About the Authors

**Kirk St. Amant** (kirk.st-amant@ttu.edu) is an assistant professor in the Department of English at Texas Tech University (USA). He has a background in anthropology, international government, and technical communication, and his research interests include intercultural communication via online media. He has taught online and conventional courses in technical and professional communication and in intercultural communication for Texas Tech University, Mercer University, and James Madison University. He has taught courses in e-commerce, distance education, and business communication in the Ukraine as a part of the USAID-sponsored Consortium for the Enhancement of Ukrainian Management Education (CEUME).

* * *

**Vinita Agarwal** is a PhD candidate in the Department of Communication at Purdue University (USA). Her research interests center on information technology, healthcare, privacy, patient safety, and policy. She received her Master’s in Communication from the University of Illinois at Chicago, and is also an alumnus of the Mass Communication Research Center (MA, India) with an undergraduate degree in Physics (Delhi University, India). Ms. Agarwal’s paper offering a critique of autonomy and consent in international privacy regulation recently won a top four student paper award at NCA (2005).

**Edgar Barrantes** is originally from Costa Rica. He is currently a doctoral student in rhetoric and professional communication at New Mexico State University (USA). His research interests include outsourcing technical communications in Latin America and U.S.-Latin American intercultural professional communication.

**Pamela Estes Brewer** lectures in the English & Philosophy Department at Murray State University (USA), and coordinates the professional writing program. She is completing her doctorate in Technical Communication and Rhetoric at Texas Tech University. Her research interests include intercultural
About the Authors

virtual workplaces and related studies. She has presented at the Society for Technical Communication, the Association of Teachers of Technical Writing, and Computers & Writing conferences. In addition, she was part of a research team that won the $10,000 STC grant for its work concerning authors’ preferences in editing, and served on the organizing committee for the 2006 Computers & Writing Online Conference.

Sejung Marina Choi is an assistant professor of advertising at the University of Texas at Austin (USA). Her research interests are in the areas of source credibility, cause-related marketing, advertising on the Internet, and cross-cultural consumer behavior. Her work has appeared in *Journal of Advertising, Journal of Consumer Affairs, Journal of Popular Culture, Journal of Current Issues and Research in Advertising, Journal of Computer-Mediated Communication, International Journal of Advertising*, and various conference proceedings. Prior to her graduate degrees, she worked in the advertising agency business, particularly in account management. Her past clients include various multinational advertisers and local advertisers.

Tatjana Chorney emigrated to Canada from Belgrade (Yugoslavia, 1992). She studied English linguistics and literature at the University of Belgrade, and then literature and the humanities at York University in Toronto. She holds a PhD in English from the University of Toronto. She has taught literature, composition, and technical writing in community colleges and universities. She now teaches English Literature and Cultural Studies at Saint Mary’s University in Halifax (Canada). She has published essays on literature, reading, teaching, and computers, and now works on a federally funded project involving interactive reading habits in the hypermedia.

Amy Dalzell is a doctoral student in rhetoric and professional communication at New Mexico State University (USA). Her research focuses on the relations of visual, verbal, and aesthetic rhetorics.

Qiumin Dong is originally from China. She is currently a doctoral student in rhetoric and professional communication at New Mexico State University (USA). Her research interests include teaching professional communication in China, and U.S.-Chinese intercultural communication.

Anthony Faiola is a researcher and educator with an interest in the cognitive aspects of human-computer interaction. He is an associate professor in the Indiana University School of Informatics at IUPUI (USA). Dr. Faiola is a three-time Fulbright scholar to Russia in new media and communication technology; he has also worked and guest lectured throughout Europe on the subject of media usability theory and practice. His research focuses on the influence of cultural cognition on interactive media, as well as design theory as it applies to interaction design and new media education.

Christopher Ford is a doctoral student in rhetoric and professional communication at New Mexico State University (USA). His research interests include online communication and gaming narratives.

Rachel Gallagher is an MA student in rhetoric and professional communication at New Mexico State University (USA).
Shaoyi He is an associate professor of information systems in the School of Business Administration at California State University San Marcos (USA). He received his PhD from the University of North Carolina at Chapel Hill (1998). Since then, he has worked as a faculty member at Long Island University, The Pennsylvania State University, and California State University San Bernardino. Dr. He also worked at IBM for three-and-a-half years. His current research interests include interplay of technology, culture, and language in global e-business; multilingual issues in e-commerce Web site localization; and language barriers in marketing across cultures.

