

Erin Friess

University of North Texas
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Appointments

Associate Professor, Department of Technical Communication, University of North Texas, 2014-present

Undergraduate Director, Department of Technical Communication, University of North Texas, 2014-present

Undergraduate Advisor, Department of Technical Communication, University of North Texas, 2014-2015

Assistant Professor, Department of Linguistics and Technical Communication, University of North Texas, 2008-2014

Graduate Teaching Assistant (Instructor of Record), Department of English, Carnegie Mellon University, 2004-2007

Education

Ph.D., Rhetoric, Carnegie Mellon University, May 2008
Dissertation: "The User-Centered Design Process: Novice Designers' Use of Evidence in Designing from Data"

M.A., Professional Writing, Carnegie Mellon University, December 2002

B.A., English and History, Trinity University, May 2001

Publications

Articles in Refereed Journals or Proceedings

E. Friess (2015). "Personas in heuristic evaluation: An exploratory study." *IEEE Transactions on Professional Communication*, vol. 58, no. 2, pp. 176-191.

IEEE Transactions on Professional Communication is a top-tier international journal in the field of technical communication. It is published by the Institute of Electrical and Electronics Engineers. It currently has an acceptance rate of 20%. This study was a quasi-experimental study similar to the one I hope to conduct in the second half of the leave.

R. Boettger, E. Friess, and S. Carliner. (2015). "Who says what to whom? Assessing the alignment in content and audience between peer-reviewed and professional publications in technical communication (1996-2013): An Update." *Proceedings of IEEE International Professional Communication Conference 2014*.

International Professional Communication Conference is a premier international conference on professional communication and is hosted by the Professional Communication Society of the Institute of Electrical and Electronics Engineers (IEEE). Conference proceedings are peer-reviewed by several reviewers before being accepted and published in the IEEE Xplore database.

- R. Boettger, E. Friess, and S. Carliner. (2014). "Who says what to whom? Assessing the alignment in content and audience between peer-reviewed and professional publications in technical communication (1996-2013)." *Proceedings of IEEE International Professional Communication Conference 2014*.
- R. Boettger and E. Friess. (2014). "What are the most common title words in technical communication publications, or "Using technical writing on the web: a rhetorical case study analysis." *Proceedings of IEEE International Professional Communication Conference 2014*.
- E. Friess. (2013). "Rhetorical appeals of professional designers in decision-making sessions." *IEEE Transactions on Professional Communication*, vol. 56, no. 4, pp. 313-331.
- IEEE Transactions on Professional Communication* is a top-tier international journal in the field of technical communication. It is published by the Institute of Electrical and Electronics Engineers. It had an acceptance rate of 20%. This research was supported by funds from UNT's Junior Faculty Fellowship, Research Initiation Grant, and Small Grant. The research collection for this project is similar to the type of collection I intend to do on Faculty Development Leave.
- E. Friess. (2013). "Bring the newbie into the fold": Politeness strategies of newcomers and existing group members within workplace meetings." *Technical Communication Quarterly*, vol. 22, no. 3, pp. 304-322.
- Technical Communication Quarterly* is a top-tier journal in the field of technical communication with an acceptance rate of 15%. This research was supported by funds from UNT's Junior Faculty Fellowship, Research Initiation Grant, and Small Grant. The research collection for this project is similar to the type of collection I intend to do on Faculty Development Leave.
- E. Friess. (2012). "Personas and decision making in the design process: An ethnographic case study." *ACM CHI '12. Archival Research Papers on Human Factors in Computing Systems*, pp. 1209-1218.
- CHI is the premier international annual conference on human-computer interaction and is hosted by the Association for Computing Machinery's (ACM) special interest group on computer-human interaction. Conference papers are peer-reviewed by no fewer than 5 evaluators. Generally, 1500 papers are submitted for each conference and only 15-17% of the papers are accepted. Many researchers in the field consider publishing at CHI to be as prestigious as publishing in HCI journals. Additionally, this paper was deemed "Best of CHI'12," an exclusive award given to the top 1% of submitted papers. This research was supported by funds from UNT's Junior Faculty Fellowship, Research Initiation Grant, and Small Grant. The research collection for this project is similar to the type of collection I intend to do on Faculty Development Leave.
- E. Friess. (2011). "Discourse variation between usability evaluations and usability reports." *Journal of Usability Studies*, vol. 6, no. 3, pp. 102-116.
- Journal of Usability Studies* is a top-tier international journal in the field of usability and user experience. Renowned researchers such as Joseph Dumas, Ginny Redish, Dana Chisnell, Carol Barnum, and Rolf Molich have published in this journal. Its acceptance rate at the time of publication was 20%.
- E. Friess. (2011). "Politeness, time constraints, and collaboration in decision-making meetings: A case study." *Technical Communication Quarterly*, vol. 20, no. 2, pp. 114-138.
- This lead article in *TCQ* was nominated for a National Council of Teachers of English "Best Article Reporting Qualitative or Quantitative Research in Technical or Scientific Communication" award. Additionally, it was the second most downloaded *TCQ* article in 2011 and 2012.
- E. Friess. (2010). "The sword of data. Does human-centered design fulfill its rhetorical responsibility?" *Design Issues*, vol. 26, no. 3, pp. 40-50.
- Design Issues* is a top-tier journal in the field of design theory and is published by MIT Press. Critical scholars, including Richard Buchanan, Victor Margolin, and Carl DiSalvo, publish in this leading journal. Its acceptance rate is under 20%.
- E. Friess. (2010). "Designing from data: Rhetorical appeals in support of design decisions." *Journal of Business and Technical Communication*, vol. 24, no. 4, pp. 403-444.

