

# Liza Potts, Ph.D.

Michigan State University  
East Lansing, MI 48824 USA  
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## Faculty Appointments

### **Associate Professor of Digital Humanities July 2014 - Present**

Department of Writing, Rhetoric, & American Cultures  
College of Arts & Letters // Michigan State University

### **Assistant Professor of Digital Humanities August 2011 - June 2014**

Department of Writing, Rhetoric, & American Cultures  
College of Arts & Letters // Michigan State University

### **Assistant Professor of Writing, Culture, & Technology August 2008 - July 2011**

Department of English // College of Arts & Letters // Old Dominion University

## Administrative Appointments

### **Principal Researcher August 2019 - Present**

### **Director, August 2014 - August 2019 // Senior Researcher August 2011 - August 2014**

Writing, Information, & Digital Experiences Research (WIDE)  
Digital Humanities Lab in the College of Arts & Letters // Michigan State University

### **Director, Experience Architecture Undergraduate Program August 2014 - August 2016**

### **Founder / Lead Faculty for Experience Architecture Program August 2011- August 2014**

Undergraduate Degree Program in the College of Arts & Letters // Michigan State University

### **Director, Creativity Exploratory August 2014 - October 2014**

Creativity Exploratory (CE) in the College of Arts & Letters // Michigan State University

### **Director of User Experience Projects March 2012 - May 2014**

MATRIX Center for Digital Humanities & Social Sciences // Michigan State University

### **Founder / Co-Director, Center for Mediated Experience (CeME) August 2009 - July 2011**

College of Arts & Letters // Old Dominion University, Norfolk, Virginia

### **Course Director, Writing for the World Wide Web August 2009 - July 2011**

Department of Communication and Media // Rensselaer Polytechnic Institute, Troy, New York

## Education

### **Ph.D. Communication and Rhetoric 2007**

Department of Communication and Media // Rensselaer Polytechnic Institute

### **M.S. Technical Communication 2003**

Department of Communication and Media // Rensselaer Polytechnic Institute

### **Graduate Certificate in Human-Computer Interaction 2003**

Department of Communication and Media // Rensselaer Polytechnic Institute

### **B.A. English with a minor in History 1997**

Department of English // Florida Atlantic University

## Publications

### **Peer Reviewed Books and Digital Projects**

Potts, L. (2016-Present). Sherlockian.net. Managing, redesigning, maintaining, sustaining, curating, and archiving the premiere international cultural heritage website for one of the oldest fan communities in the world. Producing content for and managing multiple social media channels, including a Facebook page, Twitter feeds, and other community forums. Leading a team of students and mentoring them on appropriate best practices based on research. Conducting research on community needs, usability, and content strategy. With over 350 pages of content containing over 3,000 links, our recent monthly analytics calculated 371,000 impressions, 2,040 clicks, and 419 page views on our home page alone, this project amounts to a book-length project every year per the Dean's office. <http://sherlockian.net>.

Potts, L. with Beattie, M., Dallaire, E., Grimes, K., Turner, K. (2018). *Participatory memory: Fandom experiences across time and space*. Intermezzo at Enculturation digital press. <http://intermezzo.enculturation.net/06-potts-et-al.htm>.

Potts, L., Salvo, M. (2017). *Rhetoric and experience architecture*. Edited collection. South Carolina: Parlor Press. [http://www.parlorpress.com/rhetoric\\_experience\\_architecture](http://www.parlorpress.com/rhetoric_experience_architecture).

Potts, L. (2014). *Social media in disaster response: How experience architects can build for participation*. New York, NY: Routledge (Association of Teachers of Technical Writing Series). <https://www.routledge.com/Social-Media-in-Disaster-Response-How-Experience-Architects-Can-Build/Potts/p/book/9780415817417>.

### Peer Reviewed Journal Articles

Meloncon, L., Potts, L. (forthcoming 2020). "Recursive Participatory Mentoring: A New Model for Mentoring Women in the Technical Communication Workplace." *Technical Communication*.

Trice, M., Potts, L., Small, R. (2019). "Boycotting the Knowledge Makers: How Reddit Demonstrates the Rise of Media Blacklists and Source Rejection in Online Communities." *IEEE Transactions on Professional Communication*, 62 (4), 351-363.  
<https://ieeexplore.ieee.org/document/8894031>.

Trice, M., Potts, L. (2018). "Building Dark Patterns into Platforms: How GamerGate Perturbed Twitter's User Experience." *Present Tense*.  
<https://www.presenttensejournal.org/volume-6/building-dark-patterns-into-platforms-how-gamergate-perturbed-twitthers-user-experience/>.

Potts, L. (2017). "A Case of Sherlockian Identity: Irregulars, Feminists, and Millennials." *Transformative Works and Culture*. Vol. 25. <http://dx.doi.org/10.3983/twc.2017.1150>.

Turner, H., Nguyen, M., Keller, B., Sackey, D.J., Ridolfo, J., Pigg, S., Lauren, B., Potts, L., Hart-Davidson, B., Grabill, J. (2017). "WIDE Research Center as an incubator for graduate student experience." *Journal of Technical Writing and Communication*, 47 (2), 130-150.  
<http://journals.sagepub.com/doi/full/10.1177/0047287517692066>.

Gonzalez, L., Potts, L., Hart-Davidson, W., McLeod, M. (2016). "Revising a Content-Management Course for a Content Strategy World." *IEEE Transactions on Professional Communication*. Special issue on Content Management. IEEE. 59 (1).  
<http://ieeexplore.ieee.org/document/7438928/>.

Potts, L. (2015). "Can't Stop the Fandom: Writing Participation in the Firefly 'Verse." *Kairos* 19.3. Special issue on digital rhetoric and social media.  
<http://kairos.technorhetoric.net/19.3/topoi/potts/>.

Daer, A., Potts, L. (2014). "Teaching and Learning with Social Media: Tools, Cultures, and Best Practices." *Programmatic Perspectives*, 6 (2), 21-40.  
<http://cptsc.org/wp-content/uploads/2018/04/vol6-2.pdf>.

Potts, L. (2012). "Amanda Palmer and the #LOFNOTC: How Online Fan Participation is Rewriting Music Labels." *Participants: Journal of Audience & Reception Studies*, 9 (2). 360-382.  
<http://www.participations.org/Volume%209/Issue%202/20%20Potts.pdf>.

Potts, L. & Jones, D. (2011). "Contextualizing Experience: Tracing the Relationships Between People and Technologies in the Social Web." *Journal of Business and Technical*

*Communication*. 25 (2), 338-358.

<http://journals.sagepub.com/doi/pdf/10.1177/1050651911400839>.

Potts, L. (2011). "Balancing McLuhan with Williams: A Sociotechnical View of Technological Determinism." *International Journal of Sociotechnology and Knowledge Development*, 3 (2).

Reprinted in (2013) *Knowledge & Technological Development Effects on Organizational and Social Structures*. Edited by José Abdelnour-Nocera. IGI Global. 109-114.

Potts, L. (2010). "Consuming Digital Rights: Mapping the Artifacts of Entertainment." *Technical Communication*, 57 (3), 300-318.

<http://www.ingentaconnect.com/content/stc/tc/2010/00000057/00000003/art00005>.

Potts, L. (2009). "Using Actor Network Theory to Trace and Improve Multimodal Communication Design." *Technical Communication Quarterly*, 18 (3), 281-301.

<http://www.tandfonline.com/doi/abs/10.1080/10572250902941812>.

Potts, L. (2009). "Designing for Disaster: Social Software Use in Times of Crisis." *International Journal of Sociotechnology and Knowledge Development*, 1 (2), 33-46.

<http://www.igi-global.com/article/designing-disaster-social-software-use/4094>.

#### **Peer Reviewed Conference Proceedings**

Potts, L., Hanchek, B. (2019). "Expanding the Boundaries of the Sherlock Holmes Community by Making Space for Inclusive Participation." *Proceedings of the ACM International Conference on Design of Communication*. ACM SIGDOC. <https://dl.acm.org/doi/10.1145/3328020.3353922>

Potts, L., Mahnke, S., Small, R. (2018). "Designing an Experience Architecture for the International Fan Scholar Website Sherlockian.net." *Proceedings of the ACM International Conference on Design of Communication*. ACM SIGDOC.

<https://dl.acm.org/citation.cfm?doid=3233756.3233946>

Potts, L., del Hierro, V. (2017). "From Concept to Completion: Building a Digital Book." *Proceedings of the ACM International Conference on Design of Communication*. ACM SIGDOC.

<http://dl.acm.org/citation.cfm?id=3121124>

Gonzales, L., Potts, L., Turner, H., Brentnell, L. (2017). "Working with Ladies that UX: Building Academic/Industry Partnerships for User Research Projects." *Proceedings of the ACM International Conference on Design of Communication*. ACM SIGDOC.

<http://dl.acm.org/citation.cfm?id=3121217>

Potts, L., Mapes, K. (2016). "From Mumbai to Paris: Experiencing Disasters Across Social Media." *Proceedings of the HCI International Conference*. Springer for HCI International. Toronto, Ontario Canada.

Sullivan, P., Simmons, M., Moore, K., Meloncon, L., Potts, L. (2015). "Intentionally Recursive: A Participatory Model for Mentoring." *Proceedings of the ACM International Conference on Design of Communication*. ACM SIGDOC. <http://dl.acm.org/citation.cfm?id=2814672>.

Ryan, C., Potts, L. (2015). "Leading participant-centered research: an argument for taking a more strategic role as user experience architects." *Proceedings of the ACM International Conference on Design of Communication*. ACM SIGDOC. <http://dl.acm.org/citation.cfm?id=2775476>.

Getto, G., Potts, L., Gossett, K., Salvo, M. (2013). "Teaching UX: Designing Programs to Train the Next Generation of UX Experts." *Proceedings of the ACM International Conference on Design of Communication*. ACM SIGDOC. <http://dl.acm.org/citation.cfm?id=2507082>.

Potts, L., Harrison, A. (2013). "Interfaces as Rhetorical Constructions: Reddit and 4chan During the Boston Marathon Bombings." *Proceedings of the ACM International Conference on Design of Communication*. ACM SIGDOC. <http://dl.acm.org/citation.cfm?id=2507079>.

Mara, A., Potts, L., Bartocci, G. (2013). "The Ethics of Agile Ethnography." *Proceedings of the ACM International Conference on Design of Communication*. ACM SIGDOC. <http://dl.acm.org/citation.cfm?id=2507080>.

Potts, L., Seitzinger, J., Jones, D., Harrison, A. (2011). "Tweeting Disaster: Hashtags Constructions and Collisions." *Proceedings of the 29th ACM International Conference on Design of Communication*. Italy: ACM SIGDOC. [http://dl.acm.org/ft\\_gateway.cfm?id=2038522](http://dl.acm.org/ft_gateway.cfm?id=2038522).

Jones, D. & Potts, L. (2010). "Best Practices for Designing Third Party Applications for Contextually-Aware Tools." *Proceedings of the 28th ACM International Conference on Design of Communication*. Brazil: ACM SIGDOC. [http://dl.acm.org/ft\\_gateway.cfm?id=1878466](http://dl.acm.org/ft_gateway.cfm?id=1878466).

Potts, L. & Bartocci, G. (2009). "<Method>Experience Design</Method>." *Proceedings of the 27th ACM International Conference on Design of Communication*. Bloomington: ACM SIGDOC. <http://dl.acm.org/citation.cfm?id=1621999>.

Potts, L. (2009). "Peering into Disaster: Social Software Use from the Indian Ocean Earthquake to the Mumbai Bombings." *Proceedings of the International Professional Communication Conference*. Hawaii: IEEE. <http://ieeexplore.ieee.org/abstract/document/5438982/>.

Potts, L. (2009). "Experience Design for Participation." *Proceedings of the Sociotech Workshop at Interact '09 Conference*. Uppsala, Sweden: Sociotech-ID09.

Bartocci, G., Potts, L., Cotugno, C. (2008). "Communicating Ethnographic Findings Effectively within Multidisciplinary teams and to your Client." *Proceedings of the 26th ACM International*

*Conference on Design of Communication*. Portugal: ACM SIGDOC.  
<http://dl.acm.org/citation.cfm?id=1456556>.

Potts, L. (2008). "Diagramming with Actor Network Theory: A Method for Modeling Holistic Experience." *Proceedings of the International Professional Communication Conference*. Montreal: IEEE. <http://ieeexplore.ieee.org/document/4610231/>.

