

# Huiling Ding

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## Research focuses

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Intercultural rhetorics. Risk rhetorics. Digital rhetoric. Medical rhetoric. AI and Technical Communication. Ethics and Social Justice. Writing in the Disciplines. Professional Writing. Technical Communication. Health Communication. Genre Studies. Asian Studies.

## Education

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**Ph.D., Rhetoric and Composition**, Department of English, Purdue University, 2007

**M.A. in English**, Department of English, Northern Illinois University, 2002

**B.A. in Medical English**, Department of English, Xi'an Medical University, P.R. China, 1997

## Academic Appointments

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**Program Faculty**, Communication, Rhetoric and Digital Media Program (Ph.D.), NCSU, 2012-present

**Professor of Technical Communication, Department of English**, NC State University, 2020-present

**Director of MS in Technical Communication**, 2014-present

**Associate professor**, 2014-2020

**Assistant professor**, 2012-2014

**Assistant professor**, Professional Communication and Rhetoric, Clemson University, 2007-012

**Purdue Research Fund Fellow**, Purdue University, 2006-2007

**Strategic Fellow**, Graduate School, Purdue University, 2004-2005, 2005-2006

**Graduate instructor**, Department of English, Purdue University, 2003-2004

**Graduate instructor**, Department of English, Northern Illinois University, 2001-2003

**Instructor**, Foreign Language Institute, Tongji University, Shanghai, P.R. China, 1997-2001

## Awards

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**First place, International Essay Contest in Technical Communication**, China-TC, 2017

**Best Book Award in Technical and Scientific Communication**, Conference on College Composition and Communication (CCCC), 2016

**Nell Ann Pickett Award for Best Article in *TCQ***, 2014, for Transcultural risk communication and viral discourses: Grassroots movements to manage global risks of H1N1 flu Pandemic.

**Editor's Pick New Scholar Award.** The use of cognitive and social apprenticeship to teach a disciplinary genre: Initiation of graduate students into NIH grant writing. 2008.

**College Composition and Communication Conference Outstanding Dissertation Award in Technical Communication, Honorable Mention.** *The Rhetoric of a Global Epidemic: Intercultural and intracultural professional communication about SARS.* 2008.

## Grants

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### Federal and National Grants

#### Funded

**Principal Investigator,** NSF Convergence Accelerator Phase I Grant, Track B: AI and Future Jobs. **\$985,485**, with four Co-PIs from Computer Science and Engineering, NC State University, September 2019-May 2020.

- Project title: Developing Intelligent Technologies for Workforce Empowerment: Credential Gap Diagnostics and Personalized Recommenders for Jobs and Retraining

#### Pending

**Principal Investigator,** NSF Science of Organizations grant. **\$600,000.** Pending

- Project title: ACT (Agile Cross-industry Transfer): Cultivating Career Agility for Individuals and Organizations through Transportable Skills and Lifelong Learning.
- Co-PI from Rosen College of Hospitality Management at University of Central Florida.

**Principal Investigator,** NSF Convergence Accelerator Phase II Grant, Track B: AI and Future Jobs. **\$5,000,000.** Pending.

- Project title: WE-RISE: Workforce Empowerment and Retraining: Internet of Solutions for Employment.
- With three sub-award arrangements, each offering about \$150,000, with PIs from Computer Science and Engineering at Vanderbilt, University of Massachusetts, and University of Central Florida.

#### Not Funded

**Co-PI,** NSF Convergence Accelerator Phase I RAPID Grant, Track B: AI and Future Jobs. 2020. **\$138,061.**

- Project title: WINWORK: Bridging the Gap between Traditional Workers and Online Jobs to Mitigate Impact of COVID-19.
- PI, Xipeng Shen (Professor of Computer Science, NC State University).

**Principal Investigator.** NSF RAPID Grant. 2020. **\$ 176,340.**

- Project title: Transnational Epidemic Communication, Irrational Health Beliefs, and Smart Crowdsourcing on Risk Management of COVID-19: A Multi-Disciplinary, Multi-Channel Approach in Risk Control and Public Education.

**Thrust lead,** Public Engagement and Education. NSF Science & Technology Centers (STC): Integrative Partnerships. 2021.

- Preproposal: Ethics and Safety of Systems of Autonomous, Intelligent Agents in Society.
- PI. Munindar P. Singh, Professor of Computer Science, NC State University.

**Principal Investigator.** Andrew Carnegie Fellowship. Nominee of NC State University. 2017.  
**\$200,000**

- Project title: Cross-culturally narrating the potential and perils of artificial intelligence: Competing imaginaries and shared interests of the U.S. and China

**Principal Investigator.** NIH G13. National Library of Medicine Grants for Scholarly Works in Biomedicine and Health. \$ 150,000. 2015, revised and resubmitted in 2016.

- Project title: Negotiating Quarantines: Cultures, Body Politics, and Public Participation in Bubonic Plague and SARS.

**Principal Investigator.** NSF Ethics Education in Science and Engineering. 2013. **\$299,993.**

- Project title: Multinational authors, technology, and research and publishing ethics: New Challenges for Ethics Education in Science and Engineering.
- Co-PIs.: Ferric C. Fang, M.D., University of Washington School of Medicine; David Ding, Assistant Professor, Business School, Rutgers University.