Journal of Business and Technical Communication is a top-tier journal in the field of technical communication theory and practice and is published by Sage. At the time of publication, the acceptance rate of the journal was 15%.

E. Friess. (2008). "Defending design decisions with usability evidence: A case study." CHI '08. *Extended Abstracts on Human Factors in Computing Systems*, pp. 2009-2017.

Extended Abstracts for the CHI conference go through the same rigorous peer review process as full-length papers but are shorter and more centrally focused. The acceptance rate for all CHI papers and extended abstracts is generally between 15-17%.

E. Friess. (2007). "Decision-making strategies in design meetings." CHI '07. *Extended Abstracts on Human Factors in Computing Systems*, pp. 1645-1648.

Submitted and Under Review

E. Friess. "Personas as rhetorically rich and complex mechanisms for design." Proposal accepted for *Rhetoric and Experience Architecture*, an edited volume within the Wiley-IEEE PCD Book Series.

Articles in Non-Refereed Journal or Proceedings

E. Friess. (2012). "Do usability evaluators do what we think usability evaluators do?" *Communication Design Quarterly Review*, vol. 13, no. 1, pp. 9-13.

Book Review

E. Friess. (Book Review 2008). Thomas Kilkauer. "Communication and management at work." In *Language in Society*, vol. 37, no. 5, pp. 768-769.

Peer Reviewed Conference Presentations, Workshops, and Posters

2015. Using Twitter data to attract students to technical communication programs. Panel on Examining the Potential of Ambient Social Media Data on Programmatic Decision Making with Mark Hannah and Christopher Lam. Council for Programs in Technical and Scientific Communication 2015 Conference. October. Logan, UT.

2014. What are the most common title words in technical communication publications?, or "Using technical writing on the web: A rhetorical case study analysis." IEEE International Professional Communication Conference. With Ryan Boettger. October. Pittsburgh, PA.

2014. Who says what to whom? Assessing the alignment in content and audience between peer-reviewed and professional publications in technical communication (1996-2013). IEEE International Professional Communication Conference. With Ryan Boettger and Saul Carliner. October. Pittsburgh, PA.

2014. How do we adapt the traditional research article so it's relevant to the practicing professional? (Workshop). IEEE International Professional Communication Conference. With Ryan Boettger and Saul Carliner. October. Pittsburgh, PA.

