Saturday Sessions

7 am to 8 am / 244
Advertising Division

Business Session
Executive Committee Meeting

Moderating/Presiding
George Anghelcev, Pennsylvania State

7 am to 8 am / 245
Communication Theory and Methodology Division

Business Session
Executive Committee Meeting

Moderating/Presiding
Kjerstin Thorson, Michigan State

7 am to 8 am / 246
Cultural and Critical Studies Division

Business Session
Executive Committee Meeting

Moderating/Presiding
Adina Schneeweis, Oakland

7 am to 8 am / 247
Magazine Division

Business Session
Executive Committee Meeting

Moderating/Presiding
Susan Currie Sivek, Linfield

7 am to 8 am / 248
Media Management, Economics and Entrepreneurship Division

Business Session
Executive Committee Meeting

Moderating/Presiding
Amy Jo Coffey, Florida

7 am to 8 am / 249
Minorities and Communication Division

Business Session
Executive Committee Meeting

Moderating/Presiding
Josh Grimm, Louisiana State

7 am to 8 am / 250
Newspaper and Online News Division

Business Session
Executive Committee Meeting

Moderating/Presiding
Jasmine McNealy, Florida

7 am to 8 am / 251
Public Relations Division

Business Session
Incoming Executive Committee Meeting

Moderating/Presiding
Emily Kinsky, West Texas A&M

Members interested in leadership roles in the division are encouraged to attend the meeting.
Saturday Sessions

Innovate • Integrate • Engage: Minneapolis, MN — August 4-7, 2016

7 am to 9:45 am / 252

Association for Education in Journalism and Mass Communication

Business Session
  Publications Committee Meeting

Moderating/Presiding
  Janes Marcellus, Middle Tennessee State

7 am to 10 am / 253

Association of Schools of Journalism and Mass Communication

Business Session
  Executive Committee Meeting

Moderating/Presiding
  Brad Rawlins, Arkansas State, ASJMC 2015-16 President
  and Maryanne Reed, West Virginia, ASJMC 2016-17 President

8:15 am to 9:45 am / 254

Advertising and Communication Theory and Methodology Divisions and Entertainment Studies Interest Group

Scholar-to-Scholar Refereed Paper Research Session

Advertising Division
  Topic — Strategic Effects
  1. Beyond Gains and Losses to Compliance and Non-compliance: Effects of Framing, Need-for-Cognition and Mood on Responses to Organic Food Advertising
     George Anghelcev, Ruoxu Wang
     and Yan Huang, Pennsylvania State
     and Sela Sar, Illinois
  2. Boundaries of Message Framing in Charity Advertising: Effects of Anchor Points and Need for Cognition
     Ken Kim, Xavier
     and Lori McKinnon, Oklahoma State
  3. Framing Financial Retirement Advertising: The Effectiveness of Intertemporal Choice
     Yan Huang, Anli Xiao
     and Denise Bortree, Pennsylvania State
  4. Inseparable Duos: The Effects of Message Framing and Presentation on College Students’ Responses to Flu Vaccine Public Service Advertisements
     Yen-I Lee, Yan Jin, and Glen Nowak, Georgia
  5. Image or Recruitment: The Relationships Between Cue and Military Advertising Strategy on Military Attitudes and Intentions to Enlist
     FuWei Sun and Glenn Leshner, Oklahoma
  6. Effects of Perceived Social Distance on Consumer Attitudes and Purchase Intentions Among College Students
     Carolyn Lin and Linda Dam, Connecticut

Discussants
  Anastasia Kononova, Michigan State
  and Hyunsan Son, Texas at Austin

Topic — Social Advertising
  7. Advertising Alcohol in the Evidence-based Way: Constructing a Threatful and Harmful Drinking Advice Campaign for the General Population in Hong Kong
     Annisa Lee, Chinese University of Hong Kong
     Joyce Wolburg
     and Nathan Gikerson, Marquette
  9. When It Just Feels Right: The Impact of Regulatory-Fit on Consumer Responses to Fundraising Campaigns
     Ji Mi Hong and Wei-Na Lee, Texas at Austin
      Ji Mi Hong, Wei-Na Lee, Hwanjong Cho
      and Chohee Sung, Texas at Austin
  11. That Ad’s So Bad, It’s Criminal: Advertising Meets the Federal Fraud Statutes
      Carmen Maye and Erik Collins, South Carolina

Discussants
  Stacey Hust, Washington State
  and Eunice Kim, Florida

Topic — Corporate Social Responsibility
  12. Corporate Social Responsibility (CSR): the Effects of Cause-related Marketing (CRM) Message, Cause Proximity and Cause Involvement
      Hannah Kang, Kansas
      Jason Yu, Southern Illinois

Discussants
  Emory Daniel, North Dakota State
  and Lisa Weidman, Linfield
Saturday Sessions

Innovate • Integrate • Engage: Minneapolis, MN — August 4-7, 2016

Topic — Body Image and Imagery
   Zienab Shoieb and Eric Haley, Tennessee
15. The Impact of Erotic Imagery on Visual Attention within Advertisements: An Eye-Tracking Study
   Glenn Cummins, Texas Tech; Tom Reichert, Georgia and Zijian Gong, Tampa
   Gavon Kim and Ron Taylor, Tennessee
Discussants
   Jay Adams, Virginia Commonwealth and Ray Victor, Bethune-Cookman

Topic — Information Processing
17. Redefining Rational and Emotional Advertising Appeals as Available Processing Resources: Toward an Information Processing Perspective
   Zijian Gong and Glenn Cummins, Tampa
18. Positive News Are Better Than Negative News in Improving Brand Attitude and Recall for Pre-Roll Ads
   Jiachen Yao and Zongyuan Wang, Illinois and Mike Yao, Illinois, Urbana-Champaign
19. Organic Literacy, Involvement, Information Processing, and “Green” Consumer Behavior: A Preliminary Investigation*
   S. Senyo Ofori-Parku, Alabama
20. Psychological Mechanisms in Narrative Advergaming
   Lu Zheng and Danny Pimentel, Florida
21. Political Advertising Saturation: A Natural Experiment
   Jay Newell, Iowa State
Discussants
   Bartosz Wojdynski, Georgia and Jun Heo, Louisiana State

* Top PF&R Paper, Advertising Division

Topic — Pedagogy
22. From Introducing the World Wide Web to Teaching Advertising in the Digital Age: A Content Analysis of the Past Twenty Years of the Journal of Advertising Education*
   Emory Daniel, Elizabeth Crawford, and David Westerman, North Dakota State
23. Comparing Social Media Advertising Attitudes Between Advertising and Non-advertising Majors: A Situated Learning Perspective
   Anan Wan, South Carolina
24. What Do Students Need To Know About Technology and Idea Generation: Voices From The Agency
   Robyn Blakeman, Maureen Taylor and Robert Lambert, Tennessee
Discussants
   Sara Champlin, North Texas and Tanya Ryan, Winona State

* Top Teaching Paper, Advertising Division

Topic — Communication Theory and Methodology Division

Topic — Advances in Research Methodology
25. Data Analysis with Topic Models for Communications Researchers
   Frederick Boehm, Wisconsin - Madison
   Jared Brickman and Jessica Willoughby, Washington State
27. Evaluating Sampling Methods for Content Analysis of Social Media Data
   Hwalbin Kim, Seung Mo Jang and Anan Wan, South Carolina
28. Sampling Strategy for Conducting Content Analysis of Digital Native Sites
   Lu Wu and Joe Bob Hester, North Carolina, Chapel Hill
Discussant
   Brian Weeks, Michigan

Topic — All Things Social Media
29. The Social Media Mourning Model: Examining Tie Strength and “Acceptable Loss” in Facebook Mourning Posts
   Jensen Moore, Oklahoma; Sara Magee, Maryland; Jennifer Kowalewski, Georgia Southern and Ellada Gamrekldize, Utah State
30. Rethinking Communication Infrastructure and Civic Participation: Interaction Effects between Integrated Connection to a Storytelling Network (ICSN) and Internet and Mobile Uses on Civic Participation
   Seungahn Nah and Masahiro Yamamoto, Wisconsin-La Crosse
31. Explicating the Meaning of Social Media Literacy
   Jeremy Ong and Edson Tandoc, Nanyang Technological
32. Communication Activities as a Source of Perceived Collective Efficacy
   Masahiro Yamamoto, Wisconsin-La Crosse
33. Affect, Risk and Online Political Criticism in Restricted Information Environments
   Aysenur Dal, Ohio State
Discussant
Mike Schmierbach, Pennsylvania State

Topic — Mechanisms of Opinion Formation
34. Perceived Hostile Media Agenda in the 2016 Democratic Primary
Mallory Perryman, Wisconsin – Madison
35. The Link Between Crime News and Guilty Verdicts: An Examination of the Largest Jury Summons in US History
Sarah Staggs, Arizona
and Kristen Landreville, Wyoming
36. When Gaps Become Huuuuge: Donald Trump and Beliefs about Immigration
Magdalena Saldaña, Lourdes Miri Cueva Chacon
and Victor Garcia-Perdomo, Texas at Austin
37. The First Decision for My Child*: Mechanisms through which Parents of Children With and Without Autism Decide on Their Children’s Vaccination***
Juwon Hwang, Wisconsin – Madison
38. Cultural Cognition, Psychological Sense of Community, and Offshore Oil Risk Perceptions in Ghana: A Scale Development and Adaptation Study
S. Senyo Ofori-Parku, Alabama

