

CARLY FINSETH, PH.D.

Department of English
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Education

- Ph.D. Technical Communication and Rhetoric. Texas Tech University, Lubbock, TX, May 2015
- Additional coursework in Instructional Technology & Educational Psychology
 - Dissertation: *How Games Work: A Case Study of Role-Playing Games as Instructional Documentation*
 - Committee: Brian Still (Chair), Joyce Locke Carter, Amy Koerber
- M.A. Professional Communication. Clemson University, Clemson, SC, May 2011
- Awarded Honors and Distinction
 - Thesis: *The Open Source Composition Space*
 - Committee: Cynthia Haynes (Chair), Jan Rune Holmevik, David Blakesley
- B.S. Liberal Studies. Oregon State University, Corvallis, OR, June 2003
- Honors Program
 - Concentrations in: English, Writing, Communication, Women's Studies
 - Advisor: Susan Shaw

Academic Appointments

Assistant Professor of Technical Communication
Department of English, Boise State University, 2015-Present

Publications

Peer-Reviewed Articles

The structure of play: An exploration of the instructional design of *Rift*. *The Journal of Applied Instructional Design*, 5(1), 35-50.

Theorycrafting the classroom: Constructing the introductory technical communication course as a game. *Journal of Technical Writing and Communication*, 45(3), 243-260.

How games work: Exploring the instructional design of *Diablo III*. *Meaningful Play 2014 Conference Proceedings*, October 2014.

An open source composition space: Redefining invention for a new technological age. *Computers and Composition Online*, Fall 2013.

Review Essays

Using games to make something: Of our students, our pedagogies, our field. A review essay of Gee & Hayes (2011), Squire (2011), Steinkuehler et al (2012), and Thomas & Brown (2011). *Journal of Teaching Writing*, 29(2), 85-98.

Book Reviews

A review of *Dangerous Games: What the Moral Panic over Role-Playing Games Says about Play, Religion, and Imagined Worlds* by Joseph P. Laycock. *Technoculture: An Online Journal of Technology in Society*. (forthcoming)

A review of *Inter/vention: Free Play in the Age of Electracy* by Jan Rune Holmevik. *Kairos: A Journal of Rhetoric, Technology, and Pedagogy*, 18.2, Spring 2014.

A review of *Storycraft: The Complete Guide to Writing Narrative Nonfiction* by Jack Hart, Chicago, IL: The University of Chicago Press, 2011. 266 pp. *Journal of Technical Writing and Communication*, 43(1), 103-105.

Presentations

Technical Communication Genres as Social Construction in Online Gaming Communities. PCA/ACA 2016 Annual Conference, Seattle, WA. (March 2016).

Leadership and the Intersection of Games. Roundtable discussion with Joy Robinson, Gaines Hubbell, and Craig Olsen. 37th Annual Southwest Popular Culture / American Culture Association Conference, Albuquerque, NM (February 2016).

How Games Work: Exploring the Instructional Design of *Diablo III*. Meaningful Play 2014, Michigan State University, East Lansing, MI (October 2014).

Methodologies as Message: Exploring Four Unique Approaches to Pedagogical Research and Their Application to Programmatic Change. Panel Presentation with Kate Crane, Samuel Howard, and Ronda Wery. Annual Conference of the Council for Programs in Technical and Scientific Communication (CPTSC) 2014, Colorado Springs, CO (September 2014).

Facing the Interface: Evolving Practices for User-Centered Teaching and Learning. Panel Presentation with Ana Krahmer and Ronda Wery. Computers & Writing 2014 at Washington State University, Pullman, WA (June 2014).

Choose Your Origin: A Games-Based Approach to 'Partnering' a Digital Writing Curriculum. 35th Annual Southwest Popular Culture and American Culture Association (SWPACA) Conference, Albuquerque, NM (February 2014).

Composition Quest: Constructing the Technical Writing Classroom as a Game. Meaningful Play 2012, Michigan State University, East Lansing, MI (October 2012).

The Social Hierarchy of the Joomla Content Management System (CMS): What the Open Source Community Can Teach Us about Knowledge Creation, Power, and Collaboration. 2011 Conference on College Composition and Communication (CCCC), Atlanta, GA (April 2011).

