About the Contributors

Kirk St.Amant is an Associate Professor of Technical and Professional Communication and of International Studies at East Carolina University.

Sigrid Kelsey is a Full Librarian at Louisiana State University Libraries and General Editor of Catholic Library World. She is a 2010 recipient of the Association of College and Research Libraries (ACRL) College Library Section’s ProQuest Innovation in College Librarianship Award, the Louisiana Library Association Anthony H. Benoit Mid-Career Award, and the Baton Rouge Business Report Forty under 40 award, and the 2009 recipient of the ACRL-Louisiana Scholar Librarian of the Year Award. Kelsey has written more than thirty articles that have appeared in books and journals, and has edited three books.

* * *

Pauline Hope Cheong (PhD, University of Southern California) is Associate Professor of Communication in the Hugh Downs School of Human Communication at Arizona State University. She is also graduate faculty member of the School of Justice and Social Inquiry, and Women and Gender Studies, and an affiliate faculty with the Department of Film and Media Studies, and the Center for the Study of Religion and Conflict. She is co-editing two books: (Digital Religion, Social Media and Cultures; New Media and Intercultural Communication) and co-authoring a book on mediated rumors in global strategic communication. She has presented more than 50 papers at international conferences and has publications in multiple key journals on new media, including New Media and Society, The Information Society, Information, Communication and Society, Prometheus, Bulletin of Science and Society, M/C Journal: A Journal of Media and Culture, Journal of Computer-Mediated Communication, Journal of International and Intercultural Communication, and Journal of Communication.

**Shu-Chuan Chu** (PhD, The University of Texas at Austin) is an Assistant Professor of Advertising at the College of Communication at DePaul University. Her research interests include social media, user-generated content, electronic word-of-mouth (e-WOM), cross-cultural consumer behavior, and consumer-brand relationships. Her recent projects investigate how social relationship factors relate to e-WOM transmitted via online social websites. Her work has been published or forthcoming in the *International Journal of Advertising*, *Journal of Interactive Advertising*, *Journal of International Consumer Marketing*, *Journal of Marketing Communications*, and *Chinese Journal of Communication*, among others. Her work has also appeared in the *Handbook of Research on Digital Media and Advertising: User Generated Content Consumption* (1 volume) and various conferences including the American Marketing Association (AMA), American Academy of Advertising (AAA), Association for Education in Journalism and Mass Communication (AEJMC), and International Communication Association (ICA).

**Madelyn Flammia** is an Associate Professor in the Department of English at the University of Central Florida in Orlando, Florida. She teaches both graduate and undergraduate courses in Technical Communication. Her research interests include international technical communication, visual communication, and global virtual teams. Dr. Flammia has given presentations on intercultural communication at professional conferences and for corporate audiences. She is the co-author of *Intercultural Communication: A New Approach to International Relations and Global Challenges* and the editor of the Society for Technical Communication anthology, *Perspectives on the Profession of Technical Communication*.

**Amy Garrett Dikkers**, PhD, Assistant Professor, earned a PhD in Comparative and International Development Education at the University of Minnesota in 2006, a M.Ed. in Secondary English Education from Wake Forest University in 1996, and a BA in English from the University of North Carolina at Greensboro in 1995. Before her doctoral study, she taught secondary school English domestically and abroad. The focus of her doctoral study was international development education. She has taught face-to-face, hybrid, and online courses at the undergraduate and graduate levels in educational reform, school technology leadership, comparative education, human rights education, research design, and the educational foundations. Her professional interests include the preparation of educational leaders and the use of technology-enhanced and online learning in higher education. Current research centers on reflective practice, maximizing online learning, incorporating community professionals into courses through technology, and the use of video to provide authentic voice in the classroom.

**Wengao Gong** (PhD, National University of Singapore, 2009) is a Post-Doctoral Research Fellow at National Institute of Education, Nanyang Technological University, Singapore. His research interests include Internet-mediated communication, corpus linguistics, lexicography, English-Chinese biliteracy studies, and other SLA-related topics.

