

## CT&M Program Set for 2012



August 9-12, 2012

**JASON REINEKE**  
MIDDLE TENNESSEE STATE  
UNIVERSITY  
CT&M PROGRAM CHAIR AND  
VICE-HEAD

It is my pleasure to announce CT&M's program for the 2012 conference in Chicago. This year's conference takes place Thursday, August 9 through Sunday, August 12. The division will be co-sponsoring (with the Mass Communication and Society division) two pre-conference workshops this year. Both will take place Wednesday, August 8 and feature Marc Smith. The first will focus on an introduction to social network analysis, and the second will be an advanced social network analysis session.

This year CT&M will have five refereed research sessions on Framing, Agenda Setting, Theory Development and Revision, Methods and Analysis, and The Best of CT&M. The poster session, which is co-sponsored by the Political Communication interest group; the Communicating Science, Health, Environment, Risk division; and the Communication Technology division

includes papers on Theory Evaluation; Social Media; Habituation, Learning, and Socialization; Emotion; Attitudes, Identity and Ideology; and Communication in Crises.

There will be three professional freedom and responsibility panels this year on Current Trends in Audience Analysis, Experimental Methodology in Mass Communication: How to Improve as Scholars and Reviewers, and Hot Topics. The teaching panel will examine Winning Nationally Competitive Grants – Strategies for Success.

Please note that due to the somewhat unusual scheduling of the conference this year (Thursday through Sunday rather than Wednesday through Saturday) the division's business meeting will take place the evening of Saturday, August 11 at 7 p.m.

For the complete conference schedule, see page 8.

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# Counting down to Chicago

MICHEL HAIGH  
PENNSYLVANIA STATE  
UNIVERSITY  
CT&M HEAD

## THOUGHTS FROM THE HEAD

The countdown for Chicago has started. Thanks to all the members and the executive board for making sure the research competition and programming (discussants, moderators, etc.) went smoothly. Authors were notified of their paper status and place on the program prior to May 15, so the process moved quickly. There are articles about the research paper competition as well as the full CT&M program included in the newsletter.

The executive board has been busy finalizing things for Chicago. This issue highlights those efforts by announcing the Barrow Scholarship winner, the *Communication Methods & Measures* Article of the Year winner, as well as the CT&M Chicago program.

CT&M starts the Chicago conference with a

**“The executive board has been busy finalizing things for Chicago. This issue highlights those efforts by announcing the Barrow Scholarship winner, the *Communication Methods & Measures* Article of the Year winner, as well as the CT&M Chicago program.”**

preconference workshop sponsored with MC&S. Thanks to Taylor and Francis (publishers of *CM&M*) for providing support for the preconference. We are offering two social network analysis workshops. An introductory session to social network analysis will be held on August 8 from 1 – 5 p.m. An advanced social network analysis session will be held from 7 – 9 p.m. for those who are interested in learning more about the NodeXL updates. Marc Smith will be leading both sessions again this year. The full preconference announcement is in the newsletter. One can register for the sessions by filling out the AEJMC registration form. Each session costs \$45 for faculty and \$25 for students to attend.

Thanks to all those who reviewed papers this year for CT&M. This was the first year the division had a theory paper competition, and it went well. The reviewing process went smoothly because of the

option for reviewers to leave the methods questions blank – or without a score. All Academic was not able to provide an NA option, but by making the three methods questions “non mandatory” and providing notes to the reviewers the process worked better this year than in the past.

The executive board was able to address a number of the charges the members suggested at the August 2011 business meeting. CT&M was able to secure more funding for the preconference workshop from Taylor and Francis as well as the funding for the Article of the Year award. Second, CT&M was able to increase sponsorship to the Barrow Scholarship from the other two co-sponsoring divisions. Another division will vote at its members meeting to see if they would also like to participate in funding the Barrow Scholarship. Finally, a theory paper competition was held in 2012 and All

Academic was updated to allow reviewers to evaluate a theory paper without having to address method questions.

The website has been updated throughout the year, and there were more updates to the division’s Facebook page.

I encourage everyone to attend the members’ meeting in Chicago. It will be held on Saturday, August 11 after the “Best of CT&M” panel.

There is a call in this issue for nominations for the two executive board seats elected each year. Please send nominations to mmh25@psu.edu and a ballot will be prepared prior to the members’ meeting. Nominations will still come from the floor, but the process will be more transparent if people make nominations prior to Chicago.