2013. The effect of personas on heuristic evaluation. Association of Teachers of Technical Writing. April. Las Vegas.

2012. Personas and decision making in the design process: An ethnographic case study. CHI '12. May. Austin.

2012. Do usability evaluators do what we think usability evaluators do? Symposium on Usability, Information Design, and Information Interaction to Communicate Complex Information. February. East Carolina University.
2010. Where is the voice of the technical communicator in user-centered design? College English Association Conference. March. San Antonio.
2010. A comparative discourse analysis of usability session dialogue and oral usability reports. Association of Teachers of Technical Writing Conference. March. Louisville, KY.
2009. Persuasive force of abstractions in workplace meetings. Association of Teachers of Technical Writing Conference. April. San Francisco.
2008. Usability findings in the decision-making of novice technical communicators: Implications for usability education. Association of Teachers of Technical Writing Conference. March. New Orleans.
2007. Decision-making strategies in design meetings. Poster session in conjunction with doctoral consortium. CHI '07: ACM Conference on Human Factors in Computing Systems. April. San Jose, CA.
2006. Accounting for evidence: A discourse analysis approach to examining evidence choices in workplace meetings. Rhetoric Society of America Conference. May. Memphis.
2005. Imagining Tonya: The ideograph as cultural capital. National Communication Association Conference. November. Boston.
2005. A language-based approach to examining evidence within workplace meetings. Building the CIRT Community Conference. October. Pittsburgh.
2004. Jump-starting client-consultant relationships. About, with, and for: Advancing the Practice of Design Research Conference. October. Chicago.

Invited Presentations

2014. What is usability's role in technical communication? Invited talk for ACM chapter on E-Learning and Technical Communication. University of Aizu. October. Aizu-Wakamatsu, Japan.

Research Funding

2011. Argument and Design-Making in Workplace Meetings. Research Initiation Grant. University of North Texas. \$4250.
A competitive grant for Assistant Professors in their first three years at UNT.
2010. Argumentation Strategies and Language Use in Workplace Meetings. Junior Faculty Summer Research Fellowship. University of North Texas. \$5000.
A competitive fellowship for faculty members early in their academic careers to partially pay summer salary support.
2010. A Tale of Two Disciplines: Exploring Overlap between Technical Communication and Linguistics. \$1500. Council for Programs in Technical and Scientific Communication. Not granted.
A competitive grant to explore issues related to technical communication academic programs.
2010. Argumentation Strategies in the Workplace. Small Grant Travel Fund. University of North Texas. \$1000.
A competitive grant to cover unexpected expenses in research.

Courses Taught

Courses taught at UNT:

TECM 5740: Research Methods for the Practitioner

A graduate level course that explores the research tasks that technical communicators face in real-world situations. Students explore the relationship between theory and research and learn how to design and execute empirical studies using both quantitative and qualitative methods. S11, S13.

TECM 5285: Technical Presentations

A graduate level course that discusses the theory and practice of presentations, with special attention paid to theories and practice of both oratory and technology (such as PowerPoint). S09, S10, S11.

TECM 5280: Designing Technical Documents

A graduate level course in which students explore the theories of document design, develop documents and artifacts that are common in technical communication, and interact with standard technical communication software. S12, S13, S14, S15.

TECM 5185: Principles of Technical Communication

A graduate level course in which students explore the driving theories of technical communication and the grounding concepts of the field. F13, F14.

TECM 5180: Professional Writing: Advanced Usability Techniques

In this section of a variable topics graduate course, students conduct usability and user experience testing of a product for a real world client. In this advanced course, students develop proper protocols, recruit appropriate subjects, conduct tests, analyze data, and write reports offering the results of the testing and the recommendations stemming from testing. F11, S13.

TECM 5191: Communication and Information Technology

A graduate level course that explores the theory and practice of various technologies in technical communication, including web design, apps for mobile devices, wikis, content management, and single source authoring. S10.

TECM/ENGL 4250: Technical Manuals and Procedures

An advanced undergraduate course in which students investigate the theories and practices of procedure writing and production while working with a real-world client. F08, S09, F09, F10.

TECM/ENGL 4180: Advanced Technical Writing

An advanced undergraduate level course in which students work with a real-world client to develop materials (e.g., newsletters, powerpoint slides, websites, proposals, etc) such as those students might encounter in their careers. F08, F09, F12, Sum15.

