



Part II: Engaging Regional Voices at a US Global Satellite Campus: Local Priorities and Global Scholarship

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**11th Annual
Conference of
the ACSE**

25-26 Feb. 2025

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We use an Adaptive Global DEIB Framework



Based on CMUQ
Community Needs



Culturally & Regionally
Responsive



Globally Minded

DEIB Framework Supports our Research Office Strategy

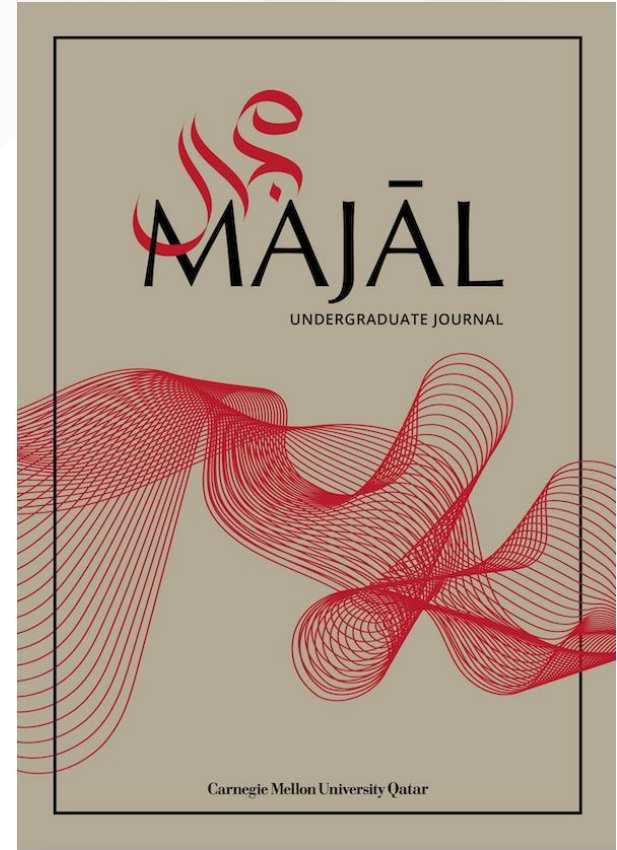
- Partnering with and amplifying regional research
- Responding to regional and local research needs and priorities
- Accessible scientific communication strategies

DEIB Supports our Research Office Strategy

- Partnering with and amplifying regional voices
- **Responding to regional and local research priorities**
- Accessible scientific communication strategies

In-house Undergraduate Research Journal

- Peer-Reviewed
- Mentored
- Multidisciplinary



DEIB Supports our Research Office Strategy

- Partnering with and amplifying regional voices
- Responding to regional and local research needs and priorities
- **Accessible scientific communication strategies**

We do research on accessible & wide-audience research genres

- Plain Language Summaries (PLS)
- Graphical Abstracts & Video Abstracts
- PLS & Research Posters
- Effectiveness of assertion-based headings

From technical reporter to personal guide

A comparison of plain language summaries and abstracts in scientific journals

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Plain language summaries increasingly serve as a strategy to make scientific research accessible to wide audiences. However, authors often know little about plain language audiences or their goals, so the rhetorical situation of this emerging genre remains unstable and guidance for authors remains fraught. To better understand these summaries, this chapter uses a DocuScope analysis coupled with close reading to compare a corpus of 150 AGU/ Wiley Earth and Space journal abstracts with their plain language counterparts. The study yields six areas of significant difference, including less detailed information and more metadiscourse, first person references, and language of inquiry. These differences collectively reveal the way authors rhetorically shift from the role of technical reporter to personal guide to readers. The chapter concludes with two recommendations for crafting and conceptualizing plain language summaries.

Keywords: plain language summaries, plain language, public audiences, jargon, science communication

1. Introduction

As part of a plain language movement across disciplines and industries, many scientific journals have begun to publish plain language summaries alongside more typical technical abstracts (Stoll et al., 2021; Nunn & Pinfield, 2014; Phipps et al., 2013; Hauck, 2019). These summaries contribute to making scientific research more accessible to non-experts. They help to meet calls for making science more discoverable (Fitzgibbon et al., 2020), accountable (Rosenberg et al., 2021) and more easily shared for public purposes (Lugar, 2021), as well as to increase the traceable reach of research online as measured by Altmetrics and other citation tracking metrics.

<https://doi.org/10.1007/978-1-309-10010-0>
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Dreher, K. (2023). **From technical reporter to personal guide: A comparison of plain language summaries and abstracts in scientific journals.** In *Corpora and Rhetorically Informed Text Analysis: The diverse applications of DocuScope* (pp. 214-238). John Benjamins Publishing Company.

Also see:

Dreher (2021);
Dreher & Willerton (2024);
Dreher & Willerton (2025).

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ACSE
2024
ANNUAL MEETING OF THE ACSE

Accessible Abstracts:

Revisiting the Audiences, Goals and Impacts of Plain Language Summaries, Graphical Abstracts, and Video Abstracts

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ACSE Annual Meeting 2024
Sunday | 18 August | 2024
Dubai, UAE



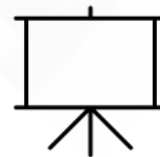
Publication forthcoming

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PLS



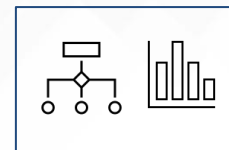
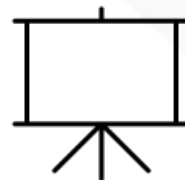
Research Poster &
Presentation

Ongoing project: Using accessible genres in the research development and dissemination process for novice researchers.

(Dreher, Pessoa, Mitchell, & Gomez Laich)

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- Plain Language Summaries (PLS)
- Graphical Abstracts & Video Abstracts
- PLS & Research Posters
- **Effectiveness of assertion-based headings (Wolfe, 2024)**



Research shows assertion-based headings are preferred & more effective

What about Graphical Abstracts?

We hope to further this research with journals with global audiences. **Are you interested in collaborating with us?**



We welcome your interest!

We support incubation events toward successful research proposals and navigating our local, regional, and global audiences



Research
communication

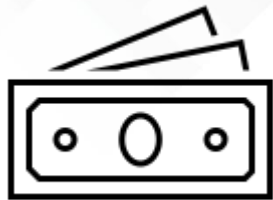


Feasibility &
scope



Research
dissemination

We make visible the Research Office and DEIB overlaps.



DEIB and Sustainability research grant development



DEIB and Sustainability (SDGs) research awards at our research symposiums



Workshops on accessibility in research and publications

In sum, the Research Office, DEIB Office, and technical communication scholarship work together to localize and globalize our campus research.

Thank you!



Collaborate with me!

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