**Indira Guzman** is an Associate Professor at TUI University. Currently, she is the Director of the Computer Science and the Information Technology Management programs at TUI University. She received her PhD in Information Science and Technology from Syracuse University, USA; MS in Information Management also from Syracuse University; advanced graduate studies in Banking and Finance from the Bolivian Catholic University, Bolivia, and BS and MS in Computer Science Engineering from Polytechnic Institute of Donetsk, Ukraine. She joined TUI University in 2006. Her research interests
include the impact of Information Technology in organizations, career orientations, gender and ethnic diversity, and occupational culture of IT professionals. Her work has been published in journals such as The DATA BASE for Advances in Information Systems, Information Technology and People, Human Resource Management, Women’s Studies, and the Journal of Digital Information. She also published two books; the last one is Information Nation: Education and Careers in the Emerging Information Professions, co-authored with Jeffrey Stanton and Kathryn Stam, which came out in August of 2010 (http://books.infotoday.com/books/Information-Nation.shtml).

Anna M. Harrington received her MA in literature from Michigan State and is a doctoral candidate in the Composition & TESOL program at Indiana University of Pennsylvania. She is a Professor of English at Edison State College, currently completing her dissertation on modularized computer-assisted personalized system of instruction (CAPSI) developmental writing courses, and her specialty areas are developmental writing and program assessment. In addition to scholarly works, her creative writing has been published in the GW Review, Yemassee, Fugue, Red Cedar Review, and other nationally distributed journals. She has also studied abroad in London, Mexico, and Ecuador and has volunteered with school children in Thailand, Ecuador, and Peru.

Barbara Heifferon is Professor of English at Louisiana State University and Director of the University Writing Program; also, she’s a former cardio-pulmonary technician. Her sixth book (in process) is a medical history of Cotton Mather’s inoculation project in 1721. Her work has appeared in Rhetoric Review, CCC, Nurse Practitioner, JAC, JBTC, TCQ, and others. Her Writing in the Health Professions is used around the United States in undergraduate and graduate medical writing classes. Heifferon has also garnered grants with US Department of Agriculture (USDA) and the National Institutes of Health (NIH) doing technical writing projects with students and is currently a consultant with the State of Louisiana in online writing.

Marc Hermeking teaches and researches in international and cross-cultural marketing at the Institute for Intercultural Communications at the Ludwig-Maximilians University (LMU) in Munich, Germany. He studied Business Administration (diploma) and Marketing Psychology, European Ethnology and Intercultural Communications (doctor). During his study, he worked in the media industry. His doctoral thesis deals with influences of culture on the international transfer and usage of technology (Kulturen und Technik, published 2001). He established the “Seminar fuer Interkulturelles Marketing” at the Institute for Intercultural Communications in 2000. Since 2008, he has also been lecturer in cross-cultural website design for the Master’s program “Leadership in Digital Communication” at the University of Arts (UdK) in Berlin, Germany. Additionally, he works as a trainer for diverse industrial corporations and has published several contributions for textbooks and journals.

John Humbley is a Professor in Applied Linguistics and Terminology at Université Paris 7–Denis-Diderot, France, in the Department for Intercultural Studies and Applied Languages (EILA), where he is in charge of the Master’s degree. He has published in the field of terminology, lexicology, and translation studies, and participated in several dictionaries.
Melinda Jacobs holds a BA degree in Popular Culture from Bowling Green State University (US) and a research MA degree in Media Studies from Utrecht University (NL). She is the founder of Level Up Media, where she designs and produces games and game-inspired applications. Melinda’s main research interests are exploring the effects of multiculturalism within cooperation in online communities and the use of cooperative game structures in nontraditional ways (such as her research on consumerism as gameplay). She has published and presented her research at a variety of international platforms including the *Journal for Cultural Research*, the Popular Culture Association, and the Digital Games Research Association. More information about Melinda and her research can be found at www.melindajacobs.org or you can find her on Twitter as @melindajacobs

Sara Kamal (PhD, The University of Texas at Austin) is an Assistant Professor of Marketing Communications at the American University in Dubai. Her research interests are economic effects of advertising, multicultural marketing and cross-cultural consumer behavior. Her research has appeared in the *International Journal of Advertising*, *Journal of Interactive Advertising* and various conferences including the American Advertising Academy (AAA) and Association for Education in Journalism and Mass Communication (AEJMC). E-mail: sarakamal@gmail.com

Yoojung Kim (MA, The University of Texas at Austin) is PhD candidate in the Department of Advertising at the University of Texas at Austin. Her research interests are in the areas of social media, corporate social responsibility, and cross-cultural consumer behavior. Her work has been published or is forthcoming in the *International Journal of Advertising*, *Computers in Human Behavior*, *Journal of Global Marketing*, and *Information, Communication & Society*, among others. Her work also has been presented at various conferences including the American Academy of Advertising (AAA), Association for Consumer Research (ACR), Association for Education in Journalism and Mass Communication (AEJMC), and International Communication Association (ICA). Prior to her graduate program, she worked for an advertising agency as a copywriter and a media planner. Her past clients include various multinational advertisers and local advertisers.