Potts, L. (2008). "Mapping the Social and Technical in the Wake of Disaster." *Proceedings of the 2008 Sociotech Interaction Design Workshop*. London: British Computing Society.

Potts, L. (2006). "Windows User Interfaces and Web User Interfaces: Convergence and Confusion in Online Experience." *Proceedings of the International Professional Communication Conference*. Saratoga Springs: IEEE. <http://ieeexplore.ieee.org/document/4114162/>.

Krull, R., Sundararajan, B., Sharp, M., Potts, L. (2004). "User Eye Motion with a Handheld Personal Digital Assistant." *Proceedings of the International Professional Communication Conference*. Minneapolis: IEEE. <http://ieeexplore.ieee.org/document/1375311/>.

### **Refereed Abstracts and Briefs**

Potts, L., Ngyeun, M. (2016). "Notation systems for rapid usability testing." Poster brief. *Proceedings of the ACM International Conference on Design of Communication*. ACM SIGDOC. <http://dl.acm.org/citation.cfm?id=2987635>.

Turner, H., Ngyeun, M., Potts, L. (2016). "Visualizing workflows in a growing research center." Poster brief. *Proceedings of the ACM International Conference on Design of Communication*. ACM SIGDOC. <http://dl.acm.org/citation.cfm?id=2987639>.

Scales, C., Potts, L. (2014). "Capturing the Ephemeral: Using Digital Tools to Record Sites of Participatory Memory." *Proceedings of the ACM International Conference on Design of Communication*. ACM SIGDOC. <http://dl.acm.org/citation.cfm?id=2666236>.

Tegtmeyer, R., Potts, L., Hart-Davidson, W. (2012). "Tracing and Responding to Foodborne Illness." Poster brief. *Proceedings of the 30th ACM International Conference on Design of Communication*. Seattle, WA: ACM SIGDOC. <http://dl.acm.org/citation.cfm?id=2379131>.

### **Book Chapters**

Gosset, K., Potts, L. (forthcoming 2020). "DigiDiss: A Project Exploring Digital Dissertation Policies, Practices, and Experiences." In *The Digital Dissertation: History, Theory, Practice* edited by Virginia Kuhn and Kathie Gossett.

Mahnke, S., Potts, L. (forthcoming 2020). "Subverting the Platform Flexibility of Twitter to Spread Misinformation." In *Platforms, Protests, and the Challenge of Networked Democracy* edited by John Jones and Michael Trice.



Potts, L., Gonzales, L. (2020). "Teaching Content Strategy in Technical Communication." In *Teaching Content Strategy in Technical and Professional Communication* edited by Tracy Bridgeford.

Small, R., Trice, M., Potts, L. (2019). "Values vs. Rules in Social Media Communities: How Platforms Generate Amorality on reddit and Facebook." In *Digital Ethics: Rhetoric and Responsibility in Online Aggression, Hate Speech, and Harassment* edited by Jessica Reyman and Erika M. Sparby. Routledge. <https://www.taylorfrancis.com/books/e/9780429266140>

Potts, L. (2018). "We Are the Network: Creating Gravity in the Digital Humanities." In *Networked Humanities* edited by Brian McNeely and Jeff Rice. Parlor Press. [https://www.parlorpress.com/networked\\_humanities](https://www.parlorpress.com/networked_humanities).

Potts, L., Dallaire, E., Turner, K. (2018). "Taking Tea at Elephant House: How Potterheads Researched Harry Potter During a Fandom-Focused Study Abroad." In *Transforming Harry: The Adaptation of Harry Potter in the Transmedia Age* edited by John Alberti and P. Andrew Miller. Wayne State University Press. <http://www.wsupress.wayne.edu/books/detail/transforming-harry>.

Potts, L. (2017). "Still Flying: Writing as Participatory Activism Circulating Across the Firefly 'Verse." In *Social Writing/Social Media: Pedagogy, Presentation, and Publics* edited by Stephanie Vie and Douglas Walls. WAC Clearinghouse *Perspectives on Writing* book series, a collaborative publication venture with Parlor Press. <https://wac.colostate.edu/books/social/>.

Potts, L., Mapes, K. (2016). "From Mumbai to Paris: Experiencing Disaster Across Social Media." In *HCI in Business, Government, and Organizations: eCommerce and Innovation* edited by Fiona Fui-Hoon Nah and Chuan-Hoo Tan. Springer Lecture Notes in Computer Science, vol 9751. Switzerland: Springer. [https://link.springer.com/chapter/10.1007/978-3-319-39396-4\\_7](https://link.springer.com/chapter/10.1007/978-3-319-39396-4_7).

Potts, L. (2015). "Archive Experiences: A Vision for User-Centered Design in the Digital Humanities." In *Rhetoric and the Digital Humanities* edited by Bill Hart-Davidson and Jim Ridolfo. Chicago: The University of Chicago Press. <http://press.uchicago.edu/ucp/books/book/chicago/R/bo18991168.html>.

Potts, L., Holden, D., Dobruse, K. (2015). "Fracturing Digital Entertainment by Kindling Rivalries and Blowing Steam." *Cultures of Copyright*. Editor Dànielle Nicole DeVoss and Martine Courant Rife. Peter Lang. <https://www.peterlang.com/view/9781453913475/9781453913475.00003.xml>.

Potts, L. (2014). "Usable DRM: Sailing the Pirate's Seas for Legal Entertainment." In *Legal Issues in Global Contexts* edited by Kirk St.Amant and Martine Rife. Baywood's Technical Communication Series. <https://www.crcpress.com/Legal-Issues-in-Global-Contexts-Perspectives-on-Technical-Communication/Amant-Rife/p/book/9780895038364>.

Neff, J., Potts, L., Whithaus, C. (2011). "Collaborative Methodologies for New Media Research: Using Grounded Theory and Contextual Inquiry." *Collaborative approaches to the Digital* edited by Laura McGrath. Computers and Composition Digital Press/Utah State University Press (ed. Gail Hawisher and Cynthia Selfe). <http://ccdigitalpress.org/ebooks-and-projects/cad>.

Potts, L. (2011). "Sociotechnical Uses of Social Web Tools During Disasters." In *Knowledge Development and Social Change through Technology: Emerging Studies* edited by Elayne Coakes. Information Science Reference (an imprint of IGI Global).  
<https://www.igi-global.com/book/knowledge-development-social-change-through/47403>.

### **Digital Publications**

Potts, L. (2018). "Sherlockian Interpretations of Johnlock." For the User Generated Content issue of *In Media Res*. Reviewed by the editor.  
<http://mediacommons.futureofthebook.org/imr/2018/04/07/sherlockian-interpretations-johnlock>.

Potts, L. (2015). "Lana Wachowski." In *#FavWomenFilmmaker* edited by Alexandra Hidalgo.  
<https://vimeo.com/145301908>.

Potts, L. (2013-2016). Social Media in Disaster Response. Providing templates, tools, supplemental material, and a resources for information about tracing digital culture. Was located at <http://socialdisasterresponse.org>.

Potts, L., Gossett, K. (2012-2016). Digital Dissertation Repository: Building an Open-Source Archive for Born Digital Dissertations. Providing information about the project, the results of the workshop, and discussions leading to our public white paper in 2013. <http://digidiss.eserver.org/>.

Potts, L. Tegtmeyer, R., Hart-Davidson, W. (2013-2015). "Foodborne Illness Keywords on Twitter." WIDE Research. Prototype designed.

Potts, L., Tegtmeyer, R. (2013). "Vietnam Archive Map." Matrix. Prototype tested and developed.

Potts, L., McLeod, M., Jones, D. (2013). "Digging in the Right Place: Rhetoric & User Experience." Storify built and curated for Computers & Writing 2013 conference.  
<http://storify.com/LizaPotts/digging-in-the-right-place-rhetoric-and-user-exper>.

Potts, L. (2011). "Contextual Inquiry." Video storyboarding, script, narration, and direction for "Collaborative Methodologies for New Media Research: Using Grounded Theory and Contextual Inquiry." *Collaborative Approaches to the Digital*. Editor Laura McGrath. Computers and Composition Digital Press/Utah State University Press (ed. Gail Hawisher and Cynthia Selfe) [http://ccdigitalpress.org/cad/Ch1\\_Neff\\_Potts\\_Whithaus.pdf](http://ccdigitalpress.org/cad/Ch1_Neff_Potts_Whithaus.pdf). Filming and editing by Kathie Gossett.



Potts, L. (2010). "Designing for Disaster: Social Software Use in Times of Crisis." Reprint of proceedings paper. *Social Computing: Concepts, Methodologies, Tools, and Applications*. IGI Global. <http://www.igi-global.com/chapter/designing-disaster-social-software-use/39782>.

### **Technical Reports and White Papers**

Potts, L., Gonzales, L., Turner, H., Brentnell, L. (2017). "Organizations Made By and For Women: The Ladies that UX Case Study" White paper. Michigan State University: WIDE Research Center. Deposited in Humanities Commons: <http://dx.doi.org/10.17613/M60V5N>

Potts, L., Jackson, J., Ismirle, J, Swierenga, S.J. (2015). "Usability Evaluation for TechSmith: Camtasia." Usability/Accessibility Research and Consulting Research Report (UARCS). Michigan State University.

Potts, L., Jackson, J., Ismirle, J, Swierenga, S.J. (2015). "Usability Evaluation for TechSmith: Snagit." Usability/Accessibility Research and Consulting Research Report (UARCS). Michigan State University.

Potts, L., Ismirle, J., Deaton, P., Zantjer, R., Swierenga, S.J. (2015). "Unit Administrator Group EBS Portal Usability Evaluation: MSS Group." Usability/Accessibility Research and Consulting Research Report (UARCS). Michigan State University.

Potts, L., Ismirle, J., Deaton, P., Zantjer, R., Swierenga, S.J. (2015). "MSS Group EBS Portal Usability Evaluation: MSS Group." Usability/Accessibility Research and Consulting Research Report (UARCS). Michigan State University.

Potts, L., Ismirle, J., Deaton, P., Zantjer, R., Swierenga, S.J. (2015). "ESS Group EBS Portal Usability Evaluation." Usability/Accessibility Research and Consulting Research Report (UARCS). Michigan State University.

Potts, L. (2014). "Usability Testing: Vietnam Archive." Matrix Research Report. Michigan State University.

Potts, L. (2013). "Landscape Analysis: Vietnam Archive." Matrix Research Report. Michigan State University.

Potts, L., Gossett, K. (2013). "Building an Open-Source Archive for Born-Digital Dissertations." Whitepaper produced in support of our NEH Digital Humanities Startup grant. Washington, D.C.: National Endowment for the Humanities.  
<https://securegrants.neh.gov/publicquery/main.aspx?f=1&gn=HD-51561-12>.

Potts, L., Gossett, K. (2012). "Interim Report: Building an Open-Source Archive for Born-Digital Dissertations." Interim report produced in support of our NEH Digital Humanities Startup grant. Washington, D.C.: National Endowment for the Humanities.

Potts, L. (2012). "Heuristic Assessment of the Quilt Index." Matrix Research Report. Michigan State University.

### **Posters**

Potts, L., Ngyeun, M. (2016). "Notation systems for rapid usability testing." *ACM International Conference on Design of Communication*. Silver Spring, MD: ACM SIGDOC.

Turner, H., Ngyeun, M., Potts, L. (2016). "Project Management Workflows for Digital Humanities Research Centers." *ACM International Conference on Design of Communication*. Silver Spring, MD: ACM SIGDOC.

Scales, C., Potts, L. (2014). "Capturing the Ephemeral: Using Digital Tools to Record Sites of Participatory Memory." *ACM International Conference on Design of Communication*. Denver, CO: ACM SIGDOC.

Tegtmeyer, R., Potts, L., Hart-Davidson, W. (2012). "Tracing and Responding to Foodborne Illness." *ACM International Conference on Design of Communication*. Seattle, WA: ACM SIGDOC.

Potts, L. (2004). "Constructing the Self Online: A Blogger's Keywords to Identity." *International Professional Communication Conference*. Minneapolis, MN: IEEE.

### **Editorials**

Potts, L. (2013-16). "Notes from the Chair." *Communication Design Quarterly*. New York: ACM:SIGDOC. Vol 4, Issue 2B; Vol 4, Issue 1; Vol 3, Issue 4; Vol 3, Issue 3; Vol 3, Issue 2; Vol 3, Issue 1; Vol 2, Issue 4; Vol 2, Issue 3; Vol 2, Issue 2; Vol 2, Issue 1; Vol 1, Issue 4; Vol. 1, Issue 3.

