# Huiling Ding

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## Research focuses

Responsible AI. AI and Society. AI Ethics and Social Justice. Risk Communication (Epidemics and AI). Technical Communication. Labor Market Analytics. Intercultural Communication. Digital rhetoric. Health Risk Communication. Writing in the Disciplines. Mentoring and Professionalization. Asian Studies.

## Education

**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

NC State University, 2012-present
**Professor of Technical Communication, Department of English, 2020-present**
    **Director of Labor Market Analytics and Workforce Development,** Data Science Academy, 2023-present
    **University Faculty Scholar,** 2021-present
    **Provost Faculty Fellow,** 2022-2023
    **Director of MS in Technical Communication**, 2014-2023
    **Associate professor,** 2014-2020
    **Program Faculty,** Communication, Rhetoric and Digital Media Program (Ph.D.)
    **Assistant professor,** 2012-2014
**Assistant professor,** Professional Communication and Rhetoric, Clemson University, 2007-2012
**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 & Honors

**Elected Chair and Executive Committee Member,** Special Interest Group of Documentation

(SIGDOC), American Computing Machinery (ACM), 2023-2026

**Provosts Faculty Fellow,** Office of the Executive Vice Chancellor and Provost, NC State University. 2022-2023

**Best Article Award, International Essay Contest in Technical Communication.** tc-china.org. 2021

**University Faculty Scholar,** NC State University, **2021-present**

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

**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

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

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

**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.

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

## Grants

### Submitted

**Co PI.** NRT-AI: Graduate Training in Translational Convergent Research - Harnessing AI and Data Science for Sustainable Agriculture (GRAD-AID for Ag). $2,999,566, 2024-2030.

**PI.** Responsible Artificial Intelligence Curriculum Design for Community Colleges and Minority-Serving Institutions, National Humanities Center, $40,000, 2022-2023.

**PI.** Developing and maintaining Unemployment Insurance Trust Fund Forecast Modeling for North Carolina. NC Department of Commerce. $150,0000 annual budget. 2024-

### Funded

**Faculty Participant,** Responsible Artificial Intelligence Curriculum Design, National Humanities Center, **$35,000**, 2022-2023.

**Provost's Faculty Fellow**, Analytics-Driven Academic Pathways to High-Impact Education (ADAPT): Preparing Students (and Faculty) for Future of Work with Real-time Labor Market Analytics., NC State University. **$20,000,** 2022-2023.

**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
- Project [website](#), [press release,](#) and [abstract](#)

**Summer Resident,** National Humanities Center, **$3,000,** NCSU, June 4 – 29, 2018

**Graduate School Innovation Grant** for recruiting initiatives, **$ 2,500** (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

## Publications

### Scholarly Monograph and Edited Collection

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

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

Ding, H., & Kong, Y. (2022). *Rhetoric, Professional Communication, and Globalization*. Special Issue on COVID-19 and Intercultural Participatory Risk Communication: Using immaterial Labor to Promote Social Justice in a Pandemic. (60% contribution).

### Peer Reviewed Articles
### Under Development.

Language of artificial intelligence discourses. *International Encyclopedia of Language and Linguistics*, 3rd Edition. Ed. Hilary Nesi & Petar Milin. Elsevier.

AI and the Future of Work: Potential and Pitfalls in Creating Future-Proofing Workforce with Real-Time Labor Market Analytics.

Intermediating, occluded genres in automated resume screening: Writing for algorithmic audience

Computational Job-Resume Matching: Resume 2.0 in AI-Assisted Screening

**Under Revision**

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

Xie, C., & Ding, H. Examining LinkedIn Profile Writing in the Age of Artificial Intelligence: Changes and Strategies.

**Forthcoming**

Ding, H., & Kong, Y. Theorizing knowledgescape as a transnational mediating force: Artificial intelligence and global flows. *Global Media and Communication*. Forthcoming

Ding, H. The Future of Risk Communication and Ethics. *The Routledge Handbook of Ethics in Technical and Professional Communication*. Ed. Derek G. Ross

**Published**

Kong, Y. & Ding, H. (2023). Taxonomy, challenges, and opportunities of social profiling: How to survive in the new era of AI-assisted recruiting technologies. *Journal of Business and Technical Communication*. 1-33. (Lead article)

Ding, H., Men, R., & Troyer, L. 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. (2023). Mapping the Transcultural Environmental Risk Communication of PM2.5 in China. Ed. Olman, L. C. *Global Rhetorics of Science*. Albany, NY: State University of New York Press. 87-112.

