

# Joy Robinson

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Assistant Professor Technical Writing and New Media

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## Research

### Publications

#### Peer reviewed articles

- Dusenberry, L., Hutter, L., & Robinson, J. (2015). Filter. Remix. Make: Cultivating Adaptability Through Multimodality. *Journal of Technical Writing and Communication*, Vol 5, No.3.
- Robinson, J. (in press). Look Before You Lead: Seeing Virtual Teams Through the Lens of Games, *Technical Communication Quarterly Special Issue*, Vol 25, Number 3

#### Edited Collections

- Burnett, R., Dusenberry, L., Frazee, A., Robinson, J., and Weaver, R. (2014). Communicating as a Professional. In R. Utz (Ed.), *Humanistic Perspectives in a Technological World* (p. 142). Atlanta: Poetry@TECH Georgia Inst. of Tech.

#### Work in Progress

- Robinson, J. and Lawrence, H. (2016). Toxic or Tame: Quantifying Speech in Games. Manuscript in preparation.
- Robinson, J., Dusenberry, L., Lawrence, H., and Hutter, L. (2016) The Attitudes, Preferences, and Practices of Writing and Composition Teachers Toward Digital Tools. Manuscript in preparation.

### Select Conference Presentations

- “Digital Mix: The Landscape of Digital Pedagogy in Writing and Communication Classrooms”, CCCC 2016, Houston, TX, accepted
- “Leadership and the Intersection of Games – A Roundtable discussion”, SWPACA 2016, Albuquerque, NM, accepted
- “Contextualizing Toxic Talk in Games” Computers and Writing Conference 2016, Rochester, NY, accepted
- “Panel Title: A Values-Based Approach to Technical Communication: The Umbrella of CAPE (Community, Awareness, Passion, and Empathy) ATTW 2016, Houston, TX, *accepted*
- "Building a Community of Practice using Video Game Pedagogy" Computers and Writing Conference 2015, Stout, Wisconsin
- “Gaming, Teaching, and Learning in Technical Communication”, Poster Session for Teachers Day 2015, Georgia Institute of Technology, Atlanta, GA
- “Mind the Gap: Practice and preference in digital pedagogies” Digital Poster Session CCCC 2015, Tampa, FL.

- “Disambiguation of Infographics, their Affordances, and their Value” ATTW 2015, Tampa, FL.
- “Community Building with Video Games: Using World of Warcraft to Underpin Workplace Communication” CCCC 2015, Tampa, FL.
- "Projects, Artifacts, and WOVEN: the Historical Context of Multimodal Works" MLA 2015, Vancouver, BC
- "For the Horde! The WoW Infused TechComm Classroom" SAML A 2014, Atlanta, GA
- "Technology Tools Used in Multimedia Conversation analysis" Computers and Writing Conference 2014, Pullman Washington
- Chair for “Medieval Things” session, Medievalism on the Move 2014, Atlanta, GA

## Grants

### **2015 CAHSS Online/Hybrid Programming Initiative**

I proposed the creation of an EH301 course that would run this summer (2016) for the full summer term. Requested amount \$1000. *Awarded.*

### **2015 Research & Creative Experiences for Undergraduates (RCEU)**

#### **English in Plain English - Video Lecture Series**

I proposed an initiative for a student to assist with the production of the videos including, filming, recording, and editing of the lectures, creating a standard bumper to publicize the college and UAH, bouncing the videos out to the correct format, and distributing the completed videos to the appropriate outlets (e.g., Canvas, DVD, etc). Requested amount: 1 summer student.

#### **Social Media Campaign Proposal**

I proposed an initiative for a student to create a comprehensive social media campaign to attract students to Technical Communication Masters’ Certificate and courses in the new Writing Major and upcoming Masters program. Requested amount: 1 summer student.

