Several pre-conference workshops on Wednesday relate to the new communication landscape. Google, hacking, Facebook, and the digital age—topics of this year’s workshops cover the range of issues that impact mass communication and journalism today. For example, Small Programs Interest Group is sponsoring a workshop from 1 pm to 5 pm on methods for teaching digital storytelling and for putting courses online. There will be eight panelists from across the country from both education and private industry sharing expert advice. There is also a workshop on teaching traditional journalistic skills, such as how to teach fact checking and accountability. This session will be 8 am to noon, is sponsored by the American Press Institute, and includes a panel of four industry experts and faculty who will share best practices and sample exercises for teaching journalistic reporting. Finally, the Elected Standing Committee on Teaching is hosting a workshop from 1 pm to 5 pm for adjuncts and instructors on the “nuts and bolts” of teaching journalism and mass communication. This session will include faculty from the committee who will discuss syllabus development, classroom behavior to look out for, and how to deal with technology in the classroom. Look for (TIPS) to indicate sessions.

8 am to 5 pm / 001

Advertising Division

Teaching Workshop Session: Digital Bootcamp

Moderating/Presiding:
Jan Slater, Illinois at Urbana-Champaign and Sheri Broyles, North Texas

Panel topics:
- The digital environment
- Leveraging social and mobile media in brand building
- The future of programmatic and real-time bidding
- Social media measurement and ROI: A Facebook case study
- Web metrics, data analytics and visualization
- Emerging platforms

This Workshop takes advantage of the multitude of tech savvy agencies and Silicon Valley businesses in the San Francisco area. Panelists will be from such venerable companies as Goodby, Silverstein & Partners, Dropbox, Facebook, Google and Rocket Fuel. They’ll be our guides as they take us into the brave new techie world of digital content, media and analytics. Pre-registration is required.

Moderating/Presiding:
Calvin L. Hall, Appalachian State and Jeffrey Browne, Colorado

Keynote Speaker:
Chris Waugaman, Prince George (Va.) HS, Dow Jones News Fund’s National High School Journalism Teacher of the Year

Presentations:
Talk the Talk, Then Apply It: A Comprehensive Guide to Ethical Considerations
John Bowen, Kent State
Marina Hendricks, Missouri
Karla Kennedy, Oregon

The Need for Computer Literacy in Journalism
Angela Woodall, San Francisco State

Youth Project: Examining the Issues Vital to Today’s Youth

Eric Ferkenhoff, Northwestern
Advising a Comprehensive Student Media Program
Sarah Nichols, Journalism Education Association

Taking the Lead: Courageous High School Journalism in the Wake of Hazelwood
Jeff Browne, Meg Moritz and Gino Canella, Colorado

The Teach-In is an all-day event designed to provide instruction for journalism educators in the secondary and post-secondary schools in the AEJMC conference host’s region. Members of the Scholastic Journalism Division, area professionals, journalism instructors from the host university, and other experienced journalism educators provide instruction.

8 am to 4 pm / 002 San Francisco State University

Scholastic Journalism Division and San Francisco State University

Off-site Workshop Session: Teach-In for Scholastic Journalism Educators and Advisers
Wednesday Sessions

“AEJMC Global Bridges”: San Francisco, CA — August 6-9, 2015

8 am to Noon / 003

Commission on the Status of Women and Mass Communication and Society Division

Teaching Workshop Session:
Google and Data Journalism: A Match Made in Data Viz Heaven

Moderating/Presiding:  
Jaime Loke, Oklahoma

Panelists:  
Simon Rogers, Data Editor at Google

Pre-registration is required.

8 am to Noon / 004

Community Journalism Interest Group and Knight Foundation

Teaching Workshop Session:  
Saving Community Journalism: What Journalism Professors Need to Know About the Business of Local News in the Digital Age

Moderating/Presiding:  
Penny Muse Abernathy, North Carolina at Chapel Hill

Panelists:  
Penny Muse Abernathy, North Carolina at Chapel Hill  
Joann Sciarrino, North Carolina at Chapel Hill

Pre-registration is required.

8 am to 5 pm / 005

Participatory Journalism Interest Group and Media Management and Economics Division

Teaching Workshop Session:  
The Media Entrepreneurship Mindset: Hacking the Ecosystem

Moderating/Presiding:  
Michelle Ferrier, Ohio

Join experts in the entrepreneurial space for a conversation and hackathon about building the media entrepreneurship mindset for students both inside and outside the classroom. In form and function, participants will experience the “startup culture” by working in teams to imagine new ways and places to build the entrepreneurial mindset. We’ll share models of what others are doing inside and outside the academy and then teams will develop and pitch their ideas. Participants will walk away with concrete ideas and materials for building the media entrepreneurship ecosystem at their institutions. Pre-registration is required.

8 am to Noon / 006

Association for Education in Journalism and Mass Communication

Workshop Session:  
Trailblazers of Diversity in Journalism and Mass Communication Education Oral History Project Workshop

Moderating/Presiding:  
Maggie Rivas-Rodriguez, Texas at Austin

AEJMC has been deeply engaged in ensuring diversity in journalism and mass com education. For many members, diversity is at the heart of journalism. After the 1969 Kerner Commission Report, news organizations sought to address the lack of racial and ethnic representation in their newsrooms. Organizations such as the ASNE and the RTNDA set lofty goals to achieve parity in newsrooms. Minority journalists created their own associations to encourage more from their respective groups to enter journalism, to gain newsroom promotions, and finally, to challenge unfair journalistic treatments. Today, as news organizations face issues of survival, diversity appears to have lost priority. The Trailblazers of Diversity Oral History Training Workshop will provide hands-on instruction on documenting the experiences of those who have worked toward a more inclusive news media, more inclusive research and curriculum, more inclusive faculty and student body, and more inclusive service. Workshop leader Maggie Rivas-Rodriguez has more than 15 years in creating and building oral history archives. Trent Boulter, a doctoral student who coordinates the Trailblazers Project, will provide technical expertise. Topics covered: best audio and video recording practices; the principles of good lighting; the importance of additional documentation. All interested AEJMC members welcome.
Wednesday Sessions

“AEJMC Global Bridges”: San Francisco, CA — August 6-9, 2015

8 am to 5 pm / 007

American Copy Editors Society

Teaching Workshop Session: Editing Boot Camp

Moderating/Presiding: Teresa Schmedding, deputy managing editor of digital operations for the Daily Herald Media Group (Chicago); president, American Copy Editors Society

Panelists:
Teresa Schmedding, deputy managing editor of digital operations for the Daily Herald Media Group (Chicago); president, American Copy Editors Society
Andy Bechtel, copy editor and professor, North Carolina at Chapel Hill
Sue Bullard, ACES exec, Nebraska-Lincoln journalism professor and former managing editor, The Detroit News
Fred Vultee, ACES exec and associate professor, Wayne State

Whether you are a full-time seasoned editor, relatively new to the industry, or edit as part of your job, we’re confident you’ll find this daylong Editing Boot Camp to be a valuable use of your time. Why editing is important (and how to convince your bosses); Grammar and punctuation basics; Commonly confused and misused words; Elements of proofreading Clarity: smoothing out dense or garbled prose, streamlining copy; Accuracy: checking facts and sources, ensuring charts/graphics are correct, identifying and filling in missing information; Headlines: writing clear, informative display type in print and online (including SEO); Style: why you need a style guide. Have questions? Contact Teresa Schmedding, tschmedding@copydesk.org or ACES Communications Coordinator Janine Wampler at communications@copydesk.org for registration information.

Panelists:
Michelle Amazeen, Ryder
Jane Elizabeth, senior research manager, American Press Institute; Old Dominion
Angie Drobnic Holan, editor, PolitiFact

The 2016 election season is in fast and frenetic motion, with unprecedented spending on advertising and other messaging already underway. You have just a few semesters to prepare your students — and yourself — for the barrage of misinformation, manipulation and rhetoric from campaigns and special interest groups. What are the best tools and technologies to help quickly determine fact from fiction? What does the latest research say about how journalists, audiences and politicians react to fact-checking journalism — and what should we do about it? What resources and techniques are best? Our panel of practitioners/teachers will join you in conversation about best practices; demonstrate class exercises and assessments; and offer tips and guidelines for teaching fact-checking and accountability journalism not only in the political realm but for all significant journalistic reporting.

8 am to 5 pm / 009

Center on Public Diplomacy at the University of Southern California


Moderating/Presiding:
Jami Fullerton, Oklahoma State
and Alice Kendrick, Southern Methodist

The focus of this symposium is to bring together scholars from the varying disciplines to discuss the philosophical, theoretical, and applied nature of public diplomacy and place branding as separate and integrated disciplines. Scholars are invited to contribute papers using Fullerton’s newly proposed Model of Country Concept as a foundation. Contributions may elaborate on the model in general or explore one or more of the integrants, or variables, identified in the model, such as country reputation, tourism promotion, country-of-origin effect, media and brand exports, mediated public diplomacy or citizen diplomacy, among others.

8 am to Noon / 008

American Press Institute

Workshop Session: Teaching Fact-Checking and Accountability in Journalism

Moderating/Presiding: Jane Elizabeth, senior research manager, American Press Institute
Wednesday Sessions

“AEJMC Global Bridges”: San Francisco, CA — August 6-9, 2015

8:30 am to 2:30 pm / 010

Association for Education in Journalism and Mass Communication

Business Session:
Board of Directors

Moderating/Presiding:
Elizabeth L. Toth, Maryland, 2014-15 AEJMC President

1 pm to 5 pm / 011

Communication Theory and Methodology Division
and Political Communication Interest Group

Workshop Session:
Computer-Aided Content Analysis

Moderating/Presiding:
Myiah Hutchens, Pennsylvania State

Panelists:
Craig Carroll, New York University

Pre-registration is required.

1 pm to 5 pm / 012

History and Newspaper and Online News Divisions

Research Panel and Workshop Session:
Beyond Storytelling: How to Turn Oral History into Scholarship and Public Knowledge

Moderating/Presiding:
Mitch McKenney, Kent State

Panelists:
Ford Risley, Pennsylvania State, creator and program coordinator of the Pennsylvania Newspaper Journalists Oral History Program
Loren Ghiglione, Northwestern, creator of a new course titled “Native Americans Tell Their Stories” at Northwestern University
Yong Volz (with team members Youn-Joo Park and Teri Finneman, Missouri project leader of Herstory: Journalism and Women Symposium (JAWS) Oral History Project
Neil Henry, California-Berkeley, Professor and Director of Regional Oral History Center, at UC Berkeley Library

Workshop Trainer:

1 pm to 5 pm / 013

Law and Policy Division

Part I — Teaching Workshop Session (1:15 pm to 2:45 pm) Blurred Lines, Facebook Rap, and Journalists in Jail: Bringing Major Communication Law Cases From the Past Year to the Classroom

Moderating/Presiding:
Jonathan Peters, Kansas

Panelists:
David Greene, civil liberties director, Electronic Frontier Foundation
Joseph Russomanno, Arizona State
Amy Kristin Sanders, Northwestern-Qatar
Daxton (Chip) Stewart, Texas Christian

Part II — PF&R Workshop Session (3 pm to 4:30 pm) Privacy, the Right of Publicity, and Free Speech in the Digital Age

Moderating/Presiding:
Ashley Messenger, senior associate general counsel, National Public Radio

Panelists:
Cathy Gellis, Technology Lawyer
Alex Kozinski, chief judge, U.S. Court of Appeals for the 9th Circuit
Peter Scheer, California First Amendment Coalition
William B. Turner, California Berkeley School of Law

1 pm to 5 pm / 014

Public Relations and Mass Communication and Society Divisions and Institute for Public Relations

Research Panel Workshop Session:
Social Media Measurement: Essentials for the Classroom and Profession

Moderating/Presiding:
Patricia Swann, Utica
Wednesday Sessions

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Part I — Teaching Social Media: Essentials for the Classroom

Panelists:
- Tina McCorkindale, Institute for Public Relations
- Melissa Adams, North Carolina State
- Michele Ewing, Kent State
- Juan Liu, Wayne State

Part II — Technology Demonstrations

Cision
Facebook Insights
Google Analytics
Hootsuite Analytics
Twitter metrics

Professionals will be at the roundtables for a Q&A opportunity, as well.

Part III — Professional Panel: Reflections about Teaching Social Media Measurement and Where Social Media Measurement is Headed

Panelists:
- Michael Brito, Head of Social Strategy, WCG
- Logan Cullen, Vice President of Measurement and Insights, Edelman
- Brian Gendron, Senior Business Leader of Worldwide Communications, MasterCard
- Sara Hassell, Corporate Communications Social Media Strategy Lead, Wells Fargo

Pre-registration is required.

1 pm to 5 pm / 015

Council of Affiliates and the Lillian Lodge Kopenhaver Center for the Advancement of Women at Florida International University

Workshop Session:
Empowering Junior Faculty: Pathways to Success in the Academy

Moderating/Presiding:
Lillian Lodge Kopenhaver, Florida International, and Tracy Everbach, North Texas

Keynote Speaker:
Marie Hardin, Pennsylvania State

Panelists:
- Dorothy Bland, North Texas
- Janie Newton, Oregon
- Elizabeth L. Toth, 2014-15 AEJMC President, Maryland

Judy VanSlyke Turk, Florida International
Rochelle L. Ford, Syracuse

This third annual workshop program is limited to those preregistered through an application process. The session will begin with a keynote by Dean Marie Hardin, followed by a panel of senior scholars and administrators, and women who have achieved significant leadership roles in their careers, discussing issues to help women faculty move forward in their careers through mentoring and networking, balancing work and life, and research, preparing for tenure and promotion, looking at leadership roles, and surviving those early years. That will be followed by roundtables discussing issues of importance to participants. The program is presented in cooperation with the AEJMC Commission on the Status of Women, and includes Kopenhaver Council members Nancy L. Green, Ivy Tech, and Sue Porter, Scripps Howard Foundation. Pre-registration is required.

1 pm to 5 pm / 016

Entertainment Studies Interest Group

Workshop Session:
Honoring the Career of Joe Saltzman: Journalist, Teacher, Mentor, and Pioneer

Moderating/Presiding:
Brad Yates, West Georgia

Panelists:
- Matthew Ehrlich, Illinois at Urbana-Champaign
- Howard Good, SUNY-New Paltz
- Sammie Johnson, Trinity
- Joe Saltzman, Southern California
- Brad Yates, West Georgia

1 pm to 5 pm / 017

Small Programs Interest Group

Workshop Session: Part I — More Than A Good Story: Methods for Teaching Digital Storytelling

Moderating/Presiding:
Dawn Francis, Cabrini

Panelists:
- Dawn Francis, Cabrini
- Kathleen Webber, The College of New Jersey
- Jill Van Wyke, Drake
- Cathy Yungmann, Cabrini
- Jack Zibluk, Southeast Missouri State
Wednesday Sessions

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Workshop Session: Part II — Tips for Putting Your Courses – and Programs — Online

Moderating/Presiding:
Wally Metts, Spring Arbor

Panelists:
Lisa DeFaria, Significant Systems
Michael Clifford, Philanthropist Entrepreneur
Brian Newberry, California State San Bernardino

1 pm to 5 pm / 018

AEJMC Elected Standing Committee on Teaching

Workshop Session:
Adjunct/Instructor Workshop: Nuts and Bolts

Moderating/Presiding:
Chris Roush, North Carolina at Chapel Hill

Part I — 1:00 pm
Presenters:
Turning Real-life Experiences into Exercises
Leslie-Jean Thornton, Arizona State
Running a Classroom and Writing a Syllabus
Chris Roush, North Carolina at Chapel Hill

A discussion of what needs to be included in the syllabus and the dos and don’ts of classroom operations. We’ll talk about everything from whether you should allow laptops to what you do when a student’s cell phone rings.

Part II — 2:30 pm
Presenters:
Time Management and Work-life Balance
Leslie-Jean Thornton, Arizona State
Grading and Rubrics
Earnest Perry, Missouri

Part III — 3:45 pm
Presenters:
Co-teaching with Corporate Partners
Charles Davis, Georgia
The Art of Writing Assignments, Quizzes and Tests
Chris Roush, North Carolina at Chapel Hill

This workshop will provide ideas and advice for your work in the classroom. Topics will include turning real-life experiences into exercises, running a classroom and writing a syllabus, dos and don’ts of classroom operations, time management and work-life balance, and grading and rubrics. Pre-registration is required.

2 pm to 4 pm / 019

Minorities and Communication, International Communication and Communication Technology Divisions

Workshop Session:
Hackathons, Coming to a University Near You!: How to Bring Journalists, Activists and Programmers Together to Increase Public Understanding

Moderating/Presiding:
Jessica Retis-Rivas, California State, Northridge

Panelists:
Phuong Ly, executive director, Institute for Justice and Journalism
Celeste González de Bustamante, Arizona
Melita Garza, Texas Christian

This interactive workshop brings together the Institute for Justice and Journalism and journalism professors. Participants will receive training in the latest digital tools for journalism and will learn how to create and organize issue-oriented hackathons on college campuses.

3 pm to 5 pm / 020

Kettering Foundation

Business Session:
Revitalizing the Bonds of Journalism, Citizenship and Democracy

Moderating/Presiding:
Paula Ellis, Kettering Foundation

3:30 pm to 10 pm / 021

Association for Education in Journalism and Mass Communication

Business Session:
Council of Division Assessment Interviews

Moderating/Presiding:
Bob Trumpbour, Pennsylvania State, Altoona, Council of Divisions Chair
Wednesday Sessions

“AEJMC Global Bridges”: San Francisco, CA — August 6-9, 2015

4 pm to 5 pm / 022

Commission on the Status of Women and the Lillian Lodge Kopenhaver Center for the Advancement of Women in Communication at Florida International University

Workshop Session:
Continuing on Down the Road: A Workshop for Faculty Success

Moderating/Presiding:
Lillian Lodge Kopenhaver, Florida International

Keynote Speaker:
Bey-Ling Sha, San Diego State

This session is a follow-up for Kopenhaver fellows to pre-conference workshops in Washington, D.C. and Montreal and features a senior leader from the academy who will share insights into making that next move up the ladder and answering participants’ questions. By invitation only.

5 pm to 6 pm / 023

AEJMC Council of Affiliates and the Lillian Lodge Kopenhaver Center for the Advancement of Women in Communication at Florida International University and Commission on the Status of Women

Social:
Reception Honoring Kopenhaver Center Fellows

Hosting:
Lillian Lodge Kopenhaver, Florida International and Chris Barr, Knight Foundation

This session honors the Kopenhaver Center Fellows from 2013, 2014, and 2015. Join your colleagues for an opportunity to network and share ideas and accomplishments. By invitation only.

5:30 pm to 10 pm / 024

Internships and Careers Interest Group

Workshop Session:
Trifecta of Terror: Internships, Shared Courses, and Advising

Moderating/Presiding:
John Chapin, Pennsylvania State Beaver

Panelists:

- Personal Branding and the e-Portfolio: Ingredients for Career Success
  - Ann Jabro, Robert Morris
- Student Recruitment Processes for Internships in News
  - Linda Shockley, Dow Jones News Fund
- Best Practices for Small Campus Internship Programs
  - Erica Clarke, Pennsylvania State Greater Allegheny
  - John Chapin, Pennsylvania State Beaver
  - Abhinav Aima, Pennsylvania State New Kensington

Pre-registration is required.

5:30 pm to 9:30 pm / 025

Association for Education in Journalism and Mass Communication

Business Session:
AEJMC Finance Committee

Moderating/Presiding:
Lori Bergin, Colorado, committee chair

5:30 pm to 10 pm / 026

Scripps Howard Foundation, Association of Schools of Journalism and Mass Communication, Elon University School of Communication and Louisiana State University Manship School of Mass Communication

Workshop Session:
Insights into Academic Administration: A Collaborative on the Qualities of Stellar Academic Leaders

Moderating/Presiding:
Meghan Sanders, Louisiana State and Brooke Barnett, Elon

This session, co-hosted by ASJMC, the Scripps Howard Foundation, LSU and Elon University, will provide attendees the opportunity to learn from one another, as well as sitting deans from Elon, Penn State, Northwestern, Syracuse, University of North Texas and University of Illinois. The session will begin with the panel, “Ask the Veterans,” during which panelists will discuss leadership qualities of mass communication and journalism administrators, items to think about before making the leap into leadership/dean position, and personal and professional changes and challenges to expect in
transitioning into leadership. Participants will also have the chance to take part in roundtable discussions on the following topics: (a) Transitioning into Leadership (or Going to the Dark side) - How relationships change when transitioning into leadership, and how to leverage faculty skills into leadership skills; (b) The Daily Life of Leadership- How your work changes in regards to autonomy, flexibility, internal and external obligations; (c) The Nuts and Bolts of Leadership- Things you need to know how to do such as fundraising, strategic planning, personnel issues; (d) Ways of Being- Orientations that aid administrative work (Introspective, intuitive, openness to feedback, approachability, non-reactionary, encouraging); (e) Understanding Your Leadership Style. This session is for faculty colleagues who are interested in exploring faculty or administrative leadership. Pre-registration is required. The registration fee covers cost of provided materials and dinner.

6 pm to 7:30 pm / 027
USC Annenberg School for Communication and Journalism

Social:
USC Annenberg Reception

Hosting:
Ernest J. Wilson III, Dean and School of Journalism
Director Willow Bay

RSVP to: annenberg.usc.edu/AEJMC15
Thursday Sessions

Conference Planning Tips
(or how to prepare for Tenure and Promotion – and be a great teacher!)
The following sessions might be helpful to faculty who are working on tenure or promotion.
These sessions were selected by the AEJMC Elected Standing Committee on Teaching.

Thursday’s Best Practices in Teaching. At 10 am, the Standing Committee on Teaching will host a presentation of the winning entries in the Teaching Best Practices competition. The best cases in online and blended learning include an example of global communication between students from different countries; the use of Twitter to connect students with professionals; the application of social media for collaborative learning; and a look at a journalism history class that used online activities to engage students. Look for (TIPS) to indicate the sessions.

7 am to 8 am / 028

Journal of Public Relations Research

Business Session: Editorial Board Meeting

Moderating/Presiding: Bey-Ling Sha, San Diego State

8:15 am to 9:45 am / 029

International Communication Division

Refereed Paper Research Session: Sexism, Violence and News Frames

Moderating/Presiding: Ammina Kothari, Rochester Institute of Technology

“Young Wife from Sikkim Allegedly Raped”: Understanding the Framing of Rape Reportage in Indian Media

Dhiman Chattopadhyay, Bowling Green State

Experiencing Sexism: Responses by Indian Women Journalists to Sexism and Sexual Harassment

Kalyani Chadha, Pallavi Guha

and Linda Steiner, Maryland, College Park

Fighting for Recognition: Online Abuse of Political Women Bloggers in Germany, Switzerland, the UK and US

Stine Eckert, Wayne State

Sex Trafficking in Thai Media: A Content Analysis of Issue Framing*

Meghan Sobel, Regis

Discussant:

Seema Shrikhande, Oglethorpe University

* Top Paper, Robert L. Stevenson Open Paper

8:15 am to 9:45 am / 030

Law and Policy and Visual Communication Divisions

PF&R Panel Session: Just off the Vine: Instantaneous Image Sharing and New Challenges to Copyright Law, Media Practices and Marketing

Moderating/Presiding: Derigan Silver, Denver

Panelists:

Margo Berman, Florida International

Leslie-Jean Thornton, Arizona State

Ashley Messenger, senior associate general counsel, National Public Radio

Kathy Olson, Lehigh

8:15 am to 9:45 am / 031

Magazine and History Divisions

Research Panel Session: The Future of Magazine History: Research Perspectives and Prospects

Moderating/Presiding: Marcia Prior-Miller, Iowa State

Panelists:

David Abrahamson, Northwestern

Berkley Hudson, Missouri

Lyn Lepre, Marist

Carolyn Kitch, Temple

Abe Peck, Northwestern

8:15 am to 9:45 am / 032

Mass Communication and Society Division

Refereed Paper Research Session: Social Media and Networks

Moderating/Presiding: Vincent Cicchirillo, Texas at Austin
Thursday Sessions

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Portable Social Networks: Interactive Mobile Facebook Use Explaining Perceived Social Support and Loneliness Using Crawled and Self-Reported Data

Mihye Seo, Sungkyunkwan University,
Jinhee Kim, Pohang Univ. of Science and Technology; and
Hyeseung Yang, Kyungsung University

Are You Connected? Evaluating Information Cascades in Online Discussion about the #RaceTogether Campaign

Yang Feng, Virginia’s College at Wise

The Information Exchangers: Social Media Motivations and News

Timothy Macafee, Concordia

Social Media, Social Integration and Subjective Well-being Among Urban Migrants in China

Lu Wei and Fangfang Gao, Zhejiang University

#JeSuisCharlie: Examining the Power of Hashtags to Frame Civic Discourse in the Twitterverse

Miles Sari and Chan Chen, Washington State

Selfies: True Self or Better Self?: A Qualitative Exploration of Selfie Uses on Social Media

Joon Kyoung Kim, Syracuse

Discussant:
Jack V. Karlis, SUNY Buffalo State

8:15 am to 9:45 am / 033

Media Ethics Division

Refereed Paper Research Session:

Discourse, Debate, and Representation as Ethics Issues

Moderating/Presiding:
Ryan J. Thomas, Missouri

Moderating Marius: Ethical Language & Representation of Animal Advocacy in Mass Media Coverage of the Copenhagen Zoo Saga*

Christina DeWalt, Oklahoma

Analysis of Moral Argumentation in Newspaper Editorial Contents with Kohlberg’s Moral Development Model**

Yayu Feng, Ohio

Weekly Newsmagazines’ Framing of Obesity, Responsibility Attribution, & Moral Discourses

Lok Pokhrel, Washington State

The Point of Debating Ethics in Journalism: Consensus or Compromise & the Rehabilitation of Common Sense as a Way Toward Solidarity

Laura Moorhead, Stanford

Discussant:
Chris Roberts, Alabama

* Top Student Paper
** Second Place Student Paper

8:15 am to 9:45 am / 034

Media Management and Economics Division and Graduate Student Interest Group

PF&R Panel Session:

Early Career Guidance: Landing the First Faculty Job and Beyond

Moderating/Presiding:
Amy Jo Coffey, Florida

Panelists:
Ann Hollifield, Georgia
Heidi Hennink-Kaminksi, North Carolina at Chapel Hill
Michael Clay Carey, Samford
Amanda Weed, Ohio

8:15 am to 9:45 am / 035

Newspaper and Online News and Electronic News Divisions

Teaching Panel Session:

Promises and Pitfalls – Teaching Social Media News Practices to the Digitally Active

Moderating/Presiding:
Kelly Fincham, Hofstra

Panelists:
Kelly Fincham, Hofstra
Leslie-Jean Thornton, Arizona State
Donica Mensing, Nevada
Tim Bajkiewicz, Virginia Commonwealth

8:15 am to 9:45 am / 036

Small Programs Interest Group and Community College Journalism Association

Teaching Panel Session:

Advising Student Media: The Rewards and the Pitfalls

Moderating/Presiding:
James Simon, Fairfield

Panelists:
Toni Albertson, Mt. San Antonio College
Bruce Depyssler, North Carolina Central
Cindy Simoneau, Southern Connecticut
Pam Parry, Eastern Kentucky
Thursday Sessions

“AEJMC Global Bridges”: San Francisco, CA — August 6-9, 2015

8:15 am to 9:45 am / 037

*Journalism and Communication Monographs*

**Business Session:**
*Editorial Board*

**Moderating/Presiding:**
Paul Lester, California-Fullerton, outgoing JMC editor and Linda Steiner, Maryland, incoming JMC editor

8:15 am to 11:30 am / 038

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

**Business Session:**
*Trailblazers of Diversity in Journalism and Mass Communication Education Oral History Project*

**Moderating/Presiding:**
Maggie Rivas-Rodriguez, Texas at Austin

AEJMC has been deeply engaged in ensuring diversity in journalism and mass com education. For many members, diversity is at the heart of journalism. After the 1969 Kerner Commission Report, news organizations sought to address the lack of racial and ethnic representation in their newsrooms. Organizations such as the ASNE and the RTNDA set lofty goals to achieve parity in newsrooms. Minority journalists created their own associations to encourage more from their respective groups to enter journalism, to gain newsroom promotions, and finally, to challenge unfair journalistic treatments. Today, as news organizations face issues of survival, diversity appears to have lost priority. This meeting, of the Trailblazers of Diversity Oral History Project Committee, will refine procedures, consider a post-mortem of interviews conducted so far, and plan ahead with additional interviews. All interested AEJMC members welcome.

8:15 am to Noon / 039

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

**Business Session:**
*Chile Regional Meeting*

**Moderating/Presiding:**
Paula M. Poindexter, Texas at Austin and Ingrid Bachmann, Catholic University of Chile

8:15 am to Noon / 040

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

**Business Session:**
*World Journalism Education Congress Planning Meeting*

**Moderating/Presiding:**
Joe Foote, Oklahoma

8:15 am to 9:45 am / 041

**Accrediting Council on Education in Journalism and Mass Communications (ACEJMC)**

**Panel Session:**
*Database for Accredited Schools*

**Moderating/Presiding:**
Chris Callahan, Arizona State, chair of Accrediting Committee and David Boardman, Temple, president of Accrediting Council Susanne Shaw, executive director, ACEJMC

8:30 am to Noon / 042

**Carnegie-Knight Deans Initiative**

**Business Session:**
*Planning Meeting*

**Moderating/Presiding:**
Alex Jones, Knight Foundation

10 am to 11:30 am / 043

**Advertising Division and Commission on the Status of Women**

**PF&R Panel Session:**
*We Know Why Women Are Not Staying in Advertising, Now What Will We Do about It? Keeping Female Students in the Advertising Industry*

**Moderating/Presiding:**
Sheetal Patel, Stanford and Yeuseung Kim, DePaul
Thursday Sessions

“AEJMC Global Bridges”: San Francisco, CA — August 6-9, 2015

Panelists:
- Louis Vong, TMP
- Kat Gordon, founder of the 3% Conference, San Francisco, CA
- Heidi Taglio, Eleven Inc.
- Jean Grow, Marquette
- Karen Mallia, South Carolina

10 am to 11:30 am / 044

Communication Theory and Methodology Division

Refereed Paper Research Session:
Expressing Yourself Online: Looking for Political Talk and Its Effects

Moderating/Presiding:
- JungHwan Yang, Wisconsin-Madison

Better Environment for Better Quality? In Search of Reason-centered Discussion on Social Media in China
- Mingxiao Sui, Raymond J. Pingree
- and Rosanne Scholl, Louisiana State,
- and Boni Cui, Texas Tech

Who Actually Expresses Opinions Online, and When?: Comparing Evidence from Scenario-based and Website-based Experiments
- Yu Won Oh, Michigan

Political Talk on Social Networking Sites: Investigating the Effects of SNS Discussion Disagreement and Internal Efficacy on Political Participation
- Yanqin Lu, Kyle Heatherly
- and Jae Kook Lee, Indiana

Advancing Distinctive Effects of Political Discussion and Expression on Political Participation: The Moderating Role of Online and Social Media Privacy Concerns
- Homero Gil de Zúñiga, Brian Weeks
- and Trevor Diehl, University of Vienna

Discussant:
- Tom Johnson, Texas at Austin

10 am to 11:30 am / 045

Electronic News Division

Refereed Paper Research Session:
Today’s TV Anchor, MMJs, Camera Phones & User-Generated Content: The Enormous Impact on Local News

Moderating/Presiding:
- Peter Morello, Missouri, Kansas City

Local Television Newsgathering Models: Are Two Heads Better than One?
- Simon Perez and Michael Cremedas, Syracuse

Media Personality Projection in the Digital Age: Revisiting Parasocial Interaction and Local Television News*
- Ashley Gimbal, Arizona State

Good B-Roll for the Scissor Makers Museum
- Desiree Hill, Oklahoma

User-generated Content and Television News Stations
- Eva Buchman, Rita Colistra
- and Kevin Duvall, West Virginia

* Top Student Paper

10 am to 11:30 am / 046

Magazine Division and Small Programs Interest Group

Teaching Panel Session:
Going Pro: Teaching Students to Use Social Media as Professional Communicators

Moderating/Presiding:
- Lisa Weidman, Linfield

Panelists:
- Kathy Previs, Eastern Kentucky
- Darren Sweeney, Central Connecticut State
- Yumi Wilson, San Francisco State
- Carol Zuegner, Creighton

10 am to 11:30 am / 047

Minorities and Communication and History Divisions

Research Panel Session:
Giving Voice: The Untold Stories from Selma to Montgomery

Moderating/Presiding:
- Marquita Smith, John Brown

Panelists:
- A Five Decade Look at What Elements Were Left Out of Media Coverage During the Civil Rights Movement, Particularly White/Black Cooperation in the March
- Marquita Smith, John Brown
- A Look at How African-American Newspapers Contributed to the Public Memory of Dr. Martin Luther King
- Cathy Jackson, Norfolk State
Thursday Sessions

“AEJMC Global Bridges”: San Francisco, CA — August 6-9, 2015

A Comparative Analysis on How Mainstream Media and the Black Press Covered Lynching

Wanda Brockington, Norfolk State

Exploration of Themes Emphasized in the Retelling Over the Civil Rights Movement Over the Years. The Division in Civil Rights Leadership and Coverage of the Federal Response in the Black Press

Earnest L. Perry, Missouri

We Shall Overcome: Helping Students Connect the Civil Rights Movement, 1954-1968, to the Present

Frances Ward-Johnson, Elon

10 am to 11:30 am / 048

Public Relations and Law and Policy Divisions

Teaching Panel Session:

Approaches to Social Media Assignments Based on the Ethical Considerations and Legal Limits

Every Faculty Member Should Know

Moderating/Presiding:

Mitzi Lewis, Midwestern State

Panelists:

Jeremy Harris Lipschultz, Nebraska at Omaha
Daxton “Chip” Stewart, Texas Christian
Karen Freberg, Louisville
Melissa Dodd, Central Florida

10 am to 11:30 am / 049

Community College Journalism Association and Scholastic Journalism Division

Teaching Session:

G.I.F.T. (Great Ideas For Teachers)

Moderating/Presiding:

John Kerezy, Cuyahoga Community; Susan Zake, Kent State and Nicole Kraft, Ohio State

1. Modular & Symbolic Typography
   Phillip Motley, Elon

2. Producing Producers: Teaching Breaking News Methods
   Desiree Hill, Central Oklahoma

3. Taking Sides: A Debate
   Sue Burzynski Bullard, Nebraska-Lincoln

4. Jumpin’ With JavaScript
   Cindy Royal, Texas State

5. #Competition
   Carolyn Kim, Biola

6. Extra, Extra, Tweet All About It
   Lisa Lyon Payne, Virginia Wesleyan

7. Developing Drone-enabled Journalism Students
   Catherine Strong
   and Grant Hannis, Massey (New Zealand)

8. Throwback Thursday
   Jessica Smith, Abilene Christian
   and Peter Bobkowski, Kansas

9. Discovering the Next PR Star
   Kelly Bruhn and Jennifer Glover Konfirst, Drake
   and David Remund, Oregon

10. Personal and Professional Branding
    Brooke Weaberling McKeever, South Carolina

11. Expressions of Identity: Working with Performance
    Cheryl L. Nicholas, Pennsylvania State
    and Heidi A. Mau, Birks

12. Interdisciplinary Ink: A Collaborative Project in an Undergraduate Research Methods Course
    Susan Currie Sivek, Linfield

13. Periscoping the News
    Jeff South, Virginia Commonwealth

14. Worth A Thousand Words
    Carolyn Kim, Biola

15. Data Journalism: It’s All in the Name
    Nick Geidner, Tennessee

16. Understanding the Data-Driven News Environment
    Jan Lauren Boyles, Iowa State

17. Media Mentoring
    Tim Bajkiewicz, Virginia Commonwealth

18. Associated Press Style Review – Dirty Santa Style
    Angel Riggs, Oklahoma State

19. How to Use Instagram as a Motivator
    John Freeman, Florida

20. CSI (Crime Scene Investigation)
    Sharon Stringer, Lock Haven

21. Sales Sandbox: Marketing Faculty and Student Media Collaboration
    Michael Levin
    and Lori T. Peterson, Cleveland State
    and Hillary Warren, Otterbein

22. News Values and Industry Expectations: An Ice-Breaker
    Hillary Warren, Otterbein

23. Helping Students Help Themselves
    Adam Schaffer, North Carolina
    and Maureen Taylor, Tennessee

24. Reporting on the Move: Streaming News
    Nicole Kraft, Ohio State
    and Jeremy Littau, Lehigh

25. Six-Word Stories into Sequences: Visual Thinking for Video Beginners
    Susan Currie Sivek, Linfield

GIFT Judge Panel:

Jan Leach, Kent State
Candace Perkins Bowen, Kent State
John Bowen, Kent State
Sally Renaud, Eastern Illinois
Aileen Gallagher, Syracuse
Thursday Sessions

“AEJMC Global Bridges”: San Francisco, CA — August 6-9, 2015

Panelists:
- Patrick Merle, Florida State
- Mary Alice Basconi, East Tennessee State
- Patricia Dobson, Eastern New Mexico
- Jonathan Peters, Kansas

10 am to 11:30 am / 050
Internships and Careers Interest Group

Teaching Panel Session:
Internship Program Policies in the Face of Recent Lawsuits Brought by Unpaid Student Interns

Moderating/Presiding:
Grace Levine, Quinnipiact

Panelists:
- Erica Clarke, Pennsylvania State
- Grace Levine, Quinnipiact
- Frank LoMonte, executive director, Student Press Law Center
- Charles Lubbers, South Dakota
- James Simon, Fairfield

10 am to 11:30 am / 051
Participatory Journalism Interest Group

PF&R Panel Session:
Silicon Valley Meets Journalism: The Startup Scene and Its Connections with Emerging Forms of News

Moderating/Presiding:
Seth C. Lewis, Minnesota

Panelists:
- Nikki Usher, George Washington
- Mark Coddington, Washington and Lee
- Corey Ford, Matter.vc
- David Cohn, Al Jazeera (AJ+)
- Burt Herman, co-founder, Storify

10 am to 11:30 am / 052
Religion and Media and Gay, Lesbian, Bisexual, Transgender Interest Groups

Research Panel Session:
Media, Religion, and the Same-sex Marriage Debate Since Massachusetts

Moderating/Presiding:
Dean Mundy, Oregon

Panelists:
- Mediating Marriage Equality: Evolving Frames of the Same-sex Marriage Debate Over Time
  Leigh Moscowitz, Charleston
- Media and Marriage, Then and Now
  Nick Lasorsa, Texas at Austin
- From Condemnation to Ambiguity: The Evolution LDS Church’s Position on Same-sex Attraction
  Chiung Hwang Chen, Brigham Young Hawaii
- Truce in a Culture War? The Curious Case of Religion and Gay Marriage
  Debra Mason, Missouri

10 am to 11:30 am / 053
Sports Communication Interest Group

High Density Refereed Paper Research Session:
Sports Communication High Density Session

Moderating/Presiding:
Anne Osborne, Syracuse

Topic I — Players Behaving Badly
Sport, Media Representations, and Domestic Violence: Ray Rice and the Truth Behind Closed Doors
Lauren Anderson, Florida State

To Tweet and Retweet: How NFL Journalists Gatekept the Ray Rice Scandal on Twitter
Patrick Ferrucci, Colorado, Boulder

Inequivalency of Transgressions: On-Field Perceptions of Off-Field Athletic Deviance
Coral Marshall, Andrew Billings and Kenon Brown, Alabama

Altering the Attribute Agenda: How the Suspension of a Rugby Star Impacted Coverage of Doping
Bryan Denham, Clemson

#deflategate: Sports Journalism, Twitter and the Use of Image Repair Strategy
Mary Lou Sheffer, Brad Schultz and Willie Tubbs, Southern Mississippi

Discussant:
Scott Reinardy, Kansas

Topic II — Off the Field, In the Stands: Fans’ Respond
“How Could Anyone Predicted that #AskJameis Would Go Horribly Wrong?” Public Relations, Social Media, and Hashtag Hijacking
Jimmy Sanderson, Katie Barnes and Christine Williamson, Clemson and Edward Kian, Oklahoma State

“I Did What I Do” vs “I Cover Football”: Team Media and Athlete Protest
Michael Mirer, Wisconsin
Divorce in Sports: Enduring Grief and the Fluidity of Fandom**

Nathan Rodriguez, Kansas

The Team versus Its Fans: Crisis Frames Using Social Media in the Case of Ray Rice

Eunyoung Kim, Alabama

The Return of the King: How Cleveland Reunited With LeBron After a Parasocial Breakup*

Eryn Bostwick and Kathryn Lookadoo, Oklahoma

Discussant:

Welch Suggs, Georgia

* First Place, Student Paper

** Second Place, Student Paper

10 am to 11:30 am / 054

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

Research Panel Session:

Best Practices: Online and Blended Learning

Moderating/Presiding:

Chris Roush, North Carolina at Chapel Hill

Panelists:

First Place

Engaging an Open Online Class in Global Service Learning Projects

Marcus Messner and Jeanine Guidry, Virginia Commonwealth

Second Place

Twitter Party Q/A with Local Newspaper Reporters for the JOU1100 News Reporting Hybrid (Blended) Class

Rebecca Newman, Valencia College

Third Place

Beyond The Basic Blend: Synthesizing Social Media, Mobile Devices and Collaborative Learning In Project-Based Journalism Course

Ronald Yaros, Maryland

Honorable Mention

Online Fridays: Engaging Journalism History Students

Jennifer Moore, Maine

11:45 am to 1:15 pm / 056

Communicating Science, Health and Risk and Communication Technology Divisions

PF&R Panel Session:

#Risk: Using Social and Digital Media for Effective Risk Messages

Moderating/Presiding:

Avery E. Holton, Utah

Panelists:

Chris Clarke, George Mason

Jesse Fox, Ohio State

Roselyn Lee, Ohio State

Jeremy Bailenson, Stanford

Jorgé Pena, California, Davis

Helen Harris, Google

Sun Joo “Grace” Ahn, Georgia

11:30 am to 11:33 am / 055

Northwestern University, Qatar

Panel Session:

Changes in Media Use & Attitudes Toward Free Speech in the Middle East, 2013-2015

Moderating/Presiding:

Everette E. Dennis, dean, CEO, Northwestern University, Qatar

Panelists:

Yaser Bishr, executive director of corporate development and strategy, Al Jazeera

Robb Wood, director of strategic partnerships, Northwestern University, Qatar

Justin D. Martin, Northwestern University, Qatar

Shahira Fahmy, Arizona

11 am to 11:15 am / 057

Cultural and Critical Studies Division

High Density Refereed Paper Research Session:

Representation, Power, and Transformation in Traditional and Social Media

Moderating/Presiding Group I:

Peter Gloviczki, Coker

Topic I — Activism, Power, and Resistance Through Social Media

Filmic Narrative and Authority in the Cop Watching Movement*

Mary Angela Bock, Texas at Austin

Authorship, Performance and Narrative: A Framework for Studying Cultural Production on YouTube

Mark Lashley, La Salle

The Role of the Producer in Unboxing Videos

Christopher Bingham, Oklahoma
Thursday Sessions

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Speaking Out: Networked Authoritarianism and the Virtual Testimonies of Chinese Cyberpetitioners**  
Vincent Guangsheng Huang, Chinese University of Hong Kong
Citizens of the Margin: Youth and Resistance in a Moroccan YouTube Web-series***  
Mohamed El Marzouki, Indiana

Discussant:  
Kevin Howley, DePauw

* Second Place, Faculty paper  
** Second Place, Student paper  
*** First Place, Student paper

Moderating/Presiding Group II:  
Victoria LaPoe, Western Kentucky

Topic II — Television Representations Matter  
Media Representations in Travel Programming: Satire, Self, and Other in An Idiot Abroad  
Zachary Vaughn, Indiana
Print vs. Digital: How Medium Matters on House of Cards  
Patrick Ferrucci, Colorado, Boulder  
and Chad Painter, Eastern New Mexico
Good Gay, Bad Queer: Heteronormative Shaming and Homonormative Love in Network Television Situational Comedies  
Robert Byrd, Memphis
Friday Night Disability: The Portrayal of Parent-Child Interactions on Television’s Friday Night Lights,  
Ewa McGrail, Georgia State;  
J. Patrick McGrail, Jacksonville State;  
Alicja Rieger, Valdosta State  
and Amy Fraser, Georgia State

Discussant:  
Karen Kline, Lock Haven

Staying Alive: T.V. News Facebook Posts, Perceived Credibility and Engagement Intent  
Kate Keib and Bartosz Woydzinski, Georgia
Medium Matters – Examining Television, Newspaper and Online News Definitions on Facebook and Twitter  
Jennifer Cox, Salisbury

Discussant:  
Simon Perez, Syracuse

11:45 am to 1:15 pm / 059

Law and Policy Division

Refereed Paper Research Session:  
First Amendment Perspectives

Moderating/Presiding:  
Brian Steffen, Simpson

Examining the Theoretical Assumptions Found Within the Supreme Court’s Use of the Marketplace Metaphor  
Jared Schroeder, Augustana College
First Amendment Protection or Right of Publicity Violation? Examining the Application of the Transformative Use Test in Keller and Hart  
Sada Reed, Arizona State
Begging the Question of Content-Based Confusion: Examining Problems With a Key First Amendment Doctrine Through the Lens of Anti-Begging Statutes  
Clay Calvert, Florida
Access to Information About Lethal Injections: A First Amendment Theory Perspective  
Emma Morehart, Kérán Billaud  
and Kevin Bruckenstein, Florida

Discussant:  
Jane Kirtley, Minnesota

11:45 am to 1:15 pm / 060

Media Ethics and Scholastic Journalism Divisions

Teaching Panel Session:  
Teaching Ethics Through Campus Media

Moderating/Presiding:  
John Williams, Principia College

Panelists:  
Chad Painter, Eastern New Mexico  
Adam Maksl, Indiana-Southeast  
Dan Reimold, St. Joseph’s  
Hillary Warren, Otterbein
11:45 am to 1:15 pm / 061

Media Management and Economics Division and Entertainment Studies Interest Group

PF&R Panel Session:
Second Screen: Status Quo, Trends, and Challenges

Moderating/Presiding:
Kelly Kaufhold, Texas State

Panelists:
Multi-Platform Media and Business Models - A Babylonian Clutter of Concepts and Definitions
Sabine Baumann and Tim Hasenpusch, Jade University
Accessory or Necessity? Millennials’ Perspectives on Second Screen Adoption
Jason Zenor, Oswego
Second Screens for Binge Watchers: Exploring the Challenges and Opportunities for Asynchronous Fan Communities
J. Richard Stevens, Colorado at Boulder
It’s All Second Screen
Guy Finley, 2nd Screen Society/MESA

11:45 am to 1:15 pm / 062

Public Relations and International Communication Divisions

PF&R Panel Session:
Global Bridges Over Troubled Waters: Communication in the Wake of Humanitarian Crises

Moderating/Presiding:
Patricia A. Curtin, Oregon

Panelists:
Adrian Edwards, Head of News and Spokesperson, United Nations High Commissioner for Refugees
Colleen Connolly-Ahern, Pennsylvania State
Peter Laufer, Oregon

Men, women, and even unaccompanied children flee their homes after experiencing persecution, trauma, and tragedy. Many refugees have witnessed gruesome acts; some have lost their family members to violence. Other refugees have fled to camps in the hopes of protecting themselves from disease, such as the Ebola virus. The plight and number of refugees can be so overwhelming as to make people feel powerless to help amidst the widespread suffering. The role of communication is pivotal in this context — both communication designed to help refugees directly (e.g., communication designed for refugees and communication consumed by potential donors) and communication designed to create a favorable political and social climate. UNHCR, the organization that has agreed to join the panel, engages in all of these types of communication.

