Abby Koenig, Assistant Professor
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Education

Ph.D. in Technical Communication and Rhetoric

Texas Tech University   Lubbock, TX   May 2019
Minor: Media and Communication

Dissertation: Algorithmic Literacy: Developing a Heuristic for Algorithmic Literacy in the Technical Communication Classroom and Beyond

This project examines how students practice algorithmic literacy from a functional, rhetorical, and critical perspective. Algorithmic machines have become ubiquitous in modern life; however, the ways users engage with them and their own understanding of those engagements has yet to be explored. Drawing on the work of New Literacy scholars, I contend that literacy is not a set of skills that one has or does not have, rather literacy is comprised of informed practices that are culturally situated and valued in society. Algorithmic literacy, then too, needs to be explored within contexts of use. To understand what types of algorithmic practices users engage in, I have conducted a classroom study using media journals and follow-up interviews with two groups of professional communication students. A key take-away of this research is that students' practices are informed through functional literacy, rather than critical or rhetorical practices, lending support to a need to for improved algorithmic literacy development in the classroom and beyond.

Committee: Michael Faris (Director), Kelli Cargile Cook, Craig Baehr, and Bryan McLaughlin

Quality Matters Certified, Assessing Online Learners   2018-2019
Quality Matters Certified, Designing Your Online   2011-2012
Course

M.A. in Mass Communication

University of Houston   Houston, TX   2011
Graduated Suma Cum Laude

B.F.A. in Dramatic Writing

State University of New York at Purchase   Purchase, NY   2001
Graduated Cum Laude

Teaching Experience

University of Louisville, Assistant Professor, Term (June 2019-Present)
Department of Management Teaching Assignment:
Introduction to Business Communication (BUS 275)

University of Houston – Downtown, Lecturer of Communication Studies (2014 - 2019)

Introduction to Speech Communication 1304 (8 sections)
An introductory-level course that integrates basic communication theory, interpersonal communication, and group/organizational theory.

Beginning Public Speaking 1306 (10 sections)
An introductory-level public speaking class in which students gain the skills to present introduction, informative, and persuasive speeches, with a focus on basic rhetorical theory and effective delivery techniques.

Intercultural Communication 2307 (8 sections, 2 sections A+CE designated)
A required course across the university, this class provides students with foundational, intercultural communication theory and ways to apply it in real-world situations. In 2017, I applied for this course to be considered a part of UHD's Community Engagement QEP (A+CE) and added a semester-long assignment in which students researched and presented on an intercultural community issue.

Social Media Campaigns 2310 (1 section)
A Service Learning designated course, which I developed for the university. This class incorporates social media history, theory, and professional application. This class partnered with a Houston-based public relations firm working on Michelle Obama's "Better Make Room" initiative, a social media campaign raising awareness and scholarship funds for first time in college students.

Interpersonal Communication 2309 (4 sections taught)
Lecture-style course introducing students to basic interpersonal communication theories and how to apply them to their own relationships.

Media Effects 2390 (4 sections taught)
A course I developed for the university in which students examine the effects of mass media (analog and digital) and how these effects play an integral role in their lives. Students complete an empirical media effects research project.

Race, Ethnicity and Communication 3311 (5 sections)
An upper-level course in which students explore the theories behind interracial communication and how they apply to diverse communities. The class is held in a forum-style, where open dialogue is encouraged to enhance understanding.

Communication Theory 3320 (4 sections)
Upper-level communication theory course, which includes interpersonal, organizational, rhetorical and critical theories. Students complete an original research project that aligns with a chosen theory.

Rhetoric and Public Discourse 3325 (1 section)
A course I developed for the university that focuses on rhetorical theory and how it applies to traditional and new media. Students examine rhetorical artifacts and assign linguistic and persuasive elements to them.

University of Houston – Downtown, Adjunct of Communication Studies (2012-2014)

Introduction to Speech Communication 1304 (4 sections)
Beginning Public Speaking 1306 (3 sections)
Intercultural Communication 2307 (4 sections)

Houston Community College, Adjunct (2012-Present)

Introduction To Electronic Communication and the Digital Environment 1301 (12 sections)
An introductory-level course that explores the history and future of mass communication and digital media. Students create media diaries in which they explore their own media use in connection to the course topics.

Fundamentals of Grammar and Composition I 0301 (3 sections)
Basic grammar and composition course for students who did not pass competency exams.

