Tuesday Sessions

“Strengthening Our Community: Working Together to Build Scholars, Educators, and Engaged Academic Citizens” / Washington, DC — August 6-9, 2018

7 to 8 a.m. / T001
Communication Technology Division
Business Session
Committee Business Meeting
Moderating/Presiding
Jessica Smith, Abilene Christian

7 to 8 a.m. / T002
Electronic News Division
Business Session
Members’ Meeting
Moderating/Presiding
Tony DeMars, Texas A&M-Commerce

7 to 8 a.m. / T003
History Division
Business Session
Committee Business Meeting
Moderating/Presiding
Douglas Cumming, Washington and Lee

7 to 8 a.m. / T004
Law and Policy Division
Business Session
Executive Committee and Publication Business Meeting
Moderating/Presiding
Jason Martin, DePaul

7 to 8 a.m. / T005
Mass Communication and Society Division
Business Session
Executive Committee Business Meeting
Moderating/Presiding
Melanie Sarge, Indiana

7 to 8 a.m. / T006
Public Relations Division
Business Session
JPRR Editorial Board Meeting
Moderating/Presiding
Bey Ling Sha, JPRR editor, San Diego

7 to 9:45 a.m. / T007
Association for Education in Journalism and Mass Communication Elected Standing Committee on Professional Freedom and Responsibility
Business Session
Committee Business Meeting
Moderating/Presiding
Dean Kruckeberg, North Carolina-Charlotte

7 to 9:45 a.m. / T008
Association for Education in Journalism and Mass Communication Elected Standing Committee on Research
Business Session
Committee Business Meeting
Moderating/Presiding
Marcia DiStaso, Florida

7 to 9:45 a.m. / T009
Association for Education in Journalism and Mass Communication Elected Standing Committee on Teaching
Business Session
Committee Business Meeting
Moderating/Presiding
Chris Roush, North Carolina at Chapel Hill
**Tuesday Sessions**

“Strengthening Our Community: Working Together to Build Scholars, Educators, and Engaged Academic Citizens” / Washington, DC — August 6-9, 2018

<table>
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<tr>
<th>Time</th>
<th>Location</th>
<th>Session Details</th>
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<tbody>
<tr>
<td>7 to 8 a.m. / T010</td>
<td>Hotel Lobby</td>
<td>Association for Education in Journalism and Mass Communication Off-site Gathering AEJMC Fun Run Moderating/Presiding Richard D. Waters, San Francisco The 2018 Fun Run will leave from the conference hotel lobby at 7 a.m.</td>
</tr>
<tr>
<td>7 to 8 a.m. / T011</td>
<td></td>
<td>Association for Education in Journalism and Mass Communication Business Session Journalism and Mass Communication Educator Editorial Meeting Moderating/Presiding Jami Fullerton, J&amp;MCE editor, Oklahoma State</td>
</tr>
<tr>
<td>7 to 8:30 a.m. / T012</td>
<td></td>
<td>Association for Education in Journalism and Mass Communication and Association of Schools of Journalism and Mass Communication Business Session Institute for Diverse Leadership in Journalism and Communication Moderating/Presiding Elizabeth L. Toth, Maryland Session open only to IDL Fellows.</td>
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<tr>
<td>7 to 9 a.m. / T013</td>
<td></td>
<td>Association of Schools of Journalism and Mass Communication Business Session Executive Committee Meeting Moderating/Presiding Sonya Duhé, Loyola New Orleans, 2017-18 ASJMC President and, Thor Wasbotten, Kent State, 2018-19 ASJMC President</td>
</tr>
<tr>
<td>7 to 10 a.m. / T014</td>
<td></td>
<td>Kappa Tau Alpha Business Session Chapter Advisors’ Breakfast/Business Meeting Moderating/Presiding Beverly J. Horvit, Missouri All advisors from KTA chapters are welcome to attend. KTA remains committed to its guiding principles of Knowledge, Truth and Accuracy. Pre-registration is required.</td>
</tr>
</tbody>
</table>
Tuesday Sessions

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Topic II — Social Media Applications
6. How Advertising Relevance and Brand Relationship Strength Limits Disclosure Effects of Native Ads on Twitter
   Jameson Hayes, Alabama; Guy Golan and Janelle Applequist, South Florida; and Stephen Rush, Alabama
7. Informing, Reinforcing, and Referencing: Chinese Young Male Consumers’ Interpretation of Social Media Luxury Advertising
   Huan Chen, Florida; Ye Wang, Missouri Kansas City and Eric Haley, Tennessee
8. Perceived Native-ness of Social Media Advertisements: A Conceptualization and Scale Development Study
   Jing Yang, Loyola-Chicago; Linwan Wu, South Carolina; Rachel Quint and Jain Bhavasar, Loyola-Chicago
9. Soil and Flower: The Relationship between Social Media Usage and Consumer Response to Social Media Advertising
   Yang Feng, San Diego State and Quan Xie, Bradley
10. Watching AD for Fun: Native Short-video Advertising on Chinese Social Media
    Ruowen Wang and Huan Chen, Florida

Discussant
Jay Newell, Iowa State

Topic III — Consumer Health and Safety
11. Applying Artificial Neural Networks to Predict AD Viewership During TV Programs
    Fiona Chew, Beth Egan, Chilukuri Mohan, Ruochen Jiang, Sushanth Suresh, and Kartik Joshi, Syracuse
    Joon Soo Lim, Syracuse; Junga Kim, and Chunsoo Lee, North Florida
13. I (Don’t) Want to Consume Counterfeit Medicines: Preliminary Results on the Antecedents of Consumer Attitudes Toward Counterfeit Medicines
    S. Senyo Ofori-Parku, Oregon; and Sung Eun Park, Alabama at Tuscaloosa
14. The 360-Degree Drunk Driving Prevention Advertising: The Impacts of Gender Role Beliefs and Self-Referencing on Purchase Intentions and Drunk Driving Avoidance
    Wen Zhao, Washington State

15. When Our Goals Set Our Biases: How Regulatory Focus Moderates Persuasion Knowledge and Third-person Perception in Health Advertising
    Giang Pham and Chang-Dae Ham, Illinois at Urbana-Champaign

Discussant
Juan Mundel, DePaul

Topic IV — Corporate and Social Responsibility
16. Credible Corporates Require Many Likes: An Examination of Corporate Credibility and Bandwagon Cues
    Ruobing Li, Louisiana State; Michail Vafeiadis, Auburn; Anli Xiao and Guolan Yang, Pennsylvania State
17. Determining the Effectiveness of Sustainability Initiatives in Advertisements for Congruent and Incongruent Companies
    Brett Sherrick and Jennifer Hoewe, Purdue
18. Social Network for Good: Framing the Message Type and Execution Style of “Cause-Related Marketing” Advertising for a Sports Brand on Social Network Sites
    Ji Yoon (Karen) Han, Ball State and Seungae Lee, Oakland
19. The Effect of Soliciting Consumer Participation in Corporate Social Responsibility Campaigns
    Sun Young Lee, Maryland; Yeuseung Kim, Chung-Ang University and Young Kim, Marquette
20. Value from Construal Level Theory: The Matching Effects of Social Distance and Message Orientation for Environmental Advertising
    Sun-Young Park, Massachusetts and Eunyi Kim, Incheon National University

Discussant
Kelty Logan, Colorado-Boulder

Topic V — Branded Entertainment
    Wai Han Lo and Benjamin Ka Lun Cheng, Hong Kong Baptist
22. Effects of Sensation Seeking, Creator Attractiveness, and Content Characteristics on Branded Entertainment
    Dahyun Hong and Jong Woo Jun, Dankook University
23. How Storytelling Advertising Affects Consumers: Emotion as a Mediator Between Narrative Level and WOM Intention
    Sookyeong Hong, Hansei University; Jin-Ae Kang and Glenn Hubbard, East Carolina
Tuesday Sessions

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24. Make It Fit: The Effects of Brand-Game Congruity in Advergames on Brand Recall, Attitude, and Purchase Intent
   Frank Dardis and Michael Schmierbach, Pennsylvania State; José Aviles, Wittenberg University; Erica Bailey, Angelo State; Stephanie Orme and Jin Kang, Pennsylvania State
   Discussant
   Marcel Jennings, Virginia Commonwealth

Topic VI — Instagram and Facebook Applications
25. Influencer Marketing on Instagram: The Effects of Sponsorship Disclosure, Source Credibility, and Brand Credibility
   Susanna Lee and Eunice Kim, Florida
26. #Insta-Credible: The Impact of Influencer-Brand Fit on Source Credibility and Persuasive Effectiveness
   Priska Breves, Nicole Liebers, Marina Abt, and Annika Kunze, University of Wuerzburg
27. Placing Brands on Facebook: How the Source and Context of Brand Posts Affect Brand Likeability
   Mira Mayrhofer, Brigitte Naderer, and Jörg Matthes, University of Vienna
   Fei Xue, Southern Mississippi
29. Teens’ Responses to Facebook Newsfeed Advertising: The Effects of Cognitive Appraisal and Social Influence on Privacy Concerns and Coping Strategies
   Seounni Youn, Emerson and Wonsun Shin, University of Melbourne
   Discussant
   Keith Quesenberry, Messiah College

30. How Anticipated Regret Messages Interact With Mood To Influence Purchase Intention
   Yanyun Wang and Sela Sar, Illinois at Urbana-Champaign
31. Measuring Consumer Perceptions of Influencer Product Recommendation Motives on Social Media
   Mengtian (Montina) Jiang, Kentucky and Nora Rífon, Northern Illinois
32. Memory at Play: Personalizing Advertisements Based on Consumers’ Autobiographical Memory
   Lewen Wei, Jin Kang, and Michael Schmierbach, Pennsylvania State
33. The Attitudinal and Behavioral Effects of Pictorial Metaphors in Advertising: Considering Need for Cognition and the Mediating Effect of Emotional Response
   Soojin Kim, Louisiana State
34. The Effect of Ad appeals on Materialistic Consumers’ Ethical Purchase
   Yuhosua Ryoo, Woojin Kim, and Eunjoo Jin, Texas at Austin
35. Do Disabilities Belong?: Exploring Non-disabled Consumer Attitudes Toward Persons with Physical Disabilities in Advertising
   Summer Shelton, Florida
   Discussant
   Mary Liz Brooks, West Texas A&M

8:15 to 9:45 a.m. / T016

Communicating Science, Health and Environment Risk Division

Referred Paper Session
   Persuasive Strategies in Science Communication

Moderating/Presiding
   Shupei Yuan, Northern Illinois

User Engagement in Public Discourse of Genetically Modified Organisms: The Role of Opinion Leaders on Social Media
   Qian Xu, Elon and Nan Yu, and Yunya Song, Central Florida

Barriers in Communicating Science for Policy in Congress
   Karen Akerlof, George Mason; Maria Carmen Lemos, Michigan; Emily T. Clod, Erin Heath, Selena Nelson, Julia Hathaway and Kristin Timm, George Mason

How Does Media Promote Pro-environmental Behaviors as Collective Action: An Examination of Illusion of Knowledge
   Xiaodong Yang, Shandong University; Xiaoming Hao and Shirley Ho, Nanyang Technological

