



The AEJMC 2013 Conference
Washington, D.C. | August 8-11



CT&M Program Set for Washington, D.C. 2013

ROSANNE SCHOLL
MANSHIP SCHOOL OF MASS
COMMUNICATION
LOUISIANA STATE UNIVERSITY
CT&M VICE-HEAD AND
PROGRAM CHAIR



Thanks to its members, submitters, volunteers, and board, CT&M will present a valuable program at the 2013 conference in Washington, D.C. on Wednesday, August 7th through Sunday, August 11th. Highlights include a preconference on August 7th with Communication Methods and Measures editor Andrew Hayes on mediation analysis. The preconference will be co-sponsored with the Political Communication Interest Group.

Refereed Research Panels

Authors will share their refereed research using either a poster or a presentation. CT&M will host eight thematic groups of three or four posters each, in two different co-sponsored research poster sessions. Five additional research presentation sessions of 5 papers each round out our group of admitted papers. Discussants for these poster and presentation sessions include current CT&M board members and distinguished past heads and other leaders of CT&M. To whet your appetite, here are the titles of the research poster and presentation sessions:

- Models of Media Effects
- What People Think about Media Outlets
- Gatekeeping and Frame Building
- Communicating Health Messages
- Risk
- Mediators of Media Effects
- Psychology of Advertising
- Mechanisms of Persuasive Communication
- Advancing Methods and Measures in Communication Research
- Moderators of Media Effects
- Emotion and Media Effects
- Effects of the Online Political Marketplace of Ideas
- "Best of" Refereed Paper Research Session: CT&M Research Competition Award Winners

Please read the column by research co-chairs Mike Schmierbach and Myiah Hutchens for more information about winners of the competitions, the reviewers who made it all possible, and the admitted authors.

INSIDE CONCEPT

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CT&M Program set for Washington, D.C. 2013

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Two teaching panels will help attendees stay current as educators. Their topics are:

- Teaching Tweeting and Blogging for Complex Subjects
- Mixing Theory and Skills in Mass Communication Curricula.

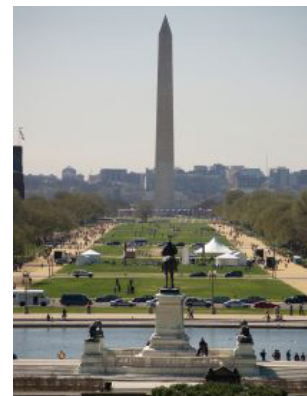
Two professional freedom and responsibility panels will help us think deeply about connections and perspectives from inside and outside academia. One of them will host top political columnists from Slate, The Atlantic and The American Prospect! These panels are titled:

- Strategic Research for Advocacy: Public Opinion and Science, Health, and Environmental Issues
- Data science and targeted mobilization in the 2012 election

This year, the co-sponsors of some of these teaching and PF&R panels at ComSHER, CTEC, and MCS. Please read the columns by teaching chair Aaron Veenstra and PF&R chair Kjerstin Thorsen for more information on CT&M's offerings beyond our famous research posters and presentations. Please see the schedule in this newsletter for the full conference program. As you plan what to do while

in D.C., please remember our business meeting on Saturday evening. There's potential for a delightful afternoon and evening of CT&M pleasures: a panel at 3:30, the "best of" session in the same room at 5:15. Perhaps we'll "go halvesies" on some pizzas to keep us fueled up for the business meeting, which immediately follows the "best of" session in the same room. All members and future members are invited to attend the business meeting, and the traditional off-site cocktail hour (or two) afterward.

We will have plenty to talk about!



Thoughts from the Head

JASON REINEKE
MIDDLE TENNESSEE
STATE UNIVERSITY
CT&M HEAD



It is my great pleasure to report that the Communication Theory and Methodology (CT&M) division's activities at the August conference in Washington D.C. are coming together quite well. We have a very special and in-demand pre-conference workshop, a great program of research sessions as well as professional freedom and responsibility (PF&R) and teaching panels, and also a number of prestigious awards to present.

As noted in our spring newsletter, our pre-conference workshop will feature keynote speaker

Andrew Hayes (The Ohio State University), author of the new book *Introduction to Mediation,*

"We have a very special and in-demand pre-conference workshop, a great program of research sessions as well as professional freedom and responsibility (PF&R) and teaching panels, and also a number of prestigious awards to present."

Moderation, and Conditional Process Analysis: A Regression-Based Approach discussing process modeling using statistical mediation and moderation.