TECM 3100: Commercial Publications for High-Tech Industries

An advanced undergraduate level course reserved for majors in which students learn the language associated with design analysis and then actively develop materials (e.g., infographics, tables, annual reports, marketing material, instructional diagrams) with acute attention to design principles. F15.

TECM/ENGL 2700: Technical Writing

An introductory Technical Writing course in which students learn the genres of technical writing and the conventions of workplace writing. F09, F11, F12.

Graduate Teaching Assistant (2004-2007)

Carnegie Mellon University

Department of English

Courses taught at CMU:

ENGL 272/771: Language in Design (Graduate)

ENGL 270: Writing for the Professions

ENGL 101: Interpretation and Argument

Client-Based Classroom Projects

The following real-world clients have partnered with students in graduate and undergraduate classes to provide a learning experience that mimics the types of work they will be expected to complete on the job. For each client, I worked to establish an initial student-client meeting, facilitated the exchange of information between the clients and the students, and hosted the final student presentations for the client. A brief description of the students' work is provided.

Dallas Public Library

Conducted usability testing and heuristic evaluations of the public website and offered recommendations for solving usability and user experience problems.

Austin Public Library

Conducted usability testing and heuristic evaluations of the public website and offered recommendations for solving usability and user experience problems.

FactSet Financial

Conducted usability and user experience testing on the public website of a financial services corporation and offered recommendations for solving usability problems.

The Center for Cancer and Blood Disorders

Conducted usability and user experience testing on the public website of a physician group and offered recommendations for solving usability problems.

Dunn and Brown Contemporary Art Gallery

Developed promotional and marketing materials for a gallery opening.

Habitat for Humanity of McKinney

Developed an interactive manual on volunteer procedures and policies.

Haslet Public Library

Developed a print document based on a collection of uncoordinated digital documents.

Mokk-a Coffee

Designed and coded a PayPal-ready website for a European coffee company.

Sabre Airline Solutions

Developed procedural software manuals and tutorials for international learners of Sabre Airline Solutions proprietary software.

Starr Tincup Marketing

Conducted usability and user experience testing on the public website of a marketing firm and developed a company procedural manual for day-to-day in-office actions.

Superior Rex Heating and Air Conditioning

Developed illustration-intensive manuals to help heating and air conditioning technicians fix and install equipment while on the job.

University of North Texas—Office of the Provost

Conducted usability and user experience analysis of the website for the Office of the Provost and offered recommendations for solving usability problems.

Honors and Awards

2012. Best of CHI '12 Award for "Personas and decision making in the design process: An ethnographic case study." This highly prestigious honor is awarded to only 1% (or 15 papers) of the 1500 papers submitted to this annual international human-computer interaction conference.

2012. Nomination for a National Council of Teachers of English “Best Article Reporting Qualitative or Quantitative Research in Technical or Scientific Communication” award for “Politeness, time constraints, and collaboration in decision-making meetings: A case study.”
2008. Dissertation nominated for CCCC Outstanding Dissertation Award in Technical Communication.
2007. Attendee of the ACM CHI Doctoral Consortium, a highly competitive workshop for doctoral students. This honor paid for most travel and conference fees (approximately \$2800).
2007. Phi Kappa Phi Honor Society.
2004. STC Award of Excellence for Technical Publication and Award of Distinguished Technical Communication for Technical Art for *An Introduction to Mailing for Businesses and Organizations* (received as a member of a team working in collaboration with the United States Postal Service).
2003. STC Award of Distinguished Technical Communication for a Technical Publication and an Award of Merit for Technical Art for *A Customer’s Guide to Mailing* (received as a member of a team working in collaboration with the United States Postal Service).
2002. Alan and Gloria Siegel Award for Excellence in Professional Writing for *Using the Mulberry Email Client with Macs*.

