

CT&M CONCEPTS

ASSOCIATION FOR EDUCATION IN JOURNALISM & MASS COMMUNICATION

CT&M Program Set for St. Louis



Photo by flickr user "exothermic"

MICHEL HAIGH
PENNSYLVANIA
STATE
UNIVERSITY
VICE HEAD &
PROGRAM CHAIR

CT&M will be busy five days of the AEJMC annual conference. CT&M will hold its second annual preconference workshop on Tuesday, August 9. The workshop featuring Marc Smith will provide a hands-on demonstration of social network analysis software. A detailed description is included in the newsletter.

CT&M will sponsor or co-sponsor two teaching panels, two PF&R panels, three refereed research paper panels, and two scholar-to-scholar sessions. The Best of CT&M will be held on Friday. Thanks to Michael Dahlstrom for lining up the PF&R panels. Thanks also to Mike Schmierbach for arranging the teaching panels. Jason Reineke ran the research competition this year.

CT&M and the Commission on the Status of Women will kick off the convention Wednesday morning August 10 at 8:15 with the panel "Covering a Palin Presidency? Researchers Predict News Coverage." This panel will be followed by the PF&R panel co-sponsored with Communicating Science, Health, Environment and Risk Division (ComSHER) called "The Ethics of

Environmental Reporting" on Wednesday at 11:45 am. CT&M will also be sponsoring two teaching panels during the convention. The first panel is co-sponsored with the Radio-Television Journalism Division called "He Said, She Said: The Role of Student Evaluations in the Promotion/Tenure Process." This will be on Friday morning August 12 at 8:15. The last teaching panel will close out the CT&M convention programming. The panel "Top Ten" Syllabus Favorites of Senior Scholars" will be co-sponsored by ComSHER and will be held Saturday morning August 13 at 8:15.

The CT&M program is diverse as always in the methodology used, the theories employed, and the topics covered. There should be something for everyone. Thanks to all of those that submitted, reviewed, and have agreed to be discussants. We will see you all in St. Louis.

For the complete conference schedule see Page 4.

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Social network analysis pre-conference workshop

MICHEL HAIGH
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The Communication Theory and Methodology division of AEJMC announces its preconference workshop "Using NodeXL for Social Network Analysis" with Dr. Marc A. Smith. Social network analysis can be used to examine message boards, blogs, wikis, friend networks, and shared file systems to reveal insights into organizations and processes.

The preconference workshop will be a "hands on" session. Smith will discuss the NodeXL project (<http://www.codeplex.com/nodexl>) that employs social network analysis features in an Excel spreadsheet. The workshop will take place from 2 p.m. to 5 p.m. on Tuesday, August 9, 2011. The workshop will take place at the AEJMC conference hotel, the Renaissance Grand and Suites Hotel, St. Louis, MO.

Smith is a sociologist specializing in the social organization of online communities and computer mediated interaction. He currently leads the Connected Action consulting group in Silicon Valley,

California. He founded and managed the Community Technologies Group at Microsoft Research in Redmond, Washington. He led the development of social media reporting and analysis tools for Telligent Systems.

Smith's research focuses on computer-mediated collective action: the ways group dynamics change when they take place in and through social cyberspaces. Smith visualizes social cyberspaces, mapping and measuring their structure, dynamics and life cycles. At Microsoft, he developed the "Netscan" web application and data mining engine that allows researchers studying Usenet newsgroups and related repositories of threaded conversations to get reports on the rates of posting, posters, crossposting, thread length and frequency distributions of activity.

To register for the session, please e-mail Michel Haigh, mmh25@psu.edu.

What's the big idea?

JANICE HUME
AEJMC CENTENNIAL
COMMITTEE

Help us celebrate an important part of the AEJMC mission, to "cultivate the widest possible range of communication research."

For 100 years the AEJMC has explored some BIG IDEAS in journalism and mass communication. Agenda setting, diffusion of innovation, knowledge gap, uses and grats are just a few of the hundreds presented through the years.