Continued on Page 3

Thoughts from the Head

Continued from Page 2

This workshop will take place from 1:00 pm to 5:00 pm on Wednesday, August 7. The cost is \$50.00 for regular members and \$25.00 for graduate students. We have a truly excellent program of research presentations this year, including refereed research sessions on advancing methods and measures in communication research, the effects of the online political marketplace of ideas, the mechanisms of persuasive communication, and the psychology of advertising. CT&M will also present poster and scholar-to-scholar groups on a number of topics including gatekeeping and frame building, what people think about media

Our best of CT&M session will present the finest research submitted to the division this year, including the top open completion and theory competition papers, which are one in the same authored by Jörg Matthes (University of Vienna) and Audun Beyer (University of Oslo), and the Chaffee-McLeod Top Student paper authored by Harsh Taneja (Northwestern University). Incidentally, I am also pleased to announce that our division accomplished the goal I set at the beginning of the year of doubling the number of student paper submissions over last year. For more details on the division's various conference research competition outcomes, see the column

by our research co-chairs, Myiah Hutchens and Mike Schmierbach.

“... our division accomplished the goal I set at the beginning of the year of doubling the number of student paper submissions over last year.”

As part of our division business meeting at 7:00 pm on Saturday, August 10 we will present the Communication Methods and Measures Article of the Year 2012 award. I am pleased to announce that the winners are René Weber (University of California,

outlets, and emotion and media effects. See program chair Rosanne Scholl's column for more details on our program and scheduling. Our two PF&R panels deal with the timely topics of data science and targeted mobilization in the 2012 election and strategic research for advocacy:

public opinion and science, health, and environmental issues. PF&R chair Kjerstin Thorson's column has more information about these panels that are sure to draw large crowds, as in years past. Our informative and helpful teaching sessions on teaching tweeting and blogging and integrating theory and practice in mass communication curricula will also likely be very well-attended. See teaching chair Aaron Veenstra's column to learn more.



Santa Barbara) and Lucy Popova (University of California, San Francisco) for Testing Equivalence in Communication Research: Theory and Application, from volume 6, number 3. For more information on the article of the year competition, see my column later in this newsletter.

As my seventh and final year of service to CT&M (I started in 2006-2007 as the graduate student liaison) and my time as division head draw to a close, I am especially proud of the great work that my fellow officers have done toward putting together a fantastic conference for CT&M and the state of the division in general.

I hope that all who read this will be able to join us to participate in and celebrate the division's success in D.C. this August.

CM&M Article of the Year Column

JASON REINEKE
MIDDLE TENNESSEE
STATE UNIVERSITY
CT&M HEAD



It is my honor to announce that the winners of the 2012 Communication Methods and Measures article of the year are **René Weber** (University of California, Santa Barbara) and **Lucy Popova** (University of California, San Francisco) for *Testing Equivalence in Communication Research: Theory and Application*. From the abstract:

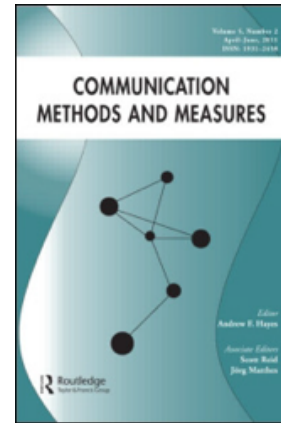
Although equivalence testing is preferred when a researcher's goal is to support the null hypothesis (i.e., no substantial effect), equivalence tests are virtually unknown and unused in the communication field ... we provide tables of commonly observed effect-sizes across subdisciplines and topic areas in communication ... as a guideline for choosing minimum substantial effects (Δ) in equivalence testing ... we provide easy-to-use custom dialogs for SPSS which greatly simplify ... computation and application.

Weber and Popova will be recognized at the division business meeting on Saturday, August 10 at 7:00 pm, and awarded a certificate and a \$250.00 prize generously provided by Taylor and Francis, publishers of the journal.

The first runners up in the article of the year competition are **Michael Slater** (The Ohio State University) and **Laurel Gleason** (The Ohio State University) for *Contributing to Theory and Knowledge in Quantitative Communication Science*. From the abstract:

We propose a framework for understanding how quantitative researchers typically seek to contribute to theory and generalizable knowledge in communication, noting some of the strengths and weaknesses of the various approaches typically used ... We discuss how these categories can be employed by researchers when conceptualizing and articulating the theoretical contributions planned in their research and by reviewers, editors, and researchers in critically assessing such contributions in the work of others.

The second runners up were **Kristopher Preacher** (Vanderbilt University) and **James Selig** (University of New Mexico) for Advantages of Monte Carlo Confidence Intervals for Indirect Effects. From the abstract:



Monte Carlo simulation is a useful but underutilized method of constructing confidence intervals for indirect effects in mediation analysis ... In this study we discuss Monte Carlo confidence intervals for indirect effects, report the results of a simulation study comparing their performance to that of competing methods, demonstrate the method in applied examples, and discuss several software options for implementation in applied settings.

These articles were nominated by the editors of the journal and final placement was voted on by the Communication Theory and Methodology division's executive committee. Please join me in congratulating these authors on their excellent work.

Preacher, K. J. & Selig, J. P. (2012). Advantages of Monte Carlo confidence intervals for indirect effects. *Communication Methods and Measures*, 6, 77 - 98.

Slater, M.D. & Gleason, L.S. (2012). Contributing to theory and knowledge in quantitative communication science. *Communication Methods and Measures*, 6, 215 - 236.

