

CT&M at Annual AEJMC Conference in San Francisco!

We have a lot of updates to give you as we prepare for the conference this year. It is an exciting time to be a member of CT&M and we look forward to seeing you all in San Francisco!

This year marks the 50th anniversary of CT&M. The division was the first to focus on research, and continues to be a forum for cutting edge presentations in theory and methodology. At the same time, the anniversary provides an opportunity to reflect on and celebrate the rich history of the division.

As part of that celebration, the division will honor its first ever winner of the CT&M Lifetime Achievement award, Jack McLeod. Dr. McLeod served as division head from 1967-68, making him just the third person to hold the position. As a faculty member at the University of Wisconsin-Madison from 1962 through 2001, he shaped generations of media scholars, advising more than 70 Ph.D. recipients.



McLeod's work has been a critical force shaping our understanding of mass communication. As head of the Mass Communication Research Center at Madison, he supervised decades of community surveys that tracked the complex relationships between media use and civic life. He has contributed influential research on major media theories including agenda setting, adolescent political socialization, and the communication mediation model.

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MYIAH HUTCHENS
MURROW COLLEGE OF
COMMUNICATION
WASH. STATE UNIVERSITY
Co-Division Head

He also exerted a powerful influence on communication methods through his teaching and advising. Several other past CT&M heads were McLeod's students. One of us (Mike Schmierbach) is proud to be counted among those, and the other one of us is a McLeod 'grandchild' (Myiah Hutchens via Chip Eveland – another past CT&M head). Many of his advisees have gone on to be prominent

A part of our success and growth as a division has been the creation of our journal, *Communication Methods and Measures*. We are pleased to announce that Jörg Matthes, our current research chair and current associate editor of CMM, has agreed to be the next editor-in-chief of CMM. He will officially begin his three-year term in January, but will start working with outgoing editor Andrew

CT&M Lifetime Achievement awardee: Jack McLeod



MIKE SCHMIERBACH
COLLEGE OF
COMMUNICATIONS
PENN. STATE UNIVERSITY
Co-Division Head

scholars and to teach future generations of undergraduate and graduate students the logic of concept explication and research methods first learned in McLeod's methods courses.

Hayes immediately. Given his current position we expect that the transition will be smooth, and we expect continued success under Jörg's leadership.

To honor McLeod's accomplishments and contributions, CT&M has invited him to serve as discussant for the best-of-CT&M session, taking place from 5:15 to 6:45 Saturday, August 8. We are delighted to report that he has accepted and will speak to both the papers and his own experiences. Following the session is the CT&M business meeting. At that meeting, we will formally recognize McLeod, and celebrate the history of the division as a whole. Cake is part of the plan!

In related news, we still are waiting to hear the results of our bid for ISI listing. Thomson-Reuters has indicated that we are still under consideration, and we continue to assume that no news is good news. The mock impact factor generated by our publisher, Taylor & Francis, indicates that if CMM was listed, we would be the 16th most impactful communication journal, with an impact factor of 1.6 for 2014. The executive board will be meeting with our Taylor & Francis representative before the business meeting and we should have a more complete update at that time. One of the benefits of having the journal, besides contributing to strong methodological standards, is it helps us financially. Taylor & Francis continues to sponsor our pre-conference, which allows us to generate revenue from the pre-conference to cover graduate-student research awards and continue to be the lead donor for the Barrow scholarship. Our financial situation is strong, and we foresee this will continue to be the case. We look forward to giving you a complete update at our business meeting in San Francisco.

We hope that the division will continue to honor its history with future Lifetime Achievement awards for some of the other talented scholars who have played a leadership role in the division and field. But we also want to recognize that McLeod is a special and important figure in the history of the division, and we cannot think of a more deserving first recipient.

