

# *Final Program*

## **SIGDOC 2004**

**The 22<sup>nd</sup> International Conference on  
Design of Communication**



**October 10-13, 2004  
Memphis, TN**

**[www.sigdoc.org/2004](http://www.sigdoc.org/2004)**



THE UNIVERSITY OF  
**MEMPHIS**



<b>SIGDOC 2004 - Conference at a Glance</b>					
<b>Time</b>	<b>Sunday</b>	<b>Monday</b>	<b>Tuesday</b>		<b>Wednesday</b>
8:00am - 8:30am		Registration			
		Continental Breakfast			
8:30am - 10:00am		Welcome	P3: Document Analysis 1	P4: Design of Communication	P6: Document Analysis 2
		Keynote Address (Art Graesser)			
10:00am - 10:30am		Coffee Break			
10:30am - 12:00pm		P1: Documentation Quality	W1: DITA		W3: Legal Issues of Documentation
12:00pm - 2:00pm		Lunch			
		Diana Award (STC)	Rigo Award (Alan Cooper)		SIGDOC 2005
2:00pm - 3:30pm		P2: Hypermedia Documentation	W2: Graphical Documentation		
3:30pm - 4:00pm		Coffee Break			
4:00pm - 5:30pm	Registration	Tour of "Institute for Intelligent Systems"	P5: Lessons Learned		
7:00pm -	Reception		Banquet		

**Notes:**

- P = Paper Session  
W = Workshop
- All sessions take place in Room 219 of the Fogelman Executive Center, except for "P4: Design of Communication," which takes place in Room 308.
- Registration and Reception on Sunday is at the Holiday Inn (3<sup>rd</sup> floor)
- Registration, Continental Breakfast, and Coffee Breaks are in the lobby area outside of Room 219 of the Fogelman Executive Center.
- Lunch is in Room 305. The Diana and Rigo presentations will also take place there.
- The "Institute for Intelligent Systems" is in the FedEx Institute of Technology. Guides will bring us from the Fogelman Executive Center to the Institute, just across the street.
- The Banquet is at the "Rum Boogie Café." Transportation from the Fogelman Executive Center to the banquet will be provided; meet outside the Center around 6:45pm.

**SIGDOC 2004 - Monday, October 11, 2004**

<b>Time</b>	<b>Activity</b>
8:00am - 8:30am	Registration Continental Breakfast
8:30am - 10:00am	<b>Welcome (Room 219)</b> <i>Scott Tilley</i> <b>Keynote Address:</b> <b>Improving Documentation Quality through Advances in Computational Discourse</b> <i>A. Graesser (University of Memphis)</i>
10:00am - 10:30am	Coffee Break
10:30am - 12:00pm	<b>P1: Documentation Quality (Room 219)</b> <i>Session Chair: Ken Wong (University of Alberta)</i> <ul style="list-style-type: none"> <li>• <b>The Documentation of Quality Engineering: Applying Use Cases to Drive Change in Software Engineering Models</b> <i>A. Williams (Rensselaer Polytechnic Institute)</i></li> <li>• <b>Automatic Evaluation of Aspects of Document Quality</b> <i>D. F. Dufty, D. McNamara, M. Louwerse, Z. Cai, A. C. Graesser (University of Memphis)</i></li> <li>• <b>Revising Documentation Deliverables Based on Usability Evaluation Findings: A Case Study</b> <i>D. Yeats (Texas Tech University)</i></li> </ul>
12:00pm - 2:00pm	<b>Lunch (Room 305)</b> <b>Diana Award: STC – Thea Teich (Room 305)</b>
2:00pm - 3:30pm	<b>P2: Hypermedia Documentation (Room 219)</b> <i>Session Chair: Bob Newman (Coventry University)</i> <ul style="list-style-type: none"> <li>• <b>A Next Generation of Digital Genres: Expanding Documentation into Animation and Virtual Reality</b> <i>D. E. Hailey (Utah State University)</i></li> <li>• <b>A Self-Paced Approach to Hypermedia Design for Patient Education</b> <i>D. Roy (Rensselaer Polytechnic Institute)</i></li> <li>• <b>Documenting Software Systems with Views IV: Documenting Web Transaction Design with UWAT+</b> <i>D. Distanto (University of Lecce), S. Tilley (Florida Institute of Technology), S. Huang (Florida Atlantic University)</i></li> </ul>
3:30pm - 4:00pm	Coffee Break
4:00pm - 5:30pm	<b>Tour of “Institute for Intelligent Systems” (FedEx Institute of Technology)</b>

