Friday Sessions

“Turning the Page: AEJMC Virtual Conference • August 4-7, 2021” — #aejmc2021

9 to 10:30 a.m. / F001

History Division

Refereed Paper Session
Journalism and Public Relations: Practices and Ethics

Moderating/Presiding
Lisa Burns, Quinnipiac

[EA] Targeting the Trades, Press Associations, and J-schools: Tobacco Industry Mapping and Shaping of Metajournalistic Discourses*
Michael Buozis, Muhlenberg College

[EA] A Socially Responsible Trade: An Analysis of Ethical Discourse in Editor & Publisher, 1930-1934
James Fuller, Wisconsin-Madison

The Effect of Early Journalism Codes and Press Criticism on the Professionalization of Public Relations
Thomas Bivins, Oregon

Discussant
Raymond McCaffrey, Arkansas

* Top Extended Abstract Award

[EA] = This submission was accepted as an extended abstract.

This session will explore issues of journalism and public relations practices and ethics in historical contexts.

9 to 10:30 a.m. / F002

International Communication Division

High Density Refereed Paper Session
Reexamining and Reevaluating Media Coverage about Global South

Moderating/Presiding
Shahira S. Fahmy, American in Cairo

Topic I — Perception, Performance, and Values about Journalism
Journalistic Role Perceptions and Barriers to Role Fulfilment in Post-communist Bulgaria: A Preliminary Assessment
Mladen Petkov, American University

[EA] Assessing the Role Performance of Solutions Journalism in a Global Pandemic
You Li, Eastern Michigan

[EA] Covering COVID-19 in the Global South: Digital News Values in the Ugandan Journalism Field
Ruth Moon, Tyron Boukouvidis
and Fanny Ramirez, Louisiana State

Discussant
Serajul Bhuyian, Savannah State

Topic II — Understanding the Psychology of News
The Influence of Personality on Motivations: Comparing Uses and Gratifications of Social Media Users in the US and Kuwait
Deb Aikat, North Carolina at Chapel Hill
Mariam Alkazemi, Virginia Commonwealth
Fatien Alamri, Princess Nourah bint Abdulrahman University
and Cathy Zimmer, North Carolina at Chapel Hill

[EA] American Stereotypes of Chinese: Traits, Values and Media Use
John Beatty, La Salle

Media Coverage of Trade War Between China and United States by Russian Media Outlets
Viktor Tuzov, City University of Hong Kong

Discussant
Lindita Camaj, Houston

Topic III — Media Representation and Public Opinion

[EA] The Use of Sources in News Stories about 2020 American Elections on Croatian Television: Who Dominates the Narrative?
Ivanka Pjesivac, Georgia; Iveta Iimre, Mississippi and Ana Petrov, Toronto

Key Players in International Opinions on the U.S.-China Trade War
Weiwen Yu, Arizona State

[EA] Imagining Behind the Wall: Representation of Israel on Chinese Online Video Platform Bilibili
Xin Xin, Hong Kong Baptist

Discussant
Shugofa Dastgeer, Texas Christian

[EA] = This submission was accepted as an extended abstract.
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9 to 10:30 a.m. / F003

Mass Communication and Society and Electronic News Divisions

Teaching Panel Session
Problems or Possibilities? Pedagogical Approaches to Teaching Skills Courses Online in a Pandemic

Moderating/Presiding
Lee Hood, Loyola-Chicago

Panelists
Neal Bennett, Rutgers
Dean Cummings, Georgia Southern
Steve Hayes, Georgia State
Shaina Holmes, Syracuse
Julian Rodriguez, Texas-Arlington
Angeline J. Taylor, Arizona State

9 to 10:30 a.m. / F004

Media Ethics Division

Refereed Paper Session
Changing Dynamics Between Individuals, Publics, and Media Organizations

Moderating/Presiding
Liz Bent, Missouri

Autonomy in Local Digital Journalism: A Mixed-Method Triangulation Exploration of the Organizational Culture and Individual Moral Psychology Factors of Digital News Workers*
Rhema Zlaten, Colorado Mesa

A Need for Change: The Perceived Power of Media and Journalists in Greece
Minos-Athanasios Karyotakis, Hong Kong Baptist

Converging Theory with Practice in the Media Skills Classroom**
Alexis Romero Walker, North Carolina at Chapel Hill

Holly Overton, Pennsylvania State and Anli Xiao, South Carolina

Discussant
Florence Chee, Loyola Chicago

* Davis Ethics Award
** Top Student Paper

9 to 10:30 a.m. / F005

Media Management, Economics and Entrepreneurship and Magazine Media Divisions

Teaching Panel Session
Audience is King: Audiences and Analytics in Class Practice

Moderating/Presiding
Miao Guo, Ball State

Panelists
Aileen Gallagher, Syracuse
Elizabeth Hendrickson, Ohio
Anthony Palomba, Virginia
Sara Shipley Hiles, Missouri
Scott Hums, Digital Content Director, WTHR-TV Station, Indianapolis
Miao Guo, Ball State

The teaching area of Audience Analytics has undertaken continuous updating as more and more media organizations are demonstrating that analytics can tangibly improve institutional effectiveness in strategic areas, like audience engagement, content popularity, user sentiment, and advertising campaigns. This panel is focused on how audience/digital/data analytics is practiced in classroom among different disciplines, such as journalism, public relations, communication studies, and telecommunications. Specifically, this panel seeks multiple perspectives from academic scholars and industry experts, including how to link the practice of analytics/digital analytics tools to the course learning objectives, and what possible learning outcomes can be achieved through audience/digital analytics class implementation.

9 to 10:30 a.m. / F006

Minorities and Communication Division

Refereed Paper Session
Minorities in the Academy: Progress, Limitations and Calls for Change

Moderating/Presiding
Keonte Coleman, Middle Tennessee State

Fifty Years Researching and Raising Awareness About Minorities and Communication: The Story of MAC’s Scholarship
George L. Daniels, Alabama and Lillie Fears, Arkansas State
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[EA] First-generation Students’ College Experiences: The Role of Familial and Mentorship Support
Victoria Orrego Dunleavy, Ekaterina Malova and Diane Millette, Miami
Journalism and Mass Communications Resources and Open Access Perceptions at Historically Black Colleges and Universities
Jerry Crawford, Joseph Erba, Amalia Monroe-Gulick, and Pamela Peters, Kansas
The Language of Diversity in ACEJMC Site-visit Reports: Some Inclusion but with a Lack of Equity and Belonging
Robin Blom, Gabriel B. Tait, Curtis Matthews, and Elena Lazoff, Ball State

[EA] Selena: A Latinx Cultural Anchor for Pop Culture Pedagogy
Nathian Shae Rodriguez, San Diego State

Discussant
Bradley Gorham, Syracuse

[EA] = This submission was accepted as an extended abstract.

9 to 10:30 a.m. / F007
Newspaper and Online News
and Scholastic Journalism Divisions
Teaching Panel Session
Champions of Editing Teaching and Research Competitions
Moderating/Presiding
Kirstie Hettinga, California Lutheran

Keynote Speaker
Nana aba Duncan, Carleton University
Revealing the Veil in Internet Memes and GIFs: A Comparative Framing and Stereotyping Analysis*
Omneya Ibrahim, Texas at Austin and Shahira Fahmy, American in Cairo
Be a New York Times Digital Headline Editor**
Melanie Faizer, Tennessee-Knoxville
Breaking-News Drill**
Joe Grimm, Louisiana State and Mary Lou Song, affiliation

* First Place Research Competition
** First Place Teaching Competition (Tied)

The newly renamed Champions of Editing is honored to welcome Nana aba Duncan, the inaugural Carty Chair in Journalism, Diversity and Inclusion Studies at Carleton University’s School of Journalism, for a discus-
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9 to 10:30 a.m. / F010

Lesbian, Gay, Bisexual, Transgender and Queer Interest Group and Public Relations Division

Scholar-to-Scholar Refereed Paper Poster Session

Public Relations Division

Topic I — Public Relations in the time of COVID-19: Crisis Communication and Organizational-Public Relationships

  
  Stephanie Madden, Nicholas Eng, and Jessica Myrick, Pennsylvania State

  
  Yuan Wang, Yi-Hui Christine Huang, and Qinxian Cai, City University of Hong Kong

06-0900-03 • Social Listening using Machine Learning to Understand Sense Making and Content Dissemination on Twitter: A Case Study of WHO’s Social Listening Strategy During COVID-19 Initial Phase
  
  Sushma Kumble, Towson; Pratiti Diddi, Lamar; and Maggie Whitescarver, Towson

06-0900-04 • How China used Twitter to Repair Its Image amid the COVID-19 Crisis
  
  Ayman Alhammad, Kansas

Discussant
  
  Yan Jin, Georgia

Topic II — Corporate Social Advocacy, Effects, and Strategies

06-0900-05 • Matching Words with Actions: Understanding the Effects of CSA Stance-action Consistency on Negative Consumer Responses
  
  Ziyuan Zhou, Bentley and Chuqing Dong, Michigan State

06-0900-06 • The Influence of Issue Attitude on Consumers’ Reaction toward Corporate Social Advocacy: A Moderated Mediation Path through Cognitive Dissonance
  
  Xueying Zhang, North Carolina A&T State and Ziyuan Zhou, Bentley

06-0900-07 • Examining Value Congruence and Outcome-relevant Involvement as Antecedents of Corporate Political Advocacy
  
  Leping You, Linda Hon, and Yu-Hao Lee, Florida

06-0900-08 • [EA] Toward an Audience-Centric Framework of Situational Corporate Social Advocacy Strategy: A Pilot Study
  
  Ioana Coman, Texas Tech; Jiun-Yi Tsai, Northern Arizona; and Shupei Yuan, Northern Illinois

Discussant
  
  Melissa Dodd, Central Florida

Topic III — Organizational Efforts to Communicate Corporate Social Advocacy and Corporate Social Responsibility

06-0900-09 • What Do You Mean by Doing the Right Thing?: Examining Corporate Social Advocacy Frames and Transparency Efforts in Fortune 500 Companies’ Website
  
  Hyunmin Lee and Emma Whitehouse, Drexel

06-0900-10 • How Nike and Gillette Survived the Tension between Corporate Social Advocacy and Boycotting Backlash
  
  Juan Liu and Bruce Getz, Columbus State

06-0900-11 • Global Companies’ Use of Social Media for CSR Communication During COVID-19
  
  Sun Young Lee, Duli Shi, John Leach, and Saymin Lee, Maryland and Cody Buntain, New Jersey Institute of Technology

06-0900-12 • Implications of SME ethics statements and CSR communication: Evidence from Korean SMEs’ Websites
  
  Soo-Yeon Kim, Seung Chan Lee, and Hye-Sun Lee, Sogang University

Discussant
  
  Moonhee Cho, Tennessee

Topic IV — Social Media: Social Mediated Crisis, Opinion Leadership, and Twitter Use

06-0900-13 • Revisiting SMCC Model: How Chinese Public Relations Practitioners Handle Social Mediated Crisis
  
  Sining Kong, Texas A&M at Corpus Christi and Huan Chen, Florida

06-0900-14 • Exploring Online Opinion Leadership: An Analysis of the Influential Users on Twitter During the Online Conversation Around Anthem Protests by Prominent Athletes
  
  Brandon Boatwright, Clemson

06-0900-15 • A Comparison of Twitter Use by Different Sector Organizations
  
  Taisik Hwang, Suffolk

06-0900-16 • The Networked Huawei Agendas during the US-China Trade War: The Interrelationships between Huawei, the News Media, and Public Tweets
  
  Zahedur Arman, Southern Illinois Carbondale
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Discussant
Emily Kinsky, West Texas A&M