Professional courses taught
SmartKoncepts, International School of Business, Career Coach.   (2018)
Public Relations Writing for Professionals
A PR writing course for government and corporate professionals from Nigeria looking to expand their skills in public relations writing for an international audience.

Volunteer Houston, Professional Workshop Lead.   (2015)
Social media for nonprofits
Two-day workshop to introduce small nonprofits of how to incorporate social media into their public relations and promotional activity.

Service

National Service
Committee Chair. (2016-2017). Local Events Committee. Writing Program Administrators, Graduate Organization (WPA-GO).

Professional service to the University of Houston – Downtown
Marketing Committee, UHD Gender Conference. (2016-2018)
Core Curriculum Assessment team. (2018)
Faculty Participant, Interact-to-Innovate Action Forum, Center for Public Deliberation. (2017)
Faculty Senate Member (Proxy), Lecturer. (2016)
Committee Member, Communication Studies Assessment. (2015)

Professional service to the College of Humanities and Social Sciences, UH-D
CHSS Humanities Business Exchange, Dean Appointed position. (2018-2019)
Advisory Board Member/Faculty Advisor. iRadio Station. (2017-2018)

Professional Service to the Department of Arts & Communication, UH-D
Committee Chair, Arts and Communication Festival. (2016-2018)
 Administrator, Social Media Pages (Facebook, Twitter, Instagram). (2016-2018)
 Chair/Event Producer, Communication Studies: Public Speaking Competition. (2016-2018)
 Committee Member, Fine Arts Festival. (2015-2016)

Service presentations for the University of Houston – Downtown
Koenig, A. (2019). Sometimes Service Learning Doesn't Go AS Planned, A+CE Annual Summit,
      University of Houston – Downtown.

Koenig, A. (2019). Leadership and Legacy. Student Organization Leadership Development
      (SOLD) Conference. Invited Keynote Speaker. University of Houston – Downtown.

Koenig, A. (2018). Dude, Where's My Thesis Statement?. Student workshop, Communication
      Studies Lunch & Learn.

Koenig, A. (2018). Connecting Students through Online Collaboration Software. Student
      workshop. Communication Studies Lunch & Learn.

Koenig, A. (2017). Best Practices for Video Recording Your Speech. Created for the Office of
      Institutional Effectiveness.

Koenig, A. (2016). Connecting Students through Online Collaboration Software. Digital Poster
      presented at Teaching and Learning Symposium.

Scholarship

Refereed Articles
McLaughlin, B., Thompson, B., Holland, D., & Koenig, A. (2018). After further review: How
      out-group anxiety exacerbates political polarization. Manuscript submitted for
      publication. *American Politics Research*.

Koenig, A., & McLaughlin, B. (2018). Change is an emotional state of mind: Behavioral
      responses to online petitions. *New Media & Society*, *20*(4), 1658-1675.

Koenig, A. (2015). A lifetime of regret and the Barbie hotdog stand. *The Community College
      Moment*. *3*(15), 71-74.

Refereed Reviews
Koenig, A. (2019). [Review of *Textual curation: Authorship, agency, and technology
       in Wikipedia and Chambers's Cyclopædia* by K. Kennedy]. *Technical Communication
      Quarterly.* doi.org/10.1080/10572252.2019.1618111

Koenig, A. (2018). [Review of *Communicating and technology: A material rhetoric for
      persuasive transportation,* by E.H. Phlugfelder]. *Journal of Business and Technical
      Communication*. 32(3), 406-409.

Conference Presentations

National Conferences

Koenig, A. (2018, October 11). High impact pedagogical practices for promoting intercultural understanding across communities. Presentation at the Association of Rhetoric and Writing Studies Conference. Austin, TX.

Koenig, A. (2018, March 13). Don't Tweet at 911: Grassroots technologies, kairos, and Hurricane Harvey relief. Presentation at Association of Teachers of Technical Writing Conference. Kansas City, KS.

Koenig, A. (2016, April 7). Like my activism: Examining motivation of online petition signers through textual analysis. Research Network Forum: The Conference on College Composition and Communication. Houston, TX.

Koenig, A. (2016, April 6). Sign my petition or else: A sentiment analysis of online petition signers. Paper presented at Southern States Communication Association Conference. Austin, TX.

