Meng Yu

3410 Taft Blvd. Wichita Falls, TX 76308
meng.yu@msutexas.edu

Summary of Credentials

Ph.D. in rhetoric and composition (English Department)
Extensive experience in quantitative as well as qualitative research studies
Experience in teaching diverse student groups
Expertise in Technical and Professional Communication teaching and research

Education

Ph.D., Rhetoric and Composition, English Department, Georgia State University, 2019
Dissertation: *Through the Funnel of Audiences: How Chinese Audiences Shape Media in the Context of Hegemony*
Committee: Baotong Gu (Chair), Ashley J. Holmes, George Pullman

M.A., Language Testing, Linguistics and Applied Linguistics, Beijing Language and Culture University, 2011
Thesis: *An Automated Test Assembly Design for Chinese Character Usage Ability Assessment Based on Weighted Deviation Model*

B.A., Teaching Chinese as a Foreign Language,
Beijing Language and Culture University, 2008

Publications

Peer-Reviewed Journal Articles:

B. Gu. and M. Yu. (2016). East Meets West on Flat Design: Convergence and Divergence in Chinese and American User Interface Design. *Technical Communication*, 63(3), 231–247.

M. Yu. (proposal accepted, manuscript under review). From Vision to Insight: Elevating Students' User-Centered Design Skills with Eye-Tracking Usability Tests. In a special issue of Multimodal User Experience Composition: Theories, Practices, and Methodologies with Emerging Technologies in *Computers and Composition.*

Peer-Reviewed Conference Articles

M. Yu. (2024). Navigating Work-Life Communication Boundaries on Super Apps: An Investigation of Chinese Users' Experiences, *Proceedings of 2024 IEEE International Professional Communication Conference* (ProComm), Pittsburgh, PA, USA, 2024, pp. 153-159, doi: 10.1109/ProComm61427.2024.00035.

M. Yu. (2023). The Rise of Super Apps: Insights and Opportunities from a UX Perspective, *Proceedings of 2023 IEEE International Professional Communication Conference* (ProComm), pp. 128-133, doi: 10.1109/ProComm57838.2023.00044.

Entries in Reference Works

1 | P a g e

"Language Transfer." *Constructing the Threshold: An Encyclopedia of Concepts at the Intersection of Cognition and Writing*. WAC Clearinghouse. (Forthcoming)

Books:
  Co-editor. (2018). *Analysis of Classic Cases for Teachers of Chinese to Speakers of Other Languages.* Beijing: People's Education Press.

  Co-editor. (2017). *Handbook for TCSOL Certificate Examinations*. Beijing: Beijing Language Culture University/ Chicago: Phoenix Tree Publishing.

  Co-editor. (2016). *A Guide to the Interview Portion of the Certificate Examination for Teachers of Chinese to Speakers of Other Languages*. Beijing: People's Education Press.

Works in Progress
  M. Yu and B. Gu. Prompt Engineering in Technical Communication: Techniques, Best Practices, and Future Directions of Writing Instructions. In G. Getto and B.R. Vance Eds *book AI in Technical Communication*, Routledge. (book chapter proposal accepted, manuscript in writing.)

  M. Yu. Negotiating AI in Academic Writing: A Digital Ethnography of Multilingual Students' Human-in-the-Loop Practices. In M. Vetter, J. Jiang, B.Lucia, and I. Farag Eds book *Data-Driven Approaches to Generative AI and Writing Research,* WAC Clearinghouse. (book chapter proposal accepted, manuscript in writing.)

Teaching
  Assistant Professor, Technical and Professional Communication, Midwestern State University, 2023- present

  English 2223: Professional Writing for Business
  English 2013: Intro to English Studies
  English 3513: Advanced Grammar
  English 2032: Intro to Professional Writing
  English 3203: Technical Writing
  English 2113: Intermediate Composition & Grammar
  English 5573: Grant and Proposal Writing
  English 5243: Usability and User Experience Research

  Instructor, Professional and Technical Writing Program**,** Virginia Tech, 2019-2023
  English 1105: English Composition I
  English 1106: English Composition II
  English 3764: Technical Writing
  English 3844: Writing & Digital Media
  English 3814: Creating User Documentation

  Graduate Teaching Assistant, Georgia State University**,** 2017- 2019
  English 3130: Business Writing

English 1101: Success Academy: An extended course for students that need academic support

English 1101: English Composition I: Engaging in Multi-language and Culture

English 1102: English Composition II: Writing for Research

Writing Tutor, Writing Studio, Georgia State University, 2018-present
> Tutored GSU undergraduate and graduate students in all parts of writing process. Helped tutees in various genres of writing.