Topic V — Public Interest Communication, Community Building, and Organizational Listening
06-0900-17 • Serving Public Interests and Enacting Organizational Values: An Examination of Public Interest Relations through AARP’s Tele-Town Halls
Lindsey Anderson, Maryland
06-0900-18 • The Role of Community and Social Capital in Community Building
Brooke Witherow, Hood College
06-0900-19 • Extending Civic Values in Architectures of Listening: Arendt, Mouffe and the Pluralistic Imperative for Organizational Listening
Luke Capizzo and Meredith Feinman, James Madison
06-0900-20 • How has the United Nations portrayed International Women’s Day Before and After Founding UN Women?
Michelle Rossi, Colorado at Boulder

Discussant
Denise Bortree, Pennsylvania State

Topic VI — Government Communication and Country Reputation Management in the Social Media Age
06-0900-21 • Examining Publics’ Comparative Evaluations of Government Communication and Strength Ties as Predictors of Country Reputation
Yoosun Ham, Ejae Lee, Eugene Kim, and Sung Hyun Lee, Indiana
06-0900-22 • Twitter Styles by the Leaders of the 116th US House: A Concurrent Triangulation
Nana Kwame Osei Fordjour, University of New Mexico;
and Timothy Kwakye Karikari, University of International Business and Economic, Beijing, China
06-0900-23 • [EA] Public Communication in the Age of Fake News
Edson Tandoc Jr., Pei Wen Wong, Chen Lou, Hyunjin Kang, and Shruti Malviya, Nanyang Technological

Discussant
Spiro Kiousis, Florida

Topic VII — Internal Communication: Navigating Change, Internal Activism, and Enterprise Social Media
06-0900-24 • Navigating Change in the Era of COVID-19: The Role of Top Leaders’ Charismatic Rhetoric and Employees’ Organizational Identification
April Yue, Connecticut
06-0900-25 • [EA] Feeling Elevated: Examine the Mediation Role of Elevation in CEO Activism on Employee Prosocial Engagement
Grace Ji, Boston
and Cheng Hong, California State, Sacramento
06-0900-26 • Understanding the implementation of Enterprise Social Media on Employee Communication: An Affordance Perspective
Song Ao and Xiao Qian, Macau
06-0900-27 • Internal Activism at Amazon: Rhetorical Strategies and the Public Relations Response
Margaret Ritsch and Erin Tomson, Washington State

Discussant
Chuck Lubbers, South Dakota

Topic VIII — Cultivating Relationships with Employees and Donors: Internal CSR, Dialogic Communication, and Identification
06-0900-28 • Unpack the Relational and Behavioral Outcomes of Internal CSR: Highlighting Dialogic Communication and Managerial Facilitation
Baobao Song, Virginia Commonwealth and Weiting Tao, Miami University
06-0900-29 • From CSR to Employees’ Megaphoning Behavior: The Roles of Communal Relationship and Corporate Reputation
Enzhu Dong and Dongqing Xu, Miami
06-0900-30 • Influence of Identification, Relationship, and Involvement of a Donor on Attitudes towards and Behavioral intentions to Online Donation via SNS
Eunyoung Kim, Auburn at Montgomery and Sung Eun Park, Webster

Discussant
Ken Plowman, Brigham Young

[EA] = This submission was accepted as an extended abstract.

9 to 10:30 a.m. / F011

Sports Communication Interest Group and Communication Technology Division

Teaching Panel Session
eSport: From the Real World to the Classroom

Moderating/Presiding
Mary Lou Sheffer, Southern Mississippi
Panelists
Mary Lou Sheffer, Southern Mississippi
Ted Kian, Oklahoma State
Ryan Rogers, Butler
John Shrader, Nebraska - Lincoln

Panelists will discuss how to create curriculum in this area, eSports marketing—especially with professional sport leagues creating eSports leagues for marketing purposes, technological needs that come along with an eSports program, and the connection between Student Affairs and Academics. Rational for the Panel: eSports has exploded in recent years. In fact, it is currently the second most watched sport in the U.S. (1st is the NFL). Universities have begun creating competitive eSports teams across the country. Currently there are 140+ school members with over 3,000 student athletes and over $16 million in scholarships. The growth of the NACE (collegiate eSports Governing Body) has led to increased promotion and interest. Sports media programs have begun to incorporate eSports into the curriculum. The area is ripe for research and job opportunities for students. The Bay area is a high concentration area for eSports, so the setting is perfect.

9 to 10:30 a.m. / F013
Accrediting Council on Education in Journalism and Mass Communications (ACEJMC)
Workshop Session
Annual ACEJMC Workshop
Moderating/Presiding
Patricia Thompson, executive director, ACEJMC

11 to 12:30 p.m. / F014
Association for Education in Journalism and Mass Communication
Business Session
AEJMC General Session
Moderating/Presiding
Tim P. Vos, Michigan State, 2020-21 AEJMC President

AEJMC Awards
Hillier Kriegbaum Under-40 Award Recipient
Karen McIntyre, Virginia Commonwealth
Dorothy Bowles Public Service Award Recipient
Sharon Bramlett-Solomon, Arizona State
Baskettes Mosse Award Recipient
Karín Assmann, Georgia
AEJMC Equity & Diversity Award Presentation 2021 Recipient
University of Missouri, School of Journalism
Award accepted by David Kurpius, Dean

Research Committee Awards
Eleanor Blum Distinguished Service to Research Award Recipient: Louisa Ha, Bowling Green State
Paul J. Deutschmann Award for Excellence in JMC Research Recipient
Glen T. Cameron, Missouri
Nafziger-White-Salwen Dissertation Award Recipient
Pressing the Police and Policing the Press: The History and Law of the Relationship between the News Media and Law Enforcement in the United States
Scott Memmel, Minnesota

Other Awards
Lionel C. Barrow, Jr. Award for Distinguished Achievement in Diversity Research and Education Recipient
Earnest L. Perry, Missouri
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2021 News Audience Research Paper Award Winner
2021 Gene Burd Award for Excellence in Urban Journalism Recipient
  Gabrielle Gurley, deputy editor, *The American Prospect*
2021 Gene Burd Award for Research in Journalism Studies Recipient
  George L. Daniels, Alabama

Installation of 2021-22 AEJMC President
  Susan Keith, Rutgers

1 to 2:30 p.m. / F015

Association for Education in Journalism and Mass Communication

Scholar-to-Scholar Refereed Paper Poster Session

Advertising Division

**Topic — Influencer Marketing**

**07-1300-01** • [EA] Demystify Computer Generated Influencers: The Role of Perceived Anthropomorphism and Social Presence on Audience’s Attitudes toward CGIs Sponsored Posts and the Endorsed Brands
  Regina Ahn, Su Yeon Cho, and Sunny Tsai, University of Miami

**07-1300-02** • Investigating the Marketing Effectiveness of Virtual Influencers
  Siu Ting Josie Kiew, ZhaoXi Phua, Jia En Celine Ong, Tze Yen Michelle Lee, and Chen Lou, Nanyang Technology

**07-1300-03** • [EA] Virtual or Real?: A Comparative Study on Virtual-influencer- vs. Celebrity-endorsed CSR Message
  Jeongwon Yang, Ploypin Chunterawong, and Heejae Lee, Syracuse

**07-1300-04** • A Literature Review of Influencer Marketing and Research Agenda: From a Social Network Analysis Perspective
  Yang Feng, San Diego State and Quan Xie, Southern Methodist

**07-1300-05** • Kidfluencing: The Role of Selling Intent, Logo Presence, and Disclosure Modality on Parental Appraisals
  Jason Freeman, Brigham Young and Frank Dardis, Pennsylvania State

Discussant
  Heidi Hatfield Edwards, Florida International

[EA] = This submission was accepted as an extended abstract.

Communication Technology Division

**Topic I — Social Media in Health Communication**

**07-1300-06** • “It Will Help Build Immunity”: Preventative Remedies, Herbal Cures, and Role of Uncertainty Reduction of Health Issues in WhatsApp
  Shaheen Kanthawala and Jessica Maddox, Alabama

**07-1300-07** • [EA] COVID-19 Risk Perceptions among College Students: Social Media for Self and Mass Media for Others
  Inyoung Shin, Wisconsin-Milwaukee and Hyunsook Youn, California State-Channel Islands

**07-1300-08** • Your Virtue is My Vice: Analyzing Moral Foundations in Pro-Vaping and Anti-Vaping Facebook Communities
  Yunwen Wang and Yusí Aveva Xu, Southern California; Jiaxi Wu, Boston University; Hye Min Kim, Southern California; Traci J. Hong, Boston University and Margaret L. McLaughlin, Southern California

**07-1300-09** • [EA] A Study on the Health Information Sharing Behavior of the Chinese Elderly Adults on WeChat
  Lingbo Gan and Peng Xu, South China University of Technology

Discussant
  Mugur Geana, Kansas

**Topic II—Online Information Processing**

**07-1300-10** • What Do 5G Networks, Bill Gates, Agenda 21, and QAnon Have in Common? Sources, Engagement, and Characteristics
  Itai Himelboim, Georgia; Porismita Borah and Danielle Ka Lai Lee, Washington State; Janice Lee, Georgia; Yan Su, Washington State; Anastasia Vishnevskaya and Xizhu Xiao, Washington State

**07-1300-11** • The Effect of Perceived Media Influence: Factors Affect Corrective Actions on Social Media
  Liefu Jiang, Chicago State

**07-1300-12** • Uncivil versus Intolerant: Examining Incivility on Social Media Discussions
  Mustafa Oz, Tennessee, Knoxville

**07-1300-13** • Do You Know What They Are Doing with Your Data? Digital Literacy and Perceived Understanding of Institutional Surveillance
  Jessica Wyers and Ayla Oden, Louisiana State

Discussant
  Su Jung Kim, Southern California
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Topic III — News and Emerging Media
07-1300-14 • 360VR and Journalism: Investigating Cognitive and Persuasive Effects of Virtual Reality Community News Narratives
  Aaron Atkins, Weber State
07-1300-15 • [EA] Media Trust and Comment Argument Strength’s Effects on Journalist Credibility
  David Wolfgang, Colorado State and Manu Bhandari, Arkansas State
07-1300-16 • Measuring News Verification Behavior: A Scale Development and Cross-cultural Validation Study
  Wenting Yu, City University of Hong Kong

Discussant
  Ever Figueroa, Kansas

Topic IV — Social Media and Strategic Communication
07-1300-17 • The Status of Social Media Related Public Relations Research: A Systematic Review of Articles Published in 14 Journals from 2006 to 2018
  Yuan Wang, City University of Hong Kong and Yang Cheng, North Carolina State
07-1300-18 • [EA] Resharing Brands on Social Media: Posts and Reposts from Peers, Influencers, and Brands
  Judith Rosenbaum, Maine; Benjamin Johnson, and Jonathan Hinds, Florida
07-1300-19 • “When Thousands and Thousands Are Asking for It, It’s Hard to Put It Off” – Wattpad.com’s Technological Affordances and Teens’ Experiences Writing Erotic One Direction Fanfiction
  Ashley Hedrick, North Carolina at Chapel Hill

Discussant
  Joseph Erba, Kansas

[EA] = This submission was accepted as an extended abstract.

Minoriesties and Communication Division

Topic I — News Media Portrayals and Minorities
07-1300-20 • When Beauty Meets Racism: A Comparative Content Analysis of #Foxeye Beauty and Asian Activism Videos on TikTok
  Grace Choi, Columbia College Chicago
07-1300-21 • Barbaric Arabs: Hollywood Portrayals, A Content Analysis
  Farah Harb, Wayne State
07-1300-22 • “I Can’t be Neutral or Centrist in a Debate Over My Own Humanity”: Are Traditional News Norms Universal?
  Magda Konieczna and Ellen Santa Maria, Temple

Discussant
  Candi Carter Carlson, Utah State

Topic II — Race/Ethnicity and Communicating Online
07-1300-23 • [EA] Race/Ethnicity, Online Information & COVID-19 Vaccination: Study of Minority Immigrants’ Internet Use for Health-related Information
  Annalise Baines, Hyunjin Seo, Muhammad Ittefaq, Ursula Kamanga, Fatemeh Shayanesteh, and Yuchen Liu, Kansas
07-1300-24 • [EA] Black Death Virality: Exploring Motivations of Sharing Black Death Online
  Ajia Meux, Oklahoma and Britney Gilmore, Texas Christian

Discussant
  Kim Fox, The American University in Cairo

[EA] = This submission was accepted as an extended abstract.