Ding, H. (2023). Analysis of Iterations of Responses to Human Prompts: ChatGPT and Automated Writing. *TextGenEd*. WAC Clearing House.

Ding, H., & Tang, Y. (2023). Content Strategy and Intercultural Rhetorics: Analysis of English Websites of Leading Chinese Universities. *Journal of Technical Writing and Communication*. 53.4, 356-381. https://doi-org.prox.lib.ncsu.edu/10.1177/004728162311719

Kong, Y., Xie, C., Wang, J., & Ding, H. (2021). AI-Assisted recruiting technologies: Tools, challenges, and opportunities. *Proceedings of the 39th ACM International Conference on Design of Communication*.

Huang, A., Fisher, T., Ding, H., Guo, Z. (2021). A network analysis of cross-occupational skill transferability for the hospitality industry. *International Journal of Contemporary Hospitality Management*. 33, 4215-4236. https://doi.org/10.1108/IJCHM-01-2021-0073

Ding, H., & Tang, Y. (2021). Outbreak Narrative in Pandemics: Resilience Building inCommunicating About 1918 Influenza and SARS. *Pandemic Communication and Resilience*. Springer. 33-47

Ding, H. (2021). Impacts of artificial intelligence and other emerging technologies on the field of technical communication and on career development strategies.论人工智能及其他技术变革对技术传播领域及职业发展策略的影响. tc-china.org.
- **Best article award in [2021 International Essay Contest](). ** Written in Chinese, with 5000 Chinese Characters.

Ding, H. (2020). Building International Partnerships: The Accelerated BA-MS Joint Degree Program. *Programmatic Perspective*. 11(1), 88-108.

Ding, H. (2020). Smart Crowdsourcing in COVID-19: Assisting Wuhan with Mobility in Lockdown. *QED: A Journal in GLBTQ Worldmaking*. 7(3): 201-206.

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., & 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. (2017). Content Strategy: The Next Growing Market of Technical Communication. 内容战略：技术传播的下一个快速增长市场 *tc-China*.
- **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. (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). 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

**Peer Reviewed Book chapters**

Ding H. (2022). Foreword. *Embodied Environmental Risk in Technical Communication*. Ed. Stinson, S., & Le Rouge, M. Routledge. Xxiii-xxviii

Ding, H., & Tang, Y. (2021). Outbreak Narrative in Pandemics: Resilience Building in Communicating About 1918 Influenza and SARS. Pandemic Communication and Resilience In Berube, D. Ed. *Pandemic Communication and Resilience*. Springer. 33-47.

Ding, H. (2021). Beijing's Multi-Sector E-health Smart Crowdsourcing During COVID-19: Political, Economic, and Sociocultural Impacts. In Lewis, M., Govender, E., Holland, K. (Ed). *Communicating COVID-19: Interdisciplinary Perspectives*. Palgrave. 299-324.

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., & 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. (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.

**Conference proceeding papers**

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., Ranade, N., & Cata, A. (2020). Designing Automated, Intelligent Content for Chatbot: Strategies and Challenges. SIGDOC Conference Proceeding.

Ding, H. (2009). Alternative forms of technical communication in China: Localized programs and new developments. Conference of Professional, Technical, Scientific Communication Proceeding.

Ding, H. (2007). Open source: Platform for virtual service learning and user-initiated research. International Professional Communication Conference Proceeding.

## Invited Presentations

**Invited speaker.** AI and automated candidate screening using natural language processing and facial recognition. Wake Tech. Spring Professional Learning (PL) Day, March 2024.

**Invited speaker.** AI-Assisted Recruiting: Tools, Data, Ethical Concerns, and Updated Job Search Strategies. AI Seminar Series, Global Training Initiative and Data Science Academy, NC State University, February 2024.

**Invited speaker.** Using Labor Analytics for Professionalization, Recruiting, and Program/Curriculum Development: Preparing Students, Faculty, and Staff for Future of Work with Real-time Labor Market Analytics. Digital Education and Learning Technology Applications (DELTA), NC State University. February 2024.

**Invited speaker.** Algorithmic Hiring and Job Search 2.0: How AI Transforms Recruiting and What You Have to Know about it. Fall 2023 ThinkTank, Department of English, NC State University. November 2023.

**Invited interdisciplinary panelist.** How AI tools influence writing and communication. Michigan State University. September 2023.

**Keynote Super Panelist**. Power, culture, equity, and justice in technical communication: What excites you and what changes would you like to see? ATTW. June 2023.

**Highlighted Speaker.** AI and & AI across: Future of work, & future education. Responsible AI, labor market analytics, and automated hiring. University Research Symposium on AI. NC State University. March 2023.

