

## IPCC 2007 Final Program Schedule

<b>Sunday, September 30</b>	
3:00 – 5:00	<b>Early Registration (Lobby)</b>
5:30—7:00	<b>Happy Hour / No-Host Bar (Patio)</b>

<b>Monday, October 1</b>	
8:00 – 9:00	<b>Continental Breakfast and Registration (Sequoia/Glacier Rooms)</b>
9:00 – 9:15	<b>Conference Welcome (Sequoia/Glacier Rooms)</b>
9:15—10:30	<b>Keynote Address: Ray Kurzweil (Sequoia/Glacier Rooms)</b>
10:30—11:00	<b>Refreshment Break (Parkside Room)</b>
11:00—12:30	<p><b>Session 1A—Understanding How Readers Respond to Texts</b>  <b>Sequoia Room</b>            Menno de Jong, University of Twente            Leo Lentz, Utrecht University            Professional Writers and Empathy</p> <p>Charlsye Diaz, University of Maine            The Human Element: Defining the Rhetorical Situation in the Patent Application Process</p> <p>Liesbeth Rentinck, National Institute for Public Health and the Environment, The Netherlands            Michael Steehouder, University of Twente            Judgment of Policy Advises: The Disharmony Between Judgment and Registered Problems</p>
11:00—12:30	<p><b>Session 1B—Engineering Management</b>  <b>Boardroom (Fifth Floor)</b>            Jan Jekielek, Nutshell Models            Communication Solutions for Today's Engineering Management</p> <p>Paul Dombrowski, University of Central Florida            Rebuilding NASA—Communication Issues</p>

11:00—12:30	<p><b>Session 1C—Research in Procedural Discourse</b>  <b>Glacier Room</b>  Nicole Loorbach, University of Twente  Joyce Karreman, University of Twente  Michael Steehouder, University of Twente  The Effects of Adding Motivational Elements to User Instructions</p> <p>Hans van der Meij, University of Twente  Designing for User Cognition and Affect in Software Instructions</p> <p>Debopriyo Roy, University of Aizu  Designing an Experimental Study to Explore Spatial Representations in English Software Manuals for Non-native Speakers</p>
11:00—12:30	<p><b>Session 1D—Creating Content for the 21<sup>st</sup> Century</b>  <b>Carlsbad Room</b>  Neil Perlin, Hyper/Word Services  Creating Help in the Web 2.0 Era</p> <p>Neil Perlin, Hyper/Word Services  Structured Authoring Without Framemaker or DITA</p>
12:30—1:30	<p><b>Networking Lunch (Patio)</b></p>
1:30--3:00	<p><b>Session 2A—Broadening Our Understanding of Usability</b>  <b>Sequoia Room</b>  Philip Bernick, The Institute for Common Environments, LLC  Pierre Laroche, New Mexico State University  Beyond Usability: Habitability</p> <p>Sean Williams, Clemson University  User Experience Design for Technical Communication</p> <p>Matt Eliot, University of Washington  Digital Product Use and Well-Being</p>

1:30--3:00	<p><b>Session 2B—New Perspectives on Human and Machine Language Glacier Room</b></p> <p>Alan Manning, Brigham Young University Nicole Amare, University of South Alabama <i>A Simpler Approach to Grammar: (Re)engineering Parts-of-Speech Instruction to Assist EFL/ESP Students</i></p> <p>Robert Krull, Rensselaer Polytechnic Institute <i>Embodied Language and Procedural Documentation</i></p> <p>Takashi Okuda, Aichi Prefectural University <i>A New Transforming Method from Tacit Knowledge to Explicit Knowledge by Using a Humanoid Robot for Verbalization</i></p>
1:30--3:00	<p><b>Session 2C—Information and Communication Security Boardroom (Fifth Floor)</b></p> <p>Mark Haselkorn, University of Washington With panelists: Randy Kemp, University of Washington Rebecca Walton, University of Washington <i>Engineering Human Communication in Multi-Institutional Safety and Security Systems (Panel)</i></p> <p>Brenda Huettner, P-N Designs, Inc. <i>Preparing for the Worst: Creating and Implementing an Information Security Plan</i></p>
1:30--3:00	<p><b>Session 2D—Pondering Pedagogy in Engineering Education (Panel) Carlsbad Room</b></p> <p>Jennifer Turns, University of Washington Marie Paretti, Virginia Tech</p>
3:00—3:30	<p><b>Refreshment Break (Parkside Room)</b></p>

