# Lynne Cooke

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## **EDUCATION**

Ph.D., Communication & Rhetoric, 2001, *Rensselaer Polytechnic Institute*

M.A., English, 1994, *San Diego State University*

Certificate in Technical Communication, 1994, *San Diego State University*

B.A., Public Administration, 1989, *San Diego State University*

## **ACADEMIC POSITIONS**

*Clinical Assistant Professor of Technical Communication 2018-present*

Department of Technical Communication, Arizona State University, Polytechnic Campus, AZ

*Instructor of Business Communication, Spring 2018*

Department of Communication, Southern Connecticut State University, New Haven, CT

*Assistant Professor of Professional and Technical Communication, 2007- 2013*

Department of English, West Chester University, West Chester, PA

*Associate Professor of Technical Communication, 2001-2007*

Department of English, University of North Texas, Denton, TX

## **INDUSTRY POSITIONS**

*Technical Writer, 2012-2018*

Hampford Research Incorporated, Stratford, CT

*Usability Experience Designer, 2007-2011*

Innovation Group, Farmington, CT

**Publications**

Journal Articles

Cooke, L. (2010). Assessing concurrent think-aloud protocol as a usability test method: A technical communication approach. *IEEE Transactions on Professional Communication, 53(3):* 202-215.

Cooke, L. (2008). How do users search web home pages? An eye-tracking study of multiple navigation menus. *Technical Communication, 55(2):* 176-194.

*Received Distinguished Article Award in 2009 from the Society for Technical Communication.*

Cooke, L. (2005). Eye tracking: How it works and how it relates to usability. *Technical Communication, 52(4):* 456-463.

Cooke, L., & Mings, S. (2005). Connecting usability education and research with industry needs and practices. *IEEE Transactions on Professional Communication,* *48(3):* 296-312.

Cooke, L. (2005). A visual convergence of print, television, and the internet: Charting 40

 years of design change in news presentation. *New Media & Society,* *7(1):* 22-46.

Cooke, L., & Williams, S. (2004). Two approaches to using client projects in the college

classroom. *Business Communication Quarterly,* *67(*2): 139-152.

Cooke, L. (2003). Information acceleration and visual trends in print, television, and web

news sources. *Technical Communication Quarterly,* 12(2): 155-181.

Proceedings Papers

Cooke, L. (2006). Is eye tracking the next step in usability testing? *Proceedings of the International Professional Communication Conference.* Piscastaway, NJ: IEEE, 236-242.

Cooke, L. (2006). Is the mouse a poor man’s eye tracker? *Proceedings of the Society for Technical Communication Conference.* Arlington, VA: STC, 252-255.

Cooke, L., & Cuddihy, E. (2005). Using eye tracking to address limitations in think-aloud protocol. *Proceedings of the International Professional Communication Conference.* Piscastaway, NJ: IEEE, 653-658.

Cooke, L. (2004). Improving usability through eye-tracking research. *Proceedings of the*

*International Professional Communication Conference*. Piscastaway, NJ: IEEE, 195-198.

Cooke, L., & Williams, S. (2003). Bringing real-world projects into the college

classroom. *Proceedings of the Society for Technical Communication Conference.*

CD ROM.

Cooke, L. (2002). What we can learn about document design from a study of the visual convergence of the news media. *Proceedings of the Society for Technical Communication Conference*, CD ROM.

Trade Publications

Cooke, L. (2000). Is distance education for you? *Intercom*, the Magazine of the Society for Technical Communication*.* July/August: 15-17,

**Book Reviews**

Cooke, L. (2022). [Review of the book *Incredible Communication: Uncover the Invaluable Art of Selling Yourself*  Steven Lewis and Rebecca Weintraub, 69 (4) 59.

Cooke, L. (2022). [Review of the book *Book Proposals that Sell: 21 Secrets to Speed Your Success*] by W. Terry Whalin, 69 (3) 72.

Cooke, L. (2022). [Review of the book *Life and Death Design: What Life-Saving Technology Can Teach Everyday UX Designers*] by Katie Swindler, 69 (3) 91-92.