Out of all of these, what is your favorite media theory, or those ideas that have stood the test of time, generated the most research buzz, or made the biggest impact?

We'd like your Division or Interest Group to identify one or two important ideas that originated, have been developed, or have simply gotten a hearing

at AEJMC conferences.

We're asking Divisions and Interest Groups to help with nominations. We'll compile nominations, then hold an online election for the full membership.

The top 10 ideas will be placed on a souvenir coffee mug that will be distributed at the AEJMC Centennial kick-off celebration in Chicago, 2012.

This is just for fun, a celebration of some of the BIG IDEAS that the AEJMC and we have spent careers exploring and explaining!

By August 22, 2011, send your nomination(s) with a one-to-two sentence statement to: mmh25@psu.edu. She will then see that they are forwarded.

CT&M 2011 conference paper submission summary

This year CT&M received 80 research paper submissions. This represents a noteworthy decrease in the number of submissions relative to previous years, as shown in the table below. Of these 80 submissions, the division accepted 45, for an acceptance rate of 56%, which represents a noteworthy increase in acceptance rate relative to previous years (although the total number of papers accepted has actually, like the total number of submissions, decreased). We may wish to discuss the possible reasons for this decline in number of submissions at the division's business meeting, which will take place at 7:00 p.m. on Friday, August 12.

There were 52 non-student papers (papers with any non-student authors) submitted, 33 of which accepted, for an acceptance rate 63%. Twenty-eight student papers (papers with only student authors) were submitted, 12 of which were accepted, for an acceptance rate of 43%.

Thanks to our 57 reviewers, all papers submitted to CT&M received 3 reviews. Reviewers averaged 4.21 paper reviews each.

Jihyang Choi (Indiana University) won the Chaffee-McLeod top student paper award for *The Effects of Questionnaire Frames on Indicators of Data Quality*. Severin Poirot (University of Oklahoma), author of *I Just Bought this Thing! The Diffusion of Iterations – A Modification of DOI to Explain Incremental Changes in Existing Technology*, and Mohammed Al-Azdee (Indiana University), author of *The Saliency-Setting Function*, round out the top three student-paper winners.

The top open-competition paper, *Experimental Methodology in Journalism and Mass Communication*

Research, was written by Rob Wicks (University of Arkansas), Esther Thorson and Glenn Leshner (University of Missouri). The other top-three open-competition papers were *Media Effects on Group-Related Stereotypes: Evidence from a Three-Wave Panel Survey in a Political Campaign* by Christian Scherer (University of Zurich) and *Does c' Test Help, Anytime? – On Communication Fallacy of "Effect to Mediate"* by XinShu Zhao (Hong Kong Baptist University), Qimei Chen (University of Hawaii at Manoa), and Bing Tong (Fudan University).

The top student paper and the top open-competition papers will be presented Friday, August 12 at 5:15 p.m. in the annual "The Best of CT&M" session.

There were 1686 papers submitted to the AllAcademic site across all divisions, of which 896 were accepted (an acceptance rate of 53%). The three divisions that received the most submissions were Mass Communication and Society (141), International Communication (126), and Communication Technology (122).

The AllAcademic system functions adequately to facilitate paper submissions and reviews. However, as has been noted in previous years, it may be preferable in the future to utilize a modified paper scoring form for CT&M papers rather than the default form. Also, there does not seem to be a clear consensus or standard across the association for how paper scores are aggregated and ranked. CT&M used transformed (though not fully standardized) scores this year, which is also what other divisions' research chairs I conferred with said that they used. However, I don't know how common this choice is across all of the associations divisions and interest groups.