Discussant
Myiah Hutchens, Washington State

*** Second Place Student Paper

Entertainment Studies Interest Group
Topic I — Popular Culture, News, and Entertainment
39. Sex, Drugs and Sports “N” Divorce: How TMZ Satisfies Its Audience
Angelica Kalika and Patrick Ferrucci, Colorado
40. Play Between Love and Labor: Gold Farming in China
Zixue Tai, Kentucky and Fengbin Hu, Fudan
Carol J. Pardun and Anan Wan, South Carolina
and Marcie Hinton, Murray State
42. Enjoying Celebritization of Politics: Construction and Validation of a Scale to Measure Political Influence of Celebrities
Azmat Rasul and Betsy Becker, Florida State
43. Redefining the News Journalist for the Millennial Generation: College Women’s Relationships with Celebrity News Personalities
Halie Wenhold, Michigan
44. Border Crossing: Sean Penn’s Interview with El Chapo
Oray Egin, Alexander Quinones
and Linda Steiner, Maryland

Discussant
Alice Stephens, Clark Atlanta

Topic II — Content Analysis and Audiences
45. Animated Aggression Across the Ages: A Content Analysis of Violence and Aggression in Animated Content
Nicholas Scott Smith, Wayne State
46. Eudaimonic Motivation to Entertainment Media Influences Entertainment Education in Prescription Drug Abuse Intervention
Ming Lei, SUNY Geneseo
47. Just One More Episode: Developing and Testing a Binge Viewing Index
Larry Webster, South Carolina
48. The Effects of Sexually Provocative Programming: A Preliminary Study about the Effects of Sexually Provocative Programming and Sexual Risk and Responsibility
Elise Stevens, Diane Francis
and Jeannette Porter, North Carolina

Discussant
Meghan Sanders, Louisiana State

8:15 am to 9:45 am / 255
International Communication and Electronic News Divisions
Teaching Panel Session:
Using New Media Technology to Increase Student Engagement in Global Exchanges
Moderating/Presiding
Ashley Shoval Rose, Virginia Commonwealth
Panelists
Beth Concepción, Savannah College of Art & Design
Tony DeMars, Texas A&M Commerce
Diana Stover, San José State
Raluca Cozma, Iowa State
Sorin Nastasia, Southern Illinois, Edwardsville

8:15 am to 9:45 am / 256
Law and Policy Division
Refereed Paper Research Session
Money, Markets and the Law
Moderating/Presiding
Jon Bekken, Albright
Free Speech v. Fair Disclosure: Does Citizens United Create a Constitutional Challenge for the SEC?
Sonia Bovio, Arizona State

Crash and Learn: The Inability of Transparency Laws to Penetrate American Monetary Policy
Benjamin W. Cramer and Martin E. Halstuk, Pennsylvania State

Speech v. Conduct, Surcharges v. Discounts: Testing the Limits of the First Amendment and Statutory Construction in the Growing Credit Card Quagmire
Rich Shumate; Stephanie McNeff and Stephenson Waters, Florida

Congress Shall Make No Law... Unless? The Expansion of Government Speech and the Narrowing of Viewpoint Neutrality
Jason Zenor, SUNY-Oswego

Discussant
Paul Siegel, Hartford

8:15 am to 9:45 am / 257

Mass Communication and Society Division

Refereed Paper Research Session
Best of Mass Communication & Society

Moderating/Presiding
Melanie Sarge, Texas Tech

Co-viewing as Social Facilitation of Children’s Cognitive Processing of Educational Television Content*
Collin Berke, Travis Loof, Rebecca Densley, Eric Rasmussen and Justin Keene, Texas Tech

Am I Depressed, or Is It the Showhole?: Mental Health, Affective Gratifications, and Binge-Watching**
Alec Tefertiller, Oregon and Lindsey Conlin, Southern Mississippi

Verbal Aggression, Race and Sex on Reality TV: Is This Really the Way It Is?***
Jack Glascock, Illinois State

Negotiation of Sexual Identity in Gay On-Air Talent on West Texas Mainstream Media****
Nathian Rodriguez, Texas Tech

Discussant
Francesca Dillman Carpentier, North Carolina at Chapel Hill

* First Place Faculty Paper
** Second Place Faculty Paper
*** Third Place Faculty Paper
**** Top Student Paper
Empowering the Future Practitioner: Postmodernism in the Undergraduate Public Relations Classroom

**Stephanie Madden, Katie Brown**
and **Sifan Xu**, Maryland

Discussant: **Dane Kiambi**, Nebraska-Lincoln

Motivation with Misinformation: Conceptualizing Lacuna Individuals and Publics as Knowledge Deficient, Vaccine-Negative Issue-Specific Activists

**Arunima Krishna**, Purdue

Discussant: **Colleen Connolly-Ahern**, Penn State

Mismatch vs. Magnitude: Defining and Testing Overresponse and Overreaction

**Tyler G. Page**, Maryland

Discussant: **Don Stacks**, Miami

Crowdsourcing Corporate Responsibility

**Young Eun Park**, Indiana

Discussant: **Hua Jiang**, Syracuse

I Thought They'd Do More: Conflicting Expectations, Constraints and Communication in a University Crowdfunding Program

**Abbey Levenshus, Laura Lemon**
**MoonHee Cho**
and **Courtney Carpenter Childers**, Tennessee

Discussant: **Kathleen Stansberry**, Cleveland State

Consumer Attention to and Recall of Information in Prescription Drug Advergames: An Eye-Tracking Study

**Jisu Huh** and **Jennifer Lueck**, Minnesota

Interaction Effects of System Generated Information and Consumer Skepticism: An Evaluation of Issue Support Behavior in CSR Twitter Campaigns

**Yoon-Joo Lee, Nicole O'Donnell**

and **Stacey Hust**, Washington State

The Myth of Big Data: Chinese Advertising Practitioners’ Perspective*

**Huan Chen**, Florida

and **Liling Zhou**, Wuhan University, China

Cultural Adaptation in U.S. and Mexican Beer Ads: The Moderating Effect of Automatic Bias Against Hispanics on Eye-Tracking Measures

**Yadira Nieves-Pizarro, Juan Mundel, Tao Deng, Guanxiong Huang, Duygu Kanver, Elishia Johnson, Michael Nelson, Rashad Timmons**

and **Saleem Alhabash**, Michigan State

Student-Run Communications Agencies: Providing Students With Real-World Experiences That Impact Their Careers

**Lee Bush, Daniel Haygood**

and **Hal Vincent**, Elon

Discussants

**Juliana Fernandes**, Miami;
**Erin Schauster**, Colorado-Boulder

and **Karie Hollerbach**, Southern Missouri

* Top Special Topics Paper, Advertising Division
Panelists

- **Michael Rand**, Digital Sports Editor, *Minneapolis Star Tribune*
- **Sada Reed**, Arizona State
- **Ted Kian**, Oklahoma State
- **Rich Johnson**, Creighton

**8:15 am to 9:45 am / 264**

**Graduate Student Interest Group**

Refereed Paper Research Session

**Online Media in China and the United States**

Moderating/Presiding

- **Jeffrey K. Riley**, Florida Gulf Coast

A Comparative Examination on Haze-related Content on Traditional Media and Social Media in China: Using the Extended Parallel Process Model and Network Agenda-setting

- **Liang Chen** and **Weijie Zheng**, Nanyang Technological

Differential Effect of SNS Use and Social Capital During Life Transition: A Survey of Mainland China Students in Hong Kong

- **Chun Yang**, City University of Hong Kong

The Establishment of Psychological Contracts in Online Fan Marketing in China — Based on the Psychological Continuum Model

- **Bingjing Mao**, Renmin University of China

Typology of Digital Social Advocacy Strategy in the Boundary of Public Relations

- **Ah Ram Lee**, Florida

Discussant

- **Elizabeth Hendrickson**, Ohio

**8:15 am to 9:45 am / 265**

**Association for Education in Journalism and Mass Communication**

Research Roundtable Session

**AEJMC Senior and Emerging Scholars**

Moderating/Presiding

- **Kimberly Bissell**, Alabama

2016 Senior Scholar Projects:

Ethnic Museum and Cultural Center Communication: Building Relationships with Communities

- **Melissa Johnson**, North Carolina State

Journalism for Social Justice: A Cultural History of Social Movement Media from Common Sense to #blacklivesmatter

- **Linda Lumsden**, Arizona

2016 Emerging Scholar Projects:

Black and Blue: The Discourse of the Police Accountability Movement

- **Mary Angela Bock**, Texas at Austin


- **Brett G. Johnson**, Missouri

UK Media Coverage of the Syrian Humanitarian Crisis

- **Ammina Kothari**, Rochester Institute of Technology

Making the Environment Healthy: An Experimental Test of the Effects of Framing Climate Change as a Public Health Issue

- **Jessica Gall Myrick**, Indiana

**10 am to Noon / 267**

**Association for Education in Journalism and Mass Communication**

General Business Session

**AEJMC Business Meeting**

Moderating/Presiding

- **Lori Bergen**, Colorado-Boulder, AEJMC 2015-16 President

Award Presentations:

- **Hillier Krieghbaum Under-40 Award**
  Recipient: **Jörg Matthes**, University of Vienna
- **Nafziger-White-Salwen Dissertation Award**
  Recipient: **Rodrigo Zamith**, Minnesota
- **Eleanor Blum Distinguished Service Award**
  Recipient: **Paula Poindexter**, Texas at Austin
- **Dorothy Bowles Public Service Award**
  Recipient: **Rosental Alves**, Texas at Austin
Saturday Sessions

Innovate • Integrate • Engage: Minneapolis, MN — August 4-7, 2016

AEJMC-Kundson Latin American Prize
Recipient: Reporting the Cuban Revolution
by Leonard Ray Teel, Georgia State
Lionel C. Barrow, Jr. Award for Distinguished Achievement in Diversity Research and Education
Recipient: Joel Beeson, West Virginia
2016 Harry W. Stonecipher Award for Distinguished Research on Media Law and Policy
Recipient: Genevieve Lakier, Chicago

Award Announcements:
2016 Gene Burd Urban Journalism Award Recipient
Robert Campbell, architecture critic, The Boston Globe

Remarks by
Gary Gumpert, president, Urban Communication Foundation

2015 Lionel C. Barrow, Jr., Scholarship, sponsored by the Communication Theory & Methodology; Mass Communication & Society and Minorities and Communication Divisions
Recipient: Adrienne Muldrow, Washington State

Presentation of Commission on the Status of Women Awards
Donna Allen Award for Feminist Advocacy
Recipient: Stine Eckert, Wayne State
Mary Ann Yodelis Smith Award for Feminist Scholarship
Recipient: Tania Rosas-Moreno, Loyola-Maryland
Outstanding Woman in Journalism and Mass Communication Education
Recipient: Mia Moody-Ramirez, Baylor
Mary Gardner Award for Graduate Student Research
Recipient: Danielle Kilgo, Texas at Austin

2015-16 Graduates of the Institute for Diverse Leadership in Journalism and Communication
Carolyn Bronstein, DePaul
Jean Grow, Marquette
Susan Keith, Rutgers
Kathleen McElroy, Texas at Austin
Gwyneth Mellinger, Xavier
Donica Mensing, Nevada Reno
Marquita Smith, John Brown
Alice Tait, Central Michigan

Installation of 2016-17 AEJMC President
Paul Voakes, Colorado-Boulder

12:15 pm to 1:30 pm / 268 Minneapolis Ballroom ABC
Association for Education in Journalism and Mass Communication

Scholar-to-Scholar Refereed Paper Research Session
Electronic News Division
1. Audience Research and Web Features of Radio Stations in a Time of Uncertainty
Lu Wu
and Daniel Riffe, North Carolina at Chapel Hill
2. Melodramatic Animation in Crime News and News Information Learning
Wai Han Lo and Benjamin Ka Lun Cheng, Hong Kong Baptist
3. Tweetkeeping NBC’s Olympics: A Qualitative Content Analysis of the @NBCOlympics Twitter Account Gatekeeping Practices
Daniel Sipocz, Berry

Discussant
Dylan Mclemore, Auburn

Law and Policy Division
Topic — Empirical Studies of Media Law and Policy
4. Influencing Copyright Policymaking: An Examination of Information Subsidy in Congressional Copyright Hearings from 1997 through 2014
Minjeong Kim, Hankuk University
5. Holding Higher Education Accountable: Three Decades of Public Records Litigation Involving the University of Wisconsin
David Pritchard, Milwaukee
and Jonathan Anderson, USA Today Network, Wisconsin
6. Libel by the Numbers: The Use of Public Opinion Polls in Defamation Lawsuits
Eric Robinson, Louisiana State
7. Dismissed: Removal of College Media Advisers and Student Journalists’ First Amendment Rights*
Lindsie Trego, North Carolina at Chapel Hill
8. Mobile Broadband: Cross Country Comparison
Hsin-yi Sandy Tsai, National Chiao Tung

Discussant
Christopher Terry, Minnesota

* Third Place Student Paper

International Communication Division
Topic — Cross-cultural Modeling, Press Coverage, and Audience Framing
9. A Cross-cultural Comparison of an Extended Planned Risk Information Seeking Model
Zhaomeng Niu
and Jessica Willoughby, Washington State
10. U.S. Foreign Policy Interests and Press Coverage of the Kashmir Dispute Between India and Pakistan
   Abhijit Mazumdar
   and Catherine Luther, Tennessee, Knoxville
11. National Outlook on Transnational News Event: Comparative Audience Framing on Malaysian’s MH370 Plane Incident
   Yearry Setianto and Qianni Luo, Ohio

Discussant
   Anna Popkova, Minnesota

Community Journalism Interest Group

Topic — Using Technology to Connect Communities
12. Multimedia Content Incorporation in Hyperlocal News Sites
   Monica Chadha, Arizona State
13. Youth Participating in Civic Engagement: “Doing That Volunteering Stuff” at the Kiowa County Media Center
   Bonnie Bressers, Sam Mwangi, Steven Smathers, Bondy Kaye, and Levi Smith, Kansas State

Discussant
   Michael Clay Carey, Samford

Lesbian, Gay, Bisexual, Transgender and Queer Interest Group

14. Queering Facebook: Exploring the Role of Facebook Groups Among the LGBTIQ Community in India
   Sreyoshi Dey
   Jennifer Huemmer, Texas Tech
16. Space, Otherness, And Public Intimacy: An Observation Of The Current LGBT Activism In Mainland China
   Li Chen, Syracuse

Participatory Journalism Interest Group

17. Assessing the Impact of Citizen Publishing on Freedom of Information Laws
   Jodie Gil, Southern Connecticut State
18. “It’s Like a Bar Journalists Hang Out At:” Social Media’s Erosion of Walls Between Journalists and Their Twitter Followers
   Rich Johnson, Creighton
19. Spreading the News: Examining College Students’ Awareness of Their Participatory News Habits
   Jennifer Cox, Salisbury

Discussant/Judge
   Mark Coddington, Washington & Lee

Political Communication Interest Group

Topic — Partisanship and Polarization
20. Source Networks and Environment Regulation: Proposing a New Measure of Partisanship in the Portrayal of Climate Policy
   Beth Conway, Cal Poly;
   Jennifer Ervin and Kate Kenski, Arizona
21. Is Group Polarization a Function of Conflict Framing or a Pre-existing Rivalry Group Schema?*
   Jiyoung Han, Minnesota
22. I Like You, You’re Like Me: Influences of Partisan Media Use on Ideological Primary Voting
   Aaron Veenstra, Southern Illinois, Carbondale
23. Network Structural Polarization of Opinion Leaders: The Example of Sina Microblog
   Yunxia Pang, Central University of Finance and Economics
24. Political Divide in Twitter: A Study of Selective Exposure Clusters
   Mohammad Yousuf, Oklahoma
   and Abu Daud Isa, Georgia

Discussant
   Mike Wagner, Wisconsin-Madison

Small Programs Interest Group

25. “Taking the J out of the J-School” Motivations and Processes of Program Name Changes*
   Matt Haught, Memphis
   and Erin Willis, Colorado-Boulder
26. What is Taught about Diversity and How is it Taught? A 2015 Update of Diversity Teaching at U.S. Journalism and Mass Communication Programs**
   Masudul Biswas, Loyola-Maryland;
   Ralph Izard, Louisiana State
   and Sepi Roshan, Astute Radio
27. What Trauma? Social Invention and a Pedagogy of Compassion for Teaching Reporting and Writing about the Pain of Others***
   Michael Longinow, Biola
28. Journalism As/Is Memory: The Role of Journalism Textbooks in Maintaining Deep Collective Memory
   Nicholas Gilewicz, Pennsylvania

Discussant
   Jackie Incollingo, Rider

* First Place Paper
** Second Place Paper
*** Third Place Paper
Saturday Sessions

Innovate • Integrate • Engage: Minneapolis, MN — August 4-7, 2016

12:15 pm to 1:30 pm / 269

Advertising and Public Relations Divisions

Teaching Panel Session
Integrating Specialized Business/Marketing Topics into the Advertising and Public Relations Curriculum

Moderating/Presiding
Jami Fullerton, Oklahoma State

Panelists
Jay Newell, Iowa State
Teaching Agency Business Practices through an Entrepreneurial Startup

Amy Struthers, Nebraska-Lincoln
Helping Students to Understand the Critical Role of Consumer Behavior

Charles A. Lubbers, South Dakota
Branding: Helping Students Connect Established Ad/PR Practices with Business Models

Pamela Bourland-Davis, Georgia Southern
ROI: How Smart Managers Coordinate the Power of Marketing, Advertising and Public Relations

Patricia (Pat) Swann, Utica

12:15 pm to 1:30 pm / 270

Communication Technology and Communication Theory and Methodology Divisions

PF&R Panel Session
Collecting Data from Online Labor Markets

Moderating/Presiding
Kris Boyle, Brigham Young

Panelists
Porismita Borah, Washington State
Graham Dixon, Washington State
Tom Johnson, Texas at Austin
Dhavan Shah, Wisconsin-Madison

12:15 pm to 1:30 pm / 271

History Division

Business Session
Members’ Meeting

Moderating/Presiding
Kimberly Voss, Central Florida

12:15 pm to 1:30 pm / 272

Mass Communication and Society Division

Luncheon
Awards Luncheon

Moderating/Presiding
Jensen Moore, Oklahoma

12:15 pm to 1:30 pm / 273

Scholastic Journalism Division and Minorities and Communication Divisions

Annual Luncheon
Annual Diversity and Journalism Education Luncheon

Moderating/Presiding
Jeff Browne, Colorado
and Josh Grimm, Louisiana State

Presentation of Scholastic Journalism Division’s Robert P. Knight Multicultural Award
Recipient: Kimetris Baltrip, Kansas State

Recognition of the 2016 Lionel C. Barrow, Jr. Award Recipient: Joel Beeson, West Virginia

Luncheon Speaker
Ramona Marozas, KDLH-TV, Duluth, Minnesota

Pre-registration is required.