This is my last column as head of the division. I’d like to take the time to thank the members of the executive committee for all their hard work in 2011- 2012. I’ve learned a lot since being elected as an officer in 2007. I’m not sure where the time has gone, but I do know I’ve enjoyed serving the division. Thanks so much for a great experience.

# CM&M Article of the Year announced

The Communication Theory and Methodology division has announced the winner of the Article of the Year published in the division's journal, *Communication Methods & Measures*. Klaus Krippendorff's article "Agreement and Information in the Reliability of Coding," appeared in Volume 5, Issue 2. Krippendorff, Professor of Communication at the University of Pennsylvania, will be recognized with an honorarium and certificate at the CT&M members' meeting in Chicago on August 11, 2012.

One reviewer commented, "Krippendorff's article starts with a review much needed in the field before it spends the last part of the article developing a new tool to complement the standard IR measures. It is also ably explained, accessible, needed in the field, and will probably be in wide use soon."

Honorable mentions went to Teresa Myers, George Mason University, for her article, "Goodbye, Listwise Deletion: Presenting Hot Deck Imputation as an Easy

and Effective Tool for Handling Missing Data," which appeared in Volume 5, Issue 4. Another honorable mention recognized an article co-authored by Douglas Luke and Charlene Caburnay from Washington University, St. Louis, and Elisia Cohen, University of Kentucky. The article, "How Much is Enough? New Recommendations for Using Constructed Week Sampling in Newspaper Content Analysis of Health Stories" appeared in CM&M Volume 5, Issue 1.

A panel of scholars judged Krippendorff's article as the single CM&M article published in 2011 that contributed the most to the study of communication theory and methodology. The winning paper was selected in a two-step process. First, editors of the journal narrowed down the list of articles. Then members of the executive board who served on a special committee selected the winner out of the papers nominated by the journal.

CT&M congratulates the authors of all three articles!

## CM&M call for papers on selective exposure

Changes over the last few decades in the media landscape and the technology by which information is delivered have made it possible for people to custom tailor their exposure to media content in ways no one could have foreseen a generation ago. As a result, scholars from communication, political science, psychology, and other disciplines have speculated about and empirically examined selective tailoring and exposure.

A variety of factors causing selective exposure have been studied, including partisanship, utility considerations, moods, and personality characteristics, for example. Moreover, various outcomes of interest have been investigated, including political participation, learning, accessibility of attitudes about the self and others, and consumer behavior, among others.

Yet there has been little to no systematic treatment of the various approaches available to researchers on how to empirically measure such selective exposure and the relative strengths and weaknesses of those approaches.

*Communication Methods and Measures*, published by Taylor and Francis, is issuing a call for a special issue on empirical approaches to the study of

selective exposure. Manuscripts that focus on survey and experimental approaches to the study of selective exposure are especially sought, although all research traditions and methods are welcomed.

Submissions should focus on the methodology of selective exposure research rather than empirically documenting the existence of selective exposure effects. Manuscripts can be data driven or not, but must emphasize methodology so as to guide future researchers interested in studying selective exposure.

The deadline for submission for consideration is September 1, 2012. Submitters should include a statement in the cover letter that the manuscript is being submitted for the special issue on selective exposure research. Articles will be peer reviewed and a decision rendered within 90 days, with a target publication date of summer 2013. Instructions for authors and a description of the online submission process can be found on the journal's home page at <http://www.tandf.co.uk/journals/HCMS>.

Questions about this special issue can be directed to Andrew F. Hayes, Editor-in-Chief, at [hayes.338@osu.edu](mailto:hayes.338@osu.edu) or [cmm@osu.edu](mailto:cmm@osu.edu).

# Smith slated for two social network analysis workshops in Chicago

*MICHEL HAIGH  
PENNSYLVANIA STATE  
UNIVERSITY  
CT&M HEAD*

The Communication Theory & Methodology Division and the Mass Communication & Society Division of AEJMC announce their preconference workshops "Using NodeXL for Social Network Analysis – For Beginners" and "Advanced Social Network Analysis" with Dr. Marc A. Smith. Smith's NodeXL program is an easy to use, open-access program for social network analysis. It can be used to examine message boards, blogs, wikis, and friend networks.