Name Frame and Celebrity Endorsement Effects of Autonomous Vehicle Technology Communications: Mechanisms and Moderators
   Jessica Myrick, Lee Ahern, Ruosi Shao, and Jeff Conlin, Pennsylvania State

Examining the Impact of Motivational Salience and Involvement on Visual Attention to Scientific Information
   Laura Fischer, Kentucky; Courtney Meyers, Glenn Cummins, Courtney Gibson, and Mathew Baker, Texas Tech
Tuesday Sessions

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8:15 to 9:45 a.m. / T017

Communication Technology Division and Community College Journalism Association

Teaching Panel Session
New Skills The Biz Needs Us to Teach

Moderating/Presiding
Ronald Yaros, Maryland

Panelists
Jody Brannon, TOW-Knight Center; American Everdeen Mason, The Washington Post
Reid Williams, USA Today Network
Kathleen Culver, Wisconsin-Madison; Poynter Institute

8:15 to 9:45 a.m. / T018

Electronic News Division

Refereed Paper Session
Top Paper Session

Moderating/Presiding
William (Bill) Davie, Louisiana at Lafayette

Rehash or Reset? Examining the Intermedia Agenda Setting Effect Between Twitter and Newspapers on Climate Change*
Yan Su, Washington State
Real Time Political Deliberation on Social Media: Can Televised Debates Lead to Rational and Civil Discussions on Broadcasters’ Facebook Pages?**
Lindita Camaj, Houston
Small Station with Big Voices: Giving a Microphone to Communities Through Student-Citizen Collaborations***
Deborah Chung, Mike Farrell, Kakie Urch, and Yung Soo Kim, Kentucky
Frames and Sources of Links in the Climate Discussion on Twitter, 2012-2015****
JA Lavaccare and Kjerstin Thorson, Michigan State and Luping Wang, Cornell

Discussant
Maria Fontenot, Tennessee

* First Place Student Paper
** First Place Faculty Paper
*** Second Place Faculty Paper
**** Third Place Faculty

8:15 to 9:45 a.m. / T019

Cultural and Critical Studies Division and Commission on the Status of Women

Research Panel Session
Has Feminist Communication Theory Changed Journalism and Mass Communication Research — and Should It?

Moderating/Presiding
Lana Rakow, North Dakota and Diana Nastasia, Southern Illinois-Edwardsville

Panelists:
Amanda Kennedy, St. Mary’s
Diana Nastasia, Southern Illinois-Edwardsville
Radhika Parameswaran, Indiana
Lana Rakow, North Dakota
Linda Steiner, Maryland
Angharad Valdivia, Illinois, Urbana-Champaign

8:15 to 9:45 a.m. / T020

Magazine Media Division

Teaching Panel Session
Podcasts as Audio Accessories to Magazine Media: Bridging Skillsets to Address Emerging Platform Needs

Moderating/Presiding
Elizabeth Hendrickson, Ohio

Panelists
Ben Bogardus, Quinnipiac
Hans Meyer, Ohio
Michael O’Connell, producer, “It’s All Journalism” podcast
Vanessa Vancour, Nevada, Reno

8:15 to 9:45 a.m. / T021

Media Ethics and Media Management, Economics and Entrepreneurship Divisions

PF&R Panel Session
Ethics Issues Against a Backdrop of Disruption

Moderating/Presiding
Stephanie Craft, Illinois
Tuesday Sessions

“Strengthening Our Community: Working Together to Build Scholars, Educators, and Engaged Academic Citizens” / Washington, DC — August 6-9, 2018

Panelists
Kevin Stoker, Nevada, Las Vegas
Jan Lauren Boyles, Iowa State
Patrick Ferrucci, Colorado-Boulder
Ronen Shay, Wentworth Institute of Technology

8:15 to 9:45 a.m. / T022
Minorities and Communication Division
PF&R Panel Session
Breakfast With Hispanic Media: U.S. Hispanic Media at the Crossroads of Culture and Industry Opportunity

Moderating/Presiding
Kent Wilkinson, Texas Tech

Panelists
Janette Luviano, WZDC Telemundo, Washington, DC
Alberto Avendano, The N Group
Francisco Montero, Fletcher, Heald & Hildreth

This breakfast session features discussion with television and publishing professionals working in the Washington D.C. region. Hispanic-oriented media have become more diverse and influential within U.S. society. The breakfast co-sponsors, the Fletcher, Heald & Hildreth law firm and the Thomas Jay Harris Institute for Hispanic & International Communication at Texas Tech University, are committed to opening spaces for dialogue among scholars, media practitioners and policymakers in key forums such as the Minorities and Communication Division of AEJMC.

8:15 to 9:45 a.m. / T023
Newspaper and Online News and Scholastic Journalism Divisions
Teaching Panel Session
Breakfast of Editing Champions

Moderating/Presiding
Kirstie Hettinga, California Lutheran

Panelist
Angie Drobnic Holan, Politifact

Angie Drobnic Holan will discuss editing news stories for accuracy and relevance in a deadline-driven environment.

8:15 to 9:45 a.m. / T024
Public Relations Division and Internships and Careers Interest Groups
Research Panel Session
Research at the Intersection of Public Relations and Health: Paths for Publishing and Research Opportunities

Moderating/Presiding
Maria E. Len-Rios, Georgia

Panelists
Linda Aldoory, Maryland
Rachel Young, Iowa
Brooke Weberling McKeever, South Carolina
John C. Besley, Michigan State
Bey-Ling Sha, San Diego State

8:15 to 9:45 a.m. / T025
Visual Communication Division
Refereed Paper Session
Visual Communication Division Top Papers Session

Moderating/Presiding
Gabriel Tait, Arkansas State

Celebrating Life or Adversity? The Redefinition of Features in the Pictures of the Year International Contest
Jennifer Midberry, Ryan N. Comfort, and Joseph Roskos, Indiana University-Bloomington
Effects of Visual Theme and View Perspective on Visual Attention and Brand Constructions: An Eye-Tracking Study on Instagram Posts
Lijie Zhou, Southern Utah
and Fei Xue, Southern Mississippi
Giving Guidance to Graphs: Evaluating Direct and Indirect Annotations of Data Visualizations for the News
Russell Chun, Hofstra
It Costs a Lot to Look This Cheap: Preference for Low Quality Graphic Design
Shannon Zenner, North Carolina at Chapel Hill

8:15 to 9:45 a.m. / T026
Association for Education in Journalism and Mass Communication and News Engagement Day Committee
Research Panel Session
Where are We on News Engagement?
Tuesday Sessions

“Strengthening Our Community: Working Together to Build Scholars, Educators, and Engaged Academic Citizens” / Washington, DC — August 6-9, 2018

Moderating/Presiding
Paula Poindexter, Texas at Austin

Panelists
- The State of News Engagement Five Years After NED’s Founding
  Paula Poindexter, Chair, News Engagement Day Committee
- Understanding Teens’ Social Media and Smartphone Use
  Monica Anderson, Pew Research Center

- Announcement of 2018 Winner of News Audience Research Paper Award
- Ideas for Expanding News Engagement Day
- NED Book and Blu-Ray Disc Give-Away

As we prepare for NED on Tuesday, October 2, 2018, this session will examine the state of news engagement today as well as social media and mobile use of the upcoming generation that will affect news engagement in the future. Plus, the 2018 Winner of the News Audience Research Paper Award will be announced and there will be a new book and Blu-Ray Disc GiveAway.

8:30 a.m. to 5 p.m. / T027

Association for Education in Journalism and Mass Communication and Association of Schools of Journalism and Mass Communication

Research Panel Session
Institute for Diverse Leadership in Journalism and Communication Scholars

Moderating/Presiding
Lillian Coleman, senior project manager, AEJMC/ASJMC

Session open only to IDL fellows.

9:30 a.m. to 10 a.m. / T029

Association for Education in Journalism and Mass Communication

Refreshment Break

Join colleagues for networking and light refreshments.

10 a.m. to 11:30 a.m. / T030

Communicating Science, Environmental Health and Risk Division and Participatory Journalism Interest Group

PF&R Panel Session
Localized Fear: Communicating Science and Risk at the Community Level

Moderating/Presiding
Katherine Rowan, George Mason

Panelists
Jessica Myrick, Pennsylvania State
Janet Yang, Buffalo
Brian Houston, Missouri
Karen Akerlof, George Mason
Bruce Hardy, Temple
Meghna Tallapragada, Clemson

10 to 11:30 a.m. / T031

A Baked Joint

Cultural and Critical Studies, Magazine Media Divisions and Lesbian, Gay, Bisexual, Transgender and Queer Interest Group

Off-site Gathering
Graduate Student “Coffee Klatch”

Hosting
Jessica Hennenfent Maddox, Georgia

Meet at A Baked Joint, 440 K Street.
Tuesday Sessions

“Strengthening Our Community: Working Together to Build Scholars, Educators, and Engaged Academic Citizens” / Washington, DC — August 6-9, 2018

10 to 11:30 a.m. / T032

Electronic News Division
and Graduate Student Interest Group

Teaching Panel Session
The Status of Graduate Teaching Assistants: Update 2018

Moderating/Presiding:
Tom Moore, City University of New York

Panelists
Aaron Atkins, Ohio
Laura Smith, South Carolina
Ashley Gimbal, Arizona State
Kevin Hull, South Carolina
Alex Lucshinger, Elon

10 to 11:30 a.m. / T033

Law and Policy Division

Refereed Paper Session
Technology, Intellectual Property and the Law

Moderating/Presiding
Kathy Olson, Lehigh

Artificial Authors: Making a Case for Copyright in Computer-Generated Works
Nina Brown, Syracuse
Give Me a ©: Refashioning the Supreme Court’s Decision in Star v. Varsity
Jared Schroeder, Camille Kraeplin,
Anna Grace Carey,
and Lauren Hawkins, Southern Methodist
Considering Fair Use: DMCA’s Takedown & Repeat Infringers Policies
Amanda Reid, North Carolina at Chapel Hill

Discussant
Jasmine McNealy, Florida

10 to 11:30 a.m. / T034

Mass Communication and Society Division
and Sports Communication Interest Groups

Research Panel Session
DID SHE REALLY SAY THAT?: How Sports Media Present and Represent Political, Social and Cultural Issues

Moderating/Presiding:
John Shrader, Nebraska-Lincoln

Panelists
Cynthia Frisby, Missouri
Jon Solomon, Sport and Society Program, The Aspen Institute
Danielle Coombs, Kent State
Steve Bien-Aime, Northern Kentucky

10 to 11:30 a.m. / T035

Minorities and Communication Division

Teaching Panel Session
Communication, Culture and Gentrification: Pedagogy, Methodology and Case Studies

Moderating/Presiding
Gracie Lawson-Borders, Howard

Panelists
Locating Communication on Gentrification in Critical Research and Teaching
Carolyn Byerly, Howard
Choosing Segregation: Mapping the Racial Subtext around Educational Options
Natalie Hopkinson, Howard
When Neighborhoods Gentrify Around Historically Black Colleges and Universities
Brittany-Rae Gregory, Howard
Yelp Meets Food Culture: An Ethnography of a Caribbean Restaurant on a Gentrifying Corridor
Sharifa Simon-Roberts, Howard
“The Gentrification Express:” Analyzing the Discourse Around the Revival of the DC Streetcar
Morgan Smalls, Howard
Tuesday Sessions

“Strengthening Our Community: Working Together to Build Scholars, Educators, and Engaged Academic Citizens” / Washington, DC — August 6-9, 2018

10 to 11:30 a.m. / T036

Public Relations Division

Off-site Luncheon Session

Graduate Student Brunch

Hosting

Tyler Page, Mississippi
and Virginia Harrison, Pennsylvania State

Luncheon will be held at Busboys & Poets, 5th and K Street. Pre-registration is required. Sponsored by Texas Tech University.

