving Problems in Technical Communication* (pp. 187-208). Chicago, IL: U of Chicago P (book won CCCC award for "Best Original Collection of Essays in Technical or Scientific Communication").

Mehlenbacher, B. (2012). Everyday learning: Instruction and technology designs. In N. M. Seel (Ed.), *Encyclopedia of the Sciences of Learning* (pp. 1181-1185). New York, NY: Springer.

Mehlenbacher, B., & Dicks, R. S. (2004). A pedagogical framework for faculty-student research and public service in technical communication. In T. Bridgeford, K. S. Kitalong, & D. Selfe (Eds.), *Innovative Approaches to Teaching Technical Writing* (pp. 219-237). Logan, UT: Utah State University P.

Mehlenbacher, B. (2003). Documentation: Not yet implemented but coming soon! In Julie A. Jacko & A. Sears (Eds.), *The Human-Computer Interaction Handbook: Fundamentals, Evolving Technologies and Emerging Applications* (pp. 527-543). Mahwah, NJ: Lawrence Erlbaum.

Mehlenbacher, B. (2002). Assessing the usability of online instructional materials. In R. S. Anderson, J. F. Bauer, & B. W. Speck (Eds.). *Assessment Strategies for the On-line Class: From Theory to Practice* (pp. 91-98). New Directions for Teaching and Learning Series, Number 91. San Francisco, CA: Jossey-Bass.

Selber, S. A., Johnson-Eilola, J., & Mehlenbacher, B. (1997). Online support systems: Tutorials, documentation, and help. In A. B. Tucker, Jr. (Ed.), *The Computer Science and Engineering Handbook* (pp. 1619-1643). Boca Raton, FL: CRC P.

Mehlenbacher, B. (1997). Technologies and tensions: Designing online environments for teaching technical communication. In S. A. Selber (Ed.), *Computers and Technical Communication: Pedagogical and Programmatic Perspectives* (pp. 219-238). Greenwich, CT: Ablex (book won NCTE award for "Best Collection of Essays in Scientific or Technical Communication").

Mehlenbacher, B., & Shamblin, E.* (1997). Multi-User Domains, electronic newspapers, and the development of new modes of expression and new communities. In B. Baldwin & T. Flood (Eds.), *The Rhetorical Dimensions of Cyberspace.* RhetNet: A Dialogical Publishing (Ad)Venture.

Duffy, T. M., Mehlenbacher, B., & Palmer, J. E. (1989). The evaluation of online help systems: A conceptual model. In E. Barrett (Ed.), *The Society of Text: Hypertext, Hypermedia, and the Social Construction of Information* (pp. 362-387). Cambridge, MA: MIT P.

REFEREED CONFERENCE PROCEEDINGS (* INDICATES STUDENT CO-AUTHORS)

Lamont, G., Figueiredo, R., Mercer, K., Weaver, K., Jonahs, A., Love, H., Mehlenbacher, B., Neal, C., Zmetana, K., & Al-Hammoud, R. (2020). Information-seeking behavior among first-year engineering students and the impacts of pedagogical intervention. *ASEE's Virtual Conference: At Home with Engineering Education.* (Second Place Paper, "First-Year Programs Division").

Mehlenbacher, B., & Kelly [now Mehlenbacher], A. R. (2015). Assessing student learning: Research-based rubrics and evaluation instruments for measuring technology-augmented learning. *Proceedings of INTED 2015 Conference.* 2nd-4th March 2015, Madrid, Spain: 7715-7724.

Mehlenbacher, B. (2011). The evolution of communication design: A brief history of ACM SIGDOC. *SIGDOC'11: The 29th ACM International Conference on Design of Communication Proceedings.* Pisa, Italy: ACM, 249-256.

Mehlenbacher, B., McKone, S.*, Grant, C., Bowles, T., Peretti, S., & Martin, P. (2010). Social media for sustainable engineering communication. *SIGDOC'10: The 28th ACM International Conference on Design of Communication Proceedings.* São Carlos-São Paulo, Brazil: ACM, 65-72.

Mehlenbacher, B., Holstein, K.*, Gordon, B.*, & Khammar, K.* (2010). Reviewing the research on distance education and e-learning. *SIGDOC'10: The 28th ACM International Conference on Design of Communication Proceedings.* São Carlos-São Paulo, Brazil: ACM, 237-242.

Mehlenbacher, B. (2009). Multidisciplinarity and 21st century communication design. *SIGDOC'09: The 27th ACM International Conference on Design of Communication Proceedings.* Bloomington, IN: ACM, 59-65.

Mehlenbacher, B. (2008). Communication design and theories of learning. *SIGDOC'08: The 26th ACM International Conference on Design of Communication Proceedings.* Lisbon, Portugal: ACM, 139-146.

Mehlenbacher, B. (2008). Modeling everyday instructional situations: Frameworks for distance teaching and learning. *Proceedings of the 24th Annual Conference on Distance Teaching and Learning.* Madison, WI: Board of Regents of the U of Wisconsin System, 262-267.

Mehlenbacher, B. (2007). Triangulating communication design: Emerging models for theory and practice. *SIGDOC'07: The 25th ACM International Conference on Design of Communication Proceedings.* El Paso, TX: ACM, 87-94.

Petherbridge, D.*, & Mehlenbacher, B. (2007). Addressing the concerns of faculty adopting Learning Management Systems (LMSs). *Proceedings of the Society for Applied Learning Technology (SALT) 2007 Washington Interactive Technologies Conference.* Arlington, VA: SALT, 1-14.

Mehlenbacher, B. (2007). Mapping the research literatures related to distance teaching and learning. *Proceedings of the 23rd Annual Conference on Distance Teaching and Learning.* Madison, WI: Board of Regents of the U of Wisconsin System, 64-69.

Raubenheimer, D., Spurlin, J., Martin, S. N., & Mehlenbacher, B. (2007). Faculty in technology-rich contexts: Connecting teaching, learning and assessment in the classroom. *Proceedings of the 2007 UNC Teaching and Learning with Technology Conference.* Raleigh, NC: UNC-TLT, 1-15.

Mehlenbacher, B., Bennett, L.*, Bird, T.*, Ivey, M.*, Lucas, J.*, Morton, J.*, & Whitman, L.* (2005). Usable e-learning: A conceptual model for evaluation and design. *Proceedings of HCI International 2005: 11th International Conference on Human-Computer Interaction, Volume 4—Theories, Models, and Processes in HCI.* Las Vegas, NV: Mira Digital P, 1-10.

Mehlenbacher, B., Wogalter, M. S., & Laughery, K. R. (2002). On the reading of product owner's manuals: Perceptions and product complexity. *Proceedings of the Human Factors Society 46th Annual Meeting, 46*, 730-734.

Hill, C. A., & Mehlenbacher, B. (1996). Readers' expectations and writers' goals in the late age of print. *SIGDOC'96: The 14th Annual International ACM SIGDOC Conference Proceedings.* RTP, NC: ACM, 257-266.

Mehlenbacher, B., Hardin, B.*, Barrett, C.*, & Clagett, J.* (1994). Multi-User Domains and virtual campuses: Implications for computer-mediated collaboration and technical communication. *SIGDOC'94: The 12th Annual International Conference Proceedings.* NY, NY: ACM, 213-219.

Mehlenbacher, B., & Hardin, B.* (1994). Virtual resources for technical communicators: Two studies of writing and reading on the Internet. *IPCC'94 Proceedings: Scaling New Heights in Technical Communication.* Banff, Alberta: IEEE International Professional Communication Conference, 202-207.

Mehlenbacher, B. (1993). Software usability: Choosing appropriate methods for evaluating online systems and documentation. *SIGDOC'93: The 11th Annual International Conference Proceedings.* NY, NY: ACM, 209-222 (paper named "Most Innovative of the Refereed Materials" in the Proceedings).

Mehlenbacher, B., & Miller, C. R. (1993). Establishing the role of research in a Master's-level technical communication program. *The Council for Programs in Technical and Scientific Communication (CPTSC) 20th Annual Conference.* Charlotte, NC: UNC-Charlotte, 47-48.

Mehlenbacher, B. (1992). Navigating online information: A characterization of extralinguistic factors that influence user behavior. *SIGDOC'92: The 10th Annual International Conference Proceedings.* NY, NY: ACM, 35-46.

Huntley, F., & Mehlenbacher, B. (1987). Data-driven versus program-generating computer-assisted learning systems. *Proceedings of the International Conference on Data Bases in the Humanities and Social Sciences.* Montgomery, AL: Auburn U.

King, P., Mehlenbacher, B., & Roehrl, L. (1986). NATAL authoring devices: Display interaction options. *Proceedings of the 5th Canadian Symposium on Instructional Technology: Computer-Assisted Learning, The Next Five Years.* Ottawa, Ontario: The Weston Hotel.

Mehlenbacher, B. (1985). A description and evaluation of three computer-assisted learning authoring languages. *COMPINT'85: Computer-Assisted Technologies Conference Proceedings.* Montreal, Quebec: Montreal Convention Centre, 666-669.

OTHER PUBLICATIONS, BOOK REVIEWS, AND KNOWLEDGE MOBILIZATION (* INDICATES STUDENT CO-AUTHORS)

Mehlenbacher, A. R., & Mehlenbacher, B. (2020). Q and A with the experts: Trusting public figures during COVID-19. *Waterloo Stories: News, 14 October 2020.*

Armstrong, C., Moriarty, D.*, Mehlenbacher, A. R., & Mehlenbacher, B. (2020). Science and health communication during COVID-19. *Words in Place: English@Waterloo, 5 May 2020.*

Mehlenbacher, B., & Mehlenbacher, A. R. (2017). Finding the common culture: Uniting science and the humanities in citizen science. Citizen Science Salon, *Discover, 18 July 2017*.

Mehlenbacher, B. (2013). Rhetorically sensitive mediators and the future of technical communication. *Intercom, 60* (4), 9-11.

Mehlenbacher, B. (2004). A force to reckon with. *Newsobserver.com, 12 December*.