Small Programs Interest Group
07-1300-25 • Building Sustainable Client Partnerships: a Non-Profit Outreach Center’s Value to Developing a Service-Learning Pedagogy*
  Chris McCollough, Jacksonville State
07-1300-26 • Methods for Teaching Social Justice Journalism**
  Dawn Francis, Cabrini

Discussants
  Dave Madsen, Morningside and Carrie Buchanan, John Carroll

* First Place Paper, Small Programs Interest Group
** Second Place Paper, Small Programs Interest Group

Sports Communication Interest Group
07-1300-27 • Flipping the Frame: Rudy Gobert’s Journey from Episodic Bad Actor to Thematic Hero
  Mark Mederson, Loras College and Michael Mirer, Wisconsin - Milwaukee
07-1300-28 • eSports as a News Specialty Gold Rush: Communication Ecology in the Domination of Traditional Journalism Over Lifestyle Journalism
  Gregory Perreault, Appalachian State and Mildred Perreault, East Tennessee State
07-1300-29 • (Un)fair Pay to Play: Alienation, Exploitation, Labor Power and the NCAA
  Vincent Peña, Texas at Austin
07-1300-30 • [EA] “Where do I even begin?”: The Harassment of Female Local Sports Broadcasters
  Miles Romney, Brigham Young; Kevin Hull, Kirstin Pellizzaro, and Denetra Walker, South Carolina
07-1300-31 • [EA] Narratives and Frames of Firsts in Women’s Sports: A Content Analysis of Newspaper Coverage of Sarah Fuller and Power Five Football

Introduction
Kim Bissell and Bumsoo Park, Alabama

Discussants
Jennifer L. Harker, West Virginia and Betsy Emmons, Samford

[EA] = This submission was accepted as an extended abstract.

1 to 2:30 p.m. / F016

Communication Technology and Media Management, Economics and Entrepreneurship Divisions

PF&R Panel Session
Media in the Age of Automation, Robotics and Artificial Intelligence

Moderating/Presiding
Soo Young Bae, Massachusetts Amherst

Panelists
Jaime Banks, Texas Tech
Sabine Baumann, Jade
Amy Jo Coffey, Florida
Andrea L. Guzman, Northern Illinois
Mindu McDermott, Florida
Alexandra Merceron, Columbia

Panelists explore the impact of automation, robotics and AI on the media, including processes of news reporting and media production as well as consumption.

1 to 2:30 p.m. / F017

Media Ethics and Electronic News Divisions

PF&R Panel Session
Dealing with Bad Political Actors: Implications for Ethics, Law and Policy

Moderating/Presiding
Bill Davie, Louisiana

Panelists
Ed Wasserman, California Berkeley
Lee Wilkins, Missouri
Maniko Barthelemy, Louisiana
Robert Mann, Louisiana State

[EA] = This submission was accepted as an extended abstract.

1 to 2:30 p.m. / F018

International Communication Division

Refereed Paper Session
In Quest for Responsible Journalism: Covering Pandemic and Health

Moderating/Presiding
Jatin Srivastava, Ohio

Examining the Media Coverage of Early COVID19 Responses in the Online Version of Bangladeshi Newspapers
Sima Bhowmik and Muhammad Fahad Humayun, Colorado-Boulder

[EA] It’s a Small World After All -- How Covid-19 False Information Travels Across Borders and Morphs During the Pandemic
Wei-Ping Li, Maryland

[EA] In “Other” News: A Media Framing Analysis of COVID-19 Emergence in Croatia
Augustine Botwe, Colorado-Boulder
and Selorm Adogla, National Film and Television Institute, Ghana

[EA] How Does Ethical Ideology Affect Behavioral Intention to Wear a Mask in Pandemic?
Surin Chung, Ohio;
Eunjin Kim, Southern California;
Suman Lee, North Carolina at Chapel Hill
and Euirang Lee, Ohio

Discussant
Lea Hellmueller, Houston

1 to 2:30 p.m. / F019

Law and Policy and Cultural and Critical Studies Divisions

PF&R Panel Session
Twitter Mobs and Out of Jobs: Squaring Cancel Culture and the Marketplace of Ideas

Moderating/Presiding
Meredith Clark, Virginia
Cancel culture has been implicated as a threat to freedom of expression. Critics often contend that more speech, rather than less, is best for democratic society. The marketplace of ideas, the Supreme Court’s dominant tool for rationalizing protections for widespread safeguards for expression – even hateful, indelent, personally damaging, or otherwise unpopular speech – has led to wide-ranging speech protections. This panel will bring First Amendment and critical and cultural scholars together in a roundtable format to discuss the conflict between the cancel culture phenomenon and the marketplace of ideas.

1 to 2:30 p.m. / F020

Minorities and Communication Division

Awards Panel Session
MAC Honors Award Ceremony

Moderating/Presiding
Melody Fisher, Mississippi State

Presentation of Barrow Award winner and additional awardees. This is a pre-recorded session.

1 to 3:30 p.m. / F022

Association for Education in Journalism and Mass Communication

Research Roundtable Session
Catching Up with the Scholars: Progress Reports from 2020 Senior and Emerging Scholars and 2021 Senior and Emerging Scholars

Session 1: 1:00 p.m. – 2:10 p.m.
Reports from 2020 Senior and Emerging Scholars

Moderating/Presiding
Daniela Dimitrova, Iowa State
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2020 Senior Scholar Projects:
Discourses of Journalism Database
   Amanda Hinnant, Ryan J. Thomas, and Yong Volz, Missouri
Misinformation and News Literacy in Kenya
   Melissa Tully, Iowa

2020 Emerging Scholar Projects:
Examining E-Cigarette Users’ Psychological, Affective, Attitudinal, and Behavioral Responses to Freedom-Threatening Anti-Vaping Public Service Announcements
   Russell Clayton, Florida State
Verbal-Visual Mismatch: The Disclosure Section of Tevised Direct-to-Consumer Advertising and Its Effects on Consumers
   Viorela Dan, Ludwig-Maximilian University of Munch, and Stephanie Van Stee, Missouri-St. Louis
Examining the Role of Community Communication Resources and Disaster Storytelling in Building Community Resilience
   Wenlin Liu, Houston

2:10 p.m. to 2:30 p.m. (Break)

Session 2: 2:30 p.m. – 3:30 p.m.
Reports from 2021 Senior and Emerging Scholars

Moderating/Presiding
   Kim Bissell, Alabama

2021 Senior Scholar Projects:
Ira B. Harkey, Jr., and the Pascagoula Chronicle: A Forgotten Crusader for Racial Justice in Mississippi
   David R. Davies, Southern Mississippi
Algorithmic Audience in the Age of Artificial Intelligence: Tailored Communication, Information Cocoon, and News Literacy
   Roselyn Du, California State, Fullerton

2021 Emerging Scholar Projects:
Correcting Vaccine-Related Misbeliefs through Vicarious Self-Persuasion: Effects of Storytelling and Refutation
   Yan Huang, Houston
A Change in Media Diet as a Result of Corporate Surveillance. A Comparison between the United States and Europe
   Joanna Strycharz, Amsterdam, and Claire M. Segijn, Minnesota

1 to 2:30 p.m. / F023

Association for Education and Journalism and Mass Communication Elected Standing Committee on Research, Public Relations and Minorities and Communication Divisions

Research Panel Theory Colloquium Session
   Transcending the Silos: Building on Critical Race Theory’s Essential and Timely Foundation

Moderating/Presiding
   Damion Waymer, Alabama

Panelists
PR and the Racial Reckoning
   Nneka Logan, Virginia Tech
We are undergoing a period of racial reckoning in the U.S. that has global relevance. Hundreds of years after face-based slavery, decades after the Civil Rights movement and a few years after the election of President Obama was alleged to have ushered in a post-racial era, White supremacist groups and ideology have gained frightening new traction. At the same time, resistance against racism seems more multicultural, multigenerational, international, and diverse than ever. How are communication scholars to make sense of this? How are we to intervene and to what ends? To engage these questions and propel theorization focused on how communication can respond to, and lead through, this period of racial reckoning, this presentation draws upon CRT. While CRT has received important attention in communication, particularly in public relations, it remains infrequently and inadequately addressed. This presentation situates CRT as a pathway for future theorization of communication committed to racial justice.

Critically Considering Race and Queer Theorizing
   Erica Ciszek, Texas at Austin
The seeds of critical analysis for both CRT and queer theory have been planted within communication studies and public relations. Often, however, CRT research doesn’t consider sexual and gender minorities, while queer theory has historically not attended to racial and ethnic minorities, leaving under examined the voices and experiences of those most marginalized. This presentation focuses on the history of queer theory and its exclusion of communities of color and the lack of theorizing the lives of queer people of color. The presentation will address how the intersections of sexuality, gender, and race have historically been excluded from public relations and it will consider advancing queer theories that attend to the racialized nature of power and inequality. This contribution will challenge our field and sub-disciplines to look at things differently.
CRT’s Role in the Sullivan Principles’ Global Message to Corporations

Donnalyn Pompper, Oregon

When an African American minister from Philadelphia and the United Nations Secretary General put their heads together in the 1970s, their corporate conduct demands in the form of The Sullivan Principles were undergirded by CRT and set the course for abolishing apartheid in South Africa. It is essential that communication scholars and practitioners consider the enduring inequities that shape lived experiences of BIPOC peoples globally. CRT has helped communication professions to work toward more inclusive and diverse workplaces that should play out across organizations and media to benefit society. I blend CRT with postcolonialism to critique ways that all excluded populations are the backs upon which the privileges of White people have been built and maintained – with the complicity of global corporations.

Governmental Resistance to Critical Race Theory (CRT) and Legislative Pressures on Universities

Rulon Wood, Boise State

Faculty members are in an excellent position to advocate for diversity, equity, and inclusion. However, public institutions of higher education, especially those located in politically conservative states, often face hostile audiences, as recently occurred at Boise State University. On July 9, 2019, an Idaho legislator drafted a letter to the Boise State University President, Marlene Tromp. The letter, co-signed by 28 House Republicans, stated that many of BSU’s DEI programs ran counter to what they termed “The Idaho Way.” Specifically, legislators requested that the university discontinue minority scholarships, a newly created administrative position to support students of color, multicultural events, the rainbow graduation, Black graduation, and Project Dream. Some legislators even threatened to suspend funding because they felt that Critical Race Theory had become embedded in all university courses. As faculty members, we need to analyze these concerns and respond to them in ways that resonate with members of the community in which we work. To this end, the author of this paper will consider how CRT is understood among hostile audiences by applying pertinent rhetorical theories and offering suggestions on how to address concerns.

