

# Douglas Walls

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North Carolina State University, Raleigh, NC

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## academic appointments

### North Carolina State University

Assistant Professor: Dept. of English (2016 – )

Core Faculty: Communication, Rhetoric, & Digital Media (CRDM) program (2017 – )

### University of Central Florida

Assistant Professor: Dept. of Writing & Rhetoric (2011 – 2016)

Core Faculty: Text & Technology program and Digital Humanities minor

Faculty in Residence: McNair Scholars Program (2013 - 2016)

## research areas

digital rhetorics; user experience (UX); social media networks; social justice in design

## education

Ph.D., Rhetoric & Writing: Digital Rhetoric and Professional Writing. 2011.

Michigan State University, East Lansing, MI.

M.A., English: Writing. 2006. University of Nevada, Reno, NV.

M.A., Speech/Communication. 2002. University of Nevada, Reno, NV

B.A., Dual Major, Speech/Communication. and Theatre. 1999.

University of Nevada. Reno, NV

## peer reviewed scholarship

### editing (peer reviewed)

**Walls, D. M. (50%)**, & Vie, S. (50%) (Eds.). (2017). *Social Writing/Social Media: Publics, Presentations, and Pedagogies*. Perspectives on Writing. Fort Collins, CO: WAC Clearinghouse - Colorado State University Press.

Vie, S. (50%) & **Walls, D. M. (50%)**, (Eds.). (2015). Because Facebook: Digital rhetoric/social media. *Kairos: A Journal of Rhetoric, Technology, and Pedagogy*, **19(3)**.

### articles / book chapters / webtexts (peer reviewed)

**Walls, D. M. (50%)**, Dieterle, B. (40%), & Miller, J. (10%). (2018). *Safely Social: User-Centered Design and Difference Feminism*. In Blair, K. & Nickoson, L. (Eds.), *Composing Feminist Interventions*. Fort Collins, CO: WAC Clearinghouse - Colorado State University Press.

Walls, D. M. (2017). Visualizing Boutique Data in Egocentric Networks. In Walls, D. M., & Vie, S. (Eds.), *Social Writing/Social Media: Pedagogy, presentation, and publics*. (pp. 145-163) Boulder, CO: WAC Clearinghouse – University Press of Colorado.

**Walls, D. M. (50%)**, Garcia, D. M. (45%), & Van Schaik, A. (5%). (2017). Designing Digital Activism: Rhetorical Tool as Agent of Social Change. In L. Potts & M. J. Salvo (Eds.), *Rhetoric and Experience Architecture* (pp. 291–303). Anderson, SC: Parlor Press.

Walls, D. M. (2017). The Professional Work of “Unprofessional” Tweets: Microblogging Career Situations in African American Hush Harbors. *Journal of Business and Technical Communication*, 1050651917713195. Nominated for Best Article Reporting Qualitative or Quantitative Research in Technical or Scientific Communication, NCTE (2017 – 2018).

**Walls, D. (50%)**, & Wolcott, L. (50%). (2017). The Infrastructure of Space: Expanding Writing Classroom Activity into the Extracurriculum. In DeVoss, D. N., & Purdy, J. (Eds.), *Making space: Writing Instruction, Infrastructure, and Multiliteracies*. (n. page). Ann Arbor, MI: University of Michigan Press.

Walls, D. (2015). In/Between Programs: Forging a Curriculum Between Rhetoric and Digital Humanities. In W. Hart-Davidson & J. Ridolfo (Eds.), *Rhetoric and the Digital Humanities* (pp. 210-223). Chicago, IL: University of Chicago Press.

Walls, D. M. (2015). Access(ing) the Coordination of Writing Networks. *Computers and Composition*, 38, Part A, 68–78. <https://doi.org/10.1016/j.compcom.2015.09.004>  
Winner of Honorable Recognition for the 2015 Ellen Nold Award for the Best Article in Computers and Composition studies.