12:15 pm to 1:30 pm / 274

Visual Communication and Newspaper and Online News Divisions

PF&R Panel Session
Presidential What Really Is Social Photojournalism?

Moderating/Presiding
Erik Palmer, Southern Oregon

Panelists
Gabriel Tait, Arkansas State
Andrew Mendelson, City University of New York
Susan Keith, Rutgers
Mary Bock, Texas
12:15 pm to 1:30 pm / 275

Commission on the Status of Women

Luncheon

Mentoring Luncheon

Moderating/Presiding

Jaime Loke, Oklahoma

Pre-registration is required.

12:15 pm to 1:30 pm / 276

AEJMC Elected Standing Committee on Teaching

Teaching Panel Session

Doctors Are In Session

Moderating/Presiding

Chris Roush, North Carolina at Chapel Hill

Panelists

How to Move Your Classes Online (Best Practices and Pitfalls)

Raluca Cozma, Iowa State

Adding Coding to Any Class

Aaron Delwiche, Trinity

Incorporated Social Media

Leslie-Jean Thornton, Arizona State

Evaluating Practicum Course Assignments

Mary Rogus, Ohio

Creating Assignments Around Real-world Clients and Their Communication Challenges

Jennifer Henderson, Trinity

Speed dating meets group therapy for teaching in this popular session hosted by the elected Standing Committee on Teaching. Participants pick one of five simultaneous discussion tables to share ideas and ask questions for 20 minutes. The moderator will ring a bell every 20 minutes, and participants and may move to another discussion table or stay at the same table to continue their discussion. Seasoned “doctors” (members of the Standing Committee on Teaching) share tips from their teaching specialties and facilitate discussion around the table. Participants will be able to download a “Doctors Are In” booklet containing top tips from the faculty experts in each area. (That booklet and many more resources compiled by the Committee on Teaching can be found at http://www.aejmc.org/home/resources/teaching-resources.) This session is designed for all teachers, new and veteran alike. We hope to learn from each other in this fast-paced, interactive session.

1:45 pm to 3:15 pm / 277

Communicating Science, Health, Environment and Risk Division

Refereed Paper Research Session

Communicating Health: Messages, Social Support, and the Construction of Knowledge

Moderating/Presiding

Avery Holton, Utah

Sexual Health Intervention Messaging: Proof Positive that Sex Negative Messages are Less Persuasive*

Jared Brickman, Washington State

Poison or Prevention? Unraveling the Linkages Between Vaccine-Negative Individuals’ Knowledge Deficiency, Motivations, and Communication Behaviors**

Arunima Krishna, Purdue

Promoting Healthy Behavior through Social Support in Mobile Health Applications

Jung Won Chun, Jeun Cho, and Sylvia Chan-Olmsted, Florida

Perceptions of Sexualized and Non-Sexualized Images of Women in Alcohol Advertisements: Exploring Factors Associated with Intentions to Sexually Coerce

Stacey Hust, Kathleen Rodgers, Stephanie Ebreo, and Nicole O’Donnell, Washington State

Stymied by a Wealth of Health Information: How Viewing Conflicting Information Online Diminishes Efficacy

Laura Marshall and Maria Leonora Comello, North Carolina at Chapel Hill

Perceptions of Sexualized and Non-Sexualized Images of Women in Alcohol Advertisements: Exploring Factors Associated with Intentions to Sexually Coerce

Stacey Hust, Kathleen Rodgers, Stephanie Ebreo, and Nicole O’Donnell, Washington State

Stymied by a Wealth of Health Information: How Viewing Conflicting Information Online Diminishes Efficacy

Laura Marshall and Maria Leonora Comello, North Carolina at Chapel Hill

* Second Place, Student Paper Award

** Third Place, Student Paper Award

1:45 pm to 3:15 pm / 278

Communication Theory and Methodology Division and Community Journalism Interest Group

Teaching Panel Session

Integrating Ethnographic Methods with Journalism Practice

Moderating/Presiding

Elizabeth Stoycheff, Wayne State

Panelists

Chris Anderson, City University of New York

Patrick Ferrucci, Colorado-Boulder

Marshall Helmberger, Timberjay

Nikki Usher, George Washington
1:45 pm to 3:15 pm / 279

Cultural Critical Studies and Mass Communication and Society Divisions

Panel Session

How the Reality of the Tianjin Explosion was Constructed on Chinese Social Media

Moderating/Presiding

Zhaoxi (Josie) Liu, Trinity

Panelists

Weixin and Censorship: How Users Remember the Tianjin Explosion

Ji Pan, Fudan

Chinese Social Media Logic and Public Chatter about the Tianjin Explosion Over WeChat

Zixue Tai, Kentucky

What Chinese Journalists Can Learn from WeChat: A Case Study of the Tianjin Explosion Incident

Qun Wang, Rutgers

Tweeting the Blast—How the Tianjin Explosion was Constructed in Non-Chinese Social Media

Zengjun Peng, St. Cloud State

The Tianjin Explosion: A Framing Analysis

Diana Stover, San José State

1:45 pm to 3:15 pm / 280

Electronic News and Minorities and Communication Divisions

PF&R Panel Session

The Rhetoric of Riot: Criticism of Media Coverage in Baltimore and Beyond

Moderating/Presiding

Laura K. Smith, South Carolina

Panelists

Hub Brown, Syracuse

Masudul Biswas, Loyola Maryland

Leigh Moscovitz, South Carolina

Robert Spicer, Millersville

1:45 pm to 3:15 pm / 281

History Division and AEJMC Council of Affiliates

PF&R Panel Session

Journo Flicks: Engines of Myth?

Moderating/Presiding

Jennifer E. Moore, Minnesota-Duluth

Panelists

W. Joseph Campbell, American

Stephanie Curtis, Minnesota Public Radio

Christopher Harper, Temple

Jack Breslin, Iona

1:45 pm to 3:15 pm / 282

Public Relations Division

Off-site Luncheon

Graduate Student Luncheon, Sponsored by UNC-Chapel Hill’s School of Media and Journalism

Hosting

Holly Ott, South Carolina

Graduate students are invited to gather for an off-site luncheon on Saturday, August 6, 2016, generously funded by UNC-Chapel Hill’s School of Media & Journalism. Because lunch is paid for space is limited at this event. If you would like to attend the PRD graduate student luncheon, please complete the following form: https://www.surveymonkey.com/r/AEJGRADLUNCH16. The PRD Graduate Student Liaison Committee (GLC) will lead a walking group from the conference hotel lobby to the restaurant at 1:30 p.m. on Saturday, August 6. Students must check in at the lobby before proceeding to the restaurant. Attendees who fail to check in will forfeit their spot at the luncheon. The luncheon will be held at The News Room, 990 Nicollet Mall, Minneapolis, MN 55402.

1:45 pm to 3:15 pm / 283

Community College Journalism Association and Small Programs Interest Group

Teaching Panel Session

10 Tech Tools in 10 Minutes

Moderating/Presiding

Toni Albertson, Mt. San Antonio

Panelists

Nicole Kraft, Ohio State

Mike Horning, Virginia

Pamela Parry, Eastern Kentucky

Brian Steffen, Simpson
Saturday Sessions

Innovate • Integrate • Engage: Minneapolis, MN — August 4-7, 2016

1:45 pm to 3:15 pm / 284
Entertainment Studies Interest Group and Magazine Division
Research Panel Session
The Image of the Paparazzi: Nightcrawlers and Visual Voyeurs
Moderating/Presiding
Matthew Ehrlich, Illinois
Panelists
Bonnie Brennen, Marquette
Sammye Johnson, Trinity
Andrew Mendelson, City University of New York
Bradford Yates, West Georgia

1:45 pm to 3:15 pm / 285
Lesbian, Gay, Bisexual, Transgender and Queer Interest Group
PF&R Panel Session
Minnesota, the Midwest and the LGBTQ Movement
Moderating/Presiding
Joel Geske, Iowa State
Panelists
Brenda J. Wrigley, Emerson
Sue Novak, State University of New York at Potsdam
Paul Siegel, Hartford
Chelsea Reynolds, Minnesota

1:45 pm to 3:15 pm / 286
Religion and Media Interest Group
PF&R Panel Session
New Frontiers of Online Religion News and Commentary
Moderating/Presiding
Debra Mason, Missouri
Panelists
Trent Gilliss, executive editor, On Being with Krista Tippett
Kathleen Mulhern, executive editor, Patheos, also teaches Church History and Spiritual Formation at Denver Seminary
Cathie Brunnick, COO and founder, Patheos
Michelle Keeley, managing director, Patheos

1:45 pm to 3:15 pm / 287
AEJMC Publications Committee
PF&R Panel Session
Smart Career Move or Shameless Self-Promotion? Publication Ethics in a Digital-first, Social Media Environment
Moderating/Presiding
Patricia A. Curtin, Oregon
Panelists
Christopher Meyers, California State - Bakersfield
John T. Russial, Oregon
Alec Tefertiller, Oregon
Bey-Ling Sha, San Diego State
Panelists examine the ethical considerations surrounding the scholarly publication process in light of the current digital environment and ever increasing pressure to present and publish in top outlets or perish. What constitute smart career moves to ensure your work is published and noticed? What constitutes crossing the line into unethical behavior? Panelists discuss the opportunities for and responsibilities of authors, reviewers, editors, and AEJMC standing committee members when publishing work in an ever-shifting digital environment.