**Principal Investigator.** Council for Programs in Technical and Scientific Communication (CPTSC). 2013. **\$1,500.**

- Project title: Migrating technical and professional writing to MOOC? An ethnographical study of pedagogical practices and challenges

**Principal Investigator.** Charles Ryskamp Fellowship. American Council of Learned Societies. 2011.  
**\$64,000.**

- Project title: American Medical Missionaries, Traditional Chinese Medicine, and China's Modernization Drive in the early 1900s.

**Nominee of Clemson University.** Summer Stipends, National Endowment for the Humanities. 2009. \$6,000.

- Project title: Transcultural Risk Management of and Communication about Global Epidemics: SARS and the Swine Flu.

## Regional grants

### Funded

**Summer Resident,** National Humanities Center, **\$3,000,** NC State University, June 4 – 29, 2018

**Graduate School Innovation Grant** for recruiting initiatives, **\$ 2500** (2019), NC State University

**International Travel Grants** to build 3+2 partnerships between MSTC and Nanjing Normal

University (NNU), Zhejiang University (ZJU), and Chongqing Post and Telecommunications University (CQPTU), Office of International Services, NC State University

- **\$1,850,** 2018 (CQPTU, NNU, and ZJU); **\$2,500,** 2017 (NNU and ZJU); **\$3,000,** 2016 (NNU)

**Sosower Memorial Fund,** CHASS, NCSU, **\$1350,** 2016

**Undergraduate Research Grant, \$ 750,** CHASS Undergraduate Research Grant, **\$ 1,500;**

Undergraduate Travel Grant, **\$ 1,500,** NC State University, 2013

URGC Project Completion Grant, **\$3,000.** Clemson University. 2011

AAH College Research Grant, **\$3,000** (2010); **\$2,500** (2008). Clemson University

English Department Summer Research Fellowship, \$5,000. Clemson University. 2008  
 Year-long Purdue Research Fund (PRF), **\$35,365**, 2006-2007  
 Purdue Graduate Student Government (PGSG) Travel Grant, **\$250** (2006); **\$200** (2003)  
**Graduate School Fellow**, Purdue Strategic Initiative Fellowship **\$42,124**, (2005); **\$35,365**, (2004)  
 Northern Illinois University Alumni Travel Grant, **\$250**, 2001

### Not funded

Public Science Grant. Tracing down genre shifts: Scientific discoveries in academic, media, and public discourses. \$5,000. NC State University. 2019.

Research and Graduate Studies – FRPD Individual Program. Quarantine policies, practices, and outcomes in bubonic plague and SARS: Cultures, body politics, and public participation. \$15,000. NC State University. 2014.

## Publications

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### Forthcoming

- Kong, Y. & Ding, H. (2021). Artificial Intelligence as a National or Global Enterprise? Corpus-Assisted Analysis of U.S. and Chinese AI Discourses. *Connexions in International Professional Communication & Design (i.p.c.d.) ePublication*.
- Ding, H. (2020). Building International Partnerships: The Accelerated BA-MS Joint Degree Program. *Programmatic Perspective*.
- Ding, H. (2020). Smart Crowdsourcing in COVID-19: Assisting Wuhan with Mobility in Lockdown. *QED: A Journal in GLBTQ Worldmaking*.

### Published

#### Scholarly Monograph and Edited Collection

Ding, H. (2014). *Rhetoric of Global Epidemic: Transcultural Communication about SARS*. Southern Illinois University Press. 2014.

- **2016 Best Book Award in Technical and Scientific Communication from Conference on College Composition and Communication (CCCC)**
- Reviewed in *Technical Communication Quarterly*, 25 (1): 2016, p. 67-69; *Journal of Business and Technical Writing*, 34(1): 2017, p. 119-124; [InsideHighered.com](http://InsideHighered.com), May 2014.

Ding, H., & Savage, J. (2013). *Technical Communication Quarterly*. Special Issue on New directions in intercultural professional communication.22 (70% contribution).

### Peer Reviewed Articles

Ding, H., Fang, X., Menzies, T., Shen, X., Chi, M. (2020). Building Ethical AI for Workforce Empowerment, Upskilling, and Reemployment in Manufacturing. *Conference Proceedings, AI and Manufacturing*, AAAI Spring Symposium.

Ding, H. (2020). Crowdsourcing, Social Media, and Intercultural Communication about Zika: Use