Adjunct Instructor, Department of Foreign Languages, Kennesaw State University, 2013

Adjunct Instructor, Australia Geelong Grammar School, Winter Study Abroad Program in Beijing, 2010
> Taught 6-week intensive courses about Chinese culture to Australian high school students.

Graduate Instructor, Intensive Chinese Institute, Beijing Language and Culture University, 2009
> Taught 8 weeks Intensive Intermediate Chinese course.
> Created and led cultural activities for students from 10 countries. Facilitated students to work with other instructors in the program.

Chinese/English Tutor for international students, 2006-2013

Professional Experience

Graduate Research Assistant, Office of International Initiatives, GSU, 2015-2017
> Research Coordinator, Researcher, and Editor
> Coordinated a 10-person research group to work on research projects, edited research reports and communicated with publishers. Conducted the annual evaluation on the Chinese program of a local charter school, coordinated and promoted multicultural activities.

Research Assistant, Confucius Institute, Beijing Language and Culture University, 2011
> Coordinated the research project on a comparative of language policy in the U.S. and China, reviewed literature and collected data

Graduate Research Assistant, Institute of Educational Measurement
Beijing Language and Culture University, 2009 - 2011
> Organized and coordinated a research team on several national examinations, including National Examination for Admissions to the Local Civil Service Employee (2011), Minority Chinese Exam (2009-2011), Chinese Character Proficiency Test (2010-2011). Wrote test items, graded and reported test score to examinees, programmed to analyze test results and the quality of tests; mentored fresh graduate students in the team to work individually. The data amount (numbers of examinees) varied from 5,000 to 70,000.

Conference Presentations

"Exploring Effective UX Pedagogy through Eye-Tracking Usability Test." Computers and Writing, Athens, GA, 2025.

"Navigating Work-Life Communication Boundaries on Super Apps: An Investigation of Chinese Users' Experiences." ProComm, IEEE, Pittsburgh, PA, 2024.

"Integrating Intercultural Communication and Community Engagement through Participatory Design: A Case Study in a Technical Writing Course." ATTW, Virtual conference, 2024.

"Seizing Kairos through UI design: What Can We Learn from Danmu?" CCCC: Research Network Forum, Spokane, WA, 2024.

"Navigating AI Hallucinations in Writing Classrooms: Strategies for Responsible Engagement." The Conference of South Atlantic Modern Language Association, Atlanta, GA, 2023

"The Rise of Super Apps: Insights and Opportunities from a UX Perspective." ProComm, IEEE, Ithaca, NY, 2023

"Information Density Across Cultures: Is Chinese Interface Design Really Busy?" ATTW, Virtual conference, 2023

"Enhancing Chinese Learners' Reading Competence through Collaborative Reading with ESL Learners." Chinese Language Teachers Association Annual Conference, Washington, 2023

"Assessing ELL Students' Writing in A Traditional Composition Classroom." Corridors: The Blue Ridge Writing and Rhetoric Conference, Blacksburg, VA, 2020

"Building Boundaries of Writing Assessment through Validation." The Conference on College Composition and Communication, Portland, 2017.

"Market-Driven Technical Communication Curriculum Design in China." Poster presentation, The Conference of Association of Teachers of Technical Writing, Portland, 2017.

"The Past, Present and Future of Automated Essay Scoring." Co-presenter, The 12th Symposium on Psychological and Educational Testing in Chinese Communities, Guiyang, China, 2016.

"The Entertaining Public Debate on the Internet: New Features in the Age of Amusement." The Conference of South Atlantic Modern Language Association, Jacksonville,

2016

"What Accounts for Competent Chinese Language Teachers: Challenges and Indicators." National Chinese Language Conference, Chicago, 2016.

"East Meets West on Flat Design: The Convergence and Divergence of Chinese and American Rhetorical Principles." The Conference on College Composition and Communication, Houston, 2016.