Discussant

Jennifer Vardeman, Houston

CRT is a leading theory in raising awareness about racial difference and problematic factors like whiteness. In public relations, CRT illuminated the lack of scholarship about racioethnicity, both from the perspectives of practitioners’ experiences and publics’ representation.
Friday Sessions

“The Turning the Page: AEJMC Virtual Conference • August 4-7, 2021” — #aejmc2021

The Changing Gender Roles in the Marketing Communication Landscape and Its Influence on Millennial Purchase Intentions

Agnijita Mukherjee
and Madhupa Bakshi, Heritage Academy-Kolkata, India

Discussant
Rianka Roy, Connecticut

Session II — Representation of Culture in South Asian Cinema

Cinema, Culture and City: A Study of Bangalore’s Representation in Kannada Cinema

Sri Sudhan R, LeadSquared, India

Naresh Rao, Christ University, India

Transmedia Imagination of Contemporary Hindi Cinema

Ipsita Barat, St. Xavier’s College, Kolkata, India

Representation of Women in Documentary Films Related to Transitional Justice in Post War Sri Lanka

Madhubhashini Rathnayaka Mudiyanselage,
(former student), University of Sussex, England

Discussant
Eman Bente Syed, Film Producer, Pakistan

Session III — Framing Conflict and War in the Media

Role of Media & Communication in Conflict Struck Zones of South Asia: Is Objectivity Sufficient?

Sumaira Yasin, Monash University, Australia
and Diwakar Shukla, Jagran Lakecity University, India

Looking at How News Discourses on Indo-Pak Relations Post 26/11 are Framed and Which Prominent Themes are Constructed

Monisha Qadiri, Islamic University of Science & Technology, Kashmir, India

Political Election in India- Battle on Digital Space: A Critical Analysis

Jhumur Datta Gupta, Sister Nivedita University, India

Discussant
Dhiman Chattopadhyay, Shippensburg

Session IV — Covering Health and COVID-19 in Media

Digitizing Public Health Communication: Comparative Study of Twitter Handles of WHO and Ministry of Health, Government of India

Rajesh Das
and Ipsita Banerjee, University of Burdwan, India

Coping with Covid 19 Challenges: Evidence from Newspaper Industry in India

Madhupa Bakshi
and Subhrajeet Ganguly, Heritage Academy, India
and Soumya Sarkar, Indian Institute of Management Ranchi, India

Evaluating Five Governments’ Social Media Strategy During COVID-19

Usha Rodrigues, Deakin University, Australia

Padma Rani, Manipal Academy of Higher Education, India
and Andrew Goh, Deakin University, Australia

Desi Diasporic Cultural Entrepreneurs: Producing the Self Through Narratives of Trauma and Healing Online

Malika Khanna, Indiana-Bloomington

Discussant
Pavica Sheldon, Alabama in Huntsville

Session V — Governance and Media

State Interest in Content Governance on Platforms in India

Simran Agarwal, Université Sorbonne Paris Nord, France

Foregrounding Space and Context: A Discursive Study of Fact-Checking in India

Sakshi Bhalla
and Rik Ray, Illinois at Urbana-Champaign

Al Jazeera’s All the Prime Minister’s Men: How a Hybrid Regime Deals with Investigative Journalism

Shafiqur Rahman, California State, San Bernardino;
Fahmidul Haq, Notre Dame;
and Zahedur Arman, Southern Illinois Carbondale

Discussant
Serajul Bhuyian, Savannah State

Session VI — Framing Social Movements and War in Media

Deplatforming Hindu-nationalism: The Rise of Alternative Social Media in India

Prashanth Bhat, Eastern Connecticut State

The New York Times Coverage of the Bangladesh War of Independence in 1971 in the Backdrop of the Cold-war Coopting

Zainul Abedin, Mississippi Valley State
and Shafiqur Rahman, South Carolina State

When is Medium not the Message? Context Specific Role of Twitter in the Digital Politics of Protests

Movements in India and the USA

Paarmita Jhalani, Karishma Sinha,
Aasim Khan,
and Payel Mukherjee, Indraprastha Institute of Information Technology-Delhi, India
Friday Sessions

“Turning the Page: AEJMC Virtual Conference • August 4-7, 2021” — #aejmc2021

Discussant

Imran Hasnat, Oklahoma

In our commitment to the 2021 AEJMC conference theme “Turning the Page,” the South Asia Communication Association (SACA) will host an interactive paper session. Research papers were selected in a peer-reviewed competition. SACA was constituted in 2015 at the AEJMC conference in San Francisco. Instituted as an umbrella organization with a presence in key organizations, SACA currently constitutes 2,086 members worldwide. If you have questions, email SACA curator, Deb Aikat <da@unc.edu>, North Carolina, Chapel Hill. No pre-registration required. All are welcome.

1 to 2:30 p.m. / F026

University of Kentucky

Teaching Panel Session

Teaching for Results: Raising the Profile of Your Student Media

Moderating/Presiding

Erika Engstrom, Kentucky

Panelists

The Kentucky Kernel: A Tradition of Student Excellence

Ryan Craig, Student Publications Advisor, Kentucky

Substance + Style: KRNL Lifestyle + Fashion Magazine

May May Barton, Design Advisor, Kentucky

Student Photography Showcase: Award-Winning Images

David Stephenson, Kentucky

Strategy, Feedback, Deadlines and Lab Rats: Helping Students Succeed on a National Stage

Adrian Grumbein, Kentucky

Teaching Hands-On Multimedia Skills over Zoom

Yung Soo Kim, Kentucky

Who Says You Can’t “Profit” Working with a Not-for-Profit?

Kimberly A. Parker, Kentucky

What makes student media unique, outstanding, and award winning? This session provides effective ways of enhancing student experience while also providing students with work-ready skills and recognition for their work at the university level.

1 to 2:30 p.m. / F027

International Association for Literary Journalism Studies (IALJS)

Research Panel Session

Activist Narrative Journalism: Aesthetics and Politics of Alternative Media, II

Moderating/Presiding

David O. Dowling, Iowa

Panelists

Literary Journalism for Social Justice: Examining the Activism of Wang Fang and Behrouz Boochani

Willa McDonald, Macquarie

Engaging Activist Energy in the Literary/Longform Journalism Classroom

Lisa A. Phillips, SUNY New Paltz

Literary Digital Journalism as Activism: Opportunities and Challenges

Alba Sahaté Gauxachs, Blanquerna School of Communication and International Relations

“We’re Past Kneeling”: Black Twitter and NBA Activism During the 2019-2020 Season Restart

Aja Witt, Iowa

With the rise of alternative media and independent coverage of politics and protest movements comes a new wave of storytelling methods and technologies. This panel offers a reassessment of journalism and/as activism from print to the digital age.

3 to 4:30 p.m. / F028

Communicating Science, Health, Environment and Risk Division

High Density Refereed Paper Session

Communicating Science, Health, Environment and Risk Information in Digital Spaces

Moderating/Presiding

Kristin Timm, Alaska Fairbanks

Topic I - Substance Use

“BFF: Beer Friends Forever” Close Friends’ Role in Adolescents’ Sharing of Alcohol References on Social Media*

Robyn Vanherle, KU Leuven
Differential Effects of Mass Media and Social Media on Health Prevention for E-cigarettes Among Young Adults
Sang-Hwa Oh, Seo Yoon Lee, Woojin Kim,
Un Chae Chung
and Chang-Dae Ham, Illinois at Urbana-Champaign

[EA] Understanding the Nature of Communication in a Smartphone-based Peer Support Group for Alcohol Use Disorder
Tae-Joon Moon, Texas Health Science Center at San Antonio
and Dhavan Shah
and David Gustafson, Wisconsin at Madison

Discussant
Yan Huang, Houston

Topic II - Health
Magnifying the Infodemic: Identifying Opinion Leaders in Networks of Misinformation about COVID-19 on Twitter
Jiemin Looi, Texas at Austin
Self-Disclosure as a Coping: How Self-Disclosure Influences Mental Health in Chinese Online Depression Groups
Mulin Jiang
and Ji Won Kim, City University of Hong Kong
Fighting Misinformation on Social Media: The Roles of Evidence Type and Presentation Mode
Celine Yunya Song, Hong Kong Baptist;
and Sai Wang, City University of Hong Kong;
and Jiawei Liu, Cornell;
and Qian Xu, Elon

Discussant
Jiu-Yi Tsai, Northern Arizona

Topic III - Environment and Science
Embedded Contexts and Multilayered Interactions: User Comments and Interactions
Analysis on YouTube Related to Climate Change
Sifan Xu, Anna Kochigina
and Shelby Luttmann, Tennessee
The Differential Effects of Science Humor on Three Scientific Issues: Global Warming, Artificial Intelligence, and Microbiomes
Sara Yeo, Utah
and Leona Yi-Fan Su, Illinois
and Michael Cacciatoare, Georgia
and Meaghan McKasy, Utah Valley
How Group Identity Polarizes Public Deliberation on Controversial Science
Kaiping Chen,Yepeng Jin
and Anqi Shao, Wisconsin

[EA] Beyond Individualized Responsibility Attributions?
How Eco Influencers Communicate Sustainability on TikTok
Brigitte Huber, Vienna
and Robert Lepenies, Helmholtz Center for Environmental Research - UFZ
and Luis Quesada, Vienna

Discussant
Sharon Dunwoody, Wisconsin

* Second Place Top Student Paper

[EA] = This submission was accepted as an extended abstract.

3 to 4:30 p.m. / F029

Communication Theory and Methodology Division

Refereed Research Paper Session
Local and Global Challenges in the Media Environment

Moderating/Presiding
Magdalena Saldaña, Pontificia Universidad Católica de Chile

Hyperlocal Affective Polarization: Remixing Rural Understanding*
Ava Francesca Battocchio, Michigan State
Toward a Theory of Solutions Journalism and Explanation of its Effects**
Kathryn A. Thier, Maryland
The Pervasive Presence of Chinese Government Content on Douyin Trending Videos
Yingdan Lu and Jennifer Pan, Stanford

[EA] (Misinformation & Motivation: Building a Motivational Interactivity Model for Tackling Online Misinformation
Saraswathi Bellur, Connecticut
and Porismita Borah, Washington State

Discussant
Jennifer Hoewe, Purdue

* Second Place Student Paper
** Third Place Student Paper

[EA] = This submission was accepted as an extended abstract.
Friday Sessions

"Turning the Page: AEJMC Virtual Conference • August 4-7, 2021" — #aejmc2021

3 to 4:30 p.m. / F030

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

Teaching Panel Session

Carrying OUR Weight: Teaching about Sexual Assault and Harassment in Reporting, Advertising, and Mass Communication Courses

Moderating/Presiding
Jacqueline Lambiase, Texas Christian

Panelists
Melita Garza, Texas Christian
Carolyn Bronstein, DePaul
Tracy Everbach, North Texas
Madlin Mekelburg, Austin American-Statesman

As part of representation industries, journalism and advertising professionals create and perpetuate cultural norms, language, and imagery concerning sexual assault and sexual harassment. These two industries also have been identified by feminists allied with the #MeToo movement as playing a significant role in the construction of rape culture. While rape culture affects all women, its violence is experienced by Black women and other women of color in disproportionately harsher ways, according to the National Organization for Women (2018). Prior to the rise of #MeToo, the #CarryThatWeight public performance project at Columbia University helped to raise awareness on college campuses about sexual assault and harassment. This project was created by a Columbia undergraduate who strapped her dorm room mattress to her back and walked around the campus to communicate to onlookers the burden she had to carry as a sexual assault victim at the university. This discussion will pull these two movements into one space to ask and respond to these questions: How have our journalism and advertising academic spaces expanded to include discussions and teaching about these important issues with students? What should journalism and advertising instructors be teaching students about responsible media portrayal and responsible reporting on sexual assault, as a result of these movements’ collective impact? This session seeks to provide new ways to address power in professional spaces—physical and psychological—and to incorporate lessons from these important movements into education for students learning about sexual harassment and sexual assault. In addition, the panelists will address how we teach students to protect themselves inside newsrooms and within industries like advertising that do not have good track records for protecting workers from sexual assault and harassment.