10 to 11:30 a.m. / T037

AEJMC Council of Affiliates

PF&R Panel Session

Future of Journalism

Moderating/Presiding

Jan Schaffer, Executive Director, J-Lab; Institute for Interactive Journalism

Panelists

Matt DeRienzo, Executive Director, LION (Local Independent Online News Publishers)
Burt Herman, Director of Innovation Projects, The Lenfest Institute
Jeff Sonderman, Deputy Director, American Press Institute
Al Cross, Kentucky

10 a.m. to 11 a.m. / T038

Association for Education in Journalism and Mass Communication

Research Session

Spotlight — “Getting That Job”

Moderating/Presiding

Earnest L. Perry, Missouri

Join us during the conference as we “Spotlight” five current issues of interest to AEJMC members. All attendees are invited to Spotlight presentations that will be located in the back-left corner of the Exhibit Hall. Members with expertise in five topics will share ideas and tips on the issues, as well as provide links to online resources. A Q&A will follow, with time for one-on-one questions.

10 to 11:30 a.m. / T039

Association for Education in Journalism and Mass Communication Elected Standing Committee on Research

Research Panel Session

Cornerstone Session: Manuscript Reviews: Is This the Best We Can Do?

Moderating/Presiding

Serena Carpenter, associate editor, Journalism Studies, Michigan State

Panelists

Pat Curtain, Oregon
Louisa Ha, editor, Journalism & Mass Communication Quarterly; Bowling Green State
Stephen Lacy, former editor, Journal of Media Economics; Michigan State
Karen Miller Russell, former editor, Journal of Public Relations Research; Georgia
Silvio R. Waisbord, editor, Journal of Communication; George Washington

Manuscript reviews and reviewing can be fraught with problems. Yet, done well, reviewing makes an important contribution to quality scholarship. Panelists offer assessments of the state of reviewing and prescriptions for ways to improve reviews.

10 a.m. to 11:30 a.m. / T040

Commission on Public Relations Education

Research Panel Session

Ethics, Diversity, a New Required Course, New Content Recommendations and MORE

Moderating/Presiding

Elizabeth L. Toth, Maryland
and Kathleen Larey Lewton, Lewton, Seekins & Trester

Panelists

Kathleen Larey Lewton, co-chair, principal, Lewton, Seekins & Trester
Elizabeth L. Toth, Maryland, College Park
Ken Plowman, Brigham Young
Hongmei Chen, San Diego State

Tuesday Sessions

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10 a.m. to 11:30 a.m. / T041

C-SPAN

Panel Session

Resolutely Non-Partisan: Researching C-SPAN’s Video Archives

Moderating/Presiding
Howard Mortman, Director of Communications, C-SPAN

Panelists
Robert X Browning, Executive Director, C-SPAN Archives and director, Center for C-SPAN Scholarship and Engagement at Purdue
Deb Aikat, North Carolina at Chapel Hill
Gary Price, Librarian, Researcher, Founder of infoDOCKET.com

This session will highlight the vast, accessible online resources of the C-SPAN Video Library for teaching and research in the journalism and media fields. With over 327,000 hours of online video that can be searched, clipped, and shared, the C-SPAN Video Library is an unparalleled source of public affairs programming for students, professors, and journalists. This session will demonstrate how to search the Archive, to make clips, and the type of applications that will help journalism teachers to understand and use the C-SPAN Video Library. There will also be a discussion of C-SPAN’s use of social media.

11:45 a.m. to 1:15 p.m. / T043

Advertising Division

PF&R Panel Session

Should Digital Partnerships Be Treated Differently Than Traditional Media Buys? The Ethically Blurred Lines & Legal Implications of Native Advertising & Influencer Marketing

Moderating/Presiding
Courtney Childers, Tennessee

Panelists
Nate Evans, Georgia
Lesley Fair, senior attorney, Federal Trade Commission
Karen Freberg, Louisville
Michael Hoefges, North Carolina
Mariea Grubbs, Tennessee

11:45 a.m. to 1:15 p.m. / T044

Communicating Science, Health, Environment and Risk Division and Small Programs Interest Group

Teaching Panel Session

Communication and Media Relations Training in Risk and Crises

Moderating/Presiding
John Besley, Michigan State

Panelists
Michelle Baum, Metropolitan State University of Denver
Charles Lubbers, South Dakota
Michelle Maresh-Fuehrer, Texas A&M-Corpus Christi

11:45 a.m. to 1:15 p.m. / T045

Communication Technology Division

High Density Refereed Paper Session

The Many Uses and Effects of Social Media

Moderating/Presiding
Margaret Yee Man Ng, Texas at Austin

Topic 1 — Top Faculty Papers

Pundits, Presenters and Promoters: Investigating Gaps in Digital Production Among Social Media Users Using Self-Reported and Behavioral Measures*

Ke Jiang, Rui Wang, Lance Porter, and Martin Johnson, Louisiana State
The Alternatives to Being Silent: Exploring the Opinion Expression Avoidance Strategies for Discussing Politics on Facebook**
Tai-Yee Wu, National Chiao Tung University;
Xiaowen Xu, and David Atkin, Connecticut Issue-Based Micromobilization via Call-to-Action Message: Path Analysis Model Linking Issue Involvement to Expressive Action in Social Media***
Elmiek Nekmat and Ismaharif Ismail, National University of Singapore
Anyone Can Be a Troll: Predicting Behaviors and Perceptions of Uncivil Discourse Among Reddit Users***
Daniel Montez, Pamela Brubaker, Scott Church, Ching (Jina) Shih, and Spencer Christensen, Brigham Young

Discussant
Jessica Smith, Abilene Christian

Topic II — The Intersections of Communication Technology and Media Psychology
Beyond the “Good or Bad” Typology: A Meta-Analytic Review of the Association between Social Media Use and Psychological Well-Being
Fan Yang, University at Albany, SUNY and Ruoxu Wang, Memphis
Information Control as a Mood Enhancer: Mood Management Through Website Interactivity
Taylor Jing Wen, Linwan Wu, and Recean Funderburk, South Carolina
Emotional Expression and Social Media Practices: A Social Identity-based Perspective
Xi Cui, College of Charleston
The Emotional Consequences of Social Exclusion through Social Media
Dominik Neumann and Nancy Rhodes, Michigan State

Discussant
Wenjing Xie, Marist College

* First Place Faculty Paper
** Second Place Faculty Paper
*** Third Place Faculty Papers

11:45 a.m. to 1:15 p.m. / T046  Meeting Room 03
Communication Theory and Methodology and Mass Communication and Society Divisions
Teaching Panel Session
Relationships Between Grad Students and Advisors
Moderating/Presiding
Brett Sherrick, Alabama

Panelists
Kjerstin Thorson, Michigan State
Andy Billings, Alabama
Fuyuan Shen, Pennsylvania State
Aaron Veenstra, Southern Illinois-Carbondale

Electronic News and Newspaper and Online News Divisions
PF&R Panel Session
Breaking News: A News-Related Topic That Just Happened
Moderating/Presiding
Tony DeMars, Texas A&M-Commerce
Panelists
Julian Rodriguez, Texas at Arlington
Maria Williams-Hawkins, Ball State

International Communication Division
Refereed Research Paper Session
Social Media and Its Influences Across the World: From Empowerment to Disempowerment
Moderating/Presiding
Manuel Chavez, Michigan State
News Believability, Trustworthiness and Information Contagion in African Online Social Networks: An Experimental Design*
Gregory Gondwe, Colorado
To Censor and Surveil: Cross-national Effects of Online Suppression Technologies on Democratization
Elizabeth Stoycheff, Maria Clara Martucci, and G. Scott Burgess, Wayne State
Covering Protests on Twitter – The Influences on Brazilian Journalists’ Social Media Portrayals of the 2013 and 2015 Demonstrations
Rachel Mourao and Weiyoue Chen, Michigan State
Dalit Online Activism: The Digital Archive as a Site of Political Resistance in India
Subin Paul and David Dowling, Iowa

Discussant
Heloiza Herscovitz, California State, Long Beach

* Third Place Student Paper, Markham Competition
Tuesday Sessions

“Strengthening Our Community: Working Together to Build Scholars, Educators, and Engaged Academic Citizens” / Washington, DC — August 6-9, 2018

11:45 a.m. to 1:15 p.m. / T049

Magazine Media Division and Lesbian, Gay, Bisexual, Transgender and Queer Interest Group

Research Panel Session
Interrogating Objectivity in the Trump Era: Feminist Ethics as Media Ethics

Moderating/Presiding:
Carolyn Bronstein, DePaul

Panelists:
Joy Jenkins, Oxford
Jade Metzger-Riftkin, Wayne State
Chelsea Reynolds, California State-Fullerton
Stine Eckert, Wayne State

Business Characteristics of a Network Media Agency: A Case Study Using a Dyadic Perspective of Agency-Client Joint Business Activities
Melanie Herfort, University of Bayreuth
and Reinhard Kunz, Management Center Innsbruck

Emotional Responses to Online Video Ads: The Differential Effects of Self-Brand Congruity and Ad Duration
Todd Holmes, California State Northridge

Special Topic Industry Commentary
Panelists will be joined by industry professionals who will discuss the topics areas of the refereed papers with the researchers and audience.