1:45 pm to 3:15 pm / 288
Association for Education in Journalism and Mass Communication
Panel Session
Latin American Communication Research: Showcasing Research from the AEJMC Santiago, Chile, Regional Conference
Moderating/Presiding
Jennifer Greer, Alabama
Introduction of Program:
Paula M. Poindexter, Texas at Austin
Ingrid Bachman, Pontificia Universidad Católica de Chile
Presenters:
Government and Media: Setting the Agenda for the September 30, 2010, Police Revolt in Ecuador
Caroline Avila, Universidad del Azuay
Beyond Representation: Exploring Participation in and through Technology at an Alternative Newspaper in El Salvador

Summer Harlow, Florida State

The Role of Journalists in Presidential Debates: A Case Study of the 2013 Election in Chile

Enrique Núñez, Pontificia Universidad Católica de Chile

Slide Show and Reflections on AEJMC sponsoring the Santiago conference

Panelists

Paula M. Poindexter, Texas at Austin

Ingrid Bachman, Pontificia Universidad Católica de Chile

Elizabeth Toth, Maryland

Open Participation, Q&A

1:45 pm to 3:15 pm / 289

Association of Schools of Journalism and Mass Communication

Business Session

General Business Meeting

Moderating/Presiding

Brad Rawlins, 2015-16 ASJMC President, Arkansas State

Installation of 2016-17 ASJMC President

Maryanne Reed, West Virginia

1:45 pm to 3:15 pm / 290

Commission on Public Relations Education (CPRE)

Session

CPRE Committee Meeting

Presiding/Moderating

Marcia DiStaso, Pennsylvania State

1:45 pm to 3:15 pm / 291

Hofstra University’s Lawrence Herbert School of Communication

Panel Session

Developing and Teaching Courses in International Communication

Moderating

Dwight E. Brooks, vice dean, Hofstra

Presiding

Kara Alaimo, Hofstra

Presentation

Developing and Teaching Courses in International Communication

Kara Alaimo, Hofstra

3:30 pm to 5 pm / 292

Advertising and Visual Communication Divisions

Research Panel Session

Presidential “Show”down: Visual Dramas and Spectacles in Campaign 2016

Moderating/Presiding

Janis Teruggi Page, New Mexico State

Panelists

Empty Spectacles: Media Performance without Politics

Michael Griffin, Macalester

Angst, Anger and Authoritarianism in 2016 Presidential Campaign Commercials

Robert Craig, Thomas

The Impact of Verisimilitude in Commercials for the Presidential Primary 2016

Esther Thorson, Michigan State

Uncontrolled and Controlled Imagery: Picturing the Candidates in the News and on Social Media

Nicole Dahmen, Oregon

Why Conventional Methods to Create a Candidate’s Image Fail in Election 2016

Wendy Melillo, American

Discussant

Margaret Duffy, Missouri
Saturday Sessions

Innovate • Integrate • Engage: Minneapolis, MN — August 4-7, 2016

3:30 pm to 5 pm / 293

Communicating Science, Health, Environment and Risk and Public Relations Divisions

Scholar-to-Scholar Refereed Paper Research Session

Communicating Science, Health, Environment and Risk Division

Topic — Measuring and Modeling: Science, Risk, and Environment

1. Effects of Heuristic-Systematic Information Processing about Flu and Flu Vaccination
   SangHye Park, Michigan, Dearborn

2. Introducing Benefit of Smoking in Anti-smoking Messages: Comparing Passive and Interactive Inoculation Based on Elaboration Likelihood Model
   Yuchen Ren, Chinese University of Hong Kong

3. Who Are Responsible for HPV Vaccination? Examination of Male Young Adults’ Perceptions
   Wan Chi Leung, South Carolina

Discussant
   Brooke Weberling-McKeever, South Carolina

Topic — Measuring and Modeling: Science, Risk, and Environment

4. The Influence of Internal, External, and Response Efficacy on Climate Change-Related Political Participation
   Sol Hart, Michigan
   and Lauren Feldman, Rutgers

5. Expanding the RISP Model: Examining the Conditional Indirect Effects of Cultural Cognitions
   Yiran Wang, Jay Hmielowski
   and Rebecca Donaway, Washington State

6. Examining Ad Appeals in Over-the-Counter Drug Advertising in Japan
   Mariko Morimoto, Sophia University

Discussant
   Robert McKeever, South Carolina

Topic — Measuring and Modeling: Science, Risk, and Environment

7. “Pass the Ban!” An Examination of the Denton, Texas, Fracking Ban
   Judson Meeks, Texas Tech

8. Recycling Intention Promotes Attitudinal and Procedural Information Seeking
   Sonny Rosenthal
   and Leung Yan Wah, Nanyang Technological

9. The Effects of Environmental Risk Perception, and Beliefs in Genetic Determinism and Behavioral Action on Cancer Fatalism
   Soo Jung Hong, Utah

10. Tracking Public Attitudes Toward Climate Change Over Time: The Declining Roles of Risk Perception and Concern
    Tsung-Jen Shih, Min-Hsin Su
    and Mei-Ling Hsu, National Chengchi

Discussant
   Sharon Dunwoody, Wisconsin-Madison

Topic — Measuring and Modeling: Science, Risk, and Environment

11. “I Believe What I See:” Students’ Use of Media, Issue Engagement, and the Perceived Responsibility Regarding Campus Sexual Assault
    Jo-Yun Queenie Li, Jane O’Boyle
    and Sei-Hill Kim, South Carolina
    and Rouda Almeghaiseeb, Northwestern, Qatar

12. Sources of Information About Emergency Contraception: Associations with Women’s Knowledge and Intentions to Use
    Kyla Garrett, Laura Widman, Jacqueline Nesi
    and Seith Noar, North Carolina at Chapel Hill

13. Need for Autonomy as a Motive for Valuing Fairness in Risk Communication
    Hwanseok Song, Cornell

    Janet Yang and Haoran Chu, Buffalo

Discussant
   Cynthia-Lou Coleman, Portland State

Topic — Measuring and Modeling: Science, Risk, and Environment

15. Communicating Inaction-framed Risk: Reducing the Omission Bias Via Internal Causal Attribution
    Graham Dixon, Washington State

16. Enabling Tailored Message Campaigns: Discovering and Targeting the Attitudes and Behaviors of Young Arab Male Drivers
    Susan Dun
    and Syed Owais Ali, Northwestern Qatar

17. MERS and the Social Media Impact Hypothesis: How Message Format and Style Affect TPE and Perceived Risk
    T. Makana Chock and Soojin Roh, Syracuse

Discussant
   Christopher Clarke, George Mason

Topic — Measuring and Modeling: Science, Risk, and Environment

18. Media Use, Risk Perception and Precautionary Behavior Toward Haze Issue in China
    Xiaohua Wu
    and Xigen Li, City University of Hong Kong
Jens Larson, Jiawei Liu, Zena Zena Edwards, Kayla Wakulich and Amanda Boyd, Washington State

20. You Win or We Lose: A Conditional Indirect Effect Model of Message Framing in Communicating the Risks of Hydraulic Fracturing  
Guanxiong Huang, Kang Li and Hairong Li, Michigan State

21. A State-Level Analysis of the Social Media Climate of GMOs in the U.S.  
Christopher Wirz, Xuan Liang, Michael Xenos, Dominique Brossard and Dietram Scheufele, Wisconsin-Madison

Discussant  
Graham Dixon, Washington State

Topic — Measuring and Modeling: Science, Risk, and Environment

22. Examining the Differential Effects of Emotions: Anxiety, Despair, and Informed Futility  
Jay Hmielowski, Rebecca Donaway and Yiran Wang, Washington State

23. The Impact of Fear Appeals in The Tailored Public Service Announcements Context  
Nam Young Kim, Sam Houston State

24. An Enhanced Theory of Planned Behaviour Perspective: Health Information Seeking on Smartphones Among Domestic Workers  
Hattie Liew and Hiu Ying Christine Choy, Chinese University of Hong Kong

Discussant  
Laura Farrell, Longwood

Public Relations Division

Topic — Crisis Response

Lijie Zhou, Southern Mississippi

Jing (Taylor) Wen, Florida; Jo-Yun Queenie Li, South Carolina and Baobao Song, Florida