3 to 4:30 p.m. / F031

Electronic News and Political Communication Divisions

PF&R Panel Session

The Sinclair Effect: Issues of Media Ownership and Framing of Protests in Local Television News

Moderating/Presiding
Kylah J. Hedding, Iowa

Panelists
Charisse Gibson, anchor, WWL-TV, New Orleans, LA
Danielle K. Brown, Minnesota, Twin Cities
Travis L. Dixon, Illinois
Johanna Dunaway, Texas A&M
Philip Napoli, Duke

3 to 4:30 p.m. / F032

Law and Policy Division and Graduate Student Interest Group

Teaching Panel Session

When Gas Masks and Body Armor Are in the Journalists’ Toolkit: Training Future Journalists to Responsibly, Legally, and Safely Cover Protests and Racial Injustice

Moderating/Presiding
Genelle Belmas, Kansas

Panelists
Candace Perkins Bowen, Kent State
Erin Coyle, Temple
Lindsie Rank, program officer, Foundation for Individual Rights in Education Individual Rights Defense Program
Sohana Nasrin, Maryland
Bobbie Foster Bhusari, Maryland

3 to 4:30 p.m. / F033

Magazine Media Division

Refereed Paper Session

Past, Present and Future: The Magazine as a Reflection of Societal Shifts

Moderating/Presiding
Gigi McNamara, Toledo
Friday Sessions

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Fifty Years of Black Enterprise Magazine Covers: A Visual Analysis of Black Business

**Gabriel B. Tait**, Ball State;
**George L. Daniels**, Alabama
and **Dorothy Bland**, North Texas

Gender, the New Journalism, and the Early Careers of Gloria Steinem and Gail Sheehy

**Lisa Phillips**, SUNY New Paltz

The Practice and Presentation of Slow Journalism:

A Case Study of *Kinfolk Magazine*

**Lydia Cheng**, University of Sydney

Discussant

**Elizabeth Hendrickson**, Ohio

* Top Student Paper

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3 to 4:30 p.m. / F034

**Media Managements, Economics and Entrepreneurship**

**Advertising Divisions**

**PF&R Panel Session**

* Media Sales Fundamentals and Skills in a Cross-Platform Environment

Moderating/Presiding

**Todd A. Holmes**, California State, Northridge

Panelists

**Lillian Pena**, Walt Disney Television
**Ron Rodrigues**, San Francisco State
**Megan Cox**, Texas at Arlington
**Cheryl Grimley**, Crown Media Networks
**Bryan Ruiz**, Google, and University of Florida
**Todd Holmes**, California State, Northridge

A niche which is critical to the success of media firms and is sometimes overlooked in media programs is media sales. Media enterprises rely on teams of well-trained and knowledgeable salespeople to generate revenue for their companies whether this is in the form of traditional advertising, such as the selling of commercial time within programs, or via digital advertising vehicles, including online video or placement on social media platforms. In addition to advertising, brand integration initiatives have become more prominent as networks and studios aim to acquire revenue in ways that are less intrusive such as product placement. This PF&R panel session brings media educators and sales professionals together to discuss best practices for teaching media sales fundamentals and skills in a cross-platform and increasingly fragmented media environment.

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3 to 4:30 p.m. / F035

**Minorities and Communication Division**

and **Commission on the Status of Minorities**

Research Panel Session

**MAC’s Golden Anniversary- Trailblazers, Troublemakers and Traditions**

Moderating/Presiding

**Sydney Dillard**, DePaul

Panelists

**Melody Fisher**, Mississippi State
**Denetra Walker**, South Carolina
**Mas Biswas**, Loyola
**Jannette Dates**, Howard (Emeritus)

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3 to 4:30 p.m. / F036

**Public Relations and Media Ethics Divisions**

Research Panel Session

**Why Should Communication Practitioners Care About Moral Psychology and Ethics of Care?**

Moderating/Presiding

**Rachel Stark**, Memphis

Panelists

**David Craig**, Oklahoma
**Melanie Formentin**, Towson
**Julia Daisy Fraustino**, West Virginia
**Joe Jones**, West Virginia
**Sora Kim Chinese**, Hong Kong
**Marlene Neill**, Baylor
**Patrick Plaisance**, Pennsylvania State
**Erin Schauster**, Colorado, Boulder
**Weiting Tao**, Miami

Discussant

**Stephanie Madden**, Pennsylvania State

This panel will explore contemporary research in moral psychology and ethics of care in an applied communication context. Panelists will share key findings from their recent work and discuss the challenges and opportunities for bringing insights from moral psychology, including ethics of care perspectives, into communication practice. Panelists will also discuss theoretical and methodological considerations for future communication research pathways in this area.
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3 to 4:30 p.m. / F037

AEJMC Council of Affiliates

Research Panel Session
America’s Newspapers

Moderating/Presiding
Dean Ridings, CEO, America’s Newspaper

Panelists
 Dean Ridings, CEO, America’s Newspaper
 Patty Slusher, program director, America’s Newspaper

America’s Newspapers is a new organization formed two years ago through the efforts of the then Southern Newspaper Publishers Association and Inland Press Association. The new organization will continue the work of SNPA and Inland in providing research, education and practical information all aimed at optimizing newspapers’ business operations, deepening their community engagement and enhancing the quality of their journalism. Dean Ridings, CEO of America’s Newspapers and Patty Slusher, Program Director, will share information on the new organization, its advocacy efforts, and an overview of America’s Newspapers programs, resources, and recent significant activity and advocacy efforts.

3 to 4:30 p.m. / F038

Community Journalism Interest Group

Refereed Paper Session
Expanding Out Perspectives on Media’s Role in a Community

Moderating/Presiding
Burton Speakman, Kennesaw State

Examining How Solutions Journalism Builds Street Credibility Between Media and Audiences
Anna Grace Usery, Alabama

Community Gatekeeping: Understanding Information Dissemination by Journalists in Sub-Saharan Africa
Gregory Gondwe
and Patrick Ferrucci, Colorado-Boulder,
and Edson Tandoc Jr., Nanyang Technological

Pride and Protest: Intersectional work of Queer Community Media
Yidong Wang, Wisconsin
and Avery Holton, Utah

The Role of Integrated Connectedness of Community Storytelling Networks in Empowering Migrant Domestic Workers
Jeffry Oktavianus, City University of Hong Kong

Discussant
Jeffrey Riley, Georgia Southern

3 to 4:30 p.m. / F039

Religion and Media Interest Group
and Communication Technology Division

Research Panel Session
Using New Communication Technologies for Religious Purposes

Moderating/Presiding
Jordyne Carmack, University of the Cumberlands

Panelists
Nona Jones, Director of Faith-based Partnerships, Facebook
Jason Moore, United Methodist, both/and conferences
Katie Clark, Episcopal Diocese of Maine
Amanda Sturgill, Elon
Bryan Smith, Brigham Young
Derek Hanson, Christ Community Church, Church Communications

This session will discuss new trends in religious use of new communication technologies, including live-streaming and social media.

3 to 4:30 p.m. / F040

Small Programs
and Internships and Careers Interest Groups

Teaching Panel Session
High Impact Practices Go Virtual

Moderating/Presiding
Kate Keib, Oglethorpe

Panelists
Kay Colley, Texas Wesleyan
Sharee Broussard, Belmont
Kim Pearson, The College of New Jersey
Maurika Smutherman, Winston-Salem State

From internships to mentorship, speakers and service learning, faculty and students pivoted at the onset of
COVID in unique ways. Faculty on this panel share experiences and ideas related to evaluating remote internships, online tools to make remote experiences possible and how to engage the local community while virtual.

3 to 4:30 p.m. / F041

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

Research Panel Session
Deutschmann Award

Moderating/Presiding
Dane S. Claussen, Idaho

2021 Recipient of the Paul J. Deutschmann Award
Glen T. Cameron, Missouri

Panelists
Patricia Curtin, Oregon
Mugur V. Geana, Kansas
Bryan Reber, Georgia
Jae-Hwa Shin, Southern Mississippi

The award recognizes a body of significant research over the course of an individual’s career. It is named in honor of Paul J. Deutschmann, who developed the College of Communication Arts at Michigan State University. It serves as the AEJMC Research Award, recognizing the top scholars in the association who have made a major impact on the research of the field during their careers.

5 to 6:30 p.m. / F042

Advertising Division and Graduate Student Interest Group

PF&R Panel Session
Graduate Student and Early Career Professional Development Interactive Panel

Moderating/Presiding
Claire M. Segijn, Minnesota

Panelists
Jisu Huh, Minnesota
Benjamin Johnson, Florida
Kathryn Biddle, Iowa
Eliana Dubosar, Florida
Lisa D. Lenior, Missouri

The aim of this panel is to bring together graduate students and early career scholars, and to provide them with professional skills needed for their academic career. The panel gives graduate students and early career scholars the opportunity to learn from the insights and experiences of senior scholars and their peers in their field of study. Topics may include how to manage your advisors, dealing with imposter syndrome, writing research proposals, preparing for prelims, navigating the job market (industry and academia), teaching (your first) class, advising students, creating online presence, to name a few. The idea is to create a safe interactive space that will allow graduate students and early career scholars to gain hands-on tips that they could immediately apply.

5 to 6:30 p.m. / F043

Communicating Science, Health, Environment, and Risk and Media Ethics Divisions

PF&R Panel Session
New Normal for Journalism Ethics in 2020: Journalists’ Responsibility in Addressing Misinformation in the Year of Coronavirus, Social Protests, and Natural Disasters

Moderating/Presiding
Kathryn A. Thier, Maryland

Panelists
Kathleen Bartzen Culver, Wisconsin-Madison
Nicole Kraft, Ohio State
Summer Harlow, Houston
Danielle K. Brown, Minnesota, Twin Cities
Anita Varma, Santa Clara

5 to 6:30 p.m. / F044

Cultural and Critical Studies and Mass Communication and Society Divisions

Scholar-to-Scholar Refereed Paper Poster Session

Cultural and Critical Studies Division
Topic I — Activism in (as) Journalism
08-1700-01 • [EA] Can Journalists be Activists? A Metajournalistic Discourse Analysis of the Relationship Between Journalism and Activism
Sohana Nasrin, Maryland

08-1300-02 • [EA] Feigning Indignance, Reinstating Power: Paradigm Repair, Femicide, and the Publishing of Ingrid Escamilla’s Murdered Body
Dominique Montiel Valle and Zelly Martin, Texas at Austin
### Friday Sessions

**“Turning the Page: AEJMC Virtual Conference • August 4-7, 2021” — #aejmc2021**

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<td>Hybrid Media or Media Sport? Exploring Media Portrayal of Esports Culture</td>
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<td>08-1300-09</td>
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<td>Emotionally Charged and Politically Polarized: An Interpretive Approach to Social Media Analysis</td>
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<td>08-1300-12</td>
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<td>Rhon Teruelle, Purdue-Northwest</td>
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<td>Madeleine Esch, Salve Regina</td>
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<td>Narrative Formation: Black Women, Writing, and Vogue Magazine</td>
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<td>Race-conscious Public Health: A Critical Discourse Analysis of the Release the Pressure Campaign</td>
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<td>Kris Vera-Phillips, Arizona State</td>
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<td><strong>Discussant</strong></td>
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<td>Juliana Trammel, Savannah State</td>
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<tr>
<td>08-1300-16</td>
<td>Talking Through the Algorithm: Techno-Institutional Bias and Women’s Voices</td>
<td>Katherine Dawson, Temple</td>
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<tr>
<td>08-1300-17</td>
<td>Membership Negotiation Flow in CCO Model May Explain Institutional Bias at a Nonprofit Media Site</td>
<td>Elizabeth Potter, Colorado Boulder</td>
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<tr>
<td>08-1300-18</td>
<td>Courage and Conviction: Christopher Columbus and the Rhetorics of Cancel Culture</td>
<td>Brian Snee, Scranton</td>
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<tr>
<td>08-1300-19</td>
<td>Beyond the Lens: Black Professional Athletes on Racism &amp; the Realities of Breathing While Black</td>
<td>Christina Myers, South Carolina</td>
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<td>Loren Coleman, Howard</td>
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<td>08-1300-20</td>
<td>Themes, ideology, and Social Media: A Critical Analysis of a US Vice President</td>
<td>Nana Kwame Osei Fordjour, New Mexico</td>
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<tr>
<td>08-1300-21</td>
<td>The Spectacle of Flags</td>
<td>Julie Grandjean, Texas Tech</td>
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<tr>
<td>08-1300-22</td>
<td>Thatcherism, Trumpism, and the Potential of Organic Ideology</td>
<td>Kristen Hefflin, Kennesaw State</td>
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<td>David Wolfgang, Colorado State</td>
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<td>08-1300-23</td>
<td>Celebrity Capitol and Social Movements: A Textual Analysis of Bollywood Celebrities’ Tweets on 2020-21 Indian Farmers’ Protest</td>
<td>Ali Zain, South Carolina</td>
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<tr>
<td>08-1300-24</td>
<td>Dead and Back to Life: “The Eight Hundred” in the Field of Power</td>
<td>Zhaoxi Liu, Trinity</td>
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<tr>
<td>08-1300-25</td>
<td>Quenching the Pan-Asian Desire - Thai’s Boys’ Love, Tranculturalism, and Geolinguistic Fusion</td>
<td>Hong-Chi Shiau, Shih-Hsin</td>
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</tbody>
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Friday Sessions

"Turning the Page: AEJMC Virtual Conference • August 4-7, 2021" — #aejmc2021

Discussant

Krishnan Vasudevan, Maryland

[EA] = This submission was accepted as an extended abstract.