Weber, R. & Popova, L. (2012). Testing equivalence in communication research: Theory and application. *Communication Methods and Measures*, 6, 190 - 213.

Good news from the CT&M research competition

MYIAH J. HUTCHENS
UNIVERSITY OF ARIZONA

MIKE SCHMIERBACH
PENNSYLVANIA STATE UNIVERSITY
CT&M RESEARCH CO-CHAIRS



As research co-chairs, we oversaw another excellent paper competition. The division received many outstanding papers for both the open competition and the special student and theory competitions, and we were fortunate to be able to accept 51 of the 85 submitted papers, for an overall acceptance rate of 60%. This is a bit higher than most recent years, and it reflects how many of the submitted papers received positive feedback from reviewers.

The winner of the open competition was also the winner of the theory paper competition, reflecting how central theory is to successful CT&M papers. We received 23 papers for the theory competition, which was a substantial increase over last year's inaugural competition. This dual award-winning paper, written by **Jorg Matthes**, University of Vienna, and **Audun Beyer**, University of Oslo, was titled, "Toward a cognitive-affective process model of hostile media perceptions: A multi-country structural equation modeling approach." Reviewers specifically focused on and praised the theoretical contribution of the piece.

"This year, we were able to complete the competition without needing to reassign a single paper due to late or missing reviews, which shows how extraordinary dedicated the reviewing pool was for this process."

The other open competition winners were as follows:

Second place — "Heuristic-systematic processing and the third-person perception of persuasive messages," **Lelia Samson** and **Robert F. Potter**, both at Indiana University.

Third place — "The peripheral elaboration model: How incidental news exposure predicts political participation," **Syed Saif Shahin**, **Magdalena Saldana**, and **Homero Gil de Zuniga**, all at University of Texas at Austin.

The student competition also saw an increase in submissions this year, with a total of 29 student-only papers submitted. The winner of the Chaffee-McLeod student paper competition was **Harsh Taneja**, Northwestern University, for the paper "Mapping an audience-centric World Wide Web: A departure from hyperlink analysis."

The other student competition winners were as follows:

Second place — "Examining warranting theory toward use in non-interpersonal computer-mediated communication (CMC) contexts," **Eunsin Joo**, Michigan State University.

Third place — "Does motivation make a difference in agenda-setting effects?" **Na Yeon Lee**, University of Texas at Austin.

We're especially grateful to the many talented reviewers who made the competition a smooth and efficient process. The quality of CT&M's research sessions is directly related to the skill of its reviewers, and we thank everyone who contributed, especially those who took the time to provide useful and detailed feedback. This year, we were able to complete the competition without needing to reassign a single paper due to late or missing reviews, which shows how extraordinarily dedicated the reviewing pool was for this process. We hope that you will seek out the sessions in which the winning papers are presented as well as the many other outstanding research sessions being presented at AEJMC in Washington this year. And we're grateful not only to the reviewers but to all the authors of the papers submitted to this year's competition.

Data science, elections, polling, health, and the environment: It's PF&R in D.C.!

KJERSTIN THORSON
ANNENBERG SCHOOL FOR
COMMUNICATION & JOURNALISM
UNIVERSITY OF SOUTHERN
CALIFORNIA
CT&M PROFESSIONAL FREEDOM
& RESPONSIBILITY CHAIR



CT&M welcomes a fantastic line-up of experts for our two co-sponsored PF&R sessions at this summer's AEJMC conference. We've made the most of our DC location to pull in excellent panelists who will speak to the interests of both the CT&M membership and that of our co-sponsors. Our first session will explore the use of data science in the 2012 elections while the second is an examination of data-driven advocacy campaigns for health and environmental issues.

"Data science and targeted mobilization in the 2012 election" is scheduled for Thursday, August 8 at 11:45 a.m. The session brings together scholars and journalists exploring the use of data by campaigns in the 2012 election. Panelists will engage with questions about data science in campaigning as well as talk through the challenges for journalists and scholars writing about the use of analytics in

"We've made the most of our DC location to pull in excellent panelists who will speak to the interests of both the CT&M membership and that of our co-sponsors."

contemporary campaigns. Our panelists are: Sasha Issenberg, a columnist for *Slate* and author of *The Victory Lab: The Secret Science of Winning Campaigns*;

Molly Ball, staff writer covering national politics for *The Atlantic*; Jamelle Bouie, staff writer at *The American Prospect*; Matthew Hindman, Assistant Professor at George Washington University and author of *The Myth of Digital Democracy*; and Jacob Groshek, Visiting Scholar of Digital Media Research at Institute for Advanced Study Toulouse. The session is co-sponsored with the Communication Technology division.

