

Celebrating CT&M's 50th Year: Advice for Scholars

As researchers prepare their submissions to the 2016 AEJMC conference in Minneapolis, we encourage researchers to reflect upon bigger ideas of communication theory and methodology. In our correspondence with Jack McLeod, we asked him to offer his advice for aspiring communication researchers. McLeod was recognized in 2015 for his lifetime of service to the CT&M division and was presented the inaugural Lifetime Achievement Award.

Do you have any advice for how CT&M members can push, build, and create innovative communication theory and methodology approaches to research?

"Despite the many changes in the research and in the occupational organization of the communication field, I think there are some career strategies that have proved to be successful over the years. I am assuming that your intended career is university teaching in a journalism or communication school or department. One piece of advice is to try to be actively engaged in learning as much as possible about the many aspects of what it takes to be an expert and a leader in your area of the field."

"But you should be careful not to define "your area" too narrowly. You might have an exact image of your ideal job: it's located in a great place, with helpful colleagues, you're teaching ideas and skills

to very smart students, have resources to produce and publish research in your area of specialization. Careers rarely achieve all of these qualities. Most often, they require compromises and much patience."

"Regarding the above recommendation to avoid defining your occupational expectations too narrowly, I should warn you that it is especially dangerous to do so in today's rapidly changing "media landscape."

"Totally straight career paths have always been rare. You can try to predict where you will be 20 years on and what you will be doing, but it is likely you will be wrong. As a doctoral student in social psychology at the University of Michigan (1958-1962), I expected my future to be teaching sociology, hopefully on the West Coast, but I ended up at Wisconsin my entire career."

"But, I shifted my research focus annually to avoid boredom. What can you do to prepare for the

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unknown opportunities beyond your control?"

"Try to avoid dismissing too quickly opportunities that come along to participate in research or other activities with really smart and thoughtful people."

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Jack McLeod offers insights and advice for the future of the communication theory and methodology.

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CT&M Program in Minneapolis

JÖRG MATTHES
DEPARTMENT OF COMMUNICATION
UNIVERSITY OF VIENNA
RESEARCH CHAIR



Thanks to the hard work by AEJMC staff and our fabulous CT&M chairs, our division secured prominent spots in the conference program. As a first highlight, we present a preconference on network analysis of social media data using NodeXL with Dr. Itai Himelboim. This workshop will focus on mapping, analyzing, and visualizing social networks created by Twitter, identifying communities and users in key positions. NodeXL will be used to collect and analyze Twitter data, based on participants' research interests. As last year, this workshop is co-sponsored by the Political Communication Interest Group (PCIG).

Our PF&R and Teaching chairs—Elizabeth Stoycheff and Michael Beam—have put together four exciting co-sponsored panels. We're teaming up with PCIG for a teaching session entitled "Making Methods Matter: Recruiting and Attracting Undergraduates to Methods Coursework". Our other teaching session, "Integrating Ethnographic Methods with Journalism Practice", is a partnership with the Community Journalism Interest

Group. Also, the PF&R sessions deal with timely and important topics. Co-sponsored again by PCIG, one session will explore the ethics, challenges, and opportunities working with external data providers. Our second PF&R panel (with Communication Technology Division, CTEC) discusses online labor markets like Amazon's Mechanical Turk.

When it comes to research, make sure you won't miss our co-sponsored session with CTEC on the evolution of social media use in presidential campaigns. This is a session that people will be talking about in Minneapolis! Apart from that, we will have several refereed research panels, either as high density, scholar-to-scholar, or regular paper sessions. And don't forget: The highlight of the entire AEJMC conference is always our division's "Best of" research panel on Saturday, followed by our business meeting where you can meet other CT&M-ers and get involved.

I look forward to seeing you all in Minneapolis!

Time	Session Type	Day Time Session Type Title
Wednesday, August 3, 2016 1:00p to 5p	preconference	Network Analysis of Social Media Data Using NodeXL With Itai Himelboim, University of Georgia, Athens (with PCIG)
Thursday, August 5, 2016 3:15p to 4:45p	teaching	Making Methods Matter: Recruiting and Attracting Undergraduates to Methods Coursework (with PCIG)
Thursday, August 5, 2016 5p to 6:30p	refereed research, (Scholar-to-Scholar)	refereed research
Friday, August 5, 2016 8:15a to 9:45a	refereed research (High Density)	refereed research
Friday, August 5, 2016 11:45a to 1:15p	research panel	All Politics Is Social? The Evolution of Social Media Use in Presidential Campaigns (with CTEC)
Friday, August 5, 2016 1:30p to 3p	PF&R	Ethics, Challenges, and Opportunities Working with External Data Providers (with PCIG)
Saturday, August 6, 2016 8:15a to 9:45a	refereed research (Scholar-to-Scholar)	refereed research
Saturday, August 6, 2016 12:15p to 1:30p	PF&R	Collecting Data from Online Labor Markets (with CTEC)
Saturday, August 6, 2016 1:45p to 3:15p	teaching	Integrating Ethnographic Methods with Journalism Practice (with CJIG)
Saturday, August 6, 2016 3:30p to 5p	refereed research	refereed research
Saturday, August 6, 2016 5:15p to 6:45p	refereed research	Best of CT&M
Saturday, August 6, 2016 7p to 8:30p	members' meeting	Members' Meeting
Sunday, August 7, 2016 9:15a to 10:45a	refereed research	refereed research

CT&M Call for Papers: AEJMC 2016

MELISSA GOTLIEB
COLLEGE OF MEDIA &
COMMUNICATION
TEXAS TECH UNIVERSITY
RESEARCH CHAIR



The CT&M Division invites submissions of original research papers that advance the literature in mass communication theory, research methods, or both. CT&M welcomes both conceptual and empirical papers and is open to all methodological approaches, quantitative and qualitative.

Paper Competitions

CT&M sponsors three paper competitions. Papers can be submitted to the open-call competition or the student paper competition. Any paper can also be considered for the theory paper competition.

CT&M strongly encourages submissions by students. Winners of the Chaffee-McLeod Award for Top Student Paper will be awarded \$250; two additional top student papers will also receive cash prizes. To be considered for the student paper competition, all authors must be students, and the author(s) must type "Student Paper Competition" in the upper right-hand corner of the first page of text.

In addition to the open-call and student competitions, CT&M recognizes the top theoretical submission to the division each year. A theory paper may extend what is known about the current workings of a theory by including a