Ridolfo, J. (22%), Rife, M. C. (22%), Diehl, A. (14%), Grabill, J. T. (14%), **Walls, D. (14%)**, & Pigg, S. (14%). (2011). Stories of Collaboration and Graduate Student Professionalization in a Digital Humanities Research Center. In L. McGrath (Ed.), *Collaborative Approaches to the Digital in English Studies* (pp. 113–140). Logan, Utah: Utah State University Press: Computers and Composition Digital Press.

**Walls, D. M. (33%)**, Schopieray, S. (33%), & DeVoss, D. N. (34%). (2009). Hacking Spaces: Place as Interface. *Computers and Composition*, 26(4), 269–287.

Walls, D. (2008). An “A” word production: Authentic design. *Kairos: A Journal of Rhetoric, Technology, and Pedagogy*, 13(1), Web. Winner Kairos: Best Scholarship/Research (Graduate Student and Adjunct).

### **published conference proceedings (peer reviewed)**

Walls, D. M. (2016). User Experience in Social Justice Contexts. In *Proceedings of the 34th ACM International Conference on the Design of Communication* (p. 9:1–9:6). New York, NY, USA: ACM. <https://doi.org/10.1145/2987592.2987604>

Larson, B. (20%), Hart-Davidson, W. (20%), Walker, K. C. (20%), **Walls, D. M. (20%)**, & Omizo, R. (20%). (2016). Use What You Choose: Applying Computational Methods to Genre Studies in Technical Communication. In *Proceedings of the 34th ACM International Conference on the Design of Communication* (p. 8:1–8:8). New York, NY, USA: ACM. <https://doi.org/10.1145/2987592.2987603>

Walls, D. (2007). Distributed Value System Matrix: A New Use for Distributed Usability Testing. In *Proceedings of the 25th Annual ACM International Conference on Design of Communication* (pp. 256–262). New York, NY, USA: ACM. <https://doi.org/10.1145/1297144.1297201>

### **invited and commissioned scholarship (non-reviewed)**

Walls, D. M. (2014). Review of the book *Designing Web-Based Applications for 21st Century Writing Classrooms* by Pullman, G. & Gu, B. *Kairos: A Journal of Rhetoric, Technology, and Pedagogy*, 19 (1). Web.

Walls, D. M. (2011). Review: Digital Dead End: Fighting for social Justice in the information age. *Community Literacy Journal*, 6(1).

Walls, D. M. (2009). Review: Kaptelinin, Victor, and Nardi, Bonnie A. (2006). *Acting With Technology: Activity Theory and Interaction Design*. Cambridge, MA: MIT Press. *Journal of Business and Technical Communication*, 23 (3).

Detweiler, J., McBride, M., **Walls, D.** & Perrault, S. (2006) Core Writing Program Assessment Report. English Department, University of Nevada, Reno.

### **honors & awards**

Scholarship of Teaching and Learning (SoTL) Summer Institute. (2017). North Carolina State University. 1250 dollar award. Internal.

Honorable Recognition (2015) for Ellen Nold Award for Best Article in Computers and Composition studies. External.

CAH Summer Research Development Program Awardee. (2014). University of Central Florida. 2500 dollar award. Internal.

Faculty-in-Residence. (2013, 2014, 2015). McNair Scholars Program. University of Central Florida. 2500 dollar travel award. Internal.

Best Scholarship/Research. (2010). *Kairos: A Journal of Rhetoric, Technology, and Pedagogy*. 300 dollar (Graduate Student or Adjunct). External.

Dissertation Completion Fellowship. (2010). College of Arts & Letters, Michigan State University.

Summer Research Fellowship. (2010, 2009). The Graduate School, Michigan State University.

## **invited talks**

### **national**

Walls, D. (2018, October). *When Best Practices Aren't: User experience development in Social Justice contexts*. WritersUA East for Content Pros Conference. Raleigh, NC.

Walls, D. (2012, May). "Messy" Research: How to Listen and See the Mess of Access Enacted. Presented at the Computers and Writing Conference, North Carolina State University, Raleigh, NC. Reviewed by the Sweetland Digital Rhetoric Collaborative.

Walls, D. (2010, March). University of Cincinnati. English 377 Visual Rhetoric.

Walls, D. (2009, October). University of Cincinnati. English 489 Advanced Composition.

