Wednesday Sessions

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

3 to 4:30 p.m. / W053

AEJMC Council of Affiliates and College Media Association

Refereed Paper Session
Issues Facing the Campus Press

Moderating/Presiding
Jean Norman, Weber State

Campus Pluralism
Will Heath, Alabama at Birmingham; Nick Buzzelli and Wilson Lowrey, Alabama
An Analysis of Student Newspaper Web and Social Media Presence
Bob Bergland, Northwest Missouri State; Christopher Evans and Madeline Mapes, Northwest Missouri State
Maintaining and Framing: A Multi-Method Examination of Award-Winning Student Newspaper Tweets
Emily Dolan and Brittany Fleming, Slippery Rock
Lillian Lodge Kopenhaver, Florida International; Elizabeth Smith, Pepperdine; and Jody Kleinberg Biehl, New York at Buffalo

3 to 4:30 p.m. / W054

Commission on the Status of Women, Graduate Student Interest Group and Communication Technology Division

Scholar-to-Scholar Refereed Paper Poster Session

Communication Technology Division

Topic I—AI, VR and AR in Communication
02-1500-01 • Immersive Shopping and Consumer Decision-Making: Experiencing Flow via Augmented Reality Affordances of Realness and Fluidity
Ye Chen and Carolyn Lin, Connecticut
02-1500-02 • How Do Individuals’ World Views Shape Their Perceptions of AI
Yi-Ning Katherine Chen, National Chengchi University; and Chia-Ho Ryan Wen, Syracuse
02-1500-03 • Bridging the Academic-Practitioner Divide in AI Advertising: Analysis of Articles in Advertising Trade Publications
Linwan Wu and Taylor Wen, South Carolina

02-1500-04 • [EA] Close Enough to Share? The Effect of Technology Media-system Dependency on Proximity to the Impacts of Artificial Intelligence, and Online Information Sharing
Alex Kirkpatrick and Amanda Boyd, Washington State; and Jay Hmielowski, Florida

Discussant
Kris Boyle, Brigham Young

Topic II — Social Media and Misinformation
02-1500-05 • Understanding Fake News Corrective Action: A Mixed Method Approach
Homero Gil de Zúñiga, Salamanca/Pennsylvania State; Manuel Goyanes, Carlos III University and Christopher Skurka, Pennsylvania State
02-1500-06 • Twitter and Endorsed Misinformation: Retweeting, Bandwagon Cues, and Conspiracy Theory during COVID-19 Pandemic
Luxuan Wang, Rutgers; Inyoung Shin, Wisconsin-Milwaukee and Yi-Ta Lu, Stony Brook
02-1500-07 • Integrating Interpersonal Communication Into the Influence of Presumed Media Influence Model: Understanding Intentions to Censor and Correct Misinformation on Social Media
Jingyuan Shi, Hong Kong Baptist; Liang Chen, Nanyang Technological and Stephanie Jean Tsang, Hong Kong Baptist
02-1500-08 • Using Theory of Planned Behavior, and Operationalization of Political Partisanship and Belief in Misinformation to Predict Individuals’ Intentions to Quit Social Media
Ali Zain, South Carolina

Discussant
Mike Horning, Virginia Tech

Topic III — Digital Experiences During COVID-19
02-1500-09 • Digital Fandom Engagement through Virtual Concert during Covid-19
Wonkyung Kim, BNU-HKBU United International College; and Hyun Jung Oh, Cha University
02-1500-10 • [EA] Sharing Goodness: Communication Technology Effects and Effectiveness During a Pandemic
Brian Smith, Staci Smith, Danielle Hallows, Lauren Silva, and Kateryna Kravchenko, Brigham Young
02-1500-11 • [EA] Alexa as Perfect Pandemic Pals: Contextualizing Motivations of Anthropomorphizing Voice Assistants during Covid-19 Quarantine
Fanjue Liu and Mo Chen, Florida
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02-1500-12 • A Vaccine for Social Media? Factors Moderating the Negative Impact of Social Media Use on COVID-19 Protective Behaviors
   Nancy Muturi and Raluca Cozma, Kansas State;
   Alec Tefertiller, Baylor
   and Jacob Groshek, Kansas State

Discussant
Hyosun Kim, Indiana State

Topic IV — Platforms and Engagement
02-1500-13 • [EA] Exploring Users’ Co-commenting Behaviors on Social Video Platforms: A Network Analysis of Danmaku Comments
   Xinzhi Zhang and Dion Deng, Hong Kong Baptist
02-1500-14 • Scaredemic, Pandemic, or #Scaredemic: What Parleys Tell Us About COVID-19 Vaccine
   Annalise Baines, Muhammad Ittefaq, and Mauryne Abwao, Kansas
02-1500-15 • Competing in Shopping Games: Modelling Gamification Effects of Social Live-streaming Shopping and Chinese Undergraduates’ Impulsive Buying
   Yulou Jiang, Wanci Li, Jing Lu and Yicheng Zhu, Beijing Normal University
   and Anan Wan, Kansas State
02-1500-16 • [EA] The Cost of Flow in Media Use: An Eye-tracking Study
   Giang V. Pham, Illinois Urbana-Champaign