11:45 am to 1:15 pm / 063

Council of Affiliates and Mass Communication and Society Division

Teaching Panel Session:
How I Learned to Stop Worrying And Love Online Learning

Moderating/Presiding:
Jensen Moore, Louisiana State

Panelists:
Ralph Hanson, Nebraska at Kearney
Kristen Wilkerson, Michigan State
Nanette Hogg, Nebraska at Kearney
Jack Karlis, Buffalo State
Kevin Williams, Mississippi State

11:45 am to 1:15 pm / 064

Commission on the Status of Women and Minorities and Communication Division

PF&R Panel Session:
I Have Tenure, What’s Next?: A Panel for Mid-Career Women

Moderating/Presiding:
Tracy Everbach, North Texas

Panelists:
Marianne Barrett, Arizona State
Jinx Broussard, Louisiana State
Lillian Lodge Kopenhaver, Florida International
Elizabeth L. Toth, Maryland

11:45 am to 1:15 pm / 065

Religion and Media Interest Group

Refereed Paper Research Session:
Framing Crises: Religions’ Role in Framing News about Terrorism and Politics

Moderating/Presiding:
Joel Campbell, Brigham Young
Thursday Sessions

“AEJMC Global Bridges”: San Francisco, CA — August 6-9, 2015

A Cross-National Media Framing Comparison of U.S. and Arabic News: The Case of Charlie Hebdo

**Ethan Stokes**, Alabama

Is It Really a Religious Conflict?: News Framing of the Ahmadiyah Conflict in Indonesian Mediascape

**Yearry Setianto**, Ohio

Religious “Hate Spin” and the Limitations of the Law in India

**Cherian George**, Hong Kong Baptist

* Top Student Paper

11:45 am to 1:15 pm / 066

**JHistory Internet Group**

Research Panel Session:

**Journalism, Disruption, and the Frontiers of Change**

Moderating/Presiding:

**David T. Z. Mindich**, St. Michael’s

Panelists:

**Carolyn Kitch**, Temple

**Kathy Roberts Forde**, Massachusetts-Amherst

**Magda Konieczna**, Temple

**John Pauly**, Marquette

11:45 am to 1:15 pm / 067

**American Press Institute**

PF&R Panel Session:

**The State of Media and Communications: A Survey of Alumni of More than 20 Major Schools**

Moderating/Presiding:

**Maria Ivancin**, American University, President, Market Research Bureau

and **Kevin Loker**, Program Coordinator, American Press Institute

Researchers from the American Press Institute will present one of the largest surveys to date of journalism and communication school graduates going back many years. The project is a collaboration of over 20 top journalism and communications schools: a survey that probes deeply about graduates’ work experiences, attitudes on current journalism trends and views about their journalism education and continuing education. Researchers will present key findings from the data set of that includes more than 10,0000 respondents, thoughts on what that means for educators, and how other scholars may be able mine the data set in the future.

11:45 am to 1:15 pm / 068

**Walter Cronkite School of Journalism and Mass Communication, Arizona State University**

PF&R Panel Session:

**Elevating Professional Media Partnerships**

Moderating/Presiding:

**Mark Lodato**, assistant dean and News Director, Walter Cronkite School of Journalism and Mass Communication, Arizona State

Panelists:

**Art Brooks**, president and CEO, Arizona Broadcasters Association

**Bob Keyser**, vice president of University Relations, Pac-12 Networks

**Jacquee Petchel**, executive editor, News 21, Walter Cronkite School of Journalism and Mass Communication

A recent student-produced project on heroin at Arizona State University aired simultaneously at 6:30 p.m. MST on every television station in the state, thanks to the efforts of the Arizona Broadcasters’ Association. This panel will discuss how the partnership was achieved and will offer advice on how schools can work with networks, associations and station groups to advance student content beyond the individual media outlet.

1:30 pm to 3 pm / 069

**Communication Theory and Methodology** and **Communicating Science, Health, Environment and Risk Divisions**

Teaching Panel Session:

**Academia 2.0, When Professors Become Public Intellectuals: Benefits and Detriments**

Moderating/Presiding:

**Patrick Merle**, Florida State

Panelists:

**Dietram Scheufele**, Wisconsin, Madison

**Dominique Broussard**, Wisconsin, Madison

**Declan Fahy**, American

**Liz Neeley**, COMPASS
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1:30 pm to 3 pm / 070

Electronic News Division and Council of Affiliates

PF&R Panel Session:
State of the Industry Address and Reaction from Practitioners

Moderating/Presiding:
Bob Papper, Director, RTDNA/Hofstra University
Annual Survey

Panelists:
Teri Hayt, Executive Director, ASNE
David Smydra, Executive Producer, Google Play Newsstand
Robert Hernandez, USC Annenberg
Bob Papper, Director, RTDNA/Hofstra University
Annual Survey

1:30 pm to 3 pm / 071

History Division

Refereed Paper Research Session:
Sports in Media History

Moderating/Presiding:
Kristin Gustafson, Washington-Bothell

The Fish Sticks Logo: The Doomed Rebranding of the New York Islanders
Nicholas Hirshon, Ohio
Bubbling Motor of Money: Calvin Jacox, the Norfolk Pilot & Guide, and the integration of Tidewater Baseball
Brian Carroll, Berry
“Now We Move to Further Action,” The Story of the Notre Dame Sunday Morning Replays
Daniel Haygood, Elon

Discussant:
Kathy Bradshaw, Bowling Green State

1:30 pm to 3 pm / 072

International Communication Division

High Density Refereed Paper Research Session

Moderating/Presiding:
Catherine Cassara, Bowling Green State

Topic I — Journalists’ Perspectives on Professionalism and Investigative News
An Exploratory Study on Journalistic Professionalism and Journalism Education in Contemporary China
Baohui Shao, Hebei University of China
and Qingwenn Dong Dong, University of the Pacific
Reporting in Latin America: Issues and Perspectives on Investigative Journalism in the Region*
Magdalena Saldana
and Rachel Mourao, Texas at Austin

Discussant:
Joseph Weber, Nebraska-Lincoln

Dirty Politics in New Zealand: How Newspaper Reporters and Online Bloggers Constructed the Professional Values of Journalism at a Time of Crisis
Linda Jean Kenix, University of Canterbury
Migrant Worker of News vs. Superman: Why Local Journalists in China and the U.S. Perceive Different Self-Image
Zhaoxi Liu, Trinity

Discussant:
Sally Ann Cruikshank, Auburn

Topic II — Public’s Perceptions of Media Corruption, News Credibility and Brand Loyalty
Do Demographics Matter? Individual Differences in Perceived News Media Corruption in Serbia**
Ivanka Pjesivac, Georgia
Trust in the Media and Its Predictors in Three Latin American Countries
Vinicio Sinta, Victor Garcia and Ji won Kim, Texas at Austin

Discussant:
Celeste Gonzalez de Bustamante, Arizona

Source Nationality, Authority and Credibility: A Multi-National Experiment using the Diaoyu/Senkaku Island Dispute
Krystin Anderson, Xiaochen Zhang and Shintaro Sato, Florida;
and Hideo Matsumoto, Tokai University

To Share or Not to Share: The Influence of News Values and Topics on Popular Social Media Content in the U.S., Brazil, and Argentina
Victor Garcia, Texas at Austin;
Ramón Salaverría, University of Navarra;
Danielle Kilgo, Texas at Austin
and Summer Harlow, Florida State

Discussant:
Emily Metzgar, Indiana
Charities in Chile: Trust and Commitment in the Formation of Donor’s Behavioral Loyalty
Cristobal Barra, University of Chile; Geah Pressgrove, West Virginia and Eduardo Torres-Moraga, University of Chile
Cultural Capital at its Best: Factors Influencing Consumption of American Television Programs among Young Croatsans
Ivanka Pjesivac, Georgia and Iveta Imre, Western Carolina

Discussant:
Katerina Spasovska, Western Carolina

* Top Paper, James W. Markham Student Paper Competition
** Second Place, Robert L. Stevenson Open Paper Competition

1:30 pm to 3 pm / 073
Law and Policy Division

Refereed Paper Research Session:
The Right to Privacy

Moderating/Presiding:
William Davie, Louisiana at Lafayette

A Theory of Privacy and Trust
Woodrow Hartzog, Samford University’s Cumberland School of Law and Neil Richards, Washington University School of Law
The “Right to Be Forgotten” and Global Googling: A More Private Exchange of Information?
Burton Bridges, Memphis

The Digital “Right to Be Forgotten” in EU Law: Informational Privacy vs. Freedom of Expression
Kyu Ho Youm, Oregon and Ahran Park, Seoul National University
Differential Reasonableness: A Standard for Evaluating Deceptive Privacy-Promising Technologies
Jasmine McNealy, Florida

Discussant:
Paul Siegel, Hartford

1:30 pm to 3 pm / 074
Mass Communication and Society Division

Refereed Paper Research Session:
Best of Mass Communication & Society

Moderating/Presiding:
Kevin Williams, Mississippi State

NGOs, Hybrid Connective Action, and the People’s Climate March*
Suzannah Evans, Daniel Riffe and Joe Bob Hester, North Carolina at Chapel Hill

The Impact of Political Identity Salience on the Third-Person Perception and Political Participation Intention**
Hyunjung Kim, Sungkyunkwan University

Reducing Stigmatization Associated with Alpha-1 Antitrypsin Deficiency***
Michelle Baker, Juniata College

“Let’s Keep This Quiet:” Media Framing of Campus Sexual Assault, Its Causes, and Proposed Solutions****
Jane O’Boyle and Jo-Yun Queenie Li, South Carolina

Social Pressure for Social Good? Motivations for Completing the ALS Ice Bucket Challenge*****
Jared Brickman, Washington State

Discussant:
Robert McKeever, South Carolina

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

1:30 pm to 3 pm / 075
Media Management and Economics Division

Refereed Paper Research Session:
Best Student Papers

Moderating/Presiding:
Marianne Barrett, Arizona State

Brand Extension in the Film Industry: Performance of Film Adaptation and Sequels*
Dam Hee Kim, Michigan

Can Net Neutrality Coverage Maintain Value Neutrality?**
Joseph Yoo, Texas at Austin

Netflix versus Hulu: A Comparative Analysis***
Ronen Shay, Florida
Disruptors versus Incubators: How Journalists Covered the Organizational Change at the New Republic Under Technology Entrepreneur Chris Hughes****

Monica Chadha, Arizona State

Discussant:

George Sylvie, Texas at Austin

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

1:30 pm to 3 pm / 076

Newspaper and Online News and Advertising Divisions

Refereed Paper Scholar-to-Scholar Research Session

Advertising Division

Topic — Social Media, and Digital Advertising

   Johannes Knoll, University of Vienna

2. Social Motives to Interact with a Brand on Social Networking Sites: Focus on Social Identify and Network Externality
   Okhyun Kim and Taemin Kim, Minnesota-Twin Cities

3. Advertising Message Strategies on Automobile Brands’ Facebook Fan Page
   Joong Suk Lee and Tie Nie, Alabama

Discussants:

Chang-Dae Ham, Illinois at Urbana-Champaign
Rebecca Kern, Manhattan College
and Ken Kim, Oklahoma State

4. “Wow! I Want to Share This With My Twitter Followers”: Influencing Factors on Intention to Retweet of Branded Tweet
   Nazmul Rony, Doyle Yoon, Seunghyun Kim and Rahnuma Ahmed, Oklahoma

5. #AirbrushingREJECTED: Testing Millennials’ Perceptions of Retouched and Unretouched Images in Advertising Campaigns
   Heather Shoenberger and Nicole Dahmen, Oregon

Discussants:

Caryl A. Cooper, Alabama
and Craig Wood, Indiana

Topic — Advertising Message Processing and Its Effects

   Shili Xiong, Jiachen Yao, Zongyuan Wang and Brittany Duff, Illinois Urbana Champaign

7. Trumping Mood: Transportation and its Effects on Brand Outcomes
   Lu Zheng, Florida and Shuhua Zhou, Alabama

Discussants:

Sandra Utt, Memphis
and Chen Lou, Michigan State

8. Examining Receptiveness to Personalized Advertising Through Perceived Utility and Privacy Concerns*
   Nancy Brinson, Texas at Austin

9. The Effect of Time Restriction and Explicit Deadline on Purchase Intention: Moderating Role of Construal Level
   Hyuksoo Kim, Jee Young Chung and Michael Lee, Ball State

Discussants:

Frauke Hachman, Nebraska-Lincoln
and Janet Dooley, Marshall

* First Runner Up Student Paper

Topic — Attention, Memory and Advertising

10. Factors Influencing OOH Advertising Effects: A Prediction Model for Billboard Advertising
    Yong Seok Cheon, Jong Woo Jun and Hyun Park, Dankook University

11. Forget the Brand Mentioned by Actor: The Attention and Memory Effect of Product Placement in TV Episodes
    WanYun Yu and JieLi Tsai, Department of Psychology, National Chengchi University and ChenChao Tao, National Chiao Tung University

12. Brand Accessibility and Attitudes: The Moderating Effect of Advertising Exposure
    Temple Northup, Houston

Discussants:

Brittany Duff, Illinois at Urbana-Champaign;
Matthew VanDyke, Texas Tech
and Janet Dooley, Marshall

13. Opening the Advertising Crayon Box: Applying Kobayashi’s Color Theory to Advertising Effectiveness
    Nasser Almutairi, Carie Cunningham, Kirstyn Shiner
    and Saleem Alhabash, Michigan State
Thursday Sessions

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   Sigal Segev, Florida International;
   Juliana Fernandes and Cheng Hong, Miami

15. The Effect of Message Valence on Recall and Recognition of Prescription Drug Ad Information
   Jennifer Ball
   and Taemin Kim, Minnesota-Twin Cities

Discussants:
   Heewon Im, Minnesota-Twin Cities;
   Patricia Mark, South Alabama
   and Astrid Sheil, California State, San Bernardino

Topic — Gender, Sex LGBT and Sport in Advertising

16. Female Representation In The Communication Arts Advertising Annual
   Karen Mallia, South Carolina
   and Kasey Windels, Louisiana State

17. Gender and the Effectiveness of Using Sexual Appeals in Advertising
   Lelia Samson, Wee Kim Wee

   Jinyoung Kim, Pennsylvania State

Discussants:
   Kevin Wise, Illinois at Urbana Champaign
   and Fang (Faye) Yang, SUNY at Cortland

19. Examining Gender Stereotypes in Advertisements Broadcast During the 2014 Sochi Winter Olympic Games
   Lance Kinney, Brittany Galloway
   Sara Lavender and Se Na Lim, Alabama

   Joseph Cabosky, North Carolina at Chapel Hill

   Eunseon Kwon
   and Eunjin (Anna) Kim, Missouri

Discussants:
   Adriane Grumbein, Kentucky
   and McKay Pilar, American

Topic — Teaching and Advertising

22. An Examination of the Impact of Faculty Mentorship in a Student-run Advertising Agency
   Dustin Supa and Toby Berkovitz, Boston

23. A Systematic Analysis of Peer-reviewed Research about Advertising Teaching Effectiveness and Pedagogy
   John G. Wirtz, Thais Menezes Zimbres
   and Eun Young Lee, Illinois at Urbana-Champaign

24. The Effects of Integrating Advertising Ethics into Course Instruction*
   Michelle Amazeen, Rider

Discussants:
   Jisu Huh, Minnesota-Twin Cities
   and D. Jasun Carr, Idaho State

* Top Teaching Paper Award

Topic — Responses to Corporate and Sponsored Advertising

25. Corporate Advertising and Crises: Understanding the Effects of Advertisements Before and After Crises on Stakeholders’ Perceptions of the Organization
   Benjamin Ho, Wonsun Shin
   and Augustine Pang, Nanyang Technological University

26. The Activation of Social Identities Through Advertising: How Brand Loyalty is Influenced by Outgroup Perceptions Related to Political Identity
   Jennifer Hoewe, Alabama
   and Peter K. Hatemi, Pennsylvania State

27. The Moderating Role of Sport Involvement between Sponsor-event Congruence and Consumer Responses*
   Jakeun Koo
   and Soyoung Joo, Massachusetts, Amherst

Discussants:
   Padmini H. Patwardhan, Winthrop
   and Daniel Haygood, Elon

* Second Runner Up Student Paper

Topic — Advertising Content and Exposure

28. What’s In the Ad? A Content Analysis of Holistic-Analytic Cognitive Processes Found in Television Commercials
   Christina Jimenez Najera, California, Fullerton

29. The Effect of Ad Self-Selection on Different Levels of Forced Exposure to Advertising
   Nam Young Kim, Sam Houston State

30. Tablets and TV advertising: Understanding the Viewing Experience
   Stephen McCreery, Appalachian State
   and Dean Krugman, Georgia

Discussants:
   Gregory Hoplamazian, Loyola, Maryland
   and Sheetal Patel, Stanford
Thursday Sessions

“AEJMC Global Bridges”: San Francisco, CA — August 6-9, 2015

Topic — Advertising Effects: Label, Cause-Related Marketing
31. The Effectiveness of Warning Labels and Ecolabels in Different Contexts
Yongick Jeongy, Louisiana State
32. Effects of Various Cause-Related Marketing (CRM) Campaign Types on Consumers’ Visual Attention, Perceptions, and Purchase Intentions
Mikyeung Bae and Patricia Huddleston, Michigan State
33. Creating Brand Personality through Brand Placement and Media Characters – The Role of Parasocial Interaction and Brand Familiarity
Johannes Knoll, Holger Schramm and Christiana Schallhorn, Vienna

Discussants: Rodney Carveth, Morgan State; Linsen Su, Beijing Jaotong University and Shery Kantrowitz, Temple

Topic — Responses to Advertising Messages
34. Would I Go? US Citizens React to a Cuban Tourism Campaign
Alice Kendrick, Southern Methodist; Sheri Broyles, North Texas and Jami Fullerton, Oklahoma State
35. Fierce Competition While Playing Nice in the Sandbox: Trends in Advertising & Public Relations Agencies
Marlene Neill, Baylor and Erin Schauster, Colorado, Boulder
YoonJoo Lee, Washington State and Sora Kim, Chinese University of Hong Kong

Discussants: Pamela Morris, Loyola Chicago and Chuck Lubbers, South Dakota

Topic — Social Advertising
37. The Effects of Message Framing and Reference Points of PSAs on Bystander Intervention in Binge Drinking
Kang Li and Nora Ríon, Michigan State
38. A Mutualist Theory of Processing PSAs and Ethically Problematic Commercials
Esther Thorson, Margaret Duffy, Eunjin (Anna) Kim, Heesook Choi, Tatsiana Karaliava and Eunseon Kwon, Missouri
39. Advertising’s Responsibility to the Future: A proposal to Address Our Role in Climate Change
Deborah Morrison, Oregon

Discussant: Jay Newell, Iowa State and Curtis Matthews, Kansas State

Newspaper and Online News Division
Topic — Social Responsibility and Public Journalism
40. Assessing the Health of Local Journalism Ecosystems: Testing New Metrics on Three New Jersey Communities
Sarah Stonbely, New York; Philip M. Napoli, Rutgers; Katie McCollough and Bryce Renninger
41. Disrupted Lives, Disrupted Media: The Social Responsibility Role of Newsprint 10 Years after Hurricane Katrina
Jan Lauren Boyles, Iowa State
42. Examining Interactivity Between Florida Political Reporters and the Public on Twitter
John Parmalee and David Deleeley, Northern Florida
43. Conceptualizing the Impact of Investigative Journalism: How a Prominent Journalistic Nonprofit Talks About Its Work
Magda Konieczna, Temple and Elia Powers, Towson

Discussant: Carol Schlagheck, Eastern Michigan

Topic — Social Media Influences
44. Following the Leader: An Exploratory Analysis of Twitter Adoption and Use Among Newspaper Editors
Kris Boyle, Brigham Young and Carol Zuegner, Creighton
45. The Influence of Twitter Sources on Credibility in Online News
Taisik Hwang, Camila Espina, and Bartosz W. Wojdynski, Georgia
46. A Little Birdie Told Me: Factors That Influence the Diffusion of Twitter in Newsrooms
Alecia Swasy, Illinois
47. The Role of Twitter in Speed-driven Journalism: From Journalists’ Perspective
Angela Lee, Texas-Dallas

Discussant: Gina Masullo Chen, Texas

Topic — Credibility and Civility
48. Incivility, Source and Credibility: An Experimental Test of How University Students Process a News Story
Yanfang Wu and Esther Thorson, Missouri
49. The Third-Person Effect of News Story Comments
Gina Masullo Chen and Yee Man (Margaret) Ng, Texas at Austin
50. Credibility of Black and White Journalists and Their News Reports on a Race-Coded Issue
   Alexis Tan, Washington State; Francis Dalisay, Hawaii at Manoa; Zhang Yunying, Austin Peay; Lincoln James, Washington State; Han Eun-Jeong, John Carroll; Marie Louis Radanielina-Hita, McGill and Mariyah Merchant

51. Effect of Negative Online Reader Comments on News Perception: Role of Comment Type, Involvement and Comment Number
   Manu Bhandari and David Wolfgang, Missouri

Discussant:
   Carl Sessions Stepp, Maryland

Topic — Content and Framing
52. Framing E-Cigarettes: News Media Coverage of the Popularity and Regulation of “Vaping”
   Lu Wu, North Carolina

53. Picturing the Scientists: A Content Analysis of the Photographs of Scientists in The Science Times
   Hwalbin Kim, Sei-Hill Kim and Christopher Frear, South Carolina and Sang-Hwa Oh, Appalachian State

54. Framing Oil on the Media Agenda: A Model of Agenda Building
   Mariam Alkazemi and Wayne Wanta, Florida

55. An Issue Divided: How Business and National News Differ in Affordable Care Act Coverage
   Lauren Furey and Andrea Hall, Florida

56. Is the Internet Portal an Alternative News Channel or Another Gatekeeper?
   Kyung-Gook Park, Pittsburgh and Eunju Kang, Florida

Discussant:
   Bill Cassidy, Northern Illinois

Topic — International Issues
57. Who Makes (Front Page) News in Kenya?
   Steve Collins, Texas at Arlington

58. Interactivity in Egyptian Newspapers
   Ahmed El Gody, Örebro University

59. The Adoption of Technology and Innovation Among Colombian Online News Entrepreneurs
   Victor Garcia, Texas at Austin

60. Tailoring the Arab Spring to American Values and Interests: A Framing Analysis of U.S. Elite Newspapers’ Opinion Pieces
   Jae Sik Ha, Illinois-Springfield

Discussant:
   Michael Longinow, Biola

Topic — Data, Curation, and Aggregation
61. Getting Their Stories Short: News Aggregation and the Evolution of Journalistic Narrative
   Mark Coddington, Washington & Lee

62. What’s The Big Deal with Big Data? Norms, Values, and Routines in Big Data Journalism
   Edson Tandoc, Nanyang Technological University and Soo-Kwang Oh, William Paterson

63. How is Online News Curated? A Cross-sectional Content Analysis
   Xi Cui, Dixie State

Discussant:
   Howard Schlossberg, Columbia College Chicago

Topic — News Responses and Coverage
64. The Affective Gap: Response to News of Humanitarian Crisis Differs by Gender and Age
   Scott Maier, Oregon; Marcus Mayorga and Paul Slovic, Decision Research

65. Radically Objective: The Role of the Alternative Media in Covering Ferguson, Missouri
   Mark Poepsel, Southern Illinois-Edwardsville and Chad Painter, Eastern New Mexico

66. Who’s Responsible for Our Children’s Education? Framing a Controversial Consolidation of School Systems
   Morgan Arant and Jin Yang, Memphis

67. To the Backburner During Crisis Reporting: Citizen Journalists and Their Role During the Boston Marathon Bombings
   Josh Grimm and Jaime Loke, Oklahoma

Discussant:
   John Carvalho, Auburn

Topic — Newsroom Decision-making
68. Gatekeeping and Unpublishing: Making Publishing and Unpublishing Decisions
   Nina Pantic and Tim Vos, Missouri

69. Error Message: Creation and Validation of a Revised Codebook for Analyses of Newspaper Corrections
   Alyssa Appelman, Northern Kentucky and Kirstie Hettinga, California Lutheran

70. Social Responsibility a Casualty of 21st Century Newspaper Newsroom Demands
   Scott Reinardy, Kansas

71. Hubs for Innovation: Examining the Effects of Consolidated News Design on Quality
   Matthew Haught and David Morris II, Memphis

Discussant:
   Leslie-Jean Thornton, Arizona State
Thursday Sessions

"AEJMC Global Bridges": San Francisco, CA — August 6-9, 2015

Topic — The Audience Perspective
72. Likeable News: Three Experimental Tests of What Audiences Enjoy About Conversational Journalism
   Doreen Marchionni, The Seattle Times
73. Exploring the Influence of Normative Social Cues in Online Communication: From the News Consumers’ Perspective
   Jiyoun Kim
74. The Buzz on BuzzFeed: Can Readers Learn the News from Lists?
   Tara Burton and Chris Roberts, Alabama
75. Real Significance of Breaking News: Examining the Perception of Online Breaking News
   Joseph Yoo, Texas at Austin

Discussant:
   Brett Borton, South Carolina

Topic — Politics and Information
76. The New Norm: “Publicness” and Self-Disclosure Among U.S. Journalists on Social Media
   Justin Blankenship, North Carolina at Chapel Hill
77. Channel Characteristics and Issue Types in the Agenda-Building Process of Election Campaigns
   Ramona Vonbun and Joerg Matthes, University of Vienna
78. Social Media as a Catalyst for News Seeking: Implications for Online Political Expression and Political Participation
   Yonghwan Kim, Joon Yea Lee and Bumsoo Kim, Alabama
79. Determinants of Issue Salience
   Catherine Huh, California-Davis

Discussant:
   Chance York, Kent State

1:30 pm to 3 pm / 077 Off-site: Buca Di Beppo

Public Relations Division

Off-site Luncheon:
   Past Heads Luncheon

Moderating/Presiding:
   Colleen Connolly-Ahern, Pennsylvania State

Location: Buca Di Beppo, 855 Howard Street (a five-minute walk from the conference hotel)

1:30 pm to 3 pm / 078

Scholastic Journalism and Media Ethics Divisions

PF&R Panel Session:
   Student Press Freedom Through Policy, Practice and Partnership

Moderating/Presiding:
   Thomas Eveslage, Temple

Panelists:
   Scott Eveslage, principal, Harriton (PA) High School
   John Bowen, Kent State
   Genelle Belmas, Kansas

1:30 pm to 3 pm / 079

Visual Communication Division

and Participatory Journalism Interest Group

Research Panel Session:
   Ethics, Emotions, and Photojournalism: Lessons Learned from the #MikeBrown Shooting in Ferguson and Unrest

Moderating/Presiding:
   Matt Haught, Memphis

Panelists:
   Paul Martin Lester, California State, Fullerton
   Mary Bock, Texas at Austin
   Gabriel B. Tait, Arkansas State
   Victoria LaPoe, Western Kentucky
   Josh Meltzer, Western Kentucky

1:30 pm to 3 pm / 080

Commission on the Status of Women

and Cultural and Critical Studies Division

Research Panel Session:
   Defining and Debating Feminism and Feminist Research: What is Feminism and Feminist Research? Who is Allowed to Define it and Do These Answers Matter?

Moderating/Presiding:
   Dustin Harp, Texas at Arlington

Panelists:
   Ingrid Bachmann, Pontificia Católica de Chile
   Bernadette Barker-Plummer, San Francisco
   Stine Eckert, Wayne State
   Janet Kwami, Furman
   Qi Ling, Iowa
Thursday Sessions

“AEJMC Global Bridges”: San Francisco, CA — August 6-9, 2015

1:30 pm to 3 pm / 081

Graduate Student Interest Group

Refereed Paper Research Session:
Platforms, Politics, and Public Perception

Moderating/Presiding:
Amanda Weed, Ohio

Icy Challenges: Consumer Perceptions of Brands’ Social Activism in ALS Ice Bucket Challenge
Naa Amponsah Dodoo, Florida
How Do People Choose from Different Reading Platforms? The Comparison Between Online Reading and Offline Reading
Weiwei Jiang and Ying Xu, Bowling Green State
Bellwether County: Macomb County, Michigan, and the Construction of Reagan Democrats in US Political News
Christopher Cimaglio, Pennsylvania
The Usage of Soft and Hard News Delivery Techniques in Articles of Women’s Weight: A Content Analysis of Differences Across Media Genres
Calli Breil and Samuel Tham, Missouri

Discussant:
D. Jasun Carr, Idaho State

1:30 pm to 3 pm / 082

Association for Education in Journalism and Mass Communication Elected Standing Committee on Professional Freedom and Responsibility

Teaching Panel Session:
Diversity in the Classroom: Concepts, Practices, and Conversations

Moderating/Presiding:
Hong Cheng, Virginia Commonwealth

Panelists:
Cristina Azocar, San Francisco State
Brooke Barnett, Elon
George Daniels, Alabama
Joel Geske, Iowa State

Whether teaching stand-alone courses or doing our best to infuse crucial concepts and practices into others, this panel offers ideas on approaches to teaching diversity and creating an inclusive classroom. Besides incorporating ideas into courses, how can we handle those ad-hoc conflicts when a student says or does something that is offensive to others? This panel will explore both.

1:30 pm to 5:30 pm / 084

Association for Education in Journalism and Mass Communication

Training Session:
Institute for Diverse Leadership in Journalism and Communication: Exploring Leadership

Moderating/Presiding:
Jennifer McGill, AEJMC/ASJMC Executive Director

Welcome:
Elizabeth L. Toth, Maryland, 2014-15 AEJMC President

Presenter:
Birgit Wassmuth, Kansas State

Session only open to AEJMC Institute fellows.

1:30 pm to 3 pm / 083

Association for Education in Journalism and Mass Communication

Panel Session:
The Meaning of Metrics

Moderating/Presiding:
Jane Marcellus, Middle Tennessee State

Panelists:
Julie Andsager, Tennessee
David Perlmutter, Texas Tech
Linda Steiner, Maryland

In academic publishing, “metrics” seem to be on everyone’s mind. What does the focus on metrics mean for scholars in journalism and media studies? How does it influence what we value and what we may not value in scholarship? After providing a quick, clear overview of SSCI, H indices, and their history, members of this panel will discuss how metrics can be used beneficially in ranking the value of scholarship and in the tenure and promotion process, as well as ethical problems they present and what they may hinder.
Thursday Sessions

“AEJMC Global Bridges”: San Francisco, CA — August 6-9, 2015

3:15 pm to 4:45 pm / 085

Association for Education in Journalism
and Mass Communication

Session:
Council of Divisions Business Meeting I

Moderating/Presiding:
Bob Trumpbour, Pennsylvania State, Altoona,
Council of Divisions Chair

3:15 pm to 4:45 pm / 086

San Francisco Examiner

Advertising Division

Off-site Tour:
The San Francisco Examiner

Moderating/Presiding:
Jay Carran, Chief Revenue Officer (CRO),
San Francisco’s The Examiner

3:15 pm to 4:45 pm / 087

Communicating Science, Health, Environment
and Risk Division

Refereed Paper Research Session:
Sexual Health and Communication

Moderating/Presiding:
Shirley Ho, Nanyang Technological

The Porn Effect (?): Links Between College Men’s
Exposure to Sexually Explicit Online Materials and Risky
Sexual Health Behaviors and Attitudes
Ashley McLain and Kim Walsh-Childers, Florida

Consent is Sexy: An Evaluation of a Campus Mass
Media Campaign to Increase Sexual Communication
Nathan Silver, Shelly Hovick
and Michelle Bangen, Ohio State

The Entanglement of Sex, Culture, and Media in
Genderizing Disease
Irene van Driel, Jessica Myrick, Rachelle Pavelko,
Maria Grabe, Paul Hendriks Vettehen,
Mariska Kleemans and Gabi Schaap, Indiana

Motives and Underlying Desires of Hookup Apps Use
and Risky Sexual Behaviors among Young Men Who
Save Sex with Men in Hong Kong
Tien Ee, Dominic Yeo
and Yu Leung Ng, Hong Kong Baptist

Communicating to Young Chinese about HPV
Vaccination: Examining the Impact of Message Framing
and Temporal Distance
Nainan Wen, Nanjing University
and Fuyuan Shen, Pennsylvania State

3:15 pm to 4:45 pm / 088

Communication Technology
and Newspaper and Online News Divisions

Teaching Panel Session:
Teaching Newsroom Math: Demystifying Data
Skills in the Journalism Classroom

Moderating/Presiding:
Susan Zake, Kent State

Panelists:
Katy Culver, Wisconsin-Madison, PBS MediaShift
Steve Doig, Arizona State
Dianne Finch, Elon
Nick Geidner, Tennessee

3:15 pm to 4:45 pm / 089

Communication Theory and Methodology Division

Refereed Paper Research Session:
Who, When and Why: Solving New Puzzles
in Selective Exposure

Moderating/Presiding:
Paige Madsen, Iowa

Confirmation Bias, Ingroup Bias, and Negativity Bias
in Selective Exposure to Political Information
Silvia Knobloch-Westerwick, Cornelia Mothes,
and Nick Polavin, Ohio State
Thursday Sessions

“AEJMC Global Bridges”: San Francisco, CA — August 6-9, 2015

Attitude-Based Selective Exposure: Implicit and Explicit Attitudes as Predictors of Media Choice
Florian Arendt, Universität München (LMU)
When Everyone’s Watching. A Motivations-based Account of Selective Expression and Exposure
David Coppini, Megan Duncan, David Wise
Douglas McLeod, Kristen Bialik
and Yin Wu, Wisconsin-Madison
Disentangling Confirmation Biases in Selective Exposure to Political Online Information
Axel Westerwick, Ohio State; Megan Duncan, University Amsterdam
and Silvia Knobloch-Westerrwick, Ohio State

Discussant:
Esther Thorson, Missouri

3:15 pm to 4:45 pm / 090

History and Minorities and Communication Divisions

Teaching Panel Session:
News Coverage of Protests & Activism: A Discussion of Lessons Learned from Ferguson and Other High Profile Cases

Moderating/Presiding:
Lillie Mae Fears, Arkansas State

Panelists:
Cultural Implications in Photographic News Coverage of Protests
Gabriel B. Tait, Arkansas State
The #FergusonSyllabus Twitter Campaign: A Tool for Teaching
Marcia Chatelain, Georgetown
White News: A Way of Understanding What News Media Misses
Don Heider, Loyola Chicago
From “Black Codes” to “Poverty Violations”: What Reconstruction-era Laws Can Tell Us about Ferguson and Beyond
Earnest Perry, Missouri

3:15 pm to 4:45 pm / 091

Magazine Division

Refereed Paper Research Session:
The Future of Magazines: Expanding Boundaries

Moderating/Presiding:
Aileen Gallagher, Syracuse

Finding the Future of Magazines in the Past: Audience Engagement with the First 18th-Century Magazines
Elizabeth Bonner, Alabama
App Assets: An Exploratory Analysis of Magazine Brands’ Digital Drive for Audience Attention
Elizabeth Hendrickson, Ohio
The Uses and Gratifications Theory and the Future of Print Magazines
Elizabeth Bonner, Alabama
Looking Westwards: Men in Transnational Men’s Magazine Advertising in India
Suman Mishra, Southern Illinois, Edwardsville

Discussant:
Susan Currie Sivek, Linfield

3:15 pm to 4:45 pm / 092

Mass Communication and Society Division

High Density Refereed Paper Research Session:
News, Media Use and Politics

Moderating/Presiding:
Ben LaPoe, Western Kentucky

Sexualizing Pop Music Videos, Self-Objectification, and Selective Exposure: A Moderated Mediation Model
Kathrin Karsay
and Joerg Matthes, University of Vienna
Predicting Time Spent With News Via Legacy and Digital Media
Esther Thorson, Eunjin (Anna) Kim
and Roger Fidler, Missouri
Beauty or Business Queen — How Young Women Select Media to Reinforce Possible Future Selves
Silvia Knobloch-Westerrwick
and Melissa Kaminski, Ohio State;
Laura E. Willis, Quinnipiac
and Kate T. Luong, Ohio State
Turned Off by Media Violence: The Effect of Sanitized Violence Portrayals on Selective Exposure to Violent Media
T. Franklin Waddell
and Erica Bailey, Pennsylvania State;
James D. Ivory, Virginia Tech;
Morgan Tear, University of Queensland;
Kevin Lee and Winston Wu
and Sarah Fransis, Virginia Tech;
and Bradi Heaberlin, Indiana
Seeking Out & Avoiding the News Media: Young Adults’ Strategies for Finding Current Events Information
Stephanie Edgerly, Northwestern

Discussant:
Mike Schmierbach, Pennsylvania State
Thursday Sessions

“AEJMC Global Bridges”: San Francisco, CA — August 6-9, 2015

Building Social Capital: The Role of News and Political Discussion Tie Strength in Fostering Reciprocity
Alberto Ardèvol-Abreu, Trevor Diehl and Homero Gil de Zúñiga, University of Vienna
The Effect of Partisanship on Changes in Newspaper Consumption: A Longitudinal Study (2008 – 2012)
Toby Hopp and Chris Vargo, Alabama
Media Literacy and Political Engagement: What’s the Connection?
Seth Ashley, Boise State; Adam Maks, Indiana-Southeast; and Stephanie Craft, Illinois
Expanding the RISP Model to Politics: Skepticism, Information Sufficiency, and News Use
Jay Hmielowski, Washington State; Michael Beam, Kent State and Myiah Hutchens, Washington State
The Silencing of the Watchdogs: Newspaper Decline in State Politics
Juanita “Frankie” Clogston, Johns Hopkins

Discussant:
Ben LaPoe, Western Kentucky

3:15 pm to 4:45 pm / 093

Media Ethics Division and Community Journalism Interest Group

PF&R Panel Session:
Journalists in Fear: Covering the News Ethically Despite Death Threats, Terrorism, and Dangerous Stories

Moderating/Presiding:
Jenn Burleson Mackay, Virginia Tech

Panelists:
Delphine Halgand, US Director, Reporters Without Borders
Khalil Bendib, political cartoonist and author of Too Big To Fail: More Subversive Cartoons by America’s Most Dangerous Cartoonist
Thomas Peele, investigative reporter and author of Killing the Messenger
Tom Kent, Associated Press

3:15 pm to 4:45 pm / 094

Media Management and Economics Division

Refereed Paper Research Session:
Best Faculty Papers

Moderating/Presiding:
Bozena Mierzejewska, Fordham

Impact of Market Competition and the Internet on Journalistic Performance in Developing and Transitional Countries*
Adam Jacobsson, Stockholm University; Ann Hollifield, Lee Becker and Tudor Vlad, Georgia and Eva-Maria Jacobsson, Royal Institute of Technology (KTH)
Marketing Theatrical Films for the Mobile Platform: The Roles of Web Content/Social Media, Brand Extension, WOM, and Windowing Strategies**
Sang-Hyun Nam, Sungkyunkwan University; Sylvia Chan-Olmsted, Florida and Byeng-Hee Chang, Sungkyunkwan University
Success Factors of News Parent Brand: Focusing on Parent Brand Equity, Online Brand Extension and Open Branding***
J. Sonia Huang, National Chiao Tung University and Jacie Yang, Texas State
Crossing the “Interregnum”: Group Cohesion among Adaptive Journalists
Mark Poepsel, Southern Illinois

Discussant:
Hugh Martin, Ohio

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

3:15 pm to 4:30 pm / 095

Public Relations Division

Off-site Tour:
LinkedIn Tour

Moderating/Presiding:
Lucinda Austin, Elon, and Nathan Gilkerson, Marquette

Panelists:
Yumi Wilson, Corporate Communications Manager, LinkedIn
Lou Hoffman, CEO, The Hoffman Agency
Conference attendees are invited to gather for an off-site visit to LinkedIn's corporate offices in downtown San Francisco, a short seven-minute walk from the conference hotel. The event will feature an executive from LinkedIn discussing how the business-focused social network and its member-publishing platform can facilitate relationship building with reporters, bloggers, and social media representatives. In addition, a leader from The Hoffman Agency will offer an outside perspective about how organizations can enhance their businesses with LinkedIn. The PF&R Committee will lead a walking group from the hotel lobby at 3 p.m. Attendees are welcome to join the walking group or meet at the LinkedIn office at 505 Howard St.; however, attendees must arrive by 3:15 p.m. to check in with the group and receive a guest pass at the lobby. Attendees must register in advance to be able to check in at LinkedIn. Registration is free.