Potts, L., Vie, S., Gunning, S., Armfield, D.M. (2016). "Notes from the SIG." *Communication Design Quarterly*. New York: ACM:SIGDOC. Vol 4, Issue 2A.

Potts, L., Albers, M. (2013). "Editorial: The next generation on design of communication." *Communication Design Quarterly*. New York: ACM:SIGDOC. Vol 1, Issue 2.

Potts, L., Albers, M. (2012). "Defining the Design of Communication." *Communication Design Quarterly*. New York: ACM:SIGDOC. Vol 1, Issue 1.

## Encyclopedia Entries

Potts, L. (2012 digital version). "Power Law Networks." *Encyclopedia of Social Networks*. Editor George A. Barnett. Thousand Oaks, CA: SAGE. SAGE Reference Online. <http://www.sage-ereference.com/view/socialnetworks/n293.xml>.

Potts, L. (2011). "Power Law Networks." *Encyclopedia of Social Networks*. Editor George A. Barnett. Thousand Oaks, CA: SAGE. 717-19.

Potts, L. (2008). "Virtual Reality." *Battleground: Science and Technology*. Editor Sal Restivo. Greenwood Press.

## Industry Practitioner and Popular Press Articles

Potts, L., Lauren, B., Tegtmeyer, R., Schopierary, S. (2015). "Killer Robots and the Humanities: Building an Interdisciplinary UX Program." *UXPA Magazine*. User Experience Professional Association. <http://uxpamagazine.org/killer-robots-and-the-humanities/>.

Potts, L. (2015). "Social Media Systems in Times of Disaster: Users Becoming Participants." *UXPA Magazine*. User Experience Professional Association. <http://uxpamagazine.org/social-media-systems-in-times-of-disaster/>.

Potts, L. (2010). "Tracing Disasters Through Digital Culture." *Quest Research Magazine*. Old Dominion University.

## Keynotes and Invited Talks

### Keynotes

Potts, L. (2018). "Patterns of Experience Architectures: Investigating Platforms, Groups, and Policies in Social Spaces." Keynote. *Maynar: PhD Graduate Seminar*. Texas Tech, Lubbock, Texas.

Potts, L. (2016). "Experience Architecture as an Innovation in the Practices of the Digital Humanities." Keynote. *HASTAC*. Arizona State University, Tempe, Arizona.

Sullivan, P., Simmons, M., Meloncon, L., Potts, L., Eble, M., Moore, K., Jones, N. (2015). "Diana Award for Women in Technical Communication." Keynote. *ACM International Conference on Design of Communication*. University of Limerick, Limerick, Ireland: ACM: SIGDOC.

Potts, L., Gossett, K. (2015). "Building a Platform for Digital Dissertations." Keynote. Symposium on Digital Dissertations. Royal Academy of Ireland and Trinity College, Dublin, Ireland. <https://vimeo.com/134638137>.

Potts, L. (2014). "Experience Architecture: The Strategy of Digital Experience." Keynote for North Carolina State University's joint conference on *Collaborations in Humanities, Arts, & Technology (CHAT)* sponsored by the Communication, Rhetoric, and Digital Media (CDRM) program and the *User Experience & Human Computer Interaction (HCI)* conference sponsored by the Department of Computer Science.

### **Invited Lectures, Panels and Presentations**

Potts, L. (2019). "After Canon Ends." 221B Con. Atlanta, GA.

Potts, L. (2019). "Teaching and Fandom." 221B Con. Atlanta, GA.

Potts, L. (2018). "Sherlockian.net Redesign: An Update from the Caretaker." Scintillation of Scions. Baltimore, Maryland.

Potts, L. (2018). "Fandom Statistics for Sherlockians." 221B Con. Atlanta, GA.

Potts, L., Nur Cooley, S., Turner, H., Del Hierro, V. (2017). "Developing Feminist, Community-Driven Research Centers." Multilingual User Experience Symposium. University of Texas at El Paso. El Paso, Texas. Contributed at a distance.

Potts, L. (2017). "Technical Communication and Fan Studies Research." Invited lecture for the student chapter of the Society of Technical Communication. University of Texas at El Paso. El Paso, TX.

Potts, L. (2017). "Sherlockian.net Redesign." Scintillation of Scions. Baltimore, Maryland.

Potts, L. (2017). "Fan Studies and Sherlock Holmes." 221B Con. Atlanta, GA.

Potts, L. (2016). "User Experience and Social Media." Invited lecture for graduate program in English Studies. Old Dominion University. Norfolk, VA.

Potts, L. (2016). "Actors, Networks, and Disaster." Invited lecture for graduate program in Technical Communication & Rhetoric. Texas Tech University. Lubbock, Texas.

Potts, L. (2016). "Fandom: Our Own Stories." 221B Con. Atlanta, GA.

Potts, L. (2015). "Usability of Social Media During Times of Disaster." World Usability Day invited speaker, all-women leaders/speakers. Held at Michigan State University and organized by Usability/Accessibility Research and Consulting (UARC). East Lansing, MI.

Potts, L. (2015). "SIGDOC 2015 Conference Opening Remarks from the Chair." ACM International Conference on Design of Communication (ACM: SIGDOC). Limerick, Ireland.

Potts, L. (2015). "Publishing in the Field of Technical Communication." Invited lecture for graduate program in English. Iowa State University. Ames, Iowa.

Potts, L. (2015). "Participatory Memory and Sherlock Holmes." Invited participant. 221B Con. Atlanta, GA.

Potts, L. (2015). "Editor's Roundtable." Invited panelist. Annual Conference of the Association of Teachers of Technical Writing. Tampa, FL: ATTW.

Potts, L., Johnson-Eilola, J., Anderson, D. (2015). "Dialog on Technology & Writing." Annual Convention of the Conference on College Composition and Communication. Tampa, FL: CCCC.

Potts, L., (2014). "Of Participation, Memory, and Fandom: 'Trust me. I'm the Doctor.'" Invited talk for the Hutton Lecture Series in Rhetoric and Composition. Purdue University.

Potts, L. (2014). "SIGDOC 2014 Conference Opening Remarks from the Chair." ACM International Conference on Design of Communication (ACM: SIGDOC). Colorado Springs, CO.

Potts, L. (2014). "Editor's Roundtable." Invited panelist. Annual Conference of the Council for Programs in Technical and Scientific Communication. Colorado Springs, CO: CPSTC.

Potts, L., (2014, unable to attend). "Digital Rhetoric: Social Media." Invited speaker for Super Session on Digital Rhetoric. Rhetoric Society of America. San Antonio, TX: RSA.

Potts, L. (2014). "Digital Dissertations in Rhetoric and Composition." Invited speaker for the Doctoral Consortium at CCCCs. Indianapolis, IN: NCTE CCCCs.

Potts, L. (2014). "SIGDOC and ATTW: Mentoring and Growing Our Members." Invited speaker for the Second Annual Women's Luncheon at the Association of Teachers of Technical Writing Annual Conference. Indianapolis, IN: ATTW.

Potts, L. (2014). "Establishing Digital Humanities Curriculum and Research Programs." Invited talk for North Carolina State University's Digital Humanities planning group. Guests include representatives from the University of North Carolina's Digital Innovation Lab and Duke University's Digital Knowledge Lab.

Potts, L. (2013). "From Documentation to Experience: Technical Communicators as Architects of Information." Invited speaker for Technical Communication Workshop, Mittuniversitetet (Mid Sweden University), Östersund, Sweden.

Potts, L. (2013). "State of the SIG." Chair's speech at the ACM International Conference on Design of Communication, Greenville, North Carolina.

Potts, L. (2013). "Better Together: SIGDOC and ATTW." Invited speaker for the First Annual Women's Luncheon at the Association of Teachers of Technical Writing Annual Conference, Las Vegas.

Potts, L., Katz, S., Hiscoe, D. (2012). "Succeeding outside of the Academy." Roundtable for Ph.D. students at North Carolina State University.

Potts, L., Gossett, K. (2012). "Start-Up Project for Digital Dissertations." Presentation for the National Endowment for the Humanities, Office of the Digital Humanities. Washington, D.C.

Potts, L. (2011). "Rhetoric: A Roundtable." Panel discussion with Anne Wysocki, Kathie Gossett, David Metzger, Kevin Moberly, and Janet Bing. Emergence(s): A Rhetoric Symposium. Old Dominion University.

Potts, L. (2007). "Web 2.0 for Business: How Social Networking, Personalized Portals, and Web 2.0 Technologies Will Change How We Work." Panel discussion. Eastern Technology Council. Pennsylvania State University, Grand Valley, Pennsylvania.

Potts, L., Nuschke, P. (2007). "Picis: Redesigning Emergency Department Software." Third Annual World Usability Day. With Paul Nuschke University of Pennsylvania, Philadelphia, Pennsylvania.

Potts, L. (2007). "The Role of Failure in Design." Panel discussion. PhillyCHI and The iSchool at Drexel University. Philadelphia, Pennsylvania.

### **Workshops and Special Events**

Sullivan, P., Jones, N., Simmons, M., Gonzales, L., Meloncon, L., Potts, L., Haas, Angela, Moore, K. (2019). "Women in Technical Communication Service Project." ACM International Conference on the Design of Communication (ACM: SIGDOC). Portland, OR.  
<https://sigdoc.acm.org/conference/2019/program/women-in-tech-comm-service-project/>

Sullivan, P., Simmons, M., Gonzales, L., Haas, A., Meloncon, L., Potts, L., Moore, K., Jones, N. (2019). "Women in Technical Communication 7th Annual Luncheon." Association for Teachers of Technical Writing. Pittsburgh, PA: ATTW.

Sullivan, P., Simmons, M., Meloncon, L., Potts, L., Moore, K., Jones, N. (2018). "Women in Technical Communication Breakfast." ACM International Conference on Design of Communication (ACM: SIGDOC). Milwaukee, WI.

Potts, L. (2018). "Creating Archive Experiences." Invited facilitator for the National Archives of Composition and Rhetoric CCCC Workshop "Building Community-Based Archives." Kansas City, MO: CCCC. Contributed at a distance.



Sullivan, P., Simmons, M., Meloncon, L., Potts, L., Moore, K., Jones, N. (2018). "Women in Technical Communication 6th Annual Luncheon." Association for Teachers of Technical Writing. Portland, OR: ATTW. Contributed at a distance.

Sullivan, P., Simmons, M., Meloncon, L., Potts, L., Moore, K., Jones, N. (2017). "Women in Technical Communication's Breakfast." ACM International Conference on Design of Communication (ACM: SIGDOC). Nova Scotia, Canada.

Potts, L., Nur Cooley, S., Turner, H., Del Hierro, V. (2017). "Developing Feminist, Community-Driven Research Centers." Multilingual User Experience Symposium. University of Texas at El Paso. El Paso, Texas. Contributed at a distance.

Potts, L. (2017). "User Experience and the Digital Humanities Archive." Invited speaker and roundtable moderator for the National Archives of Composition and Rhetoric CCCC Workshop "Cultivating Archival Connections: Building, Working, and Teaching in Archives." Portland, OR: CCCC.

Sullivan, P., Simmons, M., Meloncon, L., Potts, L., Moore, K., Jones, N. (2017). "Women in Technical Communication 5th Annual Luncheon." Association for Teachers of Technical Writing. Portland, OR: ATTW.

Potts, L., Salvo, M. (2016). "Experience Architecture as a Pathway for Technical Communication Programs." Annual Conference of the Council for Programs in Technical and Scientific Communication. Savannah, GA: CPSTC. Conference cancelled due to Hurricane. Provided materials for colleagues to conduct same workshop at CPTSC 2017.

Simmons, M., Potts, L., Moore, K. (2016). "Women in Technical Communication Breakfast Workshop." Thought leadership, organization, and facilitation team. ACM International Conference on Design of Communication (ACM: SIGDOC). Silver Spring, MD.

Potts, L. (2016). "Ignite Talks: Gender and Diversity in the Design of Communication." Thought leader, organizer, and facilitator. ACM International Conference on Design of Communication (ACM: SIGDOC). Silver Spring, MD.

Sullivan, P., Simmons, M., Meloncon, L., Potts, L., Moore, K., Jones, N. (2016). "Women in Technical Communication 4th Annual Luncheon." Association for Teachers of Technical Writing. ATTW.