Two sessions will be held on Wed., August 8, 2012 at the Chicago Marriott Downtown. The first session is for those who are new to social network analysis. The session will be held from 1 – 5 p.m. Smith will provide some background on the theory of social network analysis, before ending the beginner session with some "hands on" training using NodeXL. This intro session will be similar to the session Smith presented in 2011 in St. Louis (back by popular demand).

Smith will then present an advanced social network analysis session from 7 – 9 p.m. for those who have previous experience using NodeXL.

Participants will need to bring their computers since Smith will provide guidance and "hands on" training during the session. He'll provide all registered participants information prior to their arrival in Chicago.

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, CA. He founded and managed the Community Technologies Group at Microsoft Research in Redmond, WA. He led the development of social media reporting and analysis tools for Telligent Systems. He is co-founder of the Media Research Foundation (<http://www.smrfoundation.org/>) "which is dedicated to Open Tools, Open Data, and Open Scholarship related to social media."

Smith's research focuses on computer-mediated collective action: the ways group dynamics change when they take place in and through social cyberspaces. He 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.

Registration information can be found on the AEJMC conference registration site (<http://www.aejmcchicago.org/>). Cost to attend is \$45 for AEJMC members and \$25 for graduate students. Members will be able to register for the preconference at the same time they register for the AEJMC conference. Please email Michel M. Haigh ([mmh25@psu.edu](mailto:mmh25@psu.edu)) with questions.

## CT&M executive committee call for nominations

CT&M elects two members to serve on the executive board each year at the members' meeting in August. According to the division bylaw Article IV Section 2, each year, two members of the executive committee will be elected by ballot to two-year terms at the annual members' meeting. Elected members of the executive committee will serve their first two years as major officers of the division other than head, vice-head/program chair, or research/paper chair.

A list of executive board members and their

respective duties can be found at <http://aejmc.net/ctm/about/by-laws/>.

Members can nominate others or self-nominate. Please consider sending nominations by July 31 so the names can be circulated among members before the members' meeting in Chicago. Nominations will also be accepted from the floor. Send nominations to [mmh25@psu.edu](mailto:mmh25@psu.edu) prior to July 31. An email will be sent the first week of August listing those who have been nominated and who have agreed to serve.

## Good news from the CT&M research competition

ROSANNE  
SCHOLL  
LOUISIANA STATE  
UNIVERSITY  
CT&M RESEARCH  
CHAIR

### Good news #1: Submissions are up

After a dip last year, the number of papers submitted to CT&M is back on the rise. Our reputation for fair reviewing with helpful comments from area-appropriate reviewers continues to attract talented scholars.

It does great credit to our membership that the

acceptance rate for papers with only student authors (45.5%) was essentially equal to that for papers with some or all faculty authors (47.6%.) However, only 11 papers were submitted to the student paper competition, a drop from past years. This number undercounts student participation in CT&M, because many of the

open competition papers had student co-authors, and often student first authors. Other student papers may not be included in this number in the case that the author did not identify him or herself. Still, the division may want to consider how to further extend its welcome mat for graduate student scholars.

### Good news #2: CT&M helps authors share QUALITY work

Our distinguished reviewers had raves for all our paper competition winners. Many of these fine research studies will be presented at our "best of" panel on Saturday, August 11 at 5:15.

This year, CT&M instituted a new award to recognize the top theory paper. Maria Leonora (Nori) Comello from University of North Carolina - Chapel Hill wrote the winning paper, "Conceptualizing the Intervening Roles of Identity in Communication Effects: The Prism Model."

The Chafee-McLeod Award for the top student paper of the year went to "The Hostile Media Effect and Political Talk: Expanding the corrective action hypothesis" by Matthew Barnidge from University of Wisconsin - Madison. The second place student paper was "Player Agency, In-Game Behaviors, and Effects: Toward Developing a More Robust Theory of Video Games" by J.J. DeSimone and Justin

Mozer, both of University of Wisconsin-Madison. Finally, "Evaluation of the Theory of Planned Behavior" by Kuan-Ju Chen from University of Georgia was a top-3 student paper.

The top paper in the open paper competition was "A Comparison of Three Approaches to

Computing Information Insufficiency: Challenges and Opportunities" by Sonny Rosenthal of Nanyang Technological University. The second place open competition paper was "Multiple Opinion Climates in Online Forums: Role of website source reference and within-forum opinion congruency" by Elmie Nekmat and William Gonzenbach, both from University of Alabama. The top 3 were rounded out by "Multiplying Incongruence: How the Emotional Response to Diverse Sources of Incongruent Messages Mediates Participatory Intentions" by Emily Vraga of George Washington University.