Koenig, A. (2015, October 6). I get by with a little help from *Friends*: Using YouTube clips in the classroom. Video presentation presented at Michigan University Center for Research on Writing in a Digital Environment. Ann Arbor, MI.

Koenig, A. (2010, May 15). Direct marketing: Taking your membership to the next level. Presentation presented at 2010 PBS Annual Conference. San Diego, CA.

Koenig, A. (2009, May 15). Channel integration 101: Online and offline work better together. Presentation presented at Convio Annual Summit. Austin, TX.

Regional Conferences

Koenig, A. (2019, April 20). Sometimes Service Learning Doesn't Work the Way You Want. Lecture presented at University of Houston – Downtown, Conference on Service Learning and High Impact Practices. University of Houston – Downtown. Houston, TX.

Koenig, A. (2017, April 21). Connecting students through online collaboration software. Lecture presented at University of Houston, Innovative Teaching and Learning Symposium. University of Houston. Houston, TX.

Koenig, A. (2017, April 21). Connecting students through online collaboration software. Lecture presented at Houston Community College, Teaching and Learning Conference. Houston, TX.

Non-Academic Scholarship

Professional Research

Researcher (2011-2013). *Community Development Partnership*. WGBH/Multimedia. Boston, MA. Through data analytics, this research team designed effective fundraising, marketing and stream-lined organizational practices to be implemented throughout the Public Broadcasting System.

Non-Academic Publications

Contributing writer. (2017). *Culture Map,* Houston, TX. Feature article on Hurricane Harvey that was the second most read article of the year.

Contributing writer. (2012-2017). *Arts & Culture Magazine, TX*, Houston, TX. Five feature articles on a variety of arts organization, theatrical productions, and theater reviews in Houston.

Contributing writer. (2011-2015). *The Houston Press*, Houston, TX. Regular contributor to the online "Arts Attack" blog, as well as feature writer on several print articles including the annual Pride Festival Guide. Visual, dance, and theater criticisms featured in print and online.

Creative Writing

Creator/Writer. (2016-2017). *Garbage Island.* Children's Interactive Theater Production, Rec Room Arts. Houston, TX.

Playwright. (2017). *Complaint Box and/or Good Times.* Coneman Running Productions, Houston, TX.

Playwright. (2015). *Spaghetti Code*. Horse Head Theatre, Houston, TX.

Playwright. (2013). *Your Family Sucks*. Horse Head Theatre, Houston, TX.

Media Appearances

Podcaster. (2015-2018). *Hands Off Parents*. Parenting podcast. Nationally available.

Radio Interview/story-telling. (2013-2017). *So, What's Your Story?* KPFT. Houston, TX.

On-air arts reporter. (2012-2015). *Arts and Community blog,* Fox News 26. Houston, TX.

On-air personality. (2007-2011). *Various.* HoustonPBS/KUHT. Houston, TX.

Honors and Awards

Winner. (2018). Outstanding Lecturer of the Year. UHD.

Grant Writer (2017-2018). $10,000 awarded to Rec Room Arts organization. Houston Arts Alliance.

Service Learning Grant. (2018). $500 to be used in Social Media & Contemporary Communication course. Presented by the UHD Department of Community Engagement.

Teaching Circle Designation and $500 grant. (2017) "Deliberative Framing on Important Issues in Communication Studies. Presented by the UHD The Center for Teaching and Learning Excellence.

Finalist. (2017) Outstanding Lecturer of the Year. UHD.

Grant Recipient. (2016). $300 for professional development. The Houston Community College's Bedichek-Orman Grant.

Individual Artist Grant. (2015-2016) $5,000 awarded for new creative work. Houston Arts Alliance.

Winner. (2015) Writer of the Best New Play for *Spaghetti Code. Houston Broadway World Magazine.*

The Ella Margaret Hawes Women in Transition Scholarship. (2010). $2,000. University of Houston.

Narrative Winner. (2009). PBS Development Award. Annual award given out to PBS station with the most successful fundraising campaign.

Professional Affiliations

Association of Teachers of Technical Writing.
Southern States Communication Association.
National Communication Association.
Writing Program Administrators, Graduate Organization (WPA-GO).
Houston Interactive Marketing Association.

Community Service

League of Women voters. (2018). Marketing Committee member.
Rec Room Arts. (2016-2019). Board President.
BooTown Arts (2011-2015). Board Member.
Houston Business Volunteers for the Arts. (2011, 2013). Marketing/PR Volunteer.