Discussant
Anthony Palomba, St. John’s

11:45 a.m. to 1:15 p.m. / T050

Media Ethics and Law and Policy Divisions

Research Panel Session
The Ethics of Weedvertising: Duties and Obligations of Ad and PR Professionals

Moderating/Presiding:
Margaret Duffy, Missouri

Panelists:
Lee Wilkins, prof. emerita, Missouri and Wayne State
Kati Berg, Marquette
Erik Ugland, Marquette
Derigan Silver, Denver

Impact of Media Use and Pro-Environmental Orientations on Racial/Ethnic Groups’ Attitudes Towards Ecobranding*
Troy Elias, Oregon

Representation of Minorities in Hospitals’ Online Platforms: Manifestation of Diversity in Images and Videos
Taryn Myers, Finie Richardson, and Jae Eun Chung, Howard

Acculturation, Pluralism, Empowerment: Cultural Images as Strategic Communication on Hispanic Nonprofit Websites**
Melissa Adams and Melissa Johnson, North Carolina State

Marketing to One Color: An Analysis of the Emergent Themes in Cancer Television Commercials from 2014-2017***
Aqsa Bashir, Florida

Discussant
Mia Moody-Ramirez, Baylor

* First Place, Faculty Paper Competition
** Third Place, Faculty Paper Competition
*** Second Place, Student Paper Competition
Tuesday Sessions

“Strengthening Our Community: Working Together to Build Scholars, Educators, and Engaged Academic Citizens” / Washington, DC — August 6-9, 2018

11:45 a.m. to 1:15 p.m. / T053
Public Relations
and Cultural and Critical Studies Divisions

Teaching Panel Session
Taking a Knee for Social Justice: Opportunities and Challenges for Talking about Race in the Applied Communication Classroom

Moderating/Presiding
Stephanie Madden, Pennsylvania State

Panelists
Stephanie Mahin, North Carolina at Chapel Hill
Nathian Rodriguez, San Diego State
Melissa Janoske, Memphis
Meredith Clark, Virginia
Kathleen McElroy, Texas at Austin

11:45 a.m. to 1:15 p.m. / T054
Scholastic Journalism Division
and Community College Journalism Association

Teaching Panel Session
Teaching Writing Skills to Students Who Can’t Write

Moderating/Presiding
Peter Bobkowski, Kansas

Panelists:
Candace Perkins Bowen, Kent State
Amy Devault, Wichita State
Maggie Cogar, Ashland
Marina Hendricks, South Dakota State

11:45 a.m. to 1:15 p.m. / T055
Commission on the Status of Women
and AEJMC Council of Affiliates

PF&R Panel Session
How Women and People of Color Can Move into Higher Ed Leadership Positions

Moderating/Presiding
Laura Castaneda, Southern California

Panelists
Lorraine Branham, Syracuse
Juan-Carlos Molleda, Oregon
Earnest L. Perry, Missouri
Megan S. Sanders, Louisiana State
Carolyn Bronstein, DePaul

11:45 a.m. to 1:15 p.m. / T056
Association for Education in Journalism and Mass Communication

Business Session
Oral Histories Committee

Moderating/Presiding
Maggie Rivas-Rodriguez, Texas at Austin

11:45 a.m. to 1:15 p.m. / T057
Elon University and Louisiana State University

Roundtable Panel Session
Emerging Leader? A Session to Decide If a Leadership Path is Right for You

Moderating/Presiding
Brooke Barnett, Elon

Panelist
Marie Hardin, Pennsylvania State
Gracie Lawson-Borders, Howard
Meghan Sanders, Louisiana State
Temple Northup, Houston
David Kurpius, Missouri

This interactive session will allow you to hear from colleagues who are in or have previously held a variety of academic leadership roles. In an energetic, round table format we will address translating faculty skills into leadership potential that may help you with leading curricular innovation, program distinction and branding, and managing from the middle (among other topics). You will also have a chance to ask your questions about the good, bad, ugly, and often surprising when it comes to moving into a formal leadership role. This session is for faculty colleagues who are thinking about exploring faculty or administrative leadership, those early in leadership roles and thinking about future roles and graduate students considering all the possible careers that they might explore as they enter the academy.
Tuesday Sessions

“Strengthening Our Community: Working Together to Build Scholars, Educators, and Engaged Academic Citizens” / Washington, DC — August 6-9, 2018

11:45 a.m. to 1:15 p.m. / T058
Kappa Tau Alpha and Association for Education in Journalism and Mass Communication

Award Luncheon

Moderating/Presiding
Beverly J. Horvit, Missouri and Jennifer D. Greer, Alabama, AEJMC President

This luncheon recognizes both associations’ award winners and divisions’ top student paper winners. Anyone is welcome to attend. KTA remains committed to its guiding principles of Knowledge, Truth and Accuracy. Pre-registration is required.

1 to 2:30 p.m. / T059

Newspaper and Online News Division

Off-site Session
Pew Research Center

Moderating/Presiding
Jan Lauren Boyles, Iowa State

This session at Pew Research Center’s offices in Downtown Washington will feature a seminar on the latest research into digital news. Pre-registration is required.

1:15 to 1:45 p.m. / T061

Association for Education in Journalism and Mass Communication

Refreshment Break

Join colleagues for networking and light refreshments.

1:30 to 3 p.m. / T062

Association for Education in Journalism and Mass Communication

Scholar-to-Scholar Refereed Paper Poster Session

Advertising Division

Topic — Teaching for Today and Tomorrow: Preparing Students and Professionals for the Road Ahead

1. Dimensions of News Media Literacy Among U.S. Advertising Students
   Jami Fullerton, Oklahoma State and Alice Kendrick, Southern Methodist

2. “Keep It True-to-Life”: The Role of Experiential Learning in Advertising and Public Relations Pedagogy
   Amanda Weed, Ohio

3. Rebuilding from the Ground Up: Developing a New Approach to Visual Communications Curriculum
   Adam Wagler and Collin Berke, Nebraska-Lincoln

4. Training to Lead in an Era of Change: Insights from Ad Agency Leaders
   Sabrina Habib, South Carolina and Padmini Patwardhan, Winthrop

Discussant
Wendy Melillo, American

Communication Technology Division

Topic — Communication Technologies for Social Capital and Social Change

5. Repurposed Geo-data and the Counterpublic: Folk Theories of Remote Check-ins to Standing Rock on Facebook
   Jeeyun Baik, Southern California

   Sherice Gearhart and Weiwu Zhang, Texas Tech

7. From the Margins to the Newsfeed: Social Media Audiences’ Disruption of the Protest Paradigm
   Summer Harlow, Houston and Danielle Kilgo, Indiana
Tuesday Sessions

“Strengthening Our Community: Working Together to Build Scholars, Educators, and Engaged Academic Citizens” / Washington, DC — August 6-9, 2018

8. Information and Communication Technologies (ICTs) and Social Capital: Examining the Impacts of Mobile, PC, and Tablet Uses on Bonding and Bridging Social Capital
   Hoon Lee, Kyung Hee University
   and Scott Campbell, Michigan

   Sun-Young Park, Massachusetts
   and Boon Thau Loo, Pennsylvania

Discussant
   Cindy Vincent, Salem State

Cultural and Critical Studies Division

Topic — Globalization and Representation: Adaptation and Identity in a Global Media Landscape

    Emeka Umejei, University of the Witwatersrand
    and Carolyn Walcott, Georgia State

11. Public Discourse at a Moment of Racial Reckoning in a Progressive City: An Ideological Analysis
    Sue Robinson, Wisconsin-Madison

12. Local Identity in a Global City: Social Media Discourse of Hong Kong Localist Movement**
    Yidong Wang, Wisconsin-Madison

13. The People Could Fly: (Re)Imagining the Slave Experience Through Afrofuturistic Readings of a Black Folktale
    Taryn Myers, Virginia Wesleyan

    Limin Liang, City University of Hong Kong

Discussants
   Suman Mishra, Southern Illinois, Edwardsville
   and Bob Trumpbour, Pennsylvania State, Altoona

* Top Faculty Paper, First Place, Cultural and Critical Studies Division
** Top Student Paper, Third Place, Cultural and Critical Studies Division

Newspaper and Online News Division

    Rob Wells, Arkansas

Lesbian, Gay, Bisexual, Transgender, Queer Interest Group

16. Audience Perceptions of LGBTQ Television Characters
    Aryana Gooley, California State, Sacramento

17. “Coming Out and Going Home”: Communication Action and Regional Mobility Among the Gay Supportive Families in Taiwan
    Hong-Chi Shiau, Shih-Hsin University

18. HIV and Anniversary Journalism: Susceptibility and Severity Messaging in News Coverage of World AIDS Day
    Josh Grimm, Louisiana State
    and Joseph Schwartz, North Eastern

19. The LGBT Activist on Social Media: Analyzing LGBT Activism Online in India and Taiwan
    Paromita Pain, Texas at Austin
    and Victoria Chen, National Chung Cheng University

20. Who “Framed” Ramchandra Siras?: News Discourses of a Controversial Outing Case in India
    Khadija Eajaz
    and Leigh Moscowitz, South Carolina

Small Programs Interest Group

    Stephanie Bluestein, California State, Northridge;
    Karima Haynes, Bowie State
    and Yue Zheng, California State, Northridge

22. Integrating Writing Processes: An Assignment Model
    Sharlene Kenyon, Oklahoma State

Discussant
   Jackie Incollingo, Rider

1:30 to 3 p.m. / T063

History Division

Refereed Paper Session

News Philosophies and Practices

Moderating/Presiding
   Therese Lueck, Akron

Walter Lippmann and the Follies of Detachment
   Julien Gorbach, Hawaii at Manoa

Journalism with the Voice of Authority: The Rise of Interpretive Journalism at The New York Times, 1919-1931
   Kevin Stoker, Nevada, Las Vegas

“Songs of the Craft”: Poetry in 20th-Century U.S. Newsrooms
   Will Mari, Northwest
Tuesday Sessions

“Strengthening Our Community: Working Together to Build Scholars, Educators, and Engaged Academic Citizens” / Washington, DC — August 6-9, 2018

“More News Space”: Money and Publisher
Edgar Simpson, Central Michigan

Discussant
Aimee Edmondson, Ohio

1:30 to 3 p.m. / T064
International Communication Division

Refereed Paper Session
Focus on Africa: Media Representations and Audience

Moderating/Presiding
Yusuf Kalyango, Ohio

The West Africa We Were Shown: A Visual Content Analysis of the 2014 Ebola Epidemic*
Phillip Arceneaux, Florida

Foreign Correspondents and the International News Coverage of Africa**
Mel Bunce, City, University of London

Thanks, Tonto and Mercy! Three Nigerian Newspapers’ Coverage of Domestic Violence in Nigeria, 2015-2017
Aje-Ori Agbese, Texas, Rio Grande Valley

De-Westernizing Journalism Curriculum in Africa through Globalization and Hybridization
Bellarmine Ezumah, Murray State

Discussant
Zakaria Tanko Musah, Ghana Institute of Journalism

* Second Place Student Paper, Markham Competition
** African Journalism Studies Best Paper Award

1:30 to 3 p.m. / T065
Mass Communication and Society Division

Off-site Tour
Trip to the Newseum

Moderating/Presiding
Dean Cummings, Georgia Southern

Tour arranged by MCSD.