### Good news #3: Reviewers like us; they really, really like us

I copied this quote from former Research Chair Douglas Blanks Hindman's column in the Summer 2007 edition of this newsletter: "The "opt-out" process of assigning reviewers does not work for everyone. In our division, if you reviewed the previous year, we send you an e-mail in January or

CT&M Research Paper Submissions Since 2004

Year	Submissions	Accepted	Percent Accepted
2012	95	45	47%
2011	80	45	56%
2010	114	53	46%
2009	121	58	48%
2008	106	55	52%
2007	**	?	?
2006	?	?	?
2005	?	52	?
2004	87	60	69%

Includes both faculty and student paper submissions. Data from Research Chairs' columns in CT&M Concepts newsletter. \*\* In 2007, "submissions increased about 30% over previous years," reportedly due to the (then) new online submission system.

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# Thoughts about teaching research

AARON VEENSTRA  
SOUTHERN ILLINOIS  
UNIVERSITY CARBONDALE  
CT&M TEACHING STANDARDS  
CHAIR

The first wave of syllabi in the CT&M syllabus exchange are now available at the division web site ([aejmc.net/ctm](http://aejmc.net/ctm)). During the process of uploading and organizing the syllabi submitted by our first handful of exchangers, I found myself thinking about some of the basic assumptions that are made in methods courses. Given the potential breadth of even a relatively focused methods course, there are always aspects of research work that will be emphasized or left out. So what do we teach when we say we're teaching research?

Research methods are both algorithms and practice; those algorithms are based, in part, on various epistemologies. Regardless of methodology, a course that proceeds from the epistemological underpinning, to the logic of research design, to the technical skills makes intuitive sense and covers the ground necessary to teach a student how to do research. In many cases, methods courses culminate in students designing their own study, conducting secondary analysis, being tested on how they would address some set of research questions, or a combination of these.

In each case, students are working in a protected space – data may already be available, or may be collected by the class, under the professor's supervision. They may be acting as their own study participants, or as their own research assistants. This approach covers the process of research, but how well does it cover the practice?

Parts of research practice – for example, sampling and recruitment, or stimulus design – are directly implicated in the theory underlying research design; one key part that isn't is finding financial support. University funding continues to dwindle, with state appropriations to public universities down 3.8% in the last five years and those schools now carrying

over \$60 billion in debt, and the need for scholars to secure external funding through competitive grants is greater than ever. Junior scholars likely learn the practice of grant-seeking the same way they likely learn the practice of article submission – that is, through informally apprenticing with their advisors, other professors or senior students during their grad school years.

Those looking for a more systematic way to add this skill to their methods curriculum may find some helpful tips in August. On Sunday morning of this year's conference, CT&M and the Communicating Science, Health, Environment and Risk division will co-sponsor a teaching panel on winning nationally competitive grants. The session will feature veteran scholars sharing their grant-seeking experience and strategies with junior faculty and graduate students. For those who have never written a grant proposal, or for those thinking about how to translate their experience into a course module, this session should provide some good ideas on how to talk about the grant process, how to find grant opportunities, how to develop a budget, and so on.

This also presents an opportunity to think about what other aspects of research practice could be folded into a methods curriculum, either in a methods course or through a separate practice course. Journal selection and submission tactics, recruitment and selection of research assistants, and development of interdisciplinary contacts are all skills that can have significant impact on a scholar's research career, without necessarily impinging on how one designs and conducts research from a methodological point of view. Teaching these skills alongside the core methods used in research could present students a more holistic view of the entire practice of research as they will presumably doing it throughout their careers.

## News from the research chair, cont.

February saying, essentially, "Congratulations! You get to review for us again this year, unless you reply and ask us to take you off the list!" Some people read that to say, "Please let me know if you want to review for us this year." This misunderstanding was often not discovered until a couple of days past the deadline." Nevertheless, the surprised or reluctant draftees were far outnumbered by the willing, even enthusiastic volunteers.

