

DANIEL J. CARD

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Areas of Interest

Rhetoric of science, technology, and medicine; technical communication; science communication and public engagement; research methods

Education

Ph.D. Professional and Technical Writing **anticipated 2018**

University of Wisconsin – Milwaukee

Dissertation: *Agents of Change: Scholarly Intervention at the Science-Policy Nexus*

Dissertation Advisor: S. Scott Graham

M.A. Professional and Technical Writing **2015**

University of Wisconsin – Milwaukee

Thesis: *Scaling-Up(stream): A Mixed-Methods Pilot Assessment of Public Participation via Regulations.gov*

Thesis Advisor: S. Scott Graham

B.A. Writing and Rhetoric **2011**

University of Wisconsin – La Crosse

Publications

Card, D.J., Kessler, M.M., Graham, S.S. (forthcoming, 2018). Representing without representation: A feminist new material exploration of patient experience in federal pharmaceuticals policy. In A. Booher & J. Jung (Eds.), *Feminist Rhetorical Science Studies*.

Graham, S.S., Kessler, M.M., Kim, S-Y., Ahn, S., & Card, D.J. (forthcoming, 2018). Patient engagement: A systematic assessment of the FDA patient and consumer representative programs. *Rhetoric of Health and Medicine*.

Graham, S.S., Kessler, M.M., Card, D.J., Olson, M., Ahn, S., Sang-Yeon, K. (2016). Conflicts of interest among patient and consumer representatives to FDA Drug Advisory Committees. *Annals of Internal Medicine*.

Graham, S.S., Harley, A., Kessler, M.M., Roberts, L., DeVasto, D., Card, D.J., Neuner, J., and Kim, S.-Y. (2016). Catalyzing Transdisciplinarity: A Systems Ethnography of Cancer-Obesity Comorbidity and Risk Coincidence. *Qualitative Health Research*.

Kim, S., Graham, S. S., Ahn, S., Olson, M. K., Card, D. J., Kessler, M. M., DeVasto, D. D., Roberts, L. R., Bubacy, F. A. (2016). Correcting biased Cohen's Kappa in NVivo. *Communication Methods and Measures*.

Miller, C. R., Walsh L., Wynn, J., Kelly, A. R., Walker, K. C., White, W. J, Winderman, E., Abeles, O., Bedsole, N. H., Belling, M., Brigham, M.P., Card, D., DeVasto, D., Goodwin, J., Graham, S. S., Ingraham, C., Hartzog, M., Iwertz, C., Johnson, M. A., Johnson, N. R., Kamperman, S., Kessler, M., Lanius, C., Majdik, Z., Malkowski, J., Parks, S., Parrish, A.C., Pietrucci, P., Roudtree, A. K., Shepherd, D., Taylor, K., Tucker, B., Von Burg, R., & Wilson, G. (2016). The Great Chain of Being: Manifesto on the Problem of Agency in Science Communication. *Poroi*, 12(1), 1-16.

Kelly, A. R., Miller, C. R., Fanning, S. N., Kessler, M. M., Graham, S. S., & Card, D. J. (2015). Expertise and Data in the Articulation of Risk. *Poroi*, 11(1), 1-9.

Conference Presentations

Card, D.J. (May 2018). Rewriting resilience: Hybrid forum design as engaged rhetoric of science. Association for the Rhetoric of Science, Technology, and Medicine. Minneapolis, MN.

Card, D.J. (2017). Public inclusion 2.0: Regulations.gov and the value of computational analysis in technical communication. Association for Teachers of Technical Writing. Portland, OR.

Kim, S., Graham, S. S., Ahn, S., Olson, M. K., Card, D. J., Kessler, M. M., DeVasto, D. D., Roberts, L. R., Bubacy, F. A. (2016). Bias correction for overestimated Kappa in NVivo. Convention of the International Communication Association. Fukuoka, Japan.

Card, D. J. (2015). Agora 2.0: A data-driven assessment of public inclusion in GMO policymaking. National Communication Association. Las Vegas, NV.

Card, D.J., Kessler, M.M., DeVasto, D., Roberts, L., Olson, M.K. & Graham, S.S. (2015). Laboratories and lived experiences: Assessing patient inclusion in FDA pharmaceuticals regulation. National Communication Association. Las Vegas, NV.

Graham, S.S., Kim, S.-Y., Kessler, M.M., Card, D.J., DeVasto, D.M., Ahn, S., Olson, M., Bubacy, F., Roberts, L. (2015). The effects of differential inclusion on FDA pharmaceuticals policy deliberation. International Conference on Science in Society. Chicago, IL.

Graham, S.S., Keith, W., Johnstone, C., Kim, S-Y., Card, D.J., Kessler, M.M., Anderson, C. (2014). Innovation adoption following continuing education: A mixed methods pilot study of oncology-related meetings. Society for Academic Continuing Medical Education. Cincinnati, OH.