Mass Communication and Society Division

Topic I — From the Media Producers’ Perspectives

08-1300-26 • Unprecedented Times: How Journalists Coped with the Emotional Impact of Covering the COVID-19 Pandemic

Gretchen Hoak, Kent

08-1300-27 • Identity for Sale: Authenticity, Commodification, and Agency in YouTube Influencers

Aysha Year and Judith Rosenbaum, Maine

08-1300-28 • Science Podcasters and Centering Fairness in Content Creation

Shaheen Kanthawala, Alabama; Shupei Yuan, Northern Illinois; and Tanya Ott-Fulmore, Mercer

Topic II — News Use During the Pandemic

08-1300-29 • “Infodemic” amid the pandemic: Social Media News Use, Homogeneous Discussions, Self-perceived Media Literacy, and Misperceptions

Yan Su and Porismita Borah, Washington State; and Xizhu Xiao, Qingdao University, China


Ivy Ashe and Ryan Wallace, Texas at Austin; Ivan Lacasa-Mas, Universitat Internacional de Catalunya; and Elsy Hu, Texas at Austin

08-1300-31 • Why and How People Avoid News during the Coronavirus Pandemic: An Analysis of News Repertoire

Chang Sup Park, SUNY Albany; and Barbara Kaye, Tennessee, Knoxville

08-1300-32 • The New Media Normal: Survey-based study of COVID-19 Effects on Motivations to Consume Non-News Media*

Kate Stewart, South Carolina

Topic III — Presumed Media Influence

08-1300-33 • My Pandemic News is Better Than Yours: Audience Perceptions of Early News Coverage About Covid-19

Mallory Perryman, Virginia Commonwealth

08-1300-34 • Public Buying Behaviors During the COVID-19 Pandemic: Presumed Media Influence and the Spillover Effects of SARS

Tong Jee Goh and Shirley Ho, Nanyang Technological

08-1300-35 • The Media Affect Them, But Not Me: Veteran and Civilian Perceptions of News Coverage about U.S. Military Veterans

Scott Parrott, David L. Albright, Nicholas Eckhart, and Kirsten Laha-Walsh, Alabama

08-1300-36 • Determination of the Factors Influencing the Third-Person Effects in Health and Environmental Concerns

Jessica Shaw, Soojin Kim, and Yongick Jeong, Louisiana State

Topic IV — Messaging for Effective Communication

08-1300-37 • What Remains? The Relationship between Counterfactual Thinking, Story Outcome, Enjoyment, and Emotion in Narratives

Di Cui, Arkansas Tech

08-1300-38 • The Effects of Nudges on Social Media Users in the Context of COVID-19 Fake News

Wen Xuan Hor, Rui Yan Leo, Xin Jie Tan, and Agnes Yeong Shuan Chai, Nanyang Technological

08-1300-39 • The Interplay of Narrative versus Statistics Messages and Misperceptions on COVID-19 Vaccine Intention

Porismita Borah, Xizhu Xiao, and Yan Su, Washington State

08-1300-40 • [EA] Effective Health Risk Communications: Lessons Learned about COVID-19 Pandemic through the Lens of Practitioners

Taylor Voges, Georgia; LaShonda Eaddy, Southern Methodist; Shelley Spector, Museum of Public Relations; and Yan Jin, Georgia

08-1300-41 • Getting Inspired by Fitspiration Posts: Effects of Picture Type, Numbers of Likes and Inspiration Emotions on Workout Intentions

Yuan Sun, Nicholas Eng, and Jessica Myrick, Pennsylvania State

Topic V — Media Effects, For Good or Bad

08-1300-42 • Media Consumption, Attitudes, and #BlackLivesMatter on the Ground, Court and Field

Danielle K. Brown, Minnesota, Twin Cities; Rachel Mourão, Michigan State; and Tania Ganguli, Minnesota

08-1300-43 • Women on-screen: Exploring the Relationship Between Consumption of Female Talent Shows and Sexism, Internalization of Beauty Ideals, and Self-objectification in China**

Yi Yang and Yunyi Hu, Chinese University of Hong Kong
Friday Sessions

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08-1300-44 • Porn and Consent: The Relationship Between College Students’ Pornography Consumption, Perception of Realism, and Sexual Consent Intentions
Niki Fritz, Indiana

08-1300-45 • [EA] Learning by Doing: The Potential Effect of Interactivity on Health Literacy
Natasha Strydhorst, Sava Kolev, Philippe Chauveau, and Eric Milman, Texas Tech

Topic VI — The Meanings Behind the Messages
08-1300-46 • New Cuban-American Narratives About the Homeland: Moving Away from Traditional Storylines Shared by “Hardliners” via Twitter
Maria DeMoya, DePaul and Vanessa Bravo, Elon

08-1300-47 • Purpose vs. Mission vs. Vision: Persuasive Appeals and Components in Corporate Statements***
Alexis Fitzsimmons, Yufan Sunny Qin, and Eve Heffron, Florida

08-1300-48 • Swapping Insults, Neglecting Policy: How U.S. Presidential Candidates Communicate About Mental Health
Scott Parrott, Alabama and Hailey Grace Allen, North Carolina at Chapel Hill

08-1300-49 • From “OK Boomer” to “Boomer Remover”: A Critical Examination of Ageist Memes by Meme Factories
Si Yu Lee, Nanyang Technological and Jasmon Wan Ting Hoh, National University of Singapore

08-1300-50 • When in Doubt, Blame China: A Qualitative Analysis of Conservative Coronavirus Content on Reddit
Jeffrey Riley, Georgia Southern

Topic VII — How We Use Media Technologies: From Fitness to Parenting
08-1300-51 • Fit Bodies that Inspire? A Qualitative Study Exploring Perceptions of and Motivations for Interacting with Fitspiration Content on Social Media
Roxanne Vos and Serena Daalmans, Radboud University

08-1300-52 • [EA] Media Parenting Styles: A Typology of Parental Guidance of Electronic Media Use
Sarah Fisher, Florida

Agnes Chuah, Shirley Ho, Edson Tandoc Jr., and Peihan Yu, Nanyang Technological

Discussants
Ngozi Akinro, Texas Wesleyan
Frank Waddell, Florida
Alexander Moe, SUNY Brockport
Chris Chao Su, Boston University

Kalyani Chadha, Northwestern
Alec Tefertiller, Baylor
Li Chen, West Texas A&M
Newly Paul, North Texas
Xi Cui, College of Charleston

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

[EA] = This submission was accepted as an extended abstract.

5 to 6:30 p.m. / F045
Electronic News Division
Refereed Paper Session
Electronic News Media in a Political and Social Context

Moderating/Presiding
Ken Fischer, Oklahoma

The View of the Blue is Bigger than Black and White
Melissa Williams and Lindsey Maxwell, Southern Mississippi

[EA] Ten Days of Twitter’s “Who to Follow” Algorithm as the Architect of an Election Season Social Network
Dylan McLemore, Central Arkansas

“Keep Your Politics Off of My Face(book)!” Online News & Hostile Media Bias in the COVID-19 Social Media Environment
Sherice Gearhart and Ioana Coman, Texas Tech
Alexander Moe, SUNY Brockport and Sydney Brammer, Texas Tech

Antecedents of News Avoidance: Competing Effects of Political Interest, News Overload, Trust in News Media, and ‘News Finds Me’ Perception
Manuel Goyanes and Alberto Ardévol-Abreau, Carlos III University, Homero Gil de Zúñiga, University of Salamanca/Pennsylvania State

Discussant
Ken Fischer, Oklahoma

[EA] = This submission was accepted as an extended abstract
Magazine Media Division and Entertainment Studies Interest Group

PF&R Panel Session

Turning the Tables on America’s Food Culture’s Racial Tumult

Moderating/Presiding

Joy Jenkins, Tennessee-Knoxville

Panelists

Paola Banchero, Alaska-Anchorage
Newly Paul, North Texas
Gwen Nisbet, North Texas

Bon Appetit is just the most prominent food magazine to have turmoil over racial and ethnic disparities made public in 2020. Saveur was similarly criticized for failing to think beyond its mostly white, upper-middle class audience, even when publishing articles about non-European cuisines. The problem with food publications, and the food-entertainment industry in general, has been a reluctance to fully embrace a more diverse audience and a more diverse line-up of creators. This panel could include research into the array of TV programming about food, such as Padma Lakshimi’s Hulu show “Taste the Nation,” that are trying to change the narrative, as well as programming that has hewn to more conventional food narratives.

Prescription for Change: The Erasure of Filipino Nurses from American Medical Shows

Kris Vera-Phillips, Arizona State

Discussant

Rebecca Leung, Ramapo College of New Jersey

* Top Faculty Paper, First Place
** Top Faculty Paper, Second Place
*** Top Student Paper, First Place
**** Top Student Paper, Second Place

Newspaper and Online News Division

Refereed Paper Session

How the News Shaped COVID and How COVID Shaped the News

Moderating/Presiding

Annalise Baines, Kansas

How Different Market Oriented News Organizations Portrayed News Coverage about the CARES Act?

Michelle Rossi, Colorado-Boulder

Intermedia Agenda Setting during the COVID-19 Pandemic: A Computational Analysis of China’s Online News

Hanxiao Wang, Nanjing Normal and Jian Shi, Syracuse

The Numbers Game: How Local Newspapers Used Statistics to Frame the Coronavirus Pandemic

Newly Paul and Gwendelyn Nisbett, North Texas

Struggling to stay alive: Russia’s provincial journalism adapts to the COVID-19 Pandemic

Elina Erzikova, Central Michigan and Wilson Lowrey, Alabama

A Profession in Flux: How Covid-19 Coverage is Pushing the Boundaries of Traditional Journalism

Kathleen I. Alaimo, Colorado-Boulder

Discussant

Christopher Etheridge, Kansas
Friday Sessions

"Turning the Page: AEJMC Virtual Conference • August 4-7, 2021" — #aejmc2021

5 to 6:30 p.m. / F049

Political Communication Division

Refereed Paper Session
Filter Bubbles and Conspiratorial Thinking

Moderating/Presiding
Jian Shi, Syracuse

Effects of the News Finds Me Perception on Algorithmic News Attitudes and Social Media Political Homophily
Homero Gil de Zúñiga, Salamanca/Pennsylvania State;
Zicheng Cheng, Pennsylvania State;
and Pablo González-González, Salamanca
Platform-dependent Effects of Incidental Exposure to Political News on Political Knowledge and Political Participation
Sangwon Lee, New Mexico State;
Andreas Nanz, University of Vienna
and Rafael Heiss, Management Center Innsbruck
[EA] Pre-Election Confirmation Bias vs. Informational Utility: Election Outcome Prediction Affects Selective Exposure
Kate Luong
and Silvia Knobloch-Westerwick, Ohio State

Conspiracy Mentality, Motivated Reasoning, Conspiracy Adoption: Effects of Ideology and Participation on Electoral Conspiracy Endorsement*
Yanru Jiang, California Los Angeles

[EA] The Antecedents and Consequences of Conspiracy Beliefs Around COVID-19
Taeyoung Lee, Melissa Santillana,
and Ivy Ashe, Texas at Austin
and Ivan Lacasa-Mas, Universitat Internacional de Catalunya

Discussant
Megan Duncan, Virginia Tech

* Third Place Student Paper

[EA] = This submission was accepted as an extended abstract.