3:15 pm to 4:45 pm / 096
Visual Communication Division

Refereed Paper Research Session:
Picture Perfect 2: The Role Visual Communication Plays in Journals and in Electronic Media for Shaping Public Opinion Regarding Race, Culture, Identity, and Representation

Moderating/Presiding:
David Staton, Oregon

Melissa Johnson
and Keon Pettiway, North Carolina State

Image, Race, and Rhetoric: The Contention for Visual Space on Twitter
Michael DiBari, Hampton
and Edgar Simpson, Central Michigan

Citizen framing of Ferguson in 2015: Visual Representations on Twitter and Tumblr
Ceeon Smith, Arizona State;
Mia Moody-Ramirez, Baylor;
Lillie Mae Fears and Brenda Randle, Arkansas State

Images of Arab Spring Conflict: A Content Analysis of Five Pan-Arab TV News Networks
Michael Bruce, Alabama

The State of the Scholarship: Exploring the Theories and Methods Used in Visual Communication Journals
Matthew J. Haught
and David L. Morris II, Memphis

Discussant:
Julianne H. Newton, Oregon

3:15 pm to 4:45 pm / 097
Political Communication Interest Group

Refereed Paper Research Session:
Race and Protest

Moderating/Presiding:
Shannon McGregor, Texas at Austin

Attitudes Toward Illegal Immigration and Exposure to Public Service and Commercial Broadcasting in France, Norway, and the United States
Audun Beyer, Oslo and Joërg Matthes, Vienna

Except if He’s Black: How Race Conditions The Effect of Religious Cues on Candidate Evaluation
Bryan McLaughlin
and Bailey Thompson, Texas Tech

Income Inequality and the Media: Perceptions, Evaluations, and the Role of the Government
Itay Gabay, Bowling Green State

Michael Brown as News Icon: Event-driven News and Its Impact on Protest Paradigm
Rachel Mourao, Danielle Kilgo,
and George Sylvie, Texas at Austin

Discussant:
Rosie Jahng, Hope

3:15 pm to 4:45 pm / 098
Association for Education in Journalism and Mass Communication Elected Standing Committee on Research

Award Panel Session:
2015 James Tankard Book Award Finalists

Moderating/Presiding:
Victoria Ekstrand, North Carolina at Chapel Hill
and Rodney Benson, New York

Finalists (listed alphabetically by author)
Public Relations and Religion in American History: Evangelism, Temperance, and Business
[2014, Routledge]
Margot Opdycke Lamme, Alabama

Pathways to Public Relations
[2014, Routledge]
edited by Burton St. John III, Old Dominion;
Margot Opdycke Lamme, Alabama,
and Jacquie L’Etang, Queen Margaret University

Making News at The New York Times
[2014, University of Michigan Press]
Nikki Usher, George Washington

The winner will be announced at the end of this session.
Thursday Sessions

“AEJMC Global Bridges”: San Francisco, CA — August 6-9, 2015

3:15 pm to 4:45 pm / 099

Association of Schools of Journalism in Mass Communication

Research Panel Session:
Evaluating Professional and Creative Work in an Academic Setting

Moderating/Presiding:
Ann Brill, Kansas

Panelists:
Marie Hardin, Pennsylvania State
Jerry Ceppos, Louisiana State
Michael Bugeja, Iowa State
Dale Cressman, Brigham Young

What are the best practices for evaluating the creative and professional activity of faculty and staff? While we have P&T evaluation tools for traditional academic staff, it is less clear how to measure, evaluate and recognize the creative and professional work that many of our colleagues are doing. Our panel of experienced administrator will share their best practices.

3:15 pm to 4:45 pm / 100

The Poynter Institute and Walter Cronkite School of Journalism and Mass Communication, Arizona State University

Teaching Panel Session:
Ensuring the Success of Your Part-time Faculty

Moderating/Presiding:
Kristin Gilger, associate dean, Walter Cronkite School of Journalism and Mass Communication, Arizona State

Panelists:
Brad Hamm, Dean, Medill School of Journalism, Media, Integrated Marketing Communications
Vicki Krueger, Manager, News University, The Poynter Institute
Pamela Mooreland, Adjunct Faculty Member, Santa Clara University
Debora Wenger, Associate Professor and Journalism Department Head, University of Mississippi

Schools and departments of journalism and mass communication increasing rely on part-time faculty to teach classes. While these adjunct faculty members bring valuable professional knowledge and skills to the classroom, they don’t always get the training or support they need to be successful in the classroom.

5 pm to 6:30 pm / 101

Advertising, Public Relations and Media Ethics Divisions

PF&R Panel Session:
Examining the Practice and Ethical Implications of Native Advertising for Public Relations and Advertising

Moderating/Presiding:
Beth Egan, Syracuse

Panelists:
Guy Golan, Syracuse
Shannon Bowen, South Carolina
Debbie Yount, Oklahoma
Bartosz Wojdynski, Georgia
Steve Rubel, Edelman PR

5 pm to 6:30 pm / 102

Communication Technology and Communicating Science, Health, Environment and Risk Divisions

Scholar-to-Scholar Refereed Paper Research Session

Communicating Science, Health, Environment and Risk Division

Topic I — Communicating Climate Change
1. Climate Change in the Changing Climate of News Media: How Newspapers and Blogs Portray Climate Change in the United States
Lei Xie, Fairfield
2. Who is Responsible for Climate Change?
Sei-Hill Kim, South Carolina; Jeong-Heon Chang and Jea Chul Shim, Korea University; and Hwalbin Kim, South Carolina
3. Public Attention to Science and Political News and Support for Climate Change Mitigation
P. Sol Hart, Michigan; Erik Nisbet, Ohio State, and Teresa Myers, George Mason
4. Toward a Nuanced Typology of Media Discourse of Climate Change, Impact, and Adaptation: An Analysis of West African Online News and Social Media
Jiun-Yi (Jenny) Tsai, Steve R. Coleman, Kristin Fleischer and Matthew Nolen, Arizona State
5. The Changing Opinion Dynamics Around Global Climate Change: Exploring Shifts in Framing Effects on Public Attitudes
Michael Cacciatore and LaShonda Eaddy, Georgia

Discussant:
Graham Dixon, Washington State
Thursday Sessions

"AEJMC Global Bridges": San Francisco, CA — August 6-9, 2015

Topic II — Communication about Nutrition, Obesity, and Exercise
6. Examining the Impact of a Health Literacy and Media Literacy Intervention on Adults' Sugar-Sweetened Beverage Media Literacy Skills
   Yvonnes Chen, Kansas; Kathleen Porter, Jamie Zoellner
   and Paul Estabrooks, Virginia Tech
7. Motivated Processing of Fear Appeal Messages in Obesity Prevention Videos
   Tianjiao Wang
   and Rachel Bailey, Washington State
8. Segmenting Exergame Users Based on Perceptions on Playing Exergames Among College Students
   Youjeong Kim, New York Institute of Technology and Hyang-Sook Kim, Towson
9. How Advertising Taught Us How to Consume Fruits and Vegetables in the Early Twentieth Century
   Michelle Nelson, Susmita Das
   and Regina Ahn, Illinois at Urbana-Champaign
10. Escapism in Exergames: Presence, Enjoyment, and Mood Experience in Predicting Children’s Attitudes Towards Exergames
    Shirley Ho, Jeremy Sng, Andrew Z. H. Yee, Woan Shin Tan, Ai Sian Ng, Victor Y. C. Yen
    and May Lwin, Nanyang Technological

Discussant:
   Kim Walsh-Childers, Florida

Topic III — Telling Stories about Health and the Environment: Narratives and Entertainment Education
11. Health Narratives Effectiveness: Examining the Moderating Role of Persuasive Intention
    Weirui Wang, Florida International and Fuyuan Shen, Pennsylvania State
12. Seeking Treatment, Helping Others: Thematic Differences in Media Narratives between Traditional and New Media Content
    Sarah Smith-Frigerio, Cynthia Frisby,
    Joseph Moore, Abigail Gray
    and Miranda Craig, Missouri
    Amanda J. Weed, Ohio
    Kathryn Cooper, Ohio State
15. The Effectiveness of Entertainment Education in Obesity Prevention
    Weina Ran, Wisconsin-La Crosse

Discussant:
   Michael Dahlstrom, Iowa State

Topic IV — Health Communication and Social Media
16. Predicting Changes in Giving and Receiving Emotional Support within a Smartphone-Based Alcoholism Support Group
    Woohyun Yoo, Dongguk University; Ming-Yuan Chih, Kentucky; Dhavan Shah and David Gustafson, Wisconsin-Madison
17. Moms and Media: Exploring the Effects of Online Communication on Infant Feeding Practices
    Robert McKeever and Brooke McKeever, South Carolina
18. “Facts, Not Fear”: Negotiating Uncertainty on Social Media During the 2014 Ebola Crisis
    Rachel Young, Kajsa Dalrymple and Melissa Tully, Iowa
19. The Case of Ebola: Risk Information Communicated by the Centers for Disease Control and Prevention Using Twitter
    Erin Willis, Memphis and Rosie Jahng, Hope College
20. Disease Outbreaks on Twitter: An Analysis of Tweets During the #Ebola and #Measles Crises
    Jeannine Guildry, Shana Meganck, Marcus Messner, EunHae (Grace) Park,
    Kellie Carlyle and Osita Iroegbu, Virginia Commonwealth
    and Jerome Niyiroma, SUNY Polytechnic Institute

Discussant:
   Avery Holton, Utah

Communication Technology Division
Topic I — Top Faculty Papers in Communication Technology (Gene Burd Competition)
21. Feeling Happy or Being Immersed? Advertising Effects of Game-Product Congruity in Different Game App Environments*
    Shaojung Sharon Wang
    and Hsuan-Yi Chou; National Sun Yat-sen University, Taiwan

Discussant:
   Kjerstin Thorson, Southern California

22. Online Collective Action as Group Identity Performance: Extending the Strategic Side of SIDE**
    Yu-Hao Lee and Robert Wells, Florida

Discussant:
   Amanda Sturgill, Elon
23. Classifying Twitter Topic-Networks Using Social Network Analysis***
   Itai Himelboim, Georgia; Marc Smith, Connected Action Consulting Group; Lee Rainie, Pew Internet and American Life; Ben Shneiderman, Maryland and Camila Espina, Georgia

Discussant: Porismita Borah, Washington State

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

Topic II — Social Media and Politics I
   Francis Dalisay, Patricia Buskirk, Chamil Rathnayake, Joanne Loos and Wayne Buente, Hawaii-Manoa

25. This News is Brought to You by a Drone: User Reactions to Machine Agency in News Gathering
   Akshaya Sreenivasan and S. Shyam Sundar, Pennsylvania State

   Masahiro Yamamoto, Wisconsin-La Crosse; Jay Hmielowski, Washington State; Michael Beam, Kent State, and Myiah Hutchens, Washington State

27. Determinants of SNS Discussion Disagreement: The Effects of Political Interest, SNS News Use, and Weak Ties
   Yanqin Lu and Jae Kook Lee, Indiana

28. College Students’ Digital Media Use and Social Engagement: How Social Media Use and Smartphone Use Influence College Students’ Social Activities
   Yonghwan Kim, Yuan Wang and Jeyoung Oh, Alabama

Discussant: Tom Johnson, Texas at Austin

Topic III — Social Media and Politics II
29. Conceptualizing Private Governance in a Networked Society: An Analysis of Scholarship on Content Governance
   Brett Johnson, Missouri

30. Do We Trust Crowd or System? Effects of Personalization and Bandwagon Cues on User Perception
   Jinyoung Kim, Andrew Gambino and Xiaoye Zhou, Pennsylvania State

31. The Influence of News Overload on News Consumption
   Victoria Chen, Texas at Austin

32. @JunckerEU vs. @MartinSchulz: How Leading Candidates in the 2014 European Parliament Elections Campaigned on Twitter
   Marcus Messner, Jeanine Guidry, Shana Meganck and Vivian Medina-Messner, Virginia Commonwealth

33. Engaging Users in Online News Participation: The Role of Normative Social Cues in Social Media
   Jiyoun Kim

Discussant: Richard Craig, San José State

Topic IV — Social Media, Gender and Minorities
34. Perpetuating Online Sexism Offline: Anonymity, Interactivity, and the Effects of Sexist Hashtags on Social Media
   Jesse Fox, Carlos Cruz and Ji Young Lee, Ohio State

35. Contextual and Normative Influence on Willingness to Express Minority Views Online and in Offline Settings
   Xigen Li, City University of Hong Kong

36. Exploring the Uses and Gratifications of Hispanic and White Facebook and Twitter Users
   Michael Radlick, American and Joseph Erba, Kansas

37. Sexual Intensity of Adolescents’ Online Self-Presentations: Joint Contribution of Identity and Media Consumption
   Peter Bobkowski, Kansas; Autumn Shafer and Rebecca Ortiz, Texas Tech

Discussant: Leticia Bode, Georgetown

Topic V — Television and Technology
38. Social Television Engagement: An Integrated Model of Social-Relational and Content-Relational Factors
   Jiyoung Cha, San Francisco State

39. TV Becomes Social Again: An Analysis of Motivations, Psychological Traits and Social-Interaction Behaviors of Two-screen Viewing
   Hongjin Shim, Euikyung Shin and Sohei Lim
Thursday Sessions

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40. Backchannel Communication Motives for Viewing Televised Olympic Games: Implications for the Future of Sports Broadcasting
   Joon Soo Lim
   and YoungChan Hwang, Syracuse

41. Media Substitution or Complementarity between TV and the Internet: A Comparison of Niche Breadth, Overlap, and Superiority Using Metered Data
   Su Jung Kim, Lijing Gao
   and Jay Newell, Iowa State

42. Wikipedia: Remembering in the Digital Age
   Michelle Chen, Minnesota

Discussant:
   John Russial, Oregon

Topic VI — Emerging Communication Technology

43. The Effects of Online Consumer Reviews on Brand Evaluation, Attitude, and Purchase Intent
   Tai-Yee Wu and Carolyn Lin, Connecticut

44. Show Me the Money!: Importance of Crowd-funding Factors on Decisions to Financially Support Kickstarter Campaigns
   Kevin Duvall
   and Rita Colistra, West Virginia

45. Social Media Brands: Toward a More Generalizable Field
   Elizabeth Stoycheff, Juan Liu, Kunto Wibowo
   and Dominic Nanni, Wayne State

Discussant:
   Michael Holmes, Ball State

46. A Functional and Structural Diagnosis of Online Health Communities for Sustainability with a Focus on Resource Richness and Site Design Features
   Hyang-Sook Kim, Towson: Amy Mrotek
   and Quincy Kissack, St. Norbert College

47. The Effects of Argument Quality, Multitasking with Facebook, and Polychronicity on Health-protective Behavioral Intentions
   Anastasia Kononova, Shupei Yuan, Eunsin Joo
   and Sangji Rhee, Michigan State

48. Patients Like Me: Exploring Empathetic Interactions about Pain in an Online Health Community
   Xuan Zhu, Minnesota

Discussant:
   Kang Namkoong, Kentucky

49. Why Do People Post Selfies? Investigating Psychological Predictors of Selfie Behaviors
   Ji Won Kim
   and Tamara Makana Chock, Syracuse

50. Effects of Content Type in a Company’s Social Networking Site on Users’ Willingness to Subscribe the Page and Word-of-Mouth Intentions
   Jung Won Chun and Moon Lee, Florida

51. Using an Eye Tracker to Investigate Attentional Capture of Animated Display Advertisements: A Cognitive Control Account
   Chen-Chao Tao, National Chiao Tung

52. A Study of Audience Reactions to a Celebrity’s Announcement of Cancer via Social Media: The Roles of Audience Involvement, Emotion, and Gender
   Jessica Myrick, Rachelle Pavelko,
   Roshni Verghese and Joe Bob Hester, Indiana

Discussant:
   Hyunjin Seo, Kansas

53. Elderly’s Uses and Gratifications of Social Media: Key to Improving Social Support and Social Involvement
   Gordon Lee and Jessica Fuk Yin, Chinese University of Hong Kong

54. Reliable Recommenders and Untrustworthy Authors? The Varying Effects of “Crowd as Source” on Perceptions of Online Health Information
   Yan Huang and Haiyan Jia, Pennsylvania State

55. Understanding the Appeal of Social Q&A Sites: Gratifications, Personality Traits, and Quality Judgment as Predictors
   Renwen Zhang
   and Chen Gan, Chinese University of Hong Kong

56. Hashtags and Information Virality in Networked Social Movement: Examining Hashtag Co-Occurrence Patterns During the OWS
   Rong Wang, Wenlin Liu
   and Shuyang Gao, Southern California

Discussant:
   Mark Coddington, Washington & Lee

57. Upvotes Guarding the Gate: Analyzing Thematic Clues and News Element in Reddit’s Role as a Social Link Aggregation Site
   Jeffrey Riley, Florida Gulf Coast

58. How Does Parallax Scrolling Influence User Experience? A Test of TIME (Theory of Interactive Media Effects)
   Ruoxu Wang
   and S. Shyam Sundar, Pennsylvania State

59. Always Connected or Always Distracted? ADHD and Social Assurance Explain Problematic Use of Mobile Phone and Multi-communicating
   Mihye Seo, Junghyun Kim
   and Prabu David, Michigan State
Thursday Sessions

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60. Predictors of Smartphone Addiction
   Se-Hoon Jeong
   and Yoori Hwang, Seoul

Discussant:
   Avery Holton, Utah

5 pm to 6:30 pm / 103

Communication Theory and Methodology Division

Refereed Paper Research Session:
   Social Life on Social Media: Antecedents and Effects

Moderating/Presiding:
   Magdalena Saldana, Texas at Austin

- Being More Attractive or Outgoing on Facebook?:
  Modeling How Self-presentation and Personality on Facebook Affect Social Capital
  Chen Lou and Kang Li, Michigan State

- Making Them Count: Socializing on Facebook to Optimize the Accumulation of Social Capital
  Brandon Bouchillon, North Carolina, Asheville
  and Melissa R. Gottlieb, Texas Tech

- Over-Friended: Facebook Intensity, Social Anxiety, and Role Conflict
  Lee Farquhar and Theresa Davidson, Samford

The Ghosts in the Machine: Toward a Theory of Social Media Mourning
   Jensen Moore, Louisiana State;
   Sara Magee, Loyola-Maryland
   and Ellada Gamreklidze, Louisiana State

Discussant:
   Homero Gil de Zuniga, University of Vienna

5 pm to 6:30 pm / 104

Electronic News and Law and Policy Divisions

PF&R Panel Session:
   Online Security: Hacking, Framing, News, and Citizen Privacy

Moderating/Presiding:
   Dale L. Edwards, Northern Colorado

Panelists:
   Dale L. Edwards, Northern Colorado
   Lin Allen, Northern Colorado
   Jane Kirtley, Minnesota
   Sandra Chance, Florida

5 pm to 6:30 pm / 105

International Communication Division

Teaching Panel Session:
   Integrating International News Coverage into Other Journalism Classes – Best Practices, Case Studies, Pedagogical Resources, and Cautionary Strategies

Moderating/Presiding:
   Manuel Chavez
   and Eric Freedman, Michigan State

Panelists:
   Using News and Case Studies from the Americas
   Heloiza Herscovitz, California State, Long Beach

   Using News and Case Studies from the Middle East
   Eric Freedman, Michigan State

   Using News and Case Studies from Africa
   Folu Ogundimu, Michigan State

   Using News and Case Studies from Asia and China
   Emily Metzgar, Indiana

   Using News and Case Studies from Eastern Europe
   Lindita Camaj, Houston

   Teaching International News Online: Best Practices
   Manuel Chavez, Michigan State

5 pm to 6:30 pm / 106

Magazine Division

and Commission on the Status of Women

Research/PF&R Panel Session:
   Behind the Pages of Women’s Magazines: Professionals and Researchers Converse

Moderating/Presiding:
   Margaretha Geertsema-Slijkh, Butler

Panelists:
   Miglena Sternadori, Texas Tech
   Stacey Hust, Washington State
   Janet Ozzard, executive editor, Baby Center
   Peggy Northrup, editor in chief, Sunset
5 pm to 6:30 pm / 107

Mass Communication and Society, Cultural and Critical Studies and Media Management and Economics Divisions

Teaching Panel Session:
Preparing Global Leaders in Journalism and Mass Communication

Moderating/Presiding:
Kathy Fitzpatrick, American

Panelists:
Bruce Berger, Alabama
Carolyn Bronstein, DePaul
John Pavlik, Rutgers

5 pm to 6:30 pm / 108

Scholastic Journalism Division

Refereed Paper Research Session:
The High School Journalist: Trends and Teaching

Moderating/Presiding:
Andi Stein, California State Fullerton

Who are the Journalism Kids, and Do They Do Better?*
Peter Bobkowski, Kansas;
Sarah Cavanah, Minnesota
and Patrick Miller, Kansas

What’s in a Name? Boundary Work and a High School Newspaper’s Effort to Ban “Redskin”***
Marina Hendricks, Missouri

The Historical Impact of City, State, Regional and National Scholastic Press Associations To High School Journalism
Bruce Konkle, South Carolina

Adam Maksl, Indiana-Southeast

Discussant:
David Bulla, Zayed

* Top Faculty Paper
** Top Student Paper

5 pm to 6:30 pm / 109

Visual Communication Division

Refereed Paper Research Session:
Creative Works Competition

Moderating/Presiding:
Quint Randle, Brigham Young

One Crisis Away: Inside a Neighborhood
Thorne Anderson, North Texas

One Community, One Week, Many Faiths: The Diversity of Worship and Belief
Eric Freedman and Howard Bossen, Michigan State

Eyes On LaFollette
Robert Heller, Tennessee, Knoxville

Guide to Winning
Katherine Hepworth, Nevada, Reno

The Living History Project
Geri Alumit Zeldes, Michigan State

Discussant:
Quint Randle, Brigham Young

5 pm to 6:30 pm / 110

Association for Education in Journalism and Mass Communication Council of Affiliates and Scripps Howard Foundation

Panel Session:
Exploring Stronger Research Ties Between the Academy and the Industry

Moderating/Presiding:
Sue Porter, Scripps Howard Foundation

Panelists:
Will Norton, Mississippi
Lorraine Branham, Syracuse
Howard Mortman, C-SPAN
Debashis “Deb” Aikat, North Carolina at Chapel Hill

Each panelist will begin this interactive session with brief remarks and will answer questions from the audience. This session marks the release of the “AEJMC Research Works: Research trends relevant to industry, government and beyond” report by Debashis “Deb” Aikat, winner of the new Scripps Howard Foundation Research Grant that seeks to foster a stronger connection between the academy and the industry. Aikat’s “AEJMC Research Works” report identified recent journalism and mass communication research with compelling use and potential impact on journalism and communication.
industries. The “AEJMC Research Works” initiative seeks to identify and disseminate new knowledge that will forge ties with our colleagues in the industry, government, nongovernment organizations and beyond.

5 pm to 6:30 pm / 111

Gay, Lesbian, Bisexual, Transgender Interest Group and Minorities and Communication Division

PF&R Panel Session:
Minorities Among the Minorities: (In)Visibility, the Media, and the LGBTQ, Black Nationalists, and Native American Communities

Moderating/Presiding:
Kathleen German, Miami

Panelists:
Bruce Drushel, Miami
Rondee Gaines, Miami
E-K Daufin, Alabama State
Masudul (Mas) Biswas, Loyola
Kathleen German, Miami

5 pm to 6:30 pm / 112

Graduate Student Interest Group

High Density Refereed Paper Research Session:
Examining the Message: Persuasion, Perception, and Psychology

Moderating/Presiding:
Pamela Walck, Ohio

Same or Different Across Countries: Multinational Corporations’ Relationship Cultivation Strategies on Social Network Sites
Ning Xie, Maryland
Something Creepy This Way Comes: PAC Advertising’s Attack on “Obamacare,” A Visual Narrative Analysis
Marguerite Page, Northern Illinois
Valence Framing and Egypt’s Country Reputation
Amal Bakry, Florida
A Survey of Egyptian Journalists’ Perception of Press Freedom in Post-revolutionary Egypt
Goran Ghafoor and Amr El-Afifi, Kansas
Digital Gumshoes: Investigative Journalists’ Use of Social Media in Television News Reporting
Jesse Abdenour, North Carolina at Chapel Hill
Persuasive Social Media Inference: Online Social Climate and Perceptions of Public Opinion
David Coppini and Stephanie Jean Tsang, Wisconsin-Madison

Constructive Journalism: A Definition and Practical Guide for Applying Positive Psychology Techniques to News Production
Karen McIntyre, North Carolina at Chapel Hill
The Effect of Facebook Use and Social Comparison Orientation on Subjective Well-Being
Alexander Pfeuffer and Hannah Murphy, Minnesota
SNS as Intimacy Zone: Social Intimacy, Loneliness, and Self-disclosure on SNS The Effects of In-game Advertising on Gamers and the Video Game Industry
Yafei Zhang and Qi Ling, Iowa
The Effects of In-game Advertising On Gamers and the Video Game Industry
Matthew Morley, Wayne State

Discussants:
Colleen Connolly-Ahern, Pennsylvania State
and Steve Urbanski, West Virginia

5 pm to 6:30 pm / 113

Poynter News University

Business Session:
Celebrating 10 Years of E-Learning With Poynter News University

Moderating/Presiding:
Vicki Krueger, director of interactive learning, The Poynter Institute

Poynter’s News University is one of the world’s most innovative online journalism and media training programs. We are open to journalists, bloggers, freelance writers, journalism students. Anyone who wants to improve their journalism-based skills. We serve more than 340,000 users through self-directed courses, group seminars, and Webinars, covering subjects from multimedia techniques, to writing, to reporting, and beyond.

5 pm to 6:30 pm / 114

University of Missouri School of Journalism and Wochit

Panel Session:
What’s Trending in Digital Newsrooms — Increasing Journalism Engagement Through Video

Moderating/Presiding:
Lynda Kraxberger, Missouri
Thursday Sessions

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Panelists:
- **Jake Batsell**, Southern Methodist
- **Drew Berkowitz**, vice president, Wochit
- **Meghann Farnsworth**, director of Distribution and Engagement, The Center for Investigative Reporting
- **Annika Granholm Tornqvist**, executive producer, SFGate.com
- **Jigar Mehta**, head of Engagement, AJ+

As digital newsrooms adapt to audience demands, the role of video in news delivery is also changing. This panel will explore how engagement is more than a buzzword and why some digital media organizations are looking toward video as a primary means to increase engagement. Panelists will discuss their goals in video creation, methods of distribution and significant changes that influence the growth of video in the digital realm.

6:45 pm to 8:15 pm / 115

Association for Education in Journalism and Mass Communication

Keynote Session

Moderating/Presiding:
- **Elizabeth L. Toth**, Maryland, 2014-15 AEJMC President

Presentation of Scripps Howard Awards:
- **Introduction**: Liz Carter, President and CEO, Scripps Howard Foundation

  2014 Journalism and Mass Communication Teacher of the Year
  - Award Recipient: Carol Schwalbe, Arizona

  2014 Journalism and Mass Communication Administrator of the Year
  - Award Recipient: Albert R. Tims, Minnesota

  2014-15 Scripps Howard Foundation Research Grant Award
  - Recipient: Debasis “Deb” Aikat, North Carolina at Chapel Hill
  (This Scripps Howard grant is designed to foster a stronger connection between the academy and the industry)

AEJMC Equity & Diversity Award presentation:
- 2015 Recipient: University of Alabama, College of Communication and Information Sciences

Keynote Speaker:
- The Internet at 20: Net Neutrality and the Story of the Internet as a Mass Medium
  - Tim Wu, Columbia Law School, Columbia University

8:30 pm to 9:30 pm / 116

Association for Education in Journalism and Mass Communication

Opening Reception

Featuring light hors d’oeuvres and a cash bar, the reception is a perfect place to reconnect with friends and meet new colleagues. Free to all attending the conference, including family members. Tickets are not required, but please wear your name badge.
Friday Sessions

Conference Planning Tips
(or how to prepare for Tenure and Promotion – and be a great teacher!)
The following sessions might be helpful to faculty who are working on tenure or promotion.
These sessions were selected by the AEJMC Elected Standing Committee on Teaching.

Friday’s Big Session on Big Data. Everyone is talking about big data and the Standing Committee on Teaching is having a plenary panel on the implications of big data on teaching journalism and mass communication. The panelists include Edward Carl Malthouse from Northwestern, Deen Freelon from American University, Jolie Marting from Pinterest, Thomas Lento from Facebook, and Laurie Thomas Lee from University of Nebraska Lincoln. Seth Lewis from University of Minnesota will moderate. The session will dive into the different types and sources of data that relate to our field and the ramifications of using data in teaching and research. Look for (TIPS) to indicate the sessions.

7 am to 8 am / 117
History Division
Business Session:
Executive Committee Meeting
Moderating/Presiding:
Yong Volz, Missouri

7 am to 8 am / 118
Law and Policy Division
Business Session:
Executive Committee Meeting
Moderating/Presiding:
Daxton (Chip) Stewart, Texas Christian

7 am to 8 am / 119
Mass Communication and Society Division
Business Session:
Editorial Board Meeting
Moderating/Presiding:
Ran Wei, South Carolina

7 am to 8 am / 120
Minorities and Communication Division
Business Session:
Outgoing Executive Committee Meeting
Moderating/Presiding:
Frances Ward-Johnson, Elon

7 am to 8 am / 121
Public Relations Division
Business Session:
Outgoing Executive Committee Meeting
Moderating/Presiding:
Denise Bortree, Pennsylvania State

This committee meeting is for Public Relations committee chairs.

7 am to 8 am / 122
Association for Education in Journalism and Mass Communication
Business Session:
Divisional Editors Meeting
Moderating/Presiding:
Sandy Utt, Memphis

7 am to 9:45 am / 123
Association for Education in Journalism and Mass Communication
Business Session:
Elected Standing Committee on Professional Freedom and Responsibility
Moderating/Presiding:
Lee Hood, Loyola Chicago
Friday Sessions

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7 am to 9:45 am / 124

Association for Education in Journalism and Mass Communication

Business Session:
Elected Standing Committee on Research

Moderating/Presiding:
Kim Bissell, Alabama

7 am to 9:45 am / 125

Association for Education in Journalism and Mass Communication

Business Session:
Elected Standing Committee on Teaching

Moderating/Presiding:
Chris Roush, North Carolina at Chapel Hill

7 am to 10 am / 126

Association of Schools of Journalism and Mass Communication

Business Session:
Executive Committee Meeting

Moderating/Presiding:
Ann Brill, Kansas, ASJMC 2014-15 President and Brad Rawlins, Arkansas State, ASJMC 2015-16President

7 am to 8:30 am / 127

Kappa Tau Alpha

Business Session:
Chapter Advisers’ Breakfast/Business Meeting

Moderating/Presiding:
Keith P. Sanders, Missouri

Pre-registration is required.

7 am to 8:15 am / 128

Pennsylvania State University

Session:
Alumni Breakfast

Moderating/Presiding:
Marie Hardin, Pennsylvania State

By invitation only.