1:30 to 3 p.m. / T066
Media Ethics Division

Refereed Paper Session
Accuracy and Objectivity in Media Coverage: Ethical Expectations and Actual Practice

Moderating/Presiding
Lee Wilkins, prof. emerita, Missouri and Wayne State

Electoral Reckonings: Press Criticism of Presidential Campaign Coverage, 2000-2016*
Elizabeth Bent, Kimberly Kelling and Ryan Thomas, Missouri

Fair Balance or False Balance: Accuracy or Impartiality in Climate Change Reporting
Kristin Timm, Richard Craig, William Yagatich, and Ed Maibach, George Mason

The Discursive (Re)Construction of the Objectivity Norm
Tim Vos, Ryan Thomas, Amanda Hinnant and Yong Volz, Missouri

Discussant
Lindsay Palmer, Wisconsin-Madison

* Top Faculty Paper

1:30 to 3 p.m. / T067
Minorities and Communication Division

Business Session
Members’ Meeting

Moderating/Presiding
Mia Moody-Ramirez, Baylor

1:30 to 3 p.m. / T068
Public Relations Division

Refereed Paper Session
Emerging Scholarship in Corporate Social Responsibility

Moderating/Presiding
Natalie T.J. Tindall, Lamar

Predicting Public Support: Applying the Situational Theory of Problem Solving to Prosocial Behaviors
Brooke McKeever and Robert McKeever, South Carolina; Geah Pressgrove, West Virginia; and Holly Overton, South Carolina
Tuesday Sessions

“Strengthening Our Community: Working Together to Build Scholars, Educators, and Engaged Academic Citizens” / Washington, DC — August 6-9, 2018

What about Our Cause? The Influence of Corporate Social Responsibility on Nonprofit Reputation
Virginia Harrison, Pennsylvania State;
Michail Vafeiadis, Auburn;
Pratiti Diddi, and Jeff Conlin, Pennsylvania State

What Shapes Environmental Responsibility Perceptions? Measuring Collectivistic Orientations as a Predictor of Situational Motivations and Communicative Action
Jo-Yun Queenie Li, Joon Kyoung Kim,
Holly Overton, Nandini Bhalla, Won-ki Moon;
Minhee Choi and Nanlan Zhang, South Carolina

A Cross-National Comparison of Transparency Signaling in CSR Reporting
Hyejoon Rim, Jisu Kim
and Chuqing Dong, Minnesota Twin Cities

The Co-Creation of Shared Value: What Motivates the Public to Engage with Participatory Corporate Social Responsibility Activities
Sun Young Lee, Maryland; Young Kim, Marquette
and Yeuseung Kim, Chung-Ang University

Discussant
Denise Sevick Bortree, Pennsylvania State

1:30 to 3 p.m. / T069
Internships and Careers Interest Group
Research Panel Session
Student Internships and Fair Labor Revisited
Moderating/Presiding
Karen Theveny, Pennsylvania State, Brandywine

Panelists
Susan Tomasovic, Internship Coordinator,
Communication Department, George Mason
Synergistic Effect of Internship and Senior Seminar Courses in Mass Communications
Cherlyn Johnson and Bridgett Robertson,
Virginia State

1:30 to 3 p.m. / T070
Association for Education in Journalism and Mass Communication
JMCQ Special Issue Research Panel Session
Social Media and Political Campaigning Around the World
Moderating/Presiding
Daniela Dimitrova, Iowa State

Panelists
Jörg Matthes, Vienna
John Brummette, Radford
Michael Chan, Chinese University of Hong Kong
Maria Elizabeth Grabe, Indiana
Brent Hale, Indiana
Sara Yeo, Utah

1:30 to 3 p.m. / T071
Association for Education in Journalism and Mass Communication Elected Standing Committee on Professional Freedom and Responsibility
PF&R Panel Session
First Amendment Award Presentation and Panel

Moderating/Presiding
Wendy Wyatt, St. Thomas

Panelists
Ronan Farrow, investigative reporter,
The New York Times
Jodi Kantor, The New York Times
Megan Twohey, The New York Times

This session honors Ronan Farrow, Jodi Kantor and Megan Twohey, who broke the Harvey Weinstein story. The three award recipients will talk about their work and the shift in the cultural conversation about sexual harassment/assault that has followed.

1:30 to 3 p.m. / T072
Association of Schools of Journalism and Mass Communication
PF&R/Business Panel Session
Gerald M. Sass Award for Distinguished Service to JMC Education and ASJMC General Business Meeting

Moderating/Presiding
Sonya Duhe, Loyola New Orleans, ASJMC President

Part I — 2018 Sass Award Presentation
Recipient: Mizell Stewart, Vice President for news operations, Gannett/USA Today

Part II — General Business Meeting
Current ASJMC activities
ASJMC Winter Workshop
Installation of ASJMC 2018-19 President
Thor Wasbotten, Kent State
Tuesday Sessions

“Strengthening Our Community: Working Together to Build Scholars, Educators, and Engaged Academic Citizens” / Washington, DC — August 6-9, 2018

1:30 to 3 p.m. / T073
South Asia Communication Association
Business Session

South Asia Initiative Committee Meeting
Moderating/Presiding

Rauf Arif, Texas Tech
Pallavi Guha, SACA
Facilitators
Anthony Moretti, Robert Morris
Jordan Stalker, SACA

Led by the SACA Executive Committee, this business meeting will identify current and future initiatives for the association. A guest from the International Center for Journalists will identify how that organization can assist SACA members interested in possible teaching or research opportunities in the South Asia region.

3 to 4 p.m. / T074
Association for Education in Journalism and Mass Communication
Research Session
Spotlight — “Getting the Money: Grant Writing”

Moderating/Presiding
Kimberly Bissell, Alabama

Join us during the conference as we “Spotlight” five current issues of interest to AEJMC members. All attendees are invited to Spotlight presentations that will be located in the back-left corner of the Exhibit Hall. Members with expertise in five topics will share ideas and tips on the issues, as well as provide links to online resources. A Q&A will follow, with time for one-on-one questions.

3:15 to 4:45 p.m. / T076
Communicating Science, Health, Environment and Risk Division and Political Communication Interest Group
Teaching Panel Session
Discussing Politically Contentious Scientific Issues in the Classroom

Moderating/Presiding
Mitchell Bard, Iona

Panelists
Asheley Landrum, Texas Tech
Linda Pfeiffer, Purdue
Avery Holton, Utah
Kate Roberts Edenborg, Wisconsin-Stout
D. Jasun Carr, Idaho State

3:15 to 4:45 p.m. / T077
Communication Theory and Methodology and Media Management, Economics and Entrepreneurship Divisions
Teaching Panel Session
Teaching Data Analytics

Moderating/Presiding
Todd Holmes, California State, Northridge

Panelists
Ann Hollifield, Georgia
Sabine Baumann, Jade
Karen Freberg, Louisville
Stephen Marshall, East Tennessee State
Natalie Brown Devlin, Texas at Austin
Itai Himelboim, Georgia

3:15 to 4:45 p.m. / T078
Cultural and Critical Studies Division
Refereed Paper Session
Making Sense of Media in the Trump Era

Moderating/Presiding
Ruth DeFoster, St. Catherine

Ana Garner and Christina Mazzeo, Marquette
Tuesday Sessions

“Strengthening Our Community: Working Together to Build Scholars, Educators, and Engaged Academic Citizens” / Washington, DC — August 6-9, 2018

Old Norms, New Platforms: Objectivity and U.S. Reporting About Race in a Digital Era
Carolyn Nielsen, Western Washington

Tsunamis on the U.S.-Mexico Border? Use of Metaphors in News Coverage of Unaccompanied Minors
Christa Reynolds and Celeste Gonzalez de Bustamante, Arizona

Identity Formation and Voter Suppression: The Iconography of Fake Memes in the 2016 Presidential Election
Melissa Janoske, Robert Byrd and Dana Cooper, Memphis

Talking Back: Journalists Defending Attacks Against Their Profession in the Trump Era
Michael Koliska, Georgetown, Alison Burns and Kalyani Chadha, Maryland, College Park

Discussant
Jacqueline Lambiase, Texas Christian

3:15 to 4:45 p.m. / T079

Electronic News and Visual Communication Divisions

Research Panel Session
Visual News and Photojournalism in the Age of Social Media

Moderating/Presiding
Erik Palmer, Southern Oregon

Panelists
Local News and the New Media Landscape
Debora Rae Wenger, Mississippi and Bob Papper, Hofstra

Toward a Transformative Ethic for Seeing—and Living
Julianne Newton, Oregon

I “Like” That: Exploring the Characteristics That Promote Social Media Engagement with News Photographs
Keith Greenwood, Missouri

“Really Social Photojournalism” and a Photojournalistic Changing of the Guard
Gabriel Tait, Arkansas State

Moderating/Presiding
Catherine M. Staub, Drake

Traditional Journalists on Gaming Journalism: Metajournalistic Discourse on the Rise of Lifestyle Journalism
Gregory Perreault, Appalachian State and Tim Vos, Missouri

Understanding the Process of Construction of Masculinity in Indian Editions of Global Men’s Lifestyle Magazines
Suman Mishra, Southern Illinois-Edwardsville

Satiric Magazines in Latin America as Hybrid Alternative Media
Paul Alonso, Georgia Tech

Discussant
Lona Cobb, Winston-Salem State

3:15 to 4:45 p.m. / T080

Magazine Media Division

Refereed Paper Session
The Magazine as Construct of Reader Lifestyle

Moderating/Presiding
Kathryn Gustafson, Washington-Bothell and Susan Keith, Rutgers

Panelists
Kathy Roberts Forde, Massachusetts-Amherst
Kristen Heflin, Kennesaw State
David T.Z. Mindich, Temple
Kim Pearson, New Jersey
Brad Schwartz, Princeton

3:15 to 4:45 p.m. / T081

Newspaper and Online News and History Divisions

Teaching Panel Session
Contextualizing Media Credibility in 2018

Moderating/Presiding
Kristin Gustafson, Washington-Bothell and Susan Keith, Rutgers

Panelists
Kathy Roberts Forde, Massachusetts-Amherst
Kristen Heflin, Kennesaw State
David T.Z. Mindich, Temple
Kim Pearson, New Jersey
Brad Schwartz, Princeton

3:15 to 4:45 p.m. / T082

Public Relations Division

Business Session
Past Heads Meeting

Moderating/Presiding
Susan Grantham, Hartford
Tuesday Sessions

“Strengthening Our Community: Working Together to Build Scholars, Educators, and Engaged Academic Citizens” / Washington, DC — August 6-9, 2018

3:15 to 4:45 p.m. / T083

AEJMC Council of Affiliates

PF&R Panel Session

Views from the Trenches: Women Professionals Tell Their Stories

Moderating/Presiding

Nikoleta Morales, managing editor/publicist, ExtraNews Online; Chicago

Panelists

Tracy Everbach, North Texas
Maya Francis, Washington, co-founder, Critical Frequency Podcast Network
Alicia Shepherd, former ombudsperson, NPR; Washington

3:15 to 4:45 p.m. / T084

Community College Journalism Association and Scholastic Journalism Division

PF&R Panel Session

Third Annual 10 Tech Tools in 10 Minutes

Moderating/Presiding

Toni Albertson, Mt. San Antonio

Panelists

Michelle Dowd, Chaffey
Nicole Kraft, Ohio State
Brian Stefan, Simpson
Jenn Mackay, Virginia Tech
Carrie Brown-Smith, City University of New York

3:15 to 4:45 p.m. / T085

Commission on the Status of Women

Refereed Paper Session

Commission on the Status of Women Top Research Papers

Moderating/Presiding

Candi Carter Olson, Utah State

#SELFIES at the 2016 Rio Olympics: Comparing Self-Representations of Male and Female Athletes from the U.S. and China*

Qingru Xu, Cory Armstrong
and Panfeng Yu, Alabama

The Women’s Convention: Reclaiming a Movement**

Katie Blevins, Idaho

“A Group That’s Just Women for Women:” Feminist Affordances of Private Facebook Groups for Professionals***

Urszula Pruchniewska, Temple

Gendered Visa: Korean Dependent Visa Women’s Media Use and Home-making in U.S.****

Claire Shinhea Lee, Texas at Austin

* First-place Faculty Paper
** Second-place Faculty Paper
*** First-place Student Paper
****Second-place Student Paper