3:30—5:00	<p><b>Session 3A—Improving the Usability of Documents</b>  <b>Sequoia Room</b>  Randall Walker, Walker Reading Technologies, Inc.  Phil Schloss, Walker Reading Technologies, Inc.  Charles Vogel, Walker Reading Technologies, Inc.  Adam Gordon, Walker Reading Technologies, Inc.  Charles R. (Randy) Fletcher, University of Minnesota  Stan Walker, Northwest Eye Clinic  Visual-Syntactic Text Formatting: Theoretical Basis and Empirical Evidence for Impact on Human Reading</p> <p>Quan Zhou, University of Washington  David K. Farkas, University of Washington  Improving Reading with QuickScan: Introduction and Experimental Validation</p> <p>Yiqin Wang, Harbin Institute of Technology  Culture and Text-Graphic Relationships—A Study of Automotive Service Literature from China and Germany</p>
3:30—5:00	<p><b>Session 3B—Teaching Cross-Cultural Communication</b>  <b>Glacier Room</b>  Madelyn Flammia, University of Central Florida  Yvonne Cleary, University of Limerick  Darina Slattery, University of Limerick  Technology Use and Communication Strategies of Irish and US Students in Virtual Teams</p> <p>Kathryn E. O'Donnell, Metropolitan State College of Denver  Brian Traynor, Mount Royal College  Small Steps to International Program Partnering</p> <p>George Hayhoe, Mercer University  Preparing Students to Survive and Thrive in the Flat World</p>

3:30—5:00	<p><b>Session 3C—Academic Program Innovation</b>  <b>Yellowstone Room</b>  Kathryn Riley, Illinois Institute of Technology  Michael Davis, Illinois Institute of Technology  Apryl Cox, Illinois Institute of Technology  James Maciukenas, Illinois Institute of Technology  “Ethics in the Details”: An NSF Project to Integrate Ethics into the Graduate Engineering Curriculum</p> <p>Helen M. Grady, Mercer University  Nancy W. Coppola, New Jersey Institute of Technology  Robert Krull, Rensselaer Polytechnic Institute  Who’s Doing What? Three Perspectives in Online Graduate Technical Communication Programs</p> <p>Warren Waggenpack, Louisiana State University  Warren Hull, Louisiana State University  Lillian Bridwell-Bowles, Louisiana State University  Karen Powell, Louisiana State University  Jennifer Kelso-Farrell, Louisiana State University  David Bowles, Louisiana State University  Integrating Technical Communication into Engineering Curricula—An Implementation Model and Tools for Assessment of Success</p>
3:30—5:00	<p><b>Session 3D—Globalization</b>  <b>Carlsbad Room</b>  Kazuaki Yamauchi, University of Aizu  Thomas Orr, University of Aizu  International Negotiation from Japanese Perspectives</p> <p>Thomas Orr, University of Aizu  Yoshimasa A. Ono, University of Tokyo  Kumiko M. Morimura, University of Tokyo  International Negotiation in the Field of Information Technology: A Survey of Critical Concerns</p> <p>Debbie Davy, DK Consultants Inc.  Technical Communication and Consulting: The Flat World Alignment Paradigm, or Why Technical Communication Consultants Have Nothing to Fear from Offshoring</p>
5:30—7:00	<p><b>Informal Networking / No-Host Bar (Patio)</b></p>

<b>Tuesday, October 2</b>	
8:00 – 9:00	<b>Continental Breakfast (Parkside) and Registration (Lobby)</b>