McLeod will serve as discussant for the best-of-CT&M session, 5:15 to 6:45 Saturday, August 8

Collaboration and Evaluation: The Focus of this Summer's PF&R Panels

The upcoming AEJMC conference in San Francisco will feature two exceptional co-sponsored Professional Freedom and Responsibility panels that engage with industry data and practices in various ways. The first panel, "Exploring Collaborative Opportunities for Accessing Data," will explore methods for accessing data for political and public opinion research. Panelists will draw from their experiences collaborating with industry, think tanks, social networking companies, and other research institutions. Panelists will discuss how to identify potential partnerships, legal and ethical considerations when working with industry and other non-academic partners, and other challenges. Invited panelists include: Esther Thorson (Missouri), Dhavan Shah (Wisconsin-Madison), and Hector Postigo (Temple). This panel, co-sponsored with the Political Communi-

cation Interest Group, is scheduled for 11:45 a.m. on Friday.

The second panel, "The Unbearable Filteredness of Being Online: Customization and the Media We Consume," will explore ethical, business, and research implications related to the customization of content enabled by machine-based customization, filtering, message tailoring, network structure, etc. Panelists will discuss issues related to the creation of content and its impact on attitudes and emotions. Invited panelists include: Jeremy Bailenson (Stanford), Michael Beam (Kent State), Sri Kalyanaraman (Florida), and Sherice Gearhart (Nebraska-Omaha). This panel, co-sponsored with the Communication and Technology division, is scheduled for 3:30 p.m. on Saturday.



MELISSA GOTLIEB
College of Media &
Communication
Texas Tech University
PF&R Chair



Computer-Aided Content Analysis Pre-Conference

If you are still looking for a pre-conference to attend, don't forget about our co-sponsored session on computer-aided content analysis! The session, which costs \$50 for faculty and \$40 for graduate students, will be offered Wednesday from 1 p.m. – 5 p.m. It will be led by Craig Carroll, a visiting scholar at NYU who worked extensively on the latest version of DICTION, a popular content analysis program. Craig is planning on providing an overview of computer-aided content analysis, and will demonstrate what computer-aided content analysis looks like if conducted in DICTION, the program he is most comfortable with. He will discuss and demonstrate what type of information is needed, what happens during, and what the output looks like. He will also briefly address the strengths and weaknesses of various programs.

Significant Increase in Paper Submissions

There is good news from the CT&M research chair! This year we received a remarkable number of paper submissions across many different of the field and utilizing a wide variety of research methods.

Ninety-nine papers were submitted to the competition, and we had to organize a total of 294 reviews! We received 65 faculty papers, 38 of which were accepted, for an acceptance rate 59%. Thirty-four student papers (papers with only student authors) were submitted, 11 of which were accepted, which makes an acceptance rate of only 32%. Looking through the submitted papers and the reviews, I can say that our reviewers did an outstanding job. All papers submitted to CT&M were assigned to three area-appropriate reviewers who most of the time gave helpful, thorough, and constructive comments. This is something our division can continue to be proud of.

Since this is methodology division, let me give you some numbers: As you can see in the Table, we had the highest number of submissions since 2010. Of these 99 submissions, the division was only able to accept 49, for an acceptance rate of 50%, which represents a noteworthy decrease relative to previous years.

Nowhere is the quality of the research paper competition more evident than in the best of CT&M session that will take place on Saturday, 5:15 to 6:45 p.m. This year, the winner of the open competition was also the winner of the theory paper competition for which we received 20 papers. The dual award-winning paper, written by Benjamin Johnson (VU University Amsterdam), Michael Slater, Nathan Silvern, and David Ewoldsen (all Ohio State), was titled, "Boundary Expansion of a Threatened Self: Entertainment as Relief". The top three faculty papers were "Testing Links Among Uncertainty, Affect and Attitude Toward a Health Behavior in a Risky Setting" by Timothy Fung (Hong Kong Baptist University), Robert Griffin (Marquette), and Sharon Dunwoody (Wisconsin-Madison), and "Media's Influence on Judgments of Truth. Why People Trust in Bad Rather Than Good News" by Christina Peter and Thomas Koch (both Munich). The Chafee-McLeod Award for the top student paper goes to Jason Peifer (Ohio State) for his outstanding piece on "Perceived News Media Importance: Developing and Validating a Tool for Clarifying Dynamics of Media Trust." And there will be much more, on almost any topic, theory or method of our field. Check out the full schedule, and see you in San Francisco!

