

August 2018

CLAY SPINUZZI

Department of Rhetoric and Writing
The University of Texas at Austin
1 University Station B5500
Austin TX 78712-1122
Clay.Spinuzzi@utexas.edu

Curriculum Vitae

EDUCATION:

Iowa State University, Ph.D., 1999, Rhetoric and Professional Communication
The University of North Texas, M.A., 1994, English with Emphasis in Technical Writing
The University of North Texas, B.A., 1991, Computer Science

ACADEMIC APPOINTMENTS:

Associate Chair, Department of Rhetoric and Writing. 2016-present.
Director, Computer Writing and Research Lab. 2004-2008.
Professor, University of Texas at Austin. 2013-present.
Associate Professor, University of Texas at Austin. 2006-2012.
Assistant Professor, University of Texas at Austin. 2001-2005.
Assistant Professor, Texas Tech University, 1999-2001.

Affiliated Faculty, Department of English, University of Texas at Austin. 2001-present.
Affiliated Faculty, School of Information, University of Texas at Austin, 2010-present.

HONORS AND AWARDS:

Best Original Collection of Essays in Technical or Scientific Communication. 2018 CCCC Awards for Technical and Scientific Communication. Awarded for the Special Issue on the Rhetoric of Entrepreneurship: Theories, Methodologies, and Practices in *Journal of Business and Technical Communication* 31.3.

Best Article on Philosophy or Theory. 2016 CCCC Awards for Technical or Scientific Communication. Awarded for "Toward a Typology of Activities: Understanding Internal Contradictions in Multiperspectival Activities."

Best Article Reporting Qualitative or Quantitative Research in Technical or Scientific Communication. 2012 CCCC Awards for Technical and Scientific Communication. Awarded for "Secret Sauce and Snake Oil: Writing Monthly Reports in a Highly Contingent Environment."

Alumni Recognition Award, Fall 2008. Iowa State University Department of English.

Best Article on Philosophy or Theory. 2006 NCTE Awards for Technical or Scientific Communication. Awarded for “Lost in translation: Shifting claims in the migration of a research technique.”

Nell Ann Pickett Award for the 2005 Best Article in *Technical Communication Quarterly*. Association of Teachers of Technical Writing. Awarded for “Lost in translation: Shifting claims in the migration of a research technique.”

Honored Alumnus, Spring 2006. University of North Texas Department of English.

Big XII Fellow, Spring 2005. Iowa State University Department of English.

Best Book in Technical or Scientific Communication. 2004 NCTE Awards for Technical or Scientific Communication. Awarded for *Tracing genres through organizations: A sociocultural approach to information design*.

Best Article on Philosophy or Theory. 2003 NCTE Awards for Technical or Scientific Communication. Awarded for “Toward integrating our research scope: A sociocultural field methodology.”

Dean’s Fellow, Fall 2003. College of Liberal Arts.

Outstanding Dissertation Award in Technical Communication, 2000, CCCC Committee on Technical Communication.

Research Excellence Award, 1999, Iowa State University.

PACE Scholar, 1994, Iowa State University.

PUBLICATIONS:

Books:

Spinuzzi, C. (2018) *Topsight 2.0: A Guide to Studying, Diagnosing, and Fixing Information Flow in Organizations*. Austin: Urso Press.

Spinuzzi, C. (2015). *All Edge: Inside the New Workplace Networks*. Chicago: University of Chicago Press.

Reviews of *All Edge*

- Andrews, D. C. (2018). Book Review: *All Edge: Inside the New Workplace Networks*, by C. Spinuzzi. *International Journal of Business Communication*, 55(2), 261–264.

<https://doi.org/10.1177/2329488418760137>

- Wood, Jennifer F. (2017). Review of *All Edge: Inside the New Workplace Networks*. *Journal of Business and Technical Communication* 31(2): 262-264.
- Voeller, Nathaniel T. (2017). Review of *All Edge: Inside the New Workplace Networks*. *Technical Communication Quarterly*.
- Gunning, Sarah K. (2016). Review of *All Edge: Inside the New Workplace Networks*. *Communication Design Quarterly* 4(2): 64-68.

Spinuzzi, C. (2013) *Topsight: A Guide to Studying, Diagnosing, and Fixing Information Flow in Organizations*. Austin: Amazon CreateSpace.

Reviews of Topsight

- Bethel, C. (2014). Review of *Topsight: A Guide to Studying, Diagnosing, and Fixing Information Flow in Organizations*. *Communication Design Quarterly* 2(4): 81-83.
- Pigg, S. (2014). Review of *Topsight: A Guide to Studying, Diagnosing, and Fixing Information Flow in Organizations*. *Journal of Business and Technical Communication* 28(3): 395-400.
- Zobel, G. (2013). Review of *Topsight: A Guide to Studying, Diagnosing, and Fixing Information Flow in Organizations*. *Technical Communication* 60(3): 247.

Spinuzzi, C. (2008) *Network: Theorizing Knowledge Work in Telecommunications*. New York: Cambridge University Press.

Reviews of Network

- McKenna, B. (2010). Review of *Network: Theorizing Knowledge Work in Telecommunications*. *Journal of Technical Writing and Communication*, 40(2): 232-234.
- Preda, A. (2009). Review of *Network: Theorizing Knowledge Work in Telecommunications*. *Canadian Journal of Sociology*, 34(4): 1128-1130.
- Prenosil, J. (2010). Review of *Network: Theorizing Knowledge Work in Telecommunications*. *Programmatic Perspectives*, <http://www.cptsc.org/pp/vol2-2/Vol2-2.pdf>
- Read, S. (2010). Review of *Network: Theorizing Knowledge Work in Telecommunications*. *Technical Communication Quarterly*, 19(1): 90-93.
- Scott, J.B. (2010). Review of *Network: Theorizing Knowledge Work in Telecommunications*. *Journal of Business and Technical Communication*, 24(2): 245-248.
- Yeats, D. (2010). Review of *Network: Theorizing Knowledge Work in Telecommunications*. *IEEE Transactions on Professional Communication*, 53(3): 320-321.

Spinuzzi, C. (2003). *Tracing Genres through Organizations: A Sociocultural Approach to Information Design*. Cambridge, MA: MIT Press.

Reviews of Tracing Genres through Organizations

- Aldridge, M. (2005). Review of *Tracing Genres through Organizations*. *Issues in Writing*, 15(1): 133-139.
- Davenport, L. (2004). Review of *Tracing Genres through Organizations*. *Interfaces*, (59): 24–26.
- Faber, B. D. (2006). Review of *Tracing Genres through Organizations*. *Information Processing and Management*, 42:326–330.
- Ferris, T. L. J. (2004). Review of *Tracing Genres through Organizations*. *IEEE Transactions on Professional Communication*, 47(4):329–330.
- Knoblauch, H. (2005). Review of *Tracing Genres through Organizations*. *Computer Supported Cooperative Work*, 14:293–296.
- Merholtz, P. Pity the poor user. Available from: <http://www.peterme.com/archives/000408.html>.
- Miller, C. R. (2007). Review of *Tracing Genres through Organizations*. *Technical Communication Quarterly*, 16(4):476–480.
- Whitson, J.A. (2011). Beyond Cybernetics, Info-mation, and Cognitivism. *Mind, Culture, and Activity*, 18(4): 385-391.
- Willerton, R. (2004). Review of *Tracing Genres through Organizations*. *Technical Communication*, 51(4):558–559.
- Wilson, T. (2004). Review of: Clay Spinuzzi, *Tracing Genres through Organizations*. *Information Research*, 10(1). Available from: <http://informationr.net/ir/reviews/revs147.html>.

Awards

Best Book in Technical or Scientific Communication. 2004 NCTE Awards for Technical or Scientific Communication.

Edited Collections:

Spinuzzi, C. (2017, July). *Journal of Business and Technical Communication* 31(3), a special issue on the Rhetoric of Entrepreneurship: Theories, Methodologies, and Practices.