JASON REINEKE
MIDDLE TENNESSEE
STATE UNIVERSITY
RESEARCH CHAIR

CT&M Research Paper Submissions Since 2008

Year	Submissions	Accepted	Percent Accepted
2011	80	45	56%
2010	114	53	46%
2009	121	58	48%
2008	106	55	52%

Includes both faculty and student paper submissions

CT&M session schedule for AEJMC 2011

Tuesday - August 9**2 pm – 5 pm****Preconference – Social Network Analysis Workshop with Marc A. Smith****Wednesday - August 10****8:15 am to 9:45 am****Commission on the Status of Women and Communication Theory and Methodology Division****PF&R Panel Session: Covering a Palin Presidency? Researchers Predict News Coverage**

Moderating/Presiding: Michael Dahlstrom, Iowa State

Panelists:

Gender Roles as Portrayed by the News Media - Fred Fico and Eric Freedman, Michigan State

Covering the Candidates' Wives and Race and Gender During the Presidential Election - Geri Alunit Zeldes, Michigan State

A History of Women with Political Power - Betty Houchin Winfield, Missouri

First Ladies and the Press - Maurine Beasley, Maryland

Discussant: Heather LaMarre, Minnesota

10 am to 11:30 am**Refereed Paper Research Session: Hostile Media and Third Person Effects**

Moderating/Presiding: Justin Walden, Penn State University

"Examining the Relationship between the Third-person Effect and the Hostile Media Effect of Polls in the 2010 U.S. Midterm Elections." Ran Wei, University of South Carolina - Ven-hwei Lo, National Chengchi University

"The Affective Underpinning of Hostile Media Perceptions: Exploring the Distinct Effects of Affective and Cognitive Involvement." - Joerg Matthes, University of Zurich.

"Hostile Media or Hostile Source?: Bias Perception of Weblog-Embedded News." - Sung-Yeon Park, Bowling Green State University; Gi Woong, Bowling Green State University; Sooyoung Lee Sogang University, South Korea; Mark Flynn, Bowling Green State University

"With Me or Against Me: Hostile Media and Third Person Effect in Partisan Media." - D. Jasun Carr, Matthew Barnidge,

Alexandra Rogers, David Wise, Emily Vraga, University of Wisconsin-Madison
Discussant: Patrick Meirick, University of Oklahoma**11:45 am to 1:15 pm**
Communication Theory and Methodology and Communicative Science, Health, Environment and Risk DivisionsPF&R Panel Session: **The Ethics of Environmental Reporting**

Moderating/Presiding: Michael

Dahlstrom, Iowa State

Panelists:

Fred Vom Saal, Missouri

Dietram Scheufele, Wisconsin-Madison

Deserai Crow, Colorado at Boulder

Bruce Lewenstein, Cornell

Respondent: Lee Ahern, Pennsylvania State

3:15 pm to 4:45 pm**Community College Journalism Association, History, Newspaper and Communication Theory and Methodology Divisions**Scholar-to-Scholar Session: **GIFT: Great Ideas for Teaching – 12 Years of Terrific Teaching Tips**

Scholar-to-Scholar Session for CT&M

Media and the Public:**Multitasking, Processing, and Individuals**

1. "Exploring the Effects of Mood and Culture on Cognitive Thinking Styles." - Sela Sar, Iowa State University; Brittany Duff, University of Illinois- Urbana Champaign

2. "News and Multi-Tasking Audiences: Reading Text While Listening to an Audio Newscast." - Ronald Yaros, University of Maryland; Jing Guo, University of Maryland.

3. "Read, Watch, Learn: The Effects of Media Multitasking on The Processing of Cognitively Demanding Information." - Anastasia Kononova, American University of Kuwait

4. "A Conceptualization and Operationalization of Receiver-Based Uncertainty Generated from Mass Media." - Kristen Landreville, University of Wyoming

5. "Five antecedents of media effects: A model for comprehensive conceptualization of individual-level

media effects." - Mark Shevy, Northern Michigan University.

6. "Cultural Pluralism, Ethnic Identity and Media Language Choice." - Thomas Ruggiero, University of Texas – El Paso; Kenneth Yang, University of Texas – El Paso.