Marc Hermeking teaches and researches in international and cross-cultural marketing at the Institute for Intercultural Communications at the Ludwig-Maximilians University 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, 2001). He established the “Seminar fuer Interkulturelles Marketing” at the Institute for Intercultural Communications (2000); since then he has been lecturer at Munich University, a trainer for industrial corporations, and has published several contributions for textbooks and journals.

Yasmin Ibrahim is a senior lecturer in the Division of Information and Media Studies at the University of Brighton (UK), where she lectures on globalization and the media and political communication. Her main research interests include the use of the Internet for empowerment and political communication in repressed polities and diasporic communities, global governance, and the development of alternative media theories in non-Western contexts.

Jennifer Jones is an assistant professor of business law at the University of the Incarnate Word. She holds a JD from the University of Houston and an LLM in International Law from American University, Washington College of Law. Before joining the faculty at UIW, she served as an international attorney in the Office of Chief Counsel for Import Administration and as advisor to the Deputy Assistant Secretary of Import Administration at the U.S. Department of Commerce.

Kendall Kelly teaches technical communication at Texas State University in San Marcos (USA). She holds an MA in English from Boston College and an MLIS from the University of Texas at Austin. She is currently pursuing a PhD in technical communication and rhetoric from Texas Tech University.

Sipai Klein is originally from Israel. He is currently a doctoral student in rhetoric and professional communication at New Mexico State University (USA). His research interests include Web-based and distance pedagogies in rhetoric and professional communication.

Wei-Na Lee is a professor of advertising at the University of Texas at Austin. Her research interests include cross-cultural consumer behavior, multicultural marketing communication, and consumers in a technology-mediated environment. Her work has been published in Journal of Advertising, Journal of Advertising Research, Journal of Business Research, Psychology & Marketing, Journal of International Marketing, International Journal of Advertising, and various book chapters and conference proceedings.
About the Authors

She co-edited the 2005 book *Diversity in Advertising*. She was the recipient of the American Academy of Advertising Research Fellowship (1992, 2002, and 2004). Lee was executive director of the Office of Survey Research at the University of Texas at Austin (1998-2001).

**Marohang Limbu** is originally from Nepal. He completed his MA in Rhetoric at New Mexico State University (USA), and is currently a doctoral student in rhetoric and composition at the University of Texas-El Paso. His research focuses on intercultural rhetoric in indigenous populations.

**Sorin Adam Matei** is a researcher and educator with an interest in social uses of communication technologies. He is an assistant professor in the Department of Communication at Purdue University (USA). Dr. Matei has a variety of research and instructional interests, including sociospatial shaping of communication technology; online social interaction and communities; and spatial analysis applied to communication systems, and international communication processes and flows.

**Bolanle A. Olaniran** earned his PhD from the University of Oklahoma in 1991. He is a professor in the Department of Communication Studies at Texas Tech University (USA). His research areas include computer-mediated communication, cross-cultural communication, and organization communication. His works have appeared in international, national, and regional journals, and he has written several book chapters.

**Angela T. Ragusa** earned her PhD and MS degrees in sociology, and her MS in science and technology studies from Virginia Polytechnic Institute (USA). She is currently a sociology lecturer at Charles Sturt University (Australia), with 10 years of university teaching experience. Dr. Ragusa’s interest in virtual communication and distance education stems from her work to improve students’ educational experiences. While her overarching area of research interest is social change, recent areas of publication include media analysis and representation; higher education, social justice, and globalization; materialism, time use, and social values; and work stress and occupations. Past workplaces include the University of New England, Queensland University of Technology, Griffith University, Virginia Tech, the United Nations, and JP Morgan.

**Lisa Ramirez** is originally from Belize. She is currently an MA student in rhetoric and professional communication at New Mexico State University (USA). Her research interests include the rhetoric of science in Latin America and ESL writing.

**Thomas C. Reeves** (Web site: http://it.coe.uga.edu/~treeves/ e-mail: treeves@uga.edu) is a professor in the Department of Educational Psychology and Instructional Technology at the University of Georgia (USA), where he teaches evaluation, research, and instructional design. His research interests include evaluation and assessment methods, cognitive tools and mental models, socially responsible research, authentic tasks for online learning, and instructional technology in developing countries. He has been an invited speaker in 22 countries. Reeves was the first person to receive the AACE Fellowship Award from the Association for the Advancement of Computing in Education (2003).
Karim A. Remtulla is a PhD candidate in the Department of Adult Education and Counselling Psychology at the University of Toronto. His research focuses on the theoretical and practical implications of e-learning on adult education. He received his master’s in business administration from the Schulich School of Business at York University and his master’s in science in information management from the School of Information Studies at Syracuse University. He has published in the *International Journal of Baudrillard Studies* and presented at the World Conference on Educational Multimedia, Hypermedia & Telecommunications, as well as the World Forum Proceedings of the International Research Foundation for Development.