Mehlenbacher, B. (2000). Intentionality and other "nonsignificant" issues in learning: Commentary on Margaret Martinez's "Intentional Learning in an Intentional World." *ACM Journal of Computer Documentation, 24* (1), 25-30.

Mehlenbacher, B. (1999). Procedural and declarative information in software manuals: Effects on information use, task performance and knowledge. Nicole Ummelen. Amsterdam: Rodopi, 1999. *Technical Communication Quarterly, 8* (3), 353-355.

Mehlenbacher, B. (1997). Human factors for technical communicators. Marlana Coe. New York: Wiley, 1996. *Journal of Business and Technical Communication, 11* (2), 223-226.

Mehlenbacher, B. (1996). Spaces without places: Politicizing Nicholas Negroponte's technologizing of books without pages. *ACM SIGDOC Asterisk Journal of Computer Documentation, 20* (3), 18-22.

Mehlenbacher, B. (1994). Comments on "Object-Oriented Documentation" by Johannes Sametinger. *ACM SIGDOC Asterisk Journal of Computer Documentation, 18* (2), 6-7.

Chaski, C., & Mehlenbacher, B. (1993). LINGO: Software for representing, teaching, and gathering information about meta-linguistic knowledge-construction. *Computers and Texts, 6*, 10-12.

Mehlenbacher, B., Duffy, T. M., Palmer, J. E., Truschel, M., Denchfield, K., Aaron, A. (1988). Help for the designers of online help systems. *ACM SIGCHI Bulletin, 20* (1), 66-69.

PRESENTATIONS

KEYNOTE PRESENTATIONS

Mehlenbacher, B. (2018). Learning in an attention economy: Online courses, MOOCs, and the gamification of higher education. *Plenary Speaker, International Conference on Education and Distance Learning (ICEDL 2018)*. Nice, France: NH Hotel Nice.

Mehlenbacher, B. (2018). The History, Present, and Future of the MS in Technical Communication at NC State University. *Keynote Speaker, SpeedCon: Celebrating the 30th Anniversary of MSTC*. Raleigh, NC: NC State.

Mehlenbacher, B. (2017). Instruction and Technology: Elaborating on the Five Dimensions of Online Learning. *Plenary Speaker, International Conference on Education and Distance Learning (ICEDL 2017)*. Malé, Maldives: Hotel Jen Male.

Mehlenbacher, B. (2012). Massive Open Online Courses (MOOCs): Entrepreneurial instruction or the death of traditional education. *Keynote Speaker, SpeedCon 2012: The Unconference on Communication*. Raleigh, NC: NC State University.

Mehlenbacher, B. (2012). Massive Open Online Courses (MOOCs): Educational innovation or threat to higher education. *ACM OSDOC+ISDOC 2012 Keynote Speaker, Workshop of the ACM SIGDOC EuroDOC Chapter*. Lisbon, Portugal.

Mehlenbacher, B. (1997). Beyond books: A research agenda for the year 2000. *Keynote Speaker, STC Annual Publications Awards Ceremony*. Cary, NC: SAS Institute.

INVITED PRESENTATIONS

Mehlenbacher, A. R., & Mehlenbacher, B. (2023). The Rhetoric of Big Data. *Open Class of Digital Transformation*. Lisbon, Portugal: NOVA Information Management School.

Mehlenbacher, A. R., & Mehlenbacher, B. (2023). AI-generated Text, Synthetic Genres, and Misinformation. *ISEG / Lisbon School of Economics & Management*. Lisbon, Portugal: Universidade de Lisboa.

Mehlenbacher, A. R., & Mehlenbacher, B. (2023). Vituperation and Expert Ethos in Public Science. Section for Rhetoric (Department of Communication), Københavns Univers.

Mehlenbacher, B. (2018). Learner: A Story of Learning across the Life Span. *Faculty Reassignments and Experiences 2016-2017*. Raleigh, NC: College of Education, NC State University.

Mehlenbacher, B. (2017). Instruction and Technology: Designs for Everyday Learning. *Association for Talent Development (ATD) Book Discussion & Signing*. Raleigh, NC: NC State University.

Mehlenbacher, B. (2017). Expansive Genres of Play. *Innovations in Game-Based Learning*. MA in Educational Innovation, Technology & Entrepreneurship. Chapel Hill, NC: UNC-CH.

Mehlenbacher, B. (2017). "#GameofGov Gamification Workshop" (Panelist). *Federal Youth Network*. Toronto, Ont.: Canada School of Public Service.

Mehlenbacher, B. (2016). Reading and writing in our accelerated age: Anxiety, attention, and audiences for online instruction. *Southwestern Ontario Society for Technical Communication (STC) Chapter*. Waterloo, Ont.

Mehlenbacher, B. (2016). Pedagogical Innovations in Non-Formal Learning Spaces: Some Lessons from STEM Education in Hackerspaces. *Speaking of Science*. Wilmington, NC: University of North Carolina at Wilmington.

Kelly [now Mehlenbacher], A. R., & Mehlenbacher, B. (2016). Hacker-Scientists, Hackerspaces, and Innovative Instructional STEM Education. *Critical Media Lab Salon Series*, Critical Media Lab. Waterloo, Ont.: University of Waterloo.

Mehlenbacher, B. (2015). Communication technologies and time: Attention, alienation, and the accelerated age of anxiety. *Guest Speaker—EAC 710 Class (Adult Education: History, Philosophy, Contemporary Nature)*. Raleigh, NC: NC State University.

DeVidi, D. (Welcome Address), Swanson, H., Douglas, H., Gibbs, K. (Panelists), & Mehlenbacher, B. (Moderator). (2015). *Science & Democracy Under Threat: What Can You Do About It?* Waterloo, Ont.: Waterloo Inn.

Mehlenbacher, B. (2015). The present of technical communication: Attention, alienation, and the accelerated age of anxiety. *Guest Speaker—ENGL 789 Class (Theory and Practice of Technical Communication)*. Waterloo, Ont.: University of Waterloo.

Mehlenbacher, B. (2015). Cloud collaboration: Instructional strategies for supporting student learning. *Guest Speaker—Instructional Design Lunch and Learn*. Raleigh, NC: NC State University.

Mehlenbacher, B. (2015). The myth of time management: New technologies, distributed selves, and the accelerated age of anxiety. *Guest Speaker—Thomas Jefferson Scholars*. Raleigh, NC: NC State University.

Mehlenbacher, B., Janca, P., Pitts, E., & Damasceno, C. (2014). My experience with MOOCs and distance education. *Panel for Campus Writing and Speaking Program*. Raleigh, NC: NC State University.

Mehlenbacher, B. (2012). Designing and researching new technologies for Generation Z. *Friday Institute Food for Thought Discussion.* Raleigh, NC: NC State University.

Reider, D., & Mehlenbacher, B. (2011). Managing your online identity: Personal websites, social networking, and the academy. *Panel for Communication and Rhetoric in Digital Media Professional Workshop.* Raleigh, NC: NC State University.

Shurer, T., Lansing, T., & Mehlenbacher, B. (2011). Plagiarism and technology: Understanding academic dishonesty—views from across our campus. *Panel for Campus Writing and Speaking Program.* Raleigh, NC: NC State University.

Mehlenbacher, B. (2010). Research-based approaches to email and time management. *Guest Lecture for the North Carolina Association of Cooperative Extension Specialists' Meeting.* Raleigh, NC: NC State University.

Mehlenbacher, B. (2009). Educational research as scientific. *Panelist for Doctoral Course on Special Problems in Math Teaching.* Raleigh, NC: NC State University.

Mehlenbacher, B. (2008). Me, myspace, and the changing face of higher education. *Guest Lecture for the Finance & Business Senior Leadership Team Fall Retreat.* Raleigh, NC: NC State University.

Mehlenbacher, B. (2008). Tracing instruction and learning with technology. *Graduate Reflective Practice Guest Lecture.* Raleigh, NC: NC State University.

Mehlenbacher, B. (2007). Triangulating learning, instruction, and technology: Frameworks for theory and practice. *Human Factors and Ergonomics Society (HFES) Student Chapter.* Raleigh, NC: NC State University.

Mehlenbacher, B. (2007). Defining learners and their learning environments. *Presentation for the LITRE Student Learning Assessment Subcommittee.* Raleigh, NC: NC State University.

Mehlenbacher, B. (2007). Framework for instruction and technology: Designing for everyday learning. *Presentation for the LITRE Assessment Committee.* Raleigh, NC: NC State University.

Mehlenbacher, B. (2007). The accelerated academy, part II: Research-based strategies for managing e-mail. *Learning Technologies (LT) Spring Workshop.* Raleigh, NC: NC State University.

Mehlenbacher, B., & Swanson, R. (2006). Eroding or empowering speaking and writing online: Social dynamics and virtual learning environments. *Campus Writing and Speaking Program (CWSP): Point-Counterpoint Panel.* Raleigh, NC: NC State University.

Mehlenbacher, B. (2006). The accelerated academy, part I: Research-based strategies for managing e-mail. *Learning Technology Service (LTS) Seminar* and *LTS Teaching and Learning with Technology Summer Institute for Faculty.* Raleigh, NC: NC State University.

Mehlenbacher, B. (2006). Instructional intersections: Communication, technology, and the design of everyday learning. *English Department Guest Lecture.* Greenville, NC: East Carolina University.

Mehlenbacher, B. (2005). eLearning and the design of everyday instruction. *The Joseph D. Moore Chair Colloquium Series.* Raleigh, NC: College of Education, NC State University.

Mehlenbacher, B. (2003, 2002). Panelist for "Engaging students online in an online course." *Teaching with Technology Seminar Series, Learning Technology Service and Faculty Center for Teaching and Learning.* Raleigh, NC: NC State University.

Mehlenbacher, B. (2002). Publishing online documentation. *Graduate Online Documentation Guest Lecture.* Waterloo, Ontario: University of Waterloo.

Mehlenbacher, B. (2002). Publishing in technical communication. *NC State STC Student Chapter*. Raleigh, NC: NC State University.