William Klein is a Teaching Professor of English at the University of Missouri – St. Louis where he has taught undergraduate and graduate courses in Writing, Composition Pedagogy, and Education Technology since 1985.

Archana Krishnan is a doctoral candidate in the Department of Communication Sciences at the University of Connecticut (UConn), Storrs. Her area of specialization is Computer-Mediated Communication (CMC) with a primary focus on the examination of new technology features and their effect on person perception. Her other areas of interest are scale development and validation, advertising effects, and visual communication. Ms. Krishnan has taught courses in Human Communication and Public Speaking at the University of Connecticut and is currently undergraduate advisor at the UConn Human Rights Institute. She has also co-authored and presented papers at national and international conferences on topics ranging from meta-analysis and sexual minorities to mass media and CMC effects.

Bernard E. La Berge (1943-2011) was Dean for Quality Assurance and program development at the Modern College of Business and Science in Muscat, Oman. He was associated with the college since
2001. Prior to this, he held administrative positions at Virginia Tech, the University of Tennessee, and the University of Northern Colorado.

**Jyh-An Lee** is an Assistant Professor of Law at National Chengchi University, Taipei, Taiwan, where he teaches Copyright, Trademark, Patent, International Intellectual Property, Entertainment Law, and Internet Law. He holds a J.S.D. from Stanford Law School and an LL.M from Harvard Law School. During his study at Stanford, he worked with Professor Lawrence Lessig and was appointed as the John M. Olin Fellow in Law and Economics. Lee’s current research focuses on the interaction between law, human behavior, and digital technology. His academic honors include IP Thesis Scholarship, Asia-Pacific Intellectual Property Right Association (2001), First Place of Junior Legal Scholar Writing Competition (2001), Honorable Mention of *Harvard Journal of Law & Technology* Writing Competition (2005), Stanford Graduate Fellowship (2005), and Taiwan Merit Scholarship (2005-2009). Before starting his academic career, he was a practicing lawyer in Taiwan specializing in technology and business transactions.

**Miriam O’Kane Mara** studies Irish literature and culture, and medical rhetoric. Her early work investigates the trope of anorexia in Irish literature, while more recent work traces representation of disease in literature and medical texts. Publication venues include *Critique: Studies in Contemporary Literature, Dickens Studies Annual, Feminist Formations,* and *Innovative Higher Education.*

**Andrew Mara** specializes in responsive electracy. His research interests include posthumanism, the rhetoric of technology and scientific progress, university innovation, and corporate and organizational use of new media. His work has appeared in *Technical Communication Quarterly, IEEE Transactions on Professional Communication,* the *Journal of Business and Technical Communication,* *Innovative Higher Education,* and several essay collections.

**Judith N. Martin** (PhD, Pennsylvania State University) is Professor of Intercultural Communication in the Hugh Downs School of Human Communication at Arizona State University. Her principle research interests focus on the role of culture in online communication, interethnic and interracial communication, as well as sojourner adaptation and reentry. She has published numerous research articles in communication journals as well as other disciplinary journals and has co-authored three textbooks in intercultural communication with Thomas K. Nakayama: *Intercultural Communication in Contexts, Experiencing Intercultural Communication,* and *Readings in Intercultural Communication.* She is co-editing a book on *New Media and Intercultural Communication.* In 2001-2004 she was selected as the Jeanne Herberger Professor of Human Communication. She has developed and taught various communication courses (including intercultural communication) online for the past 10 years.

**Bruce Maylath** is a Professor of English at North Dakota State University, USA, where he teaches courses in technical communication and linguistics. His current research takes up translation issues in technical communication. Books he has co-edited include *Approaches to Teaching Non-Native English Speakers across the Curriculum, Language Awareness: A History and Implementations,* and *Revisiting the Past through Rhetorics of Memory and Amnesia.* His articles have appeared in *Research in the Teaching of English, Technical Communication Quarterly, Journal of Business and Technical Communication, IEEE-Transactions on Professional Communication,* and many others.
About the Contributors

Birthe Mousten, MA Eng, PhD, is a lecturer of English at the Department of Language and Business Communication, Aarhus School of Business and Social Sciences, Aarhus University. She teaches Master’s and Bachelor courses in technical communication and translation in and between the languages English and Danish as well as special language courses in business communication. She has published articles about cross-cultural technical communication, global and local communication, and offers courses for trade and industry in legal and technical communication, as well as in translation, revision, and reviewing texts.