8:15 am to 9:45 am / 129

Advertising Division and AEJMC Council of Affiliates

Teaching Panel Session:
Paid, Owned, Earned (POE): Strategies for Teaching Traditional, Digital, Social Native Advertising/Branded Content, Big Data and Analytics

Moderating/Presiding:
Patricia Mark, South Alabama

Panelists:
Marcia DiStaso, Pennsylvania State
Beth Egan, Syracuse
Bette Kestin, SVP Account Director at PHD Media
Tina McCorkindale, Institute for Public Relations
Cory Treffileti, VP, Strategy, Oracle Marketing Cloud, San Francisco

8:15 am to 9:45 am / 130

Communication Theory and Methodology, Communicating Science, Health, Environment and Risk and Cultural and Critical Studies Divisions

Scholar-to-Scholar Refereed Paper Research Session

Communicating Science, Health, Environment and Risk Division

Topic 1 — Complexities of Environmental Communication

1. I am Willing to Pay More for Green Products: An Application of Extended Norm Activation Model
   Ilwoo Ju, Saint Louis and Jinhee Lee, Tennessee-Knoxville

2. The Framing of Marcellus Shale Drilling in Pennsylvania Newspapers
   Elise Brown, Michel Haigh and John Ewing, Pennsylvania State
3. The Effects of Message Framing and Anthropomorphism on Empathy, Implicit and Explicit Green Attitudes
   Sushma Kumble, Lee Ahern, José Aviles and Minhee Lee, Pennsylvania State

4. Framing Climate Change: Understanding Behavior Intention Using a Moderated-Mediation Model
   Porismita Borah, Washington State

5. How to Promote Green Social Capital?: Investigating Communication Influences on Environmental Issue Participation
   Matthew S. VanDyke and Weiwu Zhang, Texas Tech

Discussant: Kaja Dalrymple, Iowa

Topic II — Health Communication and Youth

6. The Silent Majority: Childhood Vaccinations and Antecedents for Communicative Action
   Brooke McKeever and Robert McKeever, South Carolina; Avery Holton and Jo-Yun Queenie Li, Utah

7. The Effects of Self-Efficacy and Message Framing on Flu Vaccination Message Persuasiveness Among College Students*
   Xuan Zhu, Jiyoung Lee and Lauren Duffy, Minnesota-Twin Cities

8. College Students’ Beverage Consumption Behaviors and the Path to Obesity
   Cynthia Morton and Naa Amponsah Dodoo, Florida

   Jennifer Schwartz, Oregon

10. The Mediating Role of Media Use in an Elementary School Health Intervention Program
    Dylan McLemore, Alabama; Lindsey Conlin, Southern Mississippi; Xueying Zhang, Bijie Bie, Kim Bissell and Scott Parrott, Alabama

Discussant: Rachel Young, Iowa

* Fourth Place Student Paper, Communicating Science, Health, Environment and Risk Division

Topic III — Health Information Seeking and Processing

    Zheng Yang, Buffalo

12. Frame and Seek? Do Media Frame Combinations of Celebrity Health Disclosures Effect Health Information Seeking?*
    Susan LoRusso and Weijia Shi, Minnesota-Twin Cities

13. Exploring the Mediating Roles of Fatalistic Beliefs and Self-Efficacy on the Relation Between Cancer Information-seeking on the Internet and Cancer-Preventative Behaviors
    Eun Go and Kyung Han You, Hankuk University of Foreign Studies

    Rachel Bailey, Washington State

15. The Effectiveness of Anti-drug Public Service Announcements on Cognitive Processing and Behavioral Intention: A Systematic Review of Current Research
    Chen Lou, Michigan State

Discussant: Sharon Dunwoody, Wisconsin

* Third Place Student Paper

Topic IV — Science and Environmental Communication Issues

16. Gender and Race Representations of Scientists in Highlights for Children: A Content Analysis
    Kathy Previs, Eastern Kentucky

17. Aware, Yet Ignorant: The Influences of Funding and Conflicts of Interests in Research Among Early Career Researchers
    Meghnaa Tallapragada, Cornell; Gina Esco, Eastern Research Group and Katherine McComas, Cornell

18. Window Dressing or Public Education? How Oil Companies’ Websites Address Public Concerns About Hydraulic Fracturing
    Sun Young Lee, Hye Jin Kim and Kristi Gilmore, Texas Tech

19. Mapping Science Communication Scholarship in China: Content Analysis on Breadth, Depth and Agenda of Published Research
    Linjia Xu, Biaowen Huang and Yuanyuan Dong

20. The Twitter Network of the Top 50 Scientists
    Elliot Fenech, Utah

Discussant: Chris Clarke, George Mason

Topic V — Health Communication Issues

21. Cultural Effects on Cancer Prevention Behaviors: Fatalistic Cancer Beliefs and Optimism Among East Asians
    Hye Kyung Kay Kim and May Lwin, Nanyang Technological

22. Compulsive Creativity: Virtual Worlds, Disability, and New Selfhoods Online
    Donna Davis, Oregon and Tom Boellstorff, California-Irvine
23. Using Humor to Increase Persuasion of Shameful Health Issue Advertising: Testing the Effects of Individual’s Health Worry Levels
   **Hye Jin Yoon**, Southern Methodist

24. How Caregivers Cope: The Effect of Media Appraisals and Information Behaviors on Coping Efficacy
   **Jae Seon Jeong** and **Lindsey DiTirro**, Purdue and **Jeong-Nam Kim**

25. “We Just Can’t Talk About Mental Health:” Analysis of African American Urban Community Leader Interviews
   **Jeannette Porter**, North Carolina at Chapel Hill and **Tim Bajkiewicz**, Virginia Commonwealth

   Discussant: **Lee Ahern**, Pennsylvania State

**Topic VI — Framing Health**

26. Third-Person Effect, Message Framing and Drunken Driving: Examining the Causes and Preventions of Drunken-Driving Behavior
   **Kuang-Kuo Chang**, Shih Hsin University

27. The Role of Efficacy Appraisal and Emotions on the Health Message Framing Effects
   **Xuan Zhu** and **Heewon Im**, Minnesota-Twin Cities

28. Chipping Away the Stigma Toward People Living with HIV: New Insights from Matching Frames of HIV Onset Controllability with Attitudinal Ambivalence
   **Changmin Yan**, West Virginia and **Chunbo Ren**, Central Michigan

29. The Impact of Message Framing and Evidence Type in Anti-binge Drinking Messages
   **Hannah Kang**, Kansas and **Moon Lee**, Florida

30. Message Frames on How Individuals Contract HIV and How Individuals Live with HIV in Combination Have Different Impacts on HIV Stigma
   **Chunbo Ren**, Central Michigan and **Ming Lei**, Cameron University

   Discussant: **Sol Hart**, Michigan

**Topic VII — Health Communication Content and Portrayals**

31. No Pain, Lotta Gain: Risk-Benefit Information on Cosmetic Surgeons’ Websites
   **SangHee Park** and **Sung-Yeon Park**, Bowling Green State

   **Linda Pfeiffer**, Wisconsin-Madison

33. Physician Use and Policy Awareness of Open Access to Research and Their Views on Journalists’ Reporting of Research
   **Laura Moorhead**, Stanford

34. The Effects of Framing and Attribution on Individuals’ Responses to Depression Coverage
   **Yan Jin**, Georgia; **Yuan Zhang**, Virginia Commonwealth; **Yen-I Lee**, Georgia; **Ernest Martin** and **Joshua Smith**, Virginia Commonwealth

35. The Framing of GMOs in China’s Online Media After Golden Rice Scandal
   **Jinjie Yang**, Temple

   Discussant: **Julie Andsager**, Tennessee

**Communication Theory and Methodology Division**

**Topic I — Seeking and Finding News Online**

36. The “News Finds Me” Effect in Communication
   **Homero Gil de Zúñiga**, Brian Weeks and **Alberto Ardevol-Abreu**, University of Vienna

37. Agenda Sharing is Caring: Relationship between Shared Agendas of Traditional and Digital Native Media
   **Magdalena Saldana**, Tom Johnson and **Maxwell McCombs**, Texas at Austin

38. “I’m a News Junkie. … I Like Being Informed...” Uses & Gratifications and Mobile News Users
   **Jacqueline Incollingo**, Rider

   Discussant: **Kjerstin Thorson**, Southern California

**Topic II — Processing the News: New Developments in News Effects**

39. Getting the Facts from Journalistic Adjudication: Polarization and Partisanship Don’t Matter
   **Rosanne Scholl**, Raymond J. Pingree and **Kathleen Searles**, Louisiana State

40. Measuring Moral Judgment of Traditional vs. Satirical News
   **Sung Tae Kim** and **Yoomin Lee**, Korea University

41. The Impact of Suspense in Political News
   **Kristen Landreville**, Wyoming and **Silvia Knobloch-Westernwick**, Ohio State

42. How User-Generated Comments Prime News Processing: Activation and Refutation of Regional Stereotypes
   **Eun-Ju Lee**, Seoul National University; **Hyun Suk Kim**, Pennsylvania and **Jaeho Cho**, California, Davis

43. Bandwagon Effects of Social Media Commentary During TV Viewing: Do Valence, Viewer Traits and Contextual Factors Make a Difference?
   **T. Franklin Waddell** and **S. Shyam Sundar**, Pennsylvania State

   Discussant: **Patrick Merle**, Florida State
Friday Sessions

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Topic III — Measurement Challenges in Communication Research
Serena Carpenter, Michigan State
45. Comparing Flow and Narrative Engagement Scales in the Context of a Casual Health Game**
Brett Sherrick, Pennsylvania State
46. Eyes Don’t Lie: Validating Self-Reported Measures of Attention on Social Media
Emily Vraga and Leticia Bode, Georgetown, and Sonya Troller-Renfree, Maryland
47. The Significant Other: A Longitudinal Analysis of Significant Samples in Journalism Research, 2000 – 2014
Ben Wasike, Texas at Brownsville

Discussant:
Mike Schmierbach, Pennsylvania State

** Top Three Student Paper

Topic IV — Where the Rubber Hits the Road: Building Connections Between Theory and Method
48. Extending the RISP Model in Online Contexts: Online Comments and Novel Methodological Approaches
Graham Dixon and Kit Kaiser, Washington State
49. Deciphering “Most Viewed” Lists: An Analysis of the Comparability of the Lists of Popular Items
Rodrigo Zamith, Massachusetts-Amherst
50. Toward a Theory of Modality Interactivity and Online Consumer Behavior
Ruoxu Wang, Pennsylvania State
51. Media Dependency and Parental Mediation
August Grant, Larry Webster and Yicheng Zhu, South Carolina
52. What Comes After First Click?: A New Way to Look at Selective Exposure
JungHwan Yang, David Wise and Albert Gunther, Wisconsin-Madison

Discussant:
Melissa Gotlieb, Texas Tech

Topic V — New Approaches to Connection and Expression in Political Communication
53. Connective Social Media: A Catalyst for LGBT Political Consumerism Among Members of a Networked Public
Amy Becker, Loyola-Maryland and Lauren Copeland, John Carroll
Florian Arendt, Universität München (LMU)
55. The Role of Political Homophily of News Reception and Political Discussion via Social Media for Political Participation
Ki Deuk Hyun, Grand Valley State

Discussant:
Stephanie Edgerly, Northwestern

Cultural and Critical Studies Division

Topic I — The Journalist, Journalism, and News Myths
56. Journosplaining: A Case of “Linsanity”
Carolyn Nielsen, Western Washington
57. “The Best Minute and a Half of Audio”: Boundary Disputes and the Palin Family Brawl
David Schwartz and Dan Berkowitz, Iowa
58. The Discursive Construction of Journalistic Transparency
Tim Vos, Missouri and Stephanie Craft, Illinois
59. David Foster Wallace: Testing the Commencement Speech Genre,
Nathan Rodriguez, Kansas
60. Behold the Monster: Mythical Explanations of Deviance and Evil in News of the Amish School Shooting
Erica Salkin, Whitworth and Robert Gutsche, Jr., Florida International
61. Telling Us What We Already Know: Decoding the Absence of Poverty News in Appalachian Community Media*
Michael Clay Carey, Samford

Discussants:
John Pauly, Marquette and Jeannine Criswell, Indianapolis

* Third Place, Faculty Paper

Topic II — Neoliberalism, Corporate Myths, Identities, and Control
63. Knowledge Workers, Identities, and Communication Practices: Understanding Code Farmers in China*
Ping Sun, Chinese University of Hong Kong and Michelangelo Magasic, Curtin University
64. Pleasantly Deceptive: The Myth of Main Street and Reverse Mortgage Lending
Willie Tubbs, Southern Mississippi
Burton St. John, Old Dominion
Christian Dotson-Pierson, Howard and Ashley Lewis, Maryland
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Discussants:

Bob Trumpbour, Pennsylvania State
and Burton St. John, Old Dominion

* Third Place, Student Paper

Topic III — The Digital Marketplace: Movement, Information, and Exclusion

67. Digital Mobilities as Dispersed Agencies: An Analysis of Google Glass, Microsoft Kinect and Siri
Matthew Corn
and Kristen Heflin, Kennesaw State

68. Digital Exclusion in an Information Society: How ISP Competition Affects the American (Information) Consumer
Jenna Grzeslo, Pennsylvania State

69. Televisuality, Movement, and the Market on CNBC’s The Closing Bell
Diane Corman, Minnesota

70. Buyer Beware: Stigma and the Online Murderabilia Market
Karen Sichler, Georgia

Discussants:

Jim Kim, The College of Saint Rose
and Bonnie Brennen, Marquette

Topic IV — Popular Culture and Politics

71. The 90s, the Most Stunning Days of Our Lives: Cultural Politics of Retro Music in Contemporary Neoliberal Korea
Gooyong Kim, Temple

72. Neo-Nazi Celebration and Fascist Critique in the Mainstream Music of the Former Yugoslavia
Christian Vukasovich, Oregon Tech

73. Dialectics of Book Burning: Technological Reproducibility, Aura and Rebirth in Fahrenheit 451
Shannon Mish
and Jin Kim, The College of Saint Rose

Discussant:
Christopher Martin, Northern Iowa

8:15 am to 10:30 am / 131 Off-site: Internet Archive

History Division

Off-Site Tour:
Tour of the Internet Archive, San Francisco

Moderating/Presiding:
Yong Volz, Missouri

The Internet Archive is located in the Inner Richmond district of San Francisco. The New Yorker has a recent article introducing the important work being done there. (http://www.newyorker.com/magazine/2015/01/26/cobweb) The tour will start at 9 a.m., led by one of the directors at the Archive. Because of the logistical issues, the tour will be limited to 20 people and pre-registration is required. Please contact Yong Volz at volzy@missouri.edu for details. Participants will gather at 8:15 a.m. in the lobby of the conference hotel to travel via taxi or Metro to the Archive.

8:15 am to 9:45 am / 132

Law and Policy Division

Refereed Paper Research Session:
Analyzing Protections for “Harmful” Speech

Moderating/Presiding:
Jon Bekken, Albright

The Value and Limits of Extreme Speech in a Networked Society: Revitalizing Tolerance Theory
Brett Johnson, Missouri

The Angry Pamphleteer: Borderline Political Speech on Twitter and the True Threats Distinction Under Watts v. United States
Brooks Fuller, North Carolina at Chapel Hill

Feiner v. New York: How the Court Got it Wrong
Roy Gutterman, Syracuse

Racial Slurs and “Fighting Words”: The Question of Whether Epithets Should Be Unprotected Speech
William Nevin, West Alabama

Discussant:
Alexa Capeloto, John Jay College of Criminal Justice

8:15 am to 9:45 am / 133

Magazine and Communication Technology Divisions

PF&R Panel Session:
Tech Magazines Lead the Way to Digital Platforms: Lessons, Opportunities, Forecasts

Moderating/Presiding:
Peggy Watt, Western Washington

Panelists:
Jon Phillips, editor-in-chief, IDG Consumer and Small Business
Rafé Needleman, editorial director, Yahoo Tech
Connie Guglielmo, editor-in-chief, CNET News
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8:15 am to 9:45 am / 134
Mass Communication and Society Division

Teaching Panel Session:
Promising Professors

Moderating/Presiding:
Jennifer Kowalewski, Georgia Southern

First Place Faculty Winner
Brooke McKeever, South Carolina
Second Place Faculty Winner
Rowena L. Briones, Virginia Commonwealth
Third Place Faculty Winner
Vanessa Bravo, Elon
First Place Student Winner
Julia Daisy Fraustino, Maryland

8:15 am to 9:45 am / 135
Media Ethics Division

Refereed Paper Research Session:
New Horizons in Media Ethics

Moderating/Presiding:
Jack Breslin, Iona

How Do Ads Mean? A Mutualist Theory of Advertising Ethics
Margaret Duffy, Esther Thorson
Tatsiana Karaliava and Heesook Choi, Missouri

Media Ethics Theorizing, Reoriented: A Shift in Focus for Individual-Level Analyses*
Patrik Plaisance, Colorado State

A Duty to Freedom: Conceptualizing Platform Ethics
Brett Johnson, Missouri

The Ethical Implications of Participatory Culture in a New Media Environment: A Critical Case Study of Veronica Mars**

Murray Meetze, Colorado-Boulder

Discussant:
Theodore L. Glasser, Stanford

* Top Faculty Paper
** Special Call Paper Winner

8:15 am to 9:45 am / 136
Media Management and Economics Division

Research Panel Session:
Media Branding Revised: Participative Audiences and their Consequences for Media Branding

Moderating/Presiding:
Kati Förster, University of Vienna

Panelists:
Mart Ots, Jönköping Business School, Sweden
Ronen Shay, Florida
Sabine Baumann, Jade University (Germany)
Ulrike Rohn, Arcada University (Finland)
Juliane Lischka, University of Zurich (Switzerland)
Isabella Krebs, University of Zurich (Switzerland)

Discussant:
Klaus Schönbach, Northwestern in Qatar

8:15 am to 9:45 am / 137
Minorities and Communication Division

Refereed Paper Research Session:
The Intersection of Race and Entertainment Media

Moderating/Presiding:
E.K. Daufin, Alabama State

Who’s in Charge Here? Leadership Attributions Between African-American Coaches and White Quarterbacks
James Rada, Ithaca
and K. Tim Wulfemeyer, San Diego State

The Influence of Individuals’ Racial Identification with Media Characters in Crime Dramas on Moral Judgment: the Moderating Role of Emotional Reactions*
Jisu Kim and Yiran Zhang, Minnesota

How Twitter User’s Framed Sebastien De La Cruz’s Anthem Singing at the 2013 NBA Finals
Melita Garza, Texas Christian

Stereotype, Tradition, and Carmen Luna: The Puerto Rican Womanin Lifetime TV’s Devious Maids
Melissa Camacho, San Francisco State

Discussant:
Victoria LaPoe, Western Kentucky

* Third Place Student Paper
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8:15 am to 9:45 am / 138
Newspaper and Online News
and Scholastic Journalism Divisions
Teaching Panel Session:
  Breakfast of Editing Champions
Moderating/Presiding:
  Andy Bechtel, North Carolina at Chapel Hill
Featured Speaker:
  Teaching Grammar in the Digital Age
  Allan Richards, Florida International

8:15 am to 9:45 am / 139
Public Relations Division
and Internships and Careers Interest Group
Teaching Panel Session:
  Developing Global Leaders: Best Practices for Helping Students Develop Vital Leadership Skills
Moderating/Presiding:
  Carolyn Kim, Biola
Panelists:
  Dave Remund, Oregon
  Bruce Berger, Alabama and The Plank Center
  John Williams, Principia College
  Bey-Ling Sha, San Diego State
  Erica Clarke, Pennsylvania State-Greater Allegheny

8:15 am to 9:45 am / 140
Community College Journalism Association
Teaching Panel Session:
  Tweet or Don’t Teach
Moderating/Presiding:
  John Kerezy, Cuyahoga
Panelists:
  Jenn Burleson MacKay, Virginia Tech
  Toni Albertson, Mt. San Antonio College
  Nicole Kraft, Ohio State
  Saul Carlson, Santa Monica College
  Larry Leach, Chabot

8:15 am to 9:45 am / 141
Commission on the Status of Women
Refereed Paper Research Session:
  Rape Culture, Domestic Violence, and Media
Moderating/Presiding:
  Rowena Briones, Virginia Commonwealth
Journalistic Coverage in Rape Culture: Reporters’ Socialization in a Gender-Biased Indian Patriarchal Society
  Deepa Fadnis, Texas
Love the Way You Authenticate Domestic Violence Narratives
  Laurena Bernabo, Iowa
Frat Daddies and Sorostitutes: How TotalFratMove.com and Greek Identity Influence Greek Students’ Rape Myth Acceptance**
  Bailey Thompson and Rebecca Ortiz, Texas Tech
“A Woman Walks Alone in the Dark:” Hostile Sexism & Script Writing for Crime TV*
  Scott Parrott, Alabama
Discussant:
  Rowena Briones, Virginia Commonwealth
* First Place Faculty Paper
** Second Place Faculty Paper

8:15 am to 9:45 am / 142
Religion and Media Interest Group
and Visual Communication Division
PF&R Panel Session:
  Religion Reporting and the Media Manipulation of ISIS: Do We Just Say No?
Moderating/Presiding:
  Guy Golan, Syracuse
Panelists:
  How American Muslims are Taking Control of their Narratives through Mainstream and Social Media
  Zahra Biloo, Council on American-Islamic Relations (CAIR), San Francisco
  Je Suis Controversée
  Paul Lester, California State Fullerton
Why Less is More: Depth vs. Breadth in the Debate Over Visual Storytelling in War Zones
  Michael Longinow, Biola
In the Name of God: Religious Expression Through Visual Display
  Julianne Newton, Oregon
“AEJMC Global Bridges”: San Francisco, CA — August 6-9, 2015

8:15 am to 9:45 am / 143

**Journalism & Mass Communication Educator**

Business Session:

**Editorial Board Meeting**

Moderating/Presiding:

Maria Marron, Nebraska-Lincoln, 
J&M Educator Editor

8:15 am to 1:15 pm / 144

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

Training Session:

**Institute for Diverse Leadership in Journalism and Communication: Exploring Leadership**

Moderating/Presiding:

Jennifer Greer, Alabama

Panelists:

Lori Bergen, Colorado  
Ann Brill, Kansas  
Paul Parsons, Elon  
Judy Oskam, Texas State

Session only open to AEJMC Institute fellows.

8:15 am to 9:45 am / 145

**Association for Education in Journalism and Mass Communication and Scripps Howard Foundation**

Research Panel Session:

**Tweet This: Two Weeks on the Social Media Frontlines**

Moderating/Presiding:

Lynn Owens, Peace

Panelists:

Holly Easttom, Oklahoma Baptist, visiting professor at WCPO-TV, Cincinnati, Ohio  
Scott Maier, Oregon, visiting professor at Scripps  
Washington Bureau, Washington, DC  
Adam Peruta, Syracuse, visiting professor at Digitas  
LBi, Chicago, Illinois  
Howard Mortman, communications director, C-SPAN, Washington, DC

For the past five years, the Scripps Howard Foundation has funded a Visiting Professor in Social Media Program for AEJMC members that put educators in media outlets for two weeks during the summer to see first-hand how social media are being used to deliver news and information. This session will feature last summer’s visiting professors, who will provide practical takeaways for teaching social media from their experiences, as well as Howard Mortman, communications director with C-SPAN, who has been a media partner with the program for four years.

8:15 am to 9:45 am / 146

**University of Texas at Austin**

Session:

**Alumni Breakfast**

Hosting:

R. B. Brenner, Texas at Austin

All alumni of Texas at Austin are invited.

9:45 am to Noon / 147 Off-site: AKQA San Francisco

**Advertising Division**

Off-site Tour:

**Visiting AKQA San Francisco Office**

Moderating/Presiding:

Simon Jefferson, Managing Director of San Francisco Office

We’re confirmed for an off-site visit to San Francisco’s top advertising agency…AKQA! AKQA is a digital agency that specializes in creating digital services and products. It employs 1,600 staff globally, with offices in Europe (Amsterdam, Berlin, London, Paris), North America (Atlanta, New York, Portland, San Francisco, Washington, D.C.), South America (São Paulo) and Asia (Gurgaon, Shanghai, Tokyo). Plus, their SF location is just a few short blocks from our conference hotel at 360 Third Street, 5th floor. Cap will be 20 members, so please respond ASAP to reserve your seat. We will meet in the hotel lobby at 10am.
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“AEJMC Global Bridges”: San Francisco, CA — August 6-9, 2015

10 am to 11:30 am / 148

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

Plenary Panel Session:
Big Data and Its Implications on Journalism and Mass Communication

Moderating/Presiding:
Seth Lewis, Minnesota

Panelists:
Edward Carl Malthouse, Northwestern
Deen Freelon, American
Jolie Martin, Quantitative User Experience Researcher, Pinterest
Thomas Lento, Data Scientist, Facebook
Laurie Thomas Lee, Nebraska Lincoln

11:30 am to 1 pm / 149

International Communication Division

Off-site Tour: AJ+

Moderating/Presiding:
Jeannine Relly, Arizona

The off-site tour will be to the offices of AJ+ http://ajplus.net/ at 118 King Street. The maximum number for the tour is 15 people. We’ll meet in the lobby of the conference hotel at 11 a.m. and walk to the newsroom. The tour is from 11:30 a.m. till 12:30 p.m. If you have any questions, please contact ICD Vice Head Jeannine Relly. Please RSVP if you would like to be added to the list <jrelly@email.arizona.edu>.

11:45 am to 1:15 pm / 150

Communicating Science, Health, Environment and Risk Division

Refereed Paper Research Session:
Science in Public: Attitudes and Engagement

Moderating/Presiding:
Susanna Priest, Independent Scholar and editor of Science Communication

Public Attitudes on Synthetic Biology: Mapping Landscapes and Processes
Heather Akin, Kathleen M. Rose, Dietram Scheufele, Molly J. Simis, Dominique Brossard and Michael A. Xenos, Wisconsin-Madison
and Elizabeth A. Corley, Arizona State
A Missed Opportunity?: NOAA's Use of Social Media to Communicate Climate Science
Nicole Lee, Matthew S. VanDyke and R. Glenn Cummins, Texas Tech
Information and Engagement: How Scientific Organizations are Using Social Media in Science Public Relations
Leona Yi-Fan Su, Dietram Scheufele, Dominique Brossard and Michael A. Xenos, Wisconsin-Madison
The National Science Foundation’s Science and Technology Survey Module and Support for Science, 2006-2012
John Besley, Michigan State
Crowdfunding: Engaging the Public in Scientific Research
Eun Jeong Koh and Linda Pleiffler, Wisconsin-Madison

11:45 am to 1:15 pm / 151

Communication Technology Division

Refereed Paper Research Session:
Top Student Papers in CTEC (Jung-Sook Lee Competition)

Moderating/Presiding:
Porismita Borah, Washington State

Who Do You Trust? Social Endorsements Effects on News Evaluation*
Myojung Chung, Syracuse

Discussant:
Jacob Groshek, Boston

Does Social Media Usage Reduce Information Asymmetry Among Investors? Evidence From Consumer Product Recall**
Soo Jeong Hong and Kwangjin Lee; Michigan State; and Hyunsang Son, Texas at Austin

Discussant:
Bartsz Wojdynski, Georgia

Yee Man (Margaret) Ng, Texas at Austin

Discussant:
Amanda Sturgill, Elon

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

11:45 am to 1:15 pm / 152

Communication Theory and Methodology Division
and Political Communication Interest Group

PF&R Panel Session:
Exploring Collaborative Opportunities
for Accessing Data

Moderating/Presiding:
Melissa Gollieb, Texas Tech
and Heather LaMarre, Temple

Panelists:
Esther Thorson, Missouri
Dhavan Shah, Wisconsin-Madison
Hector Postigo, Temple
Erik Bucy, Texas Tech

11:45 am to 1:15 pm / 153

Electronic News
and Mass Communication and Society Divisions

PF&R Panel Session:
Network Newscasts: Then and Now

Moderating/Presiding:
Bill Silcock, Arizona State

Panelists:
Bill Knowles, Montana, former news producer for ABC News
Jim Upshaw, Oregon and former foreign correspondent for NBC News
Mike Boettcher, Correspondent in Residence, Oklahoma and ABC News Correspondent
Victoria LaPoe, Western Kentucky, former news producer, ABC/NBC

11:45 am to 1:15 pm / 154

Media Management and Economics Division

Refereed Paper Research Session:
Diffusion, Distribution, and Industry Dynamics

Moderating/Presiding:
Angela Powers, Kansas State

An Economic Perspective on the Diffusion of Communication Media
John Dimmick, Ohio State
Toward a Tyranny of Tweeters? The Institutionalization of Social TV Analytics as Market Information Regime
Allie Kosterich and Philip M. Napoli, Rutgers
Over-The-Top Services on Mobile Networks: Lessons from an International Comparison of Regulatory Regimes
Krishna Jayakar, Pennsylvania State
and Eun-A Park, New Haven
The Internet and Changes in Media Industry: A Cross-National Examination
Sung Wook Ji, Southern Illinois

Discussant:
Ann Hollifield, Georgia

11:45 am to 1:15 pm / 155

Minorities and Communication
and Cultural and Critical Studies Divisions

Research Panel Session:
Coverage of the Charleston Church Shooting
and Other Related Events in Mainstream, Social and Alternative Media — Research Insights

Moderating/Presiding:
George Daniels, Alabama

Panelists:
Ginger Blackstone, Florida
Dorothy Bland, North Texas
Holly Cowart, Florida
Phillip Jeter, Winston-Salem State
Doug Mendelhall, Abilene Christian
Mia Moody-Ramirez, Baylor

This roundtable-style research panel will share insights from original and ongoing research on mainstream, social and alternative media’s role in coverage of Charleston, Ferguson, and other related shootings.
**Friday Sessions**

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**11:45 am to 1:15 pm / 156**

*Off-site: San Francisco State University*

**Newspaper and Online News Division, Online News Association** and San Francisco State University

Off-site Session:

**Innovating Your Classroom, Lessons of the Challenge Fund for Innovation in Journalism Education Grants**

Moderating/Presiding:

Cristina L. Azocar, San Francisco State

Panelists:

- Kent S. Collins, Missouri
- David Craig, Oklahoma
- Katy Culver, Wisconsin-Madison
- Robert Gutsche, Jr., Florida International
- Cindy Royal, Texas State
- Jesse Garnier, San Francisco State
- Kristin Gilger, Arizona State
- Brant Houston, Illinois Urbana-Champaign
- Sandeep Junnarkar, CUNY Graduate School of Journalism
- Amy Schmitz Weiss, San Diego State
- Donica Mensing, Nevada-Reno

Learn more about innovative projects that won $35K grants to experiment in local news coverage, using collaborative teams of educators, students, researchers, media professionals, technologists and designers. This session will be a fast-paced lightning style format. Free refreshments.

**Location:** San Francisco State Downtown Center, 835 Market St, above Bloomingdale's and just under the rotunda in the building (a 3-minute walk from the hotel). Supported by the Excellence and Ethics in Journalism Foundation, the Robert R. McCormick Foundation, the Knight Foundation, the Democracy Fund and the Rita Allen Foundation.

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**11:45 am to 1:15 pm / 157**

*Off-site: SF Green Space at EEFG*

**Public Relations Division**

**Bill Adams/Edelman Luncheon**

Moderating/Presiding:

Emily Kinsky, West Texas A&M

The annual Bill Adams/Edelman Luncheon will feature two speakers in honor of the PRD’s 50th anniversary. John Edelman, managing director of global engagement and corporate responsibility, and Steve Rubel, Edelman’s chief content strategist, will speak about the history and future of PR and will share examples from the agency. Pre-registration is required. SF Green Space at EEFG, 657 Mission Street, Suite 200, San Francisco, CA 94105. A 4-minute walk from the conference hotel.

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**11:45 am to 1:15 pm / 158**

*Off-site: John’s Grill Restaurant*

**Visual Communication Division**

**Annual VisCom Luncheon**

Moderating/Presiding:

Seth Gitner, Syracuse


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**11:45 am to 1:15 pm / 159**

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

**Teaching Panel Session:**

**Forget Independence - Collaboration is the New Buzzword**

Moderating/Presiding:

Toni Albertson, Mt. San Antonio College

Panelists:

- Ed Madison, Oregon
- James Simon, Fairfield
- Dan Reimold, St. Joseph
- Mary Spillman, Ball State

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**11:45 am to 1:15 pm / 160**

**Commission on the Status of Women**

**Refereed Paper Research Session:**

**Top Student Papers**

Moderating/Presiding:

Katie Place, Quinnipiac

Why Just My Children? This Is For All Our Children – The Rise of the Woman Citizen Journalist in India**** Paromita Pain, Texas
Gender, Politics, and Social Networks: Tracking the 2014 Elections on Twitter**

Shannon McGregor and Rachel Mourao, Texas
Collective Memory of the Feminist Revolution: “WACK! Art and the Feminist Revolution” in a Post-Feminist Twenty-First Century***

Katherine LaPrad, South Carolina
Is Breast Best? Feminist Ethics for Breastfeeding Promotion as Public Relations*

Amanda Kennedy, Maryland

Discussant:

Katie Place, Quinnipiac

* First Place Student Paper
** Second Place Student Paper
*** Third Place Student Paper
****Fourth Place Student Paper

11:45 am to 1:15 pm / 161

Entertainment Studies Interest Group

High Density Refereed Paper Research Session

Moderating/Presiding:

Amy Muckleroy Carwile, Texas A&M-Texarkana

Topic I — Entertainment Studies and the Cultivation, Exclusion or Misrepresentation of Identity or Culture
The Influence of Social Identity Salience on Mediated Contact: Examining the Effect of a Common Ingroup Identity

Jannath Ghaznavi and Laramie Taylor, California-Davis

“Gypsies, Tramps & Thieves”: Examining Representations of Roma Culture in 70 Years of American Television

Adina Schneeweis, Oakland

and Katie Foss, Middle Tennessee State

Rich and Fabulous: The Marginalizing Power of Television Situational Comedies and the Contrived Gay Market

Robert Byrd, Memphis

Watching American Entertainment Television in India

Jane O’Boyle, South Carolina

Mythmaking in Singapore: The Case of Ah Boys to Men I and II

Stacy Lai, Daoyi Lin, Wirdayu Binte Safie, Phoebe Seow, Hazel Wee

and Fernando Paragas, University of the Philippines

Discussant:

Alexa Stough Chilcutt, Alabama

Topic II — Why, Where and How We Watch or Play
Effect of Narcissism, Para-social Interaction, and Gratifications Sought on Singing Competition Reality Shows Among Chinese Audiences

Lei Guo

and Deya Xu, Chinese University of Hong Kong

Let’s Just Wait Until It’s on Netflix: Movie Attendance in the Digital Age

Alec Tefertiller, Houston

Fun versus Meaningful Video Game Experiences: A Qualitative Analysis of User Responses

Ryan Rogers, Julia Woolley, Mary Beth Oliver, Nicholas Bowman, Brett Sherrick

and Mun-Young Chung, Pennsylvania State

Time-Shifting vs. Appointment Viewing: The Role of Fear of Missing Out within TV Consumption Habits

Lindsey Conlin, Southern Mississippi

Andrew Billings and Lauren Auverset, Alabama

Broadcasting upon a shooting star: An exploratory study of Afreeca TV’s Live-stream Self Broadcast Model

Soo-kwang Oh, William Paterson

and Hyun-Ju Choi, Johns Hopkins

Discussant:

Po-Lin Pan, Arkansas State

11:45 am to 1:15 pm / 162

Sports Communication Interest Group

and Media Ethics Division

PF&R Panel Session:

Too Offensive to Keep or the PC Brigade Gone Awry?: Native American Team Names and Mascots in the 21st Century

Moderating/Presiding:

Danielle Sarver Coombs, Kent State

Panelists:

Kevin Z. Smith, Ohio State

Ted Kian, Oklahoma State

Kelly Poniatowski, Elizabethtown

Mark Goodman, Kent State

Janie MacCauley, Associated Press
106

Friday Sessions

“AEJMC Global Bridges”: San Francisco, CA — August 6-9, 2015

11:45 am to 1:15 pm / 163

Association for Education in Journalism and Mass Communication Elected Standing Committee on Professional Freedom and Responsibility

Panel Session:
First Amendment Award

Moderating/Presiding:
Lee Hood, Loyola Chicago

Introduction:
Tony Fargo, Indiana

2015 AEJMC First Amendment Award Recipient: Floyd Abrams, partner, Cahill Gordon & Reindel LLP, New York

11:45 am to 1:15 pm / 164

Journalism & Mass Communication Quarterly

Business Session:
Editorial Board Meeting

Moderating/Presiding:
Louisa Ha, Bowling Green State, JMCQ Editor

11:45 am to 1:15 pm / 165

Kappa Tau Alpha and Association for Education in Journalism and Mass Communication

KTA/AEJMC Awards Luncheon

Moderating/Presiding:
Andrew Mendelson, City University of New York, KTA President
and Elizabeth L. Toth, Maryland, 2014-15 AEJMC President

Ticket required to attend.

11:45 am to 1:15 pm / 166

Hearst Journalism Awards Program

Off-site Business Session:
Hearst Steering Committee Meeting

Moderating/Presiding:
Chris Callahan, Arizona State
and Jan Watten, program director, Hearst

1:30 pm to 3 pm / 167

Association for Education in Journalism and Mass Communication

Scholar-to-Scholar Refereed Paper Research Session

Communication Theory and Methodology Division

Topic I — Empirical Developments in Media and Cognition

1. Cognition under Simultaneous Exposure to Competing Heuristic Cues
   Tao Ma, Connecticut

2. Replicating and Extending Cognitive Bridging: Connecting the Action of Recycling to the Goal of Environmental Conservation
   Sherri Jean Katz, Minnesota-Twin Cities

3. Effects of Media Exemplars on the Perception of Social Issues with Pre-existing Beliefs
   Yan Yan and Liu Jun, Wuhan University

4. The Reciprocal Relationship Between Hostile Media Perception and Presumed Media Influence*
   Mallory Perryman, Wisconsin

Discussant:
Kevin Wise, Illinois

* Top Three Student Paper

Topic II — New Thinking about Media and Communities

5. The Perception of Media Community Among NPR Listeners
   Joseph Kasko, South Carolina

6. The Community of Practice Model: A New Approach to Social Media Use in Crisis Communication
   Melissa Janoske, Memphis

Discussant:
Ray Pingree, Louisiana

Topic III — Analyzing News Coverage: Big Issues, Big Problems

7. Talking about School Bullying
   Sei-Hill Kim, South Carolina;
   Matthew Telleen, Elizabethtown College
   and Hwalbin Kim, South Carolina

8. Media Framing of Same-Sex Marriage and Attitude Change: A Time-Series Analysis
   Dominic Lasorsa, Jiyoun Suk
   and Deepa Fadnis, Texas

   Kyle Lorenzano, Washington State

Discussant:
Brendan Watson, Minnesota
Electronic News Division
   Daniel Riffe
   and Jesse Abdenour, North Carolina at Chapel Hill
11. How Arousing Features Affect TV News Preferences and Recognition Among Young Viewers
   Mariska Kleemans, Paul Hendriks Vettehen, Rob Eisinga, Hans Beentjes
   and Luuk Janssen, Netherlands
   Rebecca Nee, Valerie Barker and David Dozier, San Diego State

Minurities and Communication Division
   Yulia Medvedeva, Cynthia Frisby and Joseph Moore, Missouri
14. Predictors of Faculty Diversification In Journalism and Mass Communication Education
   Lee Becker, Tudor Vlad and Oana Stefanita, Georgia
15. Applying Health Behavior Theories to the Promotion of Breast Tissue Donation Among Asian Americans
   Kelly Kaufhold, Texas State; Autumn Shafer, Oregon and Yunjuan Luo, Texas Tech

Discussant: Masudul Biswas, Loyola, Maryland

16. Active Video Game Play in African American Children: The Effect of Gender and BMI on Exertion and Enjoyment
   Xueying Zhang, Bijie Bie, Dylan McLemore, Alabama; Lindsey Conlin, Southern Mississippi; Kim Bissell, Scott Parrott and Perrin Lowrey, Alabama
   Mian Asim, Zayed; Troy Elias, Oregon and Alyssa Jaisle, Florida
18. Complicating Colorism: Race, Gender and Space in Dark Girls
   Nicola Corbin, Weber State
19. Roughing the Passer: Audience-held and Applied Stereotypes of NFL Quarterbacks
   Patrick Ferrucci, Colorado-Boulder and Edson Tandoc, Nanyang Technological

Discussant: Mia Moody-Ramirez, Baylor

Scholastic Journalism Division
Topic — Majors, Multimedia and Multiculturalism
25. Making Mojos: How iPads are Enhancing Mobile Journalism Education
   Nicole Kraft, Iowa State and Natalie Seely, North Carolina at Chapel Hill
26. African American Kansas Scholastic journalism: A Loss of Minority Voices in the Construct of Democracy
   Jerry Crawford, Kansas
27. Teaching Multimedia Journalism to High School Students Through the Lens of Freedom Summer
   Paromita Pain and Gina Masullo Chen, Texas at Austin and Christopher P. Campbell, Southern Mississippi
28. A Look at Student Communication Degree Choices: Influences and Timing
   Candace Bowen and Maggie Cogar, Kent State

Discussant: Yvonnnes Chen, Kansas

Visual Communication Division
Topic — Now Look at Me! Visual Research Made Visual
29. Place, Space, and Time: Elite Media as Visual Gatekeepers in the Formation of Iconic Imagery
   Nicole Dahmen and Daniel Morrison, Oregon
30. Finding Photojournalism: The search for Photожournalism’s Birth as a Term and Practice  
**Timothy Roy Gleason**, Wisconsin-Oshkosh

**Spencer Barnes**  
and **Laura Ruel**, North Carolina at Chapel

32. Twitter Images in Middle Eastern Higher Education: A Visual Content Analysis Approach  
**Husain Ebrahim** and **Hyunjin Seo**, Kansas

33. Anti-smoking Ads and College Students  
**Sung Eun Park**, Alabama

34. Feeling the Disaster: An Interpretive Visual Analysis of Emotive Television Reportage Following Typhoon Morakot in Taiwan  
**Chiaoning Su**, Temple

35. Using Infographics in Television News: Effects of TV Graphics on Information Recall about Sexually Transmitted Diseases Among Young Americans  
**Ivanka Pjesivac**, Georgia; **Nicholas Geidner** and **Laura Miller**, Tennessee

**Natalia Mielczarek**, Iowa

Discussant:  
**Benjamin LaPoe**, Western Kentucky

**Commission on the Status of Women**  
* Topic — Activist Movements and Women

37. Activism? Or Group Self-Objectification?  
**Shugofa Dastgeer**, Oklahoma

38. Gathering Online, Loitering Offline: Hashtag Activism and the Claim for Public Space by Women in India  
**Sonora Jha**, Seattle

**Urszula Pruchniewska**, Temple

Discussant:  
**Victoria LaPoe**, Western Kentucky

**Topic — Body Image and Objectification**

40. RAW Appearances: Examining Contrast Effects in Adaptation to Women Wrestlers’ Sexualization in World Wide Entertainment  
**Nisha Garud** and **Carson Wagner**, Ohio

41. Women as Eye Candy: Predictors of Individuals’ Acceptance of the Sexual Objectification of Women  
**Stacey Hust**, Washington State;  
**Kathleen Rodgers**, Department of Human Development, Washington State  
and **Nicole Cameron**, Washington State

42. Butts and Other Body Parts: Celebrity Culture, Ethnic Identification and Self-objectification  
**Carol Liebler** and **Li Chen**, Syracuse

43. Easy, Breezy, and Patriarchal: Femvertising in CoverGirl and Beyond  
**Kate Hoad-Reddick**, Western

Discussant:  
**Dustin Harp**, Texas, Arlington

**Topic — Magazine Coverage and Gender**

44. Problematizing Postfeminist/Neoliberal Female Sexuality: A Textual Analysis of Sex-related Articles in Cosmopolitan in Post-socialist China  
**Qi Ling**, Iowa

45. Understanding Images of Sexual Objectification: A Study of Gender Differences in Taiwanese Magazine Ads from 1985 to 2011  
**Ping Shaw** and **Yue Tan**, National Sun Yat-sen University

**Ingrid Bachmann**, Pontificia Universidad Catolica de Chile;  
**Dustin Harp**, Texas-Arlington, and **Jaime Loke**, Oklahoma

Discussant:  
**Candi Carter Olson**, Utah State

* Third Place Faculty Paper

**Topic — News and Gender**

47. Gender Trouble in the Workplace: Applying Judith Butler’s Theory of Performativity to News Organizations  
**Joy Jenkins** and **Teri Finneman**, Missouri

48. Crusaders, Not Subordinates: How Women’s Page Editors Worked to Change the Gender Climate Within APME and ASNE  
**Kimberly Voss** and **Lance Speere**, Central Florida

49. Mum’s the Word: An Analysis of Frames Used on Parents Who Left Children in Cars  
**Andrea Hall** and **Lauren Furey**, Florida

50. Media Representations of Hillary Clinton’s Emotional Moment: A Semiotic Analysis  
**Deborah Bauer**, New Mexico State

Discussant:  
**Benjamin LaPoe**, Western Kentucky

**Gay, Lesbian, Bisexual, and Transgender Interest Group**

51. Equalitarian Values and Media Use: An Examination of Gay Rights Supporters’ Traditional and New Media Habits  
**Tien-Tsung Lee**, Kansas;  
and **Gary Hicks**, Southern Illinois Edwardsville
52. **Inching Away from the Toy Department: Daily Newspaper Sports Coverage of Jason Collins and Michael Sam’s Coming Out**
   - **Bill Cassidy**, Northern Illinois

53. **Strategic Communication Through Social Media by LGBTI NGOs**
   - **Nathaniel Rodriguez**, Texas Tech

54. **The Instagrammed Trans Body: The Renegotiation of Gender and Bodies in the Instagram-based Transgender Community**
   - **Minjie Li**, Louisiana State

55. **“A Symbolic Sacrifice”: Journalists’ Coverage of Queers Challenging The University of Texas**
   - **José Araiza**, Texas

**Participatory Journalism Interest Group**

56. **An Examination of the Sourcing Behaviors of U.S. Non-profit News and Newspaper Journalists**

1:30 pm to 3 pm / 168

**Advertising Division**

**Refereed Paper Research Session:**
   - **Social Media Advertising**

Moderating/Presiding:
   - **Harsha Gangadharbatla**, Colorado at Boulder

**Friend’s Tagging You on Facebook: Examining How Individual Traits Affect Consumers’ Reaction to Electronic-Word-of-Mouth and Social Media Metrics**
   - **Wonkyung Kim** and **Chen Lou**, Michigan State

**Information Source Evaluation Strategies that Individuals Use in eWOM on Social Media**
   - **Veranika Varabyova** and **Michelle Nelson**, UIUC

**Following Brands on Social Media Apps: The Effect of Intent to Continue Receiving Branded Posts on Attitudes toward Brands that Post**
   - **Kelty Logan**, Colorado

Discussants:
   - **Michelle Amazeen**, Rider
   - **Mary Jean Land**, Georgia College

1:30 pm to 3 pm / 169

**International Communication Division**

**and Political Communication Interest Group**

**PF&R Panel Session:**
   - **The Ethics of “Global Journalism” with Purpose**

Moderating/Presiding:
   - **Yusuf Kalyango Jr.**, Ohio

Panelists:
   - **Guy Golan**, Syracuse
   - **Heloiza Herscovitz**, California State, Long Beach
   - **Emily Metzgar**, Indiana
   - **Erik Nisbet**, Ohio State

1:30 pm to 3 pm / 170

**Law and Policy**

and **Communication Technology Divisions**

**PF&R Panel Session:**
   - **Obscurity and the Right to Be Forgotten: The Promise and Peril of Digital Ephemera**

Moderating/Presiding:
   - **Woodrow Hartzog**, Samford

Panelists:
   - **Kashmir Hill**, senior editor, Fusion’s Real Future
   - **David Hoffman**, director of security policy & global privacy officer, Intel Corporation
   - **Rigo Wenning**, legal counsel, World Wide Web Consortium (W3C)

The world of digital ephemera is upon us. Applications like Snapchat and other privacy-plus media promise temporality for messages that used to seem permanent. California’s “online eraser button” law mandates that social media provide some way for minors to remove their former posts. The nascent “Right to Be Forgotten” in the European Union has ignited worldwide controversy. As articulated by the European Court of Justice, Europeans now have the right, under certain conditions, to ask search engines to remove links with personal information about them. Privacy advocates see the right as a crucial step in protecting privacy in a world where the Internet rarely forgets. Critics see the right as a threat to free speech, an attempt to erase history, and an excessive burden for tech companies.