Mehlenbacher, B. (2001). Panelist for "How technology has impacted my teaching: Stories from the field." *Teaching with Technology Seminar Series, Learning Technology Service and Faculty Center for Teaching and Learning*. Raleigh, NC: NC State University.

Mehlenbacher, B. (2001). Panelist for "Research library of the future seminar." *NC State Libraries, University Library Committee and its Scholarly Communication Subcommittee*. Raleigh, NC: NC State University.

Mehlenbacher, B. (2001). Panelist for "Who's online? Faculty share their Web-development experiences." *Teaching with Technology Seminar Series, Learning Technology Service and Faculty Center for Teaching and Learning*. Raleigh, NC: NC State University.

Mehlenbacher, B. (2000). Designing and evaluating Web-based instruction. *Cognition Seminar, Department of Psychology*. Raleigh, NC: NC State University.

Mehlenbacher, B. (2000). Institutional homepages, usability research laboratories, and universal usability. *Human Factors Brownbag Seminar*. Raleigh, NC: NC State University.

Westmoreland, D., Dicks, S., & Mehlenbacher, B. (1999). Instructional usability, assessment, and student learning. *Summer Institute for Distance Learning*. Raleigh, NC: NC State University.

Mehlenbacher, B., & Bossert, J. (1999). Overview of tools and courses. *Summer Institute for Distance Learning*. Raleigh, NC: NC State University.

Mehlenbacher, B. (1998). Designing and evaluating online support systems. *Ergonomics Guest Lecture*. Raleigh, NC: NC State University.

Mehlenbacher, B. (1998). The pedagogical myth of interactivity: Assessing student performance, attributes, and learning styles in Web-based and conventional classes. *Collaborative Electronic Learning Laboratory (CELL) and Partnership for Minority Advancement in the Biomolecular Sciences (PMABS) UNC-CH Guest Lecture*. Chapel Hill, NC: UNC-CH.

Mehlenbacher, B. (1996). Watching and working with our users: Usability methods for testing the Effectiveness of Artifacts, Systems, and Documents. *Human Factors and Ergonomics Society, NC State Student Chapter*. Raleigh, NC: NC State University.

Mehlenbacher, B. (1995). Net tools for collaboration and productivity. *Triangle Computer-Human Interaction Group (TriCHI)*. RTP, NC: BNR-RTP.

Mehlenbacher, B. (1994). Academic studies of usability practices in the workplace. Panel on "Usability Testing." *The Triangle Information Systems Quality Association (TISQA)*. Raleigh, NC: CP&L.

Mehlenbacher, B. (1994). Writing our way out of rightsizing. *IBM-RTP Guest Lecture*. RTP, NC: IBM-RTP.

Mehlenbacher, B. (1994). The myth of technical transparency: Iteration and usability in effective software design. *SAS Institute Guest Lecture*. Cary, NC: SAS Institute.

Mehlenbacher, B. (1994). Fighting frozen accidents: The communication of innovative designs and documents. *IBM-RTP Guest Lecture*. RTP, NC: IBM-RTP.

Mehlenbacher, B. (1992). Online navigation and extralinguistic user interaction. *SAS Institute Guest Lecture*. Cary, NC: SAS Institute.

Mehlenbacher, B. (1992). How much does a cognitive perspective towards software design really buy us? Integrating usability into the engineering design process. *Industrial Engineering Lecture Series*. Raleigh, NC: NC State University.

Mehlenbacher, B. (1991). Designing and evaluating online support systems. *Tokyo STC Chapter*. Pittsburgh, PA: Carnegie Mellon.

Mehlenbacher, B. (1991). Online documentation systems and technical communication. *NC State STC Student Chapter*. Raleigh, NC: NC State University.

Mehlenbacher, B. (1990). Using interactive systems for writing/design instruction. *Computers, Learning, and the University Student Lecture Series*. Waterloo, Ontario: Centre for Professional Writing, University of Waterloo.

Mehlenbacher, B. (1990). The rhetoric of scientific and technical writing. *Biochemical Engineering Senior Seminar*. Pittsburgh, PA: Carnegie Mellon.

Mehlenbacher, B. (1989). A user-centered approach to the design of online help systems. *Centre for Professional Writing Lecture Series*. Waterloo, Ontario: University of Waterloo.

Mehlenbacher, B. (1989). Motivation in computer-aided instruction: Destruction, competition, collaboration, and basic writers. *Centre for Professional Writing Lecture Series*. Waterloo, Ontario: University of Waterloo.

Mehlenbacher, B. (1988). Designing and evaluating online help systems. *Rhetoric Department Colloquium*. Pittsburgh, PA: Carnegie Mellon.

Mehlenbacher, B. (1988). Designing online help systems. *Pittsburgh STC Chapter*. Pittsburgh, PA: Carnegie Mellon.

CONFERENCE PRESENTATIONS (* INDICATES STUDENT CO-AUTHORS)

Bazerman, C., Auken, S., Mehlenbacher, B., & Mehlenbacher, A. R. (2025). Panel on "The role of rhetoric and RhetCan in the transformation of global research." *Canadian Society for the Study of Rhetoric*. Toronto, Ont.: George Brown College.

Mehlenbacher, A. R., & Mehlenbacher, B. (2025). Synthetic experts: Trust and expert ethos in the age of AI. *Canadian Society for the Study of Rhetoric*. Toronto, Ont.: George Brown College.

Eckert, C.*, Doody, S., Forst, S.*, Mehlenbacher, B., & Mehlenbacher, A. R. (2022). Proleptic logics, emotion, and ethics in climate communications. *Canadian Society for the Study of Rhetoric*. Canada. Conference held online due to COVID–19 pandemic.

Mehlenbacher, B. (Cancelled June 2020). Measuring happiness: What Aristotle can teach us about striving to be happy in our attention-grabbing techno-scientific times. *Canadian Society for the Study of Rhetoric*. London, Ont.: Western University. Conference subsequently cancelled due to COVID-19 pandemic.

Jonahs, A., Lamont, G., Mehlenbacher, A. R., Mehlenbacher, B., Moriarty, D.*, & Selinger, M. L. (2020). The art of telling better scientific stories. Workshop for *SciCommTO Conference 2020*. Toronto, Ont.: Toronto Metropolitan University.

Mehlenbacher, B. (2018). Rhetorical genre and understanding games for education and learning. *GeM Conference 12-14 September 2018: Genres and media landscapes in virtual-physical learning spaces. Moving frontlines?* Jönköping, Sweden: Jönköping University.

Mehlenbacher, A. R., & Mehlenbacher, B. (2017). Data infrastructures for the scientific data commons. *Data Power 2017 Conference*. Ottawa, Ont.: Carleton University.

Mehlenbacher, A. R., & Mehlenbacher, B. (2017). Data as the Commons: Rearticulating the Commons through civic and citizen science. *Canadian Association for the Study of Discourse and Writing*. Toronto, Ont.: Toronto Metropolitan University.

Kelly [now Mehlenbacher], A. R., & Mehlenbacher, B. (2016). Acquiring expertise: Citizen scientists and networked expertise. Association for the Rhetoric of Science and Technology pre-conference at the *National Communication Association 102nd Annual Convention.* Philadelphia, PA.

Randall, N., Kelly [now Mehlenbacher], A. R., Mehlenbacher, B., & Antkiewicz, A. (2016). Let's play this out: How gamification can help public service organizations. *68th IPAC National Conference: Principles + Practices = Possibilities.* Toronto, Ont.: Fairmont Royal York Hotel.

Kelly [now Mehlenbacher], A. R., & Mehlenbacher, B. (2016). Assessment challenges and Innovations in technology-augmented instruction and learning. *Opportunities and New Directions: A Research Conference on Teaching and Learning.* Waterloo, Ont.: University of Waterloo.

Kelly [now Mehlenbacher], A. R., & Mehlenbacher, B. (2016). Science, Disrupted: Pedagogical innovation in the do-it-yourself science movement. *Canadian Association of Cultural Studies.* Waterloo, Ont.: Balsillie School of International Affairs.

Kelly [now Mehlenbacher], A. R., Mehlenbacher, B., & Kampe, C*. (2015). The SciGames Hub. *IMMERSe (The Research Network for Video Game Immersion) Conference.* Waterloo, Ont.: The Games Institute at the University of Waterloo.

Mehlenbacher, B., & Kelly [now Mehlenbacher], A. R. (2015). Assessing student learning: Research-based rubrics and evaluation instruments for measuring technology-augmented learning. *INTED 2015: 9th International Technology, Education and Development Conference.* Madrid, Spain: March 2-4.

Mehlenbacher, B. (2014). Corporate virtual co-locational technologies and their implications for globally-distributed educational spaces. *Rethinking Globalization and the Question of Scale: Interdisciplinary Perspectives from the Humanities and Social Sciences.* Raleigh, NC: NC State University.

Kelly [now Mehlenbacher], A. R., & Mehlenbacher, B. (2014). Instructional interactions: Feedback and commenting in collaborative online writing spaces. *North Carolina Symposium on Teaching Writing.* Raleigh, NC: NC State University.

Mehlenbacher, B., & Riehle, J.* [with Coven, M.*, Hogan, J.*, Kampe, C.*, Martin, J.*, Mutamba, C.*, Stellini, J.*, & Wickliffe, K.*] (2013). Game Genres for the design and evaluation of future learning environments. *Emerging Genres, Forms, Narratives—in New Media Environments.* Raleigh, NC: NC State University.

Mehlenbacher, B., & Kelly [now Mehlenbacher], A. R. (2012). Integrating social media into online educational spaces: Modeling professional practice in instructional interactions. *Computers and Writing 2012.* Raleigh, NC: NC State University.

Mehlenbacher, B. (2012). Instructional strategies for educators in the health professions (poster presentation). *Celebrate the Success of The Institute for Educators in Healthcare Grant.* Raleigh, NC: McKimmon Center, NC State University.

Mehlenbacher, B. (2011). 21st Century challenges to technical communication. *SpeedCon 2011: The Unconference on Communication.* Raleigh, NC: NC State University.