- Contextualized Research to Bridge the Digital Divide in Global Health Intervention. *Journal of Technical Writing and Communication*. 50, 141 - 166.
- Ding, H. (2019). Development of Technical Communication in China: Program building and field convergence. *Technical Communication Quarterly*. 28, 223-237
- Ding, H. (2019). The Materialist Rhetoric about SARS Sequelae in China: Networked Risk Communication, Social Justice, and Immaterial Labor. Ed., In Walsh, L., & Gruber, D. (Ed). *Routledge Handbook of Language & Science*.
- Ding, H., & Kong, Y. (2019). Constructing artificial intelligence in the U.S. and China: A cross-cultural, corpus-assisted study. *China Media Research*, 15.1, 93-105.
- Ding, H., Ranade, N., Cata, A. (2019). Boundary of content ecology: Chatbots, user experience, heuristics, and pedagogy. *SIGDOC'19 Proceedings*.
- Ding, H. (2018). Cross-cultural whistle-blowing in emerging outbreaks: Revealing health risks through tactic communication and rhetorical hijacking. *Communication Design Quarterly*.
- Ding, H., & Li, X. (2018). Technical translation in China. In Shei, C., & Gao, Z. (Ed). *Routledge Handbook of Chinese Translation*. New York, NY: Routledge. 537-550. (60% contribution).
- Ding, H. & Zhang, J. (2017). Imagining Health Risks: Fear, Fate, Death, and Family in Chinese and American Online Discussion Forums about HIV/AIDS. In Hartnett, S., Keränen, L., & Conley, D. (Ed). *Imagining China: Rhetorics of Nationalism in an Age of Globalization*. Lansing, MI: Michigan State University Press. 235-270. (60% contribution)
- Ding, H. (2017). Cross-culturally narrating risks, imagination, and realities of HIV/AIDS: Emerging genre of online “risky aids narratives” and potential intermediation of this occluded genre. In Miller, C., & Kelly, A. (Ed). *Emerging Genres in New Media Environments*. Basil, Switzerland: Palgrave MacMillan. 153-170.
- Ding, H. (2017). Content Strategy: The Next Growing Market of Technical Communication. *TCShanghai*.
- **First place, International Essay Contest in Technical Communication**
- Ding, H., Li, X., Haigler, A. (2016). Access, Oppression, and Social (In)Justice in Epidemic Control: Race, Profession, and Communication in SARS Outbreaks in Canada and Singapore. *Connexions*. 4, 21-56. Lead article. (75% contribution).
- Zhang, J., & Ding, H. (2014). Constructing HIV/AIDS on the Internet: A comparative rhetorical analysis of online narratives in the United States and in China. *International Journal of Communication*. 8, 1415–1436. (45% contribution)
- Ding, H. (2014). Transnational Quarantine Rhetorics: Public Mobilization in SARS and in H1N1 Flu. *Journal of Medical Humanities*. 35, 191–210.
- Ding, H., and Savage, J. (2013). Guest editors. *Technical Communication Quarterly* Special Issue: New Developments in Inter/transcultural Professional Communication. 22.
- **Nominated for NCTE’s 2013 Best Original Collection of Essays in Technical or Scientific Communication**
- Ding, H., & Pitts, E. (2013). Singapore’s quarantine rhetoric and human rights in emergency health risks. *Rhetoric, Professional Communication, and Globalization*. 4. 1 55-77. Special issue on human rights. (70% contribution)

- Ding, H., and Ding, X. (2013). 360-degree rhetorical analysis of job hunting: A four-part, multimodal project. *Business Communication Quarterly*. 76(2) 239–248. (80% contribution)
- Ding, H. (2013). Transcultural risk communication and viral discourses: Grassroots movements to manage global risks of H1N1 flu Pandemic. *Technical Communication Quarterly*. 22, 126-149.
- **2014 Nell Ann Pickett Award for Best Article in *TCQ***
- Ding, H., & Savage, J. (2013). Guest editors' introduction: New directions in intercultural professional communication. *Technical Communication Quarterly*. 22, 1-9. (70% contribution)
- Ding, H. (2013). My professional life as an ESL trainer/technical translator in Shanghai, China. In Yu, H. & Savage, J. (Ed). *Negotiating Cultural Encounters: Narrating Intercultural Engineering and Technical Communication*. Hoboken, NJ: Wiley/IEEE Press. 247-282.
- Ding, H. (2012). Grassroots emergency health risk communication and transmedia public participation: H1N1 flu, travelers from epicenters, and cyber vigilantism. *Rhetoric, Professional Communication, and Globalization*. 3, 15-35.
- Ding, H., & Zhang, J. (2010). Social media and participatory risk communication during the H1N1 flu epidemic: A comparative study of the United States and China. *China Media Research*. 6, 80-90. (60% contribution)
- Ding, H. (2010). Technical communication instruction in China: Localized programs and alternative models. *Technical Communication Quarterly*. 19, 300–317.
- Ding, H. (2010). A case study of the impact of digital documentation on professional change: The WPA electronic mailing list, knowledge network, and community outreach. In Lamberti, A., and Richards, A.R. (Ed). *Complex Worlds: Digital Culture, Rhetoric, and Professional Communication*. Amityville, NY: Baywood Publishing Company. 117-132.
- Ding, H. (2009). Alternative forms of technical communication in China: Localized programs and new developments. Conference of Professional, Technical, Scientific Communication Proceeding
- Ding, H. (2009). Rhetorics of alternative media in an emerging epidemic: SARS, censorship, and participatory risk communication. *Technical Communication Quarterly*. 18, 327–350.
- **Nominated for 2010 Best Article Reporting Historical Research or Textual Studies in Technical or Scientific Communication**
- Ding, H. (2008). The use of cognitive and social apprenticeship to teach a disciplinary genre: Initiation of graduate students into NIH grant writing. *Written Communication*. 25, 3-52.
- **2008 Editor's Pick New Scholar Award**
- Ding, H., & Ding, X. (2008). Project management and process-oriented approach to teamwork. *Business Communication Quarterly*. 71, 456-471. (80% contribution)
- Ding, H. (2007). Open source: Platform for virtual service learning and user-initiated research. International Professional Communication Conference Proceeding. Ding, H., & Ding, X. (2008). Project management and process-oriented approach to teamwork. *Business Communication Quarterly*. 71, 456-471. (80% contribution)
- Ding, H. (2007). Confucius' virtue-centered rhetoric: A case study of the *Analects* with mixed

research methods. *Rhetoric Review*. 26, 142–59.

Ding, H. (2007). Genre analysis of personal statements: Analysis of moves in application letters to medical schools.” *English for Specific Purposes*. 26, 368–392.

