Thursday Sessions

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

9 to 10:30 a.m. / T001

Advertising and Communication Theory and Methodology Divisions

Scholar-to-Scholar Refereed Paper Poster Session

Advertising Division

Topic I — Brand Activism and CSR Advertising
03-0900-01 • [EA] Brand Activism and Political Consumerism: Understanding Determinants of Consumers’ Boycotting and Boycotting Behaviors in the Context of Brand Activism
Moonhee Cho and Minjeong Kim, Tennessee

03-0900-02 • [EA] Examining Employee Reception of Corporate Social Advocacy Communicated by Leadership: Effects on Employee-Organization Relationships and Work Engagement
Teresa Tackett and Lucinda Austin, North Carolina at Chapel Hill

03-0900-03 • Effects of Narrative-based Corporate Message and Sponsorship Disclosure in Native CSR Advertising
Jiangxue Han and Shanshan Lou, Appalachian State;
Fuyuan Shen, Pennsylvania State;
and Heidi Hatfield Edwards, Florida Institute of Technology

03-0900-04 • Pride and Prejudice and Country-of-Origin Ecological Images
Min Xiao and Paul Myers, Wichita

03-0900-05 • Effectiveness of Corporate Social Responsibility Activities in the COVID-19 Pandemic
Jueman (Mandy) Zhang, New York Institute of Technology
and Yi (Jasmine) Wang, Louisville

Topic II — Information Processing and Advertising Effects

03-0900-06 • Why Do We Click on Clickbait? Read on to Find Out Why Persuasion Knowledge Matters
Emily Buteau, Joonghwa Lee
and Soojung Kim, North Dakota

03-0900-07 • Adding or Averaging? How Weak Arguments Influence the Persuasive Effects of Strong Arguments
Magdalena Obermaier
and Thomas Koch, LMU Munich

03-0900-08 • The Role of Product Fit and Brand Fit on Brand Co-appearances in Television Programs
Fanny Fong Yee Chan, The Hang Seng University of Hong Kong

03-0900-09 • Understanding Ad-block Wall and Its Effects on Online Publisher and Advertising through Psychological Reactance
Un Chae Chung, Chang-Dae Ham, Seo Yoon Lee, Woojin Kim, and Sang-Hwa Oh, Illinois

03-0900-10 • [EA] Chinese Consumer Resistance and Coping Strategies to Live Stream Shopping
Xiaofeng Jia and Regina Ahn, Miami

Topic III — Research on Advertising Industry

03-0900-11 • Rhetorical Devices in Agency Philosophies: An Analysis of Rhetorical Figures in Slogans of Top Ranking Agencies for Creativity and Effectiveness
Heidi Makady and Kasey Windels, Florida

03-0900-12 • Pressing Issues of Ethnic Diversity in the Ad Industry: The Professionals’ Perspectives
Fang Yang and Robin Spring, Grand Valley State

03-0900-13 • Advertising’s Youthful Obsession: How a Valorization of Youthfulness Has Defined the Advertising Industry and Impacted Its Workforce
Kasey Windels, Eliana Dubosar, and Sophia Mueller, Florida

03-0900-14 • [EA] What Ad Age’s A-List Agencies Learned from COVID-19: A Phenomenological Approach
Frauke Hachtmann, Nebraska-Lincoln

Topic IV — Research on Social Media Platforms

03-0900-15 • [EA] Native Ads in the Neighborhood: Sponsored Posts Versus User-Generated Content on Nextdoor
Benjamin Johnson and Susanna Lee, Florida

03-0900-16 • Native Twitter Ads: Testing the Role of Media Format and Disclosure
Louvins Pierre, Anne Oeldorf-Hirsch, and Yukyung Lee, Connecticut

03-0900-17 • [EA] Pinterest Discussions to Support Student Learning in Online Advertising and Media Courses
Heidi Huntington, West Texas A&M

03-0900-18 • Outdoor-sports Brand Communities on Instagram: How Message Attributes Relate to Consumer Engagement
Jennifer Shi Yue Zhang, and Leona Yi-Fan Su, Illinois

03-0900-19 • [EA] Helping A Friend in Need: A Study of Facebook Fundraisers
Fei Xue, Southern Mississippi
and Lijie Zhou, Southern Utah
Thursday Sessions

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

Discussant
Quan Xie, Southern Methodist

Topic V — Gender and Multicultural Issues in Advertising
03-0900-20 • A Woman’s View from a Man’s World: The Reality of Being Female in Advertising
Sophia Mueller, Eliana DuBosar, and Kasey Windels, Florida
03-0900-21 • Contoured and In Control: African-American Women, Beauty Brand Representation, and Consumer Satisfaction
Raegan Burden, Benjamin Johnson, Sophie Jean-Michel, Challet Jeong, Hà Nguyen, and Bijun Wu, Florida
03-0900-22 • Realistic Skin vs. Flawless Skin: An Investigation of the Appeal of Retouch-free Advertising
Tingting Yang, Chen Lou, and Edson Tandoc Jr., Nanyang Technological

Discussant... Systematic 
Review
Yingying Chen, South Carolina 
and Zhao Peng, Michigan State 
Discussant
Myiah Hutchens, Florida