### **local**

Walls, D. (2017, October). *The Networked Space: Expanding Writing Activity into the Extracurriculum*. Campus Writing & Speaking Program's October/November Brown Bag Event.

Walls, D. (2013, October). *Social networks / social goods*, Presented at the Burnett Honors College Symposium. University of Central Florida, Orlando, FL.

## **academic conference presentations**

### **international**

Walls, D. M. (2013, February). *The Professional work of "unprofessional" tweets: Finding writing ecologies through situational analysis*. Presentation presented at the Writing Research Across Borders, l'Université Paris-Ouest – Nanterre La Défense, Paris, France.

Walls, D. (2005, June). "Just who wears the tights in this household?" *Technological dramas, gender trouble, and Cryptic Studio's City of Heroes*. Presented at the Digital Games Research Association conference, Vancouver, Canada.

### **national**

Walls, D. (May, 2018). *NOT AFRAID: Parrhesia in fútbol supporter political performance*. Presented at the 18th Biennial Rhetoric Society of America Conference, Minneapolis, MN.

Walls, D., Beck, E., Potts, L., Trice, M. (May, 2018). *Western democracy, social media, and trolls: Where to start*. Presented at the Computers & Writing conference, George

Mason University, Fairfax, VA

Walls, D. & Jalindre, N. (May, 2018). *International students' perceptions of mediated P2P review: subjectivities and experience*. Presented at the Computers & Writing conference, George Mason University, Fairfax, VA

Potts, L., Salvo, M., Geisler, C. Sullivan, P., Sano-Franchini, J., & **Walls, D.** (2017, March) *Experience architecture: one possible futures for scholarship & curriculum*. Presented at Association of Teachers of Technical Writing (ATTW) conference, Portland, OR.

Walls, D. M. (2016, May). *From methods to resistance: digital writing scholars crossing into digital humanities classrooms*. Presented at the Computers & Writing conference, Rochester, NY.

Walls, D. (2016, May). *From cynicism to kynicism: Moving bodies and engendering change*. Presented at the 17th Biennial Rhetoric Society of America Conference, Atlanta, GA.

Walls, D. M. (2015, March). *Digital Humanities and the undergraduate mission: Articulating composition and rhetoric's value*. Presentation presented at the Conference on College Composition and Communication, Tampa, FL.

Walls, D. M. (2015, October). *Not exactly agile: Slow user experience development as critical practice*. Presentation presented at the Conference on Community Writing, Boulder, CO.

Walls, D. M. (2014, June). *In/Between programs: Forging a curriculum between Rhetoric and Digital Humanities*. Presentation presented at the Computers and Writing Conference, Washington State University, Pullman, WA.

Walls, D. M. (2014, June). *Pedagogical underpinnings for designing digital activism: Digital Rhetoric, Digital Humanities, and beyond*. Presentation presented at the Computers and Writing Conference, Washington State University, Pullman, WA.

**Walls, D. M.**, & Wolcott, L. (2014, June). *Making spaces: Architecture, infrastructure, and the rhetoric of design*. Presentation presented at the Computers and Writing Conference, Washington State University, Pullman, WA. Reviewed by the Sweetland Digital Rhetoric Collaborative.

Walls, Douglas. (2014, May). *Ethos multiple: Tracing coordinated Ethos enactment across space and place*. Presented at the 16th Biennial Rhetoric Society of America conference. San Antonio, TX.

Walls, D. (2014, March). *Access(ing), digital literacy narratives, and professionalization*. Presented at the Conference on College Composition and Communication,

Indianapolis, IN.

Walls, D. (2013, July). *Hushing twitter: Theorizing African-American hush harbor rhetoric through actor-networks*. Presented at the Computers and Writing conference. Frostburg, MD. Reviewed by the Sweetland Digital Rhetoric Collaborative.

Walls, D. (2013, March). *The Twitter and its problems: Multiple publics and negotiated accounts*. Presented at the Conference on College Composition and Communication, Las Vegas, NV.

Walls, D. (2012, October). *The Ethos bubble: Nonhuman actors and the reputation economy*. Presented at the Thomas R. Watson conference, Louisville, KY.