Simeon J. Simoff is associate professor in information technology and computing science and head of the E-Markets Research Group at the University of Technology, Sydney (Australia). He is also co-director of the Institute of Analytic Professionals of Australia. He is known for the unique blend of interdisciplinary scholarship which integrates the areas of data mining, design computing, virtual worlds, and digital media with application in the area of electronic trading environments. His work in these fields has resulted in nine co-authored/edited books and more than 170 research papers, and a number of cross-disciplinary educational programs in information technology and computing. He is co-editor of the CRPIT series *Conferences of Research and Practice in Information Technology*. He has initiated and co-chaired several international conference series in the area of data mining.

Nicole St. Germaine-Madison earned her MA in scientific and technical communication at Bowling Green State University (USA), and is a PhD candidate in technical communication and rhetoric at Texas Tech University. Her research interests include translation and localization and medical documentation, particularly as they apply to the Tejano and Mexican-American population.

Charles J. Stewart is a distinguished professor of communication at Purdue University (USA). He teaches undergraduate courses in persuasion and interviewing, and graduate courses in persuasion and social protest, extremist rhetoric on the Internet, and the rhetoric of conspiracy. He is a founding fellow of Purdue’s Teaching Academy, is inscribed in *Purdue’s Book of Great Teacher’s*, and is the recipient of the National Communication Association’s Ecroyd Award for Outstanding Teaching in Higher Education. He is the author of nine books and numerous articles and chapters in the areas of interviewing, persuasion, social movements, rhetorical criticism, and counseling.

Fay Sudweeks is a senior lecturer in information systems at Murdoch University (Australia). She has a Bachelor of Arts in Psychology and Sociology, a Master of Cognitive Science and Doctor of Philosophy (Communication Studies), and is a member of the Australian Computer Society. Her current research interests are social, cultural, and economic aspects of CMC, group dynamics, and e-learning. She has published four edited books, 14 edited proceedings, and more than 70 papers in journals, books, and conference proceedings. She is on the editorial board of the *Journal of Computer-Mediated Communication, Human Communication Research, New Media and Society, International Journal of E-Learning, Journal of Electronic Commerce Research*, and *Journal of Electronic Commerce in Organizations*. With Charles Ess, she has co-chaired five international and interdisciplinary conferences on *Cultural Attitudes Towards Technology and Communication*. 
About the Authors

**Rosanna Tarsiero** is an eclectic knowledge management consultant and facilitator for Gionnethics (Italy), where she combines a solid background in medical science with more than six years of experience in moderating and facilitating online communities. Her academic publications, conference participations, and practical expertise cover a broad spectrum of topics. Of particular interest are her works on online self-help communities, communities of practice, experiential and social learning in facilitation settings, human-computer interaction, online volunteering, and management of volunteers with mental illness.

**Barry Thatcher** is an associate professor of rhetoric and professional communication at New Mexico State University (USA). His research interests include intercultural professional communication, border rhetoric, border health literacy, history of rhetoric in Latin America, and U.S.-Latin American professional communication.

**Chun-Min Wang** (e-mail: flat@uga.edu) is a doctoral candidate in the Department of Educational Psychology and Instructional Technology in the College of Education at the University of Georgia (USA). A native of Taiwan, his research interests include cultural issues in online education, design-based research, evaluation of instructional technology, and creativity in instructional design. His PhD research is focused on the intersection of cultural dimensions in online learning environments with a special interest in Chinese international students studying in the United States. He is also involved in the evaluation of digital libraries funded by the National Science Foundation.

**Yun Xia** earned his PhD from Southern Illinois University (USA, 2002). He is currently an assistant professor in the Department of Communication at Rider University (USA). He teaches print media and digital media design courses. His research interests are on the social impact of computer-mediated communication, educational applications of communication technologies, visual intelligence of graphic communications in new media, and semiotic analysis of communication signs in new media. His current studies include the exploration of logic forms in analog and digital communication and technology use in different cultures. His works have appeared in journals such as *Human Communication, China Media Research*, and *The American Journal of Semiotics*. 