Mehlenbacher, B. (2011). Social Media. *Chair of Session for SIGDOC'11: The 29th ACM International Conference on Design of Communication.* Pisa, Italy.

Mehlenbacher, B. (2011). The evolution of communication design: A brief history of ACM SIGDOC. *SIGDOC'11: The 29th ACM International Conference on Design of Communication.* Pisa, Italy.

Mehlenbacher, B., McKone, S.*, Grant, C., Bowles, T., Peretti, S., & Martin, P. (2010). Social media for sustainable engineering communication. *SIGDOC'10: The 28th ACM International Conference on Design of Communication.* São Carlos-São Paulo, Brazil.

Mehlenbacher, B., Holstein, K.*, Gordon, B.*, & Khammar, K.* (2010). Reviewing the research on distance education and e-learning. *SIGDOC'10: The 28th ACM International Conference on Design of Communication*. São Carlos-São Paulo, Brazil.

Mehlenbacher, B. (2009). Multidisciplinarity and 21st century communication design. *SIGDOC'09: The 27th ACM International Conference on Design of Communication*. Bloomington, IN.

Angelino, L.*, Bartlett, M., Chapman, D., Bartlett, J., Mupinga, D.*, Mehlenbacher, B., & Kotrlik, J.* (2008). Engagement of graduate scholars in technology-enhanced distance education: Perspectives of administration, faculty, and students. *Symposium for ACTE Annual Convention and Career Technology Expo*. Charlotte, NC.

Mehlenbacher, B. (2008). Communication design and theories of learning. *SIGDOC'08: The 26th ACM International Conference on Design of Communication*. Lisbon, Portugal.

Pierce, R., Mehlenbacher, B., Costa, C. J., Albers, M. J., & Protopsaltis, A. (2008). Panel on "Design of communication: New steps." *SIGDOC'08 International Conference*. Lisbon, Portugal.

Mehlenbacher, B. (2008). Modeling everyday instructional situations: Frameworks for distance teaching and learning. 24th *Annual Conference on Distance Teaching and Learning*. Madison, WI.

Mehlenbacher, B. (2007). Triangulating communication design: Emerging models for theory and practice. *SIGDOC'07: The 25th ACM International Conference on Design of Communication*. El Paso, TX.

Spinuzzi, C., Pierce, R., Mehlenbacher, B., & Ramey, J. (2007). Panel on "What is design of communication?" *SIGDOC 2007 International Conference*. El Paso, TX.

Petherbridge, D., & Mehlenbacher, B. (2007). Addressing the concerns of faculty adopting Learning Management Systems (LMSs). *Society for Applied Learning Technology (SALT) 2007 Washington Interactive Technologies Conference*. Arlington, VA.

Mehlenbacher, B. (2007). Mapping the research literatures related to distance teaching and learning. 23rd *Annual Conference on Distance Teaching and Learning*. Madison, WI.

Raubenheimer, D., Spurlin, J., Martin, S. N., & Mehlenbacher, B. (2007). Faculty in technology-rich contexts: Connecting teaching, learning and assessment in the classroom. *2007 UNC Teaching and Learning with Technology Conference*. Raleigh, NC: Hilton North Raleigh.

Mehlenbacher, B. (2006). Anyone entering the distance will grow smaller: A review of the scholarship on online teaching and learning. *2006 UNC Teaching and Learning with Technology Conference*. Raleigh, NC: Hilton North Raleigh.

Mehlenbacher, B., Spinuzzi, C., Novick, D., & Stamey, J. (2006). Panel on "Research issues in the design of communication." *Discussion for SIGDOC'06 International Conference*. Myrtle Beach, SC.

Mehlenbacher, B. (2006). Web-based instruction and the design of everyday learning, Paper for the Technology, Instruction, Cognition, and Learning Special Interest Group Roundtable Session 2. *American Educational Research Association 2006 Annual Meeting*. San Francisco, CA.

Martin, S. N., Spurlin, J., Mehlenbacher, B., Raubenheimer, D., & Murphy-Medley, D.* (2006). The vision of how to assess student learning in technology-enriched classrooms. *2006 UNC Teaching and Learning with Technology Conference*. Raleigh, NC: Hilton North Raleigh.

Branoff, T., Wiessner, C., Mehlenbacher, B., & Hambrick, R.* (2006). Synchronous, student-centered learning in distance education. *2006 UNC Teaching and Learning with Technology Conference*. Raleigh, NC: Hilton North Raleigh.

Mehlenbacher, B. (2005). Learner-centered online information design and development. *Tri-Doc 2005: Shaping the Future of Technical Communication*. Raleigh, NC: North Raleigh Hilton.

Mehlenbacher, B., & Lucas, J.* (2005). Usable E-learning: A conceptual model for evaluation and design. *HCI International 2005: 11th International Conference on Human-Computer Interaction*. Las Vegas, NV.

Mehlenbacher, B., Egan, S.*, & Barksdale, E.* (2004). Managing social dynamics online: Real world instructor-learner interaction. *EdTech 2004: The Intersection of Learning and Technology*. Raleigh, NC: NC State University.

Mehlenbacher, B. [with Wogalter, M. S., & Laughery, K. R.] (2002). On the reading of product owner's manuals: Perceptions and product complexity. *Human Factors & Ergonomics Society 2002 Conference*. Baltimore, MD.

Mehlenbacher, B. (2002). Marketing usability: Beauty is in the "I" of the beholder. *EdTech 2002: The Intersection of Learning and Technology*. Raleigh, NC: NC State University.

Mehlenbacher, B. (2001). Universal usability and learning. *6th Annual NC State Instructional Technologies Expo*. Raleigh, NC: NC State University.

Mehlenbacher, B. (2000). Designing Web-based training: Combining usability issues and learning theory. *Tutorial for IPCC-SIGDOC 2000 International Conference*. Cambridge, MA.

Mehlenbacher, B. (1999). Software and documentation localization, Moderator for "Internationalizing Documentation" Session. *SIGDOC'99: The 17th Annual International ACM SIGDOC Conference*. New Orleans, LA.

Mehlenbacher, B. (1998). Taking teaching online to task: Integrating research, pedagogy, and practice. *Learning Online '98: Building a Virtual University*. Roanoke, VA.

Mehlenbacher, B. (1998). Web-based writing instruction: Assisting teaching, assessing learning. *3rd Annual NC State Information Technology Expo*. Raleigh, NC: NC State University.

Mehlenbacher, B. (1998). About the communication in technical communication? *STC-Carolina Sixth Annual Summer Conference*. RTP, NC.

Mehlenbacher, B. (1997). Technology and tensions: The academy's relationship with the Internet. Panel on "The future of web-based training." *Networld+Interop*. Atlanta, GA.

Mehlenbacher, B. (1997). Marriage encounter: Improving collaboration and research in technical communication between academia and industry: Panel Discussion. *STC 44th Annual Conference*. Toronto, Canada.

Mehlenbacher, B. (1996). Transforming teachers, not students, with emerging technologies. Interrogating Scholarship in Computers and Composition Panel. *College Composition and Communication Conference*. Milwaukee, WI.

Mehlenbacher, B. (1995). Mosaic and MUD: Teaching and learning in the virtual classroom. *College Composition and Communication Conference*. Washington, DC.

Beam, P. D., & Mehlenbacher. B. (1995). The TechComm Virtual Campus project: Instructional materials that cross national, corporate, and educational borders. *Currents'95—Job Survival: Building Skills and Adding Value*. Atlanta, GA: Mercer U.

Mehlenbacher, B. (1994). Designing online systems for play, productivity, and profitability. *STC Region 2 Fall Conference: Staying on Course on the Information Superhighway*. RTP, NC.

Mehlenbacher, B. (1994). The rules have changed: Designing and developing information for online help. *Tools and Trends: Topics of a Changing Profession. 1994 STC Carolina Chapter Summer Conference.* RTP, NC.

Mehlenbacher, B. (1993). Talk-aloud protocols or case studies: A comparison of two studies of technical proposal writing. *MLA Convention* (The Association of Teachers of Technical Writing). Toronto, Ontario, Canada.

Gomex-Ferri, J., Berkenkotter, C., Huckin, T., Bazerman, C., & Mehlenbacher, B. (1992). Accounting for uncertainty: Building plausible stories about storytelling in biochemical engineering. Panel on "Rhetorical Indeterminacy and Representation in Science and Technology." *Conference of the Society for Literature and Science.* Atlanta, GA: Georgia Institute for Technology.

Palmer, J. E., & Mehlenbacher, B. (1988). Computer aids for designers of online help. *Workshop for ACM SIGDOC'88.* Ann Arbor, MI: U of Michigan.

Palmer, J. E., Duffy, T. M., & Mehlenbacher, B. (1988). Computer aids for designing online help. *Writing for the Computer Industry, Fifth Annual Conference.* Cambridge, MA: MIT.

Duffy, T. M., Palmer, J. E., Mehlenbacher, B., & Aaron, A. (1988). Prototyping online help systems using HyperCard. *CHI'88: Conference on Human Factors in Computing Systems.* Washington, DC.

Beam, P. D., & Mehlenbacher, B. (1985). Pedagogic limitations in the concept of interactivity: Some qualifications for computer-assisted learning systems. *COMPINT'85: Computer-Assisted Technologies Conference.* Montreal, Quebec: Montréal Convention Centre.

Mehlenbacher, B. (1985). Computer-assisted learning and linguistics. *10th Colloquium on the Computer Processing of Textual Data.* Montreal, Quebec: University of Montreal.

