

Andrew Kulak

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Virginia Polytechnic Institute &
State University
Department of English (MC0112)

450 Shanks Hall
181 Turner St. NW
Blacksburg, VA 24061

Education

Doctor of Philosophy, Rhetoric and writing **May 2019 (expected)**
Human centered design certificate

Virginia Tech, Blacksburg, Virginia
Committee: Kelly Pender (chair), Jennifer Sano-Franchini, Katrina Powell

Master of Arts, English **May 2014**

Virginia Tech, Blacksburg, Virginia
Capstone Project: *Sport, Spectacle, and Athletic Rhetorics of Nationalism*
Committee: Kelly Pender (chair), Anastasia Nylund

Bachelor of Arts, Classics **January 2010**
Latin language and literature concentration

University of Notre Dame, South Bend, Indiana

Research Interests

Contemporary rhetorical theory, especially poststructuralism, actor-network theory, speculative realism, object-oriented ontology, and new materialisms

Theory and practice of rhetoric in digital environments

Rhetoric and design of cybersecurity systems and cybersecurity as digital rhetorical practice

Pedagogies incorporating digital technology in composition and technical and professional writing

Applications of computer-assisted analysis and visualization to studies of large datasets

Intersections of rhetoric, technical communication, and human centered design

Video game theory and criticism and intersections of literary theory and gamic rhetorics

Publications

Henthorn, Jamie, **Andrew Kulak**, Kristopher Purzycki, and Stephanie Vie, eds. *Not Just Play: Essays on Motivations and Impacts of Pokémon GO*. Under contract with McFarland.

Kulak, Andrew. "Big Data and Ethics in Composition Research: Information Security and Algorithmic Accountability as Best Practices." *Composition as Big Data*. Amanda Licastro and Ben Miller, eds. Forthcoming.

Harman, Ren, Tarryn Abrahams, **Andrew Kulak**, David Cline, Adrienne Serra, Ellen Boggs, Shannon Larkin, Jessie Rogers, Ashley Stant, Quinn Warnick, and Katrina Powell. “(Co)Constructing Public Memories: Interdisciplinary Approaches to Creating Born-digital Oral History Archives.” *Collections: A Journal for Museum and Archives Professionals*, vol. 13, no. 2, 2017, pp. 123–132.

Kulak, Andrew. “Real Virtualities: Toward a Speculative Criticism of Hyper/textual Ontology.” *Colorado Critical Review*, vol. 1, no. 1, 2016.

Online Publications

Kulak, Andrew. “Fake News Assignment.” *Digital Pedagogy in the Humanities: Concepts, Models, and Experiments*. Rebecca Frost Davis, Matthew K. Gold, Katherine D. Harris, and Jentery Sayers, eds. Modern Language Association of America. Forthcoming.

Kulak, Andrew. “Inscrutable AI: Deep Learning and the Problem of Technology and Trust.” *Sweetland Digital Rhetoric Collaborative*. University of Michigan, 23 April 2018. <http://www.digitalrhetoriccollaborative.org/2017/03/22/exploring-the-rhetoric-of-fake-news-through-twitter-hashtag-analysis/>

Kulak, Andrew. “Exploring the Rhetoric of Fake News through Twitter Hashtag Analysis.” *Sweetland Digital Rhetoric Collaborative*. University of Michigan, 22 March 2017. <http://www.digitalrhetoriccollaborative.org/2017/03/22/exploring-the-rhetoric-of-fake-news-through-twitter-hashtag-analysis/>

Conference Presentations

Kulak, Andrew. “Responses to Hate Speech on the Social Media App Yik Yak: Victim Blaming and Digital Displacement.” Margins 2018. Clemson University, Clemson, SC. 31 March 2018. Conference paper.

Kulak, Andrew. “Cybersecurity and Online Surveillance in Legal Discourse: Toward a Rhetorical Theory of Quantum Information Privacy.” Graduate Student Assembly Research Symposium & Exposition. Virginia Tech, Blacksburg, VA. 28 March 2018. Conference paper.