Discussant: Robert Wicks, University of Arkansas

Mobilizing

7. "Political Consumption and Needs of the Self: A Functional Attitudes Approach to Citizen Engagement." Melissa R. Gotlieb, University of Wisconsin-Madison

8. "Stages of Mobilization: An Influence and Rational Choice Model for Consensus, Action and Sustainability." Laleah Fernandez, Michigan State University.

9. "The Relationship Between Motivation Activation and Social Media." Paul Bolls, University of Missouri; Heather Shoenberger, University of Missouri; Dawn Schillenger, University of Missouri; Anthony Almond, University of Missouri; Jaime Williams, University of Missouri

Discussant: Jason Reineke, Middle Tennessee State

Thursday - August 11**8:15 am to 9:45 am****Communication Theory and Methodology Division****Refereed Paper Research Session: Myself and The Others: Examining Partisanship**

Moderating/Presiding: Emily Vraga, University of Wisconsin-Madison

"Selective Exposure and Reinforcement of Attitudes and of the Political Self Before a Presidential Election." Silvia Knobloch-Westerwick, The Ohio State University; Steven Kleinman, The Ohio State University

"News Exposure, Political Knowledge, Partisanship, and (mis)Perceptions of Change in Conditions under George W. Bush." Patrick Meirick, University of Oklahoma

"Partisan Selective Exposure and Its Political Implications." Su Jung Kim, Northwestern University

"Peer Influence in Adolescent Political Socialization: Deliberative Democracy Inside and Outside The Classroom." Mi Jahng, University of Missouri; Mitchell McKinney, University of Missouri; Esther

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CT&M session schedule for AEJMC 2011

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Thorson, University of Missouri
Discussant: Michael Boyle, West
Chester University

1:30 pm to 3:00 pm

**Refereed Paper Research Session:
Measurement: Case Studies, Content
Analysis, and Single-Item Indicators**

Moderating/Presiding: Stephanie Edgerly,
University of Wisconsin – Madison

“Appropriate Uses of Single-Item
Measures.” Vivian Sheer, Hong Kong
Baptist University

“A Case For Survey Based Case Studies:
Considerations of Generalizability and
Theory.” Justin Walden, Penn State
University

“When to Use Scott’s pi; or
Krippendorff’s alpha If Ever?” XinShu
Zhao, Hong Kong Baptist University

“How Much is Enough?: Sample Size
Guidelines for Content Analysis of Political
Blogs.” Brendan Watson, University of
North Carolina at Chapel Hill; Xiaopeng
Wang, University of South Florida

Discussant: Julie Andsager, University
of Iowa

5 pm to 6:30 pm

**ComSHER, International
Communication, Communication
Technology and Communication Theory
and Methodology Divisions**

**Scholar-to-Scholar Refereed Paper
Research Session: CT&M POSTERS
Communicating Science and Health**

1. “Examining How Social Norms
Mediate Presumed Media Influence on
Thai Adolescents’ Drinking Behavior.”
Shirley S. Ho, Nanyang Technological
University, Singapore; Thanomwong
Poorisat, Nanyang Technological
University, Singapore; Rachel Neo,
Nanyang Technological University,
Singapore; Benjamin H. Detenber,
Nanyang Technological University,
Singapore

2. “The Effect of Psychological
Reactance and Framing on Attribution
of Solution Responsibility for Health
Problems.” Lesa Hatley Major, Indiana

3. “Modeling the Use of Medical
Journals as News Sources in The New York
Times.” Vincent Kiernan, Georgetown
University

4. “Who Are Others in The Third-
Person Effect?: A Selective Downward
Comparison of Non-Smokers and Smokers
Toward Smoking Issues.” Keun Yeong
Kim, Penn State University;

Hyun Seung Jin, University of Missouri-
Kansas City

Discussant: John Pollock, The College
of New Jersey

5. “Loss Aversion and Regulatory
Focus Effects in the Absence of Numbers:
Qualitatively Framing Equivalent
Messages on Food Labels.” Katie Abrams,
University of Illinois

6. “Support for Emerging Technologies:
Disentangling the Predispositional,
Affective and Cognitive Pathways.”