These altruists often gave extensive and constructive comments. CT&M thanks 72 reviewers,

who each judged an average of 3.96 papers. All submitted papers were reviewed by three reviewers. Reviewing is a mostly anonymous and unrewarded activity. I felt trepidatious to ask our distinguished membership to do me this favor: but they came through for CT&M! I offer my sincere and humble thanks.

All this good news adds up to a healthy picture of the division's research mission. At the conference in Chicago, join your fellow members at the business meeting (and afterward) to celebrate!

# Barrow doctoral scholarship awarded

**MIKE SCHMIERBACH**  
PENN STATE UNIVERSITY  
MEMBERSHIP/RECRUITMENT  
CHAIR

After carefully weighing applications from a promising pool of young scholars, the Barrow Scholarship Committee selected Rowena Briones as the winner of the 2012 Barrow Minority Doctoral Student Scholarship. Briones, a student at the University of Maryland, studies public relations and health communication theories. She boasts an impressive CV, with several publications and more than 20 presentations at competitive regional, national, and international conferences.

Her prior work includes studies of health communication technology, methodological questions in public opinion research, and applications of agenda setting and framing to research on health communication.

In her statement, Briones described her ongoing dissertation progress and noted that “effective communication practices and extensive theory development are the ultimate key to solving problems faced by the world today.”

She received strong praise from her references. One letter noted, simply, “Rowena is easily one of

the best graduate students I have ever taught or advised.”

The scholarship honors the late Professor Lionel C. Barrow, Jr., of Howard University, 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://aejmc.net/ctm/newsletter/>. The award is designed to aid doctoral students in journalism or mass communication programs to complete their dissertation research and academic studies.

The award is sponsored by CT&M and is made possible in part through contributions from the Minorities and Communication Division, the Commission on the Status of Minorities, and personal donations.

As this year’s recipient, Briones will receive \$2000 as well as membership in CT&M. She plans to attend AEJMC in Chicago, at which she will be formally honored.

# Professionalism and ethics on deck for PF&R

**MYIAH HUTCHINS**  
TEXAS TECH UNIVERSITY  
PF&R CHAIR

CT&M has three PF&R sessions to look forward to in Chicago. Two sessions will be on Thursday, and the final session will be on Friday.

The first session (co-sponsored with ComSHER), scheduled for Thursday at 8:15 a.m., focuses on audience analysis. The purpose of this session is to engage and inform audience members regarding current trends in audience analysis, by taking advantage of the wealth of agencies and polling firms located in Chicago. Invited panelists are Gini Dietrich, CEO, Arment Dietrich, Inc., Chicago; Elena Weinstein, Communications Associate, DDB, Chicago; Linda Rutherford, VP Communication and Marketing, Southwest Airlines, Austin; Martha Carlos, Red Cross, Chicago; and Gary Behlow, Nielsen, Chicago. They will address questions such as the importance of determining your target market and how new media influences audience analysis strategies and outreach programs.

Our second session (co-sponsored by the Graduate Student Interest Group), scheduled for Thursday at 5 p.m., will sound familiar to those who attended the Best Of session last year. Authors of last year’s top paper--Rob Wicks, Esther Thorson and Glenn Leshner--will spend the entire

session answering questions about their paper “Experimental Methodology in Journalism and Mass Communication Research,” which focused on the debates surrounding experimental research.

Because of the overwhelming response and debate sparked by their research, we have invited them back to discuss the seven key areas of contention regarding experiments. Even if you are not an experimental scholar, this session can be helpful when reviewing papers. Moreover, it will surely include an exciting discussion of the role experiments play in the field of communication.

The final session, scheduled for Friday at 3:15 p.m., will be led by the Small Programs Interest Group. This “Hot Topics” session is being led by the Small Programs Interest Group and will address coverage of the Trayvon Martin case and Florida’s Stand Your Ground Law. The panel will bring in local award-winning journalists as well as journalists who were covering the case from Florida. This is relevant to PF&R’s focus on ethics and professionalism. Invited panelists are Trymaine Lee, *Huffington Post* blogger, Keith Longmore, *West Orlando News Online*, and Rene Stutzman, *Orlando Sentinel*.