### **2015 Humanities Center Grant: “Cross-Disciplinary Symposium to consider Semi-structured Topic Modeling of Multi-Peopled Conversations”**

This was a proposal to organize and host a cross-disciplinary symposium for researchers to consider and address the analysis and visualization of large, multi- peopled conversations. Requested amount \$2949. *Rejected.*

### **2015 New Faculty Research Grant: “ Leadership among gamers: A case for behavioral complexity theory”**

My goal in this proposal was twofold: 1) to transcribe and examine 30% of an existing multi-peopled audio dataset for insight into leadership and collaboration, and 2) to prepare the dataset for STOMMP algorithm development. Requested amount: \$9980. *Rejected.*

### **2015 CCCC Research Initiative Grant: “Attitudes, Preferences, and Practices of College Writing**

## **Instructors Toward Digital Pedagogy”**

Co-Principle Investigator for a research study assessing teacher digital pedagogy. Requested amount \$10,000.  
*Awarded amount \$6,450.*

## **2013 Cyberlearning and Future Learning Technologies grant: “Using MOOCs to Create a Collaborative Community for Global STEM Communication”**

Co-Editor of MOOC project submitted to NSF in Jan 2013. Requested award of \$1.3 million. *Not awarded.*

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# **Teaching**

## **University of Alabama at Huntsville (AL)**

### **Assistant Professor in Technical Writing and New Media - English Department**

#### **Eh301 Technical Writing (1 honors + 1 regular section)**

This course focuses on critical thinking and problem-solving processes associated with producing effective technical artifacts (i.e., documents). Students study the audiences, situations, and practices related to professional settings, the communication contexts, and the processes involved in both individual and collaborative projects. These sections emphasize situational contexts where students develop products/services for external customers

#### **Eh649 Document Design (1 section)**

Principles and strategies for effective document and information design and familiarizing students with current research and theory as well as with practices in text broadly construed design. Students design, produce, and evaluate documents for a variety of applications, such as instructional materials, brochures, newsletters, graphics, tables, websites, mobile phones, YouTube and more.

## **Georgia Institute of Technology (GA)**

### **Brittain Post-Doctoral Fellow - Literature, Media, and Comm.: Fall 2013 - Fall 2015**

#### **PHIL6000 Responsible Research Conduct Course (3 sections)**

An introduction to the concepts guiding the responsible conduct of research. Students will learn about the ethical norms and guidelines within different fields of research (3 sections).

#### **LMC3432/CS 3311 Junior CS Design with Technical Communication (1 section)**

A multi-semester sequence that students take in tandem with major-specific CS classes to develop professional written, visual, oral, and analytic strategies.

#### **LMC4812/4811: Senior CS Design combined with Technical Comm (2 sections)**

A 2 semester combined course in project design and implementation for Computer Science majors conjoined

with Technical Communications. Students prepare requirements, design, project plans, and other relevant documentation as well as develop a basic prototype of the desired system.

**LMC3403: Technical Communication: Theory and Practice (8 sections)**

This course focuses on critical thinking and problem-solving processes associated with producing effective technical artifacts (i.e., documents). Students study the audiences, situations, and practices related to professional settings, the communication contexts, and the processes involved in both individual and collaborative projects.

## **Chicago City Colleges (Online)**

### **Adjunct Professor - Center for Distance Learning: Fall 2010 – Summer 2015**

**CSS101 College Success (11 sections)**

The course introduces students to the expectations of the college community and to the academic skills that promote success during their college career. Through coursework, students develop strategies to improve their academic and professional skills (16-weeks semester/8-weeks summer).

**CIS120/CIS101 Computer Information Systems (8 sections)**

This course explores common desktop applications and digital media usage in work environments. Course covers productive utilization of Microsoft Office suite software, common social networking systems, and collaborative web-based tools (16-weeks semester/8-weeks summer).

## **DePaul University (IL)**

### **Adjunct Professor - Writing, Rhetoric, and Discourse: Autumn 2010 - Summer 2013)**

**NMS520: Introduction to Web Design (1 section)**

The course is graduate-level production-intensive course introducing students to theory and practice of standards-based web design, emphasizing interface and experience design using HTML and CSS. The course focuses on publishing accessible, usable, and sustainable web pages that work across all modern browsers and web-enabled mobile devices (10 weeks).