**Plenary Speaker**. Data analytics about technical communication: Skills and market needs. SpeedCon, Raleigh. April 2021.

**Invited Speaker.** Outbreak narratives and rhetorical labor: Resilience building in a world of unprecedented challenges. CCCC SIG on Rhetoric's Histories: Traditions, Theories, Pedagogies, and Practices. Virtual. April 2021.

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

**Invited Speaker.** Job Search 2.0 in an Algorithmic World. 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

Examining infrastructure for intentional equity and organizational justice with critical institutional
mapping. ATTW workshop with Jason Swarts. June 2022

Examining and optimizing infrastructure for intentional equity and organizational justice at NC State.
Equity Research Symposium, NC State University, 2022.

Resume 2.0 for automated screeners: Writing for intelligent machines in AI-assisted hiring.
SpeedCon, 2022.

AI and Job Posting Analytics: Real-Time Labor Market Analytics, Skills, and Future of Work.
Symposium of Communication of Complex Information, 2022.

AI and the Future of Work: Potential and Pitfalls in Using Labor Market Analytics to Create Future-
Proofing Workforce. Embedding AI in Society Symposium, 2021.

Beijing's multi-sector e-health smart crowdsourcing during COVID-19. Symposium of
Communication of Complex Information, 2021.

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 Chengxin 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.

## Leadership Experiences

**Provosts Faculty Fellow,** Office of the Executive Vice Chancellor and Provost, NC State University. 2022-2023

- **Project:** Analytics-Driven Academic Pathways to High-Impact Education (ADAPT).
- **Mentors:** Bailian Li, Vice Provost for Global Engagement, and Peter Harries, Dean of Graduate School.
- Cultivate real-time labor market information (RT LMI) literacy among academic administrators, program directors, and faculty to help them make data-informed decisions at programmatic levels with high-quality labor market analytics
- Conduct case studies of peer institutions' use of RT LMI tools in program and curricula development, identify best practices and strategic areas for pilot tests
- Develop educational modules, design and implement pilot tests,
- Train academic program leaders to analyze RT LMI analytics, skills analytics, and program analytics

and to develop materials for recruiting, publicity, student success, professional development, curriculum review and update, and program development plans

- Propose recommendations to academic programs and the Graduate School to enhance program competitiveness and student success with marketable skills, core competencies, and global experiences and perspectives
- Help explore campus-wide resources to build sustainable infrastructure that supports labor market literacy and data-driven decision making for academic degree and non-degree programs

## Multidisciplinary Research Leadership

**Elected Chair and Executive Committee Member,** Special Interest Group of Documentation (SIGDOC), Association for Computing Machinery (ACM), 2023-2026

- Leads and oversees SIGDOC in year-around activities such as annual conferences, proceeding publications, membership engagement, fundraising, workshops, and awards and grants
- Provide strategic direction and leadership for SIGDOC, including conference activities, SIG cooperation relationships, stewardship of financial resources, and regular reporting to ACM Headquarters.
- Oversee SIGDOC's processes and launch new initiatives
- Monitor emails from ACM regarding awards, initiatives, budgets, best practices, and surveys
- Engage in leadership development and mentoring of SIGDOC members
- Coordinate communication between SIGDOC members, the Executive Committee, the Advisory Board, and the ACM
- Build and maintain a list of potential candidates for future General Chairs, Program Chairs, and EC members
- Experiment with cohort training for future conference and program chairs for SIGDOC 2024-2026 to create sustainability, peer mentoring, and succession plans for these high-stakes roles

**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** from Computer Science (3) Industrial and Systems Engineering (1), NC State University. **Duration:** September 2019-May 2021.

- **Project Team Leadership and Management:** Built a multidisciplinary team while working on the preproposal and the full proposal, led a team of 4 engineering faculty and 12 RAs and one student worker; built connections with over 30 multisector partners
- **Multi-sector Stakeholder Building in Workforce Development** with 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:
- **Research on AI, Skill Gap Analysis, and Job and Training Recommendations:** Used

text mining to collect and analyze 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

- **Publicity and Marketing of Project:** developed fliers, pitch decks, and brochures for Phase I and Phase II pitch competitions; developed a full project website with YouTube videos on the minimal viable product and topics related to AI and recruiting
- **Graduate Student Mentoring:** hired 3 masters students and 2 doctoral students as RAs; conducted research on automated recruiting, i.e., LinkedIn Optimization, video interviews, social profiling, and neuroscience games; taught a directed reading seminar in Spring 2020 on AI, ethics, and society