Simmons, M., Potts, L., Moore, K. (2015). "Women in Technical Communication Breakfast Workshop." ACM International Conference on Design of Communication (ACM: SIGDOC). Limerick, Ireland.

Potts, L. (2015). "Ignite Talks: Experience Architectures." Thought leader and facilitator. ACM International Conference on Design of Communication (ACM: SIGDOC). Limerick, Ireland.

Invited participant in the Limerick 2015 Round Table Leadership Discussion on Technical and Professional Communication at ProComm 2015. Limerick, Ireland.

Potts, L. (2015). "Digital Dissertations." Workshop held at the Royal Academy of Ireland and Trinity College. Dublin, Ireland.

Sullivan, P., Simmons, M., Meloncon, L., Potts, L., Eble, M., Moore, K., Jones, N. (2015). "Women in Technical Communication." Association for Teacher's of Technical Writing. Indianapolis, IN: ATTW.

Sullivan, P., Simmons, M., Meloncon, L., Potts, L., Eble, M., Moore, K., Jones, N. (2014). "Women in Technical Communication: Workshop." Facilitator. Annual Conference of the Council for Programs in Technical and Scientific Communication. Colorado Springs, CO: CPSTC.

Potts, L. (2015). "Ignite Talks: Communication and Design." Thought leader and facilitator. ACM International Conference on Design of Communication (ACM: SIGDOC). Colorado Springs, CO.

Sullivan, P., Simmons, M., Meloncon, L., Potts, L., Eble, M., Moore, K., Jones, N. (2014). "Women in Technical Communication: Breakfast." Facilitator. ACM International Conference on Design of Communication (ACM: SIGDOC). Colorado Springs, CO.

Sullivan, P., Simmons, M., Meloncon, L., Potts, L., Eble, M., Moore, K., Jones, N. (2014). "Women in Technical Communication Luncheon." Thought leader and facilitator. Association for Teachers of Technical Writing. Indianapolis, IN: ATTW.

Potts, L. (2014). "Mapping Networks: Applying Actor-Network Theory as a Research Method." North Carolina State University's joint conference on Collaborations in Humanities, Arts, & Technology (CHAT) sponsored by the Communication, Rhetoric, and Digital Media (CDRM) program. Raleigh, North Carolina.

Invitation to form a special Association of Computing Machinery's Special Interest Group in Design of Communication (ACM: SIGDOC) panel at Council for Programs in Technical and Scientific Communication (CPTSC) 2013.

Sullivan, P., Simmons, M., Meloncon, L., Potts, L., Eble, M., Moore, K., Jones, N. (2013). "Women in Technical Communication: Breakfast." Facilitator. ACM International Conference on Design of Communication. ACM: SIGDOC.

Sullivan, P., Simmons, M., Meloncon, L., Potts, L., Eble, M., Moore, K., Jones, N. (2013). "Women in Technical Communication Luncheon." Thought leader and facilitator. Association for Teachers of Technical Writing. ATTW.

Potts, L., Jones, D. (2013). Mapping Actor-Networks. Workshop at 14th Annual Association of Internet Researchers Conference. Denver, Colorado.

Rehberger, D., Potts, L. (2012). "There's an App for That! A workshop for building mobile apps." Workshop for Annual Association of African American Museums. Baltimore, Maryland.

Potts, L., Gossett, K. (2012). "NEH Sponsored Workshop on Digital Dissertations." WIDE Research. East Lansing, Michigan. Storify for our NEH sponsored workshop: <http://storify.com/leeannghajar/born-digital-dissertations>.

Potts, L., Hart-Davidson, W. (2012). "User-Centered Design Techniques for Systems Development: A Hands-On Workshop." Annual Information Technology Conference. Sponsored by Libraries, Computing and Technology. East Lansing, Michigan.

(2012). "Digital Humanities Summit." Sponsored by the Committee on Institutional Cooperation (CIC) and held at The University of Nebraska-Lincoln. Nominated by the Dean of the College of Arts and Letters.

Potts, L. (2011). "Food Safety Biosurveillance Workshop." Invited participation for workshop sponsored by the Centers for Disease Control (CDC) and MSU's College of Veterinary Medicine.

Potts, L. (2006). "User Experience Architecture for Web Applications." Invited speaker to industry conference. First Annual Modular Software Conference. Las Vegas, Nevada.

## **Presentations**

### **Academic and Professional Conferences**

Potts, L. (2019). "From Disaster to Activism: The Movement of the #MSDStrong Hashtag." *ACM International Conference on Design of Communication*. ACM SIGDOC. Portland, OR.

Potts, L., Hanchek, B. (2019). "Expanding the Boundaries of the Sherlock Holmes Community by Making Space for Inclusive Participation." *ACM International Conference on Design of Communication*. ACM SIGDOC. Portland, OR.

- Trice, M., Potts, L., Small, R. (2019). "Hits are for Losers: Remapping Legitimate and Fake News Sources for Online Communities." *ACM International Conference on Design of Communication*. ACM SIGDOC. Portland, OR.
- Potts, L. (2019). "Content Strategy in the Classroom." Association of Teachers of Technical Writing (ATTW) Annual Conference. Pittsburgh, PA.
- Potts, L. (2019). "Performing Feminisms, Performing Design, Designing Feminist Composition." Annual Convention of the Conference on College Composition and Communication. Pittsburgh, PA.
- Potts, L., Mahnke, S., Small, R. (2018). "Designing an Experience Architecture for the International Fan Scholar Website Sherlockian.net." ACM SIGDOC. Minneapolis, MN.
- Beck, E., Potts, L., Trice, M., Warnick, Q. (2018). "Western Democracy, Social Media, and Trolls: Where to Start." Computers & Writing Conference. Fairfax, VA.
- Potts, L., Gossett, K. (2018). "Building Frameworks for Coding, Writing, and Publishing a Digital Book." Computers & Writing Conference. Fairfax, VA.
- Potts, L. (2017). "Creating Digital Scholarship: A Demo of How WIDE Built a Digital Book Using Scalar and Project Management Tools." HASTAC Digital Humanities Conference. Orlando.
- Potts, L., del Hierro, V. (2017). "From Concept to Completion: Building a Digital Book." *ACM International Conference on Design of Communication*. ACM SIGDOC. Halifax, Nova Scotia, Canada.
- Gonzales, L., Potts, L., Turner, H., Brentnell, L. (2017). "Working with Ladies that UX: Building Academic/Industry Partnerships for User Research Projects." Presented during the luncheon at *ACM International Conference on Design of Communication*. ACM SIGDOC. Halifax, Nova Scotia, Canada.
- Sherrill, J., Bushner, T., Salvo, M., Potts, L. (2017). "This is How We Do It: Creative Collectives in the Humanities." *Computers and Writing*. Findlay, OH.
- Potts, L., Beattie, M. (2017). "'Ceci n'est pas un Site Archeologique': Contemporary Archaeology, Fan Studies and the Public/Private Interface." Public Archaeology Twitter Conference. <https://publicarchaeologyconference.wordpress.com/>.
- Sullivan, P., Geisler, C., Sano-Franchini, J., Walls, D., Potts, L., Salvo, M. (2017). "Experience Architecture: One Possible Futures for Scholarship & Curriculum." Association of Teachers of Technical Writing Annual Conference. Portland, OR.

Potts, L. . (2016). "How Women Are Making Inclusive Spaces for their Fandoms." for the roundtable "Women as Makers in/around/against Popular Culture. Cultural Rhetorics. East Lansing, MI.

Potts, L., Mapes, K. (2016). "From Mumbai to Paris: Experiencing Disasters Across Social Media ." HCI International. Toronto, Ontario Canada.

Potts, L. (2016). "The Sign of Three: Fan Memory of Sherlock Fans in London." Fan Studies Conference. Fan Studies Network: University of East Anglia, Norwich, England.

Laquintano, T., Brooke, C., Potts, L., Warnick, Q., Walls, D., Gossett, K., McDuffie, K. (2016). "From Methods to Resistance: Digital Writing Scholars Crossing into Digital Humanities Classrooms." Computers & Writing Conference. Rochester, New York.

Potts, L., Opel, D., Tekobbe, C., Armfield, D. (2015). "Where Experience Architecture and Internet Studies Meet: Fishing for Convergence." IR16 conference. Association of Internet Researchers: Phoenix, Arizona.

Potts, L., Ross, D., Salvo, M., Willerton, R. (2015). "Ethics in Action: Place-Based Ethics and Experience Architecture." Annual Conference of the Council for Programs in Technical and Scientific Communication. Houghton, MI: CPSTC. I helped arrange this panel and sent graduate student Laura Gonzales as our representative for the XA and PW programs.

Potts, L., Salvo, M., Mara, A., Vie, S., Trice, M. (2015). "Writing the Future of Experience Architecture. A Roundtable Discussion." ACM International Conference on Design of Communication (ACM: SIGDOC). Limerick, Ireland.

Ryan, C., Potts, L. (2015). "Leading participant-centered research: an argument for taking a more strategic role as user experience architects." ACM International Conference on Design of Communication (ACM: SIGDOC). Limerick, Ireland.

Potts, L. (2015). "Of Participation, Fandom, and Memory." Fan Studies Conference. Fan Studies Network: University of East Anglia, England.

Potts, L., Lauren, B., Dallaire, E., Richardson, M., Truong, T. (2015). "Experience Architecture as a New Interdisciplinary Movement." HASTAC 2015: Exploring the Art & Science of Digital Humanities. Humanities, Arts, Science, and Technology Alliance and Collaboratory. East Lansing, MI.

Davis, J., Donovan, G., Gossett, K., Licastro, A., Potts, L., Westerling, K., Hodgson, J., Rogers, K., Davidson, C., Sousanis, N. (2015). "Transforming the Dissertation: Models, Questions, and Next Steps." HASTAC 2015: Exploring the Art & Science of Digital Humanities. Humanities, Arts, Science, and Technology Alliance and Collaboratory. East Lansing, MI.

Krause, S., Bousquet, M., Sano-Franchini, J., Kays, T., Potts, L., Licastro, A., Gossett, K. (2015). "Building Connections Across Digital Humanities and Computers & Writing: A HASTAC/Computers & Writing Simulcast/Cross-Conference Dialog." HASTAC 2015: Exploring the Art & Science of Digital Humanities. Humanities, Arts, Science, and Technology Alliance and Collaboratory. East Lansing, MI.

Potts, L., (2015). "Experience Architecture: Digital Strategy from the Humanities." On the panel "Curricular Risks and Institutional Innovation: Writing Digital Humanities and Experience Architecture." Annual Convention of the Conference on College Composition and Communication. Tampa, FL: CCCC.

Potts, L., (2014). "Whedon's Crafty Browncoats: Firefly, etsy, and the Pioneer Spirit,." Midwest Popular Culture Association / Midwest American Culture Association Conference. Indianapolis, IN: MPCA/ACA.

Potts, L., (2014). "Tracing Celebrity Culture: Data Collection in Digital Spaces." Celebrity Studies Journal Conference. Royal Holloway, University of London.

Potts, L., (2014). "Neither a Strategy nor a Tactic: Co-Participation of Celebrities and Fans." Celebrity Studies Journal Conference. Royal Holloway, University of London.

Potts, L., (2014). "Spaces of/as Participatory Memory." Annual Convention of the Conference on College Composition and Communication. Indianapolis, IN: CCCC.

Potts, L., (2014). "From the Periphery to the Center: Technical Communicators as Experience Architects." Also served as chair of the panel: "Shaping UX." Association of Teachers of Technical Writing Annual Conference. Indianapolis, IN: ATTW.

Pignetti, D., Halavais, A., Pearson, E., Potts, L., Faris, M., Gossett, K. Grettano, T. (2013). "Requiring Social Media in the Classroom: Tales of Resistance and Appropriation." Fishbowl at 14th Annual Conference of the Association of Internet Researchers. Denver: AOIR.

Potts, L., Harrison, A. (2013). "Interfaces as Cultures: Reddit, 4chan, and the Boston Bombers." ACM International Conference on Design of Communication. ACM SIGDOC.

Getto, G., Gossett, K., Potts, L., Salvo, M. (2013). "Designing Programs and Classes in User Experience." ACM International Conference on Design of Communication. ACM SIGDOC.

