Friday Sessions

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

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 CGI’s 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 Chuenterawong, 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 Yusi 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.

Minorities 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 Ifteqar, Ursula Kamanga, Fatemeh Shayesteh, 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
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**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.

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**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
Mindy McAdams, 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.

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**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.

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**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 Bhownik 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

Gea Ujic, Maryland

Responsibility Framing of Health Issues in Ghanaian Newspapers: A Comparative Study of Ebola and Cholera

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

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

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**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

Discussant

Lea Hellmueller, Houston