

Andrew Kulak

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

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Education

Doctor of Philosophy, Rhetoric and Writing, Virginia Tech **May 2019 (expected)**
Certificate in Human Centered Design

Dissertation: *Internet Ontologies: Rhetorical Approaches to Digital and Physical Hybridity*
Committee: Kelly Pender (chair), Jennifer Sano-Franchini, Katrina Powell, Chris Lindgren

Master of Arts, English, Virginia Tech **May 2014**

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

Bachelor of Arts, Classics, Notre Dame **January 2010**

Concentration: Latin Language and Literature

Research Interests

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

Digital rhetoric theory and practice, especially related to social media and cybersecurity

Pedagogies incorporating digital technology in composition and technical and professional writing

Publications

Edited Collections

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.

Refereed Journal Articles

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.

Book Chapters

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. In second round review.

Web-based Scholarly Writing

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/2018/04/23/inscrutable-ai-deep-learning-and-the-problem-of-technology-and-trust/>

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 Papers

Gautam, Aakash, Chandani Shrestha, **Andrew Kulak**, Steve Harrison, and Deborah Tatar. “Working with ‘Sister-Survivors’ in an Organizational Context.” Participatory Design Conference. Genk & Hasselt, Belgium. 24 August 2018. Conference paper.

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. “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 Panels

Henthorn, Jamie, Stephanie Vie, **Andrew Kulak**, and Kristopher Purzycki. “Wrangling a Collection is Hard: Lessons Learned from Editing a Scholarly Collection on a Pop Culture App.” Southwest Popular and American Culture Association. Albuquerque, NM. 20–23 February 2019. Conference panel. (Accepted)

Hutchison, Allison, **Andrew Kulak**, and Lauren Salisbury. "Bartholomae and Bogost in a Blender: Playing with New Definitions of Online Learning Environments (OLEs)." Computers & Writing. George Mason University, Fairfax, VA. 26 May 2018. Conference panel.

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. Research network roundtable.

Facilitated Workshops

Kulak, Andrew. "Developing a Professional Website." Rhetoric Club at Virginia Tech Workshop Series. Virginia Tech, Blacksburg, VA. 19 March 2018. University workshop.

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.

Invited Talks

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

Department of English, Virginia Tech

Consult on technical aspects of center projects including archiving and updating center WordPress website and developing VT Stories oral histories project website, collaborated with Katrina Powell and other center affiliates to write and edit a co-authored journal publication and a grant proposal for the VT Stories project

Contributor

Spring 2016–Present

Third Lab Group

Department of Computer Science, Virginia Tech

Work with principal investigators Deborah Tatar and Steve Harrison and interdisciplinary lab team to design research projects and collaborate on analysis, participate in weekly meetings to share data and iterate prototypes, collaborated with other lab group members on paper for 2018 Participatory Design Conference

Summer Partial Graduate Assistant

Summer 2017

Center for Rhetoric in Society

Department of English, Virginia Tech

Revised and presented findings relating to role of visual rhetoric and social media during the Flint Water Crisis, analyzed survey data from online technical writing students using R statistical programming language and prepared presentation on learning management systems and multi-platform online technical writing pedagogies, planned conference workshop on principles of cybersecurity and public key cryptography, developed original research project on rhetoric of digital space and individual rights in United States legal discourse surrounding privacy and cybersecurity

Graduate Research Assistant

Fall 2014–Spring 2016

Center for Applied Technologies in the Humanities

Department of English, Virginia Tech

Worked with center directors Quinn Warnick and David Radcliffe to assist with center operations including promoting events, social media, and brand development, migrated and archived data from past center projects as part of transitioning center website to WordPress framework, assisted other faculty and students outside of the center to develop, design, present, and host digital humanities projects through development of static HTML pages and dynamic WordPress sites, organized and promoted *Digital Discussions in the Humanities and Social Sciences* speaker series, planned THATCamp Virginia 2015 conference held at Virginia Tech