Walls, D. (2012, March). *Tracing literacy ecologies in the digital age through literacy narratives and social media*. Presentation presented at the Conference on College Composition and Communication, St. Louis.

Walls, D. (2011, May). *Distributing access-ing*. Presented at the Computers and Writing Conference, Ann Arbor, MI.

Walls, D. (2011, April). *Strange bedfellows: Moments of cultural and professional Access*. Presented at the Conference on College Composition and Communication, Atlanta, GA.

Walls, D. (2010, October). *Work space in Nonwork places: Intersections of cultural rhetoric and professional writing*. Presented at the Thomas R. Watson conference, Louisville, KY.

Walls, D. (2010, May). *Access denied!: Developing sustainable access and infrastructure in digital Writing environments*. Presented at the Computers and Writing conference, West Lafayette, IN.

Walls, D. (2010, March). *Fluid infrastructures and remixed objects*. Presented at the Conference on College Composition and Communication, Louisville, KY.

**Walls, D.**, DeVoss, D. N., & Schopieray, S. (2009, June). *Hacking spaces: Place as interface*. Presented at the Computers and Writing conference, Davis, CA.

Walls, D. (2008, October). *It's not all about memos: Technical and professional communication assembling critical social digital writing projects in the social networked writing classroom*. Presented at the Rocky Mountain Modern Language Association, Reno, NV.

Walls, D. (2008, July). *Toward a usable assessment research ethos: Distributed usability, assessment, and distributed value system matrix*. Presented at the Writing Program Administration Annual conference, Denver, CO.

Walls, D. (2008, May). *Digital Rhetoric Jamming: Assembling critical social digital writing projects in the networked classroom*. Presented at the Computers and Writing conference, Athens, GA.

Walls, D. (2007, October). *Distributed value system matrix: A new use for distributed usability testing*. Presented at the The 25th annual ACM international conference on design of communication, El Paso, TX.

**Walls, D.**, & Perryman-Clark, S. (2007, May). "We be textin'!!!!" *African American Vernacular English, digital language, and digital appropriations: A common language for the classroom?* Presented at the Computers and Writing conference, Detroit, MI.

DeVoss, D. N., Hart-Davidson, B., Pigg, S., & **Walls, D.** (2007, May). *Net results: designing and evaluating digital and social Infrastructures for composing*. Presented at the Computers and Writing conference, Detroit, MI.

Walls, D. (2007, March). *Validate us: validity theory in large scale writing program assessment*. Presented at the Conference on College Composition and Communication, New York, NY.

Walls, D. (2006, March). *Electronic portfolios and first year writing programs: Who is using them, where, and why?* Presented at the Conference on College Composition and Communication, Chicago, IL.

## **teaching & advising**

**Areas of proficiency:** digital rhetoric; technical communication; new media; 21<sup>st</sup> century literacies and pedagogies; information and user experience design

### **North Carolina State University**

ENG 314 Technical Document Design and Editing (F' 16)

ENG 317 Designing Web Communication (F' 17, F' 18)

ENG/COM 395 Rhetoric and Digital Media (UX Research & Design) (S' 17)

ENG 508 Usability Studies for Technical Communication (F' 17, F' 18)

ENG 514 Theory and Research in Professional Writing (graduate // F' 16)

ENG 519 Online Information Design and Evaluation (graduate // S' 17, S' 18)

### **capstone – primary reader**

Apraj, N. MS: Technical Communication (S' 18)

Poetzinger, K. MS: Technical Communication (S' 18)

Kim, J. MS: Technical Communication (S' 18)

Bickford, B. R. MS: Technical Communication (S' 17)

Graham, R. MS: Technical Communication (S' 17)

Ishida, S. MS: Technical Communication (S' 17)