# CT&M session schedule for 2012

**Wednesday****Pre-Conference****Social Network Analysis****1 pm to 5 pm**Beginning social network analysis  
Marc Smith, Connected Action**7 pm to 9 pm**Advanced social network analysis  
Marc Smith, Connected Action**Thursday****8:15 am to 9:45 pm****Communication Theory and Methodology Division and ComSHER Professional Freedom & Responsibility Session: Current Trends in Audience Analysis**

Moderating/Presiding: Myiah Hutchens, University of Arizona, &amp; Liz Gardner, Texas Tech

## Panelists:

Gini Dietrich, CEO, Arment Dietrich, Inc., Chicago  
Elena Weinstein, Communications Associate, DDB, Chicago  
Linda Rutherford, VP Communication and Marketing, Southwest Airlines, Austin  
Gary Behlow, Nielsen, Chicago  
Martha Carlos, Red Cross, Chicago**Thursday****1:30 pm to 3:00 pm****Communication Theory and Methodology Division Refereed Paper Research Session: Framing**

Moderating/Presiding: Stephanie Edgerly, University of Wisconsin

Discussant: Julie Andsager, University of Iowa

"Beyond Content: Framing through the Roles of Journalists." Lea Hellmueller, University of Missouri; Edson Tandoc, University of Missouri; Tim Vos, University of Missouri

"Attitude Change in Competitive Framing Environments? The Moderating Role of Open/Close-Mindedness on Framing

Effects About Global Climate Change."

Erik Nisbet, Ohio State University; P. Sol Hart, American University; Teresa Myers, George Mason University; Morgan Ellithorpe, Ohio State University

"Talking about Healthcare: News Framing of Who Is Responsible for Rising Healthcare Costs in the United States." Sei-Hill Kim, University of South Carolina; Andrea Tanner, University of South Carolina; Soo Yun Kim, University of South Carolina; Caroline Foster, University of South Carolina

"Gains or Losses, or Gains and Losses? Expanding the Conceptual Boundaries of Prospect Theory." Jessica Myrick, University of North Carolina; Sri Kalyanaraman, University of North Carolina

"The Impacts of Message Framing and Risk Type in Skin Cancer Prevention Public Service Announcements (PSAs)." Hannah Kang, University of Florida; Moon J. Lee, University of Florida

**Thursday****5:00 pm to 6:30 pm****Communication Theory and Methodology Division and Graduate Student Interest Group Professional Freedom and Responsibility Session: Experimental Methodology in Mass Communication: How to Improve as Scholars and Reviewers**

Moderating/Presiding: Myiah Hutchens, University of Arizona

## Panelists:

Rob Wicks, University of Arkansas  
Esther Thorson, University of Missouri  
Glenn Leshner, University of Missouri**Friday****8:15 am to 9:45 am****Communication Theory and Methodology Division Refereed Paper Research Session: Agenda Setting**

Moderating/Presiding: Betsy Emmons,

University of Alabama

Discussant: Michel M. Haigh, Pennsylvania State University

"Measuring Public Opinion Formation: Assessing First- and Second-Level Agenda Setting through Saliency Measures." Jennifer Kowalewski, Texas Christian University; Maxwell McCombs, University of Texas

"Exploring 'the World Outside and the Pictures in Our Heads': A Network Agenda Setting Study." Hong Tien Vu, University of Texas; Lei Guo, University of Texas; Maxwell McCombs, University of Texas

"Who (or What) Sets J-bloggers' Agenda? A Comparison Between the Political J-blogs of Newspapers and Television Networks." Jihyang Choi, Indiana University

"Searching for Saliency: The Interplay of Media Coverage and Online Search Behavior during the BP Oil Disaster." Matthew Ragas, DePaul University; Hai Tran, DePaul University; Jason Martin, DePaul University

"Aggregating Agendas: Online News Aggregators as Agenda Setters." Paige Madsen, University of Iowa

**Friday****11:45 am to 1:15 pm****Communication Theory and Methodology Division Refereed Paper Research Session: Theory Development and Revision**

Moderating/Presiding: Justin Walden, Penn State University

Discussant: Maria Leonora (Nori) Comello, University of North Carolina

"Spirals Into Fragmentation: Rethinking the Spiral of Silence for Reference Groups in the New Media Environment." Andrew Pritchard, North Dakota State University

"Depriming Hypothesis: A Theoretical



## CT&M session schedule for 2012

Exploration of the Reverse Phenomena of News Priming Effects." ByungGu Lee, University of Wisconsin

"Incorporating Motivated Cognition into the Extended Parallel Process Model: An Integrative Theoretical Essay." Glenn Leshner, University of Missouri; Paul Bolls, University of Missouri; Anthony Almond, University of Missouri