JÖRG MATTHES
DEPARTMENT OF
COMMUNICATION
UNIVERSITY OF VIENNA
RESEARCH CHAIR



Year	Submissions	Accepted	Percent Accepted
2015	99	49	50%
2014	79	45	57%
2013	85	51	60%
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%

Note: 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.

CT&M Teaching Panels

PATRICK MERLE
COLLEGE OF COMMUNICATION
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FLORIDA STATE UNIVERSITY
TEACHING CHAIR



Academia 2.0, when professors become public intellectuals: benefits and detriments

Sponsors: CT&M, Communicating Science, Health

Abstract: This session brings together scholars and professionals to discuss whether beyond the classroom, research, and service professors should see also their role as public intellectuals. Continuing a debate started in 2014 at AEJMC in Montreal on the distribution of responsibilities, panelists will discuss the advantages and disadvantages of engaging in public debates, and more specifically the impact of social media on this role and how to use such opportunities for career advancement.

Panelists:

Dominique Broussard, Uni of Wisconsin, Madison
Dietram Scheufele, Uni of Wisconsin, Madison
Jeremy Lipschultz, Uni of Nebraska, Omaha
John Besley, Michigan State University

Theories Redux: Which defy time? How do others hold in the face of new communication contexts?

Sponsors: CT&M, GSIG

Abstract: This session brings together scholars to address whether theories must be adapted to better facilitate explanations of new media contexts. The discussion will draw from initial remarks put forth at the beginning of the 21st century regarding the need to engage in theory building to adjust to a changing media environment. Panelists will discuss theory building, theory assessment, the impact of an increasingly fragmented environment, and tips for infusing mass comm theories into the classroom.

Panelists:

Dhavan Shah, University of Wisconsin-Madison
Gerald Kosicki, Ohio State University
Pamela Shoemaker, Syracuse University
Leo Jeffres, Cleveland State University

2015 Barrow Minority Scholarship Winner

MICHAEL BEAM
SCHOOL OF COMMUNICATION
STUDIES
KENT STATE UNIVERSITY
MEMBERSHIP CHAIR



The Barrow Scholarship Committee has selected Diane Francis from the University of North Carolina at Chapel Hill as the winner of the 2015 scholarship competition. Francis will be awarded \$2,500 and membership to the CT&M division at AEJMC.

The committee selected Francis from a strong pool of applicants who each showed potential for making significant contributions to the development of theory and methodology in communication research. The award committee was comprised of faculty representatives from CT&M, the Minorities and Communication Division, the Commission on the Status of Minorities, and the Mass Communication & Society Division, who each provide monetary support for the scholarship. Francis, a PhD candidate from the School of Journalism and Mass Communication at UNC, has begun a promising research program that investigates health message design and evaluation.

She wrote in her application that her research "explores how health communication approaches can be used to change risky behaviors, particularly among racial and ethnic minority populations." She impressed the committee with her record of five peer-reviewed co-authored journal articles and over a dozen research projects presented at national and international conferences including the International Communication Association, the American Public Health Association, and AEJMC. She holds masters degrees from both the Annenberg School for Communication at USC and the Department of Media and Communications at the London School of Economics and Political Science.

CT&M manages the scholarship with support from the sponsoring divisions and personal donations. The scholarship will be formally awarded to Francis during the AEJMC business meeting.