**SIGDOC 2004 - Tuesday, October 12, 2004 (1/2)**

<b>Time</b>	<b>Activity</b>
8:00am - 8:30am	Registration Continental Breakfast
8:30am - 10:00am	<p><b>P3: Documentation Analysis 1 (Room 219)</b> <i>Session Chair: Michael Priestley (IBM Toronto Laboratory)</i></p> <ul style="list-style-type: none"> <li>• <b>Signal to Noise Ratio of Information in Documentation</b> M. J. Albers (<i>University of Memphis</i>)</li> <li>• <b>Semantic Thumbnails - A Novel Method for Summarizing Document Collections</b> A. Sengupta, M. Dalkilic, J. Costello (<i>Indiana University</i>)</li> <li>• <b>Exstatic- A Generic Static Checker Applied To Documentation Systems</b> S. N. I. Mount, R. M. Newman, R. J. Low (<i>Coventry University</i>), A. Mycroft (<i>University of Cambridge</i>)</li> </ul> <p><b>P4: Design of Communication (Room 308)</b> <i>Session Chair: David Novick (University of Texas at El Paso)</i></p> <ul style="list-style-type: none"> <li>• <b>Engineering Creativity: The Bauhaus and the Future of Technical Communication</b> C. C. Gilbert (<i>Via Training, LLC</i>)</li> <li>• <b>Christopher Alexander's Fifteen Properties Applied to the Design of Communication</b> J. W. Stamey, Jr. (<i>Coastal Carolina University</i>), T. L. Honeycutt (<i>North Carolina State University</i>)</li> <li>• <b>Solutions Documentation</b> V. Crawford, A. Pitts, R. Radcliffe, L. A. Seifert (<i>IBM</i>)</li> </ul>
10:00am - 10:30am	Coffee Break
10:30am - 12:00pm	<b>W1: DITA (Room 219)</b> <i>Organizer: Michael Priestley (IBM Toronto Laboratory)</i>
12:00pm - 2:00pm	<b>Lunch (Room 305)</b> <b>Rigo Award: Alan Cooper (Room 305)</b>



<b>SIGDOC 2004 - Tuesday, October 12, 2004 (2/2)</b>	
<b>Time</b>	<b>Activity</b>
2 : 00pm – 3 : 30pm	<p><b>W2: Graphical Documentation (Room 219)</b>  <b>Organizers:</b></p> <ul style="list-style-type: none"> <li>▪ <i>Steve Murphy (IBM Toronto Laboratory)</i></li> <li>▪ <i>Scott Tilley (Florida Institute of Technology)</i></li> <li>▪ <i>Shihong Huang (Florida Atlantic University)</i></li> </ul> <ul style="list-style-type: none"> <li>• <b>Designing UML Diagrams for Technical Documentation: Continuing the Collaborative Approach to Publishing Class Diagrams</b> N. MacKinnon, S. Murphy (<i>IBM Toronto Software Laboratory</i>)</li> <li>• <b>UML Diagrams vs. Text: Which is Better?</b> S. Huang (<i>Florida Atlantic University</i>)</li> <li>• <b>Sequence Diagram Presentation in Technical Documentation</b> G. Bist, N. MacKinnon, S. Murphy (<i>IBM Toronto Software Laboratory</i>)</li> </ul>
3 : 30pm – 4 : 00pm	Coffee Break
4 : 00pm – 5 : 30pm	<p><b>P5: Lessons Learned (Room 219)</b>  <b>Session Chair: Vanadis Crawford (IBM Corp.)</b></p> <ul style="list-style-type: none"> <li>• <b>Assessing Effectiveness of Personality Style in Documentation</b> K. Sayles, D. G. Novick (<i>The University of Texas at El Paso</i>)</li> <li>• <b>Cooperative Writing: Achieving Coordination Together and Apart</b> J. Swarts (<i>North Carolina State University</i>)</li> <li>• <b>Post-Training Support for Learning Technology</b> S. Snoddy, Jr. (<i>Cloudcroft Schools</i>), D. G. Novick (<i>The University of Texas at El Paso</i>)</li> </ul>
7 : 00pm –	<b>Banquet at “Rum Boogie Café” on Beale St.</b>



<b>SIGDOC 2004 - Wednesday, October 13, 2004</b>	
<b>Time</b>	<b>Activity</b>
8:00am - 8:30am	Registration
	Continental Breakfast
8:30am - 10:00am	<p><b>P6: Documentation Analysis 2 (Room 219)</b>  <i>Session Chair: Cem Kaner (Florida Institute of Technology)</i></p> <ul style="list-style-type: none"> <li>• <b>Dynamic Collaborative Business Processes within Documents</b>  T. B. Hodel, H. Gall, K. R. Dittrich (<i>University of Zurich</i>)</li> <li>• <b>Changes in Scientific Articles over Two Hundred Years: A Coh-matrix Analysis</b>  M. Bruss, M. J. Albers, D. McNamera (<i>University of Memphis</i>)</li> <li>• <b>Four Ways to Investigate Assemblages of Texts: Genre Sets, Systems, Repertoires, and Ecologies</b>  C. Spinuzzi (<i>University of Texas at Austin</i>)</li> </ul>
10:00am - 10:30am	Coffee Break
10:30am - 12:00pm	<p><b>W3: Legal Issues of Documentation (Room 219)</b>  <i>Organizers:</i></p> <ul style="list-style-type: none"> <li>▪ <i>Cem Kaner (Florida Institute of Technology)</i></li> <li>▪ <i>Holger Kienle (University of Victoria)</i></li> <li>▪ <i>Scott Tilley (Florida Institute of Technology)</i></li> <li>• <b>Intellectual Property Aspects of Web Publishing</b>  H. M. Kienle, D. German (<i>University of Victoria</i>), S. Tilley (<i>Florida Institute of Technology</i>), H. A. Müller (<i>University of Victoria</i>)</li> <li>• <b>Liability for Defective Content</b>  C. Kaner (<i>Florida Institute of Technology</i>)</li> </ul>
12:00pm - 2:00pm	<p><b>Lunch (Room 305)</b></p> <p><b>SIGDOC 2005 (Room 305)</b></p>