Our second session is co-sponsored with ComSHER, and is scheduled for Sunday, August 11 at 11 a.m. This session explores the role of public opinion data in advocacy campaigns for science, health, and environmental issues. Panelists will discuss emerging practices in data-driven campaigning and polling in such areas as climate change, pandemics and biosecurity, and vaccination and public health. Our panelists are Robert A. Logan, Senior Staff, U.S. National Library of Medicine; Emily Swanson, Polling Director for *The Huffington Post*; Matthew Leveque, Associate Professor of Professional Practice, University of Southern California; and David Karpf, Assistant Professor, George Washington University.

Looking forward to seeing you all in DC!

Thoughts about teaching research

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



When we think about teaching in connection to topics like theory and methodology, I think it's fair to say that graduate education is what comes to mind first. After all, graduate curricula are where the diversity of theory and methods courses manifest.

But of course, most undergraduate curricula in

mass communication also include courses on theory and research methods – the latter, in particular, in strategic communication programs.

Apart from those dedicated courses, there are myriad places theory might be incorporated into an undergrad program that may be more or less skills-driven.

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Thoughts about teaching research

Continued from Page 6 This isn't just about how one professor might tie theory into one course; different philosophies might lead to broadly different programs.

“Twitter and other ultra-short form media are particularly problematic for science, health, environment, and risk issues, which are difficult to reduce to fit these media without oversimplifying to the point of inaccuracy.”

At this year's conference in Washington, CT&M and the Mass Communication and Society division will co-sponsor a teaching panel that addresses this issue, examining how theory is integrated into a variety of different communication skills curricula. Panelists will discuss the needs of students, including both undergraduates and professionally oriented Master's students, to connect the skills they will use in the workforce to issues found in mass communication theory, as well as the importance of applying that theory to their professional practice.

This discussion will also examine how this pedagogy might vary across programs, from those R1 schools



that have a heavy research focus among the faculty, to smaller programs that lack graduate components, or between journalism and communication studies

departments. The tremendous breadth that exists in the academic structures of our discipline present many points at which different approaches might be preferred. Our four panelists bring a range of perspectives and different experiences to the discussion, but they can only cover some of the many approaches to this topic. I think the conversation that we will have in this session will be as valuable as the panelists' presentations. This panel will be held at 9:15 on Sunday morning, but I hope you'll be able to fit it into your schedule before leaving town.

CT&M's other teaching panel, co-sponsored with the Communicating Science, Health, Environment, and Risk division, will be held on Thursday morning at 8:15. This panel focuses on teaching social media as communication platforms for complex topics. Twitter and other ultra-short form media are particularly problematic for science, health, environment, and risk issues, which are difficult to reduce to fit these media without oversimplifying to the point of inaccuracy. Science communication scholars, as well as Aries Keck, the social media contact for NASA's Goddard Space Flight Center, will discuss how tweeting, blogging, and other quick new media fit into the evolving convergence journalism paradigm. As a special bonus, the panelists may conduct some quick exercises during the panel to demonstrate the teaching approaches they discuss. This will be a valuable panel for anyone looking to not only keep their students current, but to help them navigate the difficult pathways laid out by the affordances of new media.

Barrow Minority Doctoral Student Scholarship 2013 awarded

STEPHANIE EDGERLY
MEDILL SCHOOL OF JOURNALISM
NORTHWESTERN UNIVERSITY
CT&M MEMBERSHIP CHAIR AND
BARROW SCHOLARSHIP CHAIR



The Barrow Scholarship Committee has selected **Dominique Harrison** as the winner of the 2013 Barrow Minority Doctoral Student Scholarship.

Harrison, a doctoral candidate at Howard University, studies the potential of new media technology to impact social change. She is particularly interested in information and communication technology (ICT) policy as it relates to the advancement of women within different cultures.

In her statement, Harrison describes her research as being "in service to international development by bridging theory and practice to improve policy and public awareness of gender in ICT strategies." She plans to use the scholarship to help fund her dissertation research, which focuses on telecommunications policy in Jamaica.

Harrison received strong praise from her references. One letter stated, "Dominique's research demonstrates a deep intellectual and political grasp of gender, race and colonialism in today's global media dynamics."



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 made possible through contributions from the Minorities and Communication Division, the Commission on the Status of Minorities, and personal donations.

The scholarship will be formally awarded to Harrison during the AEJMC general business meeting, Saturday August 10, at 10:00 am.



CT&M session schedule for 2013

Wednesday, August 7

**Preconference Co-sponsored
by Communication Theory
and Methodology and Political
Communication Interest Group**

**Thursday, August 8
8:15 – 9:45 a.m.**

**ComSHER and CT&M Co-Sponsored
Teaching Panel**

**Teaching Tweeting and Blogging for
Complex Subjects**

Panel Abstract:
Modern “convergence journalism” requires journalists to be multi-talented multi-media producers, doing traditional reporting as well as print, online, podcast, and social media production. The rise of tweeting and (brief) blogging as key components of journalism is particularly problematic for complex topics such as science, health, environment, and risk issues, as a common recommendation is to provide context, background, and explanations to ensure that complex topics aren’t oversimplified to the point of being inaccurate, hyped, scary, or unproductive for social discourse in other ways. But there is very little guidance in the journalism teaching world about how to teaching tweeting and blogging (“bleeting”?). This panel will bring together several journalists and journalism teachers who focus on complex topics to talk about their strategies, successes, failure, and goals for teaching bleeting. Some exercises may be conducted during the session, for immediate display.