The Impact of Technologies on Writing Practices and Community Collaboration. Panel Presentation with Dr. Huiling Ding. Computers & Writing 2010: "Virtual Worlds" at Purdue University, West Lafayette, IN (May 2010).

Communication and the Joomla Open Source Content Management System (CMS): How Social Networking Has Redefined Instructional Documentation. Graduate Symposium on Communication: Communication in the 21st Century: Obstacles and Opportunities, James Madison University, Harrisonburg, VA (April 2010).

Honors, Grants, Fellowships, & Awards

Doctoral Fellow, Doctoral Dissertation Completion Fellowship, Texas Tech University, 2014-2015

Formally Recognized as a Top Instructor, Texas Tech University English Department, 2014

Helen Locke Carter Memorial Scholarship, Texas Tech University, 2013

Texas Tech University Graduate School Competitive Travel Grant, 2012

Thomas E. Douglass Teaching Award for Excellence in Teaching, Clemson University, 2011

Clemson University English Department Competitive Travel Grant, 2011

Society for Technical Communication Ernie Mazzatenta Scholarship, 2010

Teaching Experience

Current Courses

English 521: Current Trends in Technical Communication (Special Topics Course)
Boise State University, 2016

In this course, students investigate current trends in on-screen document production, including online communities, infographics, games and virtual worlds, and mobile applications. Through an applied research methodology, students study current trends in on-screen technical communication and follow the document production cycles of such trends from start to finish. They then create a series of portfolio-ready documents to demonstrate applicable, real-world skills that speak to these new directions of technical communication practice and research.

English 518: Writing Software Documentation
Boise State University, 2015-Present

From product FAQs to software documentation, game walk-throughs to YouTube tutorials, instructions are increasingly being written, designed, and published both in print and online. In this course, students explore various methods—digital and print—of writing effective documentation. Topics include multimedia integration (visual, text, and video), instructional design, and usability.

English 415: On-Screen Document Production Boise State University, 2015-Present

In this course, students learn successful techniques in web design, digital writing, and information management to construct effective on-screen documentation. Through a particular focus on understanding audience, the course introduces how to effectively design, write, and present in genres such as websites, product documentation, FAQs, and video tutorials.

English 202: Introduction to Technical Communication Boise State University, 2016

An introduction to the principles and applications of technical communication, with an emphasis on audience characteristics and methods of performing research, analyzing data, and writing persuasive documents. Topics include audience analysis, the writing process, graphics, document design, the ethics of technical communication, and problem-solving research, as well as applications such as memos, letters, instructions, proposals, and reports.

Previous Courses

English 2311: Introduction to Technical Writing Texas Tech University, 2012-2014

- Implemented a participatory, games-based approach to the curriculum, customizing assignments and activities to students' interests and career goals.
- Average teaching evaluation: 4.79/5.0

English 2311: Introduction to Technical Writing: Globally-Connected Online Course Texas Tech University, 2012

- Co-taught a globally-connected online course between the U.S. and South Korea as part of SUNY's Collaborative Online International Learning (COIL) project.
- 20 U.S. students, 30 South Korean students
- The class met synchronously once a week, via Skype, for three hours.

English 1301: Essentials of College Rhetoric Texas Tech University, 2011

- This first-year composition course utilized Raider Writer, an online system which offers a unique, team-instruction approach to writing feedback and assessment.
- Average teaching evaluation: 4.43/5.0; highest teaching evaluations of my cohort

English 103: Accelerated Composition: Culture, Identity, and Society Clemson University, 2010-2011

- Customized this first-year composition course to teach writing and rhetoric with tools such as social media, audio/video production, and digital publishing.
- Average teaching evaluation: 4.25/5.0

Workshops & Guest Speaking

Guest Speaker. ENGL 198: Introduction to English Studies Boise State University, 2016

Presented an hour-long talk and interactive activity to 78 undergraduate students at Boise State University about technical communication and how it links to all of the disciplines in Boise State's English Department.

Guest Instructor. ED-CIFS 302: Learning and Instruction
Boise State University, 2015

Invited guest instructor for Boise State University's ED-CIFS 302 class, Learning and Instruction. Presented a lecture entitled "Games and Learning: Using Games and Games-Based Learning to Increase Student Engagement" and facilitated an in-class games-making and games-playing session.