Discussant
Amanda Damiano, Marist

Topic V—Social Media and Well-being
02-1500-17 • “Live” Together with You: Livestream Views Mitigate the Effects of Loneliness on Well-being
   Zhang Hao Goh, Edson Tandoc Jr., and Bin Ng, Nanyang Technological University
02-1500-18 • Mobile Phone Paradox: A Hypothetical Two-pathway Model Connecting Mobile Phone Use and Loneliness for the Filipino Domestic Workers in Hong Kong
   Li Zhong
   and Vincent Huang, Hong Kong Baptist University
02-1500-19 • Media Multitasking and Mood Management: The Positive and Negative Mediation Effects of Entertainment and Flow on Mood Repair
   Yuhiinmi Chang, National Chengchi University
02-1500-20 • [EA] The Link between Online Gaming Behavior and Unethical Decision-Making in Emerging Adults
   Yuehua Wu, Jie Hu, and Wu Li, Shanghai Jiao Tong University

Discussant
Devin Knighton, Brigham Young

Topic VI — Digital Media & Civic Engagement
02-1500-21 • The Logic of Cross-Breeding Actions: Roles of Telegrams Channels in the 2019 Hong Kong Social Movement
   KW Fu, University of Hong Kong
02-1500-22 • Parasocial Interactions with Live Streamers, Social Capital, and Political Participation
   Heysung Lee, Yibing Sun
   and Hernandez Rojas, Wisconsin-Madison
02-1500-23 • The Influence of Perceived Value of Social Media Affordances on SNS Usage Loyalty
   Yu-Huai Hsu
   and Shihhsien Hsu, National Taiwan University

Discussant
Benjamin Johnson, Florida

Topic VII—Online Content Moderation, Privacy & Security
02-1500-24 • Exploratory Study of the Relationship between Privacy Concerns and Online Political Participation on Facebook, Twitter, and Instagram
   Muhammad Fahad Humayun, Colorado-Boulder
02-1500-25 • What Is Government Content Moderation?
   Muira McCammon, Pennsylvania
02-1500-26 • Norms, Attitudes, and Third-Person Effects in VPN Use of Chinese Users Abroad
   Ying Zhu, David Silva,
   and Michael Beam, Kent State
02-1500-27 • [EA] Consumers’ Responses to Location Privacy Invasive Digital Reality Technologies in Museums: A Self-Determination Theory Perspective
   Yoweii Kang, NTOU
   and Kenneth C.C. Yang, Texas at El Paso

Discussant
Anan Wan, Kansas State

Topic VIII — Digital Media & User Experience
   Jaewon Royce Choi, Sharon Strover,
   Soyoung Park, and Mackenzie Schnell, Texas at Austin
02-1500-29 • Trade-Off Between Layout Congruency and User Experience in Visual Search Behavior on Pinterest Boards
   Olga Shabalina, Xiaohan Hu, and Kevin Wise, Illinois Urbana-Champaign
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02-1500-30 • [EA] How Social Shoppers Adopt Information: The Moderating Role of Social Homophily and Content Provider Motivation
Pei-Chuan Chang, Fu Jen Catholic University
and Ying-Chia Hsu, Washington State

02-1500-31 • Build Your Own Web Experience: Investigating the Effectiveness of Web-enabled Personalization through an Online Interactive Tailored Video
Juliann Cortese, Mia Liza A. Lustria,
and Vaibhav Diwanji, Florida State

Discussant
Yafei Zhang, West Texas A&M

Topic IX — Online Representation

02-1500-32 • Exploring Effects of Gender and Instant Messaging Experience on Organization-Customer Live Chat Communication
Xu Song, Stockton University
and Cindy T. Christen, Colorado State

02-1500-33 • “Now You See Me”: Self-Presentation Affordance Moderates Bandwagon-Cues’ Impacts on Information Exposure
Wenbo Li, Silvia Knobloch-Westerwick,
and Chris Cosma, Ohio State

02-1500-34 • Filtering the I from the Ideal: Examining Preadolescents’ Self-Presentation in Relation to Appearance Perceptions
Anneleen Meeus, KULeuven

02-1500-35 • More Gay Dating Apps Use, More Depressive Symptoms: Exploring How Masculinity Consciousness and Internalized Homophobia Influenced Gay Men in China
Dongya Wang,
and Yang Liu, Beijing Foreign Studies University

Discussant
Liefu Jiang, Chicago State

Commission on the Status of Women

Topic — Women as Champions, Rebels, and Enemies of Shame

02-1500-36 • A Feminist New Materialism Analysis of Digital Pelvic Floor Health Messages*
Jennifer Vardeman, Houston; Lyric Mandell,
Natasha Saad, and Alaina Spiers, Louisiana State

02-1500-37 • Covering the Second Wave: Grace Lichtenstein, The New York Times, and the Legacy of Liberal Feminism**
Dana Dabek, Temple