Teaching Experience

Graduate Teaching Assistant

Fall 2018–Present

Department of English, Virginia Tech

Instructor of record for in-person sections of ENGL 3764, a technical writing service course with 20–23 students per section (2/2 course load), developed original syllabus including technical correspondence genres, primary and secondary research, audience analysis and human-centered document design methods, and print and web document design, developed course Canvas page using modules and Google team drive

Graduate Teaching Assistant

Fall 2016–Spring 2018

Department of English, Virginia Tech

Instructor of record for online sections of ENGL 3764, a technical writing service course with 20–23 students per section (2/2 course load), developed and iterated original online-only syllabuses including common technical genres, remote group work, intercultural communication, and writing for the web components, incorporated digital tools including Canvas-based pages and modules, Google Drive, and team messaging platform Slack, conducted IRB-approved survey studies to better understand student needs and experience with online coursework

Instructor

Summer 2016

Department of English, Virginia Tech

Instructor of record for online summer section of ENGL 3764, a technical writing service 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 coordination

Graduate Teaching Assistant

Spring 2016

Department of English, Virginia Tech

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, developed and taught concurrently with research assistantship in digital humanities center

Graduate Teaching Assistant

Fall 2012–Spring 2014

Department of English, Virginia Tech

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 and for ENGL 1106, a writing from research course including local fieldwork, library research, and composition technology components, created original course Scholar sites and Google Drive content to support classes

Tutoring Experience

Tutor

Fall 2012–Spring 2013

Writing Center, Virginia Tech

Tutored undergraduate and graduate students in one-on-one sessions at the university writing center, assisted with administrative tasks such as scheduling and recording appointments

Relevant Industry Experience

Cybersecurity Analyst

March 2018–Present

Triple Point Security, Leesburg, Virginia

Trained in configuration of Palo Alto Networks next-generation firewalls and Amazon Web Services (AWS) cloud architectures using vendor-provided modules and independent research, designed and implemented demo cloud-based security and visibility solutions using Palo Alto Networks VM series virtual firewalls in AWS Virtual Private Cloud (VPC) environments, contributed to ongoing enterprise vulnerability assessment and developed enterprise vulnerability assessment reports for municipal government client using Splunk and Qualys platforms, contribute part-time remote work on ongoing vulnerability assessment contract

Technical Copyeditor

August 2014–December 2016

ApexCoVantage, Herndon, Virginia

Copyedited five full-length technical manuscripts for Taylor & Francis Group publishers, maintained active knowledge of multiple technical styles including American Psychological Association and Chicago Manual of Style, formatted citations and references, prepared manuscripts for typesetting and publication using Microsoft Word styles, worked remotely with project managers and authors to address corrections and queries

Operations Intern

Summer 2014

Provide Consulting, Arlington, Virginia

Supported director of operations in coordinating with project managers leading large-scale information technology projects for organizations including New York University and CapitalOne, drafted and edited content for technical materials including reports, proposals, and sell sheets using Google Drive, Microsoft Office, and Citrix workspaces in agile team setting, implemented Google Drive solution to facilitate team collaboration on proposal projects, researched IT security issues and published blog posts on risks to computers running Windows and guides to patching and updating

Service and Outreach

Virginia Tech Graduate School orientation ethics seminar leader

Fall 2015–Present

Hokie Helper new student orientation volunteer

Fall 2015–Present

Panelist for Graduate Student Honor System

Fall 2012–Present

Computers & Writing conference volunteer mentor

May 2018

Graduate School academic integrity Special Committee member	Summer 2017
Invited speaker and workshop leader at Flint Hill School (Oakton, Va.)	Spring 2017
Common Book Digital Narrative Competition essay contest reader	Spring 2015