3:15 to 4:45 p.m. / T086

Entertainment Studies Interest Group

Refereed Paper Session

Exploring Television: Sitcom Fathers, Music and Narratives, and Entertaining Sports

Moderating/Presiding

Gregory Adamo, Morgan State

Forever Foolish? A Content Analysis of Depictions of Fathers in U.S. Sitcoms

Stephen Warren, Eean Grimshaw, Gichuhi Kamau, Menno H. Reiijen and Congcong Zhang, Massachusetts, Amherst

Soundtracking Shondaland: Televisual Identity Mapped Through Music

Jennifer Billinson and Michaela Meyer, Christopher Newport University

When 18 Days of Television Coverage Is Not Enough: A Six-Nation Composite of Motivations for Mobile Media Use in 2018 Winter Olympic Games

Andrew Billings, Alabama;
Natalie Brown-Devlin, Texas at Austin;
Kenon Brown, Alabama
and Michael B. Devlin, Texas State

“Mighty” Kacy: Gender Framing within American Ninja Warrior

Kevin Hull and Lauren Schwartz, South Carolina

Discussant

Donnetrice Allison, Richard Stockton University
Tuesday Sessions

“Strengthening Our Community: Working Together to Build Scholars, Educators, and Engaged Academic Citizens” / Washington, DC — August 6-9, 2018

3:15 to 4:45 p.m. / T087

Participatory Journalism Interest Group
and Media Ethics Division

PF&R Panel Session
The Proof is in the Picture: Verification Techniques for User-Generated Content

Moderating/Presiding:
Jennifer Brannock Cox, Salisbury

Panelists:
Mandy Jenkins, Storyful
Nicole Dahmen, Oregon
Michael Martinez, Tennessee-Knoxville
Ann Auman, Hawai’i

3:15 to 4:45 p.m. / T088

Association for Education in Journalism and Mass Communication Elected Standing Committee on Publications

Research Panel Session
Prior Publications: What Are They? Do You Have Any? And How Do They Impact Your Future Publications?

Moderating/Presiding
Patricia Moy, Washington

Panelist
Martha Avtandilian, SAGE Publishing
Louisa Ha, Bowling Green State
Scott Reinardy, Kansas

With online options available through university archives, and personal and professional websites, the posting and/or publication of research materials has created some confusion about prior publication, plagiarism and copyright. This session addresses what “prior publication” entails as well as its implications for authors.

3:15 to 4:45 p.m. / T089

The Urban Communication Foundation

PF&R Panel Session
Gene Burd Urban Journalism Award

Moderating/Presiding
Gary Gumpert, President, Urban Communication Foundation

Presentation 2018 Gene Burd Urban Journalism Award Recipient
Brian Lehrer, “Brian Talks New York,” WNYC 93.9 FM, AM 820

Panelists
Charles Self, emeritus, Oklahoma
Peter Haratonik, Urban Communication Foundation
Susan J. Drucker, Hofstra
Gary Gumpert, Urban Communications Foundation
David Lieberman, The New School

Brian Lehrer is a notable voice and his weekly dialogue with Mayor Bill de Blasio is an important connection between bureaucracy and citizens. In addition to his radio life, “Brian Talks New York” is a weekly television program over CUNY-TV where the voices of the city are heard. In 2017 some of the topics included food and nutrition, gender bias, and congestion pricing. As a lifelong New Yorker with a commitment to the urban condition, Brian Lehrer is simply a part of everyday life and required listening for several members of the Urban Communication Foundation Board.

5 to 6:30 p.m. / T090

Communication Technology Division

Refereed Paper Session
Student Research on Cues, Behaviors, and Influencers in Digital Media

Moderating/Presiding
Sreyoshi Dey, Syracuse

Normalized Incivility: Two Studies of Social Cues in Online Discussion Environments*
David Silva, Washington State

Human-like vs. Robot-like Voices: The Impact of Voice Cues of a Virtual Health Assistant and Health Information Sensitivity on Users’ Perception and Behavioral Intentions**
Hyun Yang and Ruosi Shao, Pennsylvania State

Snapping Up Legacy Media: Using Theory of Affordances to Explain How News Outlets Behave on Snapchat***
Eun Jeong Lee, Texas State

Playing the Visibility Game: How Digital Influencers and Algorithms Negotiate Influence on Instagram
Kelley Cotter
“Strengthening Our Community: Working Together to Build Scholars, Educators, and Engaged Academic Citizens” / Washington, DC — August 6-9, 2018

Tuesday Sessions

5 to 6:30 p.m. / T091

History Division

Refereed Paper Session

History Division Top Research Papers

Moderating/Presiding

Erika Prihanc-Smith, Texas at Arlington

The Amateurs’ Hour: South Carolina’s First Radio Stations, 1913-1917*

John Armstrong, Furman

The War Council: Editors’ Publicity Campaign for Louis D. Brandeis’s 1916 Supreme Court Nomination**

Erin Coyle, Elisabeth Fondren, and Joby Richard, Louisiana State

Driving and Restraining Forces Toward the Marketization of Broadcasting in the UK in the 1990s***

Madeleine Liseblad, Middle Tennessee State

Textbook News Values: A Century of Stability and Change***

Perry Parks, Michigan State

Discussant

Douglas Cumming, Washington and Lee

* First-Place Faculty Paper
** Second-Place Faculty Paper
*** First-Place Student Paper (tie)

5 to 6:30 p.m. / T092

International Communication Division

Refereed Paper Session

Award Winning Papers in International Communication

Moderating/Presiding

Mohammed Al-Azdee, Bridgeport

The Danger of Words: Major Challenges Facing Myanmar Journalists on Reporting the Rohingya Conflict*

Nyan Lynn, Kansas

Nation’s Media Usage and Immigration Attitudes in Europe: Exploring Contextual Effects Across Media Forms, Structures, and Messages**

Olesya Venger, Nevada, Las Vegas

Framing the Colombian Peace Process: Between Peace and War Journalism***

Victor García-Perdomo, Universidad de La Sabana; Summer Harlow, Houston and Danielle Kilgo, Indiana

ProQuote: A German Women Journalists’ Initiative to Revolutionize Newsroom Leadership****

Karín Assmann, Maryland and Stine Eckert, Wayne State

Discussant

Ammina Kothari, Rochester Institute of Technology

* First Place Student Paper, Markham Competition
** First Place Paper, Stevenson Open Competition
*** Second Place Paper, Stevenson Open Competition and First Place Paper, Latino/Latin American Communication Research Award
**** Third Place Paper, Stevenson Open Competition

5 to 6:30 p.m. / T093

Law and Policy Division

Refereed Paper Session

Top Papers in LAWP

Moderating/Presiding

Daxton “Chip” Stewart, Texas Christian

“Walk” This Way, Talk This Way: How Do We Know When the Government is Speaking After Walker v. Sons of the Confederacy?*

Kristen Patrow, North Carolina Chapel Hill

Journalists’ Access to 911 Recordings: Balancing Privacy Interests and the Public’s Right to Know about Casualties****

Erin Coyle and Stephanie Whitenack, Louisiana State


Jared Schroeder, Southern Methodist
“Strengthening Our Community: Working Together to Build Scholars, Educators, and Engaged Academic Citizens” / Washington, DC — August 6-9, 2018

Tuesday Sessions

Report and Repeat: Investigating Facebook’s Hate Speech Removal Process**

Caitlin Carlson and Hayley Rousselle, Seattle

Discussant
Paul Siegel, Hartford

* First Place Student Paper
** First Place Faculty Paper
*** Second Place Faculty Paper
**** Third Place Faculty Paper

5 to 6:30 p.m. / T094

Magazine Media Division

Refereed Paper Session

The Magazine as Marketplace: Driving Consumer Behavior Through Magazine Editorials, Advertorials, and Ads

Moderating/Presiding

Catherine M. Staub, Drake

So They Claim: A Content Analysis of Magazine Food Advertising Techniques and Branding

Clay Craig, Texas State;
Mark Flynn, Emmanuel College;
and Andrea Bergstrom, Coastal Carolina

Selling Yoga “Off the Mat”: A 10-year Analysis of Lifestyle Advertorials in Yoga Journal Magazine

Nandini Bhalia
and Leigh Moscowitz, South Carolina
and Jane O’Boyle, Elon

Slam Dunk: An Examination of How Magazines Can Create Loyal Readers

Kevin Hull, Joon Kyoung Kim, Danial Haun,
and Matthew Stilwell, South Carolina

Discussant

Catherine M. Staub, Drake

5 to 6:30 p.m. / T095

Mass Communication and Society Division

Refereed Paper Session

Best of Mass Communication & Society

Moderating/Presiding

John Pollock, College of New Jersey

The Effects of Constructive Television News Reporting on Prosocial Intentions and Behavior in Children*

Iris Van Venrooij, Tobias Sachs,
and Mariska Kleemans, Radboud

Errors and Corrections in Digital News Content**

Kirstie Hettinga, California Lutheran;
and Alyssa Appelman, Northern Kentucky

Who is to Blame? Analysis of Government and News Media Frames During the 2014 Earthquake in Chile***

Magdalena Saldana, Pontificia Universidad Catolica de Chile

Nothing But the Facts? Journalistic Objectivity and Media Adjudication of President Trump’s False Claims****

Deborah Dwyer, North Carolina at Chapel Hill
Asian International Students’ Mass Media Use and Acculturation Strategies: Considering the Effects of Remote Acculturation*****

Lin Li, Michigan State
and Shao Chengyuan, North Carolina at Chapel Hill

Discussant

Brendan Watson, Michigan State

* First Place, Open Competition
** Second Place, Open Competition
*** Third Place, Open Competition
**** First Place, Moeller Student Competition
***** First Place, Student Competition

5 to 6:30 p.m. / T096

Media Ethics Division

Refereed Paper Session

Ethical Issues in Media: Past, Present and Future

Moderating/Presiding

Patrick Plaisance, Pennsylvania State

How “Activist” Ethics at the New York Times Overcame the “Chilling Effects” of Libel

Ali Mohamed, United Arabs Emirates

An Ethic of Advocacy: Metajournalistic Discourse on the Practice of Leaks and Whistleblowing 2004-2017

Brett Johnson, Elizabeth Bent,
and Caroline Dade, Missouri

Discussant

Jenn Mackay, Virginia Tech
“Strengthening Our Community: Working Together to Build Scholars, Educators, and Engaged Academic Citizens” / Washington, DC — August 6-9, 2018

5 to 6:30 p.m. / T097

**Media Management, Economics and Entrepreneurship Division**

Refereed Paper Session

*Top Faculty Papers: The Modernization of News and Audio Media for Contemporary Audiences*

Moderating/Presiding

**Amber Hinsley**, Saint Louis University

Entrepreneurial News Sites as Worthy Causes? Exploring Readers’ Motivations Behind Donating to Latin American Journalism*

**Summer Harlow**, Houston

Substitutability and Complementarity of Broadcast Radio and Music Streaming Services: The Millennial Perspective**

**Sylvia Chan-Olmsted** and **Rang Wang**, Florida and **Kyung-Ho Hwang**, Kyungnam University

McClatchy’s “Reinvention” and Socially Responsible Existentialists: An Interview-based Case Study***