Spinuzzi, C. (2016, December). *IEEE Transactions on Professional Communication* 58(4), a special issue on Entrepreneurship Communication.

McNely, B., Spinuzzi, C., & Teston, C., Ed. (2015, January). *Technical Communication Quarterly* 24(1), a special issue on Contemporary Research Methodologies in Technical Communication.

Zachry, M., and Spinuzzi, C., Eds. (2012, October). *SIGDOC '12: Proceedings of the 30th annual ACM international conference on Design of communication*. New York: ACM.

Spinuzzi, C. Ed. (2009, July). *Journal of Business and Technical Communication* 23(3), a special issue on Social Software in Professional Communication.

Novick, D., and Spinuzzi, C., Eds. (2007, October). *SIGDOC '07: Proceedings of the 25th annual ACM international conference on Design of communication*. New York: ACM.

Spinuzzi, C. Ed. (2007). *Technical Communication Quarterly* 16(3), a special issue on Technical Communication in the Age of Distributed Work.

Articles in National Refereed Journals:

Spinuzzi, C., Bodrožić, Z., Scaratti, G., & Ivaldi, S. (2019, in production). "Coworking is about community' —but what is 'community' in coworking?" *Journal of Business and Technical Communication* 33(2).

Spinuzzi, C., Altounian, D., Pogue, G., Cochran, R., & Zhu, L. (2018). Articulating problems and markets: A translation analysis of entrepreneurs' emergent value propositions. *Written Communication* 35(3). 1-32.

Wall, A. & Spinuzzi, C. (2018). The art of selling-without-selling: Understanding the genre ecologies of content marketing. *Technical Communication Quarterly* 27.2. 1-24.

Spinuzzi, C. (2017). "I think you should explore the kinky market": How Entrepreneurs Develop Value Propositions as Emergent Objects of Activity Networks. *Mind, Culture and Activity* 24(3), 258-272.

Spinuzzi, C. (2017). Introduction to the *JBTC* Special Issue on the Rhetoric of Entrepreneurship: Theories, Methodologies, and Practices. *Journal of Business and Technical Communication* 31(3), 504-507.

Spinuzzi, C. (2016). Introduction to the *IEEE Transactions on Professional Communication* special issue on Entrepreneurship Communication. *IEEE Transactions on Professional Communication* 58(4), 316-322.

Spinuzzi, C., Nelson, S., Thomson, K.S., Lorenzini, F., French, R.A., Pogue, G., & London, N. (2016). How magnets attract and repel: Interessement in a technology commercialization competition. *Written Communication* 33(1), 3-41.

Spinuzzi, C., Nelson, S., Thomson, K.S., Lorenzini, F., French, R.A., Pogue, G., Burbach, S.D., & Momberger, J. (2015). Remaking the pitch: Reuse strategies in entrepreneurs' pitch decks. *IEEE Transactions on Professional Communication* 58(1), 45-68.

Spinuzzi, C. (2015). Toward a typology of activities: Understanding internal contradictions in multiperspectival activities. *Journal of Business and Technical Communication* 29(1), 3-35.

McNely, B., Spinuzzi, C., & Teston, C. (2015). Contemporary research methodologies in

technical communication. *Technical Communication Quarterly* 24(1): 1-13.

Spinuzzi, C., Nelson, S., Thomson, K.S., Lorenzini, F., French, R.A., Pogue, G., Burbach, S.D., & Momberger, J. (2014). Making the pitch: Examining dialogue and revisions in entrepreneurs' pitch decks. *IEEE Transactions on Professional Communication* 57(3). 158-181.

Spinuzzi, C. (2014). How nonemployer firms stage-manage ad hoc collaboration: An activity theory analysis. *Technical Communication Quarterly* 23(2). 88-114.

Spinuzzi, C., & Jakobs, E.-M. (2013). Integrated writers, integrated writing, and the integration of distributed work. *Connexions: International Professional Communication Journal/Revista de Comunicação Profissional Internacional* 1(1). Available: <http://connexionsj.files.wordpress.com/2013/05/spinuzzi-jakobs.pdf>

Spinuzzi, C. (2012). Working alone, together: Coworking as emergent collaborative activity. *Journal of Business and Technical Communication* 26(4). 399-441.

Spinuzzi, C. (2011). Losing by expanding: Or, corralling the runaway object. *Journal of Business and Technical Communication* 25(4): 449 - 486.

Spinuzzi, C. (2010). Secret sauce and snake oil: Writing monthly reports in a highly contingent environment. *Written Communication* 27(4): 363-409.

Spinuzzi, C. (2009). Starter ecologies: Introduction to the special issue on social software. *Journal of Business and Technical Communication*, 23(3): 251-262.

Fleckenstein, K., Spinuzzi, C., Rickly, R., & Papper, C. (2008). The importance of harmony: An ecological metaphor for writing research. *College Composition and Communication* 60(1), 388-419.

Spinuzzi, C. (2007). Accessibility scans and institutional activity: An activity theory analysis. *College English*, 70(2): 189-201.

Spinuzzi, C. (2007). Introduction to *TCQ* special issue: Technical communication in the age of distributed work. *Technical Communication Quarterly*, 16(3): 265-277.

Spinuzzi, C. (2005). Lost in the translation: Shifting claims in the migration of a research technique. *Technical Communication Quarterly* 14(4), 411-446.

Spinuzzi, C. (2005). The methodology of participatory design. *Technical Communication* 52(2). 163-174.

Spinuzzi, C., Bowie, J., Rogers, I., and Li, X. (2003). Open systems and citizenship: Designing a

departmental website as an open system. *Computers and Composition* 20(2):168-193.

Spinuzzi, C. (2002). Toward integrating our research scope: A sociocultural field methodology. *Journal of Business and Technical Communication* 16.1, 3-32.

Kastman Breuch, L., Zachry, M., & Spinuzzi, C. (2001). Usability instruction in technical communication programs: New directions in curriculum development. *Journal of Business and Technical Communication* 15.2, 223-240.

Spinuzzi, C. (2001). "Light green doesn't mean hydrology": Metaphor, genre, and usability assessment in interface design. *Computers and Composition* 18(1), 39-53.

Spinuzzi, C. (2001). Grappling with distributed usability: A cultural-historical examination of documentation genres over four decades. *Journal of Technical Writing and Communication* 31.1, 41-59.

Spinuzzi, C. (2000). Exploring the blind spot: Audience, purpose, and context in "Product, process, and profit." *Journal of Computer Documentation* 24.4, 213-219.

Spinuzzi, C. & Zachry, M. (2000). Genre ecologies: An open-system approach to understanding and constructing documentation. *Journal of Computer Documentation* 24(3): 169-181.

McLellan, S., Roesler, A., Fei, Z., Chandran, S., and Spinuzzi, C. (1998). Experience using web-based shotgun measures for large-system characterization and improvement. *IEEE Transactions on Software Engineering* 24(4):268-277.

McLellan, S.G., Roesler, A.W., Tempest, J.T., and Spinuzzi, C.I. (1998). Building more usable APIs. *IEEE Software* 15(3): 78-86.

Spinuzzi, C. (1996). Pseudotransactionality, activity theory, and professional writing instruction. *Technical Communication Quarterly* 5(3): 295-308.

Spinuzzi, C. (1994). A different kind of forum: Rethinking rhetorical strategies for electronic text media. *IEEE Transactions on Professional Communication* 37: 213-217.

Contributions to Refereed Books and Proceedings:

Spinuzzi, C. (2018, in press). "Provocation: 'We have mult[i]ple nets to fit into': Understanding Networked Claims." In Jeff Rice and Brian McNely (Eds.), *Networked humanities: Within and without the university*. Anderson, South Carolina: Parlor Press. 136-140.

Bodrožić, Z. & Spinuzzi, C. (2018, in preparation). "Coworking at the boundary between community and market." In *Proceedings of the 34th EGOS Colloquium*. Tallinn, Estonia.