Kulak, Andrew, Jamie Henthorn, and Kristopher Purzycki. “Let’s Take It Outside: Social Media and Hybrid Spaces.” Computers & Writing. University of Findlay, Findlay, OH. 3 June 2017. Conference panel.

Hutchison, Allison, **Andrew Kulak**, Kelly Scarff, and Jennifer Palmer. “Techné/logical: Redrawing Usability Boundaries in Digital and Physical Spaces.” Computers & Writing. University of Findlay, Findlay, OH. 3 June 2017. Conference panel.

Kulak, Andrew. “Researching Digital Space Beyond the Hyper/textual Divide.” Graduate Research Network at Computers & Writing. St. John Fisher College, Rochester, NY. 19 May 2016. Workshop presentation.

Kulak, Andrew. “Looking Down: Negotiating the De/situated City in Murakami and *Deus Ex*.” International Conference Series in Games and Literary Theory. Loyola University New Orleans, New Orleans, LA. 20 November 2015. Conference paper.

Kulak, Andrew. “Digital Culture and the (R)evolution of Narrative: Video Games as Literary and Rhetorical Genre.” Juniata Transhumanism Conference. Juniata College, Huntingdon, PA. 27 July 2015. Conference paper.

Conference Workshops

Sano-Franchini, Jennifer, Kristen Moore, and **Andrew Kulak.** “Rhetoric and Experience Architecture.” Council for Programs in Technical and Scientific Communication Annual Conference. Georgia Southern University, Savannah, GA. 5 October 2017. Conference workshop.

Kulak, Andrew. “Preserving Spaces of Wonder in an Age of Surveillance: Getting Started with Digital Cryptography.” Computers & Writing. University of Findlay, Findlay, OH. 4 June 2017. Conference workshop.

Kulak, Andrew. “Methods and Ethics in Social Media Research.” ThatCAMP Virginia 2015. Virginia Tech, Blacksburg, VA. 11 April 2015. Conference workshop.

Poster Presentations

Kulak, Andrew. “Slacking in Class: Using Slack to Design Engaging Online Writing Courses.” Conference on College Composition and Communication. Kansas City, MO. 15 March 2018. Digital poster presentation.

Kulak, Andrew. “Vernacular Rhetorical Practices in Online Environments: Yik Yak and the Digital Public Sphere.” Graduate Student Assembly Research Symposium & Exposition. Virginia Tech, Blacksburg, VA. 23 March 2016. Traditional poster presentation. Bronze Poster Award recipient.

Lectures

Kulak, Andrew. “Cybersecurity, Internet, Users: Legal Rhetoric, Digital Surveillance, and the Material Contexts of Privacy.” Digital Humanities Seminar Series. Virginia Tech. Blacksburg, VA. 27 April 2018. Lecture.

Research Experience

Research Consultant

Fall 2016–Present

**Center for Rhetoric in Society
Virginia Tech**

- Consult on technical aspects of projects including archiving and updating center WordPress website and developing project websites
- Collaborate to write and edit publications and internal and external grant proposals

Contributor
Third Lab Group, Department of Computer Science
Virginia Tech

Spring 2016–Present

- Work with interdisciplinary team to design research projects and collaborate on analysis
- Prototype and test new digital systems incorporating work with users including surveys, interviews, observations, and cultural probes
- Present on new projects and share results from ongoing research studies
- Learn new research design and data analysis methods from lab principal investigators, postdoctoral researchers, and other lab group members

Research Assistant
Center for Rhetoric in Society
Virginia Tech

Summer 2017

- Revise and present findings relating to role of visual rhetoric and social media during the Flint Water Crisis
- Analyze survey data from online technical writing students and prepare presentation on learning management systems and multi-platform online technical writing pedagogies
- Plan workshop on principles of cybersecurity and public key cryptography
- Develop original research project on rhetoric of digital space and individual rights in United States legal discourse surrounding privacy and cybersecurity

Research Assistant
Center for Applied Technologies in the Humanities
Virginia Tech