"Digital Talkback: The Resisted Code from China." The Conference on College Composition and Communication, Tampa, 2015.

"Oriental Aesthetic Meets Western Designing Trend: Chinese Peoples' Acceptance of Flat Design." CCCC: Research Network Forum, Tampa, 2015.

"Unveiling the Myth of Directness vs. Indirectness: A Comparative Study of Chinese and American Advertisements." Co-presenter, The Conference on College Composition and Communication, Indianapolis, 2014.

Invited Lectures

"Writing Across the Curriculum (WAC): Is It Happening in Your Classroom?" The Teaching and Learning Resource Collaborative Workshop, Midwestern State University. September 2024.

"Writing an Effective Resume: Tips and Suggestions for Graduate Students." Department of East Asian Languages and Cultures, Wake Forest University, May 2024.

"The Intersection of TC, UX, and Rhetoric: A User-centered Approach" ENGL 5043: *Intro to Graduate English Studies,* Midwestern State University. Fall semester of 2023 and 2024

"What is Technical Communication: The Intersection of TC, UX, and Rhetoric" ENGL 2013: *Intro to English Studies,* Midwestern State University. Fall semester of 2023

"Preparing a Professional Job Packet: From a Technical Communication Perspective." Department of East Asian Languages, Literatures and Cultures, University of Virginia, May 2021

"Writing an Effective Resume: Tips and Suggestions for Graduate Students." Department of East Asian Languages, Literatures and Cultures, University of Virginia, November 2020

"An Introduction of Chinese: Language, Culture and History." Languages of The World, Department of Applied Linguistics, Georgia State University. October 2017.

"Media and Public Discourse in Contemporary China." Topics in Chinese Studies, World Languages and Cultures, Georgia State University. April 2017.

"Chinese Cyberspace: Resistance Code as Tactics." Brown Bag Series, Asian Studies Center, Georgia State University. March 2015.

Awards and Scholarships

Intramural Research Grant ($4821), Midwestern State University, 2024.
Summer Research Fund ($3000), English Department, Virginia Tech, 2021.
Graduate Travel Grant ($300), Asian Study Center, Georgia State University, 2015

Service

Environmental Health, Safety and Risk Management Committee, Midwestern State University, 2024 Fall to present
College Research Committee, Midwestern State University, 2024 Fall to present
Website Committee Chair, English Department, Midwestern State University, 2024 Fall to present
Faculty Search Committee, English Department, Midwestern State University, 2024 Summer to present
Scholarship Committee Member, English Department, Midwestern State University 2023-present
Search Committee Member, Professional and Technical Writing Program, Virginia Tech, 2022
Undergraduate Committee Member, English Department, Virginia Tech, 2021
Conference Volunteer, The Conference of South Atlantic Modern Language Association, 2016.
Assistant, Writing Studio, Georgia State University. 2015.

Language

Mandarin Chinese (native)
English (fluent)
Japanese (Intermediate)

Language Pedagogy Training

Teachers of Chinese as a Foreign Language Training Program. The Chinese Language Council International, 2014
American Local Professional Training for Chinese Language Teaching & Teaching Materials. The Chinese Language Council International, 2012

References

Dr. Baotong Gu
Associate Professor of English, Georgia State University
Room 2433, 25 Park Place, Atlanta, GA, United States, 30303
bgu@gsu.edu; (404)-413-5845

Dr. Ashley Holmes
Director of Writing Across the Curriculum & Associate Professor of English, Georgia State University
Room 2430, 25 Park Place, Atlanta, GA, United States, 30303
aholmes@gsu.edu; (404)-413-5831

Dr. George Pullman
Professor of English, Georgia State University
Room 2424, 25 Park Place, Atlanta, GA, United States, 30303
gpullman@gsu.edu; (404)-413-5854

Dr. James Dubinsky
Director of Professional and Technical Writing Program & Associate Professor of English, Virginia Tech
413 Shanks Hall 181 Turner Street, NW Blacksburg, VA 24061
dubinsky@vt.edu; (540)-231-1939

Netta Baker
Advanced Instructor
Virginia Tech
329 Shanks Hall 181 Turner St. NW Blacksburg, VA 24061
nettab@vt.edu; (540)-231-6175