Ding, H. (2004). The use of the electronic-portfolio in writing classrooms: A developmental approach. *Louisiana English Journal*. 100-106

Ding, H. (2000). Strategies in enhancing motivation in English courses. *Research of College English Teaching*. Southwest UP: Chengdu, China. 182-191

#### **Book reviews**

Xie, C., & Ding, H. (2020). Book review of Amy Koerber. *From Hysteria to Hormones: A Rhetorical History. Health Communication*. Forthcoming.

Ding, H. (2014). Invited book review of Barry Thatcher *Intercultural Rhetoric and Professional Communication: Technological Advances and Organizational Behavior*. IGI Global. 417pp. *Technical Communication Quarterly*.

Ding, H. (2005). Book review of *Innovative approaches to teaching technical communication*. *Journal of Business and Technical Communication* 19, 222-225.

#### **Under Development**

Ding, H. Smart crowdsourcing to bridge the expert-public knowledge gap in risk communication about COVID-19. *Communicating COVID-19: Interdisciplinary Perspectives*. Ed, Monique Lewis, Eliza Govender & Kate Holland. Palgrave Macmillan, 2021.

Ding, H. Pandemic communication from traditional media: Comparison of 1918 Influenza and SARS. *Communication and Resilience during Pandemics*. Ed. David Berube. Springer. 2021.

Ding, H., & Xie, C. LinkedIn optimization in automated recruiting.

Ding, H., & Kong, Y. Impacts of social profiling on job search and social media use.

Ding, H., & Jones, H. The use of neuroscience games in recruiting: Practices, issues, and strategies.

Ding, H., & Chen, J. Video interviews in automated candidate screening: Pitfalls and ethical concerns.

Ding, H. Resume 2.0 for algorithmic screeners: The changing landscape of resume writing and assessment.

Ding, H., & Tang, Y. Content Strategy and Intercultural Rhetorics: Analysis of English Websites of Leading Chinese Universities.

Ding, H., & Hoccut, D. Techno-genre ecologies in automated job screening: Emerging practices and ethical challenges of AI-augmented pre-hire assessment. *Technical Communication Quarterly*

Ding, H., Ranade, N., & Cata, A. Designing Automated, Intelligent Content for Chatbot: Strategies and Challenges.

Ding, H. Rhetorical topoi of financial consulting: Interface with clients & knowledge work.

#### **Under Review**

Ding, H. Smart crowdsourcing to bridge the expert-public knowledge gap in risk communication about COVID-19 in the U.S. *Communicating COVID-19: Interdisciplinary Perspectives*. Palgrave.

#### **Under Revision**

Ding, H. Artificial intelligence, automated writing technologies, and change management in technical communication.

Kong, Y., Xie, C., & Ding, H. Analysis of Technical and Professional Communication: Academic Job Market: A Corpus-assisted Study of Job Advertisements. *Journal of Technical Communication and Writing*.

### **Revised and Resubmitted**

Troyer, L., Men, R., & Ding, H. Technological Influences on Culture: From the internet to big data and AI. Ed. Keyton, Joann. *Culture 2.0*.

Altarriba, J., Bean, H., Dougherty, D., Ding, H., & Stetyick, A. Communication, Discourse, and Language. Ed. Keyton, Joann. *Culture 2.0*.

Ding, H., Chen, J., & Zhang, H. Mapping the Transcultural Environmental Risk Communication of PM2.5 in China. Ed. Olman, L. C. *Global Rhetorics of Science*. SUNY.

Ding, H., & Kong, Y. Artificial Intelligence as Global Assemblages and Global Flows: Corpus-Assisted Analysis of U.S. and Chinese AI Discourses.

## **Honors**

**Summer Fellow**, National Humanities Center, Durham, NC, 2018

**Thank a Teacher Recognition**, NC State University, Spring 2016

**Faculty of Excellence Award**, Clemson University, 2009

**Emerging Scholar Crouse Scholarship**, English Department, Purdue University, 2006

**Grace L. Smart Award in Rhetoric and Composition, honorable mention**, Annual Literary Award, Purdue University, 2006

**Best Visuals and Presentation Award for Purdue ICaP E-portfolio contest**, 2004

**Excellent Head Teacher designation**, Only College, Shanghai. 1999-2000

**Second Prize for Excellent Teaching**, Tongji University. 1998

### **Nominations**

**Nominee, Outstanding Global Engagement Award**, NC State University, 2018

**Nominee, Andrew Carnegie Fellowship**, NC State University, 2017

**Nominee, the Graduate School Outstanding Graduate Faculty Mentor Award**, NC State University, 2017

**Nominee, NCTE Best Original Collection of Essays in Technical or Scientific Communication**, TCQ special issue on New Directions in Intercultural Professional Communication. 2013

**Nominee, Best Article Reporting Historical Research or Textual Studies in Technical or Scientific Communication**. Rhetorics of alternative media in an emerging epidemic: SARS, censorship, and participatory risk communication. CCCC. 2010



## Media interviews

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Aljazeera. China: Covering the Coronavirus Contagion. February 1, 2020.

## Invited Presentations

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**Invited Speaker.** Coronavirus Pandemic Myth Busting: A Discussion about Communicating which if any Communities are more or less Susceptible to Contracting or Transferring the Coronavirus. College of Agriculture and Life Sciences. CALS Community Conversations. October 2020.

**Invited Speaker.** Smart crowdsourcing in epidemic risk communication. University of Queensland. October 2020.

**Invited Speaker.** International Webinar on Linguistics, Machine Learning and Artificial Intelligence. Haldia Institute of Technology, West Bengal, India, August 2020

**Plenary Speaker.** Accountability in the Evolving Landscape of Technical Communication. ATTW, Pittsburgh, PA. 2019.

**Invited Speaker.** Strategies to Write Strong Personal Statements for PhD Programs, MA Colloquium, Department of English, NC State University, October 2017.