Fall 2014–Spring 2016

- Worked with faculty and students to develop, design, present, and host digital research projects through development of static HTML pages and dynamic WordPress sites
- Organized and promote *Digital Discussions in the Humanities and Social Sciences* speaker series
- Assisted with center operations including promoting events, social media, and brand development
- Migrated and archived data from past CATH projects as part of transitioning center website to WordPress framework
- Planned THATCamp Virginia 2015 conference held at Virginia Tech, 10–11 April 2015

Teaching Experience

Technical Writing Teaching Assistant, Instructor of Record
Department of English
Virginia Tech

Fall 2016–Present

- Instructor of record for ENGL 3764, an online-only technical writing course with 20–23 students per section
- Teach a 2/2 online course load during the academic year
- Develop original online-only syllabuses including common technical genres, remote group work, and writing for the web components to prepare students for contemporary digital workflows
- Incorporate digital tools including Canvas-based pages and modules, Google Drive, and Slack

- Write original software using Python and Bash scripting to implement custom Canvas page-based course navigations and analyze trends in student participation
- Conduct IRB-approved survey studies to better understand student experience with online coursework

Technical Writing Instructor of Record
Department of English
Virginia Tech

Summer 2016

- Instructor for one online summer section of ENGL 3764, a technical writing course with 20 students
- Developed intensive six-week online syllabus including remote group work and project management components
- Assigned final recommendation report project requiring students to communicate with university professionals relevant to research topics chosen by project teams
- Incorporated Slack team messaging platform for discussion and group project coordination

Technical Writing Teaching Assistant, Instructor of Record
Department of English
Virginia Tech

Spring 2016

- Instructor of record for one section of ENGL 3764, a technical writing course with 23 students
- Developed original syllabus including writing for the web component to develop professional communication skills in contemporary digital environments
- Incorporated digital platforms including WordPress course website, Google Drive and custom DokuWiki install
- Course developed and taught concurrently with research assistantship

Composition Teaching Assistant, Instructor of Record
Department of English
Virginia Tech

Fall 2012–Spring 2014

- Completed intensive teaching preparation program including six-credit pedagogy course, team teaching, writing center tutoring, and participation in professionalization seminar series
- Instructor of record for undergraduate English composition courses with 20 students per section
- Taught one section of composition during Spring 2013, 2/2 load during 2014 academic year
- Developed original syllabus for ENGL 1105, a rhetoric course where students explored their lived experiences as individuals and as members of different discourse communities
- Developed original syllabus for ENGL 1106, a writing from research course including local fieldwork, library research, and composition technology components
- Implemented course Scholar site and Google Drive

Service and Outreach

Member of Virginia Tech Cybersecurity Club

Fall 2016–Present

Founding member of *The Pylon* alternative student online magazine

Spring 2016–Present

Virginia Tech Graduate School orientation ethics seminar leader

Fall 2015–Present

Member of Rhetoric Club at Virginia Tech	Fall 2015–Present
Hokie Helper new student orientation volunteer	Fall 2015–Present
Panelist for Graduate Student Honor System	Fall 2012–Present
Member of English Graduate Student Organization	Fall 2012–Present
Graduate School Special Committee member	Summer 2017
Invited speaker and workshop leader at Flint Hill School (Oakton, Va.)	Spring 2017
Reporter and columnist for the <i>Collegiate Times</i> , Virginia Tech's independent student newspaper	Fall 2012–Spring 2016
Public editor for the <i>Collegiate Times</i>	Fall 2014–Spring 2015
Common Book Digital Narrative Competition essay contest reader	Spring 2015