## University of Central Florida

ENC 1101 Writing about Writing (Su'12)  
 ENC 1102 Writing, Rhetoric, and Research in New Forms (F'11, S'12, S'13, S'14, S'15, S'16)  
 ENC 3250 Professional Writing (S'12, F'13, F'15 // F2F, hybrid, online)  
 ENC 3836 Professional Lives and Literacy Practices (F'14)  
 ENC 3417 Literacy and Technology (F'11, S'13, S'14, S'15, S'16 // F2F and hybrid)  
 ENC 3433 Multimedia Writing & Composing (S'15)  
 ENC 4932 Writing in Digital Environments (F'12, F'15)  
 ENC 5237 Writing for Business Professionals (graduate // F'14 // Online)  
 ENC 6720 Research Methods in Rhetoric and Composition (graduate // S'13)  
 ENG 6939 Access, Social Justice, and Community Informatics (graduate // F'13)

### masters - advising

Brennan, E. MA: Writing & Rhetoric [reader, completed // Su'15] – Winner UCF's College of Arts and Humanities 2015-2016 Award for Outstanding Master's Thesis  
 Short, J. MA: Writing & Rhetoric [reader, completed // Su'14]  
 Stewart, J. MA: Writing & Rhetoric [reader, completed // S'14]  
 Chandler, C. MA: Communication [reader, completed // S'13]

## academic service:

### profession - international

- ACM/SIGDOC, Executive Board Member-at-Large (2015-2017)
- Conference Co-Chair ACM/SIGDOC, September 23 - 24, 2016, Silver Spring, MD, USA (2016)

### speaker/workshops/coordinator

- Discussion Leader. *Computers & Writing* Graduate Network Forum (2011, 2014, 2018)
- Speaker/workshop leader. (2015, July). "User Experience and Social Justice." ACM/SIGDOC. University of Limerick, Republic of Ireland.
- Invited coordinator. (2015, March). *Writing for Change* initiative at Conference on College Composition and Communication. Tampa, FL. Hosted by NCTE.
- Committee Chair. (2015, March). CCCC Outstanding Dissertation Award in Technical Communication. NCTE.
- Committee member. (2014, March). CCCC Outstanding Dissertation Award in Technical Communication. NCTE.

### reviewer

### peer reviewed publications

- Reviewer. (2017 - ). *Composition Studies*.
- Reviewer, Book project. (2016). Focal Press. Taylor and Francis.
- Reviewer. (2015 - ). *Journal of Technical Writing and Communication*
- Reviewer. (2015 - ). *enculturation*.
- Reviewer, Book project. (2014). University of Chicago Press.



- Reviewer. (2011 - ). *Community Literacy*

### **peer reviewed conferences**

- Reviewer. Association of Teachers of Technical Writing, (2017 - )
- Reviewer. ACM/SIGDOC, (2015 - )
- Reviewer. Cultural Rhetorics Conference, (2014 - )
- Reviewer. Computers & Writing, (2011 - )
- Reviewer. Conference on College Composition and Communication Stage 1, (2011 - )
- Reviewer. Feminisms & Rhetorics, (2009 - )

### **departmental and university service committees**

#### **North Carolina State University**

- Member, Dept. Faculty Advisory (2017 - )
- Member, Dept. Diversity Recruitment and Retention, (2017 - )
- Member, Dept. Professional writing, (2016 - )
- Member, Dept. Technical communication Program, (2016 - )
- Member, Dept. Department Website, (2018 - )

#### **University of Central Florida**

- University Interdisciplinary studies advisory committee (2015 – 2016)
- College of Arts & Humanities, Digital Humanities minor curriculum committee (2012 – 2016)
- College of Arts & Humanities, Text and Technology PhD Awards committee (2015 – 2016)
- College of Arts & Humanities, Text and Technology PhD promotions committee (2013 – 2015)
- College of Arts & Humanities, Text and Technology PhD curriculum committee (2011 – 2013)
- Graduate committee, (2011 - 2016)
- Curriculum design committee, (2011 - 2016)
- BA proposal, (2011 - 2013)
- Professional writing and digital media, (chair/co-chair, 2011 – 2015)
- Hiring, advanced assistant professor, (2013)
- Hiring, assistant professor, (2012)
- Instructor promotion, (2013)

### **speaker/workshops/coordinator**

- Speaker/workshop leader. (2013, February). "Mundane Writing Technologies and Academic and Civic Implications". Dept. of Writing & Rhetoric. University of Central Florida. Orlando, FL.
- Speaker/workshop leader. (2010, May). "Assessment 2.0: Content and Community Assessment Practice". WRAC department Teaching Assistant Mentoring Program. East Lansing, MI.