Spinuzzi, C. (2018, in press). "From superhumans to supermediators: Locating the extraordinary in CHAT." In Anton Yasnitsky (ed.), *Questioning Vygotsky's Legacy: Scientific Psychology or Heroic Cult*. New York: Routledge.

Spinuzzi, C. (2017). "Analyse computervermittelter Kommunikation in Arbeitsumgebungen: ein tätigkeitstheoretischer Ansatz." In Michael Beißwenger (ed.), *Empirische Erforschung internetbasierter Kommunikation*. Berlin/New York: de Gruyter (Reihe Empirische Linguistik / Empirical Linguistics). 215-239.

Spinuzzi, C., Jakobs, E.-M., & Pogue, G. (2016). A good idea is not enough: Understanding the challenges of entrepreneurship communication. In *Proceedings of the International Conference on Competitive Manufacturing, COMA '16*. Stellenbosch, South Africa. 547-552.

London, N., Pogue, G., & Spinuzzi, C. (2015). Understanding the value proposition as a cocreated claim. In *Proceedings of IEEE professional communication society international professional communication conference*. Limerick, Ireland: IEEE. 298-305.

Jakobs, E.-M., Spinuzzi, C., Digmayer, C., & Pogue, G. (2015). Co-creation by commenting: Participatory ways to write Quicklook® reports. In *Proceedings of IEEE professional communication society international professional communication conference*. Limerick, Ireland: IEEE. 291-297.

Spinuzzi, C., Pogue, G., Nelson, R. S., Thomson, K. S., Lorenzini, F., French, R. A., Burbach, S., & Momberger, J. (2015). How do entrepreneurs hone their pitches? Analyzing how pitch presentations develop in a technology commercialization competition. In *SIGDOC '15: Proceedings of the 33rd ACM international conference on Design of communication* (pp. 1–11). Limerick: ACM.

Spinuzzi, C. (2015). "Symmetry as a Methodological Move." *The Object of Rhetoric: Assembling and Disassembling Bruno Latour*, ed. Nathaniel Rivers and Paul Lynch. Southern Illinois University Press: Edwardsville.

Jakobs, E.-M. & Spinuzzi, C. (2014). The domain perspective in text production research. *Handbook of Writing and Text Production*, ed. Jakobs, E.M. & Perrin, D. De Gruyter: Berlin/New York. 325-332.

Jakobs, E.-M. & Spinuzzi, C. (2014). Professional domains: Writing as creation of economic value. *Handbook of Writing and Text Production*, ed. Jakobs, E.M. & Perrin, D. De Gruyter: Berlin/New York. 359-384.

Spinuzzi, C. (2012). How can technical communicators study work contexts? *Solving Problems in Technical Communication*, Eds. Stuart Selber and Johndan Johnson-Eilola. Chicago:

University of Chicago Press.

Hart-Davidson, W., Zachry, M., & Spinuzzi, C. (2012). Activity streams: Building context to coordinate writing activity in collaborative teams. *SIGDOC '12: Proceedings of the 30th Annual ACM International Conference on Design of Communication*. New York: ACM. 279-287.

Spinuzzi, C. (2012). Genre and generic labor. *Advances in Writing Research: Cultures, Places, Measures*, Eds. Charles Bazerman, Chris Dean, Jessie Early, Karen Lunsford, Suzie Null, Paul Rogers, & Amanda Stansell. The Parlor Press & the WAC Clearinghouse: Anderson, SC. 487-505. Available: <http://wac.colostate.edu/books/wrab2011/chapter27.pdf>

Zachry, M., Spinuzzi, C., and Hart-Davidson, W. (2009). Visualizing Patterns of Knowledge Work in Organizations: A Workshop. Proceedings paper for one-day workshop presented at ACM SIGDOC, Bloomington, IN.

Spinuzzi, C. (2009). The genie's out of the bottle: Leveraging mobile and wireless technologies in qualitative research. In A. Kimme Hea (Ed.), *Going wireless: A critical exploration of wireless & mobile technologies for composition teachers and scholars*. Creskill, NJ: Hampton Press. 253-271.

Zachry, M., Hart-Davidson, W., and Spinuzzi, C. (2008). Advances in understanding knowledge work: An experience report. In *SIGDOC '08: Proceedings of the 26th annual conference on Design of communication*. New York, NY, USA. ACM Press.

Spinuzzi, C. (2007). "Learning our ABCs: Accessibility, bottlenecks, and control in an organized research unit's website." In *SIGDOC '07: Proceedings of the 25th annual conference on Design of communication*. New York, NY, USA. ACM Press. 201-206.

Hart-Davidson, W., Spinuzzi, C., and Zachry, M. (2007). Capturing & visualizing knowledge work: Results & implications of a pilot study of proposal writing activity. In *SIGDOC '07: Proceedings of the 25th annual conference on Design of communication*. New York, NY, USA. ACM Press. 113-119.

Zachry, M., Spinuzzi, C., and Hart-Davidson, W. (2007). Visual documentation of knowledge work: An examination of competing approaches. In *SIGDOC '07: Proceedings of the 25th annual conference on Design of communication*. New York, NY, USA. ACM Press. 120-126.

Spinuzzi, C. (2007). Who killed Rex? Tracing a message through three kinds of networks. In M. Zachry & C. Thralls (Eds.), *Communicative practices in workplaces and the professions: Cultural perspectives on the regulation of discourse and organizations*, pp.45-66. Farmingdale, NY: Baywood Pub. Co.

Spinuzzi, C., Hart-Davidson, W., and Zachry, M. (2006). Chains and ecologies: Methodological

notes toward a communicative-mediational model of technologically mediated writing. In *SIGDOC '06: Proceedings of the 24th annual international conference on Design of communication*, New York, NY, USA. ACM Press. 43-50.

Hart-Davidson, W., Spinuzzi, C., and Zachry, M. (2006). Visualizing writing activity as knowledge work: Challenges & opportunities. In *SIGDOC '06: Proceedings of the 24th annual international conference on Design of communication*, New York, NY, USA. ACM Press. 70-77.

Zachry, M., Hart-Davidson, W., and Spinuzzi, C. (2006). Researching proposal development: Accounting for the complexity of designing persuasive texts. In *SIGDOC '06: Proceedings of the 24th annual international conference on Design of communication*, New York, NY, USA. ACM Press. 142-148.

Stamey, J., Novick, D., Spinuzzi, C., and Mehlenbacher, B. (2006). Research issues in the design of communication. In *SIGDOC '06: Proceedings of the 24th annual conference on Design of communication*, pages 129–130, New York, NY, USA. ACM Press.

Spinuzzi, C. (2004). Four ways to investigate assemblages of texts: Genre sets, systems, repertoires, and ecologies. *ACM SIGDOC 2004 Conference Proceedings*. New York: ACM. 110-116.

Spinuzzi, C. (2003). Knowledge circulation in a telecommunications company: A preliminary survey. *ACM SIGDOC 2003 Conference Proceedings*. New York: ACM. 178-183.

Spinuzzi, C. (2003). Using a handheld PC to collect and analyze observational data. *ACM SIGDOC 2003 Conference Proceedings*. New York: ACM. 73-79.

Spinuzzi, C. (2003). Compound mediation in software development: Using genre ecologies to study textual artifacts. In C. Bazerman and D.R. Russell (Eds.), *Writing selves/writing societies: Perspectives on writing*. Fort Collins, Colorado: The WAC Clearinghouse and Mind, Culture, and Activity. Available at http://wac.colostate.edu/books/selves_society/

Spinuzzi, C. (2002). Documentation, participatory citizenship, and the web: The potential of open systems. *ACM SIGDOC 2002 Conference Proceedings*. New York: ACM. 194-199.

Spinuzzi, C. (2002). Modeling genre ecologies. *ACM SIGDOC 2002 Conference Proceedings*. New York: ACM. 200-207.

Spinuzzi, C. (2002). A Scandinavian challenge, a US response: Methodological assumptions in Scandinavian and US prototyping approaches. *ACM SIGDOC 2002 Conference Proceedings*. New York: ACM. 208-215.