"Hearing the Other Side Revisited: Toward a Unified Theory of Deliberative and Participatory Democracy." Hoon Lee, University of Michigan; Nojin Kwak, University of Michigan; Scott Campbell, University of Michigan

\*"Player Agency, In-Game Behaviors, and Effects: Toward Developing a More Robust Theory of Video Games." J.J. DeSimone, University of Wisconsin; Justin Mozer, University of Wisconsin

\*Top 2 Student Paper

### Friday

3:15 pm to 4:45 pm

**Small Programs Interest Group and Communication Theory and Methodology Division Professional Freedom and Responsibility Session: Hot Topics**

Panelists:

Trymaine Lee, *Huffington Post* blogger  
Keith Longmore, *West Orlando News Online*  
Rene Stutzman, *Orlando Sentinel*

### Saturday

8:15 am to 9:45 am

**Political Communication Interest Group, ComSHER, Communication Technology and Communication Theory and Methodology Divisions Refereed Paper Research POSTER Session**

Communication Theory and Methodology Posters

Theory Evaluation

1. "Evaluation of the Theory of Planned Behavior." Kuan-Ju Chen,

University of Georgia

2. "An Evaluation of Social Conformity Theory: Understanding Cross-Discipline Extension and Relevant to Computer-Mediated Communication." Yan Shan, University of Georgia

3. "An Examination of Social Network Theory." Eun Sook Kwon, University of Georgia

\*Top 3 Student Paper

Discussant: Myiah Hutchens, University of Arizona

Social Media

4. "The Gates Around the Book: Applying Gatekeeping Theory to Facebook." Patrick Ferrucci, University of Missouri; Edson Tandoc, University of Missouri; Adam Maksl, University of Missouri

5. "The Dualities of Social Network Sites." Kyu Hahn, Seoul National University; Hyelim Lee, Seoul National University

6. "Examining News Quality on Twitter." Ashley Kirzinger, Louisiana State University; Johanna Dunaway, Louisiana State University; Kirby Goidel, Louisiana State University

7. "The Reader's Willingness to Comment on Online News Articles: A Study of the Individual's Behavioral Responses in light of Media Effects Theories and Online News." Soo-Kwang Oh, University of Maryland; Xiaoli Nan, University of Maryland

Discussant: Porismita Borah, Maryville University

Habituation, Learning, and Socialization

8. "Elaboration or Distraction? Knowledge Acquisition from Thematically Related and Unrelated Humor in Political Speeches." Jörg Matthes, University of Vienna

9. "Developmental Provocation: Youth Prompting of Purposeful Political

Parenting." Mike McDevitt, University of Colorado; Spiro Kiouis, University of Florida

10. "In the Mood for Learning: How Mood, Pacing, and Semantic Difference Influence Learning of Children's Education Television Programming." Michael Devlin, University of Alabama; Natalie Brown, University of Alabama; Cynthia Nichols, Oklahoma State University

11. "Does Automatic Attention Allocation to Auditory Structural Features Habituate?" Robert Potter, Indiana University; Matthew Falk, Indiana University; Soyoung Bae, Indiana University; Teresa Lynch, Indiana University; Nicholas Matthews, Indiana University; Ashley Kraus, Indiana University; Sharon Mayell, Indiana University

Discussant: Aaron Veenstra, Southern Illinois University

Emotion

12. "Excitation Transfer Effects between Semantically Related and Temporally Adjacent Stimuli." Glenn Cummins, Texas Tech University; Wes Wise, Kansas State University; Brandon Nutting, Texas Tech University

13. "The Roles of Emotions and News Media on Political Participation." Doo-Hun Choi, University of Wisconsin; Michael Cacciatore, University of Wisconsin; Sei-Hill Kim, University of South Carolina

14. "Testing the Planned Risk Information Seeking Model: Context-specific and construct-related extensions." Jessica Willoughby, University of North Carolina; Jessica Myrick, University of North Carolina

15. "The Role of Content Enjoyment in Effects of Sexual and Romantic Media Primes." Francesca Dillman Carpenter, University of North Carolina; Scott Parrott, The University of North Carolina; Temple Northup, University of Houston