- Speaker/workshop leader. (2010, February). "MSU and Google Docs: Alternatives to ANGEL". WRAC department Teaching Assistant Mentoring Program. Michigan State University. East Lansing, MI.
- Speaker/workshop leader. (2009, October). "Public Service Announcements as New Media Assignment". WRAC department Teaching Assistant Mentoring Program. Michigan State University. East Lansing, MI.
- Speaker/workshop leader. (2008, October). "Digital Movies, Part 1". WRAC department Technologies Brown Bag Series. Michigan State University. East Lansing, MI.
- Speaker/workshop leader. (2008, September). "Hacking Space: A discussion about new technology-rich learning spaces, and MSU's place in the spectrum." Instructional Computing and Technology CAFE (Community for Advising, Facilitating, and Enabling). Michigan State University. East Lansing, MI.
- Speaker/Workshop leader. (2008, July). "Waypole Island First Nation Digital Storytelling Workshop". Michigan State University. East Lansing, MI.
- Speaker/workshop leader. (2008, May). "Issues, Advice, and Materials: How to | 3 a l337 h4x0r with your networked classrooms". WRAC department. Technologies Brown Bag Series, Michigan State University, East Lansing, MI.
- Speaker/workshop leader. (2007, October). "Social Networks in Your Classroom: You've got them, take advantage of them". WRAC department Technologies Brown Bag Series, Michigan State University, East Lansing, MI.
- Presentation Member/Workshop leader. (2007, October). "Interactivity, Design and Implementation of Organizational Web Writing". MSU Extension Conference. Michigan State University. East Lansing, MI.
- Speaker/workshop leader. (2007, August). "How to Develop Criteria for Your Classroom Papers". Tier 1 writing instructor orientation, Michigan State University, East Lansing, MI.
- Speaker/workshop leader. (2007, April). "What Designing a Hybrid Course Can Teach You about Interaction Styles". WRAC Department Best Practices Brown Bag Series. Michigan State University, East Lansing, MI.
- Committee member. (2005-2006). Core Writing Reader Committee, Dept. Of English, University of Nevada, Reno, NV.
- Member, Electronic Portfolio Advisory Committee. (2005-2006). University of Nevada, Reno, NV.

### **community service**

Speaker/Workshop Leader. (2017). North Carolina Community Health Center Association (NCCHCA). Raleigh, NC: "NC CHCs, Websites and the American Disabilities Act." Workshop presented basic principles of universal design as well as specifics of the Americans with Disabilities Act and website/content 508 accessibility and compliance.

### **consulting work**

Content Strategist. (2017). North Carolina Community Health Center Association (NCCHCA). Raleigh, NC: I was contracted to work with their Communications Coordinator to design an effective document and accompanying strategy for

upcoming meetings with state legislators.

Designer. (2006-2007). WebCom Usability Survey. Writing in Digital Environments (WIDE) research center, Michigan State University, East Lansing, MI: I was contracted to work with an employer to conduct user interviews and design usability feedback mechanisms for online course management software package.

Designer. (2006-2007). "Quickstart" Hybrid Writing Course Research and Assessment, Michigan State University, East Lansing, MI: Worked with committee to develop Michigan State's first Online/Offline Hybrid writing course. I was contracted to research issues of assessment in online writing classes, technological access issues, as well as develop general hybrid writing class design.

Assessment Coordinator. (2005-2006). Core Writing Assessment Project, University of Nevada, Reno, NV: In this project, I worked with administration and instructors in the University of Nevada Core Writing program to develop criteria based for assessment design. My tasks emphasized research technological considerations of program and portfolio assessment, statistical research design and population selection, and designing instructor buy in.

## **professional memberships**

- Association for Computing Machinery / Special Interest Group Design of Communication (2007 -)
- National Council Teachers of English (2006 -)
- Rhetoric Society of America, (2014 -)
- User Experience Professionals Association (2016 -)