Panelists:
Alison Bass, West Virginia University
Ron Yaros, Univ. of Maryland
Mary Nucci, Rutgers University
Aries Keck, NASA Goddard Space Flight Center

Presiding/Moderating: Bruce Lewenstein, Cornell University

Contact Person: Michael Dahlstrom, Iowa State University

**Thursday, August 8th
11:45 a.m**

**Data science and targeted mobilization
in the 2012 election**

Panel Type: PF&R

Panel Sponsors: Communication Theory & Methodology, Communication Technology

Panel abstract: This session brings together scholars and journalists exploring the use of data by campaigns in the 2012 election. Panelists will engage with questions about data science in campaigning as well as talk through the challenges for journalists and scholars writing about the use of analytics in contemporary campaigns.

Panelists
Sasha Issenberg, “Victory Lab” columnist for Slate
Molly Ball, Staff Writer, The Atlantic
Jamelle Bouie, Staff Writer, The American Prospect
Matthew Hindman, George Washington University
Jacob Groshek, Institute for Advanced Study Toulouse

Contact information:
Kjerstin Thorson, CT&M PF&R chair
kjerstin.thorson@usc.edu

Carmen Stavrositu, CTEC PF&R chair
cstavros@uccs.edu

**Friday, August 9
8:15 am**

**ComSHER, CTEC, PCIG, and CT&M Co-sponsored poster session
Communication Theory and
Methodology POSTERS**

**Refereed Paper Research POSTER
Session: Models of Media Effects**

1. Three-Stage Spiral of Silence in a Networked Society
Sang Chon Kim, University of Oklahoma

2. Combining the Situational Theory of Publics and Theory of Reasoned Action to Explore Nonprofit Support: A Replication
Brooke W. McKeever, Geah Pressgrove, and Yue Zheng, University of South Carolina

3. Using the Theory of Reasoned Action to Study the Influence of News Media
Jennifer Hoewe, The Pennsylvania State University

Discussant for above posters: Rosanne Scholl, Louisiana State University

**Refereed Paper Research POSTER
Session: What People Think about
Media Outlets**

4. Predicting TV Channel Choice and Duration Using an Integrated Model of Media Choice
Su Jung Kim and Vijay Viswanathan, Northwestern University

5. Thinking about Others Online: The Relationship between Third Person and Hostile Media Perceptions
Pamela Brubaker, Brigham Young University

6. Aljazeera and The Hostile Media Effect: Credibility and Interactivity
Eisa Al Nashmi, Kuwait University; David Painter, Full Sail University; and Jessica Mahone, University of Florida

7. Mapping the News Landscape
Stephanie Edgerly, Northwestern University

Discussant for above posters: Jason Reineke, Middle Tennessee State University

CT&M session schedule for 2013

Refereed Paper Research POSTER**Session: Gatekeeping and Frame Building**

8. A Historical Test of Media System Dependency: Governor Sir Thomas Brisbane's Experiment in Press Freedom
Andrew Pritchard, North Dakota State University

9. Framing Healthcare: Frame Building and News Coverage of Who Is Responsible for Rising Healthcare Costs in the United States
Sei-Hill Kim, University of South Carolina; Andrea Tanner, South Carolina; Soo Yun Kim, University of Wisconsin-Madison; Caroline Foster, University of South Carolina; Oh Sang-Hwa, University of South Carolina

10. Reframing Gatekeeping: Proposing a Theoretical Link between Gatekeeping and Framing
Edson Tandoc, University of Missouri-Columbia

11. An Exploration of the Roots of the Gatekeeper Concept: What Can Network Theory Tell Us About the Shifting Role of Journalism in a Networked Media Ecology?
Thomas Ernste, University of Minnesota

Discussant for above posters: Stephanie Edgerly, Northwestern University

Refereed Paper Research POSTER**Session: Communicating Health Messages**

12. In the mood to search: A conceptual examination of how emotions influence health information seeking
Jessica Myrick, University of North Carolina at Chapel Hill

13. Linguistic Framing Versus Numeric Framing in Campaign Messages: Revisiting An Application of Prospect Theory in Communication Research
Sunny J. Kim, Cornell University

14. Testing a model of sexual health information seeking via text messaging
Jessica Fitts, University of North Carolina at Chapel Hill

Discussant for above posters: Julie Andsager, University of Iowa

Refereed Paper Research POSTER**Session: Risk**

15. Seeking the Sweet Spot: Optimal combinations of gain-loss and motivational frames to promote vaccination during an epidemic
Un Park, Missouri

16. Elaborative Processing that Matters: A Study of Factors Influencing Perceived Risks Related to Food and Medicine in South Korea
Hwalbin Kim, University of South Carolina; Sei-Hill Kim, University of South Carolina; Jeong-Heon JC Chang, Korea University; Jea Chul Shim, Korea University; and Sang Hwa Oh, University of South Carolina