27. Testing the Integrated Crisis Mapping (ICM) Model as a Predictive Tool for the NFL’s Concussion Crisis  
Danielle Myers and Douglas Wilbur, Missouri

Nahyun Kim and Suman Lee, Iowa State

Discussant  
Dustin Supa, Boston

Topic — Corporate Social Responsibility Communication

29. Bridging the Gap: Testing the Mediating Effects of Relationship Quality and Type in the CSR Communication Process  
Alan Abitbol, Texas Tech

30. Stakeholder Theory and World Consumer Rights Day as Indicator of China’s Growing Corporate Social Responsibility Commitment  
Donnalyn Pompper, Chiaoning Su and Yifang Tang, Temple

31. Communicating Effectively About Social Causes: Congruence Between Prosocial Motives and CSR Attributions  
Baobao Song and Mary Ann Ferguson, Florida

32. Generation 3: Communicating Corporate Social Responsibility in the Age of the Integrated Corporate Citizen  
Heidi Hatfield Edwards, Florida Institute of Technology

Discussant  
Jangyul Kim, Colorado State

Topic — Nonprofit Public Relations

34. Message Framing Effects on Increasing Donation for Nonprofit Organizations  
Jung Won Chun, Florida

35. Beyond Structural Encroachment: An Examination of the Relationship Dynamics between Public Relations and Fundraising in Higher Education  
Christopher Wilson, Mark Callister, Melissa Seipel and Meghan Graff, Brigham Young

36. Predictors of Members’ Supportive Behaviors Towards Nonprofit Membership Associations  
Eyun-Jung Ki, Alabama and MoonHee Cho, Tennessee

37. Communicating Social Responsibility Efforts: A Success Strategy for Nonprofits or a Shift from Stakeholders’ Priorities?  
Richard D. Waters, San Francisco and Holly Ott, South Carolina

Discussant  
Denise Bortree, Pennsylvania State

Topic — Political Public Relations and Media Agenda Building

38. Stewardship and Credibility Strategies in Political Websites  
Geah Pressgrove, West Virginia and Carolyn Kim, Biola
   Amal Bakry, Coastal Carolina
40. How Organizations Built and Framed the National News Media Agenda for Postmenopausal Hormone Therapy
   Paula Weissman, American
41. The Invisible Moderators: Homophily Thesis and Agenda-Building Role of State-Owned Media in the 2014 Hong Kong Protest
   Tianduo Zhang, Florida; Ji Young Kim, Hawaii; Tiffany Schweickart, Barbara Myslik, Liudmila Khalitova and Jordan Neil, Florida; and Craig Carroll, New York; Guy Golan, Syracuse and Spiro Kiousis, Florida

Discussant
   Matt Ragas, DePaul

Topic — Social Media Engagement
42. Relational Conciliation Effects on Hot-Issue Publics in a Crisis
   Myoung-Gi Chon, Louisiana State and Jeong-Nam Kim, Purdue
43. Relationship Cultivation Strategies on Global Art Museums’ Facebook Fan Pages
   Joongsuk Lee, Alabama and Woojin Kim, Texas at Austin
44. Fortune 100 Companies’ Overall Social Media Presence and Dialogic Engagement at Facebook
   Tae Ho Lee, North Carolina at Chapel Hill
45. Examining the Intersection of Strategic Communications Planning and Social Media Strategy: A Multi-Method Approach
   Kenneth Plowman and Christopher Wilson, Brigham Young

Discussant
   Maria Elizabeth Len-Rios, Georgia

3:30 pm to 5 pm / 294

Communication Technology Division

High Density Refereed Paper Research Session

Health Comm and Apps

Moderating/Presiding
   Laurie Thomas Lee, Nebraska-Lincoln

Topic I — Technology and Health Communication
“Just One More Rep”: Using Fitness Apps and Competition to Motivate Performance and Evaluate Deception
   Jared Brickman, Shuang Liu, Yujung Nam, Zhaomeng Niu and Qian Yu, Washington State

Applying a Uses and Gratifications Approach to Health App Adoption and Use
   Linda Dam, Deya Roy, David Atkin and Dana Rodgers, Connecticut
Pills and Power Ups: How In-Game Substance Shapes Players’ Attitudes and Real-Life Substance Abuse Intentions
   Ryan Rogers, Marist College and Jessica Myrick, Indiana
Do Fitness Apps Need Text Reminders? An Experiment Testing Goal-Setting Text Reminders to Promote Self-Monitoring
   Shuang Liu, Purdue and Jessica Willoughby, Washington State
Does Anyone Understand? A Content Analysis of Health Infographics on Pinterest
   Jeanine Guidry, Jay Adams, Shana Meganck and Marcus Messner, Virginia Commonwealth; Richard D. Waters, San Francisco; Caroline Orr, Sylvia Trinh and Candace Parrish, Virginia Commonwealth

Discussant
   Sherri Jean Katz, Minnesota-Twin Cities

Moderating/Presiding
   Susan Zake, Kent State

Topic II — Apps
Managing Disclosure Through Social Media: How Snapchat Is Shaking Boundaries of Privacy Perceptions
   Justin Velten, Rauf Arif, and Delane Moehring, Texas at Tyler
Moderating Effects of App Type on Intention of Continued Use of Mobile Apps Among Young Adults
   Wei Peng, Shupei Yuan, and Wenjuan Ma, Michigan State
Mediated Hookup: Gratifications and Psychological Attributes as Predictors of Chinese College Students’ Hookup Behavior Via “People Nearby Applications” (PNAs) Use
   Yuchao Zhao and Yuan Wang, Chinese University of Hong Kong
Exploring WhatsApp’s Last Seen Timestamp Among Young Adults From Argentina
   Mora Matassi, San Andrés, Buenos Aires
Hail Lucky Money on WeChat: A Rising Cultural Form on the Chinese Mobile Internet
   Shuning Lu, Texas at Austin

Discussant
   Jack Karlis, SUNY-Buffalo State
Saturday Sessions

Innovate • Integrate • Engage: Minneapolis, MN — August 4-7, 2016

3:30 pm to 5 pm / 295

Communication Theory and Methodology Division
Refereed Paper Research Session
New Perspectives in Agenda Setting Research
Moderating/Presiding
Jörg Matthes, Vienna

Who Sets the News Agenda on “Chinese Twitter”? The Interaction Between the Media and Opinion Leaders on Weibo
Qian Wang, Texas at Austin
Understanding Information Encountering: A Case of Newspaper Reporting Behavior at Midwestern Metropolitan-area Newspapers
Matt Bird-Meyer, Missouri
Racial Diversity in News: How Journalist, Officeholder, and Audience Intersect to Affect Racialized Issue Coverage
Mingxiao Sui, Louisiana State; Newly Paul, Appalachian State; Paru Shah, Wisconsin-Milwaukee; Johanna Dunaway, Texas A&M; and Brook Spurlock, Louisiana State
Global Network Agenda Setting: Visualizing the South China Sea Dispute
Lei Guo, Kate Mays and Jianing Wang, Boston

Patrick Meirick and Jill Edy, Oklahoma

Discussant
Wayne Wanta, Florida

3:30 pm to 5 pm / 297

Law and Policy and International Communication Divisions
PF&R Panel Session
The Internationalization of Media Law and Policy
Moderating/Presiding
Amy Kristin Sanders, Northwestern-Qatar

Panelists
Erik Ugland, Marquette
Anthony Fargo, Indiana
Lyombe Eko, Texas Tech
Leonardo Ferreira, Florida International

3:30 pm to 5 pm / 298

Magazine and Minorities and Communication Divisions
PF&R Panel Session
Why Mag Staffs Don’t Look Like America and What To Do About It
Moderating/Presiding
Jim Shahin, Syracuse

Panelists
Kyle Huckins, Azusa Pacific
Arlene Morgan, Temple
Pamela Hill Nettleton, Marquette
Vanessa Gregory, Mississippi

3:30 pm to 5 pm / 299

Media Ethics and Media Management, Economics and Entrepreneurship Divisions
PF&R Panel Session
Entrepreneurial Journalism Ethics
Moderating/Presiding
Jane B. Singer, City University London

Social Learning Through Social Media
Kalen Churcher, Wilkes
Twitter as a Teaching Tool
Renee Hobbs, Rhode Island

Using Social Media to Engage Students in Journalism History
Jennifer Moore, Minnesota-Duluth
Social Media as Self-Representation
Chelsea Reynolds, Minnesota
Critical Storytelling and Worldbuilding
Ralph Beliveau, Oklahoma
Panelists
Carrie Brown, City University of New York
Joel Kramer, MinnPost.com
Wilson Lowrey, Alabama
Kelly McBride, Poynter Institute
Bastiaan Vanacker, Loyola Chicago

3:30 pm to 5 pm / 300
Scholastic Journalism Division
and Internships and Careers Interest Group
Teaching Panel Session
Social Media, Web-based Technologies,
and Mobile Devices in Higher Education
Moderating/Presiding
Susan Zake, Kent State

Panelists
Nathan Carpenter, Illinois State
Nicole Kraft, Ohio State
Jason Mollica, American
Sharon Schulman, Stockton
Ai Zhang, Stockton

3:30 pm to 5 pm / 301
Graduate Student Interest Group
Refereed Paper Research Session
Graduate Student Interest Group Top Papers
Moderating/Presiding
Michael Clay Carey, Samford