Guest Presenter. ENGL 302: Technical Rhetoric
Boise State University, 2015

Led class through a 60-minute usability test, and guest instructed on the topic of technical communication and usability.

Guest Speaker. ENGL 198: Introduction to English Studies
Boise State University, 2015

Presented a 20-minute talk to 70 undergraduate students at Boise State University about technical communication, games, and usability.

Workshop Facilitator. Multiliteracy/Media Lab (MULL)
Texas Tech University, 2012

Co-led a two-day workshop on the following topics: Digital Humanities and Online Instruction; Synchronous Communication Best Practices; PDFing, Digital Copyright, and eReading; Electronic Assessment Best Practices; Contextualizing PowerPoint Voice-Overs; Photo Essays and Visual Literacy Narratives; Digital Video Editing Basics; and the Principles of Website Design

Guest Lecturer. English 3360: Web Publishing/Technical Information
Texas Tech University, 2012

Guest lectured a class on web design and development, specifically focusing on logos, fonts, and branding considerations.

Discussion Facilitator. Clemson University Summer Reading Program
Clemson University, 2010

Led an instructional discussion with a classroom of 40 incoming undergraduate students about the summer's selected reading: the play *These Shining Lives* by Melanie Marnich.

Instructor. Clemson University Multimodal User Group (MMUG)
Clemson University, 2010

Facilitated an interactive workshop entitled "Introduction to Content Management Systems." Workshop participants learned about content management systems (CMS), including how to use some of the more common platforms, such as Joomla!, Drupal, and WordPress.

Media Lab, Tutoring, and Research Experience

Graduate Assistant. Moodle and Blackboard
Texas Tech University, 2014

Provided CMS support for faculty in a large department, during department-wide migration from Moodle to Blackboard. Transitioned materials, performed archives, set up courses, and assisted with ADA compliance.

Graduate Assistant. Multiliteracy/Media Lab (MULL)
Texas Tech University, 2012-2013

Offered skills, services, workshops, and tutoring for students and faculty in areas such as: web and graphic design, audio/video editing, technology tutorials, technical support, conference and event planning, and online education resources and support.

Graduate Assistant. Book Editing and Web Design
Clemson University, 2010

Research assistant for Drs. Huiling Ding and Susan Hilligoss. Primary projects included: editing and proofreading an upcoming book project and designing and coding a professional website.

Graduate Assistant. Multimedia Authoring, Teaching and Research Facility (MATRF)
Clemson University, 2009-2010

Provided support, project development, and tutoring for graduate students, faculty, staff, and outside clients. Projects included web development, graphic design, usability testing, and faculty and staff training. Also assisted with various usability tasks, including persona creation, wireframe mock-ups, pilot testing, field studies, and client consulting.

Service & Activities

Departmental Service

Technology Committee Member, English Department, Boise State University, 2015-Present

Technical Writing Assessment Committee Member, English Dept., Texas Tech University, 2012-2014

First-Year Composition Committee Member, English Department, Clemson University, 2010-2011

University Service

Director and Faculty Advisor, Tech Comm Games Guild, Boise State University, 2015-Present

Public Relations Director, Society for Technical Communication, Clemson University Chapter, 2010-2011

Senator and Grants Committee Member; Clemson University Graduate Student Government, 2009-2010

Volunteer Instructor and Member, Multimodal User Group, Clemson University 2009-2011

Event Planning Committee Member, Clemson University Intermedia Meeting of the Minds: A 'Serious Play' Day for UX Professionals, 2010

Editorial Service

Associate Editor, *International Journal of Gaming and Computer-Mediated Simulations*, 2015-Present

Associate Editor, *Kairos: A Journal of Rhetoric, Technology, and Pedagogy*, 2015-2016

Assistant Editor, *Kairos: A Journal of Rhetoric, Technology, and Pedagogy*, 2014-2015

Reviewer, *Journal of Virtual Worlds Research*, 2014-Present

Proposal Reviewer, Computers and Writing Conference, 2015

Assistant Editor, *International Journal of Gaming and Computer-Mediated Simulations*, 2014-2015

Guest Host and Blogger, *Not Your Mama's Gamer: I Press X Therefore I Am*, curated by Dr. Samantha Blackmon, Purdue University, 2014

Community Service

Scorer, First-Year Composition College Level Examination Program (CLEP), Texas Tech University, 2012-2015