5 to 6:30 p.m. / F050

Public Relations Division

Refereed Paper Session
Diversity, Equity, & Inclusion in Public Relations

Moderating/Presiding
Chris Wilson, Brigham Young

Silence Has No Place A Framing Analysis of Corporate Sociopolitical Activism Statements
Yvette Sterbenk, Ithaca; Jamie Ward, EMU;
Regina Luttrell, Syracuse;
and Summer Shelton, Idaho State

Discriminated Against but Engaged: The Role of Communicative Behaviors of Racial Minority Employees
Yesnae Lee and Jo-Yun Li, Miami

[EA] Promoting diversity and inclusion: How Fortune 500 companies talk about Diversity on Twitter
Denise Bortree, Pennsylvania State;
Michail Vafeiadis, Auburn;
Pratiti Diddi, Lamar
and Ryan Wang, Pennsylvania State

Racism and Social Issues Management: Examining State Universities’ Responses to the Killing of George Floyd
Drew T. Ashby-King, Maryland

Discussant
Natalie Tindall, Lamar

[EA] = This submission was accepted as an extended abstract.

5 to 6:30 p.m. / F051

Visual Communication Division

Refereed Paper Session
Visual Styles and Visual Storytelling

Moderating/Presiding
Michael Fagans, Mississippi

William Kohler,
and Yuhsua Ryoo; Southern Illinois

[EA] That’s a Good Sign: The Typography and Design of Political Yard Signs
Shannon Zener, Elon

[EA] From “Betty, la fea” to “Betty in NY” -The Impact of Digital Storytelling on Telenovelas
Alejandro Bruna, Pontificia Universidad Católica de Chile

Discussant
Megan Duncan, Virginia Tech
Multifaceted Protest Paradigm: the Visual Coverage of the 2019 Hong Kong Protests in International News

Frankie Ho Chun Wong, Maryland

Discussant
Shahira Fahmy, American in Cairo

[EA] = This submission was accepted as an extended abstract.

5 to 6:30 p.m. / F052

Commission on the Status of Women and Lesbian, Gay, Bisexual, Transgender and Queer Interest Group

Teaching Panel Session
Transforming Transgender Journalism Education

Moderating/Presiding
Laura Castañeda, Southern California

Panelists
Chelsea Reynolds, California State Fullerton
Laura Castañeda, Southern California

Coverage of transgender issues is more important than ever. Violence against this community continues, and President Trump’s steady actions against the LGBTQ community will take time to recover from. Educators need resources to better teach students how to report and write about transgender issues with context, empathy and intelligence.

5 to 6:30 p.m. / F053

Participatory Journalism Interest Group and Scholastic Journalism Division

Research Panel Session
Community Media, Engaged Journalism, and the Future of Local Information Access

Moderating/Presiding
Antoine Haywood, Pennsylvania

Panelists
Sally Kane, CEO, National Federation of Community Broadcasters
Alicia Bell, Media 2070 Director, Free Press
Matthew Schuster, Executive Director, Public Media Network

This panel discusses the contemporary contours of community media advocacy work in the U.S. The panelists leading this conversation are experienced community organizers who have extensive backgrounds in community radio, local access television, participatory journalism, and public interest media policy advocacy. This discussion promotes ongoing conversations and future research collaborations that help reimagine, build, and sustain local storytelling networks.

5 to 6:30 p.m. / F054

Sports Communication Interest Group

Refereed Paper Session
Activism, Representation and Religion: Sport Media and Diversity

Moderating/Presiding
Dunja Antunovic, Minnesota

“Stick to Tennis”? Media and Public Narratives in Reaction to Naomi Osaka’s #BLM Activism*

Dinfin Mulupi, Maryland, College Park

#TriathlonSoWhite: A Critical Assessment of the Representation, Underrepresentation and Branding of Intersectional Bodies on the @USATriathlon Official Instagram Account

Shannon Scovel, Maryland

Covering the Rooney Rule: A Content Analysis of Print Coverage of NFL Head Coach

Guy Harrison, Charli Kerns and Jason Stamm, Tennessee

[EA] Proud: A Case Study of the Social Media Representation of Ibtihaj Muhammad

Adrianne Grubic, Texas at Austin

Discussant
Dunja Antunovic, Minnesota

* Top Student Paper

[EA] = This submission was accepted as an extended abstract.

7 to 8:30 p.m. / F055

Advertising Division

Refereed Paper Session
Best of the Best: Advertising Division Top Paper Session

Moderating/Presiding
Kelty Logan, Colorado
Friday Sessions

"Turning the Page: AEJMC Virtual Conference • August 4-7, 2021" — #aejmc2021

Seeing a New Self in Dadvertisements: Responses to Ads and Fatherhood Anxiety*

Benjamin Johnson, Bhakti Sharma, Sophia Mueller, and Cynthia Morton, Florida; and Jon Morris, AdSAM

McAds: Where Collectivism and Culture Collide**
Sarah Scott, Kennesaw State

Social Media Advertising and Big Data at the Intersection: A Diversity Perspective to Interdisciplinary Communication***
Ye Wang, Missouri-Kansas City; Huan Chen, Florida; Srichakradhar Reddy Nagireddy, BelowFive; and Yuyunng Lee, Missouri-Kansas City

Blending Sex-Positivity and Racial Justice Advocacy in Black-Centric Health Advertising: Intersectional Health Communication Targeting High-Risk Black Cisgender Heterosexual and Black LGBTQ Populations Through a HIV Prevention Social Media Campaign****
Minjie Li, Tampa

Discussant
Eunjin (Anna) Kim, Southern California

* First Place Open Competition Paper Award Winner
** First Place Student Paper Award Winner
*** First Place Special Topics Paper Award Winner
**** First Place Professional Freedom & Responsibility (PF&R) Paper Award Winner

7 to 8:30 p.m. / F056

Communicating Science, Health, Environment and Risk Division

Refereed Paper Session
Communicating Science, Health, Environment and Risk Division Top Paper Session

Moderating/Presiding
Kajsa Dalrymple, Iowa

Integrating Psychometric Paradigm of Risk and Issue Attention Cycle: A Study of Risk Information in News Coverage of Avian and Swine Influenza*
Timothy Fung, Hong Kong Baptist and Kang Namkoong and Jiyoun Kim, Maryland

Po Yan Lai, Hong Kong Baptist

Facing the Strain: The Persuasive Effects of Conversion Messages on COVID-19 Vaccination Attitudes and Behavioral Intentions**
Jeff Conlin, Michelle Baker, Bingbing Zhang, Heather Shoenberger and Fuyuan Shen, Pennsylvania State

Karen Akerlof, Katherine E. Rowan and James L. Olds, George Mason and Julia Hathaway, Stony Brook and Kristin Timm, Alaska Fairbanks

How Lay Audiences Evaluate Scientific Uncertainty Disclosure: The Roles of Source and Preference for Communication of Uncertainty****
Chelsea Ratchliff and Rebekah Wicke, Georgia

Seeing from the Eyes of Suffered Peers: Using Distance-framed Narrative to Communicate Risks Related to E-cigarette Use*****
Sixiao Liu, Buffalo

Discussant
Avery Holton, Utah

* Top Faculty Paper (Tied)
** Second Place Top Faculty Paper
*** Third Place Top Faculty Paper
**** Fourth Place Top Faculty Paper
***** Eason Prize Winner/Top Student Paper

7 to 8:30 p.m. / F057

Communication Technology Division

Refereed Paper Session
Top Faculty Research Paper Session

Moderating/Presiding
Pamela Brubaker, Brigham Young

Theme — Gene Burd Faculty Research Paper Competition
Whom Should I Blame? How Source Identifications of Computer-generated Imagery Influencers Affect Consumer’s Responsibility Attribution in Brand Endorsement*
Fanjue Liu, Mo Chen, and Yu-Hao Lee, Florida

Fear of Surveillance: Examining Social Media Users’ Perception of Surveillance and Willingness to Express Opinion on Social Media**
Mustafa Oz, Tennessee, Knoxville and Akan Yanik, Adnan Menderes University

The Str(Al)ight Scoop: Artificially Intelligent Journalists Reduce Perceptions of Hostile Media Bias***
Joshua Cloudy, Jaime Banks, and Nick Bowman, Texas Tech

Effects of Negativity Bias and Serial Positioning of Consumer Processing of Online Reviews
Yukyung Lee and Carolyn Lin, Connecticut
Correct Me if I’m Wrong: The Role of In-group Dynamics in Correcting Misinformation

Edson Tandoc Jr., James Lee, Xin Ping Lee, Yu Xuan Joyceylin Teo, and Chei Sian Lee, Nanyang Technological

Discussant

Hyunjin Seo, Kansas

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

7 to 8:30 p.m. / F058

Communication Theory and Methodology Division

Refereed Paper Session

Best of CTAM

Moderating/Presiding

Benjamin Johnson, Florida

Perceived Exposure to Misinformation Fuels Emotional Concerns about COVID-19:
A Cross-Country, Multi-Method Investigation*

Jörg Matthes, University of Vienna;
Nicoleta Corbu, National University of Political Studies and Public Technical Administration, Romania;
Soyeon Jin, Munich Technical Administration;
Yannis Theocharis, Technical University in Munich;
Christian Schemer, University of Mainz;
Karolina Koc-Michalska, Audencia Business School;
Peter van Aelt, University of Antwerp;
Frank Esser, University of Zurich;
Toril Aalberg, Norwegian University of Science and Technology;
Ana Cardenal, Open University of Catalonia;
Laia Castro, University of Zurich;
Claes de Vreese, University of Amsterdam;
David Hopmann, University of Southern Denmark;
Tamir Sheaffer, The Hebrew University of Jerusalem;
Sergio Splendore, Università degli Studi di Milano;
James Stanyer, Loughborough University;
Agnieszka Stępińska, Adam Mickiewicz University;
Jesper Strömbäck, University of Gothenburg;
and Václav Štětka, Loughborough University

A Multi-Trait-Multi-Perspective Conceptualization and Operationalization of Relationship: Validation of Measures for Organization-Public Relationship Types**

Yeunjae Lee, Miami
and Jeong-Nam Kim, Oklahoma

Permanently Connected: Behavior, Perception, and Their Political Implications***

Slgi (Sage) Lee, Michigan

Embodied Congruence as a Framework for Understanding User Experiences with Immersive Technologies****

Anne Smink, University of Amsterdam;
Lindsay Hahn, Buffalo;
Bryan Trude, and Sun Joo (Grace) Ahn, Georgia

Discussant

Silvia Knobloch-Westerwick, Ohio State

* First Place Open Paper Competition; Top Method Paper
** Second Place Open Paper Competition
*** Chaffee-McLeod Top Student Paper
**** Top Theory Paper

7 to 8:30 p.m. / F059

Electronic News Division

Refereed Research Paper Session – Top Paper Session

The Best of Electronic News

Moderating/Presiding

Beth Concepción, Oglethorpe University

What Influences the Influences?: Examining National Culture, Human Development and Journalism Influences*