**Invited Speaker.** Technical Communication and Writing for Publication. Beijing Jiaotong University, Beijing, China. June 2017.

**Invited Speaker.** Technical Communication in the U.S. and at NC State University: Past, Present, and Future. Nanjing Normal University, Nanjing, China. September 2016; June 2017.

**Invited Speaker.** Strategies to Write Strong Personal Statements for Graduate and Professional Programs, English Club, NC State University, November 2016.

**Plenary Speaker.** Symposium: Preparing Premed Students to Write Strong Personal Statements, Wake Forest University, October 2016.

**Plenary Speaker.** Introduction to Technical Writing and Writing for Publication. Northwestern Polytechnic University, Xi'an, China. September 2016.

**Invited Speaker.** Introduction to Technical Communication. Xi'an International Studies University, Xi'an, China. September 2016.

**Plenary Speaker.** Intercultural issues in the rhetoric of health and medicine. Symposium of Discourses of Health and Medicine. University of Cincinnati. Cincinnati, OH, 2015.

**Invited Speaker.** Introducing novices to grant writing. Fall for the Book festival, George Mason University. Fairfax, VA. October 2015.

**Invited Speaker.** Symposium: Supporting Our Multilingual Readers and Writers, Wake Forest University, September, 2015.

**Keynote Speaker.** Transcultural risk communication and social media: Grassroots risk management of H1N1 flu pandemic. First Annual Writing, Rhetoric, and Discourse Student Awards of DePaul University, Chicago, IL, June 2011.

**Invited Speaker.** Technical and scientific writing instruction in China: Glocalized programs with different disciplinary roots. Conference on Writing Education across Borders. State College,

PA. September 2011.

## Conference Presentations

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- With Yeqing Kong, Xincheng Xie, Jet Cheng, and Hunter Jones (panel). AI-Assisted Recruiting and Screening: Tools, Processes, and Strategies. Symposium of Communication of Complex Information, 2020.
- With Khawar Khan. Intercultural Communication in Educational Institutions: Content Analysis of Websites of Pakistani Universities. Symposium of Communication of Complex Information, Shreveport-Bossier City, LA, 2019.
- With Yeqing Kong and Xincheng Xie. A Corpus-assisted Analysis of Academic Job Advertisements in Technical and Professional Communication (TPC). SCCI, Shreveport-Bossier City, LA, 2019
- With Yingying Tang. Creating global content strategy for two Chinese universities: Plans to redesign English websites. The Technical Communication Conference. Co-sponsored by Technical Communication Association and Welinske & Associates, Raleigh, NC, March 2018.
- With Yeqing Kong. Narrating Benefits and Risks of Artificial Intelligence: Competing Imaginaries and Agendas of the U.S. and China. SCCI, Greenville, NC, February 2018.
- Cross-cultural whistle-blowing in emerging outbreaks: Revealing underreporting, censorship, and injustice. SCCI, Greenville, NC, 2017
- Using peer apprenticeship to teach graduate students global content strategy skills. ATTW, 2017
- With Xiaoli Li. Technical translation as a bridge course for technical communication in China. CCCC, Houston, TX. 2016.
- Access, Oppression, and Social (In)Justice in SARS Outbreaks in Canada. ATTW, Houston, TX. 2016.
- With Kevin Farrow. Research and publishing misconduct in engineering: Retraction study of *Engineering Index*. ATTW, Indianapolis, IN. 2014.
- Cross-culturally Narrating Risks, Imagination, and Realities of HIV/AIDS: Emerging Genre of Online "Patient Narratives." Research Symposium on Emerging Genres, Forms, and Narratives in New Media Environments, Raleigh, NC. 2013.
- SARS, Chinatowns, and Asian American rhetoric. CCCC, Las Vegas, NV. 2013.
- Singapore's quarantine rhetoric and human rights in emergency health risks. ATTW, 2013.
- Perception and Understanding of Plagiarism among Multinational Students. NC Writing Symposium, Raleigh, NC, 2013.
- Transnational quarantine rhetoric: Mandatory, voluntary, coerced, and quasi-quarantines, public communication, and stigmatization in SARS. Association of Rhetoric of Science and Technology, Pre-Rhetorical Society Association Conference, Philadelphia, PA, June 2012.
- The Contested space of plagiarism: Blurring boundaries of lab knowledge, templates, and previous publications. Conference on College Composition and Communication (CCCC), 2011.
- Moving from culture to culturalism: New direction for intercultural professional communication. MLA. Los Angeles, CA. 2011.
- Social media and online professional identities: Pedagogical exploration and implication. Computers

and Writing. West Lafayette, IN. 2010.

Transcultural professional communication: A new approach to exploring transcultural risk management of the pandemic of the H1N1 Flu.” Association of Technical Teachers and Writers (ATTW). Louisville, KY. 2010.

Case definitions of SARS: Is medical knowledge culturally contingent or universally applicable? CCCC, San Francisco, CA. 2009.

Alternative forms of technical communication in China: Localized programs and new developments. Council for Programs in Technical and Scientific Communication (CPTSC) Conference, 2008.

Tracing genres across cultures: SARS and the localization of public health genres. CCCC, 2008.

Critical contextualized methodology for the study of intercultural professional communication about global events. ATTW, New Orleans, LA. 2008.