TEACHING

GRADUATE COURSES

EAC 539 (x 1) °	Teaching in the Online Environment, NC State	2018
EAC 692 (x 6) °	Research Projects in Education, NC State	2015-2018
EAC 595 (x 4) °	Games and Learning Design, NC State	2015-2018
ELP 724 (x 1)	Contemporary Educational Thought, NC State	2014
ED 700 (x 2)	Introduction to Research Design in Education, NC State	2013-2014
EAC 731 (x 1)	Technology in Adult, Higher, and Human Resource Education, NC State	2011
EAC 551 (x 2) °	Research in Adult & Higher Education, NC State	2010
EAC 795 (x 2)	Games and Learning Design, NC State	2009, 2013
EAC 580 (x 4) °	Designing Instructional Systems in T&D, NC State	2007-2018
EAC 581 (x 9) °	Advanced Instructional Design in Training & Development (T&D), NC State	2007-2015
EAC 795 (x 2)	Research in Web-Based Instruction, NC State	2005
EAC 583 (x 6) °	Needs Assessment & Task Analysis in T&D, NC State	2004
EAC 585 (x 14) °	Integrating Technology into Training Programs, NC State	2003-2018
EAC 586 (x 10) °	Methods and Techniques for T&D, NC State	2003
EAC 595a (x 3) °	Developing Technology-Based Training, NC State	2002
ENG 675 (x 1)	Projects in Technical Communication (Capstone), NC State	2000
ENG 519 (x 7)	Online Information Design & Evaluation, NC State	1995-2002
ENG 517 (x 9)	Advanced Technical Communication, NC State	1991-1999
ENG 699 (x 1)	Computers & Writing, Carnegie Mellon	1990

UNDERGRADUATE COURSES

ENGL 292 (x 1)	Rhetorical Theory & Criticism, UWaterloo	2025-present
ENGL 309C (x 1)	Contemporary Rhetoric, UWaterloo	2025-present
ENGL 192 (x 12)	Communication in the Engineering Profession, UWaterloo	2018-present
ENGL 193 (x 8)	Communication in the Physical/Life Sciences, UWaterloo	2019-2024
ENG 314 (x 3)	Technical Document Design & Editing, NC State	1999-2001
ENG 421 (x 6)	Computer Documentation Design, NC State	1997-2002
ENG 333 (x 6)	Communication for Science & Research, NC State	1993-1997
ENG 112 (x 1)	Franklin Scholars Reading & Writing (MOO), NC State	1993
ENG 331 (x 12)	Communication for Engineering & Technology, NC State	1991-1998
ENG 322 (x 7)	Advanced Composition & Rhetoric, NC State	1991-1994
MAN 111 (x 1)	Management Communication, Carnegie Mellon	1989

ENG 120 (x 2)	Reading-to-Write, Carnegie Mellon	1988
ENG 119 (x 2)	Strategies for Writing, Carnegie Mellon	1987
HUM 111 (x 2)	Introduction to Computer Technology, UWaterloo	1986
ENG 101 (x 2)	Introduction to Writing, UWaterloo	1986
ENG 495 (x 1)	Computer-Assisted Learning, UWaterloo	1985

GRADUATE SUPERVISION

DOCTORAL DISSERTATIONS (CHAIR OR CO-CHAIR)

Luong, M. G. (PhD, Psychology, 2014). "Refining the Retrieval Effort Theory of the Testing Effect as it Related to Feedback" (Co-Chair: C. Mayhorn).

Burger, W. P. (EdD, Adult Education, 2013). "Exploring the Complex Computer-Mediated Communication Needs of Learners in a Multilingual, Multicultural, Online Learning Environment."

Houde, J. (EdD, Adult Education, 2012). "The Influence of Formal Training on Informal Learning Networks."

Morton, J. L. (EdD, Adult Education, 2012). "Giving Light to Voice: Individual Stories of Photovoice Research Participation" (Co-Chair: D. Chapman).

Castleberry, E. (EdD, Adult Education, 2010). "Influences of Professional Development on Teachers and Teacher Retention: Perceptions of Teachers and Professional Development Administrators."

Moore, T. (EdD, Adult Education, 2009). "The Sojourner's Truth: Exploring Bicultural Identity as a Predictor of Assignment Success in American Expatriates."

Stone, S. J. (EdD, Adult Education, 2009). "Instructor Perceptions of Three-Dimensional (3D) Virtual Worlds: Instructional Use, Implementation, and Benefits for Adult Learners" (Co-Chair: D. Chapman).

McDonald-Fletcher, V. (EdD, Adult Education, 2008). "The Impact of Stress Factors and Social Support on Physician Assistants" (Co-Chair: S. Williams).

Wieland-Handy, L. (EdD, Adult Education, 2008). "The Influence of Work Environment on the Transfer of Training."

Petherbridge, D. (EdD, Adult Education, 2007). "A Concerns-Based Approach to the Adoption of Web-based Learning Management Systems" (recipient of 2006 College of Education Support Award).

Johnson, P. (EdD, Adult Education, 2006). "Change in Classroom Practices of Technology Use by K-12 Teachers."

Noble, A. (EdD, Adult Education, 2005). "Determining the Effectiveness of the International Public Management Association for Human Resources Certified Professional Certification Program in Assisting HR Managers in Performing the Responsibilities of Their Job" (Co-Chair: P. Berardinelli).

Saling, N. (EdD, Adult Education, 2005). "An Empirical Study Comparing the Effect of Feedback, Training, and Executive Coaching on Leadership Behavior Change" (Co-Chair: P. Berardinelli).

Shank, M. (EdD, Adult Education, 2005). "The Impact of Moral Reasoning on the Performance of Salespeople" (Co-Chair: J. Burrow).

Coulter, B. (EdD, Adult Education, 2004). "Utilization of Instructional Technology: Towards a Conceptual Model for Teacher Education."

DOCTORAL DISSERTATIONS (COMMITTEE MEMBER)

Racicot, T. (PhD, English Language and Literature, in progress). "Role-playing Games, Adaptation Theory, and Comic Book Narratives."

Orchard, A. (PhD, English Language and Literature, 2024). Interdisciplinary Pedagogy for Ethical Engineering and Responsible Innovation."

Kampe, C. W. (PhD, Communication, Rhetoric, and Digital Media, 2022). "Complex Games and Game Design as a Vehicle for Technical & Critical Learning."

Pena, J. L. (EdD, Adult and Community College Education, 2018). "A Historical Study of Early Industrial Education Centers in North Carolina."

Ray, T. B. (PhD, Educational Research and Policy Analysis, 2018). "Exploring Happiness of Participants in Middle Class Express: A Q Methodological Study."

Irvine, C. (PhD, Educational Research and Policy Analysis, 2018). "Mapping, Measuring, and Modeling Cultural Intelligence as the Capacity for Success in the Global Knowledge Economy: A Series of Meta-Analyses."

Lynch, D. K. (EdD, Adult and Community College Education, 2018). "The Cost of the Accreditation Process: A Case Study of North Carolina Community Colleges."

Pellegrino, L. (PhD, Educational Research and Policy Analysis, 2018). Complex Contributors to Perceptions of Major Change in a Community College."

Bowen, L. L. (EdD, Adult and Community College Education, 2017). "Multiple Measures Versus Developmental Education: Using Propensity Score Matching to Determine Effectiveness of Placement Policy at One Urban Community College."

Hurdt, E. A. (EdD, Adult and Community College Education, 2017). "Community College Students Receiving Disability Accommodations: Using Propensity Score Matching to Compare Success Rates to Students Not Receiving Disability Accommodations."

Moore, R. (PhD, Curriculum and Instruction, 2017). "Examining the Influence of Massive Open Online Course Pacing Condition on the Demonstration of Cognitive Presence."

Frankosky, M. (PhD, Human Factors and Applied Cognition, 2017). "Understanding Information Search Processes in the Context of Academic Literature Searches."

Matthews Martin, M. A. (PhD, Educational Research and Policy Analysis, 2017). "Workforce Development in Transition: Perceptions of Leadership Among Progressive State Workforce Investment Board Chairs."

Smith, N. (PhD, Educational Research and Policy Analysis, 2017). "Examining the Effects of Online Enrollment on Course Outcomes using Weighting Procedures after Multiple Imputation on a State-wide University System."

Metelsky, B. A. (EdD, Adult and Community College Education, 2017). "Towards a Critical Social Theory of the Paradoxical Role of Board Social Capital in the Generative Governance of Nonprofit Organizations."

Kiser, J. R. (EdD, Adult and Community College Education, 2017). "Perceptions of Curriculum Change among Dental Hygiene Program Directors at Two Year Colleges."

Blue, G. C. (EdD, Science, Technology, Engineering, and Mathematics Education, 2017). Teachers of Students with Visual Impairments in Five North Carolina Rural School Districts and Barriers to Assistive Technology Implementation: An Examination of Their Experiences and Perceptions."

Townsend, D. L. (EdD, Adult and Community College Education, 2017). "Gauging North Carolina Community College Faculty Perceptions of Retention Barriers for Developmental English Students in the Post-Redesign Era: A Q-Methodological Study."

Adams, K. R. (EdD, Adult and Community College Education, 2016). "The Impact of Perceptual, Economic, and Demographic Variables on Entrepreneurial Activity in Globally Diverse Ecosystems: Evidence from GEM Data."

Bowers, H. B. (EdD, Adult and Community College Education, 2016). "Dimensions of Learning: Community College Students and Their Perceptions of Learning Spaces."

Cathcart, S. M. (EdD, Adult and Community College Education, 2016). "A Case Study of Human Resource Development Professionals' Decision Making in Vendor Selection for Employee Development: A Degrees-of-Freedom Analysis."

Marker, K. (PhD, Educational Research and Policy Analysis, 2015). "Principle Use of Data Dashboards to Inform Systemic School Improvement."

Laughlin, J. A. (EdD, Adult and Community College Education, 2015). "Assessing the Measures of and Defining Community College Institutional Effectiveness: A Delphi Study."

Stanigar, J. J. (PhD, Educational Research and Policy Analysis, 2015). "Viewpoints of Effective Mentoring Support for Entrepreneurs."

Howze, P. B. (EdD, Adult and Community College Education, 2015). "American Apprenticeship as a Transformative Learning Experience: A Phenomenology."

Davis, A. D. (EdD, Adult and Community College Education, 2015). "Predicting Persistence in Practical Nursing Programs and Success on the NCLEX-PN: Examining Demographic, Non-academic, and Academic Variables."

Williams, J. (EdD, Adult and Community College Education, 2015). "Technology Use Interactions in Post-Secondary Teaching."

