

Huiling Ding

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Work: Tompkins 131F, Department of English, NC State University

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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 in Communicating 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](http://tc-china.org). 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 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/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)