CT&M AEJMC Session Schedule

Wednesday, August 5

1 pm to 5 pm

Communication Theory and Methodology Division and Political Communication Interest Group

Workshop Session: Computer-aided content analysis

Panelist: Craig Carroll, New York University

Thursday, August 6

10 am to 11:30 am

Refereed paper session: Expressing yourself online: Looking for political talk and its effects

Moderating/Presiding: JungHwan Yang, Wisconsin-Madison

Better Environment for Better Quality? In Search of Reason-centered Discussion on Social Media in China
Mingxiao Sui, Raymond J. Pingree, Rosanne Scholl, Louisiana State University and Boni Cui, Texas Tech UniversityWho Actually Expresses Opinions Online, and When?: Comparing Evidence from Scenario-based and Website-based Experiments
Yu Won Oh, University of MichiganPolitical talk on social networking sites: Investigating the effects of SNS discussion disagreement and internal efficacy on political participation
Yanqin Lu, Kyle Heatherly and Jae Kook Lee, Indiana UniversityAdvancing distinctive effects of political discussion and expression on political participation: The moderating role of online and social media privacy concerns
Homero Gil de Zúñiga, Brian Weeks and Trevor Diehl, University of Vienna

Discussant: Tom Johnson, Texas

1:30 pm to 3:00 pm

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

Teaching Panel Session: Academia 2.0, When Professors Become Public Intellectuals: Benefits and Detriments

Moderating/Presiding: Patrick Merle, Florida

Panelists: Dietram Scheufele, Wisconsin, Madison; Dominique Broussard, Wisconsin, Madison; Jeremy Lipschultz, Nebraska; John Besley, Michigan

3:15 pm to 4:45 pm

Refereed Paper Research Session: Who, when and why: Solving new puzzles in selective exposure

Moderating/Presiding: Paige Madsen, Iowa

Confirmation Bias, Ingroup Bias, and Negativity Bias in Selective Exposure to Political Information
Silvia Knobloch-Westerwick, Cornelia Mothes, and Nick Polavin, The Ohio State UniversityAttitude-Based Selective Exposure: Implicit and Explicit Attitudes as Predictors of Media Choice
Florian Arendt, Universität München (LMU)When everyone's watching. A motivations-based account of selective expression and exposure
David Coppini, Megan Duncan, David Wise, Douglas McLeod, Kristen Bialik, Yin Wu, Wisconsin-MadisonDisentangling Confirmation Biases in Selective Exposure to Political Online Information
Axel Westerwick, The Ohio State University
Benjamin Johnson, University Amsterdam
Silvia Knobloch-Westerwick, The Ohio State University

Discussant: Glenn Leshner, Oklahoma

5 pm to 6:30 pm

Refereed Paper Research Session: Social life on social media: Antecedents and effects

Moderating/Presiding: Magdalena Saldaña, Texas

Being More Attractive or Outgoing on Facebook?: Modeling How Self-presentation and Personality on Facebook Affect Social Capital
Chen Lou and Kang Li, Michigan State UniversityMaking Them Count: Socializing on Facebook to Optimize the Accumulation of Social Capital
Brandon Bouchillon, UNC Asheville
Melissa R. Gotlieb, Texas Tech UniversityOver-Friended: Facebook Intensity, Social Anxiety, and Role Conflict
Lee Farquhar Ifarquha@samford.edu Samford University
Theresa Davidson tcdavids@samford.edu Samford UniversityThe ghosts in the machine: Toward a theory of social media mourning
Jensen Moore, LSU
Sara Magee, Loyola University-Maryland
Ellada Gamreklidze, LSU

Discussant: Homero Gil De Zuniga, Vienna

Friday, August 7

8:15 am to 9:45 am

Scholar-to-Scholar Session

Topic 1: Seeking and finding news online

The “News Finds Me” Effect in Communication

Homero Gil de Zúñiga

Brian Weeks

Alberto Ardèvol-Abreu, University of Vienna

Agenda Sharing is Caring: Relationship between Shared Agendas of Traditional and Digital Native Media

Magdalena Saldana

Tom Johnson

Maxwell McCombs, The University of Texas at Austin

“I’m a news junkie. ... I like being informed...” Uses & Gratifications and Mobile News Users

Jacqueline Incollingo, Rider University

Discussant: Kjerstin Thorson, University of Southern California

Topic 2: Processing the news: New developments in news effects

Getting the Facts from Journalistic Adjudication: Polarization and Partisanship Don’t Matter