Netflix Versus the Cable Box: Media Substitution, Cord Cutting, and the Adoption of Streaming Television
Alec Tefertiller, Oregon
Guilt by Association: Barry Goldwater, the Anti-Communist Fringe, and CBS’s Thunder on the Right
Rich Shumate, Florida
How Socially Supportive are Online Support Groups? Examining Online Interactions for Managing College Stress
Ren-Whei Harn, Kansas
Online Credibility, Media Use and Past Experience of Health Information on Social Media in China: Factors that Impact Health-related Behavioral Intention
Zhaomeng Niu and Chan Chen, Washington State

Discussant
Carson B Wagner, Ohio

3:30 pm to 5 pm / 302
Participatory Journalism
and Community College Journalism Association
Teaching Panel Session
Journalism For Non-Journalists in a Digital Age
Moderating/Presiding
Mary Lou Nemenic, Pennsylvania State, Altoona

Panelists
Jeremy Iggers, founder, Twin Cities Media Alliance
John Hatcher, Minnesota-Duluth
Jennifer Moore, Minnesota-Duluth
Jeff Achen, The Uptake
Toni Albertson, Mt. San Antonio College

3:30 pm to 5 pm / 303
Sports Communication Interest Group
Refereed Paper Research Session
Frames and Games in America’s Sport
Moderating/Presiding
John Shrader, California State-Long Beach

Michael Sam’s Coming Out: Media Frames of an Openly Gay Athlete
Jane O’Boyle and Leigh Moscowitz, South Carolina
and Andrew Billings, Alabama
More Than the Usual Suspects
Bill Cassidy, Northern Illinois
Race and the Deep Ball: Applying Stereotypes to NFL Quarterbacks*
Patrick Ferrucci, Colorado
and Edson Tandoc, Nanyang Technological
Understanding Motivations and Engagement Outcomes of Social TV Participation: A Case Study of the Super Bowl
Di Wu and Eunice Kim, Florida
‘I Don’t Think It’s Worth the Risk:’ Media Framing of the Chris Borland Retirement in Digital and Print Media**
David Cassilo, Kent State
and Jimmy Sanderson, Clemson

Discussant
Molly Yanity, Quinnipiac

* First Place, Faculty Paper Competition
** Second Place, Faculty Paper Competition
3:30 pm to 5 pm / 304

**Korean American Communication Association**

Refereed Paper Research Session

*KACA Refereed Research Session I*

Moderating/Presiding

**Soojung Kim**, North Dakota

Understanding Communicative Action of Publics and Organization-Public Relationship on Government Reputation in a Crisis

* **Myoung-Gi Chon**, Louisiana State
  and **Yeunjae Lee**, Purdue

The Growth of Domestic Search Engines and the Development of the Online Content Market

* **Sung Wook Ji** and **Jin Lee**, Southern Illinois, Carbondale

A U.S.-Korea Cross Cultural Study of Predicting Influenza Vaccination Intention: Based on Masculinity/Femininity and Individualism/Collectivism

* **Chunsik Lee**, North Florida
  and **Youngtae Choi**, North Florida

Discussants

**Yoonmo Sang**, Howard
and **Kyung-Jung Han**, Akron

5:15 pm to 6:45 pm / 306

**Communicating Science, Health, Environment and Risk Division**

Refereed Paper Research Session

*ComSHER Top Paper Award Winners*

Moderating/Presiding

**Michael Dahlstrom**, Iowa State

Science in the Social Media Age: Profiles of Science Blog Readers*

* **Paige Jarreau** and **Lance Porter**, Louisiana State

Using Weight-of-Experts Messaging to Communicate Accurately about Contested Science**

* **Patrice Kohl** and **Sharon Dunwoody**, Wisconsin-Madison

Sharing Health-Related Information on Facebook: An Integrated Model***

* **Ming-Ching Liang**, Metropolitan State

Testing the Effects of Dialogic Communication on Attitudes and Behavioral Intentions Related to Polarized and Non-polarized Scientific Issues****

* **Nicole Lee**, Texas Tech
  
* Top Faculty Paper
** Second Place Faculty Paper
*** Third Place Faculty Paper
**** Top Student Paper; Lori Eason Prize Winner

3:30 pm to 5 pm / 305

**Solutions Journalism Network**

PF&R Panel Session

*Solutions Journalism*

Moderating/Presiding

**Samantha McCann**, network curator, Solutions Journalism Network

Presenter

**Holly Wise**, Texas State

Solutions journalism is rigorous reporting on how people are responding to problems. To learn more about what it is, how to do it and about the universities integrating courses on “Solo” into their curriculum, join us for this session.

5:15 pm to 6:45 pm / 307

**Communication Theory and Methodology Division**

Refereed Paper Research Session

*The Best of CT&M*

Moderating/Presiding

**Melissa R. Gotlieb**, Texas Tech

A Meta-Analysis of News Media’s Agenda-Setting Effects, 1972-2015†

* **Yunjuan Luo**, Hansel Burley
  and **Alexander Moe**, Texas Tech
  and **Mingxiao Sui**, Louisiana State

Agreement Between Humans and Machines? -- A Reliability Check Among Computational Content Analysis Programs***

**Jacob Rohde** and **Denis Wu**, Boston

Defying Censorship: A Framework for Reactance and Learning in the Face of Media Controls**

* **Golnoosh Behrouzian**, Emma Fete
  and **Aysenur Dal**, Ohio State

* Top Faculty Paper
** Second Place Faculty Paper
*** Third Place Faculty Paper
**** Top Student Paper; Lori Eason Prize Winner
Evaluating a Sexual Health Text Message Service Using Short Message Service (SMS) Surveys with Adolescents****
Jessica Willoughby, Washington State; Kelly L’Engle, San Francisco; Kennon Jackson, Sexual Health Initiatives For Teens and Jared Brickman, Washington State

Discussant
Tom Johnson, Texas at Austin

* Top Faculty Paper
** Top Student Paper
**** Third Place Faculty Paper
† Top Theory Paper

5:15 pm to 6:45 pm / 308
Law and Policy and Communication Technology Divisions
PF&R Panel Session
(Sun)light, Cameras, Legal Action: A Look at Developments Related to Police Body Cameras

Moderating/Presiding
Patrick C. File, Nevada, Reno

Panelists
Jane Kirtley, Minnesota, Twin Cities
Sandra Chance, Florida
Paul Schnell, Chief of Police, Maplewood, MN
Jason Soile, Hamline University and Metropolitan State University, Minneapolis NAACP

5:15 pm to 6:45 pm / 309
Media Management, Economics and Entrepreneurship Division
PF&R Panel Session
Research Grant Opportunities and Publishing Funded Research

Moderating/Presiding
Louisa Ha, Bowling Green State

Panelists
Robert Logan, Senior Staff, National Library of Medicine, National Institutes of Health
Battino L. Batts, Jr., Journalism Fund Director, Scripps Howard Foundation

Gary Gumpert, President, Urban Communication Foundation
Paula Ellis, Senior Associate, Kettering Foundation; President, Paula Ellis and Associates, LLC

5:15 pm to 6:45 pm / 310
Public Relations and Mass Communication and Society Divisions
Research Panel Session
Beyond Products and Services: Institutional Parasocial Engagement with Publics and Implications for Social Responsibility

Moderating/Presiding
Pam Bourland-Davis, Georgia Southern

Panelists
Melissa Dodd, Central Florida
Clyor Spaulding, Georgetown
Rebecca Swenson, Minnesota
Lauren Bayliss, Florida
Burton St. John III, Old Dominion

5:15 pm to 6:45 pm / 311
Visual Communication Division
Refereed Paper Research Session
Visual Technology, Design and Effects

Moderating/Presiding
Berkley Hudson, Missouri

Selfies and Sensationalism on the Campaign Trail: A Visual Analysis of Snapchat’s Political Coverage
Jerrica Rowlett and Summer Harlow, Florida State

Storied lives on Instagram: Factors Associated with the Need for Personal Visual Identity
Nicole O’Donnell, Washington State

Good Crop, Bad Crop: Composition and Visual Attention in Photojournalism
Carolyn Yaschur and Daniel Corts, Augustana

Perceiving Health: Biological Food Cues Bolster Health Halo Health Perceptions
Adrienne Muldrow and Rachel Bailey, Washington State

Discussant
Sandra Utt, Memphis
Saturday Sessions

Innovate • Integrate • Engage: Minneapolis, MN — August 4-7, 2016

5:15 pm to 6:45 pm / 312
Community College Journalism Association and Scholastic Journalism Division
Teaching Panel Session
Teaching Empathy in Reporting
Moderating/Presiding
Toni Albertson, Mt. San Antonio College
Panelists
Jeff Browne, Colorado-Boulder
Mary Spillman, Ball State
Laura Castenada, Southern California
Jenn Burleson MacKay, Virginia Tech
Krystal McMorris, Delta

5:15 pm to 6:45 pm / 313
Commission on the Status of Minorities
PF&R Panel Session
Safe Places for New Faces: Attracting and Retaining a Diverse Faculty and Graduate Student Body
Moderating/Presiding
Kyle Huckins, Azusa Pacific
Panelists
Debashis Aikat, North Carolina at Chapel Hill
Julio Bermejo, Stanford
Dorothy Bland, North Texas
Lillie Fears, Arkansas State
Candace Parrish, Virginia Commonwealth