9:00—10:30	<p><b>Session 4A—Tools for Workplace Collaboration</b>  <b>Glacier Room</b>  Christopher Lam, Illinois Institute of Technology  Jo Mackiewicz, Illinois Institute of Technology  A Case Study of Coherence in Workplace Instant Messaging</p> <p>Brenda Huettner, P-N Designs, Inc.  Kit Brown, Comgenesis, LLC  Char James-Tanny, JTF Associates, Inc.  Choosing the Right Tools for Your Virtual Team: Evaluating Wikis, Blogs, and other Collaborative Tools</p> <p>Philip Bernick, The Institute for Common Environments, LLC  James Palazzolo, Arizona State University  Validating Wikis and Other Collaborative Writing Tools</p>
9:00—10:30	<p><b>Session 4B—Online Data Visualization</b>  <b>Sequoia Room</b>  James Maciukenas, Illinois Institute of Technology  Kathryn Riley, Illinois Institute of Technology  Toward a Feature System for Analyzing Dynamic Web Interfaces</p> <p>Liesbeth Rentinck, National Institute for Public Health and the Environment, The Netherlands  A Dual Way to Design a Navigation Menu: Concrete “Storylines” Combined with a Negotiation Process</p> <p>Charles Kostelnick, Iowa State University  The Visual Rhetoric of Online Interactive Data Display</p>
9:00—10:30	<p><b>Session 4C—Research for a Better Web Experience</b>  <b>Boardroom (Fifth Floor)</b>  Joyce Karreman, University of Twente  Nicole Loorbach, University of Twente  Paragraphs or Lists? The Effects of Text Structure on Websites</p> <p>Thea van der Geest, University of Twente  User-Centered Design Beyond Usability: Adapting Service-Oriented Websites to Users’ Demands</p>
9:00—10:30	<p><b>Session 4D—Training to Go (Tutorial)</b>  <b>Carlsbad Room</b>  Neil Perlin, Hyper/Word Services</p>
9:00—10:30	<p><b>Session 4E—Building Communication with Access for All (Tutorial)</b>  <b>Yellowstone Room</b>  Rick Ells, University of Washington</p>

10:30—11:00	<b>Refreshment Break (Lower Parkside)</b>
11:00—12:00	<p><b>Session 5A—Multimedia for Online Learning</b>  <b>Glacier Room</b>  Keith B. Hopper, Southern Polytechnic State University  Betty Oliver, Southern Polytechnic State University  Evaluation of Microsoft Producer for Streaming Dynamic Content in Courses in Technical Communication and in Corporate Training Development</p> <p>Barbara Nordin, Knowledge Anywhere  Marc Ann Perrine, Knowledge Anywhere  Developing Online Learning for the Clinical Laboratory</p>
11:00—12:30	<p><b>Session 5B—Health and Environmental Communication</b>  <b>Boardroom</b>  Catherine F. Smith, East Carolina University  Donna J. Kain, East Carolina University  Heather E. Ward, East Carolina University  Roberta Thuman, Town of Nags Head  Emergency Communication: Problematics in Public Discourse Regarding Hurricane Risks and Hazards</p> <p>Russell Willerton, Boise State University  Technical Communication in the Realm of Online Health Information</p> <p>Roger Munger, Boise State University  Go Green: Making the Case for Eco-Friendly Printing at Your Organization</p>
11:00—12:30	<p><b>Session 5C—Connecting Users to the Information They Need</b>  <b>Parkside Room</b>  Ginnifer Mastarone, University of Illinois at Chicago  Susan Feinberg, Illinois Institute of Technology  Access to Legal Services: Organizing Better Self-Help Systems</p> <p>Lex van Velsen, University of Twente  Thea van der Geest, University of Twente  Rob Klaassen, University of Twente  Testing the Usability of a Personalized System: Comparing the Use of Interviews, Questionnaires and Thinking-Aloud</p> <p>Mousumi Chatterjee, Mobius Management Systems  Design Research: Building a Human-Centered System</p>