Wood, C. (EdD, Adult and Community College Education, 2015). "Motivation to Participate in Faculty Development: A Case Study of North Carolina Community College Excellence in Teaching Award Winners."

Beeler, J. E. (EdD, Adult and Community College Education, 2015). "Toward an Adult Learning-Based Theory of K12 Educator: Professional Learning for Technology Adoption."

Currie, A. V. (EdD, Adult and Community College Education, 2015). "Student Use and Misuse of Personal Technological Devices in the Higher Education Classroom."

Parker, J. H. (EdD, Educational Administration and Supervision, 2015). "Middle School Educators' Perceptions of their Students' and Schools' on Academic Outcomes in Rural, Southeastern North Carolina."

Warren, C. (EdD, Adult and Community College Education, 2014). "Crisis Intervention Management: Are North Carolina Community Colleges Prepared to Prevent a Crisis on Campus?"

Boylan, R. V. (EdD, Adult and Community College Education, 2014). "Decision Criteria for Selection of Psychometric Assessment Instruments Used in Employee Selection and Development Applications: A Delphi Study" (awarded Dissertation of the Year, American Educational Research Association, Special Interest Group Workplace Learning)

Crisp, S. (EdD, Adult and Community College Education, 2014). "Ethics in Paramedic Practice: A Qualitative Case Study of Paramedic Perspectives of Ethical Decision Making in Practice."

Natt och Dag, K. E. (PhD, Educational Research and Policy Analysis, 2014). "Towards a Cross-Cultural Understanding of Authentic Leadership: Applying Authentic Leadership Theory to Leaders from Denmark, Sweden, and the United States."

LeGrand, E. T. (EdD, Adult and Community College Education, 2013). "Understanding How Irritable Bowel Disease Affects Full-Time Employees at a Community College in North Carolina."

Russell, S. M. (EdD, Adult and Community College Education, 2013). "Technology Integration for Vocational and Technical Faculty in North Carolina Community Colleges."

Whitman, L. (PhD, Psychology, 2013). "The Effectiveness of Interactivity in Multimedia Software Tutorials."

Bird, T. S. (EdD, Leadership, Policy and Adult and Higher Education, 2012). "Blogging through My Son's Incarceration: An Autoethnography Exploring Voice and Power in an Online Space."

DeWeese, B. (EdD, Adult and Higher Education, 2012). "Defining the Constructs of Expert Coaching: A Q-Methodological Study of Olympic Sport Coaches."

Tagsold, J. (PhD, Curriculum, Instruction & Counselor Education, 2012). "Student Distraction in a 1:1 Learning Environment."

Thomas, C. T. (EdD, Leadership, Policy and Adult and Higher Education, 2012). "The Relationship of Motivation to Transfer Effort-Performance Expectations, Performance Outcomes Expectations, Self-efficacy, Learner Readiness, Peer Support and Transfer of Training in Nurse Managers Working in Acute Care Hospital Settings."

Bonnetaud, C. (EdD, Leadership, Policy and Adult and Higher Education, 2011). "Student Engagement Profile: A Comparison of Traditional and Nontraditional Undergraduate College Students" (Faculty Graduate Representative).

Jones, S. T. (EdD, Leadership, Policy and Adult and Higher Education, 2011). "Technology Integration in the Teaching and Learning Process in Career and Technical Education Programs in North Carolina."

Markus, L. C. (EdD, Leadership, Policy and Adult and Higher Education, 2011). "Job Satisfaction of International Faculty in Community Colleges Using NSOPF 2004 Data."

Mullinax, S. A. T. (EdD, Technical Education, 2010). "Internet Activities for a Preschool Education Program Guided by Caregivers."

Bae, B. C. (PhD, Computer Science, 2009). "A Computational Model of Narrative Generation for Surprise Arousal."

Thomas, A. G. (EdD, Higher Education Administration, 2009). "The Relationships Between Students' Use of Instant Messaging and Their Psychological Sense of Community."

Kim, S-H. (PhD, Industrial Engineering, 2009). "Examining and Explaining the Effects of Non-Iconic Conformal Features in Advanced Head-up Displays on Pilot Performance."

Roberts, W. E. (EdD, Technology Education, 2009). "The Use of Cues in Multimedia Instructions in Technology as a way to Reduce Cognitive Load."

Cheong, Y. G. (PhD, Computer Science, 2007). "A Computational Model of Narrative Generation for Suspense."

Lucas, D. J. (PhD, Curriculum and Instruction, 2007). "Personality Type (MBTI) Relationship to Performance and Satisfaction in Web-Based Instruction (WBI)."

Mroczka, M. A. (PhD, Psychology, 2005). "Effects of Study Modality and Study Order on Learning Three Alphabets used by Blind Persons."

Dickerson, J. (EdD, Technology Education, 2004). "Comparing the Effectiveness of a Problem-Based Learning Design to a Lecture-Based Design in a Computer-Training Course Developed for Pre-Service Teaching."

Matthews, B. (EdD, Technology Education, 2004). "The Effects of Direct and Problem-based Learning Instruction in an Undergraduate Introductory Engineering Graphics Course."

Riedl, M. O. (PhD, Computer Science, 2004). "Narrative Planning: Balancing Plot and Character."

Roberts, L. (EdD, Adult Education, 2004). "Not Now, Maybe Later, and Often Not at All: Situational, Institutional, Dispositional, Epistemological, and Technical Barriers to Business-Based Online Training Courses."

Barnes, T. (PhD, Computer Science, 2003). "The Q-matrix Method of Fault-Tolerant Teaching in Knowledge Assessment and Data Mining."

Doctoral Dissertations (Faculty Graduate Representative)

Damasceno, C. (PhD, Communication, Rhetoric, and Digital Media, 2017). "Massive Courses Meet Local Communities: An Ethnography of Open Education Learning Circles."

Autry, M. K. (PhD, Communication, Rhetoric, and Digital Media, 2013). "Genre Change Online: Open Access and the Scientific Research Article."

Snead, R. L. (PhD, Communication, Rhetoric, and Digital Media, 2013). "Tracing Activity: The Multimodal Composing Practices of First-Year Writing Students."

Gutschmidt, A. (PhD, Communication, Rhetoric, and Digital Media, 2012). "A Case Study Investigating the Use of Facebook as a Learning Management System in Higher Education."

Gaffney, A. L. H. (PhD, Communication, Rhetoric, and Digital Media, 2010). "Communicating About, In, and Through Design: A Study Exploring Communication Instruction and Design Students' Critique Performance."

Masters Theses (Chair or Co-Chair)

Luong, M. G. (MS, Psychology, 2012). "The Effect of Visual Cues on Visual Attention in a Novel Graph-Reading Task" (Co-Chair: D. J. Gillan).

Gottlieb, J. (MS, Training and Development, 2005). "Managers' Perceptions of the Website Development Field: The Process of Creation and the People Involved."

Teague, A. (MA, English, 1999). "Linking World-Wide Web 'Text' to Critical Theory Researchers: Comparing Domain Experts' Goals and Tasks to Assumptions About Effective Online Information Design."

Hale, K. (MS, Technical Communication, 1998). "Web-Based Learning and the Student-Centered Teaching: Assessing Performance and Student Satisfaction in Two Experimental Technical Communication Courses."

Tomasi, M. D. (MS, Technical Communication, 1998). "Re-Engineering Online Documentation: A Case Study of APP Builder, An Examples-Based User Support System."

Schoenrock, J. (MS, Technical Communication, 1997). "Copyright and Authorship Online: Unpacking Notions of Digital Ownership."

Armagost, M. (MS, Technical Communication, 1996). "Examining the Effects of Formatting on Reviewers' Evaluations of Research Proposals."

Carver, M. (MS, Technical Communication, 1996). "Identifying Technical Communication: An Exploratory Study of Values, Issues, and Images in Academia and Industry."

Corbin Nichols, M. (MS, Technical Communication, 1996). "The Role of Display Tools in Implementing Effective Online Help Systems."

Edgerton, J. (MS, Technical Communication, 1995). "Matching User Expectations with Menu-Item Names: Implications for the Design of Online Menus."

Enders, L. (MS, Technical Communication, 1995). "Perceptions About Groupware and Power Relationships in Business Teams."

Powell III, E. (MS, Technical Communication, 1995). "Technological Turn-Offs: Predicting Computer Anxiety as it Relates to Other High-Technology Devices."

Bruns, P. (MS, Technical Communication, 1994). "The Application of Research-Based Document-Design Principles to a Software User's Manual."

Schulken, S. (MS, Technical Communication, 1994). "Computer-Mediated Communication and Participation in Collaborative Document Reviews: An Interview-Based Study."

Murphy, E. (MS, Technical Communication, 1993). "A Survey-Based Study of Computer-phobia and Recommendations for Alternative Software Design Techniques."

Demmer, D. (MDS, 1992). "Instructional Design Issues and Technical Communicators."

MASTERS THESES (COMMITTEE MEMBER)

Lu, Y. A. (MS, Human Resource Development, 2015). "Effectiveness of Training Toward Job Satisfaction for H1B Foreign Worker in a southern state in the United States."

Han, W. (MS, Human Resource Development, 2015). "Mainland Chinese Students' Attitudes and Beliefs about Getting Degrees in the United States: A Q-Methodology."

Chen, S. (MS, Human Resource Development, 2015). "Services Described on American Universities' Official Websites: A Qualitative Content Analysis."

Shevack, R. M. (MS, Human Resource Development, 2014). "Once You Meet an Autistic Child, You Have Met *One* Autistic Child: An Autoethnography of a Working Mother."

Brummitt, L. C. (MS, Human Resource Development, 2013). "Leadership Wholeness in Jamaica: An Exploratory Case Study."

Smith, L. M. (MS, Human Resource Development, 2013). "A Social Interpretation: Toward Understanding Leader Emotional Intelligence from the Follower Perspective."

Siegler, B. (MS, Computer Science, 2004). "Supporting Electronic CRC Card Sessions with Natural Interaction."

Fiore, S. M. (MA, English, 2002). "Conferencing Software: Why to Incorporate It into Writing Instruction and How to Select an Appropriate Product."