17. Risk Communication Factors to Inform Theory: Risk Perception, Special Needs Populations, and Media Usage
Melissa Janoske and Benjamin Sheppard, University of Maryland

Discussant for above posters: Myiah Hutchens, University of Arizona

Refereed Paper Research POSTER**Session: Mediators of Media Effects**

1. Examining the Intertextuality of Fictional Political Comedy and Real-World Political News
Kristen Landreville, University of Wyoming and Heather LaMarre, University of Minnesota

2. The Mediating Role of Prior Knowledge in Framing Effects: An Experimental Study of Responses to Valenced Frames
Chen Lou, Michigan State University; Carson B Wagner, EW Scripps School of

Journalism, Ohio University; and Eunsin Joo, Michigan State University

3. Knowledge Gaps on Social Media: Exploring Knowledge Inequality in Contemporary News Environments
Trevor Diehl, University of Texas, Austin

Discussant for above posters: Mike Schmierbach, Penn State University

Friday, August 9

11:45 am

Communication Theory and Methodology Division**Refereed Paper Research Session: Psychology of Advertising**

Online Advertisements and Conceptual Implicit Memory: Advances in Theory and Methodology
Temple Northup, University of Houston

Effect of Vocal Similarity on Automatic Attention to Voice Changes: Experimental Results and Industry Implications
Robert F. Potter, Edgar Jamison-Koenig, Teresa Lynch, Matthew Falk, Sharon Mayell and Katherine Krizan, Indiana University

Visual Context of Message Content: A Re-evaluation of Component Separation in the Elaboration Likelihood Model
Allison Lazard, Lucy Atkinson and Michael Mackert, The University of Texas at Austin

Political Consumption as Civic, Cooperative, and Contrived: Implications for Social Marketing
Melissa R. Gotlieb, Texas Tech University

Motivated Processing of Anger and Disgust In Anti-Tobacco Video Advertisements
Glenn Leshner, Russell Clayton, Manu Bhandari and Paul Bolls, University of Missouri

CT&M session schedule for 2013

Moderating/Presiding: Lisa Barnard, University of North Carolina at Chapel Hill
Discussant: Fuyuan Shen, Penn State University

Friday, August 9
3:15 pm

Communication Theory and Methodology Division

Refereed Paper Research Session: Mechanisms of Persuasive Communication

Agenda-setting in the beginning of the 1979 oil crisis: compelling arguments and public concern
 Alberto Ardèvol-Abreu, University of La Laguna; Magdalena Saldaña, The University of Texas at Austin; and Maxwell McCombs, The University of Texas at Austin

How does Interactivity persuade? An Experimental Test of Interactivity on Cognitive Absorption, Elaboration, and Attitudes
 Jeeyun Oh and S. Shyam Sundar, The Pennsylvania State University

Modeling a Participatory Campaign Communication: Communication Mediation and Anti-smoking Behavioral Intention
 Kang Namkoong, Seungahn Nah, Rachael Record, and Stephanie Van Stee, University of Kentucky

How do individuals develop attitude extremity in the new media environment? The interplay between the Internet, schemas, and information seeking
 Doo-Hun Choi, University of Wisconsin-Madison; Michael Cacciatore, University of Wisconsin-Madison; Michael Xenos, University of Wisconsin-Madison; Dietram Scheufele, University of Wisconsin-Madison; Dominique Brossard, University of Wisconsin-Madison; and Elizabeth Corley, Arizona State University

Examining Mood, Anxiety, and Knowledge in the Process of Resisting Influence
 Michel Haigh, Penn State University and Shelley Wigley, University of Texas at Arlington

Moderating/Presiding: Minjie Li, Louisiana State University
Discussant: David D. Perlmutter, Dean of the College of Media & Communication at Texas Tech University

Saturday, August 10
8:15 am

Communication Theory and Methodology Division

Refereed Paper Research Session: Advancing Methods and Measures in Communication Research

Finding Political Opinion Leaders in Both Online and Offline Environments
 Stephanie Jean Tsang and Hernando Rojas, University of Wisconsin - Madison

Functional Forms of Symbolic Crises in the News: Implications for Quantitative Research
 Bryan Denham, Clemson

Introducing a Software-Based Method to Assess and Manipulate Visual Attention: Feasibility and Initial Validation
 Lelia Samson and Erick Janssen, Indiana University

Studying Facebook: The ethics of drawing a sample in the networked age
 Sue Robinson, Manisha Shelat and David Wilcox, University of Wisconsin-Madison

Disuse, Misuse, and Abuse of Intercoder Reliability Indices in Communication
 Charles Feng, Jinan University and Zhi Tingrong, Jinan University

Moderating/Presiding: Chance York, Louisiana State University
Discussant: Deen Freelon, American University