Open source: Platform for virtual service learning and user-initiated research. International Professional Communication Conference. Seattle, WA. 2008.

Cross-cultural comparison of media construction of SARS. CCCC, New York, NY. 2007.

## Multidisciplinary Research Leadership

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### **Principal Investigator, NSF Convergence Acceleration Grant, Track B: AI and Future**

**Jobs. Project title:** Developing Intelligent Technologies for Workforce Empowerment: Credential Gap Diagnostics and Personalized Recommendation Systems for Jobs and Retraining. **Amount:** \$985,485. **Co-PIs:** Three faculty from Computer Science and one from Industrial and Systems Engineering, NC State University. **Duration:** September 2019-May 2020.

#### **Project Team Leadership and Management**

- Built a multidisciplinary team while working on the preproposal and the full proposal
- Led a team of 7 faculty, 5 RAs and one student worker from CHASS, and 8 RAs from Engineering
- Worked on data management plans, intellectual property management plans, budgets, and sub-award arrangements
- Initiated and completed IRB approvals for user interviews and resume data collection
- Collaborated with Industry Extension Solutions on outreach to manufacturers and formative as well as summative assessment
- Examined the shifting needs of manufacturers and other industries caused by the COVID-19 pandemic
- Submitted three RAPID grant proposals related to AI, future jobs, and COVID-19 (all unfunded)
- Led a team of two to three to attend and present at three required three-day NSF conferences in Washing DC and San Francisco
- Obtained and introduced to the large team extensive training related to design thinking, entrepreneurship, innovation, business pitches, and team science
- Partnered with 3 sub-award teams and 9 collaborating teams in drafting Phase II

- proposal
- Obtained letters of collaboration from over 30 multisector partners for Phase II
  - Managed budget and rebudget requests from Co-PIs and senior personnel
- Multi-sector Stakeholder Building**
- Attended, conducted client interviews, and hosted a table topic at mfgCON, the annual manufacturing conference hosted by the North Carolina Manufacturing Extension Partnership with hundreds of attendants from manufacturing
  - Built partnerships with multiple organizations, including NC Department of Commerce, NC Works Commission, Burning Glass, Economic Modeling/Emsi, Kenan Fellows, Bosche, Siemens, NC Community College System, DELTA at NC State, the Workforce and Continuing Education unit at Wake Technical Community College, to explore issues related to workforce development, skill needs, emerging industry trends, and training
  - Hosted a summit titled “Developing AI Technologies for Workforce Empowerment”, which brought approximately 25 multi-sector stakeholders from state and regional workforce development agencies, employment centers, leading manufacturing facilities, universities, and community colleges
  - Conducted more than 90 client discovery interviews with a wide range of stakeholders: organizational and individual users, and customers from manufacturing, service, governmental agencies, community colleges, workforce development units, career centers, and four-year institutions

**Research on AI, Skill Gap Analysis, and Job and Training Recommendations**

- Studied skills gaps, training programs, and workforce trends in North Carolina and in manufacturing throughout the U.S. to create training data related to training and skills for Co-PIs developing training and skill gap analysis modules
- Hosted weekly team meetings and used the agile project management approach to go over weekly progresses, challenges, and plans
- Collaborated with IES to develop an end-of-project survey for the project team to collect materials for the Phase I Portfolio Report
- Worked on data collection, data cleaning, data clustering, and verification of learned models, related to credential gap analysis and personalized training recommendations
- Used random samples from over 125,000 job descriptions and over 120,000 resumes from LinkedIn, LiveCareer, PostJobFree and Jobvertise to examine possible issues in resume-job ad matching and to provide training data for the matching algorithms
- Explored the fairness of automation and AI in the context of workforce development

**Publicity and Marketing of Project**

- Crafted a two-page description of the project to be shared widely with stakeholders
- Developed weekly slides and progress reports to be shared with stakeholders who attended our team meetings to explore possible data or resource sharing
- Developed fliers, pitch decks, and brochures for Phase I and Phase II pitch competitions through collaboration with the Proposal Development Unit
- Developed and maintained a full project website to share events, updates, and research

findings

- Produced a three-minute YouTube video on the minimal viable product
- Helped produce video tutorials on various topics related to AI and recruiting
- Created a five-minute promotional video and a two-page public executive summary for the Phase II pitch competition

#### **Graduate Student Mentoring**

- Hired 3 masters students and 2 doctoral students as RAs
- Provided research guidance and funding for two research trips at mfgCon and SCCI
- Created self-contained yet collaborative research projects on AI, employment, and recruiting that accommodated personal interests
- Worked with 5 RAs to present research findings about automated recruiting, i.e., LinkedIn Optimization, video interviews, social profiling, and neuroscience games, at the Symposium of Communication of Complex Information, as well as best practices at SpeedCon
- Taught a directed reading seminar in Spring 2020 to help RAs develop solid understanding about AI, machine learning, natural language processing, applicant tracking system, skill taxonomies, skill vectors, workforce development challenges, and AI and ethics and to prepare them for research projects on AI and recruiting

## Teaching Experiences

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**Professor, 2020-present, Associate Professor, 2014-2020; Assistant professor, 2012-2014,** NC State University

Teaches graduate courses in Technical Communication and undergraduate courses in Professional Communication