Esin Sultan Oguz received her BSc (2001), MSc (2004) and PhD (2010) degrees from the Department of Information Management at Hacettepe University, located in Ankara, Turkey. Her areas of specialization include cultural policy and libraries, multicultural library and information services, Library Information Science education, and the internationalization of LIS higher education. During the Spring 2008 semester, Dr. Oguz was an Erasmus student at the Royal School of Information Science in Copenhagen, Denmark, where she studied knowledge organization. She served as the assistant editor of the national, peer-reviewed Journal of Turkish Librarianship (Türk Kütüphaneciliği Dergisi) between 2006 and 2009, and she is currently on the Executive Board of the Turkish Librarians’ Association (Türk Kütüphaneciler Derneği).

Bolanle A. Olaniran is a Professor and interim Chair in the Department of Communication Studies at Texas Tech University, Lubbock, TX, USA. He is internationally known scholar. His research includes organization communication, cross-cultural communication, crisis communication, and communication technologies. He has authored several peer-reviewed articles in discipline focus and interdisciplinary journals (i.e., regional, national, and international) and authored several edited book chapters in each of these areas. He edited a book on e-learning. He also serves as consultant to organizations and universities at local, national, international, and government level. His works have gained recognition such as the American Communication Association’s “Outstanding Scholarship in Communication field” among others.

Angela T. Ragusa is a Senior Lecturer in Sociology and Course Coordinator for the BA Honours program at Charles Sturt University in Australia. Born in New York City, Angela worked at investment banks, law firms, and the United Nations prior to completing a PhD and two Master’s degrees at Virginia Tech. She has taught at universities since 1997, supervised honours and PhD students, and earned over $100K in grants. Editor-in-Chief of the journal Rural Society and board member for the Information Resources Management, Open Sociology, and Open Communication journals, she has also refereed manuscripts for Social Epistemology, textbooks for Pearson Education, Cengage Learning & Alexander Street Press, and is currently writing a textbook. With over 30 academic publications, recent achievements include an edited book, Interaction & Communication Technologies and Virtual Learning Environments: Human Factors, two research fellowships and judging the international Sakai teaching award.

Pete Rive, with over 25 years experience in screen production and post production as an editor, is a founding board member, and former Chair of Film Auckland, the current Chair of the CoLab Advisory Board, and a developer of the Screen Auckland social network. Pete is currently completing a PhD researching design innovation and collaboration in the virtual world, Second Life. He is also a futurist: founder and CEO of the innovation and collaboration consultancy, RainRaker. Pete is producing a co-
production movie with China, and is an active member of the Asia Pacific Producer’s Network, APN, that includes 100 of the region’s most senior producers.

**Natasha Rodriguez** recently graduated from the Department of Communication Studies at Texas Tech University, Lubbock, TX. Her key interests and major areas of research include computer-mediated communication, e-learning in higher education and organizations, organizational communication, and domestic violence. Natasha continues to collaborate with Dr. Olaniran and Indi on journal articles and book chapters.

**Nicole St. Germaine-McDaniel** is the chair of Technical and Business Writing at Angelo State University. She is a senior member of STC, and was awarded the Society for Technical Communication’s Frank R. Smith Outstanding Journal Article Award Distinguished Article in *Technical Communication* for her article “Localizing Medical Information for U.S. Spanish-Speakrs: The CDC Campaign to Increase Public Awareness about HPV.” Her research interests include technical communication in the health fields and international technical communication.

**Reinhard Schäler** has been involved in the localization industry in a variety of roles since 1987. He is the founder and editor of *Localisation Focus: The International Journal of Localisation*, a founding editor of the *Journal of Specialised Translation (JosTrans)*, a former member of the editorial board of *Multilingual Computing*, a founder and CEO of The Institute of Localisation Professionals (TILP), and a member of OASIS. He is a Principal Investigator in the Centre for Next Generation Localisation (CNGL), a lecturer at the Department of Computer Science and Information Systems (CSIS), University of Limerick, and the founder and director of the Localisation Research Centre (LRC) at UL, established in 1995. In 2009, he established The Rosetta Foundation and the Dynamic Coalition for a Global Localization Platform: Localization4all, under the umbrella of the UN’s Internet Governance Forum.