Spinuzzi, C. (2001). Software development as mediated activity: Three analytical frameworks for

studying compound mediation. *ACM SIGDOC 2001 Conference Proceedings*. New York: ACM, 58-67.

Spinuzzi, C. (2000). Investigating the technology-work relationship: A critical comparison of three qualitative field methods. *IEEE PCS/ACM SIGDOC 2000 Conference Proceedings*. New York: ACM, 419-432.

Spinuzzi, C. (1999). Grappling with distributed usability: A cultural-historical examination of documentation genres over four decades. *ACM SIGDOC '99 Conference Proceedings*. New York: ACM, 16-21.

Reprints in Books and Proceedings:

Spinuzzi, C. (2009). "Light green doesn't mean hydrology!": Toward a visual-rhetorical framework for interface design. Reprinted in S.K. Miller and S. Rodrigo (Ed.), *Rhetorically rethinking usability: Theories, practices, and methodologies*. Creskill, NJ: Hampton Press. 67-87.

Spinuzzi, C. (2004). Pseudotransactionality, activity theory, and professional writing instruction. Reprinted in J. Dubinsky (Ed.), *Teaching technical communication: Critical issues for the classroom*. New York: Bedford/St. Martin's. 337-347.

Contributions to Nonrefereed Books and Proceedings:

Spinuzzi, C. (2012). Commentary on: Kaptelinin, Victor (2012): Activity Theory. In: Soegaard, Mads and Dam, Rikke Friis (eds.). "Encyclopedia of Human-Computer Interaction". Aarhus, Denmark: The Interaction-Design.org Foundation. Available online at http://www.interaction-design.org/encyclopedia/activity_theory.html

Spinuzzi, C. (2006). Weaving and splicing networks. *WIDE 2006 Conference Proceedings*. Available: http://www.wide.msu.edu/conference/papers/spinuzzi_wide2006.rtf

Articles in Nonrefereed Publications:

Spinuzzi, C. (2012). What is Communication Design? *Communication Design Quarterly Review* 1.1.

Spinuzzi, C. (2002). Towards a hermeneutic understanding of programming languages. *Currents in Electronic Literacy*. Available at <http://currents.cwrl.utexas.edu/spring02/spinuzzi.html>

Reviews:

Spinuzzi, C. (2017). Review of *Disruptive fixation: School reform and the pitfalls of techno-idealism*. *Mind, Culture, and Activity*.

Spinuzzi, C. (2015). Review of *Mastering Organizational Knowledge Flow: How to Make*

Knowledge Sharing Work. Journal of Business and Technical Communication 29(4): 500-503.

Spinuzzi, C. (2007). Collaboration for keiretsu: A review of Google Docs. *Currents in Electronic Literacy*. Available at <http://currents.cwrl.utexas.edu/spring07/spinuzzi>

Spinuzzi, C. (2006). Review of *Multiliteracies for a Digital Age* by Stuart A. Selber. *Journal of Business and Technical Communication* 20(2): 225-228.

Spinuzzi, C. (2005). Review of *Interaction Design for Complex Problem-Solving* by Barbara Mirel. *Technical Communication Quarterly* 14(1): 93-95.

Spinuzzi, C. (2003). More than one, less than many: A review of three "Post-ANT" books. *Currents in Electronic Literacy*. Available at <http://currents.cwrl.utexas.edu/fall03/spinuzzi.html>

Spinuzzi, C. (2000). Review of *Information Ecologies: Using Technology with Heart* by Bonnie Nardi and Vicki O'Day. *Journal of Business and Technical Communication* 14(1):107-111.

Spinuzzi, C. (1997). Review of *Genre Knowledge in Disciplinary Communication* by Carol Berkenkotter and Thomas N. Huckin. *Mind, Culture, and Activity* 4(3): 210-213.

Spinuzzi, C. (1997). Review of *Context and Consciousness: Activity Theory and Human-Computer Interaction*, Ed. Bonnie Nardi. *Computers and Composition* 14: 301-304.

Spinuzzi, C. (1997). Review of three books dealing with electronic literacy. *Technical Communication Quarterly* 6(4): 419-426.

Conference Presentations:

Guile, D. & Spinuzzi, C. (2018, September). "Understanding networks and coworking: Towards a fourth-generation activity theory analysis." EARLI Interaction, Learning and Professional Development Conference, Geneva, Switzerland.

Bodrožić, Z. & Spinuzzi, C. (2018, July). "Coworking at the boundary between community and market." EGOS 2018, Tallinn, Estonia.

Williams, S., Spinuzzi, C., & Newbold, C. (2017, October). *Analyzing the visual rhetoric of pitches: Lessons for new and experienced entrepreneurs (and those who teach them)*. Association of Business Communication International Conference, Dublin, Ireland.

Spinuzzi, C. (2017, August). "*I think you should explore the kinky market*": How entrepreneurs develop value propositions as cocreated networked objects. ISCAR 2017, Quebec, Canada.

Bodrožić, Z., Spinuzzi, C., Ivaldi, S., & Scaratti, G. (2017, July.) *Coworking as a field-experimental niche for the evolution of organizational communities*. EGOS 2017,

Copenhagen, Denmark.

Spinuzzi, C. (2016, September). *What's Wrong with CHAT?* Dartmouth Conference, Hanover, New Hampshire.

Spinuzzi, C. (2016, September). *What's Wrong with "What's Wrong with CHAT?"?* Dartmouth Conference, Hanover, New Hampshire.

Spinuzzi, C. (2016, April). *What's Wrong with CHAT?* CCCC 2016, Houston, Texas.

Spinuzzi, C., Jakobs, E.-M., & Pogue, G. (2016, January). *A good idea is not enough: Understanding the challenges of entrepreneurship communication.* International Conference on Competitive Manufacturing, COMA '16. Stellenbosch, South Africa.

London, N., Pogue, G., & Spinuzzi, C. (2015, July). *Understanding the value proposition as a cocreated claim.* IEEE professional communication conference, Limerick, Ireland.

Jakobs, E.-M., Spinuzzi, C., Digmayer, C., & Pogue, G. (2015, July). *Co-creation by commenting: Participatory ways to write Quicklook® reports.* IEEE professional communication conference, Limerick, Ireland.

Spinuzzi, C., Pogue, G., Nelson, R. S., Thomson, K. S., Lorenzini, F., French, R. A., Burbach, S., & Momberger, J. (2015, July). *How do entrepreneurs hone their pitches? Analyzing how pitch presentations develop in a technology commercialization competition.* SIGDOC '15, Limerick, Ireland.

Spinuzzi, C. (2014, October). *How magnets attract and repel: Interessement in a technology commercialization competition.* Watson Conference, Louisville, KY.

Spinuzzi, C. (2013, March). *Triangulating qualitative research with social media streams.* CCCC 2013, Las Vegas, NV.

Spinuzzi, C. (2013, March). *Original heuristics for solving writing problems: A roundtable in tweets.* CCCC 2013, Las Vegas, NV.

Spinuzzi, C. (2012, November). *Analyzing computer-mediated communication in professional environments: An activity theory approach.* Keynote. Empirikom 2012, Aachen, Germany.

Hart-Davidson, W., Zachry, M., & Spinuzzi, C. (2012, October). *Activity streams: Building context to coordinate writing activity in collaborative teams.* SIGDOC '12, Seattle, WA.

Spinuzzi, C. (2012, June). *Are automated genres still genres?* Genre 2012, Ottawa, Ontario.

Spinuzzi, C. (2011, November). *What makes nimble organizations work?* Lavacon 2011, Austin, TX.

Spinuzzi, C. (2011, March). *Hold on loosely: How loose organizations work*. South by Southwest Interactive, Austin, TX.

Spinuzzi, C. (2011, March). *Hold on loosely: How loose organizations work*. RISE, Austin, TX.