Saturday, August 10
12:15

Scholar to Scholar Communication Theory and Methodology POSTERS

Refereed Paper Research POSTER Session: Moderators of Media Effects

1. Does Motivation Make a Difference in Agenda-Setting Effects?*

Na Yeon Lee, University of Texas at Austin

2. Giving and Receiving Emotional Support Online: Communication Competence as a Moderator of Psychosocial Benefits for Women with Breast Cancer
 Woohyun Yoo, University of Wisconsin - Madison; Kang Namkoong, University of Kentucky; Mina Choi, University of Wisconsin - Madison; Dhavan Shah, University of Wisconsin-Madison; Stephanie Jean Tsang, University of Wisconsin-Madison; Yongsun Hong, University of Wisconsin - Madison; Michael Aguilar; and David Gustafson, University of Wisconsin-Madison

3. Steer Clear or Get Ready: How Coping Styles Moderate the Effect of Informational Utility
 Benjamin Johnson and Silvia Knobloch-Westerwick, The Ohio State University

* Third place, CT&M Student paper competition

Discussant for above posters: Aaron Veenstra, Southern Illinois University

Refereed Paper Research POSTER Session: Emotion and Media Effects

4. Fearing a threat but hoping for the best: Revising the Extended Parallel Process Model based on emotion theory
 Jessica Myrick, University of North Carolina at Chapel Hill

5. Emotion-provoking personalization of news: Informing citizens and closing the knowledge gap?

CT&M session schedule for 2013

Ozen Bas and Maria Elizabeth Grabe,
Indiana University

6. The Facebook Experience: A
phenomenology of Facebook use
Edson Tandoc and Patrick Ferrucci,
University of Missouri-Columbia

Discussant for above posters: Cory
Armstrong, University of Florida

Saturday, August 10
3:30 pm

**Communication Theory and
Methodology Division**

**Refereed Paper Research Session: Effects
of the Online Political Marketplace of
Ideas**

Social network ties and discussion
attributes as antecedents of political
discussion elaboration
Homero Gil de Zúñiga, University of
Texas at Austin

Revisiting Opinion Leadership in the
Online World: A Structural Equation
Modeling Approach
Tien-Tsung Lee and Peter Bobkowski,
University of Kansas

It's Who You Don't Know: How Exposure
to Online Social Influence on YouTube
Affects Political Evaluations and Behavior
Matthew Barnidge, University of
Wisconsin-Madison; ByungGu Lee,
University of Wisconsin-Madison;
Stephanie Jean Tsang, University of
Wisconsin-Madison; and D. Jasun Carr,
Susquehanna University

Investigating the relationship between
social media use and opinion polarization
Jae Kook Lee, Indiana University School
of Journalism; Jihyang Choi, Indiana
University School of Journalism;
Cheonsoo, Indiana University School
of Journalism; and Yonghwan Kim,
University of Alabama

Consequences of Disagreement in Political
Conversation: Iterative vs. Episodic Forms
of Political Participatory Behaviors
Yangsun Hong and Hernando Rojas,
University of Wisconsin – Madison

Moderating/Presiding: Paige Madsen,
University of Iowa

Discussant: Jörg Matthes, University of
Vienna

Saturday, August 10
5:15 pm

**Communication Theory and
Methodology Division**

**"Best of" Refereed Paper Research
Session: CT&M Research Competition
Award Winners**

Examining Warranting Theory toward use
in non-interpersonal Computer-Mediated
Communication (CMC) contexts ##
Eunsin Joo, Michigan State University

Mapping an Audience Centric World
Wide Web: A Departure from Hyperlink
Analysis#
Harsh Taneja, Northwestern University

The Peripheral Elaboration Model: How
Incidental News Exposure Predicts
Political Participation***
Syed Saif Shahin, University of Texas
at Austin; Magdalena Saldaña, The
University of Texas at Austin; and
Homero Gil de Zúñiga, University of
Texas at Austin

Heuristic-systematic processing and the
third-person perception of persuasive
messages**

Lelia Samson and Robert F. Potter, Indiana
University

Toward a Cognitive-affective Process
Model of Hostile Media Perceptions:
A Multi-Country Structural Equation
Modeling Approach*+
Jorg Matthes, University of Vienna and

Audun Beyer, University of Oslo

Second place, Student Competition
First place, Student Competition (The
Chaffee-McLeod Top Student Paper
Award)

*** Third place, Open Competition

** Second place, Open Competition

* First place, Open Competition

+ Winner, Theory Competition

Moderating/Presiding: Mike
Schmierbach, Penn State and Myiah
Hutchens University of Arizona, CT&M
Research Co-Chairs

Discussant: Wayne Wanta, University of
Florida

Sunday, August 11
9:15 – 10:45 a.m.

**Panel Sponsors: Mass Communication
and Society and Communication Theory
and Methodology**

Panel Type: Teaching Panel

**Mixing Theory and Skills in Mass
Communication Curricula**

Panel Abstract:

In this panel discussion, administrators,
faculty and students will address
approaches to teaching and balancing
theory in a skills-oriented curriculum.
Panelists will discuss the needs of
students, including both undergraduates
and Master's students, to develop skills
as they enter the workforce, as well
as the importance of understanding
mass communication theory in their
professional practice.