Rosanne Scholl

Raymond J. Pingree

Kathleen Searles, Louisiana State University

The Impact of Suspense in Political News

Kristen Landreville, University of Wyoming

Silvia Knobloch-Westerwick, The Ohio State University

How User-Generated Comments Prime News Processing: Activation and Refutation of Regional Stereotypes

Eun-Ju Lee, Seoul National University

Hyun Suk Kim, University of Pennsylvania

Jaeho Cho, University of California, Davis

Bandwagon Effects of Social Media Commentary during TV Viewing: Do Valence, Viewer Traits and Contextual Factors

Make a Difference?

T. Franklin Waddell

S. Shyam Sundar Pennsylvania State University

Discussant: Patrick Merle

Topic 3: Measurement challenges in communication research

The scale development practices in communication research journals: 2003-2013

Serena Carpenter, Michigan State

Comparing Flow and Narrative Engagement Scales in the Context of a Casual Health Game

Brett Sherrick, Pennsylvania State

Eyes Don’t Lie: Validating Self-Reported Measures of Attention on Social Media

Emily Vraga, George Mason University

Leticia Bode, Georgetown University

Sonya Troller-Renfree, University of Maryland, College Park

The significant other: A longitudinal analysis of significant samples in journalism research, 2000 – 2014

Ben Wasike, University of Texas at Brownsville

Discussant: Mike Schmierbach, Pennsylvania State

Topic 4: Where the rubber hits the road: Building connections between theory and method

Extending the RISP model in online contexts: Online comments and novel methodological approaches

Graham Dixon; Kit Kaiser, Washington State

Deciphering ‘Most Viewed’ Lists: An analysis of the comparability of the lists of popular items

Rodrigo Zamith, University of Massachusetts Amherst

Toward a theory of modality interactivity and online consumer behavior

Ruoxu Wang, Pennsylvania State University

Media Dependency and Parental Mediation

August Grant; Larry Webster; Yicheng Zhu, University of South Carolina

What Comes After First Click?: A New Way to Look at Selective Exposure

JungHwan Yang; David Wise; Albert Gunther, University of Wisconsin-Madison

Discussant: Melissa Gotlieb, Texas Tech

Topic 5: New approaches to connection and expression in political communication

Connective Social Media: A Catalyst for LGBT Political Consumerism Among Members of a Networked Public

Amy Becker, Loyola University Maryland; Lauren Copeland, John Carroll University

Fear of Social Isolation, Perceived Opinion Congruence, and Opinion Expression: Toward an Implicit Cognition Approach

Florian Arendt, Universität München (LMU)

The Role of Political Homophily of News Reception and Political Discussion via Social Media for Political Participation

Ki Deuk Hyun, Grand Valley State University

Discussant: Stephanie Edgerly, Northwestern

11:45 pm to 1:15 pm

Communication Theory and Methodology and Political Communication Interest Group

PF&R Session: Exploring Collaborative Opportunities for Accessing Data

Moderating/Presiding: Melissa Gotlieb, Texas Tech and Heather LaMarre, Temple

Panelists: Esther Thorson, Missouri; Dhavan Shah, Wisconsin-Madison; Hector Postigo, Temple; Erik Bucy, Texas Tech

1:30 pm to 3:00 pm

Refereed Paper Research Session: Scholar-to-Scholar

Topic 1: Empirical developments in media and cognition

Cognition under Simultaneous Exposure to Competing Heuristic Cues

Tao Ma, University of Connecticut

Replicating and Extending Cognitive Bridging: Connecting the Action of Recycling to the Goal of Environmental Conservation

Sherri Jean Katz, University of Minnesota - Twin Cities

Effects of Media Exemplars on the Perception of Social Issues with Pre-existing Beliefs

Yan Yan; Liu Jun, Wuhan University

The Reciprocal Relationship Between Hostile Media Perception and Presumed Media Influence