Cooke, L (2021) [Review of three technical communication textbooks by E. Tebeaux, S. Dragga, M. Markel, S. Selber, and Baehr] Technical Communication, 68 (3) 128-130.

Cooke, L. (2021). [Review of the book *100 Things Every Designer Needs to Know About People, 2nd ed.* By Susan M. Weinschenk] Technical Communication 68(2), 105.

Cooke, L (2020). [Review of the book *Communicate with mastery: Speak with conviction and write with impact* by JD Scramm] *Technical Communication*. 67 (2), 120.

Cooke, L. (2020). [Review of the book*Develop your presentation skills: How to inspire and inform with clarity and confidence, 4th edition* by T. Theobald] *Technical Communication*. 67 (1), 123.

Cooke, L. (2020). [Review of the book *User experience design: A practical introduction* by G. Allanwood and P. Beare] *Technical Communication,* 67 (2), 122.

Cooke, L. (2019). [Review of the book *Graphic design: A new history, 3rd edition* by S. Eskilson.] *Technical Communication,* 66 (4), 424.

PRESENTATIONS

**Invited**

March 2014 Department of Computer Science, Stonehill College, Easton, MA

 “Using Eye Tracking to Understand User Search: Quantitative and Qualitative Measures of Web Usability.”

April 2007 Society for Technical Communication, Lone Star Chapter, Dallas, TX

 “Beyond Public Speaking Basics: Presenting Technical Information to Non-Technical Audiences.”

June 2006 Society for Technical Communication, Puget Sound Chapter, Seattle, WA

 “Usability Testing and Eye Tracking.”

Feb. 2006 College of Nursing, Texas Woman’s University, Denton, TX

 “On Scholarly Writing and Editing.”

Feb. 2004 Department of Technical Communication, University of Washington, Seattle, WA (As part of the NSF Women in Science Lecture Series)

 “Using Eye Tracking Research Methods to Improve the Usability of Web Site Design.”

**Conference**

January 2020 Louisiana Tech Symposium on Visual Communication and Visual Literacy, Shreveport, LA

“Eye Tracking: Evaluating the Visual.” (Refereed)

May 2011 International Communication Association, Boston, MA

 “Eye Tracking and Web Usability: Linking Eye Movements and Cognitive Processes.” (Refereed)

April 2011 Association of Teachers of Technical Communication, Atlanta, GA

 “Interdisciplinary Intersections in Research Methods: Technical Communication, Eye Tracking, and Usability.” (Refereed)

Oct. 2010 Pennsylvania Communication Association, East Stroudsburg, PA

 “Eye Tracking Technologies: Applications for Visual Communication Scholarship.” (Refereed)

March 2010 Conference on College Composition and Communication, Louisville, KY “Applying Communication Theory to Long-Term Collaborative Writing Projects.” (Refereed)

April 2008 Association of Teachers of Technical Communication, New Orleans, LA

 “Addressing the Challenges of Teaching and Conducting Interdisciplinary Research” (Refereed)

March 2008 West Chester University Research Day, West Chester, PA

 “How Do Users Search Web Home Pages? An Eye-Tracking Study of Multiple Navigation Menus.”

May 2007 Society for Technical Communication, Minneapolis, MN

 “An Eye-Tracking Study of Web Navigation Menus.” (Refereed)

Oct. 2006 International Professional Communication Conference, Saratoga Springs, NY

 “Is Eye Tracking the Next Step in Usability Testing?” (Refereed)

May 2006 Society for Technical Communication, Las Vegas, NV

“Is the Mouse a Poor Man’s Eye Tracker?” (Refereed)

July 2005 International Professional Communication Conference, Limerick, Ireland “Using Eye Tracking to Address Limitations in Think-Aloud Protocol.” (Refereed)

Sept. 2004 International Professional Communication Conference, Minneapolis, MN

“Improving Usability Through Eye Tracking Research.” (Refereed)

March 2004 Conference on College Composition and Communication, San Antonio, TX

 “Merging Usability Research, Pedagogy, and Practice in Technical

Communication.” (Refereed)