1:30 pm to 3 pm / 171

**Magazine Division**

**and Internships and Careers Interest Group**

**PF&R Panel Session:**
   - **Silicon Valley: Media Savior – Or Saboteur?**

Moderating/Presiding:
   - **Scott Fosdick**, San José State
   - **Rachele Kanigel**, San Francisco State
Panelists:
Clara Jeffery, Editor, Mother Jones
Robert Capps, Editorial Director, Wired
Stacie Chan, Community Manager, Google News
Evan Hansen, Head of Content Labs, Medium

1:30 pm to 3 pm / 172
Media Ethics Division

Business Session:
Members’ Meeting

Moderating/Presiding:
Jenn Burleson Mackay, Virginia Tech

1:30 pm to 3 pm / 173
Public Relations Division

Refereed Paper Research Session:
Top Open Competition Papers

Moderating/Presiding:
Weiwu Zhang, Texas Tech

Making Social Media Work: Modeling the Antecedents and Outcomes of Perceived Relationship Investment of Nonprofit Organizations*
Giselle Auger, Duquesne
and Moonhee Cho, Tennessee

Never Easy to Say “Sorry”: Exploring the Interplay of Crisis Involvement, Brand Image and Message Framing in Developing Effective Crisis Responses**
Soyoung Lee and Lucy Atkinson, Texas at Austin

Time-lagged Analysis of Third-level Agenda-building: Florida’s Debate on Medical Marijuana***
Tiffany Schweickart and Jordan Neil, Florida;
Ji Young Kim, Hanoi at Manoa;
Josephine Lukito, Syracuse;
Tianduo Zhang, Florida; Guy Golan, Syracuse
and Spiro Kiousis, Florida

Examining the Role of CSR in Corporate Crises: Integration of Situational Crisis Communication Theory and the Persuasion Knowledge Model
Jeesun Kim, California State, Fullerton
and Chang-Dae Ham, Illinois, Urbana–Champaign

Discussant:
Eyun-Jung Ki, Alabama

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

1:30 pm to 3 pm / 174
Religion and Media Interest Group

Business Session:
Members’ Meeting

Moderating/Presiding:
Chiung Hwang Chen, Brigham Young Hawaii

1:30 pm to 3 pm / 175

Off-site: Farmer Brown Restaurant

Small Programs Interest Group

Off-site: Award Luncheon

Moderating/Presiding:
Wally Metts, Jr., Spring Arbor

Located at Farmer Brown, 25 Mason Street, San Francisco, CA 94102. Join us as well as honor our 2015 Teacher of the Year, Ginger Rudeseal Carter Miller.

1:30 pm to 3 pm / 176
Sports Communication Interest Group

Business Session:
Members’ Meeting

Moderating/Presiding:
Welch Suggs, Georgia

1:30 pm to 3 pm / 177

Association for Education in Journalism and Mass Communication

Mini-Workshop Session:
Bringing the Knight News Challenge into Your JMC Classroom

Moderating/Presiding:
Jennifer McGill, AEJMC/ASJMC Executive Director

Panelists:
The Crooked River and Public Lab: Exploring Open Source Investigative Tools
Susan Kirkman Zake, Kent State

Using Mapping Apps to Tell Interactive Stories about Health Issues
Scott Parrott and Chip Brantley, Alabama
AzteCast: Developing a University-wide Website
Amy Schmitz Weiss, San Diego State

This mini-workshop will provide tools and tips for using Knight News Challenge products into your classroom.

1:30 pm to 3 pm / 178

Journalism & Mass Communication Quarterly

Panel Session:
Meet the Journal Editors

Moderating/Presiding:
Louisa Ha, Bowling Green State, JMCQ editor

Journal Editors:
Louisa Ha, Journalism and Mass Communication Quarterly Editor
Maria Marron, Journalism and Mass Communication Educator Editor
Linda Steiner, Journalism and Mass Communication Monograph Incoming Editor
Wat Hopkins, Communication Law and Policy Editor
John Haman and Andrea Wear, Outgoing and Incoming Managing Editors, Journal of Communication Inquiry
Elizabeth Meyers Hendrickson, Journal of Magazine and New Media Research Editor
Patrick Lee Plaisance, Journal of Media Ethics Editor
Dan Stout and Judith Buddenbaum, Journal of Media and Religion Co-Editors
Bey-Ling Sha, Journal of Public Relations Research Incoming Editor
Ran Wei, Mass Communication and Society Editor
Sandra Utt, Newspaper Research Journal Co-Editor
Berkley Hudson, Visual Communication Quarterly, Editor-in-Chief

AEJMC journal and division journal editors will explain their journal’s characteristics and meet conference attendees in the session.

Panel:
Chris Barr, director, Media Innovation, The Knight Foundation
H. Iris Chyi, Texas at Austin, author of “Trail & Error: U.S. Newspapers’ Digital Struggles Toward Inferiority”
Sharon L. Dunwoody, Wisconsin, Madison
Peter Gade, Oklahoma, co-author of “Changing the News: Forces Shaping Journalism in Uncertain Times”
Jan Shaffer, American

The traditional functions assigned to the media—“watchdog” (news & civic conversation), coordination and socializing—may suffer as legacy media revenue declines, audiences fragment and newcomers offer content, entertainment, opinion, and information rather than “news.” Most people live in urban areas. Who will serve the needs of cities and urban communities? Can democratic processes survive when no one’s watching the conduct of public officials? How will communities balance the push versus pull issues of surveillance in the urban landscape? Is it enough to place the responsibility on those who pull the necessary information? Will technologies push out required information without our searching for items? Will journalistic entrepreneurs fill the void with online sites or blogs, and will anyone read or watch them? How informed will residents be about their communities? This panel will speak to the specific needs of our urban centers.

2 pm to 6 pm / 180

Off-site: Muir Woods

Communicating Science, Health, Environment and Risk Division

Off-Site Tour:
ComSHER Field Trip to Muir Woods

Join ComSHER on its annual science communication-themed AEJMC field trip. This year, we are off to Muir Woods: one of the best-preserved stands of coastal redwoods on the West Coast. The trip will include brief meetings with National Park Service rangers who conduct visitor education and engagement activities as well as opportunities to tour the monument. Light to intermediate hiking trails are available. Bring sturdy shoes as well as water. Cost is $20/person, which covers bus transportation to and from the Monument. Pre-registration is required.
3:15 pm to 4:45 pm / 181

Electronic News Division

Refereed Paper Research Session:
The Changing Agendas of Cable News, Citizen Journalism, Microblogging, & Issue-Oriented Video Journalism: News by “Partisanship”?

Moderating/Presiding:
Anju Chaudhary, Howard

Citizen Journalists’ Views on Traditional Notions of Journalism, Story Sourcing, and Relationship Building*
Kirsten Johnson, Elizabethtown
and Burton St. John, Old Dominion
Polarized or Parallel? Partisan News, Cable News, and Broadcast News Agendas
Patrick Meirick, Jill A. Edy
and Jacqueline Eckstein, Oklahoma
Microblogging the News: Who Sets the Agenda
Dmitri Diakov and Valerie Barker, San Diego State
Evaluating Issue-Oriented Video Journalism Techniques
Richard Schaefer and Natalia Jácquez, New Mexico

Discussant:
Denae D’Arcy, Tennessee, 2015-16 Fulbright Scholar to Pakistan

* Top Faculty Paper

3:15 pm to 4:45 pm / 182

History Division and Graduate Student Interest Group

Research Panel Session:
Doing Recent History: The Place of the Recent Past in Media History

Moderating/Presiding:
Sid Bedingfield, Minnesota

Panelists:
Rewards and Perils: Doing ‘90s history
W. Joseph Campbell, American
Writing about the Living: Permissions, Libel, Ethics, and Methods
Kathy Roberts Forde, Massachusetts-Amherst
Media Emergence and Convergence: Comparing Digital and Analog Cultures
Katie Day Good, Miami
The Deep South and Recent History: Researching Southern Identity After the Civil Rights Movement
Robert Greene, South Carolina

3:15 pm to 4:45 pm / 183

Law and Policy Division
and Participatory Journalism Interest Group

PF&R Panel Session:
The Josh Wolf Case: Lessons and Legacy for Reporter’s Privilege and Participatory Journalism

Moderating/Presiding:
Patrick C. File, Nevada, Reno

Panelists:
Josh Wolf, editor-at-large, Journalism That Matters
Anthony Fargo, Indiana
Nikhil Moro, consultant in Internet Law
Debra Saunders, columnist, San Francisco Chronicle

3:15 pm to 4:45 pm / 184

Magazine Division
and Community Journalism Interest Group

Research Panel Session:
Creation of Community in the Magazine Form: Legacy to Online

Moderating/Presiding:
Sheila M. Webb, Western Washington

Panelists:
Sheila M. Webb, Western Washington
Elizabeth Hendrickson, Ohio
Amanda Hinnant, Missouri
Dan Kennedy, Northeastern
Michael Clay Carey, Samford

3:15 pm to 4:45 pm / 185

Media Ethics and Cultural and Critical Studies Divisions

PF&R Panel Session:
Reporting News When Journalists Are the News

Moderating/Presiding:
Paul Voakes, Colorado

Panelists:
Chris Birks, Benedictine
Ward H. Bushee, San Francisco Chronicle
John Raess, Associated Press San Francisco Bureau Chief
Fred Vultee, Wayne State
Friday Sessions

“AEJMC Global Bridges”: San Francisco, CA — August 6-9, 2015

3:15 pm to 4:45 pm / 186

Media Management and Economics Division

Research Panel Session:
  Media Entrepreneurship Research on Trends and Challenges in Media

Moderating/Presiding:
  Bozena Mierzejewska, Fordham

Panelists:
  Geoffrey Graybeal, Texas Tech
  Axel Roepnack, Fordham
  Leona Achtenhagen, Jönköping International Business School, Sweden
  Ben Compaine, Northeastern

3:15 pm to 4:45 pm / 187

Minorities and Communication and Mass Communication and Society Divisions

PF&R Panel Session:
  Examining National Trends Facing the Challenges of Diverse Faculty in Reaching or Failing to Reach Academic Leadership Roles Across the Academy

Moderating/Presiding:
  John Sanchez, Pennsylvania State

Panelists:
  Victoria Sanchez, assistant vice provost, Educational Equity, Pennsylvania State
  Federico Subervi, Kent State
  Meghan Sanders, Louisiana State
  Brooke Barnett, interim associate provost Inclusive Community, Elon

3:15 pm to 4:45 pm / 188

Public Relations Division

High Density Refereed Paper Research Session:
  Credibility and the Reputation of Public Relations, Crisis Communication, and Societal Roles of Public Relations

Moderating/Presiding:
  Hyoungkoo Khang, Alabama

PR Credibility as News Unfolds: How Perceptions Gauged in Real Time and Post Exposure Differ
  Matthew S. VanDyke
  and Coy Callison, Texas Tech

Towards Effective CSR in Controversial Industry Sectors: Effect of Industry Sector, Corporate Reputation, and Company-cause Fit
  Baobao Song, Jing (Taylor) Wen, and Mary Ann Ferguson, Florida

Crowd Endorsement on Social Media: Persuasive Effects of Organizations’ Retweeting and Role of Social Presence
  Young-Shin Lim and Roselyn J. Lee-Won, Ohio State

Two Wrongs Don’t Make a Right: Journalist Perceptions of Reputation and Errors in Corporate Communication
  Melanie Formentin, Towson;
  Kirstie Hettinga, California Lutheran and Alyssa Appelman, Northern Kentucky

Discussant:
  Don Wright, Boston

Topic II — Crisis Communication

Informing Crisis Communication Preparation and Response through Network Analysis: An Elaboration of the Social-Mediated Crisis Communication Model
  Itai Himelboim, Yan Jin, Bryan Reber and Patrick Grant, Georgia

The Role of Company–Cause Congruence and the Moderating Effects of Organization–Public Relationships on the Negative Spillover Effects of Partnerships
  Sun Young Lee, Texas Tech and Hyejoon Rim, Minnesota

Crisis Communication and Corporate Apology: The Effects of Causal Attributions and Apology Types on Publics’ Cognitive and Affective Responses
  Surin Chung, Missouri-Columbia and Suman Lee, Iowa State

Discussant:
  Dustin Supa, Boston

Topic III — Societal Roles of Public Relations

Communicating Sustainability: An Examination of Corporate, Nonprofit, and University Websites
  Holly Ott, Ruoxu Wang and Denise Bortree, Pennsylvania State

Examining the Importance and Perceptions of Organizational Autonomy Among Dominant Coalition Members
  Christopher Wilson, Brigham Young

Public Relations as Development Communication? Conceptual Overlaps and Prospects for a Societal Paradigm of Public Relations
  Katie Brown, Sylvia Guo, Brooke Fowler, Claire Tills, Sifan Xu and Erich Sommerfeldt, Maryland

Discussant:
  Lynn Zoch, Radford
Friday Sessions

"AEJMC Global Bridges": San Francisco, CA — August 6-9, 2015

3:15 pm to 4:45 pm / 189

Scholastic Journalism Division and AEJMC Council of Affiliates

Research Panel Session:
Mapping the Fields: Media, News, Information and Civic Literacy

Moderating/Presiding:
Adam Maksl, Indiana

Panelists:
Seth Ashley, Boise State
Abby Kiesa, Tufts & The Center for Information and Research on Civic Learning and Engagement
Renee Hobbs, Rhode Island

3:15 pm to 4:45 pm / 190

Visual Communication Division

Refereed Paper Research Session:
Above and Beyond the Call: To What Extent Do We Go to Create, Capture, and Communicate Our Various Forms of Media in Visual Communication?

Moderating/Presiding:
Paul Lester, California State, Fullerton

Putting Pictures in Our Heads: Second-level Agenda Setting of News Stories and Photos*
Carolyn Yaschur, Augustana
Visual Frames of War Photojournalism, Empathy, and Information Seeking**
Jennifer Midberry, Temple
Visually Framing Press Freedom and Responsibility of a Massacre: Photographic and Graphic Images in Charlie Hedbo’s Newspaper Front Pages Around the World***
Kristin Gustafson, University of Washington Bothell; and Linda Jean Kenix, University of Canterbury
Access Denied: Exploring the Relationship Between the Obama Administration’s Access Policies and Visual Journalists’ Ability to Function as Independent Watchdogs***
Nicole Dahmen, Oregon and Erin Coyle, Louisiana State
How The New York Times Uses Infographics and Data Visualizations Across News Sections and to Foster Engagement****
Yee Man (Margaret) Ng, Texas at Austin
On Their Own: Freelance Photojournalists in Conflict Zones****
Pinar Istek, Texas at Austin

Discussant:
Mary A. Bock, Texas at Austin

* Top Faculty Paper
** Top Student Paper
*** Honorable Mention (Faculty Paper)
**** Honorable Mention (Student Paper)

3:15 pm to 4:45 pm / 191

Community College Journalism Association

Teaching Panel Session:
The Experiment: Stopping All Print and Moving a College Newsroom Over to Medium and Twitter

Moderating/Presiding:
Toni Albertson, Mt. San Antonio College

Panelists:
Albert Serna, SAC.Media
Talin Hakopyan, SAC.Media
Jen Sandy, Substance, SAC.Media
Breanna Lopes, SAC.Media

3:15 pm to 4:45 pm / 192

Sports Communication Interest Group and Commission on the Status of Women

Research Panel Session:
Women, Violence, and Sports

Moderating/Presiding:
Kelly Poniatowski, Elizabethtown

Panelists:
Anne C. Osborne, Syracuse
Welch Suggs, Georgia
Molly Yanity, Quinnipiac
Michelle Smith McDonald, espnW

3:15 pm to 4:45 pm / 193

Association for Education in Journalism and Mass Communication

Presidential Panel:
Getting It Right in Double Time: Journalists and Communicators as Interpreters

Moderating/Presiding:
Elizabeth L. Toth, Maryland, 2014-15 AEJMC President
Panelists:

Understanding and Working Effectively with Interpreters

Holly Mikkelson, Middlebury Institute of International Studies at Monterey

Journalists as Multicultural/Multimedia Interpreters: Building on Curtis MacDougall’s Interpretive Reporting?
Felix Gutierrez, Southern California
Reporting, Writing, and Interpreting – How Foreign Correspondents Get the Story
Janine Zacharia, Stanford
Interpreting Complex Ideas, Cultures, Publics, and Organizations in Public Relations
and Science Communication
James E. Grunig, Maryland

In our fast-paced journalism and communication professions, we rarely reflect on how cognitive and social processes influence the stories we tell. We are rewarded for meeting deadlines, providing content and assuring our audiences of our interpretations. Panelists who do simultaneous interpreting to bridge language differences will share their craftsmanship along with experts from journalism and public relations who have come to grips in a multi-cultural world with just how complex their interpreting of events can be.

3:15 pm to 4:45 pm / 194

Association of Schools of Journalism and Mass Communication

Panel Session:
Show Me the Money! Building New Revenue Streams for Journalism Education

Moderating/Presiding:
Jan Slater, Illinois

Panelists:
Charles Davis, Georgia
Maryanne Reed, West Virginia
Mark Nelson, Alabama
Al Stavitsky, Nevada Reno

5 pm to 6:30 pm / 195

Advertising Division

Refereed Paper Research Session:
Advertising Division Top Papers and Awards

Moderating/Presiding:
George Anghelcev, Pennsylvania State

Personalized Advertising on Smartphones*
Saraphine Pang, SK Planet
and Sejung Marina Choi, Korea University

How Product Type and Sexual Orientation Schema Affect Consumer Response to Gay and Lesbian Imagery**
Kathryn Pounders
and Amanda Mabry, Texas at Austin

Skepticism toward Over-the-Counter Drug Advertising (OTCA): A Comparison of Older and Younger Consumers***
Jisu Huh, Minnesota;
Denise DeLorme, Central Florida
and Leonard Reid, Georgia

Communicating ALS to the Public: The Message Effectiveness of Social-Media-Based Health Campaign****
Jing (Taylor) Wen and Linwan Wu, Florida

Discussants:
John Wirtz, Illinois at Urbana-Champaign

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

5 pm to 6:30 pm / 196

Communication Technology and Visual Communication Divisions

Moderating/Presiding:
Kim Komenich, San José State
and Philip Loubere, Middle Tennessee State

Individual/Team/Class Projects
Web Design in the Service of Storytelling (rewarding elegance in interactive design with Websites)

Designers:
(First Place) Whole Hog
Kelly Creeden, North Carolina
(Second Place) Moringa Verdes de Moringa
Amanda Sturgill, Elon
(Third Place) Advancement of the Islamic State
Collin Kitzmanich, Michigan State
(Honorable Mention) War Poems
Joel Beeson, West Virginia

Multiple Class/Institution Projects
Web Design in the Service of Storytelling (rewarding elegance in interactive design with Websites)

Designers:
(First Place) FW14 Fall Workshop
Renee Stevens, Syracuse
Difficulties and Dilemmas Regarding Defamatory Meaning in Ethnic Micro-Communities: Accusations of Communism, Then and Now*
   Clay Calvert, Florida
A First Amendment Right to Know For the Disabled: Internet Accessibility Under the ADA**
   Victoria Ekstrand, North Carolina at Chapel Hill
FoIA in the Age of “Open.Gov”: A Quantitative Analysis of the Performance of the Freedom of Information Act Under the Obama and Bush Administrations*** ^
   Ben Wasike, Texas at Brownsville
Injunction Junction: A Theory- and Precedent-Based Argument for the Elimination of Speech Codes at American Public Universities****
   Barry Parks, Memphis

Discussant:
   Joseph Russomanno, Arizona State

*  Top Faculty Paper
** Second Place Faculty Paper
*** Third Place Faculty Paper
 ^ Top Debut Faculty Paper Award
**** Top Student Paper

5 pm to 6:30 pm / 199

Mass Communication and Society and International Communication Divisions

Scholar-to-Scholar Refereed Paper Research Session

International Communication Division
Topic I — Media Coverage of Conflicts, Elections, Protests and Tragedies: Comparative Analyses
1. Inter-media Agenda-setting Across Borders: Examining Newspaper Coverage of MH370 Incident By Media in the U.S., China, and Hong Kong
   Fang Wu and Di Cui, Chinese University of Hong Kong
2. MH17 Tragedy: An Analysis of Cold War and Post-Cold War Media Framing of Airline Disasters
   Abu Daud Isa, West Virginia
3. Asian Crisis Communications: Perspectives from the MH370 Disappearance and Sewol Ferry Disaster
   Jeremy Chan and Adrian Seah, Nanyang Technological University;
   Wan Ling Tan; Fernando Paragas, University of the Philippines
4. Protesting the Paradigm: A Comparative Study of News Coverage of Protests in Brazil, China, and India
   Saif Shahin, Pei Zheng, Heloisa Aruth Sturm and Deepa Fadnis, Texas at Austin
Friday Sessions

“AEJMC Global Bridges”: San Francisco, CA — August 6-9, 2015

Discussant:
Bonita Dostal Neff, Indiana, Northwest

5. Riot Bias: A Textual Analysis of Pussy Riot’s Coverage in Russian and American Media
   Kari Williams, Southern Illinois Edwardsville

6. Determining the Factors Influencing the News Values of International Disasters in the U.S. News Media
   Yongick Jeong, Louisiana State and Sun Young Lee, Texas Tech

7. The Dependency Gap: Story Types and Source Selection in Coverage of an International Health Crisis
   Fred Vultee, Fatima Barakji and Lee Wilkins, Wayne State

Discussant:
Summer Harlow, Florida State

8. Examining Global Journalism: How Global News Networks Frame the ISIS Threat
   Xu Zhang and Lea Hellmueller, Texas Tech

9. Military Intervention or Not?: A Textual Analysis of the Coverage on Syria in Foreign Affairs and China Daily
   Cristina Misljan, Missouri and Haiyan Jia, Pennsylvania State

10. Thatcherism and the Eurozone Crisis: A Social Systems-level Analysis of British, Greek, and German News Coverage of Margaret Thatcher’s Death
    Sada Reed, North Carolina at Chapel Hill; Yioryos Nardis, Emily Ogilvie and Daniel Riffe, North Carolina at Chapel Hill

11. The Signs of Sisi Mania: A Semiotic and Discourse Analysis of Abdelfattah Al-Sisi’s Egyptian Presidential Campaign
    Mohammed el-Nawawy, Queens of Charlotte and Mohamad Elmasry, North Alabama

Discussant:
Mariam AlKazemi, Florida

Topic II — Story-telling Strategies and International News

12. Ironic Encounters: Constructing Humanitarianism through Slum Tourist Media
    Brian Ekdale and David Tuwei, Iowa

13. Linguistic Abstractness as a Discursive Microframe: LCM Framing in International Reporting by American News*
    Josephine Lukito, Syracuse

14. Seeking Cultural Relevance: Use of Culture Peg and Culture Link in International Newsreporting
    Miki Tanikawa, Texas

15. Permission to Narrate? Palestinian Perspectives in U.S. Media Coverage of Operation Cast Lead
    Britain Eakin, Arizona

Discussant:
Carrie Buchanan, John Carroll

* Second Place, James W. Markham Student Paper

Topic III — Diplomacy, Foreign Policy, National Image and the Public

16. Twitter Diplomacy between India and the United States: A Qualitative Content Analysis of Tweets during Presidential State Visits
    Jane O’Boyle, South Carolina

17. We Choose to Tweet: Twitter Users’ Take on Rwanda Day 2014
    Sally Ann Cruikshank, Auburn and Jeremy Saks, Ohio

Discussant:
Bill Israel, St. Mary’s University

    Jeslynn Lemke, Oregon

19. Testing the Effect of Message Framing and Valence on National Image
    Ming Dai, Southeastern Oklahoma State

    Jeff Bachman, American

Discussant:
Ammina Kothari, Rochester Institute of Technology

Topic IV — Representations of Race, Gender, Community and Humanity in the Media

21. He is a Looker Not a Doer: New Masculinity in Men’s Magazine In India
    Suman Mishra, Southern Illinois Edwardsville

22. Depiction of Chinese in New Zealand journalism
    Grant Hannis, Massey University

23. Producing Communities and Commodities: Safaricom and Commercial Nationalism in Kenya
    David Tuwei and Melissa Tully, Iowa

Discussant:
Margaretha Geertsema-Sligh, Butler

Topic V — Digital Empowerment and Public Sphere: Reimagining Digital Spaces

24. Liberation Technology? Understanding a Community Radio Station’s Social Media Use in El Salvador***
    Summer Harlow, Florida State
Friday Sessions

"AEJMC Global Bridges": San Francisco, CA — August 6-9, 2015

   Angela Xiao Wu, Chinese University of Hong Kong
   and Harsh Taneja, Missouri
   Discussant: Stine Eckert, Wayne State

***Third Place, Robert L. Stevenson Open Paper

26. Online Networking and Protest Behaviors in Latin America
   Rachel Mourao, Shannon McGregor and Magdalena Saldana, Texas at Austin

27. Digitally Enabled Citizen Empowerment in East and Southeast Asia
   Shin Haeng Lee, Washington

28. Burma/Myanmar’s Exile Media in Transition: Exploring the Relationship Between Alternative Media, Market Forces & Public Sphere Formation
   Brett Labbe, Bowling Green State
   Discussant: Jeannine Relly, Arizona

Topic V — Theoretical Approaches to Understand Global Consumption of Media Products

29. Idiocentrism versus Allocentrism and Illegal Downloading Intention Between the United States and South Korea
   Namkee Park, Yonsei University;
   Hyun Sook Oh, Pyeongtaek University;
   Naewon Kang, Dankook University; and
   Seohee Sohn, Yonsei University

30. A Theoretical Approach to Understanding China’s Consumption of the Korean Wave
   Sojung Kim and Qijun He; Chinese University of Hong Kong

31. Beyond Cultural Imperialism to Postcolonial Global Discourses: Korean Wave (Hallyu) and its Fans in Qatar
   Saadia Malik, Qatar University
   Discussant: James Scotton, Marquette

Topic VI — Mass Media, Development Journalism and Digital Transitions: Emerging Trends

   Ben Wasike, Texas at Brownsville

33. Learning How to Do Things Right: Lessons from the Digital Transition in Bulgaria
   Elza Ibroscheva, Southern Illinois Edwardsville and Maria Raicheva-Stover, Washburn

34. What’s in a Name? The Renewal of Development Journalism in the 21st Century
   Kendal Blust, Arizona
   Discussant: Kwadwo Anokwa, Butler

Mass Communication and Society Division

35. Identifying with a Stereotype: The Divergent Effects of Exposure to Homosexual Television Characters
   Bryan McLaughlin and Nathan Rodriguez, Texas Tech

36. Women with Disability: Sex Object and Supercorp Typing on Reality Television’s Push Girls
   Krystan Lenhard and Donnaly Pomper, Temple

37. Visual Gender Stereotyping and Political Image Perception
   Tatsiana Karaliava, Valerie Guglielmi, Sangeeta Shastry, Jennifer Travers and Nathan Hurst, Missouri

38. Cultivating Gender Stereotypes: Pinterest and the User-Generated Housewife
   Nicole Lee and Shawna White, Texas Tech

39. The Effects of Media Consumption and Interpersonal Contacts on Stereotypes Towards Hong Kong People in China
   Chuanli Xia, City University of Hong Kong
   Discussant: Beth Olson, Houston

Topic II - All Things About Health

40. Let Go of My iPad: Testing the Effectiveness of New Media Technologies to Measure Children’s Food Intake and Health Behaviors
   Kim Bissell, Alabama;
   Lindsey Conlin, Southern Mississippi;
   Bijie Bie, Xueying Zhang and Scott Parrott, Alabama

41. Narratives and Exemplars: A Comparison of Their Effects in Health Promotions
   Zhiyao Ye, Fuyuan Shen and Yan Huang, Pennsylvania State

42. Erasing the Scarlet Letter: How Media Messages about Sex Can Lead to Better Sexual Health
   Erika Johnson, Missouri
   and Heather Shoenerger, Oregon

43. Commercialization of Medicine: An Analysis of Cosmetic Surgeons’ Websites
   Sung-Yeon Park and SangHee Park, Bowling Green State
   Discussant: Francesca Dillman Carpentier, North Carolina at Chapel Hill
Friday Sessions

“AEJMC Global Bridges”: San Francisco, CA — August 6-9, 2015

44. Beyond Empathy: The Role of Positive Character Appraisal in Narrative Messages Designed to Reduce Stigmatization
   **Michelle Baker**, Juniata College

   **Bethany Conway** and **Jennifer Ervin**, Arizona

46. HPV Vaccination in US Media: Gender and Regional Difference
   **Wan Chi Leung**, South Carolina

Discussant:
   **Scott Parrott**, Alabama

**Topic III - Media Consumption: Traditional and New**

47. Predicting Tablet Use: A Study of Gratifications-Sought, Leisure Boredom and Multitasking
   **Louis Leung** and **Renwen Zhang**, Chinese University of Hong Kong

48. And They Lived Happily Ever After: Associations Between Watching Disney Movies and Romantic Beliefs of Children
   **Merel van Ommen**, Madelon Willems, **Nikki Duijkers**, **Serena Daalmans** and **Rebecca de Leeuw**, Radboud University

49. A Multilevel Analysis of Individual- and Community-Level Sources of Local Newspaper Credibility in the United States
   **Masahiro Yamamoto**, Wisconsin-La Crosse and **Seungahn Nah**, Kentucky

50. Sensation Seeking, Motives, and Media Multitasking Behaviors
   **Yuhmiin Chang**, National Chengchi University

51. Is Social Viewing the New Laugh Track? Examining the Effect of Traditional and Digital Forms of Audience Response on Comedy Enjoyment*
   **T. Franklin Waddell** and **Erica Bailey**, Penn State

52. Above the Scroll: Visual Hierarchy in Online News
   **Holly Cowart**, Florida

Discussant:
   **Brendan R. Watson**, Minnesota-Twin Cities

* Second Place Paper Student Competition

**Topic IV - Media Performance, Framing, and Political Participation**

53. Looking for the Truth in the Noise: Epistemic Political Efficacy, Cynicism and Support for Super PACs
   **Justin Blankenship** and **Daniel Riffe**, North Carolina at Chapel Hill and **Martin Kifer**, High Point

54. News Framing and Moral Panics: Blaming Media for School Shootings
   **Michael McCluskey** and **Hayden Seay**, Tennessee-Chattanooga

55. Life Satisfaction and Political Participation
   **Chang Won Jung** and **Hernando Rojas**, Wisconsin-Madison

56. Putnam’s Clarion Call: An Examination of Civic Engagement and the Internet
   **Lindsay McCluskey** and **Young Kim**, Louisiana State

Discussant:
   **Mike Wagner**, Wisconsin-Madison

**Topic V - Media Effects: Perception and Attention**

57. Factors and Consequences of Perceived Impacts of Polling News
   **Hyunjung Kim**, Sungkyunkwan University

58. Underestimated Effect on Self but Overestimated Effect on Other: The Actual and Perceived Effects of Election Poll Coverage on Candidate Evaluations
   **Sungeun Chung**, **Yu-Jin Heo** and **Jung-Hyun Moon**, Sungkyunkwan University

59. The Need for Surveillance: A Scale to Assess Individual Differences in Attention to the Information Environment
   **Chance York**, Kent State

60. Exemplification in Online Slideshows: The Role of Visual Attention on Availability Effects
   **Bartosz Wojdynski** and **Camila Espina**, Georgia; **Temple Northrup**, Houston; **Hyejin Bang**, **Yen-I Lee** and **Nandita Sridhar**, Georgia

61. The Effects of News Exposure, Amount of Knowledge, and Perceived Power of Large Corporations on Citizens’ Self-Censorship in SNS
   **Sangho Byeon**, Dankook University and **Sungeun Chung**, Sungkyunkwan University

Discussant:
   **Frank E. Dardis**, Pennsylvania State

**Topic VI - Information Processing: Cognition, Emotion, Ambivalence and Memory**

   **Sara Magee**, Loyola-Maryland and **Jensen Moore**, Louisiana State

63. Memory Mobilization and Communication Effects on Collective Memory About Tiananmen in Hong Kong
   **Francis L. F. Lee** and **Joseph Chan**, Chinese University of Hong Kong

64. Ambivalence and Information Processing: Potential Ambivalence, Felt Ambivalence, and Information Sufficiency
   **Jay Hmielowski** and **Myiah Hutchens**, Washington State and **Michael Beam**, Kent State
65. The Link Between Affect and Behavioral Intention: How Emotions Elicited by Social Marketing Messages of Anti-Drunk Driving on Social Media Influence Cognition and Conation
  Chen Lou
  and Saleem Alhabash, Michigan State

66. The Effects of Race Cue and Emotional Content on Processing News
  Heesook Choi, Sungkyoung Lee
  and Frank Michael Russell, Missouri

Discussant:
  Jennifer D. Green, Georgia College and State University

Topic VII - The Third-Person Effect: New Evidence

67. Probing the Role of Exemplars in Third-Person Perceptions: Further Evidence of a Novel Hypothesis
  Mike Schmierbach, Pennsylvania State
  and Michael Boyle, West Chester University of Pennsylvania

68. Investigating Individuals’ Perceptions of Anti-Binge Drinking Message Effects on Self versus on Others: The Theoretical Implications for the Third-Person Perceptions
  Nam Young Kim, Sam Houston State;
  Masudul Biswas, Loyola-Maryland;
  and Kiwon Seo, Sam Houston State

69. The “They” in Cyberbullying: Examining Empathy and Third Person Effects in Cyberbullying of Young Adults
  Cynthia Nichols
  and Bobbi Kay Lewis, Oklahoma State

70. The Third-Person Perception and Priming: The Case of Ideal Female Body Image
  Jiyoun Suk, Texas at Austin

Discussant:
  John Chapin, Pennsylvania State

Topic VIII - Agenda Setting and Agenda Building

71. Diverting Media Attention at a Time of National Crisis: Examining the Zero-Sum Issue Competition in the Emerging Media Environment
  S. Mo Jang, South Carolina
  and Yong Jin Park, Howard University

72. Issue Publics, Need for Orientation, and Obtrusiveness: A Model on Contingent Conditions in Agenda-Setting
  Ramona Vonbun, Vienna;
  Katharina Kleinen-von Königslöw, Zurich; and
  Hajo Boomgaarden, Vienna

73. Media and Policy Agenda Building in Investigative Reporting
  Gerry Lanosga, Indiana
  and Jason Martin, DePaul

74. A New Look at Agenda-Setting Effects: Exploring the Second- and Third-level Agenda Setting in Contemporary China
  Yang Cheng, Missouri

Discussant:
  Jennifer Kowalewski, Georgia Southern

International Communication Division

Topic VII — Public Humor, Government Censorship and Social Stability

75. Journalists Jailed and Muzzled: Government and Government-inspired Censorship in Turkey During AKP Rule
  Duygu Kanver, Michigan State

76. Jokes in Public: The Ethical Implications of Radio Prank Calls
  Subin Paul and John C. Carpenter, Iowa

77. Advocating Social Stability and Territorial Integrity: The China Daily’s Framing of the Arab Spring
  Jae Sik Ha, Illinois-Springfield
  and Dong-Hee Shin, Sungkyungkwan University

78. Predicting International News Flow From Reuters: Money Makes the World Go Round
  Beverly Horvit, Missouri, Peter Gade, Oklahoma, Yulia Medvedeva, Anthony Roth, and Michael Phinney, Missouri

Discussant:
  Lindita Cama, Houston

Topic VIII — Marketing Healthy Food and Separatists Groups: Comparative Analyses

79. Food and Society: A Cross-Cultural Comparison of Food Advertising Claims in the U.S. and China
  Yang Feng, Virginia’s College at Wise
  and Lingda Li, University of China

80. Marketing of Separatist Groups: Classification on Separatist Movement Categories
  Dwiyatna Widinugraha

Discussant:
  Mohammed Al-Azdee, Bridgeport

5 pm to 6:30 pm / 200

Media Ethics Division and Small Programs Interest Group

PF&R Panel Session:
  Hot Topics: When the Tap Runs Dry: Covering the California Drought

Moderating/Presiding:
  John Jenks, Dominican and Jack Breslin, Iona
Friday Sessions

“AEJMC Global Bridges”: San Francisco, CA — August 6-9, 2015

Panelists:
Dennis Dimick, Executive Editor (Environment), National Geographic
Diana Marcum, Reporter, Los Angeles Times and 2015 Pulitzer Prize winner
Kate Galbraith, Reporter, CALmatters and freelance environmental journalist
David Siders, Political Reporter, Sacramento Bee

5 pm to 6:30 pm / 201
Newspaper and Online News Division

Refereed Paper Research Session:
Journalists’ and Audiences’ Perceptions

Moderating/Presiding:
Theresa de los Santos, Pepperdine

Newspaper Editors’ Perceptions of Social Media as News Sources
Masahiro Yamamoto, Wisconsin-La Crosse; Seungahn Nah and Deborah Chung, Kentucky
Taking It from the Team: Assessments of Bias and Credibility in Team-operated Sports Media*
Michael Mirer and Megan Duncan, Wisconsin
Objective, Opaque, and Credible: The Impact of Objectivity and Transparency on News Credibility
Edson Tandoc, Nanyang Technological University and Ryan Thomas, Missouri-Columbia

Discussant:
Patrick Walters, Kutztown

* MacDougall Student Paper Award

5 pm to 6:30 pm / 202
Entertainment Studies Interest Group

Refereed Paper Research Session:
Top Papers in Entertainment Studies

Moderating/Presiding:
Cynthia Nichols, Oklahoma State

But First, Let Me Take a #selfie: An Examination of Self-objectification and Face-ism on Instagram*
Erin Ryan, Kennesaw State
Subtitles in Entertainment Television in South Korea: Focused on a Third-Person Effect
Hyeri Jung, Texas at Austin**
Millennial Audience Reception to Lyrics Depicting Independent Women
Mia Moody-Ramirez and Lakia Scott, Baylor

Self-Confidence, Stardom and Post-Racial Culture: Gabourey Sidibein Entertainment Journalism
Russell Meeuf, Idaho

International Satiric TV Shows As Critical Infotainment (A Comparative Analysis)
Paul Alonso, Georgia Tech
Melfi’s Choice: Morally Conflicted Content Leads to Moral Deliberation in Viewers
Serena Daalmans, Radboud University; Allison Eden, Merel van Ommen and Addy Weijers, VU University Amsterdam

Discussant:
Jason Zenor, State University of New York-Oswego

* Top Faculty Paper
** Top Student Paper/Cooper-Chen Award Winner

5 pm to 6:30 pm / 203
Graduate Student Interest Group

Refereed Paper Research Session:
GSIG Top Papers

Moderating/Presiding:
Jeffrey Riley, Florida Gulf Coast

A Qualitative Framing Analysis of HPV Vaccine Coverage in U.S. Newspapers*
Jieun Chung, Florida
Guilt by Disassociation: Millennials’ Opinions Regarding News Consumption and the Prevalence of “Should”***
Ginger Blackstone, Florida
How do National and Regional Newspapers Cover Post-Traumatic Stress Disorder? A Content Analysis***
Lu Wu, North Carolina at Chapel Hill
We’re Just Good People: Corporate Sustainability Communications and Human Values****
Lauren Bayliss, Florida

Discussant:
Carson Wagner, Ohio

* First Place Paper
** Second Place Paper
*** Third Place Paper
**** Fourth Place Paper
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5 pm to 6:30 pm / 204

Participatory Journalism Interest Group

Refereed Paper Research Session:
Participatory Journalism Top Papers

Moderating/Presiding:
Anne Hoag, Pennsylvania State

Using Community Engagement Strategies to Assess Media Collaboration*
John Hatcher and Dana Thayer, Minnesota-Duluth
Freedom from the Press? How Anonymous Gatekeepers on Reddit Covered the Boston Marathon Bombing**
Melissa Suran and Danielle Kilgo, Texas at Austin
Pursuing the Ideal: How News Website Commenting Policies Structure Public Discourse***
David Wolfgang, Missouri

Discussant:
Jon Bekken, Albright

* Top Faculty Paper
** First Place, Student Paper
*** Second Place, Faculty Paper
**** Top Student Paper

5 pm to 6:30 pm / 205

Political Communication Interest Group

Refereed Paper Research Session:
The Best of PCIG

Moderating/Presiding:
D. Jasun Carr, Idaho State

The Dual Process of Influence: Examining the Hydraulic Pattern Hypothesis of Media Priming Effects*
Sung Woo Yoo, SUNY Cortland
Catalyzing Events: Exploring the Interaction of Electoral Campaigns and Social Movements**
Laura Meadows, Indiana-Bloomington
Motivations for Political Discussion: Antecedents and Consequences on Civic Participation***
Homero Gil de Zúñiga, Sebastian Valenzuela
and Brian Weeks, University of Vienna
The Personal is Political?: The Relationship Between Passive and Active Non-political and Political Social Media Use****
Rebecca Yu, Michigan

Discussant:
Emily K. Vraga, George Mason

* Top Faculty Paper
** Second Place Faculty Paper
*** Third Place Faculty Paper
**** Top Student Paper

5 pm to 6:30 pm / 206

Commission on Public Relations Education (CPRE)

Business Session:
CPRE Committee Meeting

Moderating/Presiding:
Karla K Gower, director, The Plank Center for Leadership in Public Relations, University of Alabama, co-chair, CPRE

Representatives of CPRE are invited to this meeting.