Mara, A., Potts, L., Bartocci, G. (2013). "The Ethics of Agile Ethnography." ACM International Conference on Design of Communication. ACM SIGDOC.



Potts, L., Jones, D., McLeod, M. (2013). "Digging in the Right Place: Rhetoric and User Experience." Computers & Writing Conference. Frostburg, MD: C&W.

Potts, L. (2013). "Mapping Posthuman Experiences." Association of Teachers of Technical Writing Annual Conference. Las Vegas: ATTW.

Potts, L. (2012). "Startup Culture and University Innovation." Annual Conference of the Council for Programs in Technical and Scientific Communication. Houghton, MI: CPSTC.

Gold, M., Gossett, K., Stolley, K., Sauer, G., Potts, L., Hart-Davidson, B., Rehberger, D. (2012). "Roundtable: Why Yes, We are Digital Humanists!" Featured Panel at Computers & Writing Conference. Raleigh, NC: C&W.

Hart-Davidson, B., Gold, M., Gossett, K., Stolley, K., Daer, A., Sauer, G., Trauman, R., Potts, L. (2012). "New Gateways for Research: Digital Humanities and Writing Studies (Placing Digital Humanities Students in Industry and Academic Positions)." Annual Convention of the Conference on College Composition and Communication. St. Louis, Missouri: CCCC.

Potts, L. (2011). "Being an Ambassador: Partnering with Industry/Academia for Usability Testing" Annual Conference of the Council for Programs in Technical and Scientific Communication. Virginia: CPSTC.

Potts, L., Seitzinger, J., Jones, D., Harrison, A. (2011). "Tweeting Disaster: Hashtags Constructions and Collisions." 29th ACM International Conference on Design of Communication. Pisa, Italy: ACM SIGDOC.

Jones, D. & Potts, L. (2010). "Best Practices for Designing Third Party Applications for Contextually-Aware Tools." 28th ACM International Conference on Design of Communication. São Carlos-São Paulo, Brazil: ACM SIGDOC.

Potts, L. (2010). "Re-Writing Labels: Identifying how the #LOFNOTC use #socialmedia to support #AFP." Popular Culture and American Culture Associations Annual Conference: Communication and Digital Culture Area. St. Louis: PCA/ACA.

Potts, L., Rhodes, V., & Gossett, K. (2010). "Tweetagogy: Building Community in 140 Characters or Less." Association of Teachers of Technical Writing Annual Conference. Louisville: ATTW.

Potts, L. (2009). "Tweeting Disaster: How Twitter Can Support Victims, Survivors, and the Rest of Us." 10th Annual Conference of the Association of Internet Researchers. Milwaukee: AOIR.

Potts, L & Bartocci, G. (2009). "<Method>Experience Design</Method>." 27th ACM International Conference on Design of Communication. Bloomington: ACM SIGDOC.

Potts, L. (2009). "Experience Design for Participation." Sociotech Workshop at Interact '09 Conference. Uppsala, Sweden: Sociotech-ID09.

Potts, L. (2009). "Peering into Disaster: Social Software Use from the Indian Ocean Earthquake to the Mumbai Bombings." International Professional Communication Conference. Hawaii: IEEE.

Potts, L. (2009). "Social Software Ecologies: A Fieldtrip into the Wake of Disaster." Association of Teachers of Technical Writing Annual Conference. San Francisco: ATTW.

Potts, L., Cotugno, C. (2008). "Collaboration and Iteration 101: Lessons Learned from Industry." Annual Conference of the Council for Programs in Technical and Scientific Communication. Minneapolis: CPSTC.

Bartocci, G., Potts, L., Cotugno, C. (2008). "Communicating Ethnographic Findings Effectively within Multidisciplinary teams and to your Client." 26th ACM International Conference on Design of Communication. Portugal: ACM SIGDOC.

Potts, L. (2008). "Designing with Actor Network Theory: A New Method for Modeling Holistic Experience." International Professional Communication Conference. Montreal: IEEE.

Potts, L. (2008). "Mapping the Social and Technical in the Wake of Disaster." 2008 Sociotech Interaction Design Workshop. London: British Computing Society.

Potts, L. (2007). "Interlinking: Shaping Participants' Desires, Identities and Perception." Media Ecology Association session. Eastern Communication Association Conference. Providence: ECA.

Potts, L. (2006). "Windows User Interfaces and Web User Interfaces: Convergence and Confusion in Online Experience." International Professional Communication Conference. Saratoga Springs: IEEE.

Potts, L. (2006). "Conversation and Gatekeeping: Blog Comments and the Classroom Community." CCCC Annual Convention. Chicago: NCTE.

Potts, L. (2005). "Celebrity Bloggers and Blogging Celebrities: Identity and Community through Interactive Conversation." Sixth Annual Convention of the Media Ecology Association. New York City: MEA.

Krull, R., Sundararajan, B., Sharp, M., Potts, L. (2004). "User Eye Motion with a Handheld Personal Digital Assistant." International Professional Communication Conference. Minneapolis: IEEE.

### **Lectures, Workshops, and Presentations (internal)**

Potts, L. (2019). "From Dissertation to Publication." Department of Writing, Rhetoric, and American Cultures graduate program.

Potts, L. (2018). "Professionalism and Preparation for Industry." Department of Writing, Rhetoric, and American Cultures undergraduate program.

Potts, L. (2018). "Curating Your Digital Identity." Department of Writing, Rhetoric, and American Cultures undergraduate program.

Potts, L. (2017). "Dark Patterns of Social Media Participation." LOCUS Talks for the Digital Humanities at Michigan State University.

Potts, L. (2017). "Graduate Experience." Department of Writing, Rhetoric, and American Cultures graduate program.

Potts, L. (2016). "Researching and building digital publications for participatory memory." Department of Writing, Rhetoric, and American Cultures graduate program lightning talks.

Potts, L. (2015). "Social Media Use During Disasters: How Can We Build for Participation and Support First Responders?" Invited talk for the Trifecta and Sparrow/MSU Center for Innovation and Research Fall Kick-Off.

Potts, L. (2014). "Curating Your Digital Identity." Invited lecture for Museum Studies program.

Potts, L. (2014). "Google Drive, Camtasia, and ELI: How I Teach First Year Writing Online." Invited lecture for Michigan State University's Dept. of Writing, Rhetoric, and American Cultures Teaching Commons for Summer Online.

Potts, L. (2014). "Using LinkedIn for Job Searches." Invited lecture for Michigan State University's Dept. of Writing, Rhetoric, and American Cultures WRA 455 Portfolio Seminar class.

Potts, L. (2014). "Getting Started in the Digital Humanities: A Multidisciplinary Perspective." Invited panelist for the Day of DH event at the main library.

Potts, L. (2013). "Diagramming Networks for Content Management Projects." Invited lecture for Michigan State University's Dept. of Writing, Rhetoric, and American Cultures WRA 420 Content Management class.

Potts, L. (2012). "Interviewing Skills." Invited panel for Michigan State University's Dept. of Writing, Rhetoric, and American Cultures.

Potts, L. (2012). "Digital Humanities." Invited lecture for Michigan State University's Dept. of Romance and Classical Studies.

Potts, L. (2012). "Digital Humanities Projects: Foodborne Illness." Invited lecture for College of Arts and Letters Learning Commons on Digital Humanities.

Potts, L. (2012). "Academic Life." Invited discussion for Michigan State University's Dept. of Writing, Rhetoric, and American Cultures research methods seminar.

Potts, L. (2012). "Tracing the Arab Spring with Twitter." Invited workshop for Michigan State University's Dept. of Art, Art History, and Design graduate and undergraduate students.

Potts, L. (2012). "Women in Technical Communication." Invited panel for Michigan State University's Dept. of Writing, Rhetoric, and American Cultures.

Potts, L. (2012). "Gamestorming." Workshop for undergraduate and graduate students. Michigan State University Creativity Exploratory.

Potts, L. (2011). "Digital Humanities and Professional Writing." Invited Faculty Talk for the Creativity Exploratory.

Potts, L. (2010, 2009). "Cultural Studies, Media Studies, and Participation." Invited Lecture in ODU's Dept. of English seminar Major Debates in English Studies.

Potts, L. (2010, 2009). "Imagine the Possibilities: Concentrations in Professional Writing." Invited Lecture in ODU's Dept. of English undergraduate Introduction to English Studies class.

Potts, L. (2009). "Experience Design and Human Factors." Invited Lecture in ODU's Dept. of Psychology seminar Decision Making Theory & Applications.

Potts, L. (2008). "English, Humanities & Science." Invited Lecture in Dept. of English seminar Major Debates in ODU's English Studies.

#### **Mentions in National and Local Media**

- "Culture Wars: MSU professor explores the dark patterns of online harassment." *Lansing City Pulse*. 2019. <https://www.lansingcitypulse.com/stories/culture-wars.13588>
- "Interesting interview: Liza Potts." *Interesting Through Elementary*. 2019. <https://interestingthroughtheelementary.blogspot.com/2019/08/interesting-interview-liza-potts.html>
- "A not-so-elementary guide to Sherlock Holmes' London." *Los Angeles Times*. 2018. <http://www.latimes.com/travel/la-tr-london-sherlock-holmes-20181030-story.html>.

- “The Dark Secrets of Social Media Dark Patterns.” EurekAlert! 2018.  
[https://www.eurekalert.org/pub\\_releases/2018-04/msu-tds040918.php](https://www.eurekalert.org/pub_releases/2018-04/msu-tds040918.php).
- “Anonymity drives 'dark patterns' of social media behavior.” Michigan Radio NPR. 2018.  
<http://michiganradio.org/post/anonymity-drives-dark-patterns-social-media-behavior>.
- “The Dark Secrets of Social Media Dark Patterns.” MSU Today and CAL News. 2018.  
<https://msutoday.msu.edu/news/2018/the-dark-secrets-of-social-media-dark-patterns/>.  
<http://www.cal.msu.edu/news/dark-secrets-social-media-dark-patterns#MSU>.
- “The All-New Sherlockian.net.” I Hear of Sherlock Everywhere Podcast. 2017.
- “Study by ODU reveals insight into Real Estate Ads.” Financial Tech Spotlight. 2010.
- “ODU studies how people view real estate ads.” The Daily Press. 2010.
- “ODU studies how people view real estate ads.” WTKR. 2010.
- “ODU studies how people view real estate ads.” Florida Realtors.org. 2010.
- “ODU professor speaks out on flashmob.” WTKR. 2009.

## Grants and Fellowships

### National Endowment for the Humanities (NEH)

NEH Humanities Connections Planning Grant for 2018: “Building Humanistic Technology Programs by Expanding Connections Among the Humanities, Sciences, and Engineering” with Laura Gonzales (University of Texas El Paso) and participants Lisa Meloncon (University of South Florida), Brian O’Shea (Computational Math, Science, and Engineering at Michigan State University), Ann Shivers-McNair (University of Arizona). Requested \$35,000. Unfunded. 2018.

NEH-Mellon Digital Publication Fellowship for 2017: “Participatory Memory: Digital Book Project.” Requested \$40,000. Unfunded. 2016.

Digital Humanities Implementation Grant: “Archive What I See Now”: Bringing Institutional Web Archiving Tools to the Individual Researcher” with Michael Nelson and Michele Weigle (Computer Science) at Old Dominion University, and representatives from the Internet Archive. Funded \$324,634 (\$47,154 subcontract to MSU) for 2014-2017.

Humanities Collections and References Resources Grant: “South African Freedom Sounds: The Amandla! Film Archive” with Peter Alegi (History), Dean Rehberger (Matrix), Peter Limb (Libraries), Rebecca Tegtmeyer (AAHD), Catherine Foley (Matrix). Requested \$349,999. Unfunded 2013/14.

Digital Humanities Start-Up Grant: “Developing Rhetorical Analysis Methods for Tracing Foodborne Illness via Social Web Tools” with Bill Hart-Davidson (WRAC) and Rebecca Tegtmeyer (AAHD). Requested \$59,780. Unfunded 2012/13.

Advanced Institute Grant :“User-Centered Design Advanced Institute for the Digital Humanities” with Ethan Wattraal (Anthropology) and Bill Hart-Davidson (WRAC). Requested \$204,729. Unfunded, 2012/13.

Digital Humanities Start-Up Grant: “Digital Dissertations Workshop” with Kathie Gossett (Iowa State University). Funded \$25K for 2012-13.