Nov. 2003 National Communication Association, Miami Beach, FL

“Visual Convergence and the Evolution of Design Within a News Media Context.” (Refereed)

• *Selected as a top competitive paper by the Visual Communication Commission*

July 2003 FORUM 2003, International Technical Communication Conference, Milan, Italy “Defining Usability in an Age of Information Acceleration.” (Refereed)

July 2003 FORUM 2003, International Technical Communication Conference, Milan, Italy “Creating Working Relationships Between Academics and Industry.” (Refereed)

May 2003 Society for Technical Communication, Dallas, TX

 “Bringing Real-World Projects Into the College Classroom.” (Refereed)

May 2002 Society for Technical Communication, Nashville, TN

“What We Can Learn About Document Design From a Study of the Visual Convergence of the News Media.” (Refereed)

Nov. 2001 National Communication Association, Atlanta, GA

“Blurring Visual Boundaries: Remediation and News Media Design.” (Refereed)

May 1999 Society for Technical Communication, Cincinnati, OH

“Designing Print Documents in the Post-Print Age.” (Refereed)

**RESEARCH AWARDS**

2007-2008 West Chester University Faculty Development Grant, $5,000

“Eye Tracking and Usability: Two Studies of Methodology in Technical Communication”

2006-2007 Society for Technical Communication (STC) Research Grant, $10,000

 “An Eye-Tracking Study of Web Navigation Menu Placement and Organization”

2005-2006 University of North Texas Faculty Research Grant, $4,460

 “Using Retrospective Think-Aloud Protocol and Eye Tracking to Determine

 Eye Movement Search Patterns for use in Usability Testing”

2004-2005 University of North Texas Junior Faculty Summer Research Fellowship, $5,000

 University of North Texas Research Equipment Grant, $7,250

2004-2005 University of North Texas Faculty Research Grant, $5,000

 “Testing the Validity of Concurrent Think-Aloud Protocol with Eye Tracking”

2003-2004 University of North Texas Faculty Research Grant, $5,000

“Incorporating Eye Tracking into Usability Testing”

2002-2003 University of North Texas Junior Faculty Summer Research Fellowship, $5,000

 University of North Texas Junior Faculty Research Initiation Grant, $4,500

 “Connecting Usability Practices at Microsoft with Usability Education in the

 College Classroom”

2001-2002 University of North Texas Junior Faculty Research Initiation Grant, $1,000

 “Information Acceleration and Visual Design Trends”

2000-2001 Rensselaer Polytechnic Institute, Joanne Wagner Memorial Fellowship, $1,500

 “Remediation and the Visual Evolution of Design”

**TEACHING EXPERIENCE**

2018-2019 **Arizona State University**

 TWC 444: User Experience

 TWC 401/501: Fundamentals of Technical Communication

 TWC 301: Fundamentals of Digital Writing and Editing

2018-2018 **Southern Connecticut State University**

 Communication 101: Fundamentals of Professional Presentations

2007- 2013 **West Chester University of Pennsylvania**, Assistant Professor

English 400: Presentation & Communication Strategies

English 400: Visualizing Texts and Concepts

 English 371: Technical Writing

 English 368: Business & Organizational Writing

 English 320: Computers & Writing

 Writing 120: Effective Writing

2001-2007 **University of North Texas**, Assistant/Associate Professor

 English 5180: Visual Communication (Graduate)

 English 5180: The Theory and Practice of Technical Presentations (Graduate)

 English 5180: Usability Research, Test Methods, and Principles (Graduate)

 English 5191: Online Help and Web Site Development (Graduate)