Panelists:

Robert E. Drechsel, University of
Wisconsin-Madison

William A. Babcock, Southern Illinois
University Carbondale

D. Jasun Carr, Susquehanna University
Nam Young Kim, Sam Houston State
University

CT&M session schedule for 2013

Presiding/Moderating: Aaron S. Veenstra, Southern Illinois University Carbondale
Contact Person: Aaron S. Veenstra, Southern Illinois University-Carbondale

Sunday, August 11
11:00 a.m. – 12:30 p.m.

**Communication Theory and Methodology
Division, Communicating Science, Health,
Environment and Risk Interest Group**

**Strategic Research for Advocacy: Public Opinion
and Science, Health, and Environmental Issues**

Panel Type: PF&R

Panel Sponsors: Communication Theory and Methodology, Communicating Science, Health, Environment and Risk Interest Group

Panel abstract:
This panel brings together scholars, policymakers,

and journalists working with public opinion data in the area of science, health, and environmental issues. Panelists will discuss emerging practices in data-driven campaigning and polling in such areas as climate change, pandemics and biosecurity, and vaccination and public health.

Panelists:
Robert A. Logan, Senior Staff, U.S. National Library of Medicine
Emily Swanson, Polling Director, Huffington Post
Matthew Leveque, Associate Professor of Professional Practice, University of Southern California
David Karpf, Assistant Professor, George Washington University

Contact information:
Kjerstin Thorson, CT&M PF&R chair
Kjerstin.thorson@usc.edu

Shirley Ho, ComSHER PF&R chair
TSYHo@ntu.edu.sg

2012-2013 CT&M OFFICERS

Executive Committee Members

Division Head

Jason Reineke
Box 64, Middle Tennessee State
University
Murfreesboro, TN 37132
Phone: 614-323-2473
E-mail: jreineke@mtsu.edu

Vice-Head and Program Chair

Rosanne Scholl
Manship School of Mass
Communication
204 Hodges Hall
Louisiana State University
Baton Rouge, LA 70803
Phone: 608-347-0788
E-mail: rscholl@lsu.edu

Research Competition Chairs

Myiah Hutchens
College of Social & Behavioral
Sciences
School of Journalism
The University of Arizona
P.O. Box 210158B
Tucson, AZ 85721
Phone: 520-621-5909
E-mail: myiahhutchens@email.
arizona.edu

Mike Schmierbach

College of Communications
Pennsylvania State University
217 Carnegie Building
University Park, PA 16802
Phone: 814-865-9582
E-mail: mgs15@psu.edu

Teaching Committee Chair

Aaron S. Veenstra
School of Journalism
Southern Illinois University
Carbondale
1100 Lincoln Drive, Mail Code 6601
Carbondale, IL 62901
Phone: 608-445-6472
E-mail: asveenstra@siu.edu

Professional Freedom & Responsibility Chair

Kjerstin Thorson
Annenberg School for
Communication & Journalism
University of Southern California

3502 Watt Way, Suite 121D
Los Angeles, CA 90089
Phone: 213-740-9610
E-mail: kjerstin.thorson@usc.edu

Membership Chair and Barrow Scholarship Chair

Stephanie Edgerly
Medill School of Journalism
Northwestern University
McCormick Tribune Center
Evanston, IL 60208
E-mail: stephanie.edgerly@
northwestern.edu

Newsletter Editor

Joerg Matthes
University of Vienna
Department of Communication
Waehringer Str. 29
1090 Vienna, Austria
Phone: +43-1-4277-49307
E-mail: joerg.matthes@univie.ac.at

Board Members

Editor-in-Chief, *Communication*

Methods and Measures

Editorial Board Liaison

Andrew Hayes
School of Communication
The Ohio State University
3066 Derby Hall
154 N. Oval Mall
Columbus, OH 43210
Phone: 614-688-3027
E-mail: hayes.338@osu.edu

Website and Social Media

Kristen Landreville
Department of Communication &
Journalism
University of Wyoming
Ross Hall Room 425, Dept. 3904
1000 E. University Ave.
Laramie, WY, 82071
Phone: 307-766-3260
E-mail: klandrev@uwyo.edu

Theory Competition Adviser and Graduate Student Liaison

Nori Comello
School of Journalism and Mass
Communication
Carroll Hall 226
University of North Carolina –
Chapel Hill
Chapel Hill, NC 27599
Phone: 919-962-1204
E-mail: comello@email.unc.edu

Graduate Student Liaison

Justin Walden
Penn State University
E-mail: just.walden@gmail.com

Steven Kleinman

The Ohio State University
E-mail: kleinman.32@osu.edu

Matt Barnidge

University of Wisconsin-Madison
E-mail: mbarnidge@wisc.edu

Lisa Barnard

University of North Carolina
E-mail: lisabarnard@unc.edu

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