Mallory Perryman, University of Wisconsin

Discussant: Kevin Wise, University of Illinois

Topic 2: New thinking about media and communities

The perception of media community among NPR listeners

Joseph Kasko, University of South Carolina

The community of practice model: A new approach to social media use in crisis communication

Melissa Janoske, University of Memphis

Discussant: Ray Pingree, Louisiana

Topic 3: Analyzing news coverage: Big issues, big problems

Talking about School Bullying

Sei-Hill Kim, Uni of South Carolina; Matthew Telleen, Elizabethtown College; Hwalbin Kim, Uni of South Carolina

Media Framing of Same-Sex Marriage and Attitude Change: A Time-Series Analysis

Dominic Lasorsa; Jiyouon Suk; Deepa Fadnis, University of Texas

Is the Protest Paradigm Relevant? Nuisance in the Age of Occupy and the Tea Party

Kyle Lorenzano, Washington State

Discussant: Brendan Watson, University of Minnesota

Saturday, August 8

8:15 am to 9:45 am

Refereed Paper Research Session: Toward the future of agenda setting theory

Moderating/Presiding: Stephanie Miles, Iowa

Theoretical and Methodological Trends of Agenda Setting Theory: A Thematic Meta-Analysis of the Last 4 Decades
Yeojin Kim; Youngju Kim; Shuhua Zhou, University of Alabama

The Affective Dimension of the Network Agenda-Setting Model (NAS)

Xiaoqun Zhang, University of North Texas

Blowing Embers: An Exploration of the Agenda-Setting Role of Books

Michael Fuhlhage, Wayne State University; Don Shaw, University of North Carolina at Chapel Hill; Lynette Holman, Appalachian State Uni; Sun Young Lee, Texas Tech Uni; Jason Moldoff, Durham Technical Community College

An Attention-Cycle Analysis of the Media and Twitter Agendas of Attributes of the Nuclear Issue

Jisu Kim, University of Minnesota; Young Min, Korea University

Discussant: Wayne Wanta

3:30 pm to 5:00 pm

Communication Theory and Methodology and Political Communication Interest Group

PF&R Session: The Unbearable Filteredness of Being Online: Algorithms, Customization, & Media Consumption

Moderating/Presiding: Bart Wojdyski, Georgia

Panelists: Jeremy Bailenson, Stanford; Michael Beam, Kent State; Sri Kalyanaraman, Florida; Sherice Gearhart, Nebraska-Omaha

5:15 pm to 6:45 pm

Refereed Paper Research Session: Best of CT&M

Moderating/Presiding: Jorg Matthes, Vienna

Boundary Expansion of a Threatened Self: Entertainment as Relief*†

Benjamin Johnson, University Amsterdam; Michael Slater; Nathan Silver; David Ewoldsen, Ohio State Uni

Perceived News Media Importance: Developing and Validating a Tool for Clarifying Dynamics of Media Trust**

Jason Peifer, The Ohio State University

Testing Links Among Uncertainty, Affect and Attitude Toward a Health Behavior in a Risky Setting***

Timothy Fung, Hong Kong Baptist University; Robert Griffin, Marquette University; Sharon Dunwoody, University of Wisconsin-Madison

Media's influence on judgments of truth. Why people trust in bad rather than good news****

Christina Peter, University of Munich; Thomas Koch, University of Munich

Discussant: Jack McLeod, Wisconsin

7 pm to 8:30 pm / 305

Communication Theory and Methodology Division

Business Session: Members' Meeting and 50th anniversary celebration

Moderating/Presiding: Myiah Hutchens, Washington State and Mike Schmierbach, Pennsylvania State

Sunday, August 9

11:00 am – 12:30 p.m.

Communication Theory and Methodology and Graduate Student Interest Group

Teaching Panel Session: Theories Redux: Which defy time? How do others hold in the face of new communication contexts?

Moderating/Presiding: Patrick Merle, Florida

Panelists:

Dhavan Shah, Wisconsin-Madison

Gerald Kosicki, Ohio State

Pamela Shoemaker, Syracuse

Leo Jeffres, Cleveland State



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