5 pm to 6:30 pm / 207

Medill Justice Project

Teaching Panel Session:
How to Create a Journalism Justice Project at Your University

Moderating/Presiding:
Alec Klein, professor/director, The Medill Justice Project, Northwestern
and Amanda Westrich, director of operations/research associate, The Medill Justice Project, Northwestern

Since 1999, students from Northwestern University’s The Medill Justice Project <http://medilljusticeproject.org> have investigated potentially wrongful murder convictions, uncovering revelatory information that has impacted people’s lives and the criminal justice system. Very few other journalism-based projects do this. That needn’t be the case. We want to share our knowledge so students at other universities can examine potentially wrongful convictions. In addition, The Medill Justice Project launched the Journalism Justice Network (http://journalismjusticenetwork.org), an international coalition of investigative journalism enterprises made up of professional reporters, student and citizen journalists, journalism instructors and others who research, report and publish their findings about wrongdoings in the criminal justice system and their examination of potentially wrongful convictions.
Friday Sessions

“AEJMC Global Bridges”: San Francisco, CA — August 6-9, 2015

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<th>Time</th>
<th>Session</th>
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<tr>
<td>5 pm to 6:30 pm / 208</td>
<td>Urban Communication Foundation and Association for Education in Journalism and Mass Communication Award Panel Session: 2015 Gene Burd Journalism Award: Serious Comics: The Cartoonist as Urban Social Critic Moderating/Presiding: Gary Gumpert, Urban Communication Foundation Panelists: Gene Burd, Texas at Austin Susan Drucker, Hofstra Gary Gumpert, Urban Communication Foundation Ben Katchor, cartoonist and author John King, Urban Design Critic, San Francisco Chronicle 2015 Recipient Gene Burd Urban Journalism Award: Ben Katchor, cartoonist and author Cartoons and comics have for centuries been a serious business. The first political cartoon in the U.S. appeared in Benjamin Franklin’s paper in 1754 and ever since cartoons and comics have amused, enraged, educated, and otherwise made us think about the human condition. In recent years comic art of all types has taken on new meanings and roles. Graphic novels have thrived and legacy comics are mined for re-branding in other media. The web now serves as conduit for both historical and contemporary forms of this art. This panel will discuss the role of comics as an urban communication form and how they serve as a powerful journalist voice.</td>
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| 6:45 pm to 8:15 pm / 211 | Off-site: TBA
Electronic News Division
Off-site Business Session: Members’ Meeting Moderating/Presiding: Dale Edwards, Northern Colorado Location of meeting is TBA. |
| 6:45 pm to 8:15 pm / 212 | Law and Policy Division
Business Session: Members’ Meeting Moderating/Presiding: Daxton “Chip” Stewart, Texas Christian |
| 6:45 pm to 8:15 pm / 213 | Minorities and Communication Division
Business Session: Members’ Meeting Moderating/Presiding: Frances Ward-Johnson, Elon |
| 6:45 pm to 8:15 pm / 214 | Newspaper and Online News Division
Business Session: Members’ Meeting Moderating/Presiding: Raluca Cozma, Iowa State |
| 6:45 pm to 8:15 pm / 215 | Public Relations Division
Business Session: Members’ Meeting Moderating/Presiding: Denise Bortree, Pennsylvania State |
Friday Sessions

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6:45 pm to 8:15 pm / 216
Scholastic Journalism Division
Business Session:
Members’ Meeting
Moderating/Presiding:
Calvin L. Hall, North Carolina Central

Presentations of the annual David Adams Scholastic Journalism Educator of the Year Award and the Innovative Outreach to Scholastic Journalism Award will be given.

6:45 pm to 8:15 pm / 217
AEJMC Council of Affiliates
Business Session:
Members’ Meeting
Moderating/Presiding:
Chris Barr, Knight Foundation

6:45 pm to 8:15 pm / 218
Entertainment Studies Interest Group
Business Session:
Members’ Meeting
Moderating/Presiding:
Cynthia Nichols, Oklahoma State

6:45 pm to 8:15 pm / 219
Graduate Student Interest Group
Business Session:
Members’ Meeting
Moderating/Presiding:
Amanda J. Weed, Ohio

6:45 pm to 8:15 pm / 220
Political Communication Interest Group
Business Session:
Members’ Meeting
Moderating/Presiding:
Lauren Feldman, Rutgers

6:45 pm to 8:15 pm / 221
Iowa State University, Louisiana State University, Ohio University and Scripps Howard Foundation
Reception
Hosting:
Michael Bugeja, Iowa State; Jerry Ceppos, Louisiana State and Robert Stewart, Ohio

6:45 pm to 8:15 pm / 222
Kansas State University, Michigan State University and University of Tennessee
Social
Hosting:
Birgit Wassmuth, Kansas State; Lucinda Davenport, Michigan State and Mike Wirth, Tennessee

6:45 pm to 8:15 pm / 223
San Diego State University and California State University, Fullerton
Social
Hosting:
Bey-Ling Sha, San Diego State and S. Irene Matz, California State Fullerton

6:45 pm to 8:15 pm / 224
Urban Communication Foundation and Association for Education in Journalism and Mass Communication
Social:
2015 Gene Burd Journalism Award Reception
Hosting:
Gary Gumpert, Urban Communication Foundation

Award Presentation
2015 Recipient Gene Burd Urban Journalism Award
Ben Katchor, cartoonist and author
7 pm to 9 pm / 225  
**Off-site: Bluestem Brasserie**

University of Florida College of Journalism and Communications and Grady College of Journalism and Mass Communication

Social at Bluestem Brasserie

Hosting:  
Ellen Nodine, Florida and Karen Andrews, Georgia

The Bluestem Brasserie is located at 1 Yerba Buena Lane.

8:30 pm to 10 pm / 226  
**Off-site: TBA**

Advertising Division

Off-site: Social

Hosting:  
Scott Hamula, Ithaca

Location announced at Members’ Meeting.

8:30 pm to 10 pm / 227

International Communication Division

Business Session:  
Members’ Meeting

Moderating/Presiding:  
Emily Metzger, Indiana

Wine provided courtesy of Nanyang University.

8:30 pm to 10 pm / 228  
**Off-site: TBA**

Law and Policy Division

Off-site: Social

Hosting:  
Daxton “Chip” Stewart, Texas Christian

Location announced at Members’ Meeting.

8:30 pm to 10 pm / 229

Media Management and Economics Division

Business Session:  
Members’ Meeting

Modering/Presiding:  
Charlene Simmons, Tennessee-Chattanooga

8:30 pm to 10 pm / 230

Scholastic Journalism Division

Panel Session:  
Honors Lecture

Moderating/Presiding:  
Calvin L. Hall, North Carolina Central and Jeff Browne, Colorado

Speaker:  
Vanessa Shelton, Iowa, Quill & Scroll

8:30 pm to 10 pm / 231

Visual Communication Division

Business Session:  
Members’ Meeting

Moderating/Presiding:  
Seth Gitner, Syracuse

8:30 pm to 10 pm / 232

Commission on the Status of Women

Business Session:  
Members’ Meeting

Moderating/Presiding:  
Katie Place, Quinnipiac

8:30 pm to 10 pm / 233

Community College Journalism Association

Business Session:  
Members’ Meeting

Moderating/Presiding:  
Toni Albertson, Mt. San Antonio College

8:30 pm to 10 pm / 234

Participatory Journalism Interest Group

Business Session:  
Members’ Meeting
“AEJMC Global Bridges”: San Francisco, CA — August 6-9, 2015

Friday Sessions

Moderating/Presiding:
Glenn Scott, Elon

8:30 pm to 10 pm / 235

Small Programs Interest Group

Business Session:
Members’ Meeting

Moderating/Presiding:
Wally C. Metts, Jr., Spring Arbor

8:30 pm to 11 pm / 236

Off-site: The Thirsty Bear Brewing Co.

The Media School at Indiana University

Off-site Social

Hosting:
James Shanahan, dean, Indiana

The Thirsty Bear, located at 661 Howard Street (.3 miles from the Marriott). Take Mission Street to 3rd Street. Turn right onto 3rd and take a left onto Howard Street.

8:30 pm to 10 pm / 237

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

Social

Hosting:
Albert Tims, Minnesota;
Ana C. Garner, Marquette;
Hemant Shah, Wisconsin-Madison;
Daniel McDonald, Ohio State and David Ryfe, Iowa

8:30 pm to 10 pm / 238

Medill, Northwestern University

Reception

Hosting:
Brad Hamm, Northwestern

8:30 pm to 10 pm / 239

University of Maryland, College Park, Philip Merrill College of Journalism and the Department of Communication, College of Arts and Humanities

University of Maryland Reception

Hosting:
Elizabeth L. Toth, professor and chair and Lucy Dalglish, dean, Maryland

8:30 pm to 10 pm / 240

University of Missouri

Social

Hosting:
David Kurpius, dean, Missouri School of Journalism

8:30 pm to 10 pm / 241

Syracuse University S.I. Newhouse School of Public Communications

Social:
Reception in Honor of 2015 Deutschmann Award Winner Dr. Pamela Shoemaker

Hosting:
Lorraine Branham, Syracuse

10:15 pm to 11:45 pm / 242

International Communication Division

Business Session:
Executive Committee Meeting

Moderating/Presiding:
Emily Metzger, Indiana

10:15 pm to 11:45 pm / 243

Media Management and Economics Division

Divisional Social

Hosting:
Charlene Simmons, Tennessee-Chattanooga
Conference Planning Tips
(or how to prepare for Tenure and Promotion – and be a great teacher!)
The following sessions might be helpful to faculty who are working on tenure or promotion. These sessions were selected by the AEJMC Elected Standing Committee on Teaching.

Saturday's panels on unique teaching topics. Particularly unique are Saturday’s sessions on teaching. For example, the Community College Journalism Association is hosting a panel on how to turn your program into “an experimental lab.” The Magazine and Visual Communication Divisions is holding a “Teaching Marathon” with TEN panelists discussing such topics as visual presentation, news literacy, partnering with service-learning organizations to advance visual literacy, and teaching multimedia narrative. Plus there is a session by Law and Policy Division cosponsored with the Entertainment Studies Interest Group on teaching taboo topics. Look for (TIPS) to indicate sessions.

7 am to 8 am / 244
Advertising Division
Business Session: Executive Committee Meeting
Moderating/Presiding: Sela Sar, Illinois at Urbana-Champaign

7 am to 8 am / 245
Cultural and Critical Studies Division
Business Session: Executive Committee Meeting
Moderating/Presiding: Rebecca Kern, Manhattan College

7 am to 8 am / 246
Electronic News Division
Business Session: Past Heads Committee Meeting
Moderating/Presiding: Dale L. Edwards, Northern Colorado

7 am to 8 am / 247
Mass Communication and Society Division
Business Session: Executive Committee Meeting
Moderating/Presiding: Kevin Williams, Mississippi State

All officers are asked to attend. Breakfast will be provided.

7 am to 8 am / 248
Media Management and Economics Division
Business Session: Executive Committee Meeting
Moderating/Presiding: Charlene Simmons, Tennessee-Chattanooga

7 am to 8 am / 249
Minorities and Communication Division
Business Session: Incoming Executive Committee Meeting
Moderating/Presiding: Frances Ward-Johnson, Elon

7 am to 8 am / 250
Newspaper and Online News Division
Business Session: Executive Committee Meeting
Moderating/Presiding: Raluca Cozma, Iowa State

7 am to 8 am / 251
Public Relations Division
Business Session: Incoming Executive Committee Meeting
Moderating/Presiding: Tiffany Gallicano, Oregon

All members interested in leadership roles in the Public Relations Division are encouraged to attend the meeting of the incoming board.
Saturday Sessions

“AEJMC Global Bridges”: San Francisco, CA — August 6-9, 2015

7 am to 9:45 am / 252 Laurel
Association for Education in Journalism and Mass Communication
Business Session:
Publications Committee Meeting
Moderating/Presiding:
Maria Len-Rios, Georgia

8:15 am to 9:45 am / 253 Pacific A
Advertising Division
Refereed Paper Research Session:
Food and Drink in Advertising
Moderating/Presiding:
Amy Struthers, Nebraska-Lincoln
A Large Scale Analysis of Primetime Diets in USA, China and Singapore
Su Lin Yeo, Singapore Management University;
Wonsun Shin, Nanyang Technological University;
May Lwin and Jerome Williams, Rutgers Business
Taste and Nutrition: The Uses and Effectiveness of Different Advertising Claims in Women’s Magazine Food Advertisements
Yang Feng, The University of Virginia’s College at Wise;
and Jiwoo Park, Northwood University
Adolescents’ Responses to Food and Beverage Advertising in China
Kara Chan, Tommy Tse, Daisy Tam
and Anqi Huang, Hong Kong Baptist University
On Facebook, Sex Does Not Sell! Effects of Sex Appeal and Model Gender on Effectiveness of Facebook Ads for Healthy and Unhealthy Food Products
Saleem Alhabash, Mengyan Ma
and Wan Wang, Michigan State

8:15 am to 9:45 am / 254 Pacific H
Communication Technology and Mass Communication and Society Divisions
PF&R Panel Session:
Big Data, Friend or Foe? De-stigmatizing the Use of Big Data to Advance Communication Research
Moderating/Presiding:
Avery Holton, Utah
Panelists:
Avery Holton, Utah
Jan Lauren Boyles, Iowa State
Shannon McGregor, Texas at Austin
Itai Himelboim, Georgia

8:15 am to 9:45 am / 255 Pacific B
Communication Theory and Methodology Division
Refereed Paper Research Session:
Toward the Future of Agenda Setting Theory
Moderating/Presiding:
Stephanie Miles, Iowa
Theoretical and Methodological Trends of Agenda Setting Theory: A Thematic Meta-Analysis of the Last Four Decades
Yeojin Kim, Youngju Kim
and Shuhua Zhou, Alabama
The Affective Dimension of the Network Agenda-Setting Model (NAS)
Xiaoqun Zhang, North Texas
Blowing Embers: An Exploration of the Agenda-Setting Role of Books
Michael Fuhlhage, Wayne State;
Don Shaw, North Carolina at Chapel Hill;
Lynette Holman, Appalachian State;
Sun Young Lee, Texas Tech;
and Jason Moldoff, Durham Technical Community College
An Attention-Cycle Analysis of the Media and Twitter Agendas of Attributes of the Nuclear Issue
Jisu Kim, Minnesota and Young Min, Korea
Discussant:
Wayne Wanta, Florida

8:15 am to 9:45 am / 256 Salon 15
Electronic News Division and Sports Communication Interest Group
PF&R Panel Session:
Media Presentation of National and Cultural Identity Through Soccer
Moderating/Presiding:
Andrew Billings, Alabama
Panelists:
John Shrader, California State, Long Beach
Jan Henrik Boehmer, Miami
Juan Francisco Ramirez, Telemundo San Francisco
Danielle Sarver Coombs, Kent State
Brad Gorham, Syracuse

Panelists:
Carrie Teresa, Niagara
Nathaniel Frederick, Winthrop
Heidi Mau, Temple
Jane Marcellus, Middle Tennessee State
Carolyn Nielsen, Western Washington
Kalen M.A. Churcher, Wilkes

Panelists:
Roselyn J. Lee-Won, Hyunjin Song, and Ji Young Lee, Ohio State
Sung Gwan Park, Seoul National University

Framing #Ferguson: A Comparative Analysis of Media Tweets in the U.S., U.K., Spain, and France**
Summer Harlow and Lauren Antista, Florida State
Blogging Ferguson in Black and White***
Doug Mendenhall, Abilene Christian

#STEMdiversity: Utilizing Twitter to Increase Awareness about Diversity in Science, Technology, Engineering, and Mathematics****
Leticia Williams, Howard

Discussant:
Frances Ward-Johnson, Elon

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

8:15 am to 9:45 am / 260 Sierra B
Commission on the Status of Women
Refereed Paper Research Session:
Social Media and Gender
Moderating/Presiding:
Mia Moody-Ramirez, Baylor

Searching for Thinspiration: A Qualitative Content Analysis of Tumblr Blog Posts about Weight Loss and Disordered Eating
Nicki Karimpour, Florida

“It’s On Us.” The Role of Social Media in Individual Willingness to Mobilize Against Sexual Assault
Cory Armstrong, North Texas, and Jessica Mahone, Florida

One “Pin” Closer to the Image of Health: The Medicalization of Makeup Discourses on Pinterest
Andrea Weare, Iowa

Building Community? The Use of Social Media by Scholars for Peer-Communication
Stine Eckert, Wayne State; Candi Carter Olson, Utah State and Victoria LaPoe, Western Kentucky

Discussant:
Mia Moody-Ramirez, Baylor
8:15 am to 9:45 am / 261

Entertainment Studies and Political Communication Interest Groups and Public Relations Division

Scholar-to-Scholar Refereed Paper Research Session

Public Relations Division
Topic — Crisis Communication
1. Stealing Thunder and Filling the Silence: Twitter as a Primary Channel of Police Crisis Communication
   Brooke Fowler, Maryland
2. Ethical Approaches to Crisis Communication in Chemical Crises: A Content Analysis of Media Coverage of Chemical Crises from 2010 to 2014
   Xiaochen Zhang, Florida
   and Jonathan Borden, Syracuse
3. I am One of Them: A Social Identity Approach to Crisis Communication
   Liang Ma, Maryland
4. SeaWorld vs Blackfish: A Case Study in Crisis Communication
   Ken Cardell, South Carolina

Discussant:
   Lucinda Austin, Elon

Topic — The Effects of Strategic Communication
5. If Anything Can Go Wrong, It Will: Murphy’s Law, and the Unintended Consequences of Deliberate Communication
   Timothy Penn, Maryland
6. Reputation from the Inside Out: Examining How Nonprofit Employees Perceive the Top Leader Influencing Reputation
   Laura Lemon, Tennessee
   Yijia Wang and Geah Pressgrove, West Virginia
8. Public Relations’ Role in Trust Building for Social Capital
   Shugofa Dastgee, Oklahoma

Discussant:
   Kenneth Plowman, Brigham Young

Topic — International Public Relations
9. Within-border Foreign Publics: Micro-diplomats and Their Impact on a Nation’s Soft Power
   Kelly Vibber, Dayton
   and Jeong-Nam Kim, Purdue
10. Public Relations Role in the Global Media Ecology: Connecting the World as Network Managers
    Aimei Yang, Southern California;
    Maureen Taylor, Oklahoma
    and Wenlin Liu, Southern California

11. A Case Study of the Chinese Government’s Crisis Communication on the 2015 Shanghai Stampede Incident
    Lijie Zhou
    and Jae-Hwa Shin, Southern Mississippi
12. Another Crisis for Government After Crisis: A Case Study of South Korean Government’s Crisis Communication on the Sewol Ferry Disaster
    Se Na Lim and Eunyoung Kim, Alabama

Discussant:
   Jangyul Kim, Colorado State

Topic — Organization-Public Relationships
    Yang Cheng, Missouri
14. Relational Immunity? Examining Relationship as Crisis Shield in the Case of Purdue’s On-Campus Shooting
    Arumina Krishna, Brian Smith
    and Staci Smith, Purdue
15. Making “A Good Life” in Professional and Personal Arenas: A SEM Analysis of Fair Decision Making, Leadership, Organizational Support, and Quality of Employee-Organization Relationships (EORs)
    Hua Jiang, Syracuse
    Jarim Kim, Kookmin University
    and Minjung Sung, Chung-Ang University

Discussant:
   Denise Bortree, Pennsylvania State

Topic — Public Relations Models, Theories, and Research
17. Estimating the Weights of Media Tonalities in the Measurement of Media Coverage of Corporations
    Xiaojun Zhang, North Texas
18. Minding the Representation Gap: Some Pitfalls of Linear Crisis-response Theory
    Yi-Hui Huang, Hiu Ying Choy, Fang Wu, Qing Huang, Qijun He
    and Deya Xu, Chinese University of Hong Kong
    Surin Chung
    and Harsh Taneja, Missouri – Columbia
20. Is There Still a PR Problem Online? Exploring the Effects of Different Sources and Crisis Response Strategies in Online Crisis Communication via Social Media
    Young Kim and Hyojung Park, Louisiana State
Saturday Sessions

“AEJMC Global Bridges”: San Francisco, CA — August 6-9, 2015

Discussant:

Juan Meng, Georgia

Entertainment Studies Interest Group

Topic — Entertainment Studies and Parasocial Processing, Sex, Comedy/Tragedy, Moral Choices and Love

21. GIRLS and Sex: A Content Analysis of Sexual Health Depictions in HBO’s GIRLS
   Elise Stevens
   and Kyla Garrett, North Carolina at Chapel Hill

22. All I Want for Christmas is You: ‘Tis the Season for Holiday Romance
   David Staton, Oregon
   and Kathleen Ryan, Colorado Boulder

23. Parasocial Processing of a Situational Comedy: An Experimental Study
   Travis Loof, Texas Tech

24. The Appeal of “Sad” Comedies and “Funny” Dramas: Exploring Oppositional Affective Responses and Their Implications for Culture
   Jinhee Kim, Pohang University of Science and Technology;
   Keunyeong Karina Kim
   and Mihye Seo, Pennsylvania State

25. Under Pressure: Explaining the Role of Character Development in the Evaluation of Morally Ambiguous Characters in Entertainment Media
   Mariska Kleemans
   and Serena Daalmans, Radboud University;
   Merel van Ommen, Allison Eden
   and Addy Weijers, VU University Amsterdam

Discussant:

Alia Yunis, Zayed

Political Communication Interest Group

Topic — News: The Source

   Sharon Jarvis, Texas at Austin

31. Herbert Gans Revisited: Proposing a Network Analytic Approach to Source Use
   Bethany Conway, Arizona

32. Image, Issues and Advocacy in White House E-Mail Newsletters
   Joseph Graf, American

   Charles Watkins and Jennifer Greer, Alabama

34. State Legislative Candidate Evaluation of Campaign News Quality
   James Hertog and Matthew Pavelek, Kentucky

Discussant:

Jennifer Hoewe, Alabama

Topic — Entertainment & Political Speech

35. Charismatic Rhetoric, Integrative Complexity and the U.S. Presidency: An Analysis of the State of the Union Address (SOTU) from George Washington to Barack Obama
   Ben Wasike, Texas at Brownville

36. Persuasive Political Docu-Dramas: Examining Motivation, Elaboration, and Counter-Argumentation in Strategic Political Narrative Processing
   Heather LaMarre, Temple

37. Television vs. YouTube: Political Advertising in the 2012 Presidential Elections
   Porismita Borah, Washington State;
   Erika Fowler, Wesleyan
   and Travis Ridout, Washington State

38. The Fictitious “Newsroom”: The Influence of Entertainment Media on Attitudes of News Trust
   Jason Turcotte, California Poly Pomona

39. #That’sFunny: Second-Screen Use During Comedy TV News Viewing as a Predictor of Online Political Activism
   Rebecca Nee, San Diego State

Discussant:

Amy Becker, Loyola-Maryland

Topic — Framing & Perceptual Biases

40. Antecedents of Strategic Game Framing in Political News Coverage
   Desiree Schmuck, Rafael Heiss
   and Joerg Matthes, University of Vienna

41. How Journalists Experience the Hostile Media Effect
   Mike Wagner, Wisconsin – Madison
Saturday Sessions

“AEJMC Global Bridges”: San Francisco, CA — August 6-9, 2015

42. The 2014 Midterm Elections on Local Television: Frames, Sources and Valence
   Daniela Dimitrova and Sisi Hu, Iowa State

43. The Interaction Effect of Political Identity Salience and Culture on the Third-Person Perception of Polling News
   Hyunjung Kim, Sungkyunkwan University

Discussant:
   Jason Turcotte, California Poly Pomona

Topic — Political Discussion, Conversation, & More

44. Communication and Democracy: Effects of Agreement and Disagreement on Democratic Ideals Through Information Processing Strategies
   Myiah Hutchens, Chan Chen
   and Jay Hmielowski, Washington State
   and Michael Beam, Kent State

45. Incivility or Sarcasm? Expanding the Concept of Attacks in Online Social Media
   Ashley A. Anderson, Heidi E. Huntington
   and Kim Kandra, Colorado State

46. Offline Talk, Online Talk, and News Reflection in Political Learning
   Chang Sup Park, Bloomsburg of Pennsylvania

47. Social Identities and the Illinois Pension Problem: Constructing a “Just-in-Time” Model of Belief Development
   Aaron S. Veenstra, Benjamin Lyons,
   Cheeyoun Stephanie King,
   and Zachary Sapienza, Southern Illinois – Carbondale

Discussant:
   Melissa R. Gotlieb, Texas Tech

Topic — Self-Expression, Politics, and News

48. From Consumer to Producer: Relating Orientations, Internet Use, and Lifestyle and Contentious Political Consumerism
   Melissa R. Gotlieb
   and Sadia Cheem, Texas Tech

49. Issue Importance, Perceived Effects of Protest News and Political Participation
   Ran Wei, South Carolina;
   Ven-hwei Lo, Chinese U of Hong Kong
   and Hung-Yi Lu, National Chongchung

50. Online Media and the Social Identity Model of Collective Action: Examining the Roles of Online Alternative News and Social News Media
   Michael Chan, Chinese University of Hong Kong

51. The Effect of Self-Expression on Political Opinion
   Saimuddin Ahmed, California, Davis;
   Heejo Keum,
   Yeo Jeong Kim, Sungkyunkwan University
   and Jaeho Cho, California, Davis

Discussant:
   Seungahn Nah, Kentucky

Topic — Political Polarization

52. Partizan Conflict Framing Effects on Political Polarization
   Jiyoung Han and Marco Yzer, Minnesota

53. Using Media to Prepare for Understanding or Persuading: Partisan Selective Exposure and Future Discussion Expectations
   Mingxiao Sui
   and Raymond J. Pingree, Louisiana State

54. Partisan Provocation: The Role of Partisan News Use and Emotional Responses in Motivating Information Sharing
   Ariel Hasell, California, Santa Barbara
   and Brian Weeks, University of Vienna

55. Dispelling the Myth of Ideological Polarization in News Consumption: A Network Analysis of Political News Websites
   Jacob Nelson and James Webster, Northwestern

Discussant:
   Rod Carveth, Morgan State

Topic — Varied Perspectives: International & More

56. Overcoming Hard Times: Televised U.S. and Russian Presidential Rhetoric in Times of Crisis
   Tatsiana Karaliava, Missouri

57. Media and Party Communication Effects on Intra-Campaign Vote Switching
   David Johnson
   and Katharina Klienen-von Königslöw, Zurich
   and Sylvia Kritzinger
   and Kathrin Thomas, Vienna

58. Skip to the Comments: News Engagement, Discussion and Political Participation in Austria
   Ramona Vonbun and Trevor Diehl, Vienna

59. Linking Agenda Networks between Media and Voters: An Investigation of Taiwan’s 2012 Presidential Election
   Denis Wu and Lei Guo, Boston

Discussant:
   Erik Nisbet, Ohio State

8:15 am to 9:45 am / 262

Participatory Journalism Interest Group

Refereed Paper Research Session:
   Evolving Journalism Norms and Values: Framing, Gatekeeping Connecting, and Engaging

Moderating/Presiding:
   Mary Lou Nemanic, Pennsylvania State
Predicting Citizen Journalism Complexity: An Analysis of U.S.-based Editors’ Definitions of Citizen Journalism
Deborah Chung, Kentucky, Seungahn Nah, and Masahiro Yamamoto, Wisconsin-LaCrosse
He’s A Lowlife, He Deserved to Die vs. #BlackLivesMatter: Citizen Framing on Twitter of African-American Males Killed by White Police Officers
Mia Moody-Ramirez, Baylor and Hazel Cole, West Georgia
#FergusonOctober: Gatekeeping and Civic Engagement in St. Louis News Media Tweets
Frank Michael Russell, Margaret Duffy, Esther Thorson and Heesook Choi, Missouri
Positioning Journalism within Networks: Conceptualizing and Operationalizing “Connective Journalism” through Syrian Citizen Journalists
Mohammad Yousuf and Maureen Taylor, Oklahoma

Discussant: Mark Coddington, Texas

8:15 am to 9:45 am / 264
Association for Education in Journalism and Mass Communication
Panel Session:
Research in Progress: Project Reports from 2015 Emerging Scholars and 2015 Senior Scholars
Moderating/Presiding: Mike Conway, Indiana

Presentations:
AEJMC 2015 Senior Scholars:
Tailoring Mitigation with Ease and Efficiency: The Promise of a Disaster Preparedness Mobile App
Carolyn Lin, Connecticut
A Cultural Biography of James Gordon Bennett Sr.
David Mindich, St. Michael’s

AEJMC 2015 Emerging Scholars:
Motivating News Engagement: How Social Cues Affect Learning From News
Jan Boehner, Miami
Media Use of Freedom on Information Law to Set the News Agenda in Bulgaria
Lindita Camaj, Houston
The Emergence of Professional Prizes and the Development of Journalistic Professionalism in the U.S.
Gerry Lanosga, Indiana
What’s the Buzz? Find Out How Buzzfeed is Transforming the Journalistic Field
Edson C. Tandoc, Nanyang Technological

8:15 am to 9:45 am / 265
Association of Schools of Journalism and Mass Communication
Award and Panel Session:
2015 Gerald M. Sass Award for Distinguished Service to Journalism and Mass Communication Education
Moderating/Presiding:
Ann Brill, Kansas, 2014-15 ASJMC President
Presentation of Award:
Brad Rawlins, Arkansas State
2015 Gerald M. Sass Award for Distinguished Service to Journalism and Mass Communication Education
“How and Why Journalism Schools Can Contribute to Improved Civic Engagement”
Clark Bell, Senior Advisor, Democracy Program, McCormick Foundation
Panel:
The Pause That Refreshes: The Need and Demand for Digital Training Updates for JMC Faculty
Panelists:
Brad Rawlins, Arkansas State
Kristin Gilger, Arizona State
Katy Culver, Wisconsin-Madison
“AEJMC Global Bridges”: San Francisco, CA — August 6-9, 2015

10 am to Noon / 266

Association for Education in Journalism and Mass Communication

General Business Session:
AEJMC Business Meeting

Moderating/Presiding:
Elizabeth L. Toth, Maryland, AEJMC 2014-15 President

Award Presentations:
- Hillier Kriegbaum Under-40 Award
  Recipient: Homero Gil de Zúñiga, University of Vienna
- Nafziger-White-Salwen Dissertation Award
  Recipient: Summer Harlow, Florida State
- Baskett Mosse Award for Faculty Development
  Recipient: Kim Smith, North Carolina A&T
- Dorothy Bowles Public Service Award
  Recipient: W. Wat Hopkins, Virginia Tech
- Achievement in Diversity Research and Education
  Recipient: Alice Tait, Central Michigan

Award Announcements:
- 2015 Gene Burd Urban Journalism Award
  Recipient: Ben Katchor, cartoonist and author
  Remarks by: Gary Gumpert, president, Urban Communication Foundation

Presentation of Commission on the Status of Women Awards
- Donna Allen Award for Feminist Advocacy
  Recipient: Tania C. Rosas-Moreno, Loyola Maryland
- Outstanding Woman in Journalism and Mass Communication Education
  Recipient: Julie Andsager, Tennessee
- Mary Gardner Award for Graduate Student Research
  Recipient: Stephanie Madden, Maryland

Installation of 2015-16 AEJMC President:
Lori Bergen, Colorado

12:15 pm to 1:30 pm / 267

Association for Education in Journalism and Mass Communication

Refereed Paper Research Session: Scholar-to-Scholar

Advertising Division
Topic — Political and Social Advertising

1. Effects of Platform Credibility in Political Advertising
   Chang Sup Park

   Michail Vafeiadis, Ruobing Li, and Fuyuan Shen, Pennsylvania State

3. The Impact of Distraction on Spotting Deceptive Reviews
   Sann Ryu and Patrick Vargas, Illinois at Urbana-Champaign

4. The Effectiveness of Consumer Characteristics in Cause-related Marketing: The Role of Involvement in an Extended Theory of Planned Behavior Model
   Jaejin Lee, Florida State

Discussants:
- Glenda Alvarado, South Carolina
  and Jong-Hyuok Jung, Texas Christian

Communicating Science, Health, Environment and Risk Division
Topic — Communication about Electronic Cigarettes and Smoking Cessation

5. Attitudes toward Antismoking Public Service Announcements
   Jay Hyunjae Yu and Changhyun Han, Sogang University

6. A Smoking Cessation Campaign on Twitter: Understanding the Use of Twitter and Identifying Major Players in a Health Campaign
   Jae Eun Chung, Howard

7. Ties to the Local Community and South Carolinian Newspapers’ Coverage of Smoke-Free Policies
   Se-Hill Kim and James Thrasher, South Carolina;
   India Rose, ICF International;
   Mary-Kathryn Craft, South Carolina Tobacco-Free Collaborative
  and Hwalbin Kim, South Carolina

8. Up in vapor: Exploring the Health Messages of e-Cigarette Advertisements
   Erin Willis, Matthew Haught, and David Morris II, Memphis

   Se-Jin Kim, Colorado State

Discussant:
Lucinda Austin, Elon

Communication Technology Division
Topic I — Emerging Communication Technology
10. It’s All about Relatedness: Social Media Engagement — A Self Determination Framework
    M. Laeeq Khan, American University of Ras al Khaimah
11. The Social Correlates of Attitudes toward Online Emotional and Sexual Satisfaction
   Cassandra Alexopoulos
   and Bernard Schissel, California Davis

12. Increasing Individualism in Youth Created Music Videos on YouTube (2007-2013)
   Steven Kendrat
   and Charisse L’Pree Corsbie-Massay, Syracuse

   Hyunjin Seo, Fengjun Li, Jeongsub Lim; Roseann Pluretti, Sreenivas Vekapu
   and Hao Xue, Kansas

14. Privacy Concerns and Impacts on Collegiate Student-Athletes’ Usage Behaviors on Twitter: A Communication Privacy Management Perspective
   Amanda Jo Pulido, NCAA; Kenneth C. Yang; Texas at El Paso
   and Yowei Kang, Kainan University

Discussant:
   Rod Carveth, Morgan State

15. Social Media, Selective Exposure & the Spiral of Silence, Oh My!
   Sherice Gearhart, UNO
   and Weiwu Zhang, Texas Tech

16. Smartphones as Social Actors? Dispositional Factors that Make Anthropomorphism in Communication Technology Different
   Wenhuan Wang, Oregon

17. Drawing the Line: Effects Theories and Journalism Studies in a Digital Era
   Jane B. Singer, City University London

18. Digital Subscribers’ Engagement with a Legacy Newspaper Company’s Mobile Content
   Jacqueline Incollingo, Rider

19. Examining Users’ Continued Intention Toward Facebook Use: An Integrated Model
   Chen-Wei Chang, Southern Mississippi

Discussant:
   Dimitrova Daniela, Iowa State

Topic II — Online Privacy and Safety

20. Up, Periscope: Live Streaming Apps, the Right to Record, and the Gaps in Privacy Law
   Daxton “Chip” Stewart, Texas Christian
   and Jeremy Littau, Lehigh

   Hyunjin Kang, George Washington
   and Wonsun Shin, Nanyang Technological University

22. The Allure of Self-Expression or the Desire for Privacy? Exploring Users’ Motivations for Temporary, Photograph-Based Communication
   T. Franklin Waddell, Pennsylvania State

Discussant:
   Katie R. Place, Quinnipiac

23. Private Searchers: Factors that Affect Search Engine Privacy Concerns
   Nicole Schwegman, Valerie Barker
   and David Dozier, San Diego State

24. Generational Differences in Online Safety Perceptions, Knowledge and Practices
   Mengtian Jiang, Hsin-yi Sandy Tsai, Shelia R. Cotton, Nora Rifen, Robert LaRose
   and Saleem Alhabash; Michigan State

25. Understanding Online Safety Behavior: The Influence of Prior Experience on Online Safety Motivation
   Ruth Shillair, Robert LaRose, Mengtian Jiang, Nora Rifen, Saleem Alhabash
   and Shelia R. Cotton, Michigan State

Discussant:
   Jing Park Young, Howard

Cultural and Critical Studies Division

Topic — Pornography, Sexuality, and Post Feminism

   Margot Susca, American

27. The Gendered Frames of the Sexy Revolutionary: U.S. Media Coverage of Camila Vallejo
   Bimbisar Irom, Washington State

28. Pornography, Feminist Questions, and New Conceptualizations of “Serious Value” in Sexual Media
   Brooks Fuller, North Carolina at Chapel Hill

29. The Naked Truth: Post-Feminism in Media Discourse in Response to the Kardashians’ Nude Magazine Images
   Joy Jenkins and David Wolfgang, Missouri

30. “It’s Biology, Bitch!”: Hit Girl, the Kick-Ass Franchise, and the Hollywood Superheroine
   Phil Chidester, Illinois State

Discussants:
   Rebecca Kern, Manhattan College
   and Katie Foss, Middle Tennessee State
International Communication Division
Topic I — Influence of Advertising and Social Media on Social Identity, Body Image and Life Satisfaction
31. How Do They Think Differently? A Social Media Advertising Attitude Survey on Chinese Students in China and Chinese Students in America
   Anan Wan, South Carolina
32. Exploring the Relationship Between Myanmar Consumers’ Social Identity, Attitudes Towards Globalization, and Consumer Preferences
   Alana Rudkin, American and Joseph Erba, Kansas
33. Integrating Self-Construal in Theory of Reasoned Action: Examining How Self-Construal, Social Norms, and Attitude Relate to Healthy Lifestyle Intention in Singapore
   Soo Fei Chuah, Xiaodong Yang, Liang Chen and Shirley Ho, Nanyang Technological University
34. Influence of Facebook on Body Image and Disordered Eating in Kazakhstan and USA
   Karlyga N. Myssayeva, Al-Farabi Kazakh National University; Stephanie Smith and Yusuf Kalyango Jr, Ohio and Ayupova Zaure Karimovna, Al-Farabi Kazakh National University
35. Social Network Discussion, Life Satisfaction and Quality of life
   Chang Won Jung and Hernando Rojas, Wisconsin–Madison
   Discussant: Leysan Khakimova Storie, Zayed

Magazine Division
   Jennifer Scott and Stephen Perry, Regent

Mass Communication and Society Division
Topic I - Communication Strategy: Discourses, Measures, Effects, and Concerns
37. Credibility Judgments of Health Social Q&A: Effects of Reputation, External Source, and Social Rating
   Qian Xu, Elon
38. Effects of Embedding Social Causes in Programming
   Pamela Nevar, Central Washington and Jacqueline Hitchon, Illinois-Urbana Champaign
39. What’s in a Name? A Reexamination of Personalized Communication Effects
   Cong Li and Jiangmeng Liu, Miami
40. Disclosure or Deception?: Social Media Literacy, Use, and Identification of Native Advertising
   Lance Porter, Kasey Windels, Jun Heo, Rui Wang, Yongick Jeong and A-Reum Jung, Louisiana State
41. Heaven, Hell, and Physical Viral Media: An Analysis of the Work of Jack T. Chick*
   Philip Williams, Regent
   Discussant: Shana Meganck, Virginia Commonwealth
   * Second Place Paper Moeller Competition
42. The State of Sustainability Communication Research: Analysis of Published Studies in the Mass Communication Disciplines
   Eyun-Jung Ki, Sumin Shin and Jeyoung Oh, Alabama
43. A Reliable and Valid Measure of Strategic Decision
   Eyun-Jung Ki, Alabama; Hanna Park and Jwa Kim, Middle Tennessee State
44. Blogging the Brand: Meaning Transfer and the Case of Weight Watchers
   Erin Willis, Memphis; and Ye Wang, Missouri-Kansas City
45. The Discourse of Sacrifice in Natural Disaster: The Case Study of Thailand’s 2011 Floods*
   Penchan Phoborisut, Utah
46. Outpouring of Success: How the ALS Ice Bucket Challenge Engaged Millennials’ Narcissism Toward Digital Activism
   Andrea Hall and Lauren Furey, Florida
   Discussant: Jae-Hwa Shin, Southern Mississippi
   * Third Place Paper Student Competition

Topic II - Content and Impact of Television
47. Impact of Daniel Tiger’s Neighborhood and Active Mediation on Preschoolers’ Social and Emotional Development
   Eric Rasmussen, Autumn Shafer, Mahli Wypych, and Shawna White, Texas Tech
48. Minnie Mouse, Modern Women: Anthropomorphism and Gender in Children’s Animated Television
   Stephen Warren, Yuxi Zhou, Dan Brown and Casby Bias, Syracuse
49. There Goes the Weekend: Binge-Watching, Fear of Missing Out, Transportation, and Enjoyment of Television Content
   Lindsey Conlin, Southern Mississippi and Andrew Billings, Alabama
50. Romance and Sex on TV: A Content Analysis of Sexual and Romantic Cues on Television
   Elise Stevens, Lu Wu, Natalee Seely and Francesca Dillman Carpenter, North Carolina at Chapel Hill
Saturday Sessions

“AEJMC Global Bridges”: San Francisco, CA — August 6-9, 2015

Discussant:

D. Jasun Carr, Idaho State

Topic III - Journalism: Profession and Practice
51. Closing of the Journalism Mind: Anti-Intellectualism in the Professional Development of College Students
   Michael McDevitt and Jesse Benn, Colorado
52. Keeping Up with the Audiences: Journalistic Role Expectations in Singapore
   Edson Tandoc and Andrew Duffy, Nanyang Technological University
53. What Did You Expect? What Roles Audiences Expect from Their Journalists in Singapore
   Edson Tandoc and Zse Yin How, Nanyang Technological University
54. The Audience Brand: The Clash Between Public Dialogue and Brand Preservation in News Comment Sections
   Meredith Metzler, Wisconsin-Madison

Discussant:

Hyunjin Seo, Kansas

Media Ethics Division
55. The Many Faces of Television’s Public Moral Discourse? Exploring Genre Differences in the Representation of Morality in Prime Time Television
   Serena Daalmans, Radboud University Nijmegen
56. Toward an Ethic of Personal Technologies: Moral Implications Found in the Fruition of Man-Computer Symbiosis
   Rhema Zlaten, Colorado State
57. Examining Intention of Illegal Downloading: An Integration of Social Norms and Ethical Ideologies
   Namkee Park, Yonsei University; Hyun Sook Oh, Pyeongtaek University; Naewon Kang, Dankook University; and Seohye Sohn, Yonsei University
58. Ethics in Design: The Public Sphere & Value Considerations in Online Commenting Development
   Kristen Bialik, Wisconsin-Madison
59. The Press Complaints Commission is Dead: Long Live the IPSO?
   Mark Harmon and Abhijit Mazumdar, Tennessee

Discussant:

Chad Painter, Eastern New Mexico

Community Journalism Interest Group
Topic — Community Journalism – High Stakes in the Ever-changing Landscape
60. Cultivating News Coverage: An Analysis of California Agriculture Reporting
   Sandra Robinson, California State, Monterey Bay
61. High Stakes in the High Plains: Attitudes of Rural Editors and Publishers in Areas Facing Depopulation
   David Guth, Kansas

Discussant:

Dianne Garyantes, Rowan

Entertainment Studies Interest Group
Topic — Music, Sports, Political Women, and Processing Using Mental Models in Entertainment Studies
62. Identification through Online Mediated Sports: Examining Parasocial Interaction with Sports Players of Color
   Po-Lin Pan and Li Zeng, Arkansas State
63. How Do Readers Contribute to Processing of a Fictional Text? Analyzing Readers’ Performance of a Narrative by Using Mental Models Approach
   Neelam Sharma
64. Power Women: Exploring the Effects of Political Women on Television
   Yaojun Yan, Peta Long, Jasmine Vickers and Hanna Birkhead, Syracuse
65. Gender, Sex and Violence: The Differences in Sexual and Violent Content in Male and Female Musicians’ Lyrics and Music Videos
   Stacey Hust, Kathleen Rodgers, Nicole O’Donnell, Weina Ran and Stephanie Ebreo, Washington State
66. Musicality and Uses of Music in Satirical Animation: A Qualitative Analysis
   Calli Breil and Samuel Tham, Missouri

Discussant:

Danny Shipka, Oklahoma State

Political Communication Interest Group
Topic — Efficacy and Political Outcomes
67. Antecedents of Internal Political Efficacy, Incidental News Exposure and the Role of Political Discussion
   Alberto Ardevol-Abreu, Trevor Diehl and Homero Gil de Zúñiga, Vienna
68. Gender, Stereotypes, and Attitudes Toward Female Political Leaders: The Moderating Role of News Media Use
   Heejo Keum, SungKyunkwan University; Jaeho Cho, California, Davis; Yeo Jeong Kim and Choi Eunyoung, SungKyunkwan University
69. How Political Talk and Political Efficacy Jointly Mediate the Impact of News Consumption on Political Participation
   Chang Sup Park, Bloomsburg of Pennsylvania

70. Social Movement as Political Education: Communication Activities and Understanding of Civil Disobedience in the Umbrella Movement
   Francis L. F. Lee, Chinese University of Hong Kong

71. Investigating Social Capital in the New Media Environment: SNS, Internal Efficacy and Civic Engagement
   Zachary Vaughn, Indiana

Discussant:
   Leticia Bode, Georgetown

* Student Honorable Mention

Religion and Media Interest Group
72. Sexual Battlegrounds: How Abstinent Christian Men Select and Navigate Media Content
   Monique Robinson and Timothy Luisi, Kansas

Sports Communication Interest Group
73. Nationalism in the United States and Canadian Primetime Broadcast Coverage of the 2014 Winter Olympics
   James Angelini, Delaware; Paul MacArthur, Utica College
   Andrew Billings, Alabama and Lauren Smith, Auburn

74. Televised CrossFit Competitions Have the Potential to (Tire)Flip Masculine Hegemony on its Head
   Molly Yanity, Quinnipiac and Mary Haines, Ohio

75. Soccer as Un-American Activity: Sportswriters Inscribing American Exceptionalism on the World’s Game
   David Schwartz, Iowa

Discussant:
   Anne Osborne, Syracuse

76. Thrice-trending Twitter: A Longitudinal Study of Sports Journalists Tweeting
   Betsy Emmons, Samford

77. The Use of Twitter as a News Source in Sports Reporting
   Brian Dunleavy and Tim Vos, Missouri

78. The Big Assist: Exploring Nonprofit Beliefs About the Benefits and Challenges of Sport CSR
   Melanie Formentin, Towson

79. #ClipperNation: A Case Study of the Functional Uses of Social Media for Sport Public Relations
   Brandi Watkins, Virginia Tech

Discussant:
   John Carvalho, Auburn

12:15 pm to 1:30 pm / 268

Electronic News Division

Off-site Luncheon:
   Executive Committee Lunch

Moderating/Presiding:
   Dale Edwards, Northern Colorado

Location will be announced via email to members.