Workshops and Professionalization

Virginia Tech Cybersecurity Summit 2018	March 2018
Designing Socio-Technical Systems of Truth	March 2018
Virginia Tech Digital Literacy Symposium	November 2017
Networked Learning Initiatives: Mindfulness in Academia	April 2017
Virginia Tech Cybersecurity Summit 2017	March 2017
What Comes After Human-computer Interaction: Technology on the Trail	March 2017
Working with University Libraries in First-year Composition with Julia Feerrar	December 2016
Office of Assessment and Evaluation: Developing Effective Surveys	October 2016
Laboratory for Interdisciplinary Statistical Analysis: Introduction to Webscraping using R	April 2016
People Systems Information: What Comes Next for Human-centered Design and Human-computer Interaction?	March 2016
Virginia Tech Institutional Review Board: Human Subjects Protection Certification	November 2014
Teaching Library Research Skills with Tracy Hall, Jared Gibbs, and Marc Brodsky	January 2014
How to Incorporate Textbooks in First-year Composition with Julie Mengert, Kathy Combiths, and Sean Conaway	October 2013
Placement and Preparedness for First-year Composition with Suzanne Reisinger, Sheila Carter-Tod, and Elsie Parades	September 2013
Teaching Effective Oral Presentation Skills with Katie Dredger	March 2013

Awards and Honors

Recipient of full teaching and research assistantships at Virginia Tech	Fall 2012–Present
Member of Golden Key International Honour Society	Spring 2013–Present
Member of Phi Kappa Phi Honor Society	Fall 2017–Present
Member of Iota Delta Rho Interdisciplinary Research Honor Society	Spring 2018–Present
Virginia Tech Graduate Student Assembly travel funding award	May 2018
Recipient of SANS CyberStart 2017 cybersecurity scholarship	October 2017
Computers and Writing conference Graduate Research Network travel funding award	May 2016
Bronze Poster Presentation, Virginia Tech Graduate Student Assembly Research Symposium & Exposition	March 2016
Virginia Tech Graduate Student Assembly travel funding award	October 2015
Honorable mention Associated Collegiate Press News Story of the Year	May 2013
Honorable mention Associated Collegiate Press Feature Story of the Year	May 2013

Technical Copyediting Projects

- Traxler, John and Agnes Kukulska-Hulme, eds. *Mobile Learning: The Next Generation*. Routledge, 2015.
- Tonidandel, Scott, Eden Kind, and Jose Cortina, eds. *Big Data at Work: The Data Science Revolution and Organizational Psychology*. Routledge, 2015.
- Stevens, Richard and Dave Raybould. *Game Audio Implementation: A Practical Guide Using the Unreal Engine*. Focal Press, 2015.
- Richardson, Kathleen. *An Anthropology of Robots and AI: Annihilation Anxiety and Machines*. Routledge, 2015.
- Pirkle, William C. *Designing Software Synthesizer Plug-ins in C++: For RackAFX, VST3, and Audio Units*. Focal Press, 2014.

Media

- Byron, Paula. “VT Stories Captures Alumni Experiences Through the Decades.” *Roanoke Times*, 30 Dec. 2016.
- Koma, Alex. “Governors Tread Lightly on Tech, Avoid Specifics in Statewide Addresses.” *State Scoop*, 16 Feb. 2016.
- Bailey, Ronald. “Big Fun at Transhumanist Summer Camp.” *Reason*, 31 Jul. 2015.

Technology

Composition	Adobe creative cloud, Apple creative suite, Google Drive and G Suite, and Microsoft and Apple productivity suites
Textual analysis	Voyant Tools, CATMA, MALLET, TAGS, topic modeling using LDA, n-gram co-occurrence frequency analysis and visualization using Gephi, and sentiment analysis packages in languages including Python, Java, and R
Web design	HTML, CSS, CSS preprocessors including SASS, JavaScript, WordPress, Bootstrap, DokuWiki, Jekyll, Markdown and wireframing using Balsamiq
Web development	Apache, PHP, MySQL, and testing with localhost servers and VirtualBox virtual machines using GUI and command-line Linux environments
Programming	Python, R, Java, C++, Interactive C, Bash scripting, and Git versioning using CLI and GUI interfaces and GitHub Flavored Markdown
Text editors	Atom, SublimeText, TextWrangler, Nano, and Vim
IDEs	PyCharm and RStudio
Cybersecurity	CLI and GUI Linux distros including Kali, Wireshark, John, nmap port scanning and mapping, network analysis, steganography, cryptanalysis, and reversing and debugging with GDB

Languages

Reading proficiency	Classical Latin, Classical Greek, Italian
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