Digital Humanities Start-Up Grant: “When Did It Happen? Dynamic Computation of Datetime for Social Events” with Michael Nelson & Michele Weigle (Computer Science). Requested \$25K. Unfunded 2011.

Digital Humanities Start-Up Grant: “Digital Dissertations Program Exploration.” Requested \$25K. Unfunded 2010.

Summer Stipend \$6K. Dean nominated. Unfunded 2010.

#### **National Institutes of Health (NIH)**

Big Data to Knowledge: Advancing Biomedical Science Balancing Biomedical Science Using Crowdsourcing and Interactive Digital Media. “Harnessing Twitter to Develop a Community Monitoring System for Mental Illness and Substance Use” with Courtney Cuthbertson (Sociology, NCRCD), Sheila Cotten (Communication), Scott Loveridge (Agriculture, Food, and Resource Economics), William Hart-Davidson (WRAC), Jessica Tess (Sociology, NCRCD), Jason Parker (Sociology, NCRCD). Requested \$534,993. Unfunded. 2015/16.

#### **National Science Foundation (NSF)**

Documenting Endangered Languages Grant “Documenting Ojibwe and Cherokee Verb Phrases: Creating a Living Archive” with Ellen Cushman (WRAC), Gordon Henry (English), Dean Rehberger (Matrix), Rebecca Tegtmeier (AAHD). Requested \$444,979, Unfunded 2014/15.

Documenting Endangered Languages Grant “Documenting Ojibwe and Cherokee Verb Phrases: Creating a Living Archive” with Ellen Cushman (WRAC), Gordon Henry (English), Dean Rehberger (Matrix), Rebecca Tegtmeier (AAHD). Requested \$449,878. Unfunded 2013/14.

“Identifying, Archiving, & Replaying Web Pages About Disasters” with Michael Nelson, Michele Weigle, Avi Santo (Old Dominion University); Kristine Hanna (Internet Archive); Robert Sanderson, Herbert Van de Sompel (Los Alamos National Laboratory). Requested \$2.4M total, \$232,953 for Michigan State. Unfunded 2012/13.

“Identifying, Archiving, & Replaying Web Pages About Disasters” with Michael Nelson & Michele Weigle (Old Dominion University), Herbert Van de Sompel and Robert Sanderson (Los Alamos National Laboratory). Requested \$2.4M, \$213,301 for Michigan State. Unfunded 2011/12.

Liza Potts, Ph.D.



“Identifying & Archiving Culturally Important Conversations in the Social Web” with Michael Nelson & Michele Weigle (Computer Science), Kathie Gossett (English). Requested \$737K. Unfunded, 2010/11.

### **CIC Humanities Without Walls**

“Experience Architecture Symposium and Workshop” with Ben Lauren (Michigan State University) and Michael Salvo (Purdue University). Global Midwest. Requested \$63,149. Unfunded. 2015/17.

### **Council for Programs in Technical and Scientific Communication**

“Building networks of [wo]mentoring for sustainable program building in technical communication” with Michele Simmons (Miami University), Natasha Jones (New Mexico State University), Lisa Meloncon (University of Cincinnati), Kristen Moore (Texas Tech University), and Patricia Sullivan (Purdue University). Requested \$1500. Funded as a special ongoing project from CPTSC.

“Pedagogies of Social Media” with Alice Daer (Arizona State University). Requested \$1500. Unfunded 2013.

### **Google**

“Technology and Creativity Summer Camp for High School Students” with Scott Schopierary (CAL) and Danielle DeVoss (WRAC). Requested \$24,813. Unfunded 2013.

### **Institute of Museum and Library Services (IMLS)**

Sparks! Ignition Grant for Museums within the IMLS National Leadership Grants for Museums. “Analyzing Ojibwe and Cherokee Manuscripts: Proof of Concept for a Digital Archive.” With Ellen Cushman (WRAC), Gordon Henry, and Rebecca Tegtmeier (AAHD). Funded \$25,000 for 2014-15. <https://www.ims.gov/grants/awarded/sp-02-14-0050-14>

### **Knight Foundation**

Knight Foundation Prototype Fund: “Building a Prototype for a Foodborne Illness Detection Dashboard based on Publicly-Available Social Media Content” with Bill Hart-Davidson (WRAC) and Rebecca Tegtmeier (AAHD). Requested \$35,000. Unfunded 2014.

### **Jackson National Community Fund**

“MSU Summer KANO Camp for Latino/a Children” with Heather Turner (graduate student in WRAC). Requested \$3,400. Unfunded 2016.

### **Microsoft**

“Technology Study.” Awarded \$10,000. 2016.

## **Michigan State University**

Strategic Partnership Grant from the Michigan State University Foundation for “CeDAR: Center for Data-intensive Applications Research” with Aaron Collie (MSU Digital Humanities Librarian) and including collaborators Stephen Weiland, Sean Pue, Patricia Soranno, Michael Colaresi, Emilee Rader, and Greg Mason from across the University. Requested \$400,000. Unfunded 2016.

College of Arts and Letters Undergraduate Research CAL-URI. Awarded \$1000 for undergraduate researcher, 2015-16. Participatory Memory project, fandom spaces research.

College of Arts and Letters Undergraduate Research CAL-URI. Awarded \$1000 for undergraduate researcher, 2015-16. Participatory Memory project, website research.

College of Arts and Letters Undergraduate Research CAL-URI. Awarded \$1000 for undergraduate researcher, 2014-15. Participatory Memory project.

College of Arts and Letters Undergraduate Research CAL-URI. Awarded \$1000 for undergraduate researchers, 2014-15. Participatory Memory project on specific fandom.

College of Arts and Letters Undergraduate Research CAL-URI. Awarded \$750 for undergraduate researcher on Participatory Memory project, 2013-14.

College of Arts and Letters External Connections Award to study with Dr. Nancy Baym at Microsoft Research. Awarded \$2000; \$1000 for Dr. Baym, 2013.

College of Arts and Letters Undergraduate Research CAL-URI. Awarded \$1250 for undergraduate researcher, 2012.

HARP Production Grant. Awarded \$6800 for the production of a book and digital content, 2011.

## **Old Dominion University**

- Multidisciplinary Seed Funding, with Liza Potts & Kathie Gossett (English) and Michael Nelson & Michele Weigle (Computer Science). Awarded \$54K 2011.
- Faculty Proposal Preparation Program. Awarded course release 2009.

## **Rensselaer Polytechnic Institute**

- Joanne Wagner Memorial Fellowship. Awarded, 2006-2007.
- School of Humanities and Social Sciences Fellowship. Awarded, 2005-2007.
- School of Humanities and Social Sciences Travel Grant. Awarded, 2005.
- Graduate Teaching Assistantship. Awarded, 2003 – 2005.

## **Awards & Recognition**

### **Contributions to the Field**

#### *SIGDOC 2016 Chair Recognition*

Awarded in recognition of service to SIGDOC over the three year term of Chair, in addition to service to the SIG as an elected officer since 2009. Including recognition for leading the reboot of the SIG to increase membership and focus on user experience, resituating it as a place for cutting-edge research on the design of communication.

#### *SIGDOC 2015 Diana Award for Women in Technical Communication*

The Diana award is named after Diana Patterson, past President of SIGDOC for three terms. The award is given to an organization, institution, or business for their long-term contribution to the field of communication design. Since 2005, Diana awards have been given every other year, during odd-numbered years. With Patricia Sullivan, Michele Simmons, Lisa Meloncon, Kristen Moore, Natasha Jones, Michelle Eble

#### *CCCC 2015 Technology Innovator Award for WIDE Research Center*

This award is given to a person or group who has contributed to the field in technology and innovation in their research or pedagogy. With Jeff Grabill and Bill Hart-Davidson.

### **Research**

#### *Beacon Award (nominated 2016, 2017)*

For my work with our students on Sherlockian.net for the global Sherlockian community.

#### *CCCC Outstanding Book Award (nominated 2015)*

For my work with Michael Salvo editing *Rhetoric and Experience Architecture*.

#### *CCCC Best Book in Technical or Scientific Communication (nominated 2015)*

For my work on *Social Media in Disaster Response*.

#### *CCCC Outstanding Dissertation Award in Technical Communication (nominated 2009)*

For my dissertation.

### **Teaching**

#### *#iTeachMSU Award*

Student nominated and awarded by the HUB at Michigan State University (2019)

#### *Teaching with Technology Award*

1 of only 3 university-wide recipients awarded by Old Dominion University (2010)

#### *Certificate of Appreciation, Advising Undergraduate Research*

Liza Potts, Ph.D.

For mentorship of a student team for the project: "From website to experience: Redesigning the English department's digital space." Old Dominion University (2010)

## Teaching Experience

(d) courses taught with a distance learning component

### Classes Taught at Michigan State University

- Content Strategy: Fall 2018, 2016; Spring 2020, 2018, 2017, 2015, 2014, 2012; Summer 2020, 2019, 2017, 2016 (B.A./M.A.)
- Information Architecture: Fall 2020, 2019, 2018, 2017 (B.A./M.A.)
- Digital, Online, Internet Research: Fall 2019 (Ph.D./M.A.), Summer 2014 (Ph.D. and M.A. independent study)
- Digital Cultures: Spring 2019 (B.A./M.A.)
- Capstone for Experience Architecture: Spring 2018, 2017 (B.A.)
- Special Topics: Study Abroad in the UK and Ireland, Summer 2016 (B.A. study abroad)
- Rhetoric, Persuasion, and Culture: Summer 2016 (B.A. study abroad)
- Writing Research Communities: Summer 2016, 2014 (B.A. study abroad)
- International Research in Professional Writing: Summer 2016, 2014 (B.A. study abroad)
- Researching Experience Architecture: Fall 2015 (B.A.)
- Digital Rhetoric: Fall 2015, 2014, 2013 (B.A./M.A./Ph.D.)
- Experience Architecture Internship: Summer 2015 (B.A.)
- Digital Literacy of Surveillance Rhetorics: Summer 2015 (Ph.D. independent study)
- Research Methodologies in Rhetoric & Writing: Spring 2015, 2014 (Ph.D./M.A.)
- Digital and Feminist Rhetorics: Spring 2015 (M.A. independent study)
- Digital Identity and University Governance: Spring 2015 (B.A. independent study)
- User Research: Fall 2014 (M.A. independent study)
- Special Topics: Study Abroad 2014 in the UK and France (B.A. study abroad)
- Writing: Science and Technology: Summer 2014 (d), 2013 (d), Fall 2011 (B.A.)
- Experience Architecture: Spring 2014, Fall 2013 (B.A. independent study)
- Digital Rights Management and eBooks: Spring 2014 (M.A. independent study)
- Digital Humanities Research: Fall 2013 (Ph.D.)
- Writing Science and Technology: Summer 2013 (d), Fall 2011 (B.A.)
- Experience Architecture: (M.A. internship for WIDE), Spring 2013
- Visual Rhetoric and Document Design: Fall 2012, Spring 2012 (B.A.)
- Digital Publishing and Management: (M.A. internship for WIDE), Fall 2012
- Introduction to Digital Humanities: Fall 2012, Fall 2011 (B.A.)
- Tracing Digital Culture: Summer 2012 (d) (Ph.D.)