Michael Cacciatore, University of
Wisconsin – Madison; Doo-Hun Choi;
University of Wisconsin – Madison;
Dietram Scheufele, University of Wisconsin
– Madison; Elizabeth Corley, Arizona St.
University

Discussant: Porismita Borah, Maryville
University

**Examining Computer-Mediated
Communication**

7. “Connecting Interpersonal
Discussion and the Internet: How
Interpersonal Discussion Moderates the
Effect of the Internet on Being Informed
about Nanotechnology.” Doo-Hun Choi
University of Wisconsin – Madison;
Michael Cacciatore, University of
Wisconsin – Madison; Dietram Scheufele,
University of Wisconsin – Madison;
Elizabeth Corley, Arizona St. University

8. “An Analytic Method for Computer-
Mediated Communication (CMC):
Distinguishing the Message Expression
and Reception Effects in Online Social
Networks.” Kang Namkoong, University
of Wisconsin – Madison; Dhavan Shah,
University of Wisconsin – Madison; Bryan
McLaughlin University of Wisconsin –
Madison; Jeong Yeob Han, University of
Georgia;

Ming-Yuan Chih, University of
Wisconsin – Madison; Rich Cleland,
Shawnika Hull, University of Wisconsin
– Madison; Eunkyung Kim, University of
Wisconsin – Madison; Sojung (Claire) Kim
University of Wisconsin – Madison

9. “Social Network Analysis: A Mixed-
Methodological Approach.” Cindy Vincent,
University of Oklahoma

10. “Crystallization Theory:
Construction of Reality in the Age of Social
Media.” Donghee Yvette Wohn, Michigan
State University; Brian J. Bowe, Michigan
State University

Discussant: David Perlmutter,
University of Iowa

Credibility

11. “Communication Mediation
Model of Late-Night Comedy.” Hoon Lee,
University of Michigan

12. “The Salience-Setting Function.”
Mohammed Al-Azdee, Indiana

13. “Explication of Selective
Credibility: Is Credibility Perceived or
Manipulated?” KyuJin Shim, Syracuse
University

14. “Eye to (un)Biased Eye? Effects
of Visual and Source Attributes on
The Perceived Credibility of Identical
Information.” Andrew Binder, North
Carolina State University; Michael
Dahlstrom, Iowa State University;
Dominique Brossard, University of
Wisconsin – Madison

Discussant: Cory Armstrong,
University of Florida

Extending Communication Theory

15. “Media Capabilities as A
Comprehensive Construct for Research
on Media Choice: Assessment of a
Measurement Model.” Kristy Shi, Bowling
Green State University; Louisa Ha,
Bowling Green State University; Gi Woong
Yun, Bowling Green State University

16. “Support for Message Control: A
Multi-level Meta-Analysis of the Third-
Person Effect.” Charles Feng, Hong Kong
Baptist University

17. “Nearly A Decade After September
11: Navigating Current and Future
Counterterrorism Communication
Research.” Brooke Liu, University of
Maryland; Abbey Levenshus, University of
Maryland

18. “Beyond Uses and Gratifications:
Towards A “Multiple Influences” Model of
Media Use.” Bryan Carr, The University of
Oklahoma

19. “Toward the Third Level of Agenda
Setting Theory: A Network Agenda Setting
Model.” Lei Guo. University of Texas –
Austin; Maxwell McCombs, University of
Texas – Austin

20. “I Just Bought This Thing! The

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CT&M session schedule for AEJMC 2011

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Diffusion of Iterations - A Modification of DOI to Explain Incremental Changes in Existing Technology." Severin Poirot, University of Oklahoma