Spinuzzi, C. (2011, February). *Loose stories about loose organizations*. TILTS 2011 Symposium, Austin, TX.

Spinuzzi, C. (2011, February). *Genre and generic labor*. Writing Research Across Borders, Washington, DC.

Spinuzzi, C. (2010, March). *What coworking tells us about the future of work*. South by Southwest Interactive, Austin, TX.

Spinuzzi, C. (2009, April). *Emergent leadership: Two cases*. Interactive Austin 2009, Austin, TX.

Spinuzzi, C. (2009, March). *"We bring in freelance designers when we've exceeded bandwidth": Creating and maintaining federations in graphic design*. Association of Teachers of Technical Writing Conference, San Francisco, CA.

Spinuzzi, C. (2009, March). *Designing text ecologies: Methodological considerations for researching and intervening in knowledge work environments*. Conference on College Composition and Communication, San Francisco, CA.

Spinuzzi, C. (2009, March). *"We bring in freelance designers when we've exceeded bandwidth": Creating and maintaining federations in graphic design*. Conference of College Teachers of English, Austin, TX.

Spinuzzi, C. (2008, May). *Learning to cross boundaries: Vertical and horizontal learning in interpenetrated organizations*. International Writing Across the Curriculum Conference, Austin, TX.

Spinuzzi, C. (2008, February). *When everyone is on the border: Writing for net work*. Writing Research Across Borders Conference, Santa Barbara, CA.

Spinuzzi, C. (2007, October). *Learning our ABCs: Accessibility, bottlenecks, and control in an organized research unit's website*. ACM SIGDOC 2007, El Paso, TX.

William Hart-Davidson, Clay Spinuzzi, and Mark Zachry. (2007, October). *Capturing & visualizing knowledge work: Results & implications of a pilot study of proposal writing activity*.

ACM SIGDOC 2007, El Paso, TX.

Mark Zachry, Clay Spinuzzi, and William Hart-Davidson. (2007, October). *Visual documentation of knowledge work: An examination of competing approaches*. ACM SIGDOC 2007, El Paso, TX.

Spinuzzi, C., Hart-Davidson, W., and Zachry, M. (2006, October). *Chains and ecologies: Methodological notes toward a communicative-mediational model of technologically mediated writing*. ACM SIGDOC 2006, Myrtle Beach, SC.

Hart-Davidson, W., Spinuzzi, C., and Zachry, M. (2006, October). *Visualizing writing activity as knowledge work: Challenges & opportunities*. ACM SIGDOC 2006, Myrtle Beach, SC.

Zachry, M., Hart-Davidson, W., and Spinuzzi, C. (2006, October). *Researching proposal development: Accounting for the complexity of designing persuasive texts*. ACM SIGDOC 2006, Myrtle Beach, SC.

Stamey, J., Novick, D., Spinuzzi, C., & Mehlenbacher, B. (2006, October). *Research issues in the design of communication*. ACM SIGDOC 2006, Myrtle Beach, SC.

Spinuzzi, C. (2006, May). *Texts as tech: Rethinking computers and writing*. Plenary session, Computers and Writing Conference, Lubbock, Texas.

Spinuzzi, C. (2006, April). *Weaving and splicing networks*. Writing in Digital Environments (WIDE) conference, East Lansing.

Spinuzzi, C. (2006, March). *Translating universal service: Shifting arguments in telecommunications policy, 1907-2006*. Conference on College Composition and Communication, Chicago.

Spinuzzi, C. (2005, March). *Communication and mediation: Modeling computer-mediated work as ecological practice*. Association of Teachers of Technical Writing Conference, San Francisco.

Spinuzzi, C. (2005, March). *Networks, not categories: Understanding research as material rhetoric*. Conference on College Composition and Communication, San Francisco.

Spinuzzi, C. (2005, March). "And that's how you get dialectics": *The slippery distinction between dialogue and dialectics*. Bakhtin-Vygotsky Special Interest Group, Conference on College Composition and Communication, San Francisco.

Spinuzzi, C. (2005, February). *Networks, genres, and four little disruptions*. Presentation for Big XII Fellowship, Ames, IA.

Spinuzzi, C. (2004, November). *Networks, genres, and four little disruptions*. (Keynote.) Internet, Culture, and Society: French and American Perspectives, Austin.

Spinuzzi, C. (2004, October). *Four ways to investigate assemblages of texts: Genre sets, systems, repertoires, and ecologies*. ACM SIGDOC 2004, San Francisco.

Spinuzzi, C. (2004, May). *Tyrants, heroes, and victims: Representing the user in user-centered design*. Rhetoric Society of America Conference, Austin.

Spinuzzi, C. (2004, March). *Organizational games: A participatory research technique*. Association of Teachers of Technical Writing Conference, San Antonio.

Spinuzzi, C. (2004, March). *Who killed Rex? Tracing texts through three kinds of networks*. Conference on College Composition and Communication, San Antonio.

Spinuzzi, C. (2003, October). *Knowledge circulation in a telecommunications company: A preliminary survey*. ACM SIGDOC 2002 Conference, San Francisco.

Spinuzzi, C. (2003, October). *Using a handheld PC to collect and analyze observational data*. ACM SIGDOC 2002 Conference, San Francisco.

Spinuzzi, C. (2002, October). *Documentation, participatory citizenship, and the web: The potential of open systems*. ACM SIGDOC 2002 Conference, Toronto.

Spinuzzi, C. (2002, October). *Modeling genre ecologies*. ACM SIGDOC 2002 Conference, Toronto.

Spinuzzi, C. (2002, October). *A Scandinavian challenge, a US response: Methodological assumptions in Scandinavian and US prototyping approaches*. ACM SIGDOC 2002 Conference, Toronto.

Spinuzzi, C. (2002, March). *Post-Process Theory and Programming: Toward a Hermeneutic Understanding of Programming Languages*. Conference on College Composition and Communication, Chicago, Illinois.

Spinuzzi, C. (2002, March). *Post-Process Theory and Programming: Toward a Hermeneutic Understanding of Programming Languages*. CWRL Colloquium: Reading and Writing Technologies, Austin, Texas.

Spinuzzi, C. (2001, October). *Software Development as Mediated Activity: Three Analytical Frameworks for Studying Compound Mediation*. ACM SIGDOC 2001 Conference, Santa Fe, New Mexico.

Spinuzzi, C. (2001, March). *The Theoretical Underpinnings of Usability: A Rhetorical Examination of Field Methods*. Association of Teachers of Technical Writing Conference, Denver, Colorado.

Spinuzzi, C. (2000, October). *Investigating the Technology-Work Relationship: A Critical Comparison of Three Qualitative Field Methods*. ACM SIGDOC 2000 Conference, Boston, Massachusetts.

Spinuzzi, C. (2000, March). "*Light Green Doesn't Mean Hydrology*": *Metaphor, Genre, and Usability Assessment in Interface Design*. Conference on College Composition and Communication, Minneapolis, Minnesota.

Spinuzzi, C. (1999, October). *Erasure, Encroachment, and Assimilation: Examining Representations of Graphic Design in the Technical Communication Curriculum*. CPTSC Conference, Santa Fe, New Mexico.

Spinuzzi, C. (1999, October). *Grappling with Distributed Usability: A Cultural-Historical Examination of Documentation Genres over Four Decades*. ACM SIGDOC 1999 Conference, New Orleans, Louisiana.

Spinuzzi, C. (1999, March). "*Just Like an English Book*": *Official Computer Documentation, Unofficial Knowledge Sources, and Support Gaps in Three Workplaces*. Association of Teachers of Technical Writing Conference, Atlanta, Georgia.

Spinuzzi, C. (1999, March). *Making Disciplinary Assumptions Visible: An Exploration of Students' Perceptions of Genre in a Technical Communication Classroom*. Conference on College Composition and Communication, Atlanta, Georgia.

Spinuzzi, C. (1999, March). *The Expanding Interface: A Study of an Information System Over Four Decades*. Seventh Annual Phorum Symposium, Ames, Iowa.