Lumsden, C. (MA, English, 2000). "Gullah and its Identity: A Community at the Crossroads of Communication."

Helo, J. (MS, Technical Communication, 1999). "Content Features of Consumer-Catalog Websites."

Keyser, M. (MS, Technical Communication, 1999). "Icons for International Audiences: Challenges of Representation and Principles for Design."

Statt, R. (MDS, 1999). "Computer Graphical User Interface Design and the Older Adult."

Vaughan, M. (MS, Technical Communication, 1999). "Using Historical Comparison to Analyze Contemporary Technology."

Watson, T. (MS, Technical Communication, 1999). "An Electronic Journal for Undergraduate Research: A Case Study in Audience and Systems Analysis."

Blackwelder, M. (MS, Technical Communication, 1998). "Finding Information Online: An Empirical Study of Searching Versus Browsing."

Biliouris, C. (MS, Technical Communication, 1996). "A Metaphor Analysis of the Rhetorical Vision in Hypertext Documentation."

Haga, C. (MS, Technical Communication, 1996). "In Effect but not in Actual Fact: A Rhetorical Analysis of the Journey Metaphor in Technical Reports on Virtual Reality Systems."

Friday, J. (MS, Technical Communication, 1993). "A Determination of Gender-Based Writing Differences in Students' Letters of Job Application."

Larsen, J. (MS, Technical Communication, 1993). "Orality and Literacy: A Case Study of how Computer Technology is Changing the Traditional Models."

PROJECTS AND CAPSTONES (ADVISOR, CONSULTANT)

Consultant for two undergraduate research teams every semester as part of *The Zero Experience*, a weekly course where students find an urgent problem and begin designing a solution, University of Waterloo, 2020-2022.

Advisor for Teaching Assistant for ENGL 193 (Communication in the Sciences), University of Waterloo, Winter Term 2020.

Advisor for Undergraduate Systems Design Engineering Team Senior Capstone, University of Waterloo, 2019-2020.

Consultant for 31 MS in Technical Communication capstone projects (1999-2001) and Advisor for approximately 100 MEd in Training and Development capstone projects (2002-2018), NC State University.

SERVICE

DEPARTMENTAL SERVICE

- Library Liaison | Department of English Language & Literature, University of Waterloo | 2024-present
- DACA Member | Department Appointments Committee, Department of English Language & Literature, University of Waterloo | 2019-2022, 2024-present
- EUCR Member | Undergraduate Communication Requirements, Department of English Language & Literature, University of Waterloo | 2019-2022
- Member, Search Committee | Training & Development, ELPHD Department, College of Education, NC State | 2017-2018
- Member | Charlotte Cohort Admissions Committee, ELPHD Department, College of Education, NC State | 2008-2018
- Member | T&D Program Admissions Committee, ELPHD Department, College of Education, NC State | 2002-2018
- Coordinator | AWCPE Program, ELPHD Department, College of Education, NC State | 2016
- Library Representative | LPAHE Department, College of Education, NC State | 2009-2015
- Coordinator | WHRE Program, LPAHE Department, College of Education, NC State | 2013-2015
- Member | WHRE Program Admissions Committee, LPAHE Department, College of Education, NC State | 2011-2015
- Member, Search Committee | Adult Education, LPAHE Department, College of Education, NC State | 2011-2013
- Chair, Tenure & Promotion Committee | LPAHE Department, College of Education, NC State | 2011
- Chair, Web Design Committee | LPAHE Department, College of Education, NC State | 2009-2010
- Chair, Tenure & Promotion Committee | AHE Department, College of Education, NC State | 2004-2010
- Scheduling Officer | AHE Department, College of Education, NC State | 2004-2006
- Chair, Student Affairs Search Committee | AHE Department, College of Education, NC State | 2004
- Member, Two Search Committees | Training & Development, AHE Department, College of Education, NC State | 2003
- Library Representative | AHE Department, College of Education, NC State | 2002-2004

- Program Coordinator, Training & Development Program — AHE Department, College of Education, NC State — 2002

- Member, Tenure & Promotion Committee — AHE Department, College of Education, NC State — 2002-2003

- Chair, Industry Relations Committee — English Department, CHASS, NC State — 1999-2002

- Director, Undergraduate — Technical and Scientific Communication Minor, English Department, NC State — 1998-2002

- Member, Search Committee — Professional Writing, English Department, NC State — 1995-1997

- Member, MS Advisory Committee — English Department, NC State — 1991-2002

FACULTY/COLLEGE SERVICE

- Member — Communication Arts Department Tenure, Permanence and Promotion Committee (DTPPC), Faculty of Arts, University of Waterloo — 2025-2026

- Member — Computer & Technology Committee, College of Education, NC State — 2014-2018

- Member — Faculty Hearings Panel, College of Education, NC State — 2011-2014

- Faculty Chair — College of Education, NC State — 2008, 2010

- Faculty Secretary — College of Education, NC State — 2009

- Member — Peer Review of Teaching Guidelines Task Force, College of Education, NC State — 2008

- Member — Research Committee, College of Education, NC State — 2007

- Unit Coordinator — State Employees Combined Campaign (SECC), College of Education, NC State — 2006

- Member — Awards Committee, College of Education, NC State — 2003-2007

- Member — Computer & Technology Committee, College of Education, NC State — 2003-2006

- Member — CED Homepage Redesign Team, College of Education, NC State — 2003-2006

- Chair — Mission Statement Task Force, College of Education, NC State — 2003-2004

- Member, Faculty Advisory Committee — Friday Institute for Educational Innovation, College of Education, NC State — 2002-2004

- Member, Planning — PhD in Communication, Rhetoric, and — 2001-2002

Committee	Digital Media, College of Humanities and Social Sciences (CHASS), NC State	
• Member, Search Committee	Ergonomics, Psychology Department, NC State	2001
• Member, Search Committee	Professional Writing, English Department, NC State	2001
• Member, Academic Advisory Board	Center for Information Society Studies (CISS), CHASS, NC State	1999-2002
• Member, Advisory Board	Center for Communication in Science, Technology, and Management (CCSTM), CHASS, NC State	1995-1999

UNIVERSITY SERVICE

• Member	Faculty Grievance and Non-Reappointment Review Committee, NC State	2017-2018
• Member	Libraries' Faculty Award Committee, NC State	2014-2018
• NC State Contact, IBM-NCSU Pathfinder Mentoring Program	NC State-IBM North Carolina University Relations, NC State	2009-2018
• Member	University Partnership Council, NC State	2011-2014
• Chair	Gertrude Cox Committee, NC State	2011-2013
• Member	University Standing Committee on Library, NC State	2010-2013
• Member, LITRE Assessment Committee	Learning in a Technology-Rich Environment (LITRE) Assessment Committee, NC State	2006-2010
• Member, Illegal File Sharing Committee	Student Affairs — Distance Education and Technology Services, NC State	2007-2008
• Chair, Usability Subcommittee	University Homepage Design Committee, Offices of Public Affairs/Information Technology, NC State	2006-2008
• Faculty Representative, ClassTech Project	Teaching & Learning with Technology Assessment Task Force, LITRE Advisory Board, NC State	2005-2007
• Member, LITRE Associate	Learning in a Technology-Rich Environment (LITRE) Associates Program, NC State	2005
• Member, Search Committee	Instructional Designer, Online Instructional Programs (IOP) Group, DELTA, NC State	2004-2005
• Member	DELTA Faculty Advisory Committee, NC State	2003-2007
• Affiliate Faculty Member	Digital Games Research Center, Computer Science, NC State	2003-2018
• Usability Consultant, Web Development Team	NC State Homepage Redesign Project, Offices of Public Affairs/Information Technology, NC State	1998-2006
• Affiliate Faculty Member	Liquid Narrative Initiative, Computer Science, NC State	1998-2003

- Chair, Assessment & Evaluation Committee — University Information Kiosk Project, Office of University Extension, NC State — 1999

- Member, Task Force — Quizzing & Self-Assessment, NC State — 1998

- Member, Search Committee — Library Technical Specialist, NC State Libraries, NC State — 1997

- Member, Search Committee — Distance Education Specialist, Office of Instructional Technologies, NC State — 1997

PROFESSIONAL SERVICE

- Reviewer — *Technical Communication Quarterly* — 2006, 2024

- Editorial Board Member — *European Journal of Management Studies* — 2022-present

- Member — *International Conference on Education and Distance Learning (ICEDL)* International Advisory Committee — 2022-present

- Member — *Canadian Society for the Study of Rhetoric (RhetCanada)* Advisory Committee — 2020-present

- Reviewer — *Association for the Rhetoric of Science, Technology, and Medicine (ARSTM) Pre-Conference at the National Communication Association (NCA) Conference* — 2018-present

- External Assessor — *Social Sciences and Humanities Research Council of Canada (SSHRC)* — 2018

- International Reviewer — *Applied Linguistics Research Journal* — 2018

- Reviewer — *International Journal of Continuing Engineering Education and Life-Long Learning (IJCEELL)* — 2018

- Technical Program Chair — *International Conference on Education and Distance Learning* — 2016-2018

- Reviewer — NSF Science, Technology, and Society Program ("Knowledge co-construction, social media, vaccine controversy") — 2016

- Editorial Board Member — *IEEE Transactions on Professional Communication* — 2015-2018

- Reviewer — *18th International Conference on Enterprise Information Systems (ICEIS 2016)* — 2015-2016

- Reviewer — *Engaging Science, Technology & Society* — 2015

- Project Proposal Assessment Expert — New Eurasia Foundation and Ministry of Education and Science of Russian Federation — 2013-2018

- Reviewer — *Open Learning: The Journal of Open, Distance, and e-Learning* — 2013-2018

- External Dissertation Reviewer — Integrated Studies in Education, McGill University — 2013

- Program Committee Member — *DiGRA (Digital Games Research Association)* — 2013

- Member   CiteScholar Scientific Advisory Board   2011-present
  (http://citescholar.org/index.php?c=about)