Discussant: Bryan Denham, Clemson University

Friday - August 12

8:15 am to 9:45 am

Communication Theory and Methodology and Radio-Television Journalism Divisions
Teaching Panel Session: **He Said, She Said: The Continuing Controversy Over Data Collection Methods and Use of Student Evaluations**

Moderating/Presiding: Laura K. Smith, Huston-Tillotson
Panelists:

Mike Schmierbach, Pennsylvania State

Michel Haigh, Pennsylvania State

Lee Becker, Georgia

Hub Brown, Syracuse

5:15 pm to 6:45 pm

Refereed Paper Research Session: The Best of CT&M

Moderating/Presiding: Jason Reineke, Middle Tennessee State University

"The Effects of Questionnaire Frames on Indicators of Data Quality." Jihyang Choi, Indiana.

"Experimental Methodology in Journalism and Mass Communication Research." Rob Wicks, University of Arkansas; Esther Thorson, University of Missouri; Glenn Leshner, University of Missouri.

"Media Effects on Group-Related Stereotypes. Evidence from a Three-Wave Panel Survey in a Political Campaign."

Christian Schemer, Institute of Mass Communication and Media Research at the University of Zurich

Does 'c' Test Help, Anytime? -- On Communication Fallacy of "Effect to Mediate."

XinShu Zhao, Hong Kong Baptist University; Qimei Chen, University of Hawaii at Manoa; Bing Tong, Fudan University

Discussant: Bruce Pinkleton, Washington State University

7 pm to 8:30 pm

Business Session: Members' Meeting

Moderating/Presiding: Hernando Rojas, Wisconsin-Madison

Saturday - August 13

8:15 am to 9:45 am

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

Teaching Panel Session: **"Top Ten" Syllabus Favorites of Senior Scholars**

Moderating/Presiding:

Mike Schmierbach, Pennsylvania State

Panelists:

Dennis Davis, Pennsylvania State

Sharon Dunwoody, Wisconsin-Madison

Susanna Hornig Priest, Nevada, Las Vegas

Dhavan V. Shah, Wisconsin-Madison

Esther Thorson, Missouri

Discussant: Holly Stocking, Indiana

Chung awarded 2011 Barrow Scholarship



Adrienne Chung of The Ohio State University will receive the 2011 Barrow Minority Doctoral Student Scholarship. CT&M is charged with soliciting and evaluating applications for this annual award, also sponsored by contributions from the Minorities and Communication Division, the Commission on the Status of Minorities and personal donations, as well as royalties from Guido H. Stempel III, David Weaver, and Cleveland Wilhoit's Mass Communication Research and Theory.

The scholarship honors the late Professor Lionel C. Barrow Jr. in recognition of his pioneering efforts in support of minority education in journalism and mass communication. Reflections on Dr. Barrow from previous scholarship winners are available in the Spring 2009 edition of CT&M Concepts, available at <http://www.comm.ohio-state.edu/ahayes/ctm/Spring2009.pdf>. The award is designed to aid doctoral students in journalism

or mass communication programs to complete their dissertation research and academic studies.

This year, thanks to a generous anonymous donation, the total amount was \$2000, along with membership in AEJMC and CT&M. We received many outstanding applications for the award, and the difficult decision of selecting from among these deserving candidates fell to a three-person committee composed of CT&M Executive Board members.

Chung's work focuses on, in her words, "the intersection of mass communication, intergroup communication, and health communication, with a particular focus on how media affects stigma perceptions and negative stereotypes." In particular, she looks at entertainment narratives, identification, stigmatization and social distance.

The committee is grateful to Chung and all the other applicants for sharing their exciting research and professional goals. We hope that many applicants will consider CT&M as a means to present this work in future years.

Evaluating teaching evaluations at AEJMC

In my last column, I wrote about one teaching session being cosponsored by CT&M in St. Louis. That session focuses on the top syllabus picks from several well-respected scholars in the field (many of whom have strong CT&M ties, including past division heads Dennis Davis, Sharon Dunwoody and Dhavan Shah). That session is slated for 8:15 Saturday morning — I encourage everyone to attend — for many, it will be a great last session before heading to the airport.