**Jaffer Sheyholislami** is Assistant Professor at the School of Linguistics and Language Studies, Carleton University, Canada. His PhD research in communication, completed in 2008, investigated the interface between national identity, language, and new media, focusing on the Kurds as case study. His current research concerns minority language media, blogging, critical multimodal analysis of Canadian identity discourse, and language policy and planning in Kurdistan.

**Kathryn R. Stam**, PhD is an Assistant Professor of Anthropology at SUNY Institute of Technology in Utica, New York. She is a faculty member in the Master’s Program in Information Design and Technology (a fully online program), and contributes to the Sociology Dept. and the School of Arts and Sciences by teaching undergraduates in anthropology and sociology. Her specialties are cross-cultural communication, ethnography, and the social and ethical aspects of Information Technology. Her current research interests are related to virtual ethnography, the Information Technology profession, and distance learning. She has written two books and more than three dozen articles and conference papers. She was the recipient of the 2009 Chancellor’s Award for Excellence in Teaching and received a Fulbright grant to study Thai cultural preservation at Mahasarakham University in 2010.
Emma Steinke is a Trans-National Education Program Manager at Charles Sturt University in Australia. Emma spent her childhood in NSW, Australia, and graduated from the University of Melbourne with a Bachelor of Commerce degree in 1991. She then worked for a number of years as a chartered accountant and spent time living in New Zealand before joining Charles Sturt University where she is currently completing a Master’s degree and working in the University’s Office of International Relations. This is Emma’s first foray into research and academic publication. Her particular area of interest is the management of international education programs, with particular focus on the international student experience.

Rotimi Taiwo holds PhD in English Language, and he is a Senior Lecturer in the Department of English, Obafemi Awolowo University, Nigeria. For the last decade and a half, his research has focused on the application of discourse analytics, critical discourse analytics, and text-linguistic theories to a wide range of discourse contexts, such as those of the media, religion, students’ compositions, the medical classroom, politics, popular culture, the Internet, and telecommunications. His publications have appeared as articles in several international journals and chapters in books. Some of the journals in which his articles have appeared include The Internet TESL Journal, Issues in Political Discourse Analysis, Nordic Journal of African Linguistics, Linguistik Online, California Linguistic Notes, English Today, and International Journal of Language, Society and Culture. He has also co-edited two books, one on media discourse and the other on discourse analysis. He was a post-doctoral fellow of the Alexander von Humboldt Foundation at Albert-Ludwigs University, Freiburg, Germany between September 2008 and August 2009. His most recent publication is an edited book titled Handbook of Research on Discourse Behavior and Digital Communication: Language Structures and Social Interaction published by IGI Global, Pennsylvania, USA.

Gretchen Bourdeau Thomas is an instructor in the Learning, Design, and Technology program. She earned her Specialist Degree in Education in Instructional Technology at the University of Georgia in 2000. She teaches undergraduate courses in K-12 technology integration. While her work focuses on enhancing learning environments through technology, her real interest lies in the resources, people, and places that help people learn.

Aukje Thomassen is a Associate Professor and Research Director at Massey University’s Institute for Communication Design in Wellington. Her research focuses on Social Innovation through Design Research (Philosophy, Didactics and Methodologies) and thereby studying Knowledge Creation in the Creative Industries (especially in the area of Digital Media/Game Design) within a theoretical framework of Cybernetics. She also supervises Master and PhD candidates in the area of innovation through design (such as serious games, virtual worlds, co-creation and creative leadership). Dr. Thomassen holds a PhD in Design on Technology Enhanced Learning and Interaction Design, funded through EU FP5-IST-LEDA.

Dennis Thoryk has held several positions at Onondaga Community College in Syracuse, NY since 2001. He is currently the Student Engagement Initiatives coordinator and an Adjunct Instructor in the Computer Studies department. As the Student Engagement Initiatives coordinator, he develops support programs for students in career and technical education degree programs and first-year students. He has a BS in Computer and Information Science from the SUNY Institute of Technology where he is currently completing his MS in the Information Design and Technology program.
Jinn-Wei Tsao is currently a fourth-year doctoral student in the department of Learning, Design, and Technology at the University of Georgia in USA. Jinn-Wei earned his Master’s degree in Instructional Technology from the University of Georgia in 2007. His research interests include: intercultural competency in online environment, cross-cultural online communication, and collaboration.