**WRD204: Technical Writing (5 sections)**

The course is designed to familiarize students with basic principles of technical communication and to provide practice in crafting technical documents (10 weeks).

**WRD202: Professional Writing - Online and Live - (15 sections)**

The course is designed to facilitate effective organization and design of documents common in business life - letters, memos, reports, and resumes (5 weeks).

## Colorado Technical University (Online)

### Adjunct Professor - English Department : Spring 2010 – Spring 2012

#### ENG211 & ENG210 Professional Communications (12 sections)

The course provides students with an overview of the methods and media of business communications, concentrating on preliminary applications of communication rhetoric, theories, and principles (5-weeks).

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## Service

- **Writing Major Committee** - UAH English dept. Member:2015-2016.
  - **Invited Reviewer:** IEEE International Conference on Serious Games and Applications for Health (SeGAH): Fall 2015.
  - **Invited Speaker:** Responsible Conduct in Research (RCR) for at Georgia Institute of Tech.: Fall 2015.
  - **Invited Speaker:** “The Culture Among Us – Gaming Society Viewed through Language and Materiality”, Mass Communication and Society, Portland State University: Fall 2014
  - **Faculty Advisor:** Students Consulting for Non-Profit Organizations (SCNO), Georgia Institute of Technology: 2013-2015.
  - **Technical Communication Committee:** WCP/LMC, Georgia Institute of Technology. Chair: 2014-2015. Member: 2013-2014.
  - **Grants Committee:** WCP/LMC, Georgia Institute of Technology. Member: 2014-2015.
  - **Advisory Committee:** WCP/LMC, Georgia Institute of Technology. Recorder: 2014 - 2015.
  - **Grants Committee:** WCP/LMC, Georgia Institute of Technology. Member: 2013-2015.
  - **TechStyle Publication Committee:** WCP/LMC, Georgia Institute of Technology. Section Editor: 2014-2015.
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## Education

- Ph.D. in Technical Communication, Illinois Institute of Technology, May 2014
  - M.S. in Technical Communication & Information Design, IIT., May 2009
  - M.S. in Metallurgical & Materials Engineering, IIT
  - B.S. in Biomedical Engineering, Rensselaer Polytechnic Institute
  - Master Teaching Certificate in Online Teaching, University of Illinois, Sept 2010
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## Recognition and Awards

- Featured in UAH campus news, Sept 2015 :<http://www.uah.edu/news/campus/uah-department-of-english-welcomes-dr-joy-robinson-avid-gamer-researcher-and-geek>
- Scholars for the Dream Award Recipient – CCCC, 2015
- Community Director for ThinkBig – a Student Learning Community - “ATL: Explore, Dream, Discover”, GaTech 2015-2016 - Competitive

- GRN Travel Award Grant by Graduate Resource Network and C&W, 2014
  - Marion L. Brittain Postdoctoral Fellowship by LMC, GaTech, 2013-2015
  - Gail E. Hawisher & Cynthia L. Selfe Caring for the Future Scholarship by C&W, 2013
  - Exemplary Service to Community by Harold Washington Community Center, 2008
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## Work Experience

### **Director of Digital Media Center, Illinois Institute of Technology: 2005 – 2010**

- Responsible for department management, staffing, and budgeting. Instrumental in Digital Media institutionalization at IIT accompanied by university funding. Responsible for revenue generation through digital media services.
- Supervised and provided leadership to 20+ student and staff to deliver workshops, technical support, paid and free digital media services including editing, filming and distribution of footage, and extra-curricular academic enrichment programs for faculty, staff, and students and external community clients.
- Coordinated digital media activities and services. Regular services included external and internal event filming, tutoring center workshop filming/capture, and website development.
- Managed multiple external technology labs and programs aimed at improving technology literacy and/or academic enrichment for 1000+ external clients/users.
- Procured grants, funding, and sales to support DMC services and programs.
- Worked closely with other departments and external clients to improve data driven decisions by assisting in survey creation, data collection, and analysis.