## Teaching Experiences

**Professor, 2020-present, Associate Profession, 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/STS 438 ENG 587, Responsible Artificial Intelligence and Society
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
ENG 675, Capstone Project
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
Introductory Writing; Business Writing; Tutoring in the Writing Lab

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

**Instructor**, Foreign Language Institute, Tongji University, Shanghai, P.R. China, 1997-2001
College English: Intensive Reading; Listening Comprehension; English Conversation, American News Reading

## Administrative Appointments

**Director of MS in Technical Communication**, 2014-2023
**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; revised the curriculum to prepare for 3+2 students; presented memorandums and curricular plans to Graduate Review Committees; worked 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 and Co-curricular activities**

- Advise 30+ students; work on annual exit surveys; systematically collect and analyze data related to the programmatic outcomes, write annual program assessment reports; host annual orientation and virtual open house sessions for prospective and current students
- 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); advise MSTC student organization to host annual SpeedCon Unconference

**Recruiting and publicity**

- Put annual recruiting prediction together and recruit aggressively to meet targets
- Create standard recruiting procedures; apply for recruiting and innovation grants to create promotional videos; create and maintain a LinkedIn MSTC group; enhance the diversity of the program through targeted publicity and diversity fellowships and financial aids; increase the diversity of student population by more than doubling the size of our African American, Hispanic, and international student populations

## University Services

**NC State University**
**Department Service**
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

**Elected Chair and Executive Committee Member,** Special Interest Group of Documentation
    (SIGDOC), Association for Computing Machinery (ACM), 2023-2026
**Associate Editor,** *Rhetoric, Professional Communication, and Globalization,* 2009-present
**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

**Executive Committee Member-at-Large,** Association of Teachers of Technical Writing (ATTW), 2017-2019.

**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*, 2009-2021
- *Connexions in international professional communication and design (IPCD) eBook,* 2018-2020

**Reviewer**

- *Rhetoric of Health and Medicine*, 2018-present
- *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**

**Promotion:** Utah State University, 2021; University of Kentucky, 2021; Clemson, 2023;

**Tenure:** University of Arizona, 2019; George Mason University, 2019 and 2022; Utah State University, 2017; University of Cincinnati, 2016

## Community Service

**Judge,** Quarterfinals and Semifinals, Global Technovation Challenges, 2020-present

**Judge**, Elementary School Division, NC Science and Engineering Fair Symposium (NCSEF), 2022-present

**Pre-judge,** High School, Business Plans, Future Business Leaders of America (FBLA) National Leadership Conference, 2022-present

**Invited speaker,** Writing Competitions, College Applications, Personal Statements; Resume Writing; Raleigh Academy of Chinese Language; Raleigh Chinese Language School; Triangle Education Fair; Triangle Science Association**,** 2017-present

**Academic Advisor,** Amberly Academy, Raleigh Academy of Chinese Language, 2022-2024

**Board member (focus on grant seeking),** CE Academy - Bilingual Chinese Immersion Charter School, 2019

## Theses and Dissertations

**Theses or capstone**

**Chair**

Alex Cortes (2024)

Maggie Thompson (2024)

Sree Yallapragada (2023)

Mohammed Alhwejim (2023)

Brooke Belcher (2022)

Rebekah Jolly (2022)

Charlotte Holt (2021)

Mary Knowles (2021)

Ryan Seymour (2018)

Alexandra Travis (2018)

Jiaxin Zhang (2018)

Yingying Tang (2017)

Laura Zdanski (2017)

Arthur Berger (2017)

Anni Simpson (2016)

Nicholas Chavis (2016)

Susie Hansley (2014)

Alexandra Heath (2014)

Brittney Ragsdale (2014)

Robert Peterssen (2014)

James Franklin. (2013)

Jingwen Zhang (2011)

Sarah Brown (2011)

**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)

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**

Stapleton, Matthew. A Pandemic in the Educational Sphere: Collecting and Understanding Students' Responses to University Communication on COVID-19. University of Central Florida. 2025.

Sugg, Jason Lee. Police Rhetorics as Rhetorical Genre and its Impact on the Formation of Cultural Contexts of Policing in the Campus Setting. East Carolina University. 2025.

Xie, Chenxing. Transnational Risk Communication of Long COVID. 2024. (Chair)

Morris, Abigail L. Encouraging Preventive Action by Employing Effective Rhetoric in Public Communication of the Zika Hazard And Associated Risks. East Carolina University. 2022.

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

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

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)

Special Interest Group of Design of Communication (SIGDOC), American Computing Machinery (ACM)