Spinuzzi, C. (1998, March). *Exploring an Ecology of Tools*. Conference on College Composition and Communication, Chicago, Illinois.

Spinuzzi, C. (1997, March). *Restoring Unmediated Contact with the World: Positivism, Solipsism, and the Promise of Externalism in Empirical Research*. Conference on College Composition and Communication, Phoenix, Arizona.

Spinuzzi, C. (1996, March). *Transcending Boundaries Between the Academy and Industry in Technical Communication*. Conference on College Composition and Communication, Milwaukee, Wisconsin.

Invited Presentations:

Spinuzzi, C. (2018, November). "Achieving balance: Time management for modern professionals." HDO webinar series, Austin, Texas.

Spinuzzi, C. (2018, September). "The regular production of innovation." (Webinar and video series.) University West, Trollhättan, Sweden.

Spinuzzi, C. (2018, August). "Achieving balance: Time management for modern professionals." Google, Austin, Texas.

Spinuzzi, C. (2017, October). "What's the value proposition? Making research useful to the researched." George Mason University. Washington DC.

Spinuzzi, C. (2016, August). "What's Wrong with CHAT?" 50th Anniversary Dartmouth Institute and Conference. Hanover, New Hampshire.

Spinuzzi, C. (2016, February). "Three networks walk into a bar..." Colloquium series on Compositional Strategies in Networked Times. Department of English, Syracuse University, Syracuse, New York.

Spinuzzi, C. (2015, March). *All edge: Inside the new workplace networks*. Book reading. SXSW Interactive, Austin, Texas.

Spinuzzi, C. (2014, April). *All edge: Inside the new workplace networks*. Department of English, University of Texas El Paso, El Paso, Texas.

Spinuzzi, C. (2014, March). The way we work is changing: Using the humanities to understand knowledge work. SXSW.EDU, Austin, Texas.

Spinuzzi, C. (2014, February). *All edge: Inside the new workplace networks*. Department of English, West Virginia University, Morgantown, Virginia.

Spinuzzi, C. (2013, December). *All edge: Inside the new workplace networks*. Austin Chamber of Commerce, Austin, Texas.

Spinuzzi, C. (2013, August). *Toward a typology of activities: Understanding internal contradictions in multiperspectival activities*. Helsinki Summer School Course on Activity Theory and Formative Interventions, Helsinki, Finland.

Spinuzzi, C. (2013, May). *Topsight*. Austin Society for Technical Communication, Austin, Texas.

Spinuzzi, C. (2013, April). *"I watch people work—in a non-creepy way": Applying genre and sociocultural theory to net work*. Utah State University Department of English, Logan, Utah.

Spinuzzi, C. (2012, May). *Building a social media presence - on the bus*. Computers and Writing online conference.

Spinuzzi, C. (2012, April). *How Non-writers Write: Assembling Monthly Reports in a Highly Contingent Environment*. Austin Society for Technical Communication, Austin, Texas.

Spinuzzi, C. (2012, March). *Are Automated Genres Still Genres?* Graduate Program in Communication and Culture, Ryerson University, Toronto, Ontario, Canada.

Spinuzzi, C. (2011, September). *Coworking: What it Is, How it Works in Austin*. NetImpact, Austin, Texas.

Spinuzzi, C. (2011, September). *PRP Team Writing Strategies and Software Tools*. LBJ School of Public Affairs.

Spinuzzi, C. (2011, January). *How Adhocracies Fit into the Future of Work*. C4, San Antonio, Texas.

Spinuzzi, C. (2010, September). *PRP Team Writing Strategies and Software Tools*. LBJ School of Public Affairs.

Spinuzzi, C. (2010, August). *What's Coworking? Why Coworking?* Austin Entrepreneur Scene, Cospace, Austin, Texas.

Spinuzzi, C. (2010, January). *Secret Sauce and Snake Oil: Net Work at a Search Marketing Company*. School of Information, University of Texas at Austin.

Spinuzzi, C. (2009, November). *How Not to Write Fiction: Style and Evidence in Qualitative Research Studies*. Texas Christian University Department of English, Fort Worth, Texas.

Spinuzzi, C. (2008, October). *Connections, Disconnections, and Missed Connections*. Iowa State University Department of English, Ames, Iowa.

Spinuzzi, C. (2008, January). *Learning our ABCs: Accessibility, Bottlenecks, and Control in an Organized Research Unit's Website*. Austin Chapter of the Society for Technical Communication, Austin, Texas.

Spinuzzi, C. (2007, November). *Using a CMS for Managing the CWRL Website*. Austin Community College Department of Visual Communication, Austin, Texas.

Spinuzzi, C. (2007, April). *Nailing Down Accessibility: Definitions, Concepts, and Positive Steps at PeopleAdmin*. 2007 PeopleAdmin Annual Client Conference, Austin, Texas.

Spinuzzi, C. (2007, February). *PRP Team Writing Strategies and Software Tools*. LBJ School of Public Affairs.

Spinuzzi, C. (2007, February). *Texts as Tech*. CWRL Speakers' Series.

Spinuzzi, C. (2004, October). *Open Systems and Documentation*. Austin Chapter of the Society for Technical Communication.

Spinuzzi, C. (2004, April). *Who Killed Rex? Tracing Texts through Three Entangled Networks*. School of Information, University of Texas at Austin.

Workshops and Seminars

Spinuzzi, C. (2018, March). *Achieving Balance: Time Management for Modern Professionals*. HDO One-Day Seminar, University of Texas at Austin, Austin, Texas.

Spinuzzi, C. (2017, October). *Time Management for Academics*. Human Dimensions of Organizations MA Program, University of Texas at Austin, Austin, Texas.

Spinuzzi, C. (2017, September). *Time Management for Academics*. University Writing Center, University of Texas at Austin, Austin, Texas.

Spinuzzi, C. (2017, July). *Time Management for Academics*. University Writing Center, University of Texas at Austin, Austin, Texas.

Spinuzzi, C. (2017, June). *Writing Persuasive Business Proposals*. HDO One-Day Seminar, University of Texas at Austin, Austin, Texas.

Pogue, G. and Spinuzzi, C. (2016, October). *Pitching: Strategies for structuring, engaging, and winning over audiences*. IEEE Professional Communication Conference, Austin, Texas.

Spinuzzi, C. (2016, April). *Publishing for Graduate Students and New Faculty*. University Writing Center, University of Texas at Austin, Austin, Texas.

Spinuzzi, C. (2016, April). *Modeling Qualitative Data*. Half-day workshop presented at the ATTW Conference, Houston, Texas.

Spinuzzi, C. (2016, March). *Time Management for Organized People*. University Writing Center, University of Texas at Austin, Austin, Texas.

Spinuzzi, C. (2016, February). *Modeling Qualitative Data*. Half-day workshop presented at Syracuse University, Syracuse, New York.

Spinuzzi, C. (2012, March). *Writing Persuasive Business Proposals*. One-day workshop for the

College of Liberal Arts' Human Dimensions in Organizations, Austin, TX.

Zachry, M., Spinuzzi, C., and Hart-Davidson, W. (2009, October). *Visualizing Patterns of Knowledge Work in Organizations: A Workshop*. One-day workshop presented at ACM SIGDOC, Bloomington, IN.

Hart-Davidson, W., Spinuzzi, C., and Zachry, M. (2009, June). *Visualizing Patterns of Group Communication in Digital Workspaces*. Two-day workshop presented at the Rhetoric Society of America's Third Biennial Summer Institute, State College, PA.

Interviews

McNely, B. (2013). "That light-bulb feeling": An interview with Clay Spinuzzi. *Present Tense* 2(2). <http://www.presenttensejournal.org/volume-3/that-light-bulb-feeling-an-interview-with-clay-spinuzzi/>

Carliner, Saul. (2009). An interview with Clay Spinuzzi. *Information Design Journal* 17(1): 44-51.