This issue, I want to say a little more about the other teaching session the division is sponsoring at the annual conference. On Friday at 8:15, CT&M and Radio-TV Journalism are sponsoring a session on teaching evaluations. This is a session I'm excited by, as I think the topic has important connections to our mission as a division. But it has also been a challenging session to organize, and I think the reasons for this speak to the value of such a discussion.

Teaching evaluations are arguably one of the most universally employed, critical applications of quantitative research methods in the academic community. Nearly every instructor is affected by these tools, and yet I suspect they receive a fraction of the methodological scrutiny assigned the various tools employed in research.

The value of teaching evaluations hinges on two points. The first is a normative one: What ought the role of student feedback be in curriculum and faculty retention decisions? This is a sensitive topic, which I suspect is a major part of why some scholars are reluctant to express strong, public opinions on evaluations. (Not all, mind, and I suspect this will be a lively element of Friday's discussion.) While CT&M scholars are as qualified as any to offer thoughts about this point, we have no special insights.

However, the second point is a critical one to the division's mission: What do course evaluations actually measure, and how valid and reliable is

this measurement? Here the challenge for many in the division is not a lack of insight, but rather a lack of data. We know the questions to ask, far better than some of the administrators in charge of evaluations, but lack the means to adequately answer them.

I hope that changes in the future, but for now a key mission of Friday's panel is to share what we do know and to explore the questions we should be asking. Many of these are very familiar to anyone who writes about or teaches research methods, as they apply to any empirical research project.

Among these critical questions — what underlying variable is supposed to be measured by teaching evaluations? Do they function as a valid measure of this variable? What unintended factors are captured by evaluations? How reliable are evaluations across different contexts? How do we effectively sample students to provide a valid representation of students?

Collectively, these questions are much the same as those faced in any research design, and they point to a broader, more overreaching point — assuming that some portion of teaching evaluations do provide insight into the quality of instruction, how much error is present in our measurement? To what degree are evaluations systematically skewed — for example, do they favor smaller courses, easier instructors or teachers who share personal information, as prior research has suggested? And to what degree are they plagued by random error, making it incorrect to read into small between-section differences?

I hope many of you can join us Friday for this discussion. But more importantly, I hope this topic illustrates a larger idea — the methodological tools employed by CT&M members apply to more than just our research. As scholars who understand effective measurement, we should strive to employ our knowledge in all academic contexts, including the effective development of teaching evaluations.

MIKE SCHMIERBACH
PENNSYLVANIA STATE
UNIVERSITY
TEACHING STANDARDS CHAIR

Spotlight on Palin and environmental reporting

This year CT&M PF&R is co-sponsoring two in-convention panels. "Covering a Palin Presidency? Researchers Predict News Coverage" is co-sponsored with the Commission on the Status of Women (CSW). This panel will predict how former Vice-Presidential Candidate Sarah Palin will be portrayed in news media if she is selected to become a 2012 Presidential Candidate. These researchers will draw on their publications that have explored how journalists have framed presidential candidates to hypothesize and develop research questions for studies on the next presidential campaign. Addressing these issues are relevant to the PF&R focus on gender inclusiveness.

The other panel, co-sponsored with the Communicating Science, Health, Environment and Risk division, is entitled "The Ethics of Environmental Reporting." This panel explores questions such as: If traditional journalistic norms and practices conflict with ethical environmental communication? What environmental issues are most susceptible to ethical conflicts from these institutional biases? What can communication theory offer to improve the ethical communication of environmental issues? Concepts such as transparency, objectivity, balance and framing present complex ethical questions in the context of environmental communication. Addressing these issues are relevant to the PF&R focus on ethics.

MICHAEL DAHLSTROM
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