12:15 pm to 1:30 pm / 269

Law and Policy Division

Refereed Paper Research Session:
   A First Amendment Potpourri

Moderating/Presiding:
   Dean Smith, High Point

To Pray or Not to Pray: Sectarian Prayer in Legislative Meetings
   Mallory Drummond, High Point

Scrutinizing the Public Health Debates Regarding the Adult Film Industry: An In-Depth Case Analysis of the Health-Based Arguments in Vivid Entertainment, LLC v. Fielding
   Kyla Garret, North Carolina at Chapel Hill

Facebook’s Free Speech Growing Pains: A Case Study in Content Governance
   Brett Johnson, Missouri

A Right to Violence: Comparing Child Rights Generally to Child First Amendment Freedoms
   William Nevin, West Alabama

This is Just Not Working For Us: Why After Ten Years on the Job – It Is Time to Fire Garcetti
   Jason Zenor, SUNY at Oswego

Discussant:
   William Lee, Georgia
Saturday Sessions

“AEJMC Global Bridges”: San Francisco, CA — August 6-9, 2015

12:15 pm to 1:30 pm / 270

Minorities and Communication and Scholastic Journalism Divisions

Annual Luncheon:
Annual Diversity and Journalism Education Luncheon

Moderating/Presiding:
Frances Ward-Johnson, Elon and Calvin L. Hall, North Carolina Central

Presentation of Scholastic Journalism Division’s Robert P. Knight Multicultural Award
Recipient: George Daniels, Alabama

Recognition of the 2015 Lionel C. Barrow, Jr. Award
Recipient: Alice Tait, Central Michigan

Luncheon Speaker: TBA

Pre-registration is required.

12:15 pm to 1:30 pm / 271

Newspaper and Online News Division

Refereed Paper Research Session:
Online, Digital, Mobile and Social Journalism

Moderating/Presiding:
Jasmine McNealy, Florida

On Click-Driven Homepages: An Analysis of the Effect of Popularity on the Prominence of News
Rodrigo Zamith, Massachusetts-Amherst
The Buzz on BuzzFeed: Can Readers Learn the News from Lists?
Tara Burton and Chris Roberts, Alabama

Personalization Without Fragmentation: The Role of Web Portal and Social News Recommendations on News Exposure
Michael Beam, Kent State
and R. Kelly Garrett, Ohio State

The Effects of Homepage Design on News Browsing and Knowledge Acquisition
Natalie Stroud, Alexander Curry, Cynthia Peacock and Arielle Cardona, Texas

Discussant:
Janet Bridges, Sam Houston State

12:15 pm to 1:30 pm / 272

Public Relations Division

Refereed Paper Research Session:
Top Student Papers

Moderating/Presiding:
Flora Hung-Baesecke, Massey University, New Zealand

Enhancing OPR Management Through SNSs: The Role of Organizations’ SNS Message Strategies and Message Interactivity*
Xinyu Lu and Hao Xu, Minnesota, Twin Cities
An Examination of Social TV & OPR Building: A Content Analysis of Tweets Surrounding “The Walking Dead”**
Lauren Auverset, Alabama

To Whom Do They Listen? The Effects of Communication Strategy and eWOM on Consumer Responses***
Zifei Chen and Cheng Hong, Miami

CSR without Transparency Is Not Good Enough: Examining the Effect of CSR Fit and Transparency Efforts on Skepticism and Trust toward Organizations
Hyosun Kim and Tae Ho Lee, North Carolina at Chapel Hill

Discussant:
Giselle Auger, Duquesne

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

12:15 pm to 1:30 pm / 273

Visual Communication and History Divisions

Research Panel Session:
Visualizing History with Historical Archives

Moderating/Presiding:
Keith Greenwood, Missouri

Panelists:
Bettina Fabos, Northern Iowa
Sergey Golitsynskiy, Northern Iowa
Berkley Hudson, Missouri
Jane Kirtley, Minnesota

Discussant:
Janet Bridges, Sam Houston State
Saturday Sessions

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12:15 pm to 1:30 pm / 274

Commission on the Status of Women

Annual Luncheon:
Mentoring and Networking Luncheon

Moderating/Presiding:
Katie Place, Quinnipiac

Pre-registration is required.

12:15 pm to 1:30 pm / 275

Association for Education in Journalism and Mass Communication and Scripps Howard Foundation

Teaching Panel Session:
Ten Top Teaching Tips

Moderating/Presiding:
Cindy Royal, Texas Tech, 2013 Teacher of the Year

Panelists:
- Ten Tips for Effective Teaching
  Carolina Acosta-Alzuru, Georgia, 2014 Finalist for Teacher of the Year
- Woulda, Coulda, Shoulda: Ten Things I Wish I’d Done Differently
  Kathleen Culver, Wisconsin–Madison, 2014 Finalist for Teacher of the Year
- Ten Ways to Develop a Dynamic Classroom
  Carol B. Schwalbe, Arizona, 2014 Teacher of the Year
- Ten Ways To Prepare Students For Jobs That Don’t Exist Yet
  Cindy Royal, Texas Tech, 2013 Teacher of the Year

12:15 pm to 1:30 pm / 276

Chinese Communication Association

Panel Session:
Examining Communication Issues on the “Global Bridge” from Perspectives of Chinese Communities

Moderating/Presiding:
Bu Zhong, Pennsylvania State

Tinted Revolutions in Prismatic News: The Role of Social Media in the Arab Spring Seen from China
Ying Roselyn Du, Hong Kong Baptist

Media Hurts: Perspectives of People Living with HIV on HIV Stigmatization in Chinese Media Discourse
Chunbo Ren and Edgar Clayton Simpson, Central Michigan

Why We Like Playing Easy and Short Mobile Games? Examining the Association Between Stressful Life and Mobile Gaming
Yen-Shen Chen, National Chiao Tung University, Taiwan

Press Freedom and Social Protests: Examining Framing Effects of Newspaper Coverage of 2014 Hong Kong Protests from a Comparative Perspective
Juan Liu, Wayne State

Is Procrastination Mental Illness? A Frame Analysis of Chinese Newspaper Coverage of “Procrastination Syndrome”
Ren Yuchen, Chinese University of Hong Kong

Respondents:
Ni Chen, University of Macau
and James Dillard, Pennsylvania State

1:30 pm to 3 pm / 277 Off-site: Bluestem Brasserie

Public Relations Divisions

Off-site Luncheon:
Graduate Student Luncheon

Moderating/Presiding:
Holly Ott, Pennsylvania State

Graduate students are invited to gather for an off-site luncheon, which will be held at the Bluestem Brasserie, One Yerba Buena Lane (.1 miles from the conference hotel). The University of Florida has generously paid for the luncheon. Registration is full. To join the wait list, please visit https://www.surveymonkey.com/s/AEJGradLunch. Attendees must check in at the top graduate student papers session before proceeding to the restaurant. Attendees who do not check in will forfeit their spot at the luncheon.

1:45 pm to 3:15 pm / 278

Advertising and Mass Communication and Society Divisions

Teaching Panel Session:
Overcoming the Post-tenure Slump: Re-energizing Your Research Agenda

Moderating/Presiding:
Richard D. Waters, San Francisco
Panelists:
Kim Bissell, Alabama
Pat Curtin, Oregon
Tom Reichert, Georgia
Bey-Ling Sha, San Diego State
S. Shyam Sundar, Pennsylvania State

1:45 pm to 3:15 pm / 279
Communication Technology Division
High Density Refereed Paper Research Session

Moderating/Presiding: T. Franklin Waddell, Pennsylvania State

Topic I — Social Media and Politics
A Social Networks Approach to Political Discourse
Taisik Hwang, Itai Himelboim
and Soo Young Shin, Georgia
The Role of Cues in Perceptions of Online Discussion
Joseph Erba, Kansas;
Joseph Graf and Ren-Whei Harn, American
An APPetite for Political Information? Characteristics
and Media Habits of Mobile News App Users
Barbara Kaye, Tennessee - Knoxville
and Tom Johnson, Texas at Austin
“Swearing Effects” on Audience Comments Online:
A Large-Scale Comparison of Political vs. Non-Political
News Topics
K. Hazel Kwon, Arizona State
and Daegon Cho, POSTECH, South Korea
Big Data and Political Social Networks: Introducing
Audience Diversity and Communication Connector
Bridging Measures in Social Network Theory
Brian Weeks, Homero Gil de Zúñiga
and Stephan Schlögl, University of Vienna

Discussant:
Aaron S. Veenstra, Georgia

Moderating/Presiding:
Susan Zake, Kent State

Topic II — Research on Facebook
Hooked on Facebook: The Role of Social Anxiety
and Need for Social Assurance in Facebook Addiction
Roselyn J. Lee-Won, Ohio State
and Sung Gwan Park, Seoul National University
How Much is Your Facebook Account Worth? The
Monetary Value of Facebook as a Function of Its Uses
and Gratifications Using the Second-price Auction
Technique
Saleem Alhabash, Sean Cash, Carie Cunningham
and Chen Lou; Michigan State

Facebook Paradox: A Social Network Service That
Reduces Perceived Social Support?
Eun-Ju Lee
and Eugene Cho, Seoul National University
Editing the Self on Facebook: Relationship Motivation,
Network Characteristics, and Perception of Others’ Self-
presentations
Cheonsoo Kim and Emily Metzgar, Indiana

Discussant:
Cindy S. Vincent, Salem State

1:45 pm to 3:15 pm / 280
History Division
Refereed Paper Research Session:
Regional Journalism History

Moderating/Presiding:
Tracy Lucht, Iowa State

El Gringo, Travel Writing and Colonization of the
Southwest: W.W. H. Davis’ Journalism in New Mexico
Michael Fuhlthau, Wayne State
Editor, Booster, Citizen, Socialist: Victor L. Berger
and His Milwaukee Leader
James Kates, Wisconsin-Whitewater
Illinois Governor Otto Kerner: Well Liked,
Respected Media Critic
Thomas Hrach, Memphis
Nineteenth Century Women’s Dress Reform
Representations of the Bloomer Costume in North
Carolina Newspaper Coverage
Natalee Seely, North Carolina at Chapel Hill

Discussant:
Jane Marcellus, Middle Tennessee State

1:45 pm to 3:15 pm / 281
International Communication and Communicating
Science, Health, Environment and Risk Divisions
PF&R Panel Session:
Reporting Crises in Africa: From Arab Spring
to the Deadly Ebola Virus

Moderating/Presiding:
Festus Eribo, East Carolina

Panelists:
Reporting Ebola and Africa’s Long Shadow
of Disaster News
Folu Ogundimu, Michigan State
Health and Behavioural Change Communication: Knowledge Level and Responses of Obalande Community Residents to Communication Messages on the Causes and Prevention of Ebola Virus Disease

Ralph Akinfeleye, University of Lagos
Deadly Diseases and the Phases of Crisis: Sources of Information, Media Credibility, and the Coverage of Ebola

Imafidon Olaye, William Paterson
U.S. Media Coverage of Boko Haram Insurgency in Nigeria: The Example of #Bring Back Our Girls

Chris Ogbonmah, Northern Iowa
Covering Africa: Western and African Media’s Framing of the US-Africa Summit

Charles Okigbo, North Dakota State
Coverage of Issues by African Press: What Has Ownership Got to Do With It?

Angela Nkiru Nwamnuo, Anambra State University, Igbariam Campus, Nigeria

Discussant:
Cornelius Pratt, Temple

1:45 pm to 3:15 pm / 282

Magazine and Visual Communication Divisions

Teaching Panel Session:
Six Ways to Design Collaborative Courses for Digital Publications and Interactive Media

Moderating/Presiding:
Carol B. Schwalbe, Arizona

Panelists:
Seth Gitner, Syracuse
Rachele Kanigel, San Francisco State
Thom Lieb, Towson
Josh Meltzer, Western Kentucky
Laura Ruel, North Carolina at Chapel Hill
Lisa Villamil, North Carolina at Chapel Hill

1:45 pm to 3:15 pm / 283

Newspaper and Online News and Electronic News Divisions

PF&R Panel Session:
The News, from Silicon Valley

Moderating/Presiding:
Bret Schulte, Arkansas

1:45 pm to 3:15 pm / 284

Scholastic Journalism and Law and Policy Divisions

PF&R Panel Session:
State Laws Protecting Student Free Expression Revisited

Moderating/Presiding:
Mark Goodman, Kent State

Panelists:
Genelle Belmas, Kansas
Steve Listopad, Valley City State
Frank LoMonte, Student Press Law Center
Sarah Nicholls, Whitney High School

1:45 pm to 3:15 pm / 285

AEJMC Council of Affiliates

Teaching Panel Session:
Funding Perspectives

Moderating/Presiding:
Chris Barr, Knight Foundation

Panelists:
Chris Barr, Knight Foundation
Liz Carter, Scripps Howard Foundation

1:45 pm to 3:15 pm / 286

Commission on the Status of Women and Minorities and Communication Division

PF&R Panel Session:
Images of Great Women Across the Ages and Races

Moderating/Presiding:
Indira Somani, Howard

Panelists:
Victoria LaPoe, Western Kentucky
Candi Carter Olson, Utah State
Mia Moody-Ramirez, Baylor
Jinx Broussard, Louisiana State
Carolyn Brown, American
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1:45 pm to 3:15 pm / 287

Gay, Lesbian, Bisexual, Transgender and Community Journalism Interest Groups

PF&R Panel Session:
San Francisco and the Heart of the LGBT Movement

Moderating/Presiding:
Ed Alwood, Quinnipiac

Panelists:
Chris Bull, former Washington Correspondent from the Advocate
Rink Foto, San Francisco Bay Times
Andrew Stoner, California State Sacramento
Cynthia Baird, news editor, Bay Area Reporter

1:45 pm to 3:15 pm / 288

Small Programs Interest Group and Cultural and Critical Studies Division

Teaching Panel Session:
High Impact Practices & Experiential Learning: Maximizing Students’ Education

Moderating/Presiding:
Michael Longinow, Biola

Panelists:
Michael Ray Smith, Palm Beach Atlantic
Ed Madison, Oregon
Greg Adamo, Morgan State
Tamara Welter, Biola

Respondent:
Michael Longinow, Biola

1:45 pm to 3:15 pm / 289

Association of Schools of Journalism and Mass Communication

Business Session:
General Business Meeting

Moderating/Presiding:
Ann Brill, 2014-15 ASJMC President, Kansas

Installation of 2015-16 ASJMC President:
Brad Rawlins, Arkansas State

1:45 pm to 3:15 pm / 290

Arab-American Association for Communication Educators and Oxford Editing

Panel Session:
AUSACE at AEJMC: A Panel Discussion on Arab Journalism in the Post-Arab Spring Environment

Moderating/Presiding:
Judy VanSlyke Turk, Florida International

Panelists:
Sahar Khamis, Maryland
Ahmed Mohamed-el-Gody, Orebro University
Matt J. Duffy, Kennesaw State
Mariam Alkazemi, Gulf University of Science and Technology

1:45 pm to 3:15 pm / 291

Chinese Communication Association

Panel Session:

Moderating/Presiding:
Ran Wei, South Carolina

Panelists:
Ran Wei, South Carolina
Elmie Nekmat, National University of Singapore
Yue Zheng, South Carolina
Shuhua Zhou, Alabama
Yeojin Kim, Alabama
Youngju Kim, Alabama
Jie Xu, Villanova
Xiaopeng Wang, South Florida, St. Petersburg
Xun Liu, California State, Stanislaus
Guanxiong Huang, Michigan State
Xuan Liang, Wisconsin-Madison
Zhiming Xu, Southern California
Pei Zheng, Texas at Austin

Respondent:
Kyu Ho Youm, Oregon
1:45 pm to 3:15 pm / 292

Korean American Communication Association

Refereed Paper Session:
KACA Refereed Research Session I

Moderating/Presiding:
Sung-Un Yang, Indiana

Well Informed or Misperceived?: The Illusion of Knowing in Science Communication
Hwalbin Kim and Robert McKeever, South Carolina
Exploring the Factors Influencing the User’s Attitude toward the Regulation of Contents on Broadcasting Program VOD Service
Mi-Kyung Kim, Chungwoon University, Korea
and In-Sook Jung, Gacheon University, Korea/George MasonA Cross-National Study on Public’s Information Transmitting Behavior (ITB) Model in Public Relations*
Bitt Beach Moon
and Yunna Rhee, Hankuk University of Foreign Studies, Korea
English Ideologies in Korea’s Local English Press
John C. Carpenter, Iowa
Drawing the Parameters of the Right of Publicity in South Korea: An Examination of South Korean Case Law Concerning the Right of Publicity, from 1995 through 2015
Minjeyong Kim, Hankuk University of Foreign Studies, Korea
Effects of Social Media Use among Vietnamese Female Migrants in Korea
Soontae An and Hannah Lee, Ewha Womans University, Korea

* Top Faculty Paper Award

3:30 pm to 5 pm / 294

Cultural and Critical Studies Division

Refereed Paper Research Session:
The People, The Press, and Power

Moderating/Presiding:
Dan Berkowitz, Iowa

Image Control: The Visual Rhetoric of President Obama
Timothy Roy Gleason and Sara Hansen, Wisconsin Oshkosh
The “Public” and the Press: Lippmann, the Interchurch World Movement, and the 1919-20 Steel Strike*
Frank Durham, Iowa
Transnational and Domestic Networks and Institutional Change: A Study Investigating the Collective Action Response to Violence Against Journalists in Mexico
Jeannine Relly
and Celeste Gonzalez de Bustamante, Arizona
Framing English: The Reproduction of Linguistic Power in Korea’s Locally-based English Language Press
John C Carpenter and Frank Durham, Iowa

Discussant:
Ted Glasser, Stanford

* First Place, Faculty Paper

3:30 pm to 5 pm / 295

Electronic News and Scholastic Journalism Divisions

Teaching Panel Session:
The New Kind of Study Abroad: Deadline International Reporting

Moderating/Presiding:
Darren Sweeney, Central Connecticut State

Panelists:
Candace Bowen, Kent State
Denise Dowling, Montana
Gary Hanson, Kent State
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3:30 pm to 5 pm / 296 Golden Gate C

History and Public Relations Divisions; Graduate Student and Small Programs Interest Groups

Scholar-to-Scholar Refereed Paper Research Session

History Division
1. Saving the Republic: An Editor’s Crusade Against Integration
   **Gwyneth Mellinger**, Xavier
2. The Defeat is a Total One!” East German Press Coverage of America’s Space Setbacks
   **Kevin Grieves**, Whittworth
3. Being the Newspaper: Ontological Metaphors and Metonymy at the End of the Newspaper, 1974-1998*
   **Nicholas Gilewicz**, Pennsylvania
4. A Riot “Never Out of Control:” World War II Press, Bamber Bridge Collective Memory**
   **Pamela Walck**, Ohio
5. The Artist as Reporter: Drawing National Identity During the U.S. Civil War
   **Jennifer Moore**, Maine

Discussant: **Lance Speere**, Central Florida

* Second Place Student Paper
** Third Place Student Paper

6. Frances Buss, “Television’s Playgirl” The Groundbreaking Career and Divergent Receptions of Television’s First Female Director
   **Mike Conway** and **Alexandra B. Hitchcock**, Indiana
7. Here We Go Again, “Seven Decades of Debate But Still No Agreement Over How to Define Violence
   **Margot Susca**, American
8. The Platform: How Pullman Porters Used Railways to Engage in Networked Journalism
   **Allissa Richardson**, Bowie State

Discussant: **Michael Fulhage**, Wayne State

9. Point Counterpoint: The Debate the Embodied a Decade
   **Elizabeth Atwood**, Hood
10. Framing Mexicans in Great Depression Editorials: Riff-Raffs to Heroes
    **Melita Garza**, Texas Christian
    **Pamela Laucella**, Indiana-Purdue Indianapolis
12. A Short History of the Journalistic Profile
    **Grant Hannis**, Massey
    **Jared Browsh**, Colorado-Boulder
14. Clearing a Path for Television News: The First Long-Form Newscast at Sacramento’s KCRA
    **Madeleine Lisebad**, Arizona State
    **Wendy Melillo**, American

Discussant: **Roger Mellen**, New Mexico State

Public Relations Division

Topic — The Effects of Corporate Social Responsibility

16. Understanding Shareholder Engagement: The Role of Corporate Social Responsibility
    **Nur Uysal**, Marquette
17. The Effect of CSR Expectancy Violations on Public Attitudinal and Behavioral Responses to Corporations: An Application of Expectancy Violation Theory
    **Moonhee Cho**, Tennessee; **Sun-Young Park**, Rowan and **Soojin Kim**, Florida
18. Campaign and Corporate Goals in Conflict: Exploring Corporate Social Initiative Types and Company Issue Congruence
    **Lucinda Austin** and **Barbara Miller**, Elon

Discussant: **Dennis L. Wilcox**, San José State

Topic — Crisis Response

19. Attribution Error of Internal Stakeholders in Assessments of Organizational Crisis Responsibility
    **Jonathan Borden**, Syracuse and **Xiaochen Zhang**, Florida
    **Eunyoung Kim**, Alabama
21. Care in Crisis: Proposing the Applied Model of Care Considerations for Public Relations
    **Julia Daisy Fraustino**, West Virginia and **Amanda Kennedy**, Maryland
22. Understanding an Angry Hot-Issue Public’s Response to The Interview Cancellation Saga
    **Arunima Krishna**, Purdue and **Kelly Vibber**, Dayton

Discussant: **Barbara DeSanto**, Kansas State
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Topic — Corporate Social Responsibility

   Tae Ho Lee, North Carolina at Chapel Hill
24. Engaging the Public with CSR Activities Through Social Media
   Alan Abitbol and Sun Young Lee, Texas Tech
25. The Importance of Authenticity in Corporate Social Responsibility
   Mary Ann Ferguson and Baobao Song, Florida

Discussant:
   Suman Lee, Iowa State

Topic — Political Organization Public Relationships

26. Political Organization-Public Relations and Trust: Facebook vs. Campaign Websites
   David Painter, Full Sail
27. The Effects of Framing in Mainstream and Alternative Media on Government Public Relationships
   Ganga Dhanesh and Tracy Loh, National University of Singapore
   Young Kim, Andrea Miller, Louisiana State and Hyunj Lim, Miami
29. Government Relationship-Building Practices Online: An Analysis of Capital City Websites
   Lindsay McCluskey, Louisiana State

Discussant:
   Judy VanSlyke Turk, Florida International

Topic — Public Relations Profession and Education

30. Do You See What I See? Perceptions Between Advertising and Public Relations Professionals
   Dustin Supa, Boston
   Bey-Ling Sha, Courtney White, Elpin Keshishzadeh, and David Dozier, San Diego State
32. Crucial Linkages in Successful Public Relations Practice: Organizational Culture, Leadership, Engagement, Trust and Job Satisfaction
   Juan Meng, Georgia and Bruce Berger, Alabama
33. If Organizations Are People, They Need to Have the Same Values: Personal Values and Organizational Values in Stakeholder Evaluations of Organizational Legitimacy
   John Brummette, Radford and Lynn Zoch, Radford
34. More Than Just a Lack of Uniformity: Exploring the Evolution of Public Relations Master’s Programs
   Rowena Briones, Virginia Commonwealth; Hongmei Shen, San Diego State; Candace Parrish, Virginia Commonwealth; Elizabeth Toth, Maryland and Maria Russell, Syracuse

Discussant:
   Heidi Edwards, Florida Institute of Technology

Topic — Social Media and Mobile Media Engagement

35. Between Ignorance and Engagement: Exploring the Effects of Corporations’ Communicatory Engagement with Their Publics on Social Networking Sites
   Eun Go, Pennsylvania State
36. Mobile Technology and Public Engagement: Exploring the Effects of College Students’ Mobile Phone Use on Their Public Engagement
   Yuan Wang, Alabama
37. An Analysis of Tweets by Universities and Colleges: Public Engagement and Interactivity
   Jason Beverly and Jae-Hwa Shin, Southern Mississippi

Discussant:
   Bryan Reber, Georgia

Topic — Social Media and Public Relations

38. Taking the Ice Bucket Plunge: Social and Psychological Motivations for Participating in the ALS Challenge
   Soojin Roh and Tamara Makana Chock, Syracuse
   Brandi Watkins, Virginia Tech
40. Mascot Nations: Examining University-driven College Football Fan Communities
   Matthew Haught, Memphis

Discussant:
   Tiffany Gallicano, Oregon

Topic — Strategic Messaging

41. Change Management Communication: Barriers, Strategies & Messaging
   Marlene Neill, Baylor
42. Too Much of a Good Thing: When Does Two-way Symmetric Communication Become Unhelpful? 
Yi Grace Ji and Cong Li, Miami

43. “How Negative Becomes Less Negative”: The Interplay Between Comment Variance and the Sidedness of Company Response 
Hyejoon Rim, Minnesota and Doori Song, Youngstown State

44. Understanding Consumer Resentment Before It’s too Late: Empirical Testing of A Service Failure Response Model 
Zongchao Li and Don Stacks, Miami

Discussant: 
Dean Kruckeberg, North Carolina - Charlotte

Graduate Student Interest Group
Topic — Influence, Impact, and Propaganda
45. User-generated Content on News Websites: Why Do People Comment on A News Story? 
Chuanli Xia, City University of Hong Kong

46. The Spiral of Silence on the New Media Environment 
Mustafa Oz, Texas at Austin

47. Relationship Building in Nation Branding: The Central Role of Nation Brand Commitment 
Linwan Wu, Florida

Yanqin Lu and Young Eun Park, Indiana

49. Propagation of Prosociality 
Yu Leung Ng, Hong Kong Baptist

Discussant: 
Hans Meyer, Ohio

Topic — Questions of Marginalization and Discrimination
Joseph Moore, Missouri

51. Citizen In-group Bias Effects on Credibility in Ebola News Coverage 
Megan Duncan, Wisconsin-Madison

52. The Invisible Race: Analysis of Racial Hierarchy in Contemporary Mexican Cinema 
Alberto Orellana-Campos, Wisconsin-Madison

53. Access Denied: Consequences of Ablebodied Students Communication Apprehension Toward College Students with Disabilities 
Davi Kallman, Washington State

Discussant: 
Erica Salkin, Whitworth

Small Programs Interest Group
54. You Can, 2, Fix Stupid: Improving on a Novel Experiment to Teach a Need for News* 
Kelly Kaufhold, Texas State

55. Best Practices for Student Learning Assessment in Smaller-sized Undergraduate Mass Communication Programs** 
Douglas Swanson, California State, Fullerton

56. Getting it “Write”: Strengthening Basic Grammar Skills Through Collaborative Efforts*** 
Michael Drager, Shippensburg; Holly Ott, Pennsylvania State; Carrie Sipes and Karen Johnson, Shippensburg

57. Collaborating Across Boundaries to Engage Journalism Students in Computational Thinking 
Kim Pearson, Diane Bates and Sarah Pulimood, The College of New Jersey

58. External Resources Use for Undergraduates Learning Coding in Communication Classes 
Amanda Sturgill, Ben Hannam and Brian Walsh, Elon

59. Instructional Videos Snubbed by Online Students—Reliance on Videos Re-Evaluated 
Catherine Strong, Massey

Discussant: 
Mia Moody-Ramirez, Baylor

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

3:30 pm to 5 pm / 297

Law and Policy Division and Entertainment Studies Interest Group
Teaching Panel Session: 
Teaching Taboo Topics: Practical Lessons for Teaching on the Edge

Moderating/Presiding: 
Eric P. Robinson, Louisiana State

Panelists: 
Clay Calvert, Florida 
Joel Campbell, Brigham Young 
Philippe Perebinossoff, California State – Fullerton 
Kathleen Fearn-Banks, Washington
3:30 pm to 5 pm / 298

Magazine and Visual Communication Divisions

Teaching Panel Session:  
Teaching Marathon

Moderating/Presiding:  
Bob Britten, West Virginia

Panelists:
Teaching Multimedia Narrative: Taking “My Test”  
Lisa Phillips, SUNY at New Paltz
Five First-Person Roles: Teaching the “I” as a Character  
Vanessa Gregory, Mississippi
Photos Beyond Borders: Visual Presentation from a Global Perspective  
Nicole Dahmen, Oregon
I'M VAIN: A News Literacy Tool  
Ann Auman, Hawai’i
What It Means to Be a Journalist  
James Rada, Ithaca
What We Talk About When We Talk About Paraphrasing  
Aileen Gallagher, Syracuse
Film and Television References Across Cultures  
Alia Yunis, Zayed
On the Fly: Writing and Shooting on Study Abroad Trips  
Carol Schwalbe, Arizona, and B. William Silcock, Arizona State
How Partnering with Service-Learning Partners Advances Visual Literacy  
Sheila M. Webb, Western Washington

3:30 pm to 5 pm / 299

Media Ethics Division and AEJMC Council of Affiliates

PF&R Panel Session:  
The Pillory Effect: Public Shaming as a Function of the News Media

Moderating/Presiding:  
Steve Geiman, Bloomberg News

Panelists:
John C. Watson, American  
Lisa Waller, Deakin University, Australia
Ed Wasserman, California-Berkeley
W. Joseph Campbell, American

3:30 pm to 5 pm / 300

Commission on the Status of Women  
and Mass Communication and Society Division

Research Panel Session:  
On the Eve of Hilary: Women in the 2014 Elections

Moderating/Presiding:  
Jennifer Kowalewski, Georgia Southern

Panelists:
Shannon McGregor, Texas at Austin  
Rachel Mourao, Texas at Austin
Ingrid Bachmann, Catholic University of Chile
Kimberly Wilmot Voss, Central Florida
Terri Finneman, South Dakota State

Discussant:  
Regina Lawrence, Texas at Austin

3:30 pm to 5 pm / 301

Community College Journalism Association

Teaching Panel Session:  
Journalism as Mad Science: Turning Your Program into an Experimental Lab

Moderating/Presiding:  
Toni Albertson, Mt. San Antonio College

Panelists:
Dan Reimold, St. Joseph’s  
Carrie Brown-Smith, CUNY
Mitzi Lewis, Midwestern
Jim Sernoe, Midwestern

3:30 pm to 5 pm / 302

Religion and Media Interest Group

Refereed Paper Research Session:  
Measuring Intolerance: Examining Tolerance and Other Effects Related to News Coverage of Muslims and Mormons

Moderating/Presiding:  
Julia Duin, Alaska

Framing Moral Evaluations: Newspaper Coverage of Islamic Spaces in the U.S.*  
Brian J. Bowe, Western Washington
Saturday Sessions

“It's Not a Real Thing When We Do It: Mainstream Newspaper Use of the Term “Islamophobia”
Rick Moore, Boise State
The Boundaries of Political Tolerance: Evaluations of Mormon Political Candidates
Remy Maisel
and Mike Schmierbach, Pennsylvania State

* Top Faculty Paper

3:30 pm to 5 pm / 303

Sports Communication Interest Group
and Newspaper and Online News Division

PF&R Panel Session:
“Domo arigato,” Mr. Roboto: The Merits (and Ethics) of Robot Reporting in Sports

Moderating/Presiding:
Mitch Mckenney, Kent State

Panelists:
Brad Schultz, Mississippi
Mary Lou Sheffer, Southern Mississippi
Susan Kirkman Zake, Kent State
Janie MacCauley, Associated Press
Molly Yannity, Quinnipiac

3:30 pm to 5 pm / 304

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

PF&R Panel Session:
Paul J. Deutschmann Award

Moderating/Presiding:
Gina Masullo Chen, Texas at Austin

Featured Speaker:
Pamela J. Shoemaker, Syracuse, 2015 Deutschmann Award Recipient

Representative from the Standing Committee:
Cory L. Armstrong, North Texas

Panelists:
Kim Bissell, Alabama
Sharon Dunwoodie, Wisconsin-Madison
David Weaver, Indiana, Bloomington
Brenda Wrigley, Emerson
Hyunjin Seo, Kansas

* Top Student Paper Award

3:30 pm to 5 pm / 305

Association for Schools of Journalism
and Mass Communication

Panel Session:
What We Should Be Teaching Students about Technology

Moderating/Presiding:
Don Heider, Loyola Chicago

Panelists:
Mark Glaser, executive editor, PBS MediaShift
Susan Etlinger, industry analyst, Altimeter Group
Erin Green, managing editor, Facebook

3:30 pm to 5 pm / 306

Korean American Communication Association

Refereed Paper Research Session:
KACA Refereed Research Session II

Moderating/Presiding:
Seok Kang, Texas at San Antonio

Unveiling North Korea Digitally, One Picture at a Time: “Big Data” and Sourcing Routines at NK News*
Soomin Seo, Columbia

Development of Pictorial Health Warnings on Cigarette Packets in Korea: Addressing the World’s Second Highest Smoking Rate
Jay (Hyunjae) Yu, Sogang University, Korea

Exploring Mandam[Comic Talk] as A Unique Form of Political Entertainment in Korea During the Japanese Colonial Period
Kyung Han You, Hankuk University of Foreign Studies, Korea

Sorry for Going Nuts: Analysis of Korean Air Ramp Return Crisis from Nonwestern Perspectives
Jangyul Robert Kim, Colorado State

Complex corporate Media Groups’ Management Strategies: Business Areas, Platform Strategies, Content Distribution Strategies and Business Strategies
Dug Mo Kim, Honam University, Korea/Iowa

* Top Student Paper Award
**Saturday Sessions**

"AEJMC Global Bridges": San Francisco, CA — August 6-9, 2015

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**5:15 pm to 6:45 pm / 307**

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

Refereed Paper Research Session:
- **ComSHER Top Paper Panel** and **Eason Prize Winner**

Moderating/Presiding:
- **Michael F. Dahlstrom**, Iowa State

*Does Stigma against Smokers Really Motivate Cessation? A Moderated Mediation Effect of Anti-smoking Campaign***
- **Jinyoung Kim**, Pennsylvania State
- **Eric Mezcowski**, Pennsylvania State
- **Xiaoxia Cao**, Wisconsin-Milwaukee

Communal Risk Information Sharing: Motivations Behind Voluntary Information Sharing of Late Blight Infection in U.S. Agricultural Communities**
- **Wang Liao**, **Connie Yuan** and **Katherine McComas**, Cornell

- **Beatriz Vianna** and **Chris Clarke**, George Mason
- **Stephanie Miles**, Ohio State

Perceived News Media Importance: Developing and Validating a Tool for Clarifying Dynamics of Media Trust**
- **Jason Peifer**, Ohio State

Testing Links Among Uncertainty, Affect and Attitude Toward a Health Behavior in a Risky Setting***
- **Timothy Fung**, Hong Kong Baptist University
- **Robert Griffin**, Marquette
- **Sharon Dunwoody**, Wisconsin-Madison

Media’s Influence on Judgments of Truth. Why People Trust in Bad Rather Than Good News ****
- **Christina Peter** and **Thomas Koch**, Munich

**5:15 pm to 6:45 pm / 308**

**Communication Theory and Methodology Division**

Refereed Paper Research Session:
- **Best of CT&M**

Moderating/Presiding:
- **Jorg Matthes**, Vienna

*Boundary Expansion of a Threatened Self: Entertainment as Relief**
- **Benjamin Johnson**, Vrije Universiteit Amsterdam
- **Michael Slater**, **Nathan Silver** and **David Ewoldsen**, Ohio State

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**5:15 pm to 6:45 pm / 309**

**History Division**

Refereed Paper Research Session:
- **Top Papers**

Moderating/Presiding:
- **Yong Volz**, Missouri

**Charles Siepmann: A Forgotten Pioneer of Critical Media Policy Research***
- **Victor Pickard**, Pennsylvania

The Lee Family and Freedom of the Press in Virginia**
- **Roger Mellen**, New Mexico State

Assault on the Ivory Tower: Anti-Intellectualism in Coverage of the Hutchins Commission***
- **Stephen Bates**, Nevada Las Vegas

A Strong Sense of Outrage: The National Thrift News and the Savings and Loan Crisis ****
- **Rob Wells**, Maryland

**5:15 pm to 6:45 pm / 310**

**Saturday Sessions**

"AEJMC Global Bridges": San Francisco, CA — August 6-9, 2015

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**5:15 pm to 6:45 pm / 307**

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- **Rob Wells**, Maryland

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Saturday Sessions

“AEJMC Global Bridges”: San Francisco, CA — August 6-9, 2015

5:15 pm to 6:45 pm / 310

Magazine Division

Refereed Paper Research Session:
Magazine Division Top Research Papers

Moderating/Presiding:
Miglena Sternadori, Texas Tech

The Ethics of Common Sense: Considering the Ethics Decision-making Processes of Freelance Magazine Journalists*

Joy Jenkins, Missouri

Sexuality and Relationships in Cosmopolitan for Latinas Online and Cosmopolitan Online**

Chelsea Reynolds, Minnesota

Picturing Cities: A Semiotic Analysis of City and Regional Magazine Cover Images***

Joy Jenkins and Keith Greenwood, Missouri

Survivors and Dreamers: A Rhetorical Vision of Teen Voices Magazine****

Ellen Gerl, Ohio

Discussant:
Kevin Lerner, Marist

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

5:15 pm to 6:45 pm / 311

Media Management and Economics Division

Refereed Paper Research Session:
Shifting Landscapes and Adapting to Change

Moderating/Presiding:
Kati Foerster, Vienna

Profitability in Newspapers: Industry Benchmarking Data Shows Newspaper Industry Makes Money and is Less Risky Following Layoffs and Restructuring

Keith Herndon, Georgia

Sharing the Pain? An Examination of CEO and Executive Compensation of Publicly Traded Newspaper Companies

John Soloski, Georgia and Hugh J. Martin, Ohio

So Who Needs a Terrestrial Signal? Internet Radio Entrepreneurs Compete in Two Kansas Markets

Steve Smethers, Kansas State

Developing New Organizational Identity: Merger of St. Louis Public Radio and the St. Louis Beacon

Amber Hinsley, Saint Louis

Discussant:
Cindy Price Schultz, Wyoming

5:15 pm to 6:45 pm / 312

Minorities and Communication Division

Refereed Paper Research Session:
Communicating Struggle: Protest, Social Media, and History

Moderating/Presiding:
Saif Shahin, Texas at Austin

Defend More, Exploit Less: African Americans on Media Trust and News Use After Ferguson

Shane Graber, Texas at Austin

Citizen Framing of Ferguson in 2015- Visual Representations on Twitter and Facebook

Gabriel Tait, Arkansas State; Mia Moody-Ramirez, Baylor; Lillie Fears, Arkansas State; Ceeon Smith, Arizona State and Brenda Randle, Arkansas State

Picture a Protest: Analyzing Images Tweeted from Ferguson

Holly Cowart, Lynsey M. Saunders, and Ginger E. Blackstone, Florida

How Long, Not Long: The Disappearance of the Selma to Montgomery Marches in Anniversary Coverage*

Meagan Manning, Minnesota

Discussant:
Kyle Huckins, Azusa Pacific

* Second Place Student Paper

5:15 pm to 6:45 pm / 313

Public Relations and Mass Communication and Society Divisions

PF&R Panel Session:
Entertainment with a Purpose: The Use of Fandom, Infotainment and Social Media to Promote Nonprofit Causes

Moderating/Presiding:
Brad Yates, West Georgia

Panelists:
Harry Potter and Cultural Acupuncture: Using Social Media and Pop Culture to Ignite Meaningful Activism

Erin L. Ryan, Kennesaw State
The Scarecrow Does Indeed Have a Brain: How One Nonprofit Group Stages Entertainment Events to Fund Community Projects
Lisa T. Fall, Tennessee and Charles A. Lubbers, South Dakota
Rollover Clifford! Public Broadcasting Makes Room for Entertainment Sourced Sponsorship, Underwriting, and Talent Pledging Opportunities
Bonita Dostal Neff, Indiana Northwest
Getting the Message: Securing Effective Cause-related Placements in Entertainment Media
Cynthia King, California State at Fullerton
Grappling and Giving: How the WWE Utilizes Philanthropy Through Social Media
Jack Karlis, SUNY Buffalo State

5:15 pm to 6:45 pm / 314

Scholastic Journalism Division
and Community College Journalism Association

Teaching Panel Session:
Teaching Style: Is AP Enough in the Age of Buzzfeed?