Affiliations

Virginia Tech Academy for Graduate Teaching Assistant Excellence	Fall 2018–Present
Iota Delta Rho Interdisciplinary Research Honor Society	Spring 2018–Present
Phi Kappa Phi Honor Society	Fall 2017–Present
Virginia Tech Cybersecurity Club	Fall 2016–Present
Rhetoric Club at Virginia Tech (Rhetoric Society of America chapter)	Fall 2015–Present
Golden Key International Honour Society	Spring 2013–Present
English Graduate Student Organization	Fall 2012–Present
Public editor for the <i>Collegiate Times</i>	Fall 2014–Spring 2015
Reporter and columnist for the <i>Collegiate Times</i> , Virginia Tech’s independent student newspaper	Fall 2012–Spring 2016
National Senior Classical League and Virginia Senior Classical League	Fall 2006–Spring 2010
Disk Jockey for public radio station WSND 88.9 FM	Fall 2007–Fall 2009

Professional Development

Voice of Witness: Oral History Narratives Workshop	September 2018
Amazon Web Services Technical Professional Training	May 2018
Virginia Tech Cybersecurity Summit 2018	March 2018
Designing Socio-Technical Systems of Truth Workshop	March 2018
Virginia Tech Digital Literacy Symposium	November 2017
Networked Learning Initiatives: Mindfulness in Academia Workshop	April 2017
Virginia Tech Cybersecurity Summit 2017	March 2017
Human-computer Interaction Technology on the Trail Workshop	March 2017
Working with University Libraries in First-year Composition Workshop	December 2016
Office of Assessment and Evaluation: Developing Effective Surveys Workshop	October 2016
Laboratory for Interdisciplinary Statistical Analysis: Introduction to Webscraping using R Workshop	April 2016
People, Systems, Information: What Comes Next for Human-centered Design and Human-computer Interaction Workshop	March 2016

Virginia Tech Institutional Review Board: Human Subjects Protection Certification	November 2014
Teaching Library Research Skills Workshop with Tracy Hall, Jared Gibbs, and Marc Brodsky	January 2014
How to Incorporate Textbooks in First-year Composition Workshop with Julie Mengert, Kathy Combiths, and Sean Conaway	October 2013
Placement and Preparedness for First-year Composition Workshop with Suzanne Reisinger, Sheila Carter-Tod, and Elsie Parades	September 2013
Teaching Effective Oral Presentation Skills Workshop with Katie Dredger	March 2013
Composing in Digital Environments Workshop with Cheryl Ball	October 2012

Awards and Honors

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 <i>Downtown Blacksburg Faces Change as Chains Move in</i>	May 2013
Honorable mention Associated Collegiate Press Feature Story of the Year <i>Why It Matters: How Four Students are Working to Shape the Election</i>	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 Appearances

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, Tableau
Textual analysis	Voyant Tools, CATMA, MALLET, TAGS, topic modeling using latent dirichlet allocation (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, GitHub project pages, Markdown, and wireframing using Balsamiq
Web development	Apache, PHP, MySQL, testing with localhost servers and VirtualBox virtual machines using graphical user interface (GUI) and command-line interface (CLI) Linux environments, and Amazon Web Services (AWS) and Heroku cloud architectures
Programming	Python, R, Java, C++, Interactive C, Bash scripting including sed and awk, Git versioning using CLI and GUI interfaces, and GitHub Flavored Markdown
Text editors	Atom, SublimeText, TextWrangler, Nano, and Vim
IDEs	Spyder, PyCharm, Visual Studio Code, and RStudio
Cybersecurity	CLI and GUI Linux security distros including Kali and Tails, Wireshark, John, nmap port scanning and mapping, Qualys vulnerability scanning, Palo Alto Networks (PAN) OS and virtual firewall administration, network analysis, wireless network assessment, steganography, cryptanalysis, and reversing and debugging with Gnu Debugger (GDB)
Hardware	Raspberry Pi

Languages

Reading proficiency Classical Latin, Classical Greek, Italian