Tanfer Emin Tunc is an Assistant Professor in the Department of American Culture and Literature at Hacettepe University, Ankara, Turkey. She received her BA, MA and PhD in American History, and an Advanced Graduate Certificate in Women’s Studies, from the State University of New York at Stony Brook, and specializes in women’s history/literature; gender, sexuality, and reproduction; feminist/cultural theory; American ethnic studies; and the American South. In addition to numerous book chapters, book reviews, and reference book entries, she has also published over twenty full-length articles on topics as diverse as reproductive health, women’s history, consumer culture, and American literature, most of which have appeared in internationally-renowned journals such as Rethinking History, Women’s History Review, and Journal of Women’s History. Her books include Technologies of Choice: A History of Abortion Techniques in the United States, 1850–1980 (VDM, 2008); The Globetrotting Shopaholic: Consumer Spaces, Products, and their Cultural Places (Cambridge Scholars Publishing, 2008); The Theme of Cultural Adaptation in American History, Literature, and Film: Cases When the Discourse Changed (The Edwin Mellen Press, 2009); and Positioning the New: Chinese American Literature and the Changing Image of the American Literary Canon (Cambridge Scholars Publishing, 2010).

Sonia Vandepitte is a lecturer of English. She teaches English grammar and translation from and into English, coaches student translation businesses, and co-ordinates research activities. She has published on intonation, causal expressions, knowledge retrieval, methodological issues in translation studies, translation competences, anticipation in interpreting, and international teaching projects. She supervises projects on parallel and comparable corpora, a Dutch clarity tool, and electronic feedback in ESL-learning.

Chun-Min Wang is currently an Assistant Professor in the department of Education at the National Hsinchu University of Education in Taiwan. Dr. Wang earned his doctoral degree in Instructional Technology from the University of Georgia in 2007. His research interests include: cultural considerations in online education, cross-cultural online collaboration, multimedia development and evaluation, integrating creativity into education, and the issues related to closing digital divide in rural areas. To know more about Dr. Wang, please feel free to visit his webpage at: http://www.nhcue.edu.tw/~cwang

Aimee L. Whiteside, PhD, is a Lecturer at the University of Wisconsin-Stout, which is Wisconsin’s Polytechnic University. Aimee earned a PhD in Rhetoric and Scientific and Technical Communication at the University of Minnesota in August 2007, and she earned a graduate-level Certificate in Adult Learning Technology Integration. Her professional interests include the socio-cultural aspects of learning, blended and online learning, technology-enhanced learning, reflective practice, community partnerships in education, technical communication, and first-year writing. She has taught face-to-face, online, and blended courses at the undergraduate and graduate levels in technology-enhanced learning, Internet studies, leadership and small-group communication, oral communication, information design, technical communication, and first-year writing.
About the Contributors

**Indi Marie Williams** is currently a doctoral student in Educational Technology at Arizona State University. Ms. Williams received her Master’s in Communication Studies from Texas Technology University, Lubbock, Texas and a BA in Sociology from the University of Texas at Austin. Her research interests include social media, globalization, virtual learning communities, Web 2.0 & 3.0 e-learning, instructional communication in distance education, human-computer integration, Internet culture, and the anticipation of future interaction in online relationship development.

**Ping Yang** (PhD, Arizona State University, 2009) is Assistant Professor in the Department of Communication, Denison University, Ohio. She holds MA in Communication and Linguistics, a BA in English Language and Literature, and her Doctorate in Intercultural Communication. Her scholarship and teaching focus on the intersections of culture, communication, and technology. Her primary research interests include identity construction, cultural adaptation, media representation, heritage language education, and intercultural online communication. She has published various book chapters and journal articles in most of these and related areas. Dr. Yang teaches courses on theories of intercultural communication, language, culture, and communication, technology and communication, and new media and culture studies.

**Myongho “Lee” Yi** is an Assistant Professor at the School of Library and Information Studies, Texas Woman’s University, where he teaches Information Storage and Retrieval Systems, Information and Communication Technology, and Web development for the information professions. Yi’s research focuses on information organization and retrieval (evaluation and implementation of traditional and emerging information organizations approaches such as index, thesaurus, taxonomy, Semantic Web, and ontology) to enhance information retrieval. The goal is to evaluate and develop Information Systems that return “relevant resources,” not merely “irrelevant/lengthy hits” and to manage unstructured digitally stored information. To ensure integrity of digital resources, Yi is also interested in information security.

**Elaine J. Yuan**, PhD Northwestern University, is an Assistant Professor in the Communication Department at the University of Illinois at Chicago. Her research interests have included social political implications of the new media in China and audience research. Currently she is researching issues of online community, online privacy, online journalism within cross-cultural and multiple modernist frameworks.