Judge and Reviewer, University Interscholastic League (UIL) Ready Writing Competition, 2012-2015

Selected Professional Development

Workshop: Universal Design and Accessibility for Online Learning, IDEA Shop, Boise State University, January 24 – February 13, 2016

Webinar: Skype Meeting with Steve Gaynor, Lead Game Level Designer, *Bioshock Infinite*, Boise State University, October 9, 2015

Workshop: Successfully Interacting with Our Growing Middle Eastern Student Population, Boise State University, September 18, 2015

Globally Networked Learning Environments Research Group, Texas Tech University, 2012-2013

Workshop: Quest-Based Learning: Gamification in Schools with Mark Suter, Meaningful Play 2012 at Michigan State University, October 2012

Serious Games Colloquium, Clemson University, 2009-2011

Seminar: "Publishing from the Editor's Perspective" with Dr. Amy Koerber, Editor of *Technical Communication Quarterly*, November 2010

Michigan State University Summer Seminar in Rhetoric and Composition, June 2010

Workshop: "Ethical Considerations in Teaching Writing" with Dr. Dan Wueste, April 2010

Graduate Coursework (GPA 4.0)

Theory

New Media Rhetoric

Theories of Technology

Rhetoric & Professional Communication

Composition Theory

Methods

Foundations of Educational Research

Methods of Assessment

Usability

Research Methods in Professional Writing

Practice

Publications Management
Technical Manuals: Instructional
Development & Design
Technical Editing
Visual Communication
Professional Writing
Workplace Communication
Health Communication

Pedagogy

Teaching Technical & Professional Writing
Studies in Composition
Advanced Issues in Composition
Curriculum Applications of the Internet
Online Distance Learning
Teaching in Globally-Connected
Online Learning Environments
Composition Practicum

Additional Skills

Tools & Technology

- + Content Management Systems (Joomla, Drupal, WordPress, Blackboard, Moodle)
- + Blogs & Wikis
- + Social Media

Scripts & Programming

- + XHTML
- + CSS
- + JavaScript
- + XML
- + DITA

Software

- + Adobe Creative Suite
- + Microsoft Office
- + Morae
- + Ovo Solo

Organizations and Affiliations

Association for Teachers of Technical Writing (ATTW)

Council for Programs in Technical and Scientific Communication (CPTSC)

Humanities, Arts, Science, and Technology Alliance and Collaboratory (HASTAC)

International Game Developers Association (IGDA)

National Council of Teachers of English (NCTE)

Popular Culture Association/American Culture Association (PCA/ACA)

Selected Professional Experience

Freelance Writer/Editor/Web Designer/Consultant
Self-Employed, 2002-2011

Projects included writing, ghostwriting, editing, proofreading, graphic design, web development, corporate branding, and more. More than 250 published works.

Managing Editor/Publisher

Empowerment4Women: The Online Magazine, 2001-2010

Edited and published more than 30 issues; designed and developed website; directed editorial calendar; supervised staff of editors, columnists, artists, and freelancers; media relations; marketing and publicity.

Technical Web Support Consultant

InSiteLogic, 2008-2009

Provided expert consulting for content management software. Edited images and published documents, and provided training to clients. Wrote, edited, and published content for online support documentation.

Senior Editor/Ghostwriter

The Authors Team, 2004-2006

Edited and proofread more than twenty-seven books for the personal dating field. Served as ghostwriter for several projects, including six books.

Editorial Intern

Northwest Palate Magazine, 2003

Wrote news & events columns and book reviews; edited publication proofs and stories submitted by freelance writers; media relations; special events; assisted with demonstrations, photo shoots, and design layouts.

Project Engineer Work Group Lead

DPR Construction, Intel Campus, 2001-2002

Managed construction activities, wrote work proposals, provided project cost management, organized and led weekly meetings with colleagues and clients, and served as mediator for subcontractor-client relations.

Project Engineer

Kinetic Systems, Intel Campus, 2000-2001

Purchased job materials, monitored inventory, provided project cost management. Developed and implemented rental and backorder tracking systems and served as liaison between office staff and field employees.

Project Engineer

Fullman Company, Hewlett-Packard Campus, 1996-1998

Managed construction activities, trained co-workers on various computer programs, assisted with job site billing, wrote work proposals, purchased job materials, and provided project cost management.