02-1500-38 • Rebel! Rebel! How Megan Rapinoe’s Celebrity Activism Forges New Paths for Athletes
Tracy Everbach, Gwendelyn Nisbett,
and Karen Weiller-Ables, North Texas

Soyee Kim and Juan Meng, Georgia

02-1500-40 • An SEC Soccer Champion and a Winless Football Team: Media Framing and the Self-representation of Sarah Fuller’s Fall Season as a Vanderbilt Commodore Student-Athlete
Shannon Scovel, Maryland

Discussant
Katie Place, Quinnipiac

* Top Paper
** Top Student Paper

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

Graduate Student Interest Group

Topic I — Pandemic Coping and Expressing Emotions

02-1500-41 • [EA] Partisan Pride: How Cross-Exposure to Partisan News and Emotions Toward Trump Leads to Civic Engagement
Andrea Smith, Adriana Mucedola,
and Jian Shi, Syracuse

02-1500-42 • [EA] Examining Institutional and Instructional Support of Communication Graduate Students Academic and Social Needs During COVID-19
Victoria McDermott
and Drew T. Ashby-King, Maryland

02-1500-43 • Stripped From Society Abruptly: Effects of Physical Social Isolation on People’s Emotional Expression and Well-being
Wanjing Zhang, Jiayu Qu,
and Jingjing Yi, Chinese University of Hong Kong

02-1500-44 • [EA] A Critical Qualitative Analysis of Response Framing of the COVID-19 Pandemic Across Higher Education
Carl Ciccarelli, South Carolina

02-1500-45 • The Use of Non-Verbal Cues to Express Apology and User Perception on Influencers’ Apology
Sera Choi, Colorado State

Discussant
Tien Tsung Lee, University of Macau

Topic II — Examining Digital Media Effects

02-1500-46 • [EA] Strangers Helping Strangers in a Strange Land: Vietnamese Immigrant Mothers and Expecting Mothers in the USA use Social Media to Navigate Health Acculturation
Nhung Nguyen, Kansas

02-1500-47 • Trust in Media in the Era of Fake News
Taylor Thompson, Memphis
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02-1500-48 • Understanding Triggers of Problematic Internet Uses in Casual Mobile Game Designs*
   Yanru Jiang, California, Los Angeles
02-1500-49 • Royal Baby Boom: How British Tabloids Covered Kate Middleton and Meghan Markle’s Pregnancies
   Adriana Mucedola, Syracuse

Discussant
   Ioana Coman, Texas Tech

* Master’s Award

Topic III — The Use of Language in Communication Studies

02-1500-50 • Research on Online Social Support Related to Gender Issues from the Perspective of Communication-An Empirical Analysis Based on Zhihu, An Online Question-and-Answer Community in China
   Tian Xinhe, Communication University of China
02-1500-51 • The Influence of Message and Audio Modalities in Augmented Reality Mobile Advertisements on Consumers’ Purchase Intention
   Jingyue Tao, Texas at Austin
02-1500-52 • Boosting Texts: Improving Text Classification Performance on Small-Sized, Imbalanced Datasets
   Lingshu Hu, Missouri
   Yihan Li, The Chinese University of Hong Kong
02-1500-54 • Motivation to Purchase Organic Foods, Message Clarity, and Information Processing from a Heuristic-Systematic Perspective
   Shudan Huang and Max Bretscher, South Carolina

Discussant
   Lindsey Sherrill, North Alabama

02-1500-58 • Young Activists or Misguided Children? American Adults’ Perceptions on the March for Our Lives Teen Activists
   Laura Canuelas-Torres, Syracuse
02-1500-59 • Struggling to Fit in: Understanding Difficulties Faced by African International Graduate Students in a Predominant White Institution (PWI) in the United States
   Diane Ezeh Aruah, Florida

Discussants
   Ruth Moon, Louisiana State
   and Erika Schneider, Missouri

Topic V — Understanding Perspectives and Sources

02-1500-60 • [EA] Visualizing the Invisible: Visual-Based Design and Efficacy in Air Quality Messaging
   Zoey Rosen, Channing Bice, and Stephanie Scott, Colorado State
02-1500-61 • “What a 13-year-old Girl Looks Like”: A Feminist Analysis of To Catch a Predator
   Courtney Tabor, Oregon
02-1500-62 • Credibility from the Source: Comparing Traditional Celebrity Endorsers with Youtube Endorsers
   Sarah Johnson, South Carolina
02-1500-63 • Audience Member Twitter Discussion About Netflix’s Unbelievable (2019)
   Nina M. Gayleard, Towson
02-1500-64 • Assessing the Implications of Cervical Cancer Information Sources and its Barriers Among Latinas
   Ursula Kamanga, Kansas

Discussant
   Ginger Blackstone, Harding

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

3 to 4:30 p.m. / W055

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

Teaching Panel Session
   Best Practices: Teaching Skills Courses Online

Moderating/Presiding
   Emily Metzgar, Kent State

First Place
   Hold a Monthly Web Strategy Meeting
   Amy B. Simons, Missouri