**Mark Poepsel**, Southern Illinois Edwardsville

Legacy Media Versus Emerging Online Sources of News and Information: A Niche Study of Competition and Coexistence***

**Mohammad Yousuf**, Oklahoma

Discussant

**Patricia Phalen**, George Washington

* First Place Faculty Paper
** Second Place Faculty Paper
*** Third Place Faculty Paper

5 to 6:30 p.m. / T098

**Public Relations and Visual Communication Divisions**

**Scholar-to-Scholar Refereed Paper Poster Session**

**Public Relations Division**

**Group I — Activist Communication and Social Movements**

1. Grassroots Social Movements in Authoritarian Settings: Examining Activists’ Strategic Communication and Issues Management

**Hue Duong**, Georgia; **Hong Vu**, Kansas; and **Nhung Nguyen**, Vietnam Ministry of Health

2. Strategic Value of Conflict, Activism, and Two-way Communication: Examination of Activists’ Public Relations

**Minhee Choi**, South Carolina and **Soo-Yeon Kim**, Sogang University

3. Hashtag Activism and Message Frames Among Social Movement Organizations: Semantic Network Analysis and Thematic Analysis of Twitter During the #MeToo Movement

**Ying Xiong**, **MoonHee Cho**, and **Brandon Boatwright**, Tennessee

4. The Roles of Self-identity Cues and Public Self-Consciousness in Supporting Stigmatized Causes on Social Media

**Hyun Ju Jeong**, Kentucky

Discussant

**Erica Ciszek**, Texas at Austin

**Group II — Ethics and Moral Reasoning**

5. Ethical Public Typology: How Does Moral Foundation Theory and Anti-Corporatism Predict Public Differences in Crisis?

**Seoyeon Hong**, Rowan and **Kyujin Shim**, Melbourne


**Erin Schauster**, Colorado-Boulder; **Marlene Neill**, Baylor; **Patrick Ferrucci**, Colorado-Boulder; and **Edson Tandoc**, Nanyang Technological

7. Do Ethics Matter? Investigating Donor Responses to Primary and Tertiary Ethical Violations

**Nicholas Browning**

**Sung-Un Yang**, **Young Eun Park**, **Ejae Lee** and **Taeyoung Kim**, Indiana

8. Being Honest to the Public: Lessons from Haidilao’s Crisis Responses in China

**Keqing Kuang** and **Sitong Guo**, Alabama

Discussant

**Dean Kruckeberg**, North Carolina, Charlotte

**Group III — Building Relationships: Shared Value, Authenticity, and Social Capital**

9. Developing a Measure of Social Capital for Public Relations

**Melissa Dodd**, Central Florida; **Hilary Sisco**, Quinnipiac; **John Brummette** and **William Kennan**, Radford


**Jungkyu Rhys Lim**, Maryland

11. Authenticity in Public Relations: The Effects on Organization-Public Relationships

**Ejae Lee**, Indiana
Tuesday Sessions

“Strengthening Our Community: Working Together to Build Scholars, Educators, and Engaged Academic Citizens” / Washington, DC — August 6-9, 2018

12. The Relationship Exchange Theory: Organization-Public Relationship (OPR) in the Big Data Age
   Hongmei Shen, San Diego State
   and Yang Cheng, North Carolina State

   Discussant
   Burton St. John III, Old Dominion

Group IV — Consumer Communication and Relationship Building
   Zizi Chen, San Francisco
14. The Love-Hate Dilemma: Interaction of Relationship Norms and Service Failure Severity on Consumer Responses
   Zongchao Cathy Li, San José State;
   Weiting Tao, Miami
   and Linwan Wu, South Carolina
15. Exploring Negative Peer Communication of Companies on Social Media and Its Impact on Organization-Public Relationships
   Yufan Qin and Rita Men, Florida
16. #sponsored: Consumer Insights on Social Media Influencer Marketing
   Savannah Coco and Stine Eckert, Wayne State

   Discussant
   Geah Pressgrove, West Virginia

Group V — Health, Environmental, and Social Issues in Public Relations
17. H1N1 News Releases: How Two Media Systems Responded to a Global Health Pandemic
   Seow Ting Lee, Colorado-Boulder
18. Publics’ Communication on Controversial Sociopolitical Issues: Extending the Situational Theory of Problem Solving
   Weiting Tao, Cheng Hong,
   Wanhsiu Sunny Tsai,
   and Bora Yook, Miami
19. Climate Change Lacuna Publics: Advancing a Typology of Climate Change Disinformation Susceptibility
   Arunima Krishna, Boston
20. Championing Women’s Empowerment as a Catalyst for Purchase Intentions: Testing the Mediating Roles of OPRs and Brand Loyalty in the Context of Femvertising
   Alan Abitbol, Dayton
   and Miglena Sternadori, Texas Tech

   Discussant
   Maria Len-Ríos, Georgia

Group VI — Crisis Communication Theory Building
21. Were These Studies Properly Designed?: An Examination of 22 Years of SCCT Experimental Research
   Ziyuan Zhou, Alabama;
   Xueying Zhang, Kent State;
   and Eyun-Jung Ki, Alabama
22. Ultimate Crisis? An Examination of Linguistics and Ultimate Attribution Error in International Organizational Crisis
   Jonathan Borden, Syracuse
   and Xiaochen Zhang, Kansas State
23. Leadership Matters: The Role of Values Congruence Between Leadership Styles and CSR Practice in Corporate Crises
   Jeesun Kim, Incheon National University;
   Hyun Jee Oh, Hong Kong Baptist University;
   and Chang-Dae Ham, Illinois at Urbana-Champaign
24. Linguistic Crisis Prediction: An Integration of Linguistic Categorization Model in Crisis Communication
   Xiaochen Zhang, Kansas State
   and Jonathan Borden, Syracuse

   Discussant
   Brooke Fisher Liu, Maryland

Group VIII — Social Responsibility and Social Media
25. The Quest for Legitimacy and the Communication of Strategic Cross-Sectoral Partnership on Facebook: A Big Data, Social Network Study
   Aimei Yang, Southern California
   and Yi (Grace) Ji, Virginia Commonwealth
26. Exploring Tweeting at the Top: Do Goods-Producing and Service-Producing Firms Appear to Set Different CSR Agendas on Twitter?
   Rachel Deems, Moroch Partners
   and Jan Wicks, Arkansas
27. Control Mutuality and Social Media Revisited: A Study of National Animal Welfare Donors
   Diana Sisson, Auburn
28. Understanding the Effects of CSR Message Frames and NWOM Sources on Customers’ Responses on Social Networking Sites
   Liang (Lindsay) Ma
   and Joshua Bentley, Texas Christian

   Discussant
   Stephanie Madden, Memphis
Tuesday Sessions

“Strengthening Our Community: Working Together to Build Scholars, Educators, and Engaged Academic Citizens” / Washington, DC — August 6-9, 2018

Group IX — Examining Crisis Communications Cases

29. Emotions in Social Media: An Analysis of Tweet Responses to MH370 Search Suspension Announcement
   Su Lin Yeo, Augustine Pang, Michelle Cheong, and Jerome Yeo, Singapore Management University

30. The Sun (UK) Newspaper: Strategic Audience Choice in Crisis and Reputation Repair, Chuka Onwumechili, Howard University

31. Responding to Product (Mis)Placement: Analyzing Crock-Pot’s Paracrisis Management, Chelsea Woods, Virginia Tech

32. Revisiting Social-mediated Crisis Communication: Model: The Lancôme Regenerative Crisis After Hong Kong Umbrella Movement, Angela Mak and Song Ao, Hong Kong Baptist University

Discussant
Karen Freberg, Louisville

Group X — Publicity and Perceptions

33. Research Exposure: Associations Between University News Release Features, News Coverage, and Page Views, Tien-Tsung Lee, Peter Bobkowski, George Diepenbrock and Patrick Miller, Kansas


35. Dealing with Negative Publicity: A Dual Process Model of CSR Fit and CSR History on Purchase Intention and Negative Word-of-Mouth, Angie Chung and Kang Bok, Auburn

36. Combatting Fake News: Examining the Role of Crisis Response Strategies and Issue Involvement in Refuting Misinformation on Social Media, Michail Vafeiadis, Auburn; Denise Bortree, Christen Buckley, Pratiti Diddi and Anli Xiao, Pennsylvania State

37. “Comments Are Disabled For This Video”: A Heuristic Approach to Understanding Perceived Credibility of CSR Messages on YouTube, Menqi Liao and Angela Mak, Hong Kong Baptist University

Discussant
Tim Penning, Grand Valley State

Group XI — Employees and Internal Communication

38. Dedicated to Our Work? An Employee Engagement Model in Public Relations, Hongmei Shen, San Diego State; and Hua Jiang, Syracuse

39. Driving Employee Organization Engagement through CSR Communication and Employee Perceived Motives: CSR-Related Social Media Engagement and Job Engagement, Hua Jiang, Syracuse; and Yi Luo, Montclair State

40. The Internal Angle of Police-worn Body Cameras: A Hommo Narrans Approach to Understanding Patrol Officer Perceptions of Body Cameras, Brooke Fowler, Maryland, College Park

41. Enhancing Student Learning Outcomes from the Business Side of Student-run Public Relations and Communication Firms, Tham Nguyen and Robert Pritchard, Oklahoma

Discussant
Kenneth Plowman, Brigham Young

Visual Communication Division

42. All About the Visuals: Image Framing, Emoticons and Sharing Intention for Health News Posts on Facebook, Yen-I Lee and Bartosz Wojdyski, Georgia; Katherine Keib, Oglethorpe University; Britany Jefferson, Jennifer Malson, and Hyoyeon Jun, Georgia

43. Analysis of Photographic Representation of Refugees in France, Anna Warner, Tamara Welter, and Jason Brunt, Biola

44. Effects of Playfulness on SNS Emoji Uses, Yeon Joo Kim, Jaehee Park and Jong Woo Jun, Dankook University

Discussant
Julian Kilker, Nevada, Las Vegas

45. From Reel Life to Real Change: The Role of Social-Issue Documentary in U.S. Public Policy, Caty Borum Chattoo and Will Jenkins, American

46. Internet Memes and Copyright Law: The Transformativeness of Memes as Tools of Visual Communication in Remix Culture, Natalia Mielczarek and W. Wat Hopkins, Virginia Tech

47. Mobile Augmented Reality through the Lens of Eye Tracking, Sheree Josephson and Melina Myers, Weber State
“Strengthening Our Community: Working Together to Build Scholars, Educators, and Engaged Academic Citizens” / Washington, DC — August 6-9, 2018

Discussant
Philip Loubere, Middle Tennessee State

48. Profile Pictures Across Platforms: How Identity Visually Manifests Itself Among Social Media Communities
T.J. Thomson and Keith Greenwood, Missouri

49. Recoding Language with Fatty Memes: How Chinese Netizens Avoid Censorship When Referring to North Korea
Bingbing Zhang, Sherice Gearhart, and David Perlmutter, Texas Tech