### Courses and Experiences Developed at Michigan State University

- Cultures and Storytelling (Undergraduate Study Abroad program)
- Participatory Memory (Undergraduate Study Abroad program)

- Experience Architecture Capstone (Undergraduate Course, new major)
- Information Architecture (Undergraduate Course, new major)
- Developing Experience Architecture Projects (Undergraduate Course)
- Introduction to Experience Architecture (Undergraduate Course, new major)
- Humanities and Computing I/II (Undergraduate Course, new major)
- Researching Experience Architecture (Undergraduate Course, new major)
- Managing Experience Architecture Projects (Undergraduate Course, new major)
- Prototyping Experience Architecture (Undergraduate Course, new major)
- Tracing Digital Culture (Summer Graduate Seminar)

#### **Doctoral Committee Chair at Michigan State University**

- Laura Gonzalez, PhD graduated August 2016

#### **Doctoral Committee Member at Michigan State University**

- Vee Lawson, PhD student expected 2024
- Constance Haywood, PhD student expected 2023
- Heather Young, PhD graduated May 2018
- Minh-Tam Nguyen, PhD graduated December 2017

#### **Outside Doctoral Committee Member / Examiner**

- Allegra Smith, Ph.D. candidate from Purdue University expected 2021
- Victoria E. Ruiz, PhD candidate from Purdue University expected 2022
- Michael Trice, PhD graduated from Texas Tech 2019
- Avijit Paul, PhD graduated from Queensland University of Technology 2015

#### **Masters Committee Chair at Michigan State University**

- Nicole Adams, M.A. student expected May 2021 (Digital Identity, Survey Research)
- Rebeka Small, M.A. graduated May 2019 (Gaming, Content Strategy, Fan Studies)
- Jennifer Ismirle, M.A. graduated August 2018 (Experience Architecture)
- Allegra Smith, M.A. graduated May 2015 (Digital Rhetoric, Feminism, Queer Rhetorics)
- Cait Ryan, M.A. graduated May 2015 (Experience Architecture, User Research)
- Dean Holder, M.A. graduated May 2013 (Experience Architecture, Gaming)

#### **Masters Committee Member at Michigan State University**

- Ben Dougherty, M.A. student expected May 2021 (GIS, Activism)
- Suban Nur Cooley, M.A. graduated May 2016 (Professional Writing, Activism)
- Rachel Little, M.A. graduated December 2016 (Science Writing)
- Rebecca Zantjer, M.A. graduated May 2015 (Experience Architecture, Feminist Theory)
- Katie Dobruse, M.A. graduated May 2014 (Intellectual Property, Content Management)
- Chelsea Moats, M.A. graduated May 2013 (Disability Studies, Technical Communication)
- Laura Allen, M.A. graduated May 2013 (Youth Digital Culture)

### **Graduate Research Project Advisor at Michigan State University**

- Jessica Gibbons 2017-19 (WIDE Graduate Assistant, Content Strategy)
- Rebeka Small 2017-19 (WIDE Graduate Assistant, Community Management)
- Larissa Babak 2018-19 (Design)
- Heather Turner 2015-18 (WIDE Graduate Assistant, Archiving)
- Suban Nur Cooley 2017-18 (WIDE Graduate Assistant)
- Stephanie Mahnke 2017-18 (WIDE Graduate Assistant)
- Lauren Brentnell 2016-17 (WIDE Graduate Assistant)
- Victor del Hierro 2016-17 (WIDE Graduate Assistant)
- Brooke Chambers, 2016-17 (Digital Production)
- Cynthia Bezinque 2016-17 (Digital Production)
- Karin Ahlin, International Exchange Student/Scholar 2015-17 (Project Management)
- Laura Gonzales 2013-16 (Technical Communication)
- Minh-Tam Nguyen 2015-16 (WIDE Graduate Assistant)
- Allegra Smith, 2013-15 (Digital Archiving)
- Cait Ryan, 2013-15 (Digital Archiving)
- Katie Dobruse, 2012-14 (Digital Publishing, Intellectual Property, Fan Studies)
- Dean Holden, 2012 (Gaming, Intellectual Property)

### **Undergraduate Research Project Advisor at Michigan State University**

- Jacob Largen, 2018-Present (Sherlockian, Museum in a Box, Content Writing)
- Cyrin Watson, 2019-2020 (Sherlockian, Content Editing)
- Sydney Wilson, 2019 (Museum in a Box, Sherlockian, Design)
- Brendan Juliette, 2019-2020 (Sherlockian, Web Development)
- Casey Boland, 2018-19 (Sherlockian, Social Media Strategy)
- Bridget Hanchek 2016-19 (Participatory Memory, Sherlockian, Editing)
- Kalib Watson, 2016-18 (Sherlockian, Web Development)
- Hannah Countryman, 2016-18 (Sherlockian, Content Strategy)
- Jennifer Wissing, 2016-17 (Participatory Memory, Design)
- Calandra Berry 2016-17 (Participatory Memory, User Experience)
- Taylor Hoekstra, 2016-17 (Participatory Memory, Web Development)
- Ashita Nichanametla , 2016-17 (Participatory Memory, Sherlockian, Editing)
- Elizabeth Oderkirk, B.A. 2015-16 (Participatory Memory, Fan Studies)
- Kelly Turner, B.A. 2014-15 (Participatory Memory, Fan Studies)
- Emily Dallaire, B.A. 2014-15 (Participatory Memory, Fan Studies)
- Shell Little, B.A. 2014-15 (Content Strategy)
- Christine Scales, B.A. 2012-14 (Participatory Memory, User Experience)

### **Classes Taught at Old Dominion University**

- Tracing Digital Culture, Summer Doctoral Institute, Summer 2011, 2009 (Ph.D.) (d)
- Rhetoric of Disaster, Summer 2011 (Ph.D. independent study)
- Visual Rhetoric & Document Design, Spring 2011 (Ph.D.), Spring 2009 (Ph.D./M.A.) (d)

- Empirical Research Methods, Fall 2010 (Ph.D.) (d)
- Writing in Digital Spaces, Fall 2010, 2009 (M.A./B.A.)
- Experience Design, Spring 2011, 2010 (Ph.D. independent study)
- Culture, Media, and Participation, Spring 2010 (Ph.D./M.A.) (d)
- Information Architecture and Design, Spring 2010 (B.A./M.A.)
- @PW: Social Media Theory, Fall 2009 (Ph.D./M.A.) (d)
- Technical Writing, Spring 2009 (B.A. upper division)
- Management Writing, Fall 2008 (B.A./M.A.)
- Introduction to Technical and Scientific Writing, Fall 2008 (B.A. lower division)

### **Courses Developed at Old Dominion University**

- Information Architecture and Design (Masters/Undergraduate Course)
- Writing in Digital Spaces (Masters/Undergraduate Course)
- Internet Studies (formerly @PW: Social Media Theory) (PhD Seminar)
- Tracing Digital Culture (Summer Doctoral Institute seminar)
- Culture, Media, and Participation (PhD Seminar)

### **Doctoral Committee Chair at Old Dominion University**

- Angela Harrison, PhD awarded 2014  
Dissertation: 'I See You're Talking HPV': Participatory Patterns, Interfaces, and the Spread of Information in Online Social Spaces.
- David Jones, PhD awarded 2013  
Dissertation: The User Experience Participation: Tracing the Intersection of Sociotechnical Design and Cultural Practice in Digital Ecosystems.
- Tiffani Bryant, PhD awarded 2011  
Dissertation: Namaste: Pedagogical Methods for Designing Experiences for/with Teen Participants.

### **Masters Committee Chair at Old Dominion University**

- Tom Anderson, M.A. awarded May 2011 (Professional Writing, Visual Rhetoric)
- Shawn Day, M.A. with distinction May 2010 (Professional Writing, Social Media)

### **Masters Committee Member at Old Dominion University**

- Lora Ralynn Atterholt, M.A. awarded Dec. 2009 (Professional Writing, New Media)
- Tami Back, M.A. awarded Dec. 2009 (Professional Writing, Rhetoric)
- Steven Hatcher, M.A. with distinction May 2009 (Digital Rhetoric, Professional Writing)

### **Undergraduate Research Project Advisor at Old Dominion University**

- Bradley Wetzell, B.S. Fall 2010 (Area: Usability Testing)
- Geoffrey Owens, B.A. Fall 2010 (Area: Web Design and Digital Culture)
- Christopher Backus, B.A. Fall/Spring 2009 (Area: Web Design and Usability)

### **Classes Taught at Rensselaer Polytechnic Institute**

- Writing for the World Wide Web, Fall 2003, Spring 2004, Fall 2005 (B.S. lower division)
- Technical and Professional Communication, Fall 2004 (B.S. lower division)
- Studio Design in Human Computer Interaction, Teaching Assistant, Spring 2004 (d) (M.S.)
- Writing Center Tutor, Summer 2004

### **Course Developed at Rensselaer Polytechnic Institute**

- Internet Communication

## **Service**

### **Professional Organization Leadership**

- Leadership Steering Committee for Women in Technical Communication, 2012-Present
- Association for Computing Machinery's Special Interest Group in the Design of Communication (ACM: SIGDOC)
  - Advisor, 2019 (appointed)
  - Past Chair, July 2016 to 2019 (executive board)
  - Elections Chair, 2015-16
  - Chair, July 2013 to June 2016 (elected)
  - Vice Chair, April 2012 to May 2013 (appointed)
  - Treasurer/Secretary, July 2009 to March 2012 (elected, re-elected)

### **Editorial Leadership Positions**

- Editorial Board Member, Communication Design Quarterly, 2018-Present
- Founder and Co-Editor, Communication Design Quarterly, 2011-2014
- Associate Editor, The Poster: The Journal of Visual Rhetoric, 2009-2013
- Newsletter Editor, Association for Computing Machinery's Special Interest Group: Design of Communication (ACM: SIGDOC), 2009-11

### **Conference Leadership**

- Executive Committee, Association for Computing Machinery's Special Interest Group in Design of Communication (ACM: SIGDOC) 2018, Minneapolis, Minnesota.
- Program Committee for the Council for Programs in Technical and Scientific Communication (CPTSC) Conference, 2018.
- Executive Committee, Association for Computing Machinery's Special Interest Group in Design of Communication (ACM: SIGDOC) 2017, Nova Scotia, Canada.
- Executive Committee, Association for Computing Machinery's Special Interest Group in Design of Communication (ACM: SIGDOC) 2016, Arlington, Virginia.
- Program Committee for the Council for Programs in Technical and Scientific Communication (CPTSC) Conference, 2016.



- Executive Committee, Association for Computing Machinery's Special Interest Group in Design of Communication (ACM: SIGDOC) 2015, Limerick, Ireland.
- Program Committee and Area Coordinator for Rhetoric & Writing and Popular Culture, Humanities, Arts, Science, and Technology Alliance and Collaboratory (HASTAC) 2015, East Lansing, Michigan.
- Program Committee and Executive Committee, Association for Computing Machinery's Special Interest Group in Design of Communication (ACM: SIGDOC) 2014, Colorado Springs, Colorado.
- Program Committee, Council for Programs in Technical and Scientific Communication (CPTSC) 2014, University of Cincinnati.
- Program Committee, Association of Teachers of Technical Writing (ATTW), 2014, Indianapolis.
- Program Committee and Executive Committee, Association for Computing Machinery's Special Interest Group in Design of Communication (ACM: SIGDOC) 2013, East Carolina University.
- Program Committee, Council for Programs in Technical and Scientific Communication (CPTSC) 2013, University of Cincinnati.
- Program Committee, International Conference on Information Systems and Design of Communication (ISDOC) 2013, Lisbon, Portugal.
- Publicity Chair and Program Committee, Association for Computing Machinery's Special Interest Group in Design of Communication (ACM: SIGDOC) 2012, Seattle.
- Program Committee, Association for Computing Machinery's Special Interest Group in Design of Communication (ACM: SIGDOC) 2011, Pisa, Italy.
- Program Committee, Association of Teachers of Technical Writing (ATTW), 2011, Atlanta.
- Technical Program Committee, Association for Computing Machinery's Special Interest Group in Design of Communication (ACM: SIGDOC) 2010, São Carlos, Brazil.
- Program Committee, Association for Computing Machinery's Special Interest Group in Design of Communication (ACM: SIGDOC) 2009, Indianapolis.
- Program Committee, Sociotech Workshop at the Interact Conference 2009, Sweden
- Webmaster, IEEE's International Professional Communication Conference 2006, Saratoga Springs.

### **Big Ten Academic Alliance Leadership / Participation (CIC)**

Participant at the Digital Humanities Summit. Sponsored by the Committee on Institutional Cooperation (CIC) and held at The University of Nebraska-Lincoln. Nominated by the Dean of the College of Arts and Letters, 2012.