Kessler, M.M., Graham, S.S., Card, D.J., Keith, W.M., Anderson, C. (2014). Packaging risk of innovation adoption: A rhetorical ethnography of continuing medical education. Association for the Rhetoric of Science and Technology. Chicago, IL.

Graham, S.S., Card, D.J., Kessler, M.M., Keith, W.M., Kim, S-Y., & Hartke D.M. (2014). The effects of differential inclusion on FDA pharmaceuticals policy deliberation. National Communication Association. Chicago, IL.

Graham, S.S., Keith, W.M., Kessler, M.M., Card, D.J., Kim, S-Y. (2014). A data-driven approach to genre analysis: Statistical typification and argumentative outcomes modeling. Association for Teachers of Technical Writing. Indianapolis, IN.

Grants

National Science Foundation Innovation Corps (National) **2016**
Co-PI for *Responsive Writing Solutions* | Award: \$50,000

National Science Foundation Innovation Corps (Sites) **2015**
Co-PI for *Responsive Writing Solutions* | Award: \$2,400

Research in Progress

Card, D. J. (article draft). Agora 2.0: A data-driven assessment of public participation in sociotechnical policymaking via *Regulations.gov*.

Card, D.J. (article draft). Rhetorics of engagement: Assessing rhetoric of science's interventional agenda.

Teaching Experience

Business Writing | English 205*

Facilitates students' entry into the business world. Students are introduced to a variety of business writing situations and gain skill in analyzing and responding to them. Special emphasis on writing process, rhetorical awareness, multimodal information design, and social/political/ethical issues in business communication.

Technical Writing | English 206*

Prepares students to be effective communicators in technical professions. Students learn and apply core technical communication and rhetorical principles as they explore a range of genres. In addition to writing effective prose, there is an emphasis on visual/document design and user research and testing.

Writing and Social Media for Careers | English 214*

Prepares students to succeed in the current job searching environment. Students gain an understanding of how contemporary organizations conceive of social media, human resources, data mining, and the hiring process. Students analyze rhetorical situations, research prospective employers, and design and critique job search materials, including interview notes, resumes, cover letters, and social media profiles. Students also have the opportunity to design and critique organizational social media.

Writing, Speaking, and Technoscience in the 21st Century | English 310

Introduces students to the theories and practices of communicating about science and technology. Students examine social, ethical, and historical dimensions of science and technology as they read popular science writing and scholarship in the humanistic disciplines of rhetoric of science and science and technology studies. Students also gain skill in speaking and writing about science and technology to a variety of audiences in multiple modalities.

* Have taught online

Curricular Development

Writing, Speaking, and Technoscience in the 21st Century | English 310

Collaborated with faculty and graduate teaching assistants in English and College of Engineering and Applied Science on course development, training, implementation, and assessment as part of a Writing Across the Curriculum/Writing in the Disciplines campus initiative. Designed course to meet humanities learning outcomes and ABET accreditation.

Strategic Writing for Orgs | Certificate in Business & Tech Comm, UW Flex

Coordinated with faculty and academic success coach to redesign the competency set based on user feedback and best practices for online instructional design. Notable changes include 1) redesigned module structure and rubrics, 2) revised existing content and added additional resources, and 3) created templates for competency set orientations, notes, practice assessments, and final assessments.

Tech Comm & Org Leadership | Certificate in Business & Tech Comm, UW Flex

Coordinated with faculty and academic success coach to redesign the competency set based on user feedback and best practices for online instructional design. Notable changes include 1) redesigned module structure and rubrics, 2) revised existing content and added additional resources, and 3) created templates for competency set orientations, notes, practice assessments, and final assessments.

Service and Additional Experience

Web design consultant, Youthhaiti	2017
Graduate Student Representative, UWM Prof & Technical Writing	2016
Reviewer, Association for the Rhetoric of Science, Technology, and Medicine	2016
Attendee, Assoc. of Teachers of Tech. Writing Research Methods Workshop	2015
Attendee, Rhetoric Society of America Summer Institute	2015, 2017
Judge, Undergraduate Public Speaking Competition	2014
Judge, UW-System Undergraduate Public Speaking Competition	2014
Student Director, Writing Center, University of Wisconsin-La Crosse	2011
Tutor, Writing Center, University of Wisconsin-La Crosse	2010-2011

Awards

Top Graduate Student Poster, Nat. Conference for Science & Environment	2017
Phase 3 Contestant, WI Tech Summit Governor's Business Plan Contest	2016
Recipient, UW-Milwaukee Chancellor's Award	2015

Technology and Research Tools

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|-----------------------|----------|----------------------------|
| › SPSS Statistics | › Python | › SQL |
| › NVivo Data Analysis | › HTML | › JSON |
| › Adobe Suite | › CSS | › Natural Language Toolkit |