5:15 pm to 6:45 pm / 314
Commission on the Status of Women and Media Ethics Division
PF&R Panel Session
Sexism on the Set: Gendered Expectations of Female TV Broadcasters in a Social Media World
Moderating/Presiding
Joy Jenkins, Missouri and Teri Finneman, South Dakota
Panelists
Elizabeth Frogge, Missouri
Mary Angela Bock, Texas at Austin
Linda Steiner, Maryland

5:15 pm to 6:45 pm / 315
Community Journalism Interest Group
Refereed Paper Research Session
The Social and Professional Roles of Community Journalists
Moderating/Presiding
Marcus Funk, Sam Houston State
Building a Media Community at NPR Member Stations Through News Programming
Joseph Kasko, SUNY Buffalo State
Media Deserts: Local Ethnic Communities in Silicon Valley Face a Crossroads
Laura Moorhead, San Francisco State
Boosters or Watchdogs? American Sports Journalists’ Perception of Their Professional Roles
Sada Reed, Arizona State
Christina Smith, Georgia College and State
Discussant
Hans Meyer, Ohio

* Top Faculty Paper Award

5:15 pm to 6:45 pm / 316
Graduate Student Interest Group
High Density Refereed Paper Research Session
Graduate Student Interest Group Papers
Not Agreeing with Nat: Major Party Hegemony, Minor Party Marginalization in the UK Election Debate
Ceri Hughes, Wisconsin-Madison
Turning Off or Tuning in? Testing Two Competing Mechanisms of Expressive Behavior in Online Discussion
Hyesun Choung, David Coppini, Jessica Schmidt, Yiping Xia, Moonhoon Choi and Megan Duncan, Wisconsin-Madison
Beyond Transparency: Linking CSR Authenticity to Organizational Trust
Baobao Song, Florida
Student Perceptions of Teacher Power and the Relationship with Engagement and Social Presence
Joseph Provencher and Adam Testerman, Texas Tech
Frank Michael Russell, Missouri
Conceptualizing the Bolivarian Revolution: A Critical Discourse Analysis of Chávez’s Rhetorical Framing in Aló Presidente

**Ayleen Cabas,** Ohio

God’s Authority! A Frame Analysis of Kim Davis’ Refusal to Issue Same-Sex Marriage Licenses

**Burton Speakman** and **Nisha Garud,** Ohio

Discusants

**Jeffrey K. Riley,** Florida Gulf Coast

and **Erica Salkin,** Whitworth

---

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
</tr>
</thead>
<tbody>
<tr>
<td>5:15 pm to 6:45 pm / 317</td>
<td>Political Communication Interest Group</td>
</tr>
</tbody>
</table>

**Refereed Paper Research Session**

**The Best of PCIG**

**Moderating/Presiding**

**Bryan McLaughlin,** Texas Tech

Silence on the Second Screen: The Influence of Peer-produced Social Media Cues on Political Discourse and Opinion*

**Rebecca Nee,** San Diego State

Understanding the Interplay Between Selective and Incidental Exposure Online: The Influence of Nonlinear Interaction on Cross-cutting Online Political Discussion**

**Nojin Kwak, Brian Weeks, Dam Hee Kim, Daniel Lane** and **Sgli Lee,** Michigan

Framing Without Attribution: Party Competition, Issue Ownership and How Journalists Frame the News***

**Mike Wagner,** Wisconsin-Madison

and **Mike Gruszczynski,** Austin Peay State

When and How Do Media Matter in a Policy Debate? The Multi-faceted Role of Newspapers in the Fracking Debates in New York and North Carolina****

**Kylah Hedding,** North Carolina at Chapel Hill

Discusants

**D. Jasun Carr,** Idaho State

---

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:15 pm to 9:15 pm / 319</td>
<td>International Communication Division</td>
</tr>
</tbody>
</table>

**Dinner**

**Off-site Annual International Communication Dinner**

**Moderating/Presiding**

**Ammina Kothari,** Rochester Institute of Technology

Join the International Communication Division for its annual dinner. We will meet at The News Room http://thenewssroommpls.com, 990 Nicollet Mall at 6:15 pm.

---

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
</tr>
</thead>
<tbody>
<tr>
<td>7 pm to 8:30 pm / 320</td>
<td>Communicating Science, Health, Environment and Risk Division</td>
</tr>
</tbody>
</table>

**Business Session**

**Members’ Meeting**

**Moderating/Presiding**

**Michael Dahlstrom,** Iowa State
Saturday Sessions

Innovate • Integrate • Engage: Minneapolis, MN — August 4-7, 2016

7 pm to 8:30 pm / 321
Communication Technology Division
Business Session
Members’ Meeting
Moderating/Presiding
Bartosz Wojdynski, Georgia

7 pm to 8:30 pm / 322
Communication Theory and Methodology Division
Business Session
Members’ Meeting
Moderating/Presiding
Kjerstin Thorson, Michigan State

7 pm to 8:30 pm / 323
Cultural and Critical Studies Division
Business Session
Members’ Meeting
Moderating/Presiding
Katie Foss, Middle Tennessee State

7 pm to 8:30 pm / 324
Magazine Division
Business Session
Members’ Meeting
Moderating/Presiding
Susan Currie Sivek, Linfield
and Miglena Sternadori, Texas Tech

7 pm to 8:30 pm / 325
Media Ethics Division
Business Session
Members’ Meeting
Moderating/Presiding
Jan Leach, Kent State

7 pm to 8:30 pm / 326
Media Management, Economics and Entrepreneurship Division
Business Session
Members’ Meeting
Moderating/Presiding
Amy Jo Coffey, Florida

7 pm to 9 pm / 327
Public Relations Division
Session
PRDV Membership Off-site Social, Presented by Sysomos
Moderating/Presiding
Julia Daisy Fraustino, West Virginia
Social will be held at The News Room, 990 Nicollet Mall, Minneapolis, MN  55402. Pre-registration is required.

7 pm to 8:30 pm / 328
Community College Journalism Association
Business Session
Members’ Meeting
Moderating/Presiding
Toni Albertson, Mt. St. Antonio

7 pm to 8:30 pm / 329
Commission on the Status of Minorities
Business Session
Members’ Meeting
Moderating/Presiding
Kyle Huckins, Azusa Pacific
### Saturday Sessions

**Innovate • Integrate • Engage: Minneapolis, MN — August 4-7, 2016**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7 pm to 8:30 pm</td>
<td><strong>Community Journalism Interest Group</strong></td>
</tr>
<tr>
<td>7 pm to 8:30 pm</td>
<td><strong>Internships and Career Interest Group</strong></td>
</tr>
<tr>
<td>7 pm to 8:30 pm</td>
<td><strong>Political Communication Division</strong></td>
</tr>
<tr>
<td>8 pm to 10 pm</td>
<td><strong>History Division and Graduate Student Interest Group</strong></td>
</tr>
<tr>
<td>8:45 pm</td>
<td><strong>Communicating Science, Health, Environment and Risk Division</strong></td>
</tr>
<tr>
<td>8:45 pm</td>
<td><strong>Magazine Division</strong></td>
</tr>
<tr>
<td>8:45 pm</td>
<td><strong>Media Management, Economics and Entrepreneurship Division</strong></td>
</tr>
<tr>
<td>8:45 pm</td>
<td><strong>Community Journalism Interest Group and Community College Journalism Association</strong></td>
</tr>
</tbody>
</table>

**Community Journalism Interest Group**

Business Session
Members’ Meeting

Moderating/Presiding
**Hans K. Meyer**, Ohio

**Internships and Career Interest Group**

Business Session
Members’ Meeting

Moderating/Presiding
**John Chapin**, Pennsylvania State

**Political Communication Division**

Business Session
Members’ Meeting

Moderating/Presiding
**D. Jasun Carr**, Iowa State

**History Division and Graduate Student Interest Group**

Off-site Social
Off-site Divisional Social

Hosting
**Kimberly Voss**, Central Florida

**Holly Cowart**, Florida

The social will be held at 931 Nicollet Mall. The location is .3 of a mile from the hotel. If you are walking to the social, head southeast on S 7th Street toward Nicollet Mall, turn right onto Nicollet Mall and the destination will be on the left.

**Communicating Science, Health, Environment and Risk Division**

Social
Off-site Divisional Social

Hosting
**Sara Yeo**, Utah

Social will be held in the Skywater Lounge, Hilton.

**Magazine Division**

Off-site Social
Professional of the Year Reception (recognizing Victor Navasky, publisher emeritus, *The Nation*)

Hosting
**Susan Currie Sivek**, Linfield and **Kevin Lerner**, Marist

Location: “The Sanctuary” event space at The Local, 931 Nicollet Mall.

**Media Management, Economics and Entrepreneurship Division**

Social
Divisional Social

Hosting
**Amy Jo Coffey**, Florida

**Community Journalism Interest Group and Community College Journalism Association**

Off-site Social
Devil’s Advocate Bar

Hosting
**Hans K. Meyer**, Ohio
and **Toni Albertson**, Mt. San Antonio College

Social to be held at the Devil’s Advocate Bar, 89 S. 10th Street, Minneapolis. Members will walk together from the business meeting to the bar which is two blocks from the conference hotel.