11:00—12:30	<p><b>Session 5D—Landmark Paper Authors in the <i>Transactions</i> on the Challenges of Engineering the Future of Human Communication (Panel)</b>  <b>Carlsbad Room</b>  Kim Sydow Campbell, University of Alabama, Moderator  Panelists:  Paul M. Dombrowski, University of Central Florida  Menno de Jong, University of Twente  Charles Kostelnick, Iowa State University  Hans van der Meij, University of Twente  Barbara Mirel, University of Michigan  Judy Ramey, University of Washington  Stephanie Rosenbaum, Tec-Ed, Inc.  Karen Schriver, KSA, Document Design &amp; Research</p>
11:00—12:30	<p><b>Session 5E—Best Practices for Information Management on Corporate Intranets for Knowledge Workers (Panel)</b>  <b>Sequoia Room</b>  Karla Steele, The Boeing Company, Moderator  Panelists:  Joe Meadows, Internet Infrastructure Services, Boeing  Emily Moon, Site Manager, Microsoft Learning Web, Microsoft  Woody Pidcock, Enterprise Architecture, Boeing  Eric Wang, CMS Manager, Content &amp; Creative Services AT&amp;T Mobility  Samantha Starmer, CMG Market Research &amp; Insights, Microsoft  Trish Camozzi-Ekberg, Knowledge Integrator, Weyerhaeuser</p>
12:30—2:00	<p><b>Lunch Banquet: Chris Linnett, Marchex (Yellowstone/Glacier Rooms)</b></p>
2:00—3:30	<p><b>Session 6A—Information Design and Communication Dialogs</b>  <b>Sequoia Room</b>  Kathryn Moberand, University of Washington  Elisabeth Cuddihy, University of Washington  Edward Galore, University of Washington/Microsoft  Jan Spyridakis, University of Washington  The Effect of Structural Cues on User Comprehension, Navigational Behavior, and Perceptions</p> <p>Kenneth Price, Western Carolina University  Enhancing Technical Communication: Contemporary Applications for Advance Organizers</p> <p>Michael Steehouder, University of Twente  How Helpdesk Agents Help Clients</p>

2:00—3:30	<p><b>Session 6B—Contributions in Theory, Research, and Professional Practice</b>  <b>Parkside Room</b></p> <p>Don Zimmerman, Colorado State University  Teresa Yohon, Colorado State University  Linda Stapel, Colorado State University  Using Theory to Enhance Technology Transfer and Diffusion of Innovations</p> <p>Charlotte van Hooijdonk, Tilburg University  Jurry de Vos, Tilburg University  Emiel Krahmer, Tilburg University  Alfons Maes, Tilburg University  Mariet Theune, University of Twente  Wauter Bosma, University of Twente  On the Role of Visuals in Multimodal Answers to Medical Questions</p> <p>Laurence Anthony, Waseda University  Thomas Orr, University of Aizu  Atsuko K. Yamazaki, Institute of Technologists  Signaling Transitions in Oral Presentations: Language and Strategies</p>
2:00—3:30	<p><b>Session 6C—Academic Program Evaluation</b>  <b>Carlsbad Room</b></p> <p>Marjorie T. Davis, Mercer University  Susan Codone, Mercer University  Program Assessment in Technical Communication: Work in Progress</p> <p>Julia Williams, Rose-Hulman Institute of Technology  Richard House, Rose-Hulman Institute of Technology  Anneliese Watt, Rose-Hulman Institute of Technology  Mapping the Future of Engineering Communication: Report on a Research Study of Engineering Faculty and Their Teaching of Writing as a Function of the ABET/EAC Criteria</p> <p>Judy Ramey, University of Washington  Michael Steehouder, University of Twente  Ten Years of Transatlantic Cooperation: Experiences and Perspectives of Two Departments</p> <p>Roger Grice, Rensselaer Polytechnic Institute  Robert Krull, Rensselaer Polytechnic Institute  Evaluating Our MS in HCI Program for Completeness and Relevance: Conducting and Incorporating both Internal and External Reviewing</p>

2:00—3:30	<p><b>Session 6D—Broader Skills for Students and Working Professionals Boardroom</b>  Cynthia Ryan, University of Alabama at Birmingham  Bodies of Interest: Meaning-Making in the Spaces between Expert and Lay Audiences</p> <p>Ann Jennings, University of Houston—Downtown  The Sales Aspect of Engineering Presentations</p> <p>Huiling Ding, Clemson University  Open Source: Platform for Virtual Service Learning and User-initiated Research</p>
3:30—5:00	<b>Poster Sessions and Vendor Demos/Refreshment Break (Glacier Room)</b>
6:30—9:00	<b>50<sup>th</sup> Anniversary Banquet and “Sock Hop” Celebration, Awards (Yellowstone Room)</b>

<b>Wednesday, October 3</b>	
8:00 – 9:00	<b>Continental Breakfast (Parkside Room) and Registration (Lobby)</b>
9:00—10:15	<p><b>Session 7A—Tech Com Fun and IEEE PCS History Carlsbad Room</b>  Luke Maki (Boeing) and Muriel Zimmerman (University of California Santa Barbara) star in a short comic drama  “The Job Interview”</p> <p>Rudy Joenk (IEEE PCS Former President)  Are the First Five Decades the Hardest?</p>
9:00—10:15	<p><b>Session 7B—Professional Skills for the 21<sup>st</sup> Century (Yellowstone Room)</b>  Judith M. Herr, Well Chosen Words  Engineering the Future of Human Communicators: Working Outside of the Documentation Box—Another Way (Workshop)</p> <p>Carl Chatfield, Microsoft  Suzanne Sowinska, Microsoft  How Microsoft Sees Professional Technical Communication as a Career Path (Panel)</p>