GRANTS

Pending:

Received, External:

An Investigation of Business Pitch Revision in a Student Competition. With David Altounian and Gregory D. Pogue. Summer 2017-2018. Awarded \$25,000 from the IC² Institute to study how students learn to pitch their businesses in an Austin-based competition.

Evolving the Pitch, Summer 2013. Awarded \$15,000 from the IC² Institute to study business pitches in a global competition.

STC Research Grant Award, Fall 2005. "Modeling Communicative and Mediation Work in Proposal Writing: A Multisite Participatory Study." Awarded \$10,000. A collaborative one-year pilot study with scholars from Michigan State University and Utah State University to investigate the proposal writing process.

Received, Internal:

TLC Curriculum Development Grant, Summer 2003. Awarded \$3,000 from the Technology, Literacy, and Culture program to support data analysis for a study of work in a telecommunications company. The data analysis resulted in a TLC class in spring 2004.

2002-03 Special Research Grant. "Using Handheld PC-Based Data Collection and Analysis Tools for Observational Workplace Research." Granted \$260 from the Office of the Vice President for Research and \$300 from the Division of Rhetoric and Composition, University of Texas at Austin to purchase equipment and software.

TEACHING:

Graduate Courses Taught:

English 387N/ Information 397: Qualitative Research with Readers and Designers of Texts.

English 388M: Computers and Writing: History, Theory, Philosophy.

English 388M: Activity Theory and Human-Computer Interaction.

English 388M: Computers and Writing in the Workplace: Sociocultural Perspectives.

English 388M: Sociocultural Approaches to Technology: North American Genre Theory.

English 388M: Sociocultural Approaches to Technology: Actor-Network Theory.

English 388M: Sociocultural Approaches to Technology: Activity Theory.

English 388M: Sociocultural Approaches to Technology: North American Genre Theory.

English 388M: Networked Writing.

RHE 398T: Supervised Teaching in Rhetoric and Writing.

HDO 390: Qualitative Research.

HDO 386: Persuasion and Argumentation.

Undergraduate Courses Taught:

RHE 306: Rhetoric and Composition.

RHE 309s: Critical Reading and Persuasive Writing for Natural Science Dean's Scholars.

RHE 312/STS 311: Lifehacking.

RHE 312/STS 311: Accessibility and Usability.

RHE 328: Principles of Technical Writing.

RHE 328: Writing for Entrepreneurs

RHE 328: Principles of Technical Writing for Liberal Arts Majors.

RHE 328: Writing for Nonprofits

RHE 330C/TLC 331: User-Centered Design.

RHE 330C: Designing Text Ecologies.

RHE 330C/TLC 331: Audience Analysis and the Rhetoric of User-Centered Design.

RHE 330C: Designing Text Ecologies.

RHE 330C: Networked Writing.

TLC 321: Introduction to Technology, Literacy, and Culture.

RHE 379C/TLC 331, Information Design and Usability Testing.

RHE 379C: Proposal Writing.

ADVISING:

Dissertation Committees:

Defended:

Darren Cambridge (University of Texas, English) 2003. Member.

Mafalda Stasi (University of Texas, English) 2003. Member.

Jason Craft (University of Texas, English) 2004. Member.
Aimee Kendall (University of Texas, English) 2003-05. Member.
Robert Brown (University of Texas, English) 2003-05. Member.
Jim Brown (University of Texas, English). 2006-2008. Member.
Nathan Kreuter (University of Texas, English). 2010. Member.
Wes Baker (University of Texas, Educational Psychology) 2010. Member.
Dave Jones (Old Dominion University, English). 2012. Member.
Megan Little (University of Texas, English). 2013. Co-chair.
Ann David (University of Texas, Communication). 2013. Member.
William McKenna (University of Texas, STEM Education). 2014. Member.
Amanda Wall (University of Texas, English). 2015. Chair.
Scott Nelson (University of Texas, English). 2016. Chair.
Megan Giafagna (University of Texas, English). 2016. Co-chair.
Daniel Carter (University of Texas, Information). 2017. Member.
Jane Gruning (University of Texas, Information). 2018. Member.
Hannah V. Harrison (University of Texas, English). Co-chair.

In process:

Sam Burns (University of Texas, Information). Member.
Rachel N. Simons (University of Texas, Information). Member.
Sarah Welsh (University of Texas, English). Member.
Amy Tuttle (University of Texas, English). Chair.
Charlotte Land (University of Texas, Curriculum and Instruction). Member.
Adam Papendieck (University of Texas, Curriculum and Instruction). Member.

Thesis Committees:

Completed:

Audra French (University of Texas, Human Dimensions of Organizations). 2017. Chair.
Elizabeth Ann Molitor (University of Texas, Human Dimensions of Organizations). 2017. Chair.
Jill Salletta (University of Texas, Human Dimensions of Organizations). 2017. Second reader.
David Green (University of Texas, Human Dimensions of Organizations). 2017. Second reader.
J.D. Holt (University of Texas, Human Dimensions of Organizations). 2017. Second reader.
Rosa Tran (University of Texas, Human Dimensions of Organizations). 2016. Chair.
Janice Walker (University of Texas, Human Dimensions of Organizations). 2016. Member.
Stacey Winning (University of Texas, Human Dimensions of Organizations). 2016. Member.
Amanda Zhu (University of Texas, Human Dimensions of Organizations). 2016. Member.
Neil Crump (University of Texas, Human Dimensions of Organizations). 2015. Chair.
Muna Mitchell (University of Texas, Human Dimensions of Organizations). 2015. Chair.
Laura Wagner (University of Texas, Human Dimensions of Organizations). 2015. Chair.
Noelle London (University of Texas, Public Policy). 2015. Member.
Aram Kaplan (University of Texas, Human Dimensions of Organizations). 2014. Chair.
Ximena Baez (University of Texas, Human Dimensions of Organizations). 2014. Member.

Mariela Hristova (University of Texas, Information) 2005. Member.

Tien-wen Lin (University of Texas, English) 2005. Member.

In process:

Loris Brooks (University of Texas, Human Dimensions of Organizations). 2018. Chair.

Kandice Klumb (University of Texas, Human Dimensions of Organizations). 2018. Chair.

International Graduate Advising:

Jenni Virtaluoto (University of Oulu, Oulu, Finland; English Philology). 2015. Pre-reader.

Julian Waters-Lynch (RMIT University in Melbourne, Australia; Management). 2018. Examiner.

SERVICE TO FIELD:

Journals

Editorial board: *Written Communication* (2007-present), *IEEE Transactions on Professional Communication* (2011-present), *Connexions: International Professional Communication Journal* (2011-2018), *Mind, Culture, and Activity* (2018-present).

Associate Editor, *Information Systems Journal* Special Issue on Activity Theory in IS research. 2016-2017. Responsible for managing some manuscripts through the review process.

Chair, Awards Committee, *Written Communication's* John R. Hayes Award for Excellence in Research Award for 2011.

Blind Reviewer: *ACM Transactions on Computer-Human Interfaces*; *Business and Professional Communication Quarterly*; *College English*; *Enculturation*; *English Education*; *IEEE Transactions on Professional Communication*; *Information, Technology, and People*; *Journal of Business and Technical Communication*; *Mind, Culture and Activity*; *Programmatic Perspectives*; *Quarterly Journal of Speech*; *The Sociological Review*; *Technical Communication*; *Technical Communication Quarterly*; *Written Communication*.

Guest Editor: *Technical Communication Quarterly* 16(3), 2007; *Journal of Business and Professional Communication* 23(3), 2009; *IEEE Transactions on Professional Communication* 58(4), 2016; *Journal of Business and Professional Communication* 31(3), 2017.

Book Series

Editorial Advisory Board: ATTW Book Series in Technical and Professional Communication (2012-present).