ENG 333, Communication for Science and Research

ENG 425, Analysis of Scientific and Technical Writing

ENG 512, Theory and Research in Professional Writing

ENG 518, Publication Management

ENG 522, Writing for Non-academic Purposes

ENG 583/798, Global Technical Communication

ENG 626, Advanced Writing for Empirical Research

ENG 636, Artificial Intelligence, Ethics, and Entrepreneurship

CRD 893, Artificial Intelligence, Chatbot, Algorithms, and Technical Communication

**Assistant professor,** Clemson University, 2007-present

Teaches graduate courses in Professional Communication and undergraduate courses in Writing and Publication Studies

#### **Graduate courses:**

Engl 691, Classical Rhetoric

Engl 806, Medical Rhetoric/Writing

Engl 838, Global Professional Communication  
Engl 850, Research Methodology  
Engl 851, Professional Communication Theory.  
Engl 856, Workplace Communication

**Undergraduate courses:**

Engl 314, Technical Writing, onsite/online  
Engl 315, Scientific Writing/Communication  
Engl 491, Classical Rhetoric

**Graduate instructor**, Purdue University, 2003-2007

Taught in computer classrooms or online environment, responsible for the entire course: syllabus design, assignments, and website design and delivery

Introductory Writing; Business Writing; Tutoring in the Writing Lab

**Graduate instructor**, Northern Illinois University, 2001-2003

Taught in computer-assisted classrooms, responsible for the entire course: syllabus design, assignments, lecturing, grading, and conferencing)

**Instructor**, Foreign Language Institute, Tongji University, Shanghai, P.R. China, 1997-2001

College English: Intensive Reading; Listening Comprehension; English Conversation,  
American News Reading

**Senior Trainer**, Only College, Shanghai, P.R. China. 1997-2001

Advanced Interpretation, for Shanghai Interpretation Certificate

Cambridge English; Document Translation; GRE, TOEFL and GMAT testing; Intermediate

Business English; Advanced Business English for China-area managers of Schneider

Electronics and Roche

## University Services

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**NC State University**

**Department Service**

**Director of MS in Technical Communication**, 2014-present

**Program Builder**, internationalizing MSTC with 3+2 projects, NC State University, 2014-present

- Initiated and built joint 3+2 Accelerated BA to MS Programs with three Chinese universities, i.e., Zhejiang University, Nanjing Normal University, and Chongqing University of Post and Telecommunications
- Worked with program faculty to revise the curriculum to prepare for 3+2 students who will start their senior year at NC State taking both undergraduate and graduate courses

- Presented memorandums and curricular plans to Graduate Review Committees at the levels of college, graduate school, and university
- Travelled back to China three times to meet with administrators, faculty, and prospective students to get paperwork approved, help with faculty training, and meet with interested students for recruiting purposes
- Works on infrastructural and programmatic support for incoming 3+2 students in 2019
- Created publicity materials for China trips to share with interested students
- Meet with administrators to work out payments, tuitions, paperwork, admission requirements, deadlines, student visas, and other arrangements
- Co-host and mentor visiting professors from partner schools to help with faculty training

#### **Curricular activities**

- Compile on a semester basis complete lists of acceptable theory and application electives from all over campus
- Help students to choose courses, brainstorm and select ideas for capstone project
- Collect syllabi and students' feedback to build a list of recommended external courses
- Work on annual exit surveys; collect and analyze various data related to the programmatic objectives, compile results and write annual program assessment reports
- Work with MSTC faculty on new course development and scheduling every semester
- Prepare and host annual orientation sessions by notifying and inviting alumni, industry partner, and new and current students, coordinate food, set up, and clean up, and deliver talks about MSTC curriculum and co-curriculum

#### **Co-curricular activities**

- Create and maintain standing mentoring and internship arrangements with industry partners such as IBM, Net Friends, RTI International, and RedHat
- Co-host national conferences such as WriterUS and Symposium of Complex Communication Information (SCCI) to bring technical communication practitioners, managers, and scholars to NC State regularly
- Advise MSTC student organization to host annual SpeedCon Unconference; attract industry practitioners, alumni, and employers to the event; arrange workshops on latest technologies and industry trends

#### **Recruiting and publicity**

- Put annual recruiting prediction together and recruit aggressively to meet targets
- Create standard recruiting procedures: Arrange campus visits, meet and talk about the program in person or via phone
- Obtain innovation grants to create promotional videos and YouTube presence for MSTC
- Create and maintain a LinkedIn group for MSTC alumni and students
- Write recruiting proposals for department, college, and the Graduate School to obtain funding for advertisements, students' campus visits, and international program building
- Identify minority applicants; help with diversity fellowships and financial aids

- Make phone calls, often one hour or longer, to candidates to talk about our offering, particularly those with competing offers and self-funded students
- Increase the diversity of student population by more than doubling the size of our African American, Hispanic, and international student populations
- Systematically keep track of alumni placement through exit surveys and LinkedIn group
- Create updated recruiting and publicity packages; update MSTC website to produce better content strategy and Search Engine Optimization results

Faculty Coordinator of Minor in Technical and Scientific Communication, 2014-present

MS Committee Member, 2012-present

CRDM Program Faculty Member, 2012-present

Professional Writing Committee Member, 2012-present

First-Year Writing Council, 2013

### **University Service**

Member of Graduate Faculty, 2012-present

Mentor for underrepresented low-income freshmen, Pack Promise Program, NC State University, 2017-present