9:00—10:15	<p><b>Session 7C—Studying Users: Methods and Insights</b>  <b>Glacier Room</b>  Stephanie Rosenbaum, Tec-Ed, Inc.  Laurie Kantner, Tec-Ed, Inc.  Field Usability Testing: Method, Not Compromise</p> <p>Carolyn Y. Wei, Google  Capturing Mobile Phone Usage: Research Methods for Mobile Studies</p> <p>Barbara Mirel, University of Michigan  Usability and Usefulness in Bioinformatics: Evaluating a Tool for Querying and Analyzing Protein Interactions Based on Scientists' Actual Research Questions</p>
9:00—10:15	<p><b>Session 7D—Single Sourcing and Content Management</b>  <b>Sequoia Room</b>  David Dayton, Towson University  Prospectus for a Multimodal Study of Single Sourcing and Content Management</p> <p>Joan Lasselle, Lasselle-Ramsay, Inc.  Neville Fleet, Cisco Systems  Beyond Schedule and Budget: Using a Balanced Scorecard to Measure the Success of Content Management Projects</p>
9:00—10:15	<p><b>Session 7E—Japanese/English Instructional Programs</b>  <b>Boardroom</b>  Kiyomi Okamoto, Kansai University  Hiroshige Dan, Kansai University  Eiichi Yamamoto, Kansai University  Masahiko Fuyuki, Kansai University  Consolidative ESP</p> <p>Masashi Kato, University of Washington  Business Japanese Online: Live Interactive Oral Communication Training Program</p> <p>Yoshimasa A. Ono, The University of Tokyo  Kumiko Morimura, The University of Tokyo  Effective Methods for Teaching Technical English to Japanese Engineering Students: Case Study at the School of Engineering, The University of Tokyo</p>
10:15—10:45	<p><b>Refreshment Break (Parkside Room)</b></p>
10:45—12:00	<p><b>Session 8A— Communicating with Visual Media: A Primer (Workshop)</b>  <b>Glacier Room</b>  Tom Williams, University of Washington</p>

10:45—12:00	<p><b>Session 8B—PowerPoint</b>  <b>Carlsbad</b>  Wim Blokzijl, Delft University of Technology  Bas Andeweg, Delft University of Technology  The Effect of Text Slides Compared to Visualisations on Learning and Appreciation in Lectures</p> <p>David K. Farkas, University of Washington  The Mediation Effects of PowerPoint</p>
10:45—12:00	<p><b>Session 8C—Uses for the Social Web</b>  <b>Sequoia Room</b>  Mark Melenhorst, Telematica Instituut, The Netherlands  Mark van Setten, Telematica Instituut, The Netherlands  Exploring the Use of Tags in Recommendation Systems</p> <p>Tim Bombosch, Lasselle-Ramsay, Inc.  Mashups and Wikis and Blogs, Oh My! What Does Web 2.0 Mean for Technical Communications?</p> <p>Tiffany Zachry, Concurrent Technologies Corporation  Brian McCollum, K&amp;L Gates  Constructing Online Workspaces for Collaboration: An Experience with Two Cases of Contrasting Systems</p>
10:45—12:00	<p><b>Session 8D—Understanding and Responding to the Information Needs of Organizations</b>  <b>Boardroom</b>  Kejun Xu, University of Washington  Integrating Knowledge Management into Corporate Internal Communication</p> <p>Mark Zachry, University of Washington  Investigating New Techniques for Developing Meaningful Models of Knowledge Work</p> <p>Rebecca Walton, University of Washington  Technical Communication &amp; the Needs of Small Nonprofit Organizations</p>
12:00—12:30	<p><b>Farewell and Cider Toast to the Next 50 Years</b>  <b>Parkside Room</b>  (Box Lunches for People Going on the Boeing Tour)</p>
1:30	<p><b>Boeing Tour Leaves</b></p>