Steven Collins, William Kinnally, and Jennifer Sandoval, Central Florida

Hostility Toward the Press: A Synthesis of Terms, Research, and Future Directions in Examining Harassment of Journalists**

Kaitlin Miller, Alabama

Local News on Facebook: How Television Broadcasters Use Facebook to Enhance Social Media News Engagement***

Miao Guo and Fu-Shing Sun, Ball State

Distant Suffering of Coronavirus Outbreak: Comparing BBC World and Al Jazeera English Epidemic Reporting in China****

Wendy L.Y. Leung, The Chinese University of Hong Kong

Discussant

Mary T. Rogus, Ohio

* Top paper
** Second Place Paper
*** Third Place Paper
**** Top Student Paper
Friday Sessions

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7 to 8:30 p.m. / F060

International Communication Division

Refereed Paper Session

Award-Winning Papers in International Communication

Moderating/Presiding

Sally-Ann Cruikshank, Middle Tennessee State

Decolonizing Methodologies in Media Studies*

Wunpini Fatimata Mohammed, Georgia


Dinfin Mulupo, Keegan Clements-Housser, Jodi Friedman, Nataliya Rostova, Gea Uj, Matt Wilson, Frankie Ho Chun and Linda Steiner, Maryland, College Park

Perception and Deception: Examining Third- and First-Person Perceptual Gaps About Deepfakes in US and Singapore***

Saifuddin Ahmed, Nanyang Technological University

Conspiracy about COVID-19 Pandemic in Contemporary China: What is the Authority’s Role on Weibo****

Calvin Cheng, Wanjing Zhang and Qiyue Zhang, The Chinese University of Hong Kong

Discussant

Wayne Wanta, Florida

* First Place Paper, Stevenson Open Competition, African Journalism Studies Award

** Second Place Paper, Stevenson Open Competition

*** Third Place Paper, Stevenson Open Competition, Asian Journal of Communication Best Paper

**** First Place Paper, Markham Competition

7 to 8:30 p.m. / F061

Law and Policy Division

Refereed Paper Session

Top Paper Session

Moderating/Presiding

Kyla Garrett Wagner, Syracuse

The Positive First Amendment in Constitutional History, Law, and Theory*

Stephen Bates, Nevada, Las Vegas

Perilous in Seattle: The Dangers of Covering Protests and Implications for the Journalist’s Privilege**

Anthony Fargo, Indiana

The ReDigi Case and the Digital Challenge to the First Sale Doctrine***

J. Patrick McGrail, Jacksonville State and Ewa McGrail, Georgia State

A Meta-Analytic Review of the Effects of Pretrial Publicity on Jury Perception****

Morgan Band, Florida****

Discussant

Jane Kirtley, Minnesota

* Top Faculty Paper

** Second-place Faculty Paper

*** Top Faculty Debut Paper

**** Top Student Paper

7 to 8:30 p.m. / F062

Newspaper and Online News

Refereed Paper Session

Top Papers in the Newspaper and Online Division

Moderating/Presiding

Kathleen I. Alaimo, Colorado-Boulder

“I Didn’t Know How We Were Going to Survive”: COVID-19’s Disruption of U.S. Community Newspapers*

Teri Finneman, Kansas; Will Mari, Louisiana State, and Ryan Thomas, Missouri

Rethinking Hybridity in Diaspora Journalism: A Study of Exiled Syrian Journalists’ Advocacy Networks and Role Perceptions**

Rana Arafat, City University of London

How Partisan is Partisan? Media Framing of the 2017 Tax Cuts and Job Act***

Amanda Comfort, Beverly Horvit, Jay Cappella and Camile McManus, Missouri

An “Assumption of Bad Faith”: Using Fake News Rhetoric to Create Journalistic Teaching Moments****

Kelsey Mesmer, Wayne State


Yiyan Zhang and Briana Trifiro, Boston University

Discussant

Patrick Ferrucci, Colorado-Boulder

* First Place Open Competition Paper Award

** Second Place Open Competition Paper Award

*** Third Place Open Competition Paper Award

**** First Place Student Paper Award

***** Second Place Student Paper Award
7 to 8:30 p.m. / F063
Political Communication Division
Refereed Paper Session
**Best of Political Communication**

Moderating/Presiding
Mallory Perryman, Virginia Commonwealth

Living is Easy with Eyes Closed: Avoidance of Targeted Political Advertising in Response to Privacy Concerns, Perceived Personalization and Overload**
Marlis Stubenvoll, Alice Binder, Selina Noetzel, Melanie Hirsch, and Joerg Matthes, Vienna
Speak Up or Quiet Down? The Spiral of Silence, Opinion Leadership, Social Capital, and Presidential Candidate Support on Social Media**
Alec Tefertiller, Baylor; Jacob Groshek and Raluca Cozma, Kansas State
The Politics of Resistance: An Ethnographic Examination of Political Alienation and Radical Disengagement of the Rural Underclass*
Danny Parker, Wisconsin-Madison

Engaging with Vilifying Stereotypes: The Role of Algorithmic Use in Perpetuating Misinformation about Muslim Congresswomen****
Saifuddin Ahmed, Nanyang Technological and Teresa Gil-Lopez, Koblenz-Landau
Seeing Political Information Online Incidentally. Effects of First- and Second-Level Incidental Exposure on Democratic Outcomes*****
Andreas Nanz and Joerg Matthes, Vienna

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7 to 8:30 p.m. / F064
Scholastic Journalism Division
Refereed Paper Session
**Conceptualizing Journalism**

Moderating/Presiding
Peter Bobkowski, Kansas

Student Activism vs. Student Journalism: Racial Justice, Free Speech, and Journalism Ethics in College Newspapers*
Kathleen Bartzen Culver, Wisconsin-Madison and Jason Shepard, California State, Fullerton
The Future of the Field: Journalism Degree Motivations, Roles and Relevancy of the Field
Brian J. Bowe, The American University in Cairo/Western Washington; Lucinda Davenport, Michigan State and Robin Blom, Ball State

Student Journalists Exhibit Different Mindsets, Agree on the Need for Truthful Reporting
Greg Munno, Megan Craig, Alex Richards, and Mohammad Ali, Syracuse

A Mission-based Argument for Private K-12 Student Press
Erica Salkin, Whitworth

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7 to 8:30 p.m. / F065
Commission on the Status of Women
Refereed Paper Session
**Hashtags and Sexual Assault: Creating Awareness Beyond #MeToo**

Moderating/Presiding
Tracy Everbach, North Texas

#MeToo Academia: Media Coverage of Academic Sexual Misconduct at U.S. Universities
Stine Eckert, Jade Metzger-Riftkin, Fatima Albrehi, Najma Akhter, and Zalika Aniapam, Wayne State and Linda Steiner, Maryland

It was All Consensual: The News, Sexual Assault, and Student Athletes
Leticia Couto and Stacey Hust, Washington State
#freebritney, #freekesha, #fremelania: Hashtag Activism and Notions of Feminism in Online Communities
Jodi Friedman, Maryland

[EA] Building the Gender Beat: U.S. Journalists Refocus the News in the Aftermath of #MeToo
Meg Heckman, Northeastern

How to Connect: Sexual Assault Activists’ Reliance on Social Media
Mikayla Pevac, Pennsylvania State

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Discussant
Jean Norman, Weber State

* Top Faculty Paper
Friday Sessions

“Turning the Page: AEJMC Virtual Conference • August 4-7, 2021” — #aejmc2021

7 to 8:30 p.m. / F066
Graduate Student Interest Group

Refereed Paper Session
Top Papers in GSIG

Moderating/Presiding
Regina Luttrell, Syracuse

Toward a Conceptual Model of Implicit Racial Bias and Representation of African Americans in Media*
Christina Myers, South Carolina
Race on the Debate Stage: Senators Booker and Harris’s Discussions of Blackness in Democratic Primary Debates**
Julie Aromi, Rutgers
Why are Smartphones a Thief Who Steals Time? An Empirical Study of Smartphone Dependence in China***
Yue Wang, University of Leuven
Jeffry Oktavianus, Yanqing Sun, and Fangcao Lu, City University of Hong Kong

Discussant
Erica R. Salkin, Whitworth

* Guido Stempel Award Top Paper Award – First Place
** Top Paper – Second Place
*** Top Paper – Third Place

[EA] = This submission was accepted as an extended abstract.

7 to 8:30 p.m. / F067
Internships and Careers Interest Group

Refereed Paper Session
ICIG Research Papers

Moderating/Presiding
Kay Colley, Texas Wesleyan

Benefiting or Exploiting: Judicial Interpretations of What Constitutes a Legal Unpaid Journalism and Mass Communication Internship Under the Primary Beneficiary Test
Joey Senat and John McGuire, Oklahoma State

[EA] Bilingual Spanish journalism: Preparing students for the Future
Cristina Azocar and Lourdes Cárdenas, San Francisco State

[EA] Internship Practices in Journalism and Mass Communication Programs: A Review of ACEJMC-Accredited Programs
Brian J. Bowe, American U in Cairo/Western Washington
and Robin Blom and Elena Lazoff, Ball State

Discussant
John Chapin, Pennsylvania State

[EA] = This submission was accepted as an extended abstract.

7 to 8:30 p.m. / F068
Religion and Media Interest Group

Refereed Paper Session
Trends in Religious News Reporting and Advertising

Moderating/Presiding
Sarah Holton, Concordia, Wisconsin

Who Says “Muslims are Not Terrorists”? News Differentiation, Muslim vs. Non-Muslim Sources, and Attitudes Toward Muslims*
Ruta Kaskeleviciute, Helena Knupfer, and Joerg Matthes, Vienna
From Lifestyle Journalism to General News: Field Theory in the Hard News Turn of Religion Reporting**
Gregory Perreault and Kathryn Montalbano, Appalachian State
Branded Spirituality: Gurus, Globalization, and Neo-Spiritual Nationalism in Indian Marketplace***
Suman Mishra, Southern Illinois-Edwardsville

Ibrahim Abusharif, Northwestern in Qatar

This session will explore the relationships between religion news reporting and public perception. For example, Islam and Hindu religion are examined in journalism and strategic communication context, respectively.

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

[EA] = This submission was accepted as an extended abstract.
8:45 to 10:15 p.m. / F069
Advertising Division
Divisional Members’ Meeting
Moderating/Presiding
  Taylor Wen, South Carolina

8:45 to 10:15 p.m. / F070
Communicating Science, Health, Environment and Risk Division
Divisional Members’ Meeting
Moderating/Presiding
  Kajsa Dalrymple, Iowa

8:45 to 10:15 p.m. / F071
Communication Technology Division
Divisional Members’ Meeting
Moderating/Presiding
  Michael Horning, Virginia Tech

8:45 to 10:15 p.m. / F072
Communication Theory and Methodology Division
Divisional Members’ Meeting
Moderating/Presiding
  Brett Sherrick, Purdue

8:45 to 10:15 p.m. / F073
Law and Policy Division
Divisional Members’ Meeting
Moderating/Presiding
  Nina Brown, Syracuse

8:45 to 10:15 p.m. / F074
Media Management, Economics and Entrepreneurship Division
Divisional Members’ Meeting
Moderating/Presiding
  Jiyoung Cha, San Francisco State

8:45 to 10:15 p.m. / F075
Newspaper and Online News Division
Divisional Members’ Meeting
Moderating/Presiding
  Matthew Haught, Memphis

8:45 to 10:15 p.m. / F076
Political Communication Division
Divisional Members’ Meeting
Moderating/Presiding
  Sherice Gearhart, Texas Tech

8:45 to 10:15 p.m. / F077
Graduate Student Interest Group Executive Committee Meeting
Moderating/Presiding
  Amanda Bradshaw, Florida