English 4190: Technical Editing

English 4180: Advanced Technical Writing

English 4250: Technical Procedures and Manuals

English 4190: Writing Grants and Proposals

English 2700: Introduction to Technical Writing

1999-2001 **Western Kentucky University**, Visiting Lecturer

English 330: Technical and Professional Writing

Communication 405: Advanced Public Speaking

Communication 161: Business and Professional Speaking

Communication 145: Introduction to Public Speaking

1995-2000 **Rensselaer Polytechnic Institute**, Graduate Teaching Fellow

Writing 4120: Technical and Professional Communication

Writing 2410: Presentation Strategies

Writing 2110: Rhetoric and Writing

##### Service Learning / Client Projects

 *Department of Graduate Studies Web Site,* Clients: Dr. Jan Hickman, Interim Graduate Dean and Ms. Kim Slattery, Web Specialist and Head of the WCU Web Development Team

* Tested 48 participants, reported results, and recommended changes to improve the usability of the web site (ENG 371 students, Fall 2010)

*Firefighters Service Learning Initiative,* Client: Dr. Martin Helmke

* Web site developed for FAME firefighters (Internship, Spring 2009)
* Firefighter grant database developed (Internship, Spring 2009)
* Web sites developed for Aralia Press, Communiversity, Creative Writing, and WCU APSCUF (ENG 320, Spring 2009)

 *WCU Facilities Division,* Clients: Mr. Royston Gathings and Ms. Sandi Brown

* Research reports submitted that addressed student barriers to recycling at WCU and proposed solutions (ENG 368, Fall 2008 students)
* WCU new recycling web sites developed (ENG 371, Fall 2008 students)
* Proposals developed for improving student awareness of and participation in WCU’s recycling program (ENG 368, Spring 2009 students)
* Informative interactive presentations about recycling at WCU for new student orientation developed (ENG 368, Summer Session I students)

*Borough of West Chester & West Chester University, Clients: Ms. Carolyn Comitta & Ms. Lynn Klingensmith*

* Proposals for improving communication between West Chester Borough and West Chester University (ENG 368, Spring 2008)
* Fall 2008 Borough and University Calendar of Events (ENG 368, Summer Session 2008)

**Additional Teaching/Pedagogy Activities (West Chester University)**

Organized Usability Panel Discussion at WCU (Fall 2009)

Awarded $32,500 Technology Fee Grant (Fall 2008)

Attended RECAP conference (Summer 2008)

Completed Curriculum Integration Seminar (Spring 2008)

Completed Partners in Prevention Training (Fall 2007)

Completed LGBT Ally Training (Fall 2007)

**SERVICE**

**To Arizona State University**

Reviewer, Faculty Annual Review Committee

**To West Chester University**

Member, WCU Web Advisory Board, 2010-2013

Local Representative, APSCUF, 2010-2013

At-Large Member, WCU Faculty Senate, 2008-2012

Chair, WCU Faculty Senate Communication Committee, 2009-2012

Member, WCU Faculty Senate Sustainability Sub-Committee, 2008-2009

**To the West Chester University English Department**

Webmaster, English Department, 2008-2012

Undergraduate Advisor, English Department, 2009-2013

Member, English Department, Majors’ Committee, 2010-2011

Member, English Department Technical Communication Committee, 2007-2013

Member, English Department Composition Committee, 2008-2011

Member, English Department Pedagogy/Faculty Support Committee, 2007-2008

**To the University of North Texas**

Member, Faculty Senate, 2005-2007

Member, Personnel Affairs Committee, 2006-2007

**To the Profession**

Webmaster, Society for Technical Communication (STC) Academic Special Interest Group, www.stc-ac.org, 2009-2012

Reviewer, *Technical Communication* (academic journal), 2009, 2004

Panel Moderator, Council on Professional, Technical, and Scientific Communication Conference (2008)

Reviewer, International Professional Communication Conference, 2007

Reviewer, *Pocket Guide to Public Speaking and Technical Presentations and*

 *Public Speaking,* Prentice Hall, 2005

Moderator, STC Conference, Eye-Tracking Panel, 2005

 Reviewer, STC Conference, Usability and Information Design Stem, 2005,

 2004, 2003

Judge, STC Lone Star Technical Publications Competition, 2005, 2003, 2002

Reviewer, NCA Conference, Visual Communication Commission, 2003, 2002

Moderator, NCA Conference, Visual Design Panel, 2002