### **Reviewer of Manuscripts, Books, Conference Proceedings, and Research Proposals**

- Conference papers and proposals for the Association of Computing Machinery's Special Interest Group in the Design of Communication (ACM: SIGDOC) 2020-2017, 2015-2009
- Book Proposal for WAC Clearing House, 2020
- Articles for Technical Communication Quarterly, 2019, 2018, 2016, 2013

- Conference proposals for the Association of Teachers of Technical Writing (ATTW), 2019, 2018, 2011
- Conference proposals for Computers and Writing 2019, 2016
- Article for Communication Design Quarterly, 2018
- Conference proposal reviewer for the Council for Programs in Technical and Scientific Communication (CPTSC) Conference, 2018, 2016, 2014, 2013
- Manuscript for Rowman & Littlefield, 2018
- Article review for Rhetoric Society Quarterly, 2017
- Proceedings reviewer for SIGDOC's annual conference, 2017
- Article for the Journal of Technical Writing and Communication, 2017, 2015
- Conference proposals for the Association of Internet Researchers, 2015, 2011, 2009
- Article for *Programmatic Perspectives* the journal for Council for Programs in Technical and Scientific Communication (CPTSC), 2014-2015
- Article for *Disaster Prevention and Management* journal, 2014
- Conference papers for Human-Computer Interaction International, 2014
- Article for Kairos, 2014
- Article for IEEE Transactions on Professional Communication, 2013
- Conference papers for the IHC2012 XI Brazilian Symposium on Human Factors in Computing Systems, 2012
- Article for Rhetoric, Professional Communication and Globalization, 2012
- Articles for The Poster: The Journal of Visual Rhetoric article, 2011
- Conference papers for the International Conference on Entertainment Computing, 2011
- Conference proposals for International Conference on Entertainment Computing 2011
- Article for International Journal of Sociotechnology and Knowledge Development, 2009
- Conference papers for the Sociotechnical Workshop at Interact, 2009
- Manuscript review of *The Essentials of Technical Communication* by Beth Tebeaux and Sam Dragga for Oxford University Press, reviewed 2009
- Article for Technical Communication Quarterly special issue on Posthuman Rhetorics and Technical Communication, 2009
- Article for International Journal of Sociotechnology and Knowledge Development special issue on New Sociotechnical Insights for Interaction Design, 2009
- Conference proposals for the Usability Professional Association, 2007
- Conference proposals for the Society of Technical Communication, 2005
- Conference papers for the Association of Computing Machinery SIGCHI, 2002

### **Awards Committees**

- Committee for the 7Cs Tech Innovator Award, 2018, 2016
- Committee for the NCTE/CCCC Technical and Scientific Communication Awards for the Best Book, Best Collection of Essays, and Best Articles, 2017
- Committee for SIGDOC Awards 2009-2014

### **Professional Organization Affiliations**

- ATTW: Association of Teachers of Technical Writing

- SIGDOC: ACM's Special Interest Group for the Design of Communication
- WomenInTC: Women in Technical Communication

### **Community and Educational Outreach**

- Sponsorship of student workers and supplies for *Soulfire Art*, the fundraising event for the Firecracker Foundation. The Firecracker Foundation offers support services for survivors of childhood sexual violence. Soulfire art is the product of individual survivors each of whom are paired with a local artist to express through art their survivor journey.
- Fundraising Committee Member for the Beacon Society, a Sherlock Holmes scion of the Baker Street Irregulars focused on educational outreach
- Diogenes Club of 221b Con
- The Greek Interpreters, the first academic scion of the Baker Street Irregulars
- Latinx Youth Summer Camp, Faculty Advisor. Technology program for Latino/a youth in Lansing sponsored by WIDE Research, Summer 2018, 2017, 2016 (WIDE sponsored and supported in 2019)
- Spartan's Will. Speaker and workshop support for Experience Architecture and Professional Writing, Summer 2014
- Young Authors Conference, Workshop Leader. Creative writing conference for middle school and high school students at Michigan State University, Summer 2014
- Digital Storytelling, Faculty Leader. Summer camp for middle school girls sponsored by the Creativity Exploratory, Summer 2012
- Ralya Times, Faculty Leader. Creative writing project at elementary school, 2011-2012

### **Participation in University Committees, Events, Workgroups at Michigan State University**

- University Academic Hearing Boards Pool 2020-2022 (College elected)
- MSU Sidewalk Poetry Competition steering committee 2017-2018
- SPG Review Panel, 2016-2017 (Dean appointed)
- Ad Hoc Committee on Social Media, Pedagogy, Academic Rights and Responsibilities, 2013-2014 (Dean appointed)

### **Participation in College Committees and Workgroups at Michigan State University**

- Experience Architecture Graduate Program Exploratory Committee, 2019-Present (Dean Appointed)
- College of Arts & Letters Digital Humanities Advisory Committee 2018-2020 (Elected)
- College of Arts & Letters Digital Humanities Research Committee 2018-2020 (Elected)
- College of Arts & Letters Digital Humanities Ad Hoc Committee on Bylaws, 2017-2018 (Director Appointed)
- College of Arts & Letters Technology Committee, 2016-2017, 2011-2012 (Chair Appointed)
- College of Arts & Letters Faculty Leadership Program, 2016-2017 (Dean Appointed)
- College of Arts & Letters Research Committee, 2015-2018 (Dean Appointed)
- Director, Experience Architecture Program Committee, 2014-2016 (Dean Appointed)
- Experience Architecture Program Committee, 2011-2017 (Dean Appointed)

- Creativity Exploratory Executive Board, 2014-2015 (Dean Appointed)
- Umbrella Committee for the 2014 Hiring Searches for Experience Architecture, 2013-2014 (Dean Appointed)
- Creativity Exploratory Steering Committee, 2011-2014 (Dean Appointed)
- Creativity Exploratory Advisory Committee, 2011-2014 (Dean Appointed)
- College of Arts & Letters Initiative on Technology, Culture, and Creativity, 2011-2014 (Dean Appointed)
- Search Committee for Academic Specialist in Experience Architecture, 2013-2014 (Dean Appointed)
- Digital Humanities curriculum discussion group, 2011-2012 (Dean Appointed)
- Transmedia PhD curriculum discussion group, 2011-2012 (Dean Appointed)
- CAL 50th Anniversary Sub-Committee, 2011-2012 (Dean Appointed)

#### **Participation in Department Committees and Workgroups at Michigan State University**

- WRAC Advisory Council, 2018-Present, 2013-2014 (Peer Elected)
- WRAC Merit Pay Committee, 2020, 2019, 2015, 2014 (Chair Appointed)
- Rhetoric and Writing Graduate Committee, 2019-Present, 2013 (Director Appointed)
- WRAC Awards Committee, 2019-Present (Chair Appointed)
- Search Committee for Tenure-Track Positions, 2019 (Chair Appointed)
- Experience Architecture Portfolio Reviewer, 2016-2017 (Director Appointed)
- Professional Writing Portfolio Reviewer, 2011-2017 (Director Appointed)
- Search Committee for two Tenure-Track Positions, 2015-2016 (Chair Appointed)
- Professional Writing Program Committee, 2011-2016 (Chair Appointed)
- Chair, WRAC Hearing Board, 2014-2015 (Chair Appointed)
- Professional Writing Study Abroad Program group, 2011-2014 (Chair Appointed)
- Search Committee for Tenure-Track Position, 2013-2014 (Chair Appointed)
- Appointments and Equal Opportunity Committee, 2013-2014 (Peer Elected)
- Rhetoric and Writing Graduate Committee, 2013 (Director Appointed)
- Reappointment-Promotion-Tenure Committee, 2011-2012 (Peer Elected)
- London Center for Innovation and Research in the Humanities discussion group, 2011-2013 (Chair Appointed)

#### **Participation in University Committees and Events at Old Dominion University**

- Learning Commons Multimedia Room committee, 2009-2011 (Dean appointed)
- Reviewer of student capstones for Virginia Modeling, Analysis & Simulation Center, 2009

#### **Participation in Department Committees at Old Dominion University**

- Multimedia/Technology/Teletechnet Committee, 2008-2011 (chair appointed)
- Chair, Fundraising Committee 2010-2011 (chair appointed)
- Public Relations Committee 2009-2010 (chair appointed)
- Chair, Hiring Committee for Lecturer of Digital Humanities, 2010 (chair appointed)
- Hiring Committee for Assistant Professor of Rhetoric, 2009 (chair appointed)

### **Participation in Societies at Old Dominion University**

- Faculty Advisor and Founder, SIGDOC Student Chapter 2009-2011

### **Participation in Department Committees at Rensselaer Polytechnic Institute**

- Marketing Committee, 2006-2007 (chair appointed)
- Alumni Relations Committee 2006-2007 (faculty appointed)
- Peer Advisor for First Year PhD Students, 2004-2005 (faculty appointed)
- PhD Scheduling Committee, Spring 2004 (peer elected)

### **Participation in Societies at Rensselaer Polytechnic Institute**

- Founder, S. Michael Halloran Student Chapter of Rhetoric Society of America 2004-2006
- Vice-President, Jay R. Gould Chapter of the STC 2004-2005

## **Selected Industry Experience**

### **User Experience Consultant 1994-Present**

- Advising C-level executives on implementing user experience methods and practices.
- Leading and advising executives, development teams, and marketing groups on user experience (usability, content strategy, information architecture, and policy design).
- Crafting business plans, delivering pitches, producing budgets, and building teams for traditional businesses and technology start-ups.
- Conducting research (contextual inquiry and usability testing), architecting systems (diagramming, taxonomies), designing the interface (wireframes), working with visual designers, and overseeing the final user experience and interface design.
- Creating standards including design patterns, guidelines, processes, and structures.
- Training professionals in user experience, process design, information design, and tools.
- Managed global outsourced teams in Belarus, China, India, Israel, and U.S.A.

### **Director of Design Research / Human Factors**

#### **Electronic Ink Philadelphia, PA 2007-2008**

- Managed line of business and staff for an international design consultancy. Increased department profitability by 25% by initiating new kinds of user experience research to answer the market need for people-centered solutions. Reported directly to the COO.
- Responsibilities included long-term vision and day-to-day management of research groups, as well as managing two onsite usability labs equipped with eye tracking systems, cameras, and modular environments. Led a department consisting of human factors analysts, usability engineers, anthropologists, business analysts, cognitive psychologists, and technical writers.
- Participated in pitches and sales meetings, worked with sales team to answer requests for proposals (RFPs), and built sales decks for client pitches.

- Research techniques included ethnographic field research, card sorting, usability testing, contextual inquiry, surveys, focus groups, heuristic evaluations, and interviews.
- Advised Fortune 100 & 500 clients on their strategic goals for application, web site, technology, process improvement, and service design projects. Global clients included Armstrong, AstraZeneca, Carbon Neutral Shopping, Ford, GlaxoSmithKline, Harmon, ICON, Independent Blue Cross, Lincoln Financial, Microsoft, National Grid, NBC/Universal, Penske, Philadelphia Orchestra, Rite Aid, RIM (BlackBerry), Robert Wood Johnson Foundation, Willis, Wyeth. Locations included Ireland, U.K, and U.S.A.

### **User Interface Program Manager, Windows Server Administration Tools**

#### **Microsoft Corporation Redmond, WA 2001-2003**

- Managed, architected, and designed the user experience for Active Directory.
- Responsible for the first-ever set of user scenarios and drove advanced feature design.
- Led the design of the first web-based application for Windows Server (Autogroup 2.0), a tool for users to self-manage their digital accounts, technologies, security, and roles.
- Responsible for conducting 508 accessibility benchmarks for .NET Server and Windows 2000 Server, and reporting these results to upper management.
- Member of the Persona taskforce. Researched user data and participated in site visits.
- Led ADAM, a lightweight directory system project. Wrote specifications and designed prototypes.

### **Acting Manager and Team Lead of Instructional Development 2000-2001**

#### **Daleen Technologies Boca Raton, FL**

- Led an international team of instructional designers, developers, translators, and graphic designers in developing web-based and computer-based training.
- Management responsibilities included mentoring staff, project management, interviewing, performance reports, and budgeting. Taught courses in FrameMaker.
- Chair of a committee bridging relations between multiple departments and creating standards for user interface and documentation guidelines.
- Responsible for needs analysis, information architecture, and storyboarding interactions. Conducted usability tests and heuristic evaluations.

### **Senior Documentation Engineer, Research and Development 1999-2000**

#### **Daleen Technologies Boca Raton, FL**

- Duties included technical writing, manual design, technical editing, mentoring writers, and creating style and process guides. Wrote and edited ISO-9000 documents.
- Restructured over 5000 pages of software documentation. Designed a single-source format that was more cost-effective by allowing easier updating and text consistency.

### **Technical Writer, Library Automation Systems**

#### **ProQuest (formerly SIRS Mandarin, Inc.) Boca Raton, FL 1998-1999**

- Authored software manuals, online help, and technical white papers.
- Managed print production; coordinated team with marketing, printing, graphic design.

**Assistant to the General Manager**

**Florida's Singing Sons Boychoir Fort Lauderdale, FL 1994-1998**

- Front office staff. Managed volunteers, took student attendance, designed flyers, sold concert tickets, talked to donors, and answered phones for a non-profit arts organization.
- Developed and maintained databases of students, patrons, ticketing, and events.