

Welcome! I'm Erin Kathleen Bahl, and this is the video introduction to my dissertation, "Refracting Webtexts: Invention and Design in Composing Multimodal Scholarship." In order to present the materials under investigation in their native digital environment, this dissertation is itself a webtext and as such appears somewhat different from a traditional dissertation. This video provides a brief overview of the dissertation's main sections to help guide the reader through the project.

First, I want to point out the Case Study Hub, which readers can visit by clicking on the triangular prism on the homepage. This section includes most of the data analyzed in this project, including live webtext drafts and reflection narratives describing how these drafts were created. I encourage readers, especially those less familiar with webtext scholarship, to explore this section first and get a sense of the project I'll be discussing before diving into the chapters.

Next, I want to highlight some of the sections framing this project. The "About the Project" section provides written descriptions of routes through the webtext, as well as some background on the process of designing this project. The "Table of Contents" presents a streamlined list of links for jumping to the main sections. The "Glossary" gives definitions for key terms used throughout the dissertation. The "Appendix" provides a centralized place for information references throughout the project, including descriptions of the three main webtexts, interview questions, analyzed datasets, and chapter takeaways. The "Works Cited" section presents my sources, divided by chapter.

Next, I describe my chapter organization. There are six chapters: an introduction, a methods chapter on data collection, a methods chapter on data analysis, and three body chapters presenting my analyses on the way people, tools, and metaphors influence webtext invention. In keeping with the project's nonlinear format, there is no formal conclusion; I encourage readers to wander through the project and spend time with the sections most relevant to their interests. Within each chapter, readers can use the double arrows to navigate to the page immediately following or preceding the current page. Clicking on the double bars in the top left corner will open up a pop-up menu, which readers can use to jump to major sections within the chapter. These major sections on the pop-up bar mirror the major sections listed for each chapter in the table of contents.

Finally, I'll introduce the navigation bar at the top of the page. The options on this bar are the same for every chapter. Following the prism design on the homepage, the color indicates the chapter in which the reader is currently situated: red for the introduction, orange for digital autoethnography, green for icon-coding, light blue for people, dark blue for tools, purple for metaphors, and gray for the framing sections. To the far left are icons for navigating the project as a whole: readers can jump to the homepage, the table of contents, or directly to the case study hub. In the middle are a set of icons that provide keys for interpreting my visual coding system; clicking on a shape or line will launch a pop-up box providing a label for every visual

Erin Kathleen Bahl, Video Introduction Script

*Refracting Webtexts: Invention and Design in Composing Multimodal Scholarship*

code featured in the dissertation. On the far right are icons leading to reference materials, including the appendix, works cited, and glossary sections.

Thank you for your time in visiting and exploring my dissertation project. If there are difficulties in accessing any part of this project, please contact me at [erinkathleenbahl@gmail.com](mailto:erinkathleenbahl@gmail.com). Additionally, I invite you to comment directly on the project via the Hypothesis plugin, which can be launched by clicking on the white arrow in the top right corner. I look forward to hearing your thoughts!