Conferences

Association for Computing Machinery Special Interest Group for Design of Communication
Program Chair, 2012, 2007

Program Committee Member, 2003-2012

Reviewer, 2015

Tutorials Chair, 2003

Association of Teachers of Technical Writing
Program Committee Member, 2008-2012

Computer-Supported Cooperative Work
Reviewer, 2012-2013

Conference on College Composition and Communication
CCCC Stage 1 Reviewer, 2008-2015, 2017, 2019

iConference
Meta-reviewer, 2016; reviewer, 2016-2019

International Conference on Entertainment Computing
Program Committee Member, 2011-2012

IEEE Professional Communication Society
Program Review Chair, 2016
Reviewer, 2015

IADIS Interfaces and Human Computer Interaction (IHCI)
Program Committee Member, 2012

Professional Organizations

Association of Teachers of Technical Writing
Coordinator, Research Committee, 2005-2007
Member, Research Committee, 2002-present
Member, Awards Committee, 2005-2007, 2009
Member, Nell Ann Pickett Award Committee (2006). Participated in choosing outstanding article from *Technical Communication Quarterly*.
Member, ATTW Membership Committee. (2002-2004)

Association for Computing Machinery Special Interest Group for Design of Communication
At Large Member, SIGDOC Committee. (2006-2008).

Conference on College Composition and Communication
Member, CCCC Research Committee (2007-2012).
Member, 2001 Outstanding Dissertation Award Committee (2001).

Book Proposals and Manuscripts

Reviewed book proposals and manuscripts for Cambridge University Press, Oxford University Press, University of Pittsburgh Press, University of Chicago Press, University of Toronto Press,

Longman, Allyn & Bacon, O'Reilly, Berghahn Books, and Taylor & Francis/Routledge.

Promotion and Tenure Reviews

Reviewed tenure cases for Arizona State University, Carnegie Mellon University, Case Western Reserve University, Illinois Institute of Technology, Indiana University - Purdue University Fort Wayne, North Carolina State University, Texas Tech University, University of Miami-Ohio, University of North Texas, University of Wisconsin-Milwaukee, Utah State University, Virginia Tech, and Worcester Polytechnic University.

Funding Reviews

Reviewed research application for Netherlands Organisation for Scientific Research (NWO). 2015.

Reviewed research application for Postdoctoral Researchers International Mobility Experience (PRIME), a funding program for the German Academic Exchange Service (DAAD). 2015.

Reviewed research application for PRELUDIUM, a funding program for Poland's National Science Centre (NCN). 2015.

Other

Interviewed for RISE website (2011). Discussed networked organizations.

Interviewed with SometimesDaily.com (2010). Discussed the phenomenon of coworking and the future of office work.

<http://sometimesdaily.com/2010/03/talking-the-future-of-office-space-at-sxsw/>

Panelist, Shift101 "Future of Work" Salon (2009). Responded to authors of *I'm Outta Here: How Coworking is Making the Office Obsolete*; discussed mobile work solutions and changing organizational forms.

SERVICE TO UNIVERSITY:

University:

Member, Information Technology Committee, 2015-2018.

Member, Libraries Committee. 2013-2016; Chair, 2015-2016.

Member, Bridging Disciplines Program faculty panel on Social Entrepreneurship and Non-profits. 2014-present.

Member, Bridging Disciplines Program faculty panel on Innovation, Creativity, and Entrepreneurship. 2014-present.

Member, Mitchell Undergraduate Student Awards Committee. 2013-2015.

Member, Information Technology Committee. 2007-2009.

College:

Departmental representative. Liberal Arts Promotion and Tenure Committee. 2014-2016.

Member, Graduate Studies Committee, MA in Human Dimensions of Organizations, 2011-present.

Member, Undergraduate Studies Committee, MA in Human Dimensions of Organizations, 2016-present.

Ex Officio Member, College of Liberal Arts Writing Committee. 2004-2007.

Division/Department:

Associate chair, Department of Rhetoric and Writing (fall 2016-summer 2020). Chose staff and decided course schedule for the lower division. Managed budget for lower-division courses. In consultation with the chair, chose staff and decided course schedule for the upper division. Consulted with department chair about budgetary matters and departmental policies.

As part of associate chair duties:

- **Chair,** Lower-Division Curriculum Committee (2016-2020). Developed policy and coordinated curricula for all lower-division course offerings in the Department of Rhetoric and Writing. Trained all incoming graduate instructors. Oversaw assessment and improvement of the lower-division curriculum, including the required writing course (RHE 306) and others (RHE 309K, RHE 309S, RHE 310, and RHE 312).
- **Assessment specialist** (2016-2020). Collected and analyzed data about the Rhetoric and Writing major as well as the required lower-division writing course. Wrote reports for college and university administrative use.

Interim associate chair, Department of Rhetoric and Writing (spring 2014).

Department Review Chair (DRC), Human Dimensions of Organizations (2015-present).

Member, Executive Committee (2014-2016).

Member, Slatin MEME Prize Committee (2009-2014).

Member, Committee on the Major (2011-2012).

Chair, Kinneavy Prize Committee (2009, 2012).

Member, Lower-Division Curriculum Committee (2009-2011, 2015-2016).

Member, Graduate Program Oversight Committee (2010-2011).

Chair, Search Committee for Emerging Communication Technologies and Digital Media position (2008-2009).

Member, Undergraduate Curriculum Committee (2008-present).

Director, Computer Writing and Research Lab (2004-2008).

Chair, Slatin MEME Prize Committee (2004-2008, 2015-2016).

Member, Hairston Prize Committee (2008).

Member, Post-Tenure Review Committee (2007-2008).

Member, Facilities Committee (2005-2006)

Member, RHE 309 Committee (2005-2006)
Member, Upper-Division Committee (2004-2006)
Member, Open Position Hiring Committee (2003-2004).
Member, Post-Tenure Review Committee (2003-2004).
Contributor, University of Texas Division of Rhetoric and Composition website. (2002).
Member, Junior Position Hiring Committee (2002-2003).
Member, Post-Tenure Review Committee (2002-2003).
Secretary, Division of Rhetoric and Composition Committee (2001-2004).
Member, Space Planning Committee (2001-2003).
Member, DRC/English Joint Human Subjects Committee (2001-present).
Member, Extended Budget Council (2002-2003).

SERVICE TO PUBLIC:

Traphagan, J., & Spinuzzi, C. (2013, October 4). College: You're not just doing this for you.

Dallas Morning News. Dallas, Texas. Retrieved from

http://www.dallasnews.com/opinion/sunday-commentary/20131004-college-youre-not-just-doing-this-for-you.ece?nclick_check=1

Spinuzzi, C. (2013, April 1). Getting to Topsight in your organization. *Life & Letters*. Austin, Texas. Retrieved from

<https://lifeandletters.la.utexas.edu/2013/04/getting-to-topsight-in-your-organization/>

Spinuzzi, C. (2013, February 18). Study Shows Coworking is About Community. *Shareable*.

Retrieved from <http://www.shareable.net/blog/study-shows-coworking-is-about-community>

Judge, American Cancer Society High Plains Media Awards competition (2010). Judged entries in the Weekly Newspaper (Features/Human Interest) category.

Judge, American Cancer Society High Plains Media Awards competition (2009). Judged entries in the Big Market TV News and Feature/Human Interest categories.

Participant, Self-Study for Austin Community College Business & Technical Communications Program (2009). In team, helped to evaluate the TCM program according to its strengths, weaknesses, external opportunities and threats (SWOT).

Participant, Interactive Austin 2009 planning. (2009). Served as liaison between IA09 and the Department of Rhetoric and Writing. Contacted graduate and undergraduate students about participating, helped to organize social media documentation of conference.

Social Web Advisory Panel, FG Squared (2008-2009). Serve as advisor to social media marketing company on matters of social capital.

Web development committee, Gullett Elementary PTA (2007-2008). Consulted on web

accessibility and site architecture.

Grants committee, Gullett Elementary PTA (2007-2008). Supported grantwriting.

Volunteer consultant to Girl Scouts -- Lone Star Council (2003). Consulted on content and tone of website content.

Consultant to Austin Academy (2003). In conjunction with 806 Design, developed text for a fundraising brochure.