- Reviewer   *Journal of Educational Computing Research* 2008-2018

- Member   STC Instructional Design and Learning Special 2007-2018
  Interest Group (IDL SIG)

- Reviewer   *IEEE Transactions on Professional Communication* 1994-2018

- Reviewer   *Technical Communication*   1994-2018

- Elected Chair   ACM SIGDOC   2005-2012

- Awards Officer   ACM SIGDOC Bi-Annual Meetings   1997-2012

- Reviewer   NSF Cultural Anthropology Program   2012
  ("MOOCs, ethnography, media socialization")

- Program Committee 1st International Workshop on Communication for 2010
  Member   Sustainable Communities (IWCSC)

- Conference Co-Chair ACM SIGDOC 09 (School of Informatics, 2008-2009
  Indiana University at Bloomington)

- Reviewer   *Human Factors*   2008

- External Reviewer   Human Resource Development faculty member, 2006
  Tenure & Promotion School of Education, Clemson University

- Reviewer   *The Handbook of Computer Networks* (Wiley) 2006

- Reviewer   *International Symposium on Knowledge* 2006
  Communication and Conferences (KCC 2006)

- Reviewer   *American Educational Research Association* 2005
  2006 Conference

- Reviewer   *Internet, Processing, Systems, and Interdisciplinary* 2005
  Research 2005 Conference

- Reviewer   *ISPI Transactions on Internet Research: Multi-, Inter-,* 2005
  and Trans-disciplinary Issues in Computer Science and
  Engineering

- Reviewer   *ISPI Transactions on Advanced Research: Multi-, Inter-,* 2005
  and Trans-disciplinary Issues in Computer Science and
  Engineering

- Editorial Board Member *Innovate: Journal of Online Education* 2004-2009

- Member   American Society for Training & Development 2004-2006

- Judge   CCCC/NCTE Outstanding Dissertation Award in 2003
  Technical Communication

- Reviewer   *International Journal of Human-Computer Interaction* 2001

- Reviewer   *IEEE Internet Computing*, special issue on 2001
  Usability and the World Wide Web

- Student Fellows   ACM Conference on Universal Usability 2000-2002

Co-Chair/Web Coordinator	(11 human-computer interaction societies involved, 22 national and 5 international student Fellows)	
• Editorial Board Member	*The Technology Source*, UNC-CH	1999-2004
• New Articles Associate Editor	*ACM Journal of Computer Documentation* ACM SIGDOC	1999-2004
• Lead Judge	STC Frank R. Smith Outstanding Article Award Committee	1998
• Representative, SIGDOC	Technical Communication Summit Meetings	1998
• Chair	ACM SIGDOC Graduate Student Competition	1996-2007
• Conference Co-Chair & Program Chair	ACM SIGDOC 96 (200 participants; support from SAS, Apple, STC, and IBM-RTP)	1995-1996
• Chair, Research Advisory Committee	STC (developed research funding priorities)	1995
• Judge	STC International Online Communication Competition	1994-1996
• Member	STC International Student Writing Committee	1994-1996
• Program Committee Member	ACM SIGDOC Annual International Conference	1993, 1999, 2001 2005, 2006, 2008 2010, 2011, 2012
• Faculty Advisor	STC, award-winning NC State Student Chapter	1992-2001

CONSULTING

- **GrowthBound**, Raleigh, NC, 2015-2016

   Usability Consultant: Reviewed feature set of Learning Management Systems (LMS) for product development.

- **WakeMed Health and Hospitals and Wake Area Health Education Center (AHEC)**, Raleigh, NC, 2008-2013

   Course Designer/Instructor: Created and taught two *Instructional Strategies for Educators in the Health Professions* courses in collaboration with NC State University colleagues and the Institute for Educators in Healthcare Advisory Board; funded by The Duke Endowment.

- **Engineering Online, NC State University**, Raleigh, NC, 2008-2009

   Instructional Designer: Performed heuristic evaluation, competitive analysis, and developed materials for CHE 575 (Advances in Pollution Prevention) blended course.

- **Offices of Public Affairs and Information Technology, NC State University**, Raleigh, NC, 1998-2007

   Usability Consultant: Performed competitive analyses, focus group, and usability testing-evaluations (for three previous NC State homepages). Redesign won 2003 Special Merit Award, Council for Advancement and Support of Education/CASE District III. In 2009, ncsu.edu was selected as one of the "Top 10 stickiest brands at home and work" by Nielsen Online/NetRatings and as one of the "Top 20 usable university homepages" in Foss, Foss, and Foss's (2009), *The eduStyle Guide to Usable Higher-Ed Homepage Design*.

- **bioMérieux**, Durham, NC, 2004

  Usability Consultant: Performed usability testing and heuristic evaluations on a data management application for Microbiological testing.

- **Credit Programs & Summer Sessions, NC State University**, Raleigh, NC, 2004

  Usability Consultant: Performed architectural content design and heuristic evaluations.

- **Allyn & Bacon/Longman Companion Website, Longman Publishing**, New York, NY, 2002

  Web Content Specialist: Generated new content for Anson and Schwegler's (2002) *The Longman Handbook for Writers and Readers*, 3rd edition, companion website.

- **Center for Information Society Studies, NC State University**, Raleigh, NC, 2001

  Usability Researcher: Developed materials on universal usability and design for the center's online Resource Guide.

- **Human Resources, American Cancer Society**, Atlanta, GA, 2001

  Usability Consultant: Performed usability testing and heuristic evaluations of a web-based eLearning application for employee orientation.

- **Software Engineering Division, Ricoh Silicon Valley**, Cupertino, CA, 2001

  Usability Consultant: Performed usability testing and heuristic evaluations of a developing Web application interface.

- **UNext.com**, Deerfield, IL, 2001

  Web-Based Instruction Evaluator: Provided recommendations for integrating problem-based learning into an online business-writing course.

- **National Evaluation Services, American Cancer Society**, Atlanta, GA, 2000

  Usability Consultant: Collaborated with health education specialist to evaluate and usability test web-based materials on colorectal cancer.

- **Plurimus**, RTP, NC, 1999

  Usability/Online Support Consultant: Coordinated with user interface group and developed usability testing and online support strategies for their web-based user profiling technology.

- **Encompass, Inc.**, Cary, NC, 1996

  General User Interface Consultant: Proposed usability strategies for evaluating logistics software.

- **R&D Strategies, Corporate, SAS Institute, Inc.**, Cary, NC, 1995

  User Interface Documentation Specialist: Implemented web-based user-interface guidelines for future product releases.

- **Networking and Information Development Groups, IBM**, RTP, NC, 1994

  Research Consultant: Trained technical specialists and information developers on effective textual, visual, and online design strategies.

- **Documentation Development Department, SAS Institute, Inc.**, Cary, NC, 1993-1995

  Research Consultant: Evaluated interface designs for an experimental authoring system; established usability and design goals for various writing groups.

- **Engineering Design Research Center, Carnegie Mellon**, Pittsburgh, PA, 1990

  Research Consultant: Designed online support for an equation-based modeling program for engineers and scientists; funded as part of a grant from the National Science Foundation (NSF).

- **Computer Science Department, Carnegie Mellon**, Pittsburgh, PA, 1990

  Research Consultant: Designed and conducted observational studies of users working with collaborative software. Supervised graduate research team that conducted interviews of professional writers; funded as part of a grant from the NSF.

- **Centre for Professional Writing, U of Waterloo**, Waterloo, Ont., 1990

  Research Consultant: Designed, conducted, and reported on several studies of online navigation using hypertext and hypermedia.

- **Center for the Study of Writing, Carnegie Mellon/Berkeley**, Pittsburgh, PA, 1988-1990

  Computer-Aided Instruction Developer: Created software for professional writers.

- **Communications Design Center, Carnegie Mellon**, Pittsburgh, PA, 1987-1990

  Senior Research Assistant/Associate Researcher: Designed model online help systems; funded by the Human Engineering Laboratory, U.S. Army.

- **Information Development, IBM**, Toronto, Ont., April-September, 1987

  Information Developer: Wrote programmer's guide, reference manual, online help messages.

- **DMS Training, Bell-Northern Research**, Ottawa, Ont., January-May, 1986

  Database Designer: Implemented learner database for all training departments.

- **Hewlett Packard/WATDEC Project, U of Waterloo**, Waterloo, Ont., 1984-1987

  Senior Research Assistant: Researched distance education using portable computers and evaluated several courseware design systems; funded by Digital Equipment Corporation.

- **SystemHouse Computer Company**, Ottawa, Ont., May-September, 1983

  Programmer/Analyst: Designed and implemented a financial system for Human Resources.

PROFESSIONAL COMPUTER EXPERIENCE

- Over the last forty years, I have worked with the following systems, languages, and utilities:

Software/Language	*Operating System/Hardware*
- Interleaf, FrameMaker, PageMaker, e-mail programs, news readers, Adobe Acrobat, HTML editors (Adobe, Symantec, Claris, Adobe Dreamweaver), Macromedia Fireworks, Flash, and LMS environments (WebCT Vista, Blackboard, Moodle, LEARN)	TRS-80 III, IBM-486, DEC 2100, HP 7100, Sparc, Macintosh G3/G4 PowerBook (have owned Apple machines since 1987)
- Macintosh software, languages, and utilities	Macintosh SE, II, IIsi, Quadra, PowerPC 7100, iBook, tBook, G3/G4 MacBook Pro, MacBook Air,
- LISP, NATAL, cT, SAS, Interleaf, all browsers, Bookmaster, DecWriter	Unix, Qnx, Icon, Andrew, Eos/Unity
- Natural/Adabase, Cas/Dal, PowerHouse	VMS, Vax 750/785
- GERM (BNR database language), Xedit/Rexx, FORTRAN, COBOL, PL-1	CMS, IBM 380, IBM 4341
- DataFlex, DBase III, VisiCalc, Lotus 1-2-3, Systat, SPSS, SAS, Scripsit, WordPerfect, Microsoft products.	CP/M, MS-DOS, Windows 3.1/95/98, HP-150, IBM-XT, IBM-486.