Service

To Discipline

- 2015-16. ProComm 2016 Conference Proceedings Co-Chair. Coordinate editing and formatting of all accepted papers to meet IEEE publication standards. Additionally, worked with Executive Planning committee to produce the conference.
2015. Reviewer for *CHI ’16* for content areas of personas and usability.
2014. International Professional Communication Conference 2014 Proceedings Co-Chair. Coordinate editing and formatting of all accepted papers to meet IEEE publication standards. Additionally, worked with Executive Planning committee to produce the conference.
2015. Reviewer for *Technical Communication Quarterly*.
- 2014-2015. Reviewer for *Association of Teachers of Technical Writing* Conference.
2014. Reviewer for *Journal of Technical Writing and Communication* special issue on usability and rhetoric.
2014. Reviewer for *Journal of Business and Technical Communication* for content areas of research design and rhetorical assessment.
- 2013-present. Reviewer for *IEEE Transactions on Professional Communication* for content areas of design and user experience.
2013. International Professional Communication Conference Volunteer Editor. Edited and formatted several accepted papers to meet IEEE publication standards.
2013. Reviewer for *Management Research Review* for content areas of workplace communication and qualitative methodologies.
- 2008-2011. Association of Teachers of Technical Writing Conference Volunteer. Assist with onsite registration at the conference.
2013. Reviewer for *CHI ’13* for content areas of group decision-making and linguistic politeness.
2011. Participant in Rolf Molich’s CUE (Comparative Usability Evaluation)-9.

2010. Association of Teachers of Technical Writing Research Committee member. Assisted with ascertaining the best practices of research for technical communication academics.

To University of North Texas

2013-2015. University of North Texas Faculty Senate University Elections Committee member.

To UNT's College of Arts and Science

2016-2016. Communication Studies Personnel Affairs Committee interim member.

2014-2016. UNT CAS Faculty Council member.

2015. CAS Ad Hoc Grievance Committee

2012-2013. Nicholas and Anna Ricco Ethics Award Selection Committee member.

To UNT's Department of Linguistics and Technical Communication

2015. External Chair Search Committee member.

2015. Technical Communication Lecturer Search Committee member.

2014-present. Undergraduate Director, in which I coordinate all aspects of the undergraduate curriculum, including programmatic assessment, scheduling, and inter-departmental and intra-college coordination of courses.

2014-2015. Undergraduate Advisor, in which I advised 90+ majors as well as prospective majors, minors, and certificate students on the best plan to accomplish the requirements of their degree and major. Additionally, I attended approximately 25 orientation sessions over the course of the year (including 18 during the summer) to enroll new-to-UNT students into the Technical Communication program.

2014-15. Technical Communication Lecturer Search Committee member.

2014-present. Personnel Affairs Committee member, in which I am one of five people who rank members of the department for merit raises.

2014-present. Reappointment, Promotion, and Tenure Committee member, in which I assist a group of five people in evaluating departmental lecturers and professors who are submitting materials for reappointment, promotion, and tenure.

2012-present. Executive Committee member.

2010-present. Graduate Committee member.

2009-present. MA Professional and Technical Communication Comprehensive Exam Review Committee member.

2010-2011. Linguistics Search Committee member.

2010-2011. Technical Communication Search Committee co-chair.

2010. Personnel Affairs Committee interim member.

2009-2010. Lecturer Review Committee member.

2009-2010. BA in Professional and Technical Communication Curriculum Development Committee member.

2008-2009. Technical Communication Search Committee member.

Lectures for Departmental Events

2012. Helvetica. Presenter and Moderator. LTC Film Series.

2012. Teacher as Manager. Presenter. UNT TECM 1700 and 2700 Teaching Fellow Orientation.

2010. The Do's and Don'ts of Presentations. Presenter. LTC Summer Institute.

2010. Powerpoint and Presentation in Educational Settings. Presenter. LTC Brown Bag Lunch Series.

2009. How to Help Students Create Powerpoint Presentations. Presenter. UNT Writing Lab
Tutor Orientation.

2009. Ideographs in Politics and Technical Communication. Presenter. LTC Brown Bag Lunch Series.

Professional Work Experience

2001-2004. Design Researcher and Lead Writer. United States Postal Service and Carnegie Mellon
University's Domestic Mail Manual Transformation Project.

2001-present. Freelance Technical Communicator. Clients have included Center for Cancer and Blood
Disorders and many small non-profits.