### **Senior Site Trainer, J.P. Morgan Chase: 2004 - 2005**

- Developed, produced, and conducted training for on-boarding of all new help-desk agents. Training included modules on mentorship development, soft-skills, banking software, and technology literacy.
- Created modules using instructor-led, web-based, and/or computer-based pedagogies.
- Responsible for quantitative assessment and evaluation of U.S. training program
- Developed and delivered training to U.S. and U.K. sites. Training included advanced customer service course incorporating the latest technologies used in the 200+ managed systems. The course included extensive mentoring, mock practices sessions, and exams. Continued agent employment was contingent on successful course completion. (40hrs of content)
- Co-developed knowledge-based software modules using desktop push deployment. Modules served different purposes, i.e., replaced portions of older instructor-led training, rolled-out new processes, or procedures, or served as required refresher for agents. (15-20 min modules)

### **Technology Manager of Digital Media Center, Illinois Institute of Technology: 2000 - 2004**

- Managed DMC helpdesk and served as point of contact for problem resolution in external 300+ user environment. Troubleshoot, researched, diagnosed, documented, and resolved technical issues for clients.
- Responsible for specific service calls involving consultations for computer lab design, network design, server and LAN configurations, website development, and equipment purchases.
- Developed coursework for and trained experienced help desk staff in standards and troubleshooting

procedures for on-site support activities.

- Principal Consultant, Y-Valuate, Inc.: 2012-2013 & Ujima Consultants, Inc.: 1997- 2010
- Collected and analyzed comprehensive data about the computer systems, labs, and technology present in the Bronzeville area public schools, parochial schools, communities, and businesses. The Digital Media Center was created as a result of the needs identified by this project.
- Consulted in the IIT usability research facility. Conducted qualitative and quantitative usability research on websites for clients. Issued reports and recommendations based on key findings.
- Consulted with small business clients to enhance or build their online brands. Services included shaping web presence, website development, usability testing, social media campaigns and evaluation.
- Developed curriculum, facilitated workshops, and seminars for clientele including, but not limited to, online experiences, creation of digital media, and/or navigation of computer and mobile technology.

### **Territory Sales Representative, Barnes Group, Associated Spring: 1995 -1996**

Responsible for inside sales of engineered products to major automotive manufacturers, e.g., GM, Ford, Toyota. Supplied support and service to customers. Served as primary liaison to vendors.

### **Project Engineer, Inland Steel, Bar Division, Quality and Technology, 1990 -1995**

- Developed comprehensive specifications detailing quality, usage and expected metallurgical performance of ISBC's product line based on testing on engineered products, bloom, bar, and finished steel.
- Created and implemented formal procedures for quality and testing. Conducted training for operators and mechanics, aimed at improving defect detection and improvement of product quality.
- Designed and executed research experiments testing various hypothesis related to electric furnace steelmaking and ladle furnace refining, e.g., slag engineering, inclusion modification and control, cleanliness, and desulfurization control, designed at improving product quality, reducing refractory wear, or modifying specific processing variables.

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## **Digital Literacies**

Extensive knowledge in using digital and new media applications, centered on tools for production and publishing new media. Proficient in Microsoft desktop productivity software, Google office and universe, Apple mobile platforms, and Adobe creative suite.

### **Additional Proficiencies:**

- Web Languages: XHTML, CSS
- Content Management Systems: Wordpress, Squarespace, Drupal, Mediawiki
- Audio & Video: Final Cut Studio X, iMovie, Audacity, Fraps, ScreenFlow, Vent
- Desktop Publishing: In-Design, Quark
- LMS: Moodle, Sakai, Blackboard
- Data/Artifact Analysis software: Nvivo, Transana, SPSS, Stata
- OS: Apache, MacOS, IOS, Windows, Unix