50. Reinvestigating the Beauty Match Up in Food Ads
Juan Mundel, DePaul
and Patricia Huddleston, Michigan State

Discussant
Erik Palmer, Southern Oregon

51. Social Beautifying: How Personality Traits and Social Comparison Affect Selfie-Editing Behavior
Yu Liu and Weirui Wang, Florida International

52. Two Days, Twenty Outfits: Coachella Attendees’ Visual Presentation of Self and Experience on Instagram
Kyser Lough, Texas at Austin

53. Who Can Be Put at Risk by “Virtual Makeovers”?: Self-Photo Editing, Disordered Eating, and the Role of Mindset Among Adult Female Instagram Users
Roselyn Lee-Won and Dingyu Hu, Ohio State;
Yeon Kyoung Joo, Myongji University;
and Sung Gwan Park, Seoul National University

54. Feminine, Competent, Submissive: A Multimodal Analysis of Depictions of Women in U.S. Wartime Persuasive Messages
Easton Wollney, Florida
and Miglena Sternadori, Texas Tech

Discussant
Carolyn Yaschur, Augustana College

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Carolyn Yaschur, Augustana College

5 to 6:30 p.m. / T099

Scholastic Journalism Division

Refereed Paper Session
Intersecting Literacies: News, Journalism, Civics, and Data

Moderating/Presiding
Melanie Wilderman, Oklahoma

5 to 6:30 p.m. / T099

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5 to 6:30 p.m. / T099

Scholastic Journalism Division

Refereed Paper Session
Intersecting Literacies: News, Journalism, Civics, and Data

Moderating/Presiding
Melanie Wilderman, Oklahoma
Tuesday Sessions

“Strengthening Our Community: Working Together to Build Scholars, Educators, and Engaged Academic Citizens” / Washington, DC — August 6-9, 2018

5 to 6:30 p.m. / T101
Political Communication Interest Group

Refereed Paper Session
The Best of PCIG

Moderating/Presiding
Aaron S. Veenstra, Southern Illinois Carbondale

Zero Day Twitter: How Russian Propaganda Infiltrated the U.S. Hybrid Media System*
Josephine Lukito, Jiyoun Suk, Yini Zhang, Larisa Doroshenko, Min-Hsin Su, Sang Jung Kim, Yiping Xia, and Chris Wells, Wisconsin-Madison
They’re Not “Just” Words: The Verbal Style of U.S. Presidential Debates**
David Painter, Rollins College
and Juliana Fernandes, Miami

Contesting the “Bad Hombres” Narrative: How U.S. and Mexican Presidents Shape Migrants’ Media Image***
Vanessa Bravo, Elon and Maria De Moya, DePaul

Where Independents Are Getting News? Beyond Partisan Media and Polarization****
Hyesun Choung, Ayellet Pelled,
Yin Wu, Song Wang,
and Josephine Lukito, Wisconsin-Madison

Discussant
Bryan McLaughlin, Texas Tech

* First Place Faculty Paper
** Second Place Faculty Paper
*** Third Place Faculty Paper
**** First Place Student Paper

5 to 6:30 p.m. / T102
Sports Communication Interest Group

Refereed Paper Session
Sports Media and Athlete Activism

Moderating/Presiding
Jack Breslin, Iona

Sports Media versus News Media: Perceptions of Media Bias in Coverage of the NFL National Anthem Protests in 2017*
Ken Kim and Randall Patnode, Xavier
Colin Kaepernick, Corporate Social Responsibility and Diversion in Sports Crisis**
Virginia Harrison
and Sara Erlichman, Pennsylvania State

Uniting for a Collaborative Protest: How NFL In-house Media Covered Athlete Activism, a Case Study
Michael Mirer, Fairmont State

Discussant
Danielle Coombs, Kent State

* Second Place, Faculty Paper Competition
** Second Place, Student Paper Competition

5 to 6:30 p.m. / T103
Richard T. Robertson School of Media and Culture at Virginia Commonwealth University; Philip Merrill College of Journalism at the University of Maryland and Manship School of Mass Communication at Louisiana State University

Social

Hosting
Dean Jerry Ceppos, Louisiana State University
Manship School of Mass Communication;
Dean Lucy A. Dalglish, Philip Merrill College of Journalism at the University of Maryland
and Hong Cheng, director, Richard T. Robertson School of Media and Culture at Virginia Commonwealth University

5:30 to 8:00 p.m. / T104
NPR Headquarters

Electronic News Division

Off-site Award Ceremony
Electronic News Division Bliss and Burkum Award Ceremony

Moderating/Presiding
Tony DeMars, Texas A&M-Commerce

NPR Headquarters is located at 1111 North Capitol St. NE. The Bliss/Burkum Awards Reception will take place from 6 to 8 p.m. Pre-registration is required.

6:45 to 8:15 p.m. / T105
Communication Technology Division

Business Session
Members’ Meeting

Moderating/Presiding
Jessica Smith, Abilene Christian
Tuesday Sessions

“Strengthening Our Community: Working Together to Build Scholars, Educators, and Engaged Academic Citizens” / Washington, DC — August 6-9, 2018

6:45 to 8:15 p.m. / T106
History Division
Business Session
Members’ Meeting
Moderating/Presiding
Douglas Cumming, Washington and Lee

6:45 to 8:15 p.m. / T107
International Communication Division
Business Session
Members’ Meeting
Moderating/Presiding
Mohammed Al-Azdee, Bridgport

6:45 to 8:15 p.m. / T108
Law and Policy Division
Business Session
Members’ Meeting
Moderating/Presiding
Jason Martin, DePaul

6:45 to 8:15 p.m. / T109
Magazine Media Division
Business Session
Members’ Meeting
Moderating/Presiding
Sharon Boyd-Peshkin, Columbia-Chicago

6:45 to 8:15 p.m. / T110
Mass Communication and Society Division
Business Session
Members’ Meeting
Moderating/Presiding
Melanie Sarge, Indiana

6:45 to 8:15 p.m. / T111
Media Ethics Division
Business Session
Members’ Meeting
Moderating/Presiding
Chad Painter, Dayton

6:45 to 8:15 p.m. / T112
Media Management, Economics and Entrepreneurship Division
Business Session
Members’ Meeting
Moderating/Presiding
Geoffrey Graybeal, Georgia State

6:45 to 8:15 p.m. / T113
Scholastic Journalism Division
Business Session
Members’ Meeting
Moderating/Presiding
Karla Kennedy, Florida International

6:45 to 8:15 p.m. / T114
Commission on the Status of Women
Business Session
Members’ Meeting
Moderating/Presiding
Candi Carter Olson, Utah State

6:45 to 8:15 p.m. / T115
Political Communication Interest Group
Business Session
Members’ Meeting
Moderating/Presiding
Amy Becker, Loyola-Maryland
Tuesday Sessions

“Strengthening Our Community: Working Together to Build Scholars, Educators, and Engaged Academic Citizens” / Washington, DC — August 6-9, 2018

6:45 to 8:15 p.m. / T116

Sports Communication Interest Group

Business Session

Members’ Meeting

Moderating/Presiding

Molly Yanity, Quinnipiac

6:45 to 8:15 p.m. / T117

University of Texas at Austin Moody College of Communication, School of Journalism & Knight Center for Journalism in the Americas

Social

Hosting

Jay Bernhardt, Dean, Moody College of Communication; Kathleen McElroy, Director, School of Journalism; and Rosental Alves, Director, Knight Center for Journalism in the Americas

University of Texas at Austin School of Journalism Reception. Featuring light hors d’oeuvres and a bar, the reception is a perfect place to meet Longhorns. Tickets are not required, but please wear your name badge.

6:45 to 8:15 p.m. / T118

University of Tennessee and Michigan State University

Social

Hosting

Mike Wirth, Tennessee and Lucinda Davenport, Michigan State

7 to 9 p.m. / T119

Public Relations Division

Off-site Divisional Social

Hosting

Holly Overton, South Carolina and Brooke Fowler, Maryland

Social to be held at the National Union Building. Pre-registration is required.

8:30 to 10 p.m. / T120

Capitol City Brewing Company

History Division and Graduate Student Interest Group

Off-site Social

Hosting

Douglas Cumming, Washington and Lee and George Pearson, Ohio State

The History Division and Graduate Student Interest Group social will be held at the Capitol City Brewing Company, 100 New York Avenue, NW, immediately following the groups’ members’ meeting. It is about 2-3 blocks from the hotel (about a 5- to 8-minute walk from the conference hotel). Buffet style food with meat and vegetarian options. Alcohol not included.

8:30 to 10 p.m. / T121

TBA

International Communication Division

Off-site Social

Hosting

Mohammed Al-Azdee, Bridgport

The International Communication Division off-site social will begin immediately following the Division business meeting. Drink tickets will be handed out during the Member’s Meeting!

8:30 to 10 p.m. / T122

The Loft at The Hamilton

Law and Policy Division

Off-site Social

Hosting

Jason Martin, DePaul

Social to be held at The Loft at The Hamilton, 600 14th Street NW, Washington DC 20005, 202-787-1000. From the Renaissance, walk 3 blocks south on 9th Street, then west to 14th Street (1/2 mile total).
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Tuesday Sessions

8:30 to 10 p.m. / T123  Irish Channel Restaurant & Pub
Mass Communication and Society Division
Off-site Social
Hosting  
Melanie Sarge, Indiana

8:30 to 10 p.m. / T124  Matchbox
Media Ethics Division
Off-site Social
Hosting  
Chad Painter, Dayton
Social to be held at Matchbox.

8:30 to 10 p.m. / T125
Media Management, Economics and Entrepreneurship Division
Social
Hosting  
Geoffrey Graybeal, Georgia State and Sabine Baumann, Jade

8:30 to 10 p.m. / T126
AEJMC Council of Affiliates
Business Session
Members’ Meeting
Moderating/Presiding  
Nancy L. Green, Southern Newspaper Publishers Association

8:30 to 10 p.m. / T127
Community College Journalism Association
Business Session
Members’ Meeting
Moderating/Presiding  
Toni Albertson, Mt. San Antonio College

8:30 to 10 p.m. / T128
Commission on the Status of Women
Social Mixer
Hosting  
Candi Carter Olson, Utah State
Light refreshments and a cash bar will be available. Pre-registration is required.

8:30 to 10 p.m. / T129
Commission on the Status of Minorities
Business Session
Members’ Meeting
Moderating/Presiding  
Marquita Smith, John Brown

8:30 to 10 p.m. / T130
Participatory Journalism Interest Group
Business Session
Members’ Meeting
Moderating/Presiding  
Mark Poepsel, Southern Illinois-Edwardsville

8:30 to 10 p.m. / T131
Small Programs Interest Group
Business Session
Members’ Meeting
Moderating/Presiding  
Sonya DiPalma, North Carolina Asheville
Tuesday Sessions

“Strengthening Our Community: Working Together to Build Scholars, Educators, and Engaged Academic Citizens” / Washington, DC — August 6-9, 2018

8:30 to 10 p.m. / T132

Marquette University, Ohio State University, University of Iowa, University of Minnesota and University of Wisconsin

Social

Hosting

Ana C. Garner, Marquette; Michael Slater, Ohio State; David Ryfe, Iowa; Elisia Cohen, Minnesota and Hemant Shah, Wisconsin-Madison