Reviewer, Study Abroad Scholarships, Office of International Services

Responsible Research Conduct Committee member, NC State University, 2015-present

### **Clemson University**

English Search Committee, 2011-2012

Head faculty, Health Communication Certificate, Clemson, University, 2007-2012

MAPC Search Committee, Pearce Center Director Search Committee, 2009

English B.A. Committee, 2009-2012

Clemson Pandemic Flu Preparation Advisory Board, 2008-2012

Joseph F. Sullivan Health Center's Advisory Board, 2008-2012

China Center, Clemson University, 2008-2012

Advanced Writing Program Committee, 2008-2012

MA in Professional Communication (MAPC) committee, 2007-2012

Invited CV/mock oral exam workshops for MA/MAPC students, 2008-2012

Organizer, writing group for MAPC faculty and for new incoming faculty, 2007-2009

Usability study team, Clemson University Web Service. Nov 2007-April 2008

Freshman and Sophomore Committee, Clemson University. 2010-2011

## **Professional Services**

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**Co-Chair**, Symposium on Communicating Complex Information (SCCI), 2018-present

**Co-host**, WritersUA East for Content Pros Conference, Raleigh, NC, 2018

**Foreign academic consultant**, Academic Advisory Board of TC China, China's national



organization for technical communication instructors and practitioners, 2017-present

**Co-chair**, conference of Association of Teachers of Technical Writing, Portland, Oregon, 2017

**Member at large**, Association of Teachers of Technical Writing Conference (ATTW), 2015-present

**External grant reviewer**, Research Grants Council of Hong Kong, 2013-present

**Editorial Board Member**

- *Technical Communication Quarterly*, 2015-present
- *Written Communication*, 2012-present
- *Communication Design Quarterly*, 2018-present
- *Rhetoric, Professional Communication, and Globalization*, 2009-present
- *Connexions in international professional communication and design (IPCD) eBook*, 2018-present

**Reviewer**

- *Routledge, Cambridge Scholars Publishing*, 2017-present
- *Rhetorica*, 2012-present
- *Journal of Business and Technical Communication* 2016-present
- *College Composition and Communication*, 2010-present
- *Written Communication*, 2008-present
- *English for Specific Purposes*, 2008-present
- *Asian Journal of Communication*, 2010-present
- *Canadian Journal of Higher Education, Sage Open, Oxford University Press*, 2015
- Special Issue on Multilingual-Multimodal Composing *Journal of Second Language Writing*, 2012
- Special Issue on Social Media and the Role of the Technical Communicator, *Technical Communication Quarterly*, 2012
- Special Issue on Medicine and Medicine, Health, and Publics, *Journal of Medical Humanities*, 2012
- SAGE Publications: Research Methods, Statistics, and Evaluation, 2010

**External grant reviewer**, University of Wisconsin Milwaukee, 2013

**Member**

- CCCC Outstanding Dissertation Award in Technical Communication Committee. 2012.
- CCCC Research Impact Award Committee. 2011, 2012.
- CCCC Research Committee, 2009-2017
- ATTW Program Committee, 2009-present

**Manuscript and Proposal Reviewer**

Sage Open, Oxford University Press, SAGE Publications: Research Methods, Statistics, and Evaluation, 2010

**External Referee, cases for promotion and tenure**

2019 George Mason University; 2017 Utah State University; 2016 University of Cincinnati

## Theses and Dissertations

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**Theses or capstone**

**Chair**

Ryan Seymour (2018)  
Alexandra Travis (2018)  
Jiaxin Zhang (2018)  
Yingying Tang (2017)  
Laura Zdanski (2017)  
Arthur Berger (2017)  
Anni Simpson (2016)  
Nicholas Chavis (2016)

### **Reader**

Nikita Apraj (2018)  
Elise Gallivan (2018)  
Julia Johnson (2016)  
Nina Hawley (2013)  
Alexandra Heath (2013)  
Mary Catalanotto. (2012)  
Feihong Chen. (2012)  
Megan Garver. (2012)

Susie Hansley (2014)  
Alexandra Heath (2014)  
Brittney Ragsdale (2014)  
Robert Peterssen (2014)  
James Franklin. (2013)  
Jingwen Zhang (2011)  
Sarah Brown (2011)

Caroline Garmon. (2011)  
Jin Liu. (2010)  
Kevin Randall Cantey. (2010)  
Hem Sharma Paudel. (2010)  
Heather Witmer. (2010)  
Erin Dalton. (2010)  
Mellissa Constante. (2010)  
Ryan Mallatt. (2008)

### **Dissertations**

Kong, Yeqing. Visuals in Motion: Tracing the Circulation of Data Visualization in Global Risk Communication. 2021.

Roberts, Laura. Opening Academia: An Activity Theory Analysis of How Academics Learn and Do Openness. NCSU, 2020

Hartzog, Molly. Inventing Mosquitoes: Digital Organisms as Rhetorical Boundary Objects in Genetic Pest Management for Dengue and Malaria Control. NCSU. 2016

Laboy, Johanne Ivonne. Irrational Health Beliefs and Diabetes Type 2: Their Source, Nature, and Impact in the Hispanic Community. NCSU. 2015

Johnson-Young, Elizabeth. Media's Effect on What to Expect When You're Expecting: Communication, Body Image, and Health Decisions During Pregnancy. NCSU. 2015

Dev Bose. Assertiveness training as writing pedagogy: Uses of group communication, professional communication, and student motivation for college writers with ADHD. Clemson, 2011.

## **Membership**

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Conference on College Composition and Communication (CCCC)  
National College Teachers of English (NCTE)  
Association of Teachers of Technical Writing (ATTW)  
Council for Programs in Technical and Scientific Communication (CPTSC)  
Modern Language Association (MLA)