Moderating/Presiding:
David Bulla, Zayed

Panelists:
Steve Bien-Aime, Pennsylvania State
Beth Haller, Towson
Kirstie Hettinga, Cal Lutheran
Thom Lieb, Towson

5:15 pm to 6:45 pm / 315

Commission on the Status of Minorities

Teaching Panel Session:
Media History and Social Issues for African Americans in San Francisco and Beyond

Moderating/Presiding:
Sharon Stringer, Lock Haven

Panelists:
Cristina Azocar, San Francisco State
Sharon Bramlett-Solomon, Arizona State
Cathy M. Jackson, Norfolk State
Martin Reynolds, Bay Area News Group
Marquita Smith, John Brown

5:15 pm to 6:45 pm / 316

Community Journalism Interest Group

Refereed Paper Research Session:
Community Journalism – Looking at the Factors and Forums that Influence Both Journalists and the Communities They Serve

Moderating/Presiding:
Hans Meyer, Ohio

Community Journalism: Relentlessly Deviant? CATA of Normative Deviance and Localness in American Community Newspaper Websites
Marcus Funk, San Houston State
Advocates, Guardians, and Promoters: Factors that Influence Community Journalists’ Coverage of Rural Poverty
Michael Clay Carey, Samford
Building Community Through Branding at NPR Member Stations
Joseph Kasko, South Carolina
Health News Coverage in Kentucky Newspapers
Al Cross, Molly Burchett
and Melissa Patrick, Kentucky

Discussant:
David Schreindl, Dickinson State

5:15 pm to 6:45 pm / 317

Internships and Careers Interest Group

Refereed Paper Research Session:
Best Papers in Internships and Careers

Moderating/Presiding:
Erica E. Clarke, Pennsylvania State

The Global Media Job Market: A Comparison of Requirements in Job Listings for Six Broadcast News Organizations
Mariam F. Alkazemi and Wayne Wanta, Florida
Closed-Cohort Structure In Online Graduate Programs: Advancing Career Opportunities For Mid-Career Communication Professionals
Justin Blankenship and Rhonda Gibson, North Carolina at Chapel Hill
Revisiting “Entering the Game at Halftime:” Engaging Students in Internships and Co-curricular Activities
Lauren Vicker, St. John Fisher
Inside The Daily Show with Jon Stewart and the Noetic Crisis of the WGA Strike
Nathan Rodriguez, Kansas
Avoiding the “Bad Jump Cut”: Developing a Senior Year Experience For Journalism Students
Michael Humphrey, Colorado State

Discussant:
Michele R. Fogg, Southern Nevada

5:15 pm to 6:45 pm / 318

Gay, Lesbian, Bisexual, and Transgender Interest Group

Refereed Paper Research Session:
Local, National, & International News Coverage of GLBT Politics, Sports, and Community

Moderating/Presiding:
Laurie P. Honda, Oregon

Can We Talk? Kenyan LGBTI Advocates and Media Representatives Launch a Conversation
Teresa Mastin, Alexandra Murphy, and Dustin Goltz, DePaul;
and Jason Zingsheim, Governors State
Harvey Milk’s Political Columns, 1974-1978*
Heidi Mau, Temple
The Heartbeat of a Locker Room: Reactions to Jason Collins and Michael Sam Coming Out
Monique Robinson, Timothy Luisi, and Mugur Geana, Kansas
The Role of Ideology in Media Framing of Same-Sex Marriage, 1998-2014
Dominic Lasorsa, Jiyoun Suk, and Deepa Fadnis, Texas at Austin
Use of Pro- and Anti-GLBT Organizations in the News: A Longitudinal Content Analysis**
Joseph Cabosky and Rhonda Gibson, North Carolina at Chapel Hill

Discussant:
Laurie P. Honda, Oregon

* Top Student Paper
** Top Faculty Paper

7 pm to 8:30 pm / 321

Communication Technology Division

Business Session:
Members’ Meeting

Moderating/Presiding:
Shirley Ho, Nanyang Technological University

7 pm to 8:30 pm / 322

Communication Technology Division

Business Session:
Members’ Meeting

Moderating/Presiding:
Amanda Sturgill, Elon
Saturday Sessions

“AEJMC Global Bridges”: San Francisco, CA — August 6-9, 2015

7 pm to 8:30 pm / 323

Communication Theory and Methodology Division

Business Session:
   Members’ Meeting and CTAM’s 50th Anniversary Celebration

Moderating/Presiding:
   Myiah Hutchens, Washington State
   and Mike Schmierbach, Pennsylvania State

7 pm to 8:30 pm / 324

History Division

Business Session:
   Members’ Meeting

Moderating/Presiding:
   Yong Volz, Missouri

7 pm to 8:30 pm / 325

International Communication Division

Off-site Division Dinner

Please join us for our off-site dinner at Fang Restaurant, a Chinese establishment at 660 Howard Street. http://www.fangrestaurant.com/menus.html Either meet us at the restaurant or join us in the conference hotel lobby at 6:40 p.m. and walk with us to the restaurant.

7 pm to 8:30 pm / 326

Magazine Division

Business Session:
   Members’ Meeting

Moderating/Presiding:
   Kevin Lerner, Marist

7 pm to 8:30 pm / 327

Mass Communication and Society Division

Business Session:
   Members’ Meeting

Moderating/Presiding:
   Kevin Williams, Mississippi State

7 pm to 8:30 pm / 328 Off-site: S&R Lounge

Public Relations Division

Off-site: Social

Hosting:
   Denise Bortree, Pennsylvania State

Public Relations Division members, friends and family are cordially invited to attend the annual off-site social reception. At this year’s event, we will celebrate the PRD’s 50th anniversary. It will take place at S&R Lounge (short for “salvage and rescue”) in the Hotel Zetta San Francisco, a 5-minute walk from the conference hotel. A taste of San Francisco, S&R Lounge features an award-winning chef and is “set to a tune of Silicon Valley start-up speak.” Registered guests may show their badges to receive one free drink ticket upon entrance while supplies last; a cash bar will be available at all times. Light hors d’oeuvres will be served. The venue is located at 55 5th St., San Francisco, CA 94103. The Social Committee will lead a walking group departing from the conference hotel lobby at 6:55 p.m. Join us for networking, socializing, book raffles, door prizes, special guests and a celebration of 50 wonderful years of PRD service to AEJMC. Pre-registration is required.

7 pm to 8:30 pm / 329

Commission on the Status of Minorities

Business Session:
   Members’ Meeting

Moderating/Presiding:
   Sharon Stringer, Lock Haven

7 pm to 8:30 pm / 330

Community Journalism Interest Group

Business Session:
   Members’ Meeting

Moderating/Presiding:
   Dianne Garyantes, Rowan
Saturday Sessions

“AEJMC Global Bridges”: San Francisco, CA — August 6-9, 2015

7 pm to 8:30 pm / 331
Gay, Lesbian, Bisexual, Transgender Interest Group
Business Session:
  Members’ Meeting
Moderating/Presiding:
    Tara Kachgal, research consultant, Chapel Hill, NC

7 pm to 8:30 pm / 332
Internships and Careers Interest Group
Business Session:
  Members’ Meeting
Moderating/Presiding:
    John Chapin, Pennsylvania State

7 pm to 8:30 pm / 333
Communication University of China
Reception:
  Call for Partners: Potential Strategic Cooperation with China
Hosting:
    Hu Zhongrong, University of China

8:45 pm to 10:15 pm / 334 Off-site: Jillian’s Restaurant
Communicating Science, Health, Environment and Risk Division
Off-site Social
Hosting:
    Shirley Ho, Nanyang Technological University
Join ComSHER for its annual Social, to be held at Jillian’s (http://www.jillianssf.com/; 175 4th Street, San Francisco; 1 block from the hotel). There will be appetizers as well as a cash bar.

8:45 pm to 10:15 pm / 335 Off-site: Jillian’s Restaurant
History Division and Graduate Student Interest Group
Off-site Social at Jillian’s @ Metreon
Hosting:
    Yong Volz, Missouri; Pamela Walck, Ohio and Meagan Manning, Minnesota
The History Division and the Graduate Student Interest Group will host its annual Social at Jillian’s SF at Metreon (http://www.jillianssf.com/), located at 175 4th Street, just one block southeast from the Marriott Marquis. Join us for billiards, door prizes, snacks and a cash bar.

8:45 pm to 10:15 pm / 336 Off-site: TBA
Minorities and Communication Division
Off-site Social
Hosting:
    Frances-Ward Johnson, Elon
Location to be announced at Members’ meeting.

8:45 pm to 10:15 pm / 337 Off-site: TBA
Community College Journalism Association
Off-site Social
Hosting:
    Toni Albertson, Mt. San Antonio College
Location to be announced at Members’ meeting.

9 pm to 12 am / 338 Off-site: Thirsty Bear Brewing Co.
Mass Communication and Society Division
Off-site Social at Thirsty Bear
Hosting:
    Kevin Williams, Mississippi State
We invite all current and potential MC&S members to join us for food and drinks at Thirsty Bear, located at 661 Howard Street (.3 miles from the Marriott). Take Mission Street to 3rd Street. Turn right onto 3rd and take a left onto Howard Street. Awards will also be presented during this time.
Today there are ten (10) whopping sessions devoted to teaching issues.

Starting at 9:15 am in the morning and running through 2:15 pm, several divisions are coordinating simultaneous teaching panel sessions worth attending. Media Management and Economics has partnered with Communication Technology on a panel about open educational resources and massive open online courses. The Public Relations Division will have their top teaching papers presented. Scholastic Journalism and the Internship and Careers Interest Group put together panelists from high schools to discuss teaching digital skills. The Political Communication Interest Group partnered with Communication Science, Health, Environment and Risk Division to present innovative methods for student engagement.

Late morning, there are three simultaneous teaching panels. The Community College Journalism Association and the Communication Technology Division covers analytics and why it is one of the most important things to teach students. The Commission on the Status of Women and the Gay, Lesbian, Bisexual, Transgender Interest Group have a six-person panel on teaching gender in journalism and mass communication courses. The Entertainment Studies Interest Group and the Electronic News Division will present their panel on “Accessing Hollywood: Using Entertainment News to Foster Learning and Understanding.”

Finally, Religion and Media and Small Programs Interest Groups will host a panel on teaching religion writing and working on religion in newsrooms. Look for (TIPS) to indicate sessions.

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7 am to 9 am / 339

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

**Business Session:**

*2015-16 Council of Divisions Meeting*

**Moderating/Presiding:**

Chris Roberts, Alabama, Council of Divisions Chair

8:30 am to 10 am / 340

**International Association for Literary Journalism Studies**

**Research Panel Session I:**

*Literary Journalism: First Person as Resistance*

**Moderating/Presiding:**

David Abrahamson, Northwestern

Panelists:

The Tradition of First-Person Reporting in African American Literary Journalism

Roberta S. Maguire, Wisconsin Oshkosh

Historicizing Journalism’s Subjective Turn: Reconsidering the Gendered “I” in Early-Twentieth-Century Women’s Reporting

Jane Marcellus, Middle Tennessee State

Journeys of the “I” in James Baldwin and Barbara Ehrenreich

William Dow, American University of Paris

The “I” of the Beholder: Norman Mailer as Reluctant Reporter

John Pauly, Marquette

9:15 am to 10:45 am / 341

**Cultural and Critical Studies Division**

**Refereed Paper Research Session:**

*The New Discourse of Race in “Post-Racial” America*

**Moderating/Presiding:**

Adina Schneeweis, Oakland

#IfTheyGunnedMeDown: Postmodern Media Criticism in a “Post-Racial” World

Christopher P. Campbell, Southern Mississippi

How the American News Media Address the n-Word

Frank Harris, Southern Connecticut State

The Misinterpreted Grin: The Development of Discursive Knowledge About Race Through Public Memory of Louis Armstrong

Carrie Teresa, Niagara

Desiring Biracial Whites: Daniel Henney and Cosmopolitan Whiteness in Contemporary Korean Media

Ji-Hyun Ahn, Washington Tacoma

**Discussant:**

Jacqueline Lambiase, Texas Christian
Sunday Sessions

“AEJMC Global Bridges”: San Francisco, CA — August 6-9, 2015

9:15 am to 10:45 am / 342

History Division

Research Panel Session: Seeking and Developing Alternative Methodological Approaches to Media History

Moderating/Presiding: Tim Vos, Missouri

Panelists:
Building a Better Manuscript with Alternative Approaches
Jeff Smith, Wisconsin-Milwaukee
Designing Studies in Media and Memory
Janice Hume, Georgia
The Place of Quantitative Methods in Media Historical Research
Yong Volz, Missouri
Form and Materiality in Media History
John Nerone, Illinois

9:15 am to 10:45 am / 343

Media Management and Economics and Communication Technology Divisions

Teaching Panel Session: Open Educational Resources (OER) and Massive Open Online Courses (MOOCs) - How New Platforms are Changing Universities

Moderating/Presiding: Amanda Sturgill, Elon

Panelists:
Paul Signorelli, e-learning advocate, San Francisco
Daniel Heimpel, California, Berkeley
Dave Carlson, Florida
Bozena Mierzejewska, Fordham

9:15 am to 10:45 am / 344

Minorities and Communication and Newspaper and Online News Divisions

PF&R Panel Session: Thugs and Missing White Girls: Race, Gender, and Blame in Crime News

Moderating/Presiding: Josh Grimm, Louisiana State

Panelists:
Tania Cantrell, Loyola
Travis L. Dixon, Illinois
Carol Liebler, Syracuse
Mia Moody-Ramirez, Baylor

9:15 am to 10:45 am / 345

Public Relations Division

Refereed Paper Research Session: Top Teaching Papers

Moderating/Presiding: Chuck Lubbers, South Dakota

Hootsuite University: Equipping Academics and Future PR Professionals for Social Media Success*
Emily S. Kinsky, West Texas A&M;
Karen Freberg, Louisville;
Carolyn Kim, Biola; Matthew Kushin, Shepherd and William Ward, Syracuse
“The Best of Both Worlds”: Student Perspectives on Student-Run Advertising and Public Relations Agencies**
Joyce Haley, Abilene Christian;
Margaret Ritsch, Texas Christian and Jessica Smith, Abilene Christian
Teaching, Tweeting, and Telecommuting: Experiential and Cross-institutional Learning Through Social Media***
Stephanie Madden, Maryland;
Rowena Briones, Virginia Commonwealth;
Julia Daisy Fraustino, West Virginia and Melissa Janoske, Memphis
Exploring Diversity and Client Work in Public Relations Education
Katie Place and Antoaneta Vanc, Quinnipiac

Discussant:
Hongmei Shen, San Diego State

* First Place Teaching Paper
** Second Place Teaching Paper
*** Third Place Teaching Paper

9:15 am to 10:45 am / 346

Scholastic Journalism Division and Internship and Careers Interest Group

Teaching Panel Session: Teaching Digital Skills: The Edge of Innovation

Moderating/Presiding: Ed Madison, Oregon
Panelists:
  Karla Kennedy, Oregon
  Esther Wojcicki, Palo Alto High School
  Paul Kandell, Palo Alto High School
  Ellen Austin, The Harker School

9:15 am to 10:45 am / 347
College Media Advisers, AEJMC Council of Affiliates
Refereed Paper Research Session:
  Issues Facing the Campus Press
Moderating/Presiding:
  Brian Steffen, Simpson

Covering Sexual Assault: A Qualitative Media Analysis on Student Media Coverage of Campus Rape
Theodore G. Petersen, Florida Institute of Technology
Convergence on Campus: A Study of Campus Media Organizations’ Convergence Practices
  Lindsey Wotanis, Janice Richardson,
  and Bowei Zhong, Marywood
Can You See Me Now?: Measuring the Visibility of Campus Media on College Campuses
  Carol Terracina-Hartman
  and Robert G. Nulph, Missouri Western State

9:15 am to 10:45 am / 348
Political Communication Interest Group
and Communicating Science, Health, Environment and Risk Division
Teaching Panel Session:
  Innovative Methods for Student Engagement
Moderating/Presiding:
  D. Jasun Carr, Idaho State
Panelists:
  Cindy Royal, Texas State
  Katy Culver, Wisconsin- Madison
  Scott Talan, American
  Nikki Usher, George Washington

9:15 am to 10:45 am / 349
Association for Education in Journalism and Mass Communication
Training Session:
  Incoming Division and Interest Group Heads
Moderating/Presiding:
  Daxton “Chip” Stewart, Texas Christian

9:15 am to 10:45 am / 350
Association for Education in Journalism and Mass Communication
Training Session:
  Incoming Professional Freedom and Responsibility Chairs
Moderating/Presiding:
  Lee Hood, Loyola Chicago

9:15 am to 10:45 am / 351
Association for Education in Journalism and Mass Communication
Training Session:
  Incoming Research Chairs
Moderating/Presiding:
  Jisu Huh, Minnesota

9:15 am to 10:45 am / 352
Association for Education in Journalism and Mass Communication
Training Session:
  Incoming Teaching Chairs
Moderating/Presiding:
  Catherine Cassara, Bowling Green State
9:15 am to 10:45 am / 353

Association for Education in Journalism and Mass Communication

Training Session: 
Incoming Division and Interest Group Vice Heads

Moderating/Presiding: 
Frances Ward-Johnson, Elon

10 am to 3 pm / 354

Association for Education in Journalism and Mass Communication

Business Session: 
Board of Directors Meeting

Moderating/Presiding: 
Lori Bergen, Colorado, 2015-16 AEJMC President

10:15 am to 11:45 am / 355

International Association for Literary Journalism Studies

Research Panel Session II: 
The First Person and Emerging Forms of Literary Journalism

Moderating/Presiding: 
Mark Massé, Ball State

Panelists: 
Ibero-American “Chrónica” and First-Person Journalism: Ethical, Thematic, and Ontological Issues
Moisés Limia, Universidade do Minho, Portugal
The Humble First Personae in The Atavist
Maria Lassila-Merisalo, Post-doc researcher, University of Jyväskylä, Finland
When Subjectivity Meets Impartiality
Jo Bech-Karlsen, Department of Communication and Culture, BI Norwegian Business School
Putting Himself in Their Place: Jonny Steinberg, a Nonfiction Writer, and His Others
Anthea Garman, Rhodes University, Grahamstown, South Africa
Is It All About Me?: Susan Orlean’s Circuitous Search for Self
Jan Whitt, Colorado

11 am to 12:30 pm / 356

Advertising Division

Refereed Paper Research Session: 
Emotional Appeal in Advertising

Moderating/Presiding: 
Sela Sar, Illinois at Urbana-Champaign

Empowerment: The Overlooked Dimension of Emotional Response
Jing (Taylor) Wen and Jon D. Morris, Florida
Emotional Responses to Causerelated Advertisements
Jay Hyunjae Yu and Gapyeon Jeong
The Effects of Mixed Emotional Appeals: Construal Level Theory Perspective
Wonseok (Eric) Jang, Jon D. Morris, Yong Jae Ko and Robyn J Goodman, Florida
Still Funny? The Effect of Humor in Ethically Violating Advertising
Kati Foerster and Cornelia Brantner, Vienna

Discussants: 
George Anghelcev, Pennsylvania State and Brandon Nutting, South Dakota

11 am to 12:30 pm / 357

Communicating Science, Health, Environment and Risk Division

Refereed Paper Research Session: 
Communicating about the Natural Environment

Moderating/Presiding: 
Susanna Priest, Independent Scholar and editor of Science Communication

Revisiting Environmental Citizenship: The Role of Information Capital and Media Use
Bruno Takahashi, Michigan State;
Edson Tandoc, Nanyang Technological;
Anthony Van Witsen and Ran Duan, Michigan State
Emotional Appeals and the Environment: A Content Analysis of Greenpeace China’s Weibo Posts and Audience Responses
Qihao Ji, Summer Harlow, Di Cui
and Zihan Wang, Florida State
Healthy Concern for the Environment: How Health Framing Can Better Engage Audiences with News Coverage of Environmental Issues*
Patrice Kohl, Wisconsin-Madison

*Patrice Kohl, Wisconsin-Madison
Embodying Nature’s Experiences: Taking the Perspective of Nature with Immersive Virtual Environments to Promote Connectedness With Nature
Sun Joo (Grace) Ahn, Georgia, Jeremy Bailenson, Elise Ogle and Joshua Bostick, Stanford
Framing News Coverage of National Parks: The Environment, Social Issues, and Recreation
Bruce Garrison and Zongchao Li, Miami

* Second Place Student Paper

11 am to 12:30 pm / 358
Communication Theory and Methodology Division and Graduate Student Interest Group
Teaching Panel Session:
Theories Redux: Which Defy Time? How Well Do Others Persist in the Face of New Communication Contexts?
Moderating/Presiding:
Patrick Merle, Florida State
Panelists:
Dhavan Shah, Wisconsin-Madison
Gerald Kosicki, Ohio State
Pamela Shoemaker, Syracuse
Leo Jeffres, Cleveland State

11 am to 12:30 pm / 359
Cultural and Critical Studies Division and Community Journalism Interest Group
PF&R Panel Session:
Resistance Journalism: Expression, Self-Empowerment, and the Creation of Counternarratives on Poverty Through Community Media
Moderating/Presiding:
Michael Clay Carey, Samford
Panelists:
Jennifer Friedenbach, executive director, San Francisco Coalition on Homelessness
Lisa Gray-Garcia, founder, POOR Magazine
Paula Lomazzi, CEO, Sacramento Homeless Organizing Committee
Bob Offer-Westort, editor, Street Sheet
Cindy Vincent, Salem State

International Communication Division
Refereed Paper Research Session:
Framing News, Setting Agendas in the Middle East: Journalists and Social Media
Moderating/Presiding:
Mohammed Al-Azdee, Bridgeport
The Promise to the Arab World: Attribute Agenda Setting and Diversity of Attributes about U.S. President Obama in Arabic-Language Tweets
Mariam Alkazemi, Florida, Shahira Fahmy, Arizona, Wayne Wanta, Florida and Ahmedabad Abdelzaheer Mahmoud Farghali, Arizona
Spotlight on Qatar: A Framing Analysis of Labor Rights Issues in the News Blog Doha News*
Elizabeth Lance, Ivana Vasic and Rhytha Zahid Hejaze, Northwestern Qatar
Journalists in Peril: In-depth Interviews with Iraqi journalists Covering Everyday Violence
Goran Ghafour and Barbara Barnett, Kansas
Reporting War in 140 Characters: How Journalists Used Twitter During the 2014 Gaza-Israel Conflict
Ori Tenenboim, Texas at Austin
Discussant:
Uche Onyebadi, Southern Illinois - Carbondale
* Third Place, James W. Markham Student Paper Competition

Law and Policy Division
Refereed Paper Research Session:
Restricting Speech and Access
Moderating/Presiding:
Laurie Lee, Nebraska at Lincoln
Calling Them Out: An Exploration of Whether Newsgathering May Be Punished As Criminal Harassment
Erin Coyle and Eric Robinson, Louisiana State
The Government Speech Doctrine & Specialty License Plates: A First Amendment Theory Perspective
Sarah Papadelias, Tershone Phillips and Rich Shumate, Florida
Native Advertising: Blurring Commercial and Noncommercial Speech Online*
Nicholas Gross, North Carolina at Chapel Hill

* Third Place, James W. Markham Student Paper Competition
Cultural Variation on Commercial Speech Doctrine: India Exhibits Stronger Protections than the U.S.**

Jane O’Boyle, South Carolina

Discussant:
Jason Shepard, California State at Fullerton

* Second Place Student Paper
** Third Place Student Paper

11 am to 12:30 pm / 362

Media Ethics Division

Refereed Paper Research Session:
Ethical Implications of Journalistic Practices and Routines

Moderating/Presiding:
Karen Slattery, Marquette

Journalism Under Attack: The Charlie Hebdo Covers & Reconsiderations of Journalistic Norms

Joy Jenkins, Missouri
and Edson Tandoc, Nanyang Technological

When White Reporters Cover Race: The News Media, Objectivity, & Community (Dis-)trust

Sue Robinson and Katy Culver, Wisconsin-Madison

The Death of Corporal Miller: Omission, Transparency & the Ethics of Embedded Journalism

Miles Maguire, Wisconsin-Oshkosh

Aggregation & Virtue Ethics

Stan Diel, Alabama

Discussant:
Aaron Quinn, California State, Chico

Variation in the Media Agenda: How Newspapers in Different States Covered the “Obamacare” Ruling

Brandon Szuminsky
and Chad Sherman, Waynesburg

Discussant:
Mitch McKenney, Kent State

11 am to 12:30 pm / 364

Community College Journalism Association and Communication Technology Division

Teaching Panel Session:
Analyze this! Why Analytics Is One of the Most Important Things to Teach Your Students

Moderating/Presiding:
John Kerezy, Cuyahoga Community College

Panelists:
Toni Albertson, Mt. San Antonio College
Robert Mercer, Cypress College
Albert Serna, Mt. San Antonio College

11 am to 12:30 pm / 365

Commission on the Status of Women and Gay, Lesbian, Bisexual, Transgender Interest Group

Teaching Panel Session:
Teaching Gender in Journalism and Mass Communication Courses

Moderating/Presiding:
Margaretha Geertsema-Sligh, Butler

Panelists:
Barbara Barnett, Kansas
Tracy Everbach, North Texas
Margaretha Geertsema-Sligh, Butler
Leigh Moscovitz, Charleston
Erica Ciszek, Houston
James Carviou, Missouri Western State

11 am to 12:30 pm / 366

Entertainment Studies Interest Group and Electronic News Division

Teaching Panel Session:
Accessing Hollywood: Using Entertainment News to Foster Learning and Understanding
Sunday Sessions

“AEJMC Global Bridges”: San Francisco, CA — August 6-9, 2015

Moderating/Presiding:
Brad Yates, West Georgia

Panelists:
Brigitta R. Brunner, Auburn
Jennifer Billinson, Christopher Newport
Naeemah Clark, Elon
Lyn Lepre, Marist College
T. Randahl Morris, West Georgia
Brad Yates, West Georgia

Discussant:
Kevin Williams, Mississippi State

11 am to 12:30 pm / 367

Religion and Media
and Small Programs Interest Groups

Teaching Panel Session:
Putting Religion into the Nut Graph: Ideas on Transforming Religion News into Vital News in the Small Journalism Program

Moderating/Presiding:
Michael Ray Smith, Palm Beach Atlantic

Panelists:
Some Thoughts on Religion, the Neglected Beat in Most Newsrooms
Julia C. Duin, Alaska
Inspiration Writing Isn’t the Same as Religion Writing and That’s Fine
Wally Metts, Spring Arbor
Emasculature of Religious Voices: “Snakes with Legs” News Stories Avoiding Mention of the Garden of Eden
Stephen Perry, Regent
Strategies for Cross-cultural, Interpersonal Interaction Between Reporters and Sources
Michael A. Longinow, Biola

Second Screen & Sports: A Structural Investigation Into Team Identification and Efficacy
Nicole Cunningham
and Matthew Eastin, Texas at Austin
The Effects of Second-Screen Use on the Enjoyment of the Super Bowl
Jordan Doblin
and Brendan Watson, Minnesota-Twin Cities
Mobile Communication and Pro Sports: Linking Motivational Use of the Mobile Phone to Fan Loyalty
Seok Kang, Texas-San Antonio
The Effects of Camera Angle, Arousing Content and Fanship on the Cognitive Processing of Sports Messages
Collin Berke and Justin Keene, Texas Tech; and Brandon Nutting, South Dakota

Discussant:
Lawrence Wenner, Loyola Marymount

* First Place Faculty Paper
** Second Place Faculty Paper

Noon to 1:30 pm / 369

International Association for Literary Journalism Studies

Research Panel Session III:
Teaching the First Person in the Journalism Classroom: Paradoxes and Challenges

Moderating/Presiding:
Jan Whitt, Colorado

Panelists:
The Dangerous Pedagogy of the First Person:
Dealing with Black, White and Shades of Gray
David Abrahamson, Northwestern
Opening the Kimono: Making the Personal Reportorial
Lisa A. Phillips, SUNY New Paltz, chair, IALJS/AEJMC Organizing Committee
Traveling with Twain
Loren Ghiglione, Northwestern
The Role of First-Person Point of View in John McPhee’s Anthologized Reportage
Mark Massé, Ball State
The First Character: Putting the Journalist in Journalism
Bret Schulte, Arkansas

11 am to 12:30 pm / 368

Sports Communication Interest Group

Referred Paper Research Session:
Sports and the Screen, 2015

Moderating/Presiding:
John Carvalho, Auburn

ABC’s Wide World of Sports: The Cultural and Industrial Politics of Cold War Television in the United States
Travis Vogan, Iowa

Second Screen & Sports: A Structural Investigation Into Team Identification and Efficacy
Nicole Cunningham
and Matthew Eastin, Texas at Austin
The Effects of Second-Screen Use on the Enjoyment of the Super Bowl
Jordan Doblin
and Brendan Watson, Minnesota-Twin Cities
Mobile Communication and Pro Sports: Linking Motivational Use of the Mobile Phone to Fan Loyalty
Seok Kang, Texas-San Antonio
The Effects of Camera Angle, Arousing Content and Fanship on the Cognitive Processing of Sports Messages
Collin Berke and Justin Keene, Texas Tech; and Brandon Nutting, South Dakota

Discussant:
Lawrence Wenner, Loyola Marymount

* First Place Faculty Paper
** Second Place Faculty Paper

Noon to 1:30 pm / 369

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Travis Vogan, Iowa
Sunday Sessions

“AEJMC Global Bridges”: San Francisco, CA — August 6-9, 2015

12:45 pm to 2:15 pm / 370

Advertising Division

Refereed Paper Research Session:
Mobile and Online Video Advertising

Moderating/Presiding:
Guanxiong Huang, Michigan State

Factors Influencing Intention to Use Location-Based Mobile Advertising among Young Mobile User Segments
Jun Heo, Louisiana State
and ChenWei Chang, Southern Mississippi

The Effect of Advertisement Customization on Internet Users’ Perceptions of Forced Exposure and Persuasion
Nam Young Kim, Sam Houston State
and S. Shyam Sundar, Pennsylvania State

Effects of Online Video Advertising Message and Placement Strategies on Ad Avoidance and Attitudinal Outcomes
Soojung Kim and Jisu Huh, Minnesota

Differential Responses of Loyal versus Habitual Consumers Towards Mobile Site Personalization on Privacy Management
Hyunjin Kang, George Washington;
Wonsun Shin, Nanyang Technological University
and Leona Tam, University of Wollongong

Discussants:
Marlene Neil, Baylor
and Sheri Broyles, North Texas

12:45 pm to 2:15 pm / 371

International Communication Division

PF&R Panel Session:
Social and Political Forces Impacting the Practice of Journalism in Latin America and the Caribbean

Moderating:
Rick Rockwell, Webster

Presiding:
Manuel Chavez, Michigan State

Panelists:
Media Politics or the Politics of Government in Puerto Rico
Federico Subervi, Kent State
Democracy and Politics in Latin America: How These Intersect with the Watchdog Function of the Press
Rosental Alves, Texas at Austin

Law and Policy Division

Refereed Paper Research Session:
Internet Governance

Moderating/Presiding:
Barton Carter, Boston

ISP Liability for Defamation: Is Absolute Immunity Still Fair?
Ahran Park, Seoul National University

Network Neutrality and Consumer Demand for “Better Than Best Efforts” Traffic Management
Rob Frieden, Pennsylvania State

Internet Governance Policy Framework, Networked Communities and Online Surveillance in Ethiopia
Tewodros Workneh, Oregon

A Contextual Analysis of Neutrality: How Neutral is the Net?
Dong-Hee Shin, Hongseok Yoon
and Jaeyeol Jung, Sungkyunkwan University

Discussant:
Michael Martinez, Tennessee at Knoxville

Magazine Division

Teaching Panel Session:
Does Branded Content Belong in a Journalism Curriculum?

Moderating/Presiding:
Elizabeth Hendrickson, Ohio

Panelists:
Beth Egan, Syracuse
Patrick Howe, California Polytechnic
Sunday Sessions

“AEJMC Global Bridges”: San Francisco, CA — August 6-9, 2015

12:45 pm to 2:15 pm / 374

Media Ethics Division

Refereed Paper Research Session:
Media Ethics at the Organizational and Institutional Levels

Moderating/Presiding:
Genelle Belmas, Kansas

An Update on Advertising Ethics: An Organization’s Perspectives
Erin Schauster, Colorado, Boulder
Peace Journalism & Radical Media Ethics
Marta Lukacovic, Wayne State
NGOs as Newsmakers: Boon or Bane? A Normative Evaluation
Matthew Powers, Washington
What Constitutes Good Work in Journalism Education
Caryn Winters, Louisiana-Lafayette

Discussant:
Ryan J. Thomas, Missouri

12:45 pm to 2:15 pm / 376

Newspaper and Online News Division

Refereed Paper Research Session:
Inter-Media and Political Influences

Moderating/Presiding:
Eric Meyer, Illinois

Using Time Series to Measure Intermedia Agenda Setting in China
Kun Peng, University of Hong Kong
Small Town, Big Message Strategy: Media Hybridity at the Hyper-local Level
Laura Meadows, Indiana-Bloomington
Strangers on a Theoretical Train: Inter-Media Agenda Setting, Community Structure, and Local News Coverage
Marcus Funk, Sam Houston State
and Maxwell McCombs, Texas at Austin
Inter-Media Agenda Setting Between Government and News Media: Directions and Issues
Abdullah Alriyami, Michigan State

Discussant:
Anju Chaudhary, Howard

12:45 pm to 2:15 pm / 375

Minorities and Communication Division

Refereed Paper Research Session:
Race and Ethnicity in the News: Ethnic and Mainstream Media Portrayals

Moderating/Presiding:
Masudul Biswas, Loyola Maryland

Immigration News in the U.S. African American Press and the Legacy of the Black Atlantic
Ilia Rodriguez, New Mexico
“Wilding” Revisited: How African American and Hispanic Newspapers Covered the Central Park Jogger Story
Robin Hoecker, Northwestern
The Black Press Tweets: How the Social Media Platform Mediates Race Discourse
Ben LaPoe and Katie Lever, Western Kentucky
Latino Youth, Digital Media and Political News
Regina Marchi, Rutgers

Discussant:
Masudul Biswas, Loyola Maryland

12:45 pm to 2:15 pm / 377

Scholastic Journalism Division

Refereed Paper Research Session:
Curricular Issues and Censorship

Moderating/Presiding:
Genelle Belmas, Kansas

Readability and Rationale of Student Speech Policy
Erica Salkin, Whitworth
The Usefulness of a News Media Literacy Measure in Evaluating a News Literacy Curriculum
Adam Maksl, Indiana-Southeast;
Stephanie Craft, Illinois; Seth Ashley, Boise State and Dean Miller, Stony Brook
Determining Predictors of Students’ Success in a Mass Communication Research with an Emphasis on Statistical Learning
Jeffrey Hedrick and J. Patrick McGrail, Jacksonville State
#Mustread: How Journalism Textbooks Address Social Media
Aileen Gallagher and Hanna Birkhead, Syracuse

Discussant:
Jonathan Peters, Kansas
12:45 pm to 2:15 pm / 378

Visual Communication Division

Refereed Paper Research Session:
Why Does Visual Communication Work and How Do We Understand the Signs?

Moderating/Presiding:
Gabriel B. Tait, Arkansas State
and Jennifer Midberry, Temple

Child Survivors of Sandy Hook: An Analysis of Front-page Photographs in U.S Newspapers
Eun Jeong Lee, Texas at Austin
What Does Moral Look Like? A Second-level Agenda-setting Study Linking Nonverbal Behavior to Character Traits in Politicians
Danielle Kilgo, Trent Boulter
and Renita Coleman, Texas at Austin
Visual Framing of Global Sporting Events in World Newspapers: A Comparison Study
David L. Morris II, Memphis
Hashing Out the Normal and the Deviant: A Visual Stereotyping Study of the Stigmatization of Marijuana Use Before and After Recreational Legalization in Colorado
Tara Marie Mortensen, South Carolina;
Aimei Yang, Southern California
and Anan Wan, South Carolina

Discussant:
Matthew Haught, Memphis

12:45 pm to 2:15 pm / 379

Commission on the Status of Women

Refereed Paper Research Session:
Children’s Studies and Media

Moderating/Presiding:
Tania Cantrell Rosas-Moreno, Loyola-Maryland

Constructing Girls in a Post-Feminist Society: Female Adolescent Gender Representations in Glee
Roseann Pluretti, Kristen Grimmer,
and Jessica Casebier, Kansas
Boy Story: An Analysis of Gendered Interaction Frames in the Toy Story Trilogy
Timothy Luisi, Kansas
Gold is the New Pink: A Qualitative Analysis of GoldieBlox Retail Ratings and Feedback
Sara Blankenship
and Sheri Broyles, North Texas

If You Can’t See It, You Can’t Be It: Do Children’s Movies Pass The Bechdel Test?
Erin Ryan, Kennesaw State

Discussant:
Tania Cantrell Rosas-Moreno, Loyola-Maryland

12:45 pm to 2:15 pm / 380

Association for Education in Journalism and Mass Communication

Panel Session:
Journalism and Mass Communication Education in Asia: Showcasing China, Hong Kong, Singapore, South Korea, and More

Moderating/Presiding:
Kyu Ho Youm, Oregon

Panelists:
Singapore
JMC Programs in Asia and North America: A Scholar-Administrator’s Comparative Perspective
Charles T. Salmon, Nanyang Technological University
Hong Kong
Curriculum Reform Leveraging the Local and Global: Reports from Myanmar, Hong Kong and Southern China
Ying Chan, University of Hong Kong
China
Rethinking the Ideas and Models of Journalism Education: A Chinese Perspective and Practice
Jianbin Jin, Tsinghua University
South Korea
Professional JMC Training a Continuing Challenge: A Case of South Korea
Jae C. Shim, Korea University

Over the years, JMC has been an important academic discipline in higher education in Asia. It remains one of the most popular majors in some Asian countries. This “Global Connections” event of AEJMC aims to introduce AEJMC members to JMC education in Asia, as showcased in China, Hong Kong, Singapore, South Korea, and other countries. No doubt it will serve as an excellent case of “reverse perspective” for AEJMC in the global 21st century.