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

Communication Theory and Methodology Division
Topic I — Politicization of Health and Science
03-0900-24 • Confusion About the Coronavirus: The Effects of Uncertainty on Information Seeking Behaviors
Heejae Lee and Se Jung Kim, Syracuse; Seo Yoon Lee, Illinois; Shengjie Yao, Natnaree Wongmith, and T. Makana Chock, Syracuse
03-0900-25 • Message Framing and COVID-19 Vaccination Intention: Moderating Roles of Partisan Media
Use and Pre-Attitudes About Vaccination
Porismita Borah, Washington State
03-0900-26 • Feeling Is NOT Mutual: Political Discussion, Science, and Environmental Attitudes by Party Affiliation
Jay Hmielowski, Moritz Cleve, Eliana DuBosar, and Michael Munroe, Florida
03-0900-27 • [EA] Influence of Presumed Influence: Past, Present, and Future
Yin Yang, Pennsylvania State

Discussant
Lee Ann Kahlor, Texas at Austin

Topic II — Intensity of Partisan Media
03-0900-28 • What Drives You? Conceptualizing Motivations for Partisan Media Selectivity
Eliana DuBosar, Florida
03-0900-29 • I, We, You, or They? Language Styles in Political Discussion on Twitter
Lingshu Hu, Missouri
03-0900-30 • Negative Emotion and Partisanship: The Mediating Role of Emotion on Media Trust
Myiah Hutchens, Ekaterina Romanova, and Amanda Pennings, Florida
03-0900-31 • [EA] Expectancy Violations in Media Theory
Robin Blom, Ball State

Discussant
Melissa Gotlieb, Texas Tech

Topic III — Living Online
03-0900-32 • Why More Is Less on Dating Apps: The Effects of Excessive Partner Availability
Marina F. Thomas, Alice Binder, and Joerg Matthes, University of Vienna
03-0900-33 • Self-Influence of Online Posting
Wufan Jia, City University of Hong Kong
03-0900-34 • Emotion in Virtual Research Spaces: Proposing Micro-Communicative Practices to Facilitate Online Qualitative Interviews
Jeannette Iannacone and Lindsey Anderson, Maryland

Discussant
Anne Oeldorf-Hirsch, Connecticut

Topic IV — Communicating Communication
03-0900-35 • Diffusion of Diffusion: Research on the Interdisciplinary Knowledge Diffusion of Communication Theory
Shaoqing Han, Naipeng Chao, Wensen Huang, and Bin Yang, Shenzhen University
03-0900-36 • [EA] Communicating AI: Segmenting Audiences on Risk and Benefit Perceptions
Luye Bao, Mikhaila Calice, Nicole Krause, Christopher Wirz, Dietram A. Scheufele, Dominique Brossard, Todd Newman and Michael Xenos, Wisconsin-Madison
Yingying Chen, South Carolina and Zhao Peng, Michigan State

Discussant
Myiah Hutchens, Florida
Thursday Sessions

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

Topic V — Journalism as a Public Good
03-0900-38 • Cultivating Cognitive Legitimacy: The Case of Solutions Journalism
Allison Steinke, Minnesota
03-0900-39 • Reshaping the Spheres: An Essay on the New Normative Role of Gatekeeping
Patrick Ferrucci and Toby Hopp, Colorado-Boulder
03-0900-40 • [EA] A Systematic Method of Cataloging Civic Information Infrastructure
Ava Francesca Battocchio, Michigan State; Christopher Etheridge, Kansas; Kjerstin Thorson, Moldir Moldagaliyeva, Dan Haeshutter-Rice, and Chuqing Dong, Michigan State; Kelley Cotter, Arizona State; Yingying Chen, Michigan State and Stephanie Edgerly, Northwestern

Discussant
Wayne Wanta, Florida

Topic VI — Theorizing the Newsroom
03-0900-41 • CCO Model Can Explain How a Nonprofit News Organization Can Remain Independent of Outside Influence
Elizabeth Potter, Colorado-Boulder
03-0900-42 • A Participant Observation Method Guide for Ethnographers Based on an Examination of Journalism Newsroom Scholarship
Soo Young Shin and Serena Miller, Michigan State
03-0900-43 • Legal Narratives: Establishing Frames for Media Coverage of Appellate Courts
Kenneth Pybus, Abilene Christian

Discussant
Lindsey Sherrill, North Alabama

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

9 to 10:30 a.m. / T003

History and Magazine Media Divisions

Research Panel Session
The Future of Historical Research: Re-envisioning the Archive in the Age of Digitization

Moderating/Presiding
Julien Gorbach, Hawaii-Manoa

Panelists
Joseph Makkos, CEO, NOLA DNA, New Orleans, Louisiana
Jennifer Moore, Minnesota-Duluth
Joe Saltzman, Southern California
Kevin Lerner, Marist
Genelle Belmas, Kansas
Katherine Day Good, Miami University

9 to 10:30 a.m. / T004

International Communication Division and Small Programs Interest Group

Teaching Panel Session
Teaching Resilience During Crisis

Moderating/Presiding
Ruth Moon, Louisiana State

Panelists
Margaret Jjuuko, University of Rwanda
Shearon Roberts, Xavier University of Louisiana
Brian Semujju, Makerere University
Tamara J. Welter, Biola University

Panelists will discuss resilience from a variety of perspectives, including how to develop resilience as an educator and how to pass it along to students. The panelists have experience in a variety of crisis situations, ranging from natural disasters (Hurricane Katrina in the U.S.) to health crises like COVID-19 (around the world) to ideological crises, including the clash between Western journalism norms and journalistic realities in other countries and the challenges of training minority journalists, especially Black and Indigenous students in the U.S. This is a meaningful topic for the International Communication