# CT&M session schedule for 2012

Discussant: Mike Schmierbach, Penn State University

Attitudes, Identity, and Ideology

16. "Erring on the Conservative Side?: Assessing Psychological Conservatism as Integrated Latent Predictor of Selective Exposure." Angela M. Lee, University of Texas; Thomas J. Johnson, University of Texas
17. "Information-Seeking Self-Identity: Scale Development and Validation." Sonny Rosenthal, Nanyang Technological University
18. "Filling in the Blanks between Corporate Communication and Financial Performance: Corporate Associations and Customer Satisfaction." Weiting Tao, University of Florida

Discussant: Jason Reineke, Middle Tennessee State University

Communication in Crises

19. "Behavioral Pluralism of the Third-person Effect: Evidence from the News about Fukushima Nuclear Crisis." Ran Wei, University of South Carolina; Ven-hwei Lo, Chinese University of Hong Kong; Hungyi Lu, National Chung Cheng University; Hsin-Ya Hou, National Chengchi University
20. "Diffusing Deviant Behavior: A Communication Perspective on the Construction of Moral Panics." Bryan Denham, Clemson University

Discussant: Rosanne Scholl, Louisiana State University

**Saturday**  
**1:45 pm to 3:15 pm**  
**Communication Theory and Methodology Division**  
**Refereed Paper Research Session: Methods and Analysis**

Moderating/Presiding: Jessica Myrick, University of North Carolina  
 Discussant: Jörg Matthes, University of Vienna

"Explicating Time: Toward Making Content Analysis Research Describing Time Frames More Meaningful." Julie Andsager, University of Iowa; Joseph Schwartz, Northeastern University

"A Reliability Index (ai) that Assumes Honest Coders and Variable Randomness." Xinshu Zhao, Hong Kong Baptist University / Fudan University

"Survey Data Analysis with Continuous Moderator Variables in Multiple Regression Modeling." Mohammed Al-Azdee, Indiana University

"Modeling Longitudinal Communication Data with Time Series ARIMA." Hanlong Fu, University of Connecticut; Jun Wang, Washington State University; Arthur VanLear, University of Connecticut

"Tradeoffs between Webcam, Chat, and Face-To-Face Focus Groups on Dimensions of Data Quality and Richness." Katie Abrams, University of Illinois; Sebastian Galindo-Gonzalez, University of Florida; Gina Song, University of Illinois; Zongyuan Wang, University of Illinois; Chanju Lee, University of Illinois

**Saturday**  
**5:15 pm to 6:45 pm**  
**Communication Theory and Methodology Division**  
**Refereed Paper Research Session: The Best of CT&M**

Moderating/Presiding: Rosanne Scholl, Louisiana State University

Discussant: Douglas Blanks Hindman, Washington State University

\*\*"A Comparison of Three Approaches to Computing Information Insufficiency: Challenges and Opportunities." Sonny Rosenthal, Nanyang Technological University

\*\*\*"Multiple opinion climates in online forums: Role of website source reference and within-forum opinion congruency." Elmie Nekmat, University of Alabama; William Gonzenbach, University of

Alabama

\*\*\*\*"Multiplying Incongruence: How the Emotional Response to Diverse Sources of Incongruent Messages Mediates Participatory Intentions." Emily Vraga, George Washington University

+ "The hostile media effect and political talk: Expanding the corrective action hypothesis." Matthew Barnidge, University of Wisconsin

++ "Conceptualizing the Intervening Roles of Identity in Communication Effects: The Prism Model." Maria Leonora (Nori) Comello, University of North Carolina

\*Top Faculty Paper  
 \*\*Top 2 Faculty Paper  
 \*\*\*Top 3 Faculty Paper  
 +Top Student Paper  
 ++Top Theory Paper

**Saturday**  
**7:00 pm to 8:30 pm**  
**Communication Theory and Methodology Division**  
**Member's Meeting**  
 Moderating/Presiding: Michel Haigh, Penn State University

**Sunday**  
**8:15 am to 9:45 am**  
**ComSHER and Communication Theory and Methodology Division**  
**Teaching Session: Winning Nationally Competitive Grants – Strategies for Success**

Moderating/Presiding: Shirley Ho, Nanyang Technological University

Panelists:  
 Noshir Contractor, Northwestern University  
 Charles T. Salmon, Nanyang Technological University  
 Dietram A. Scheufele, University of Wisconsin  
 Jane D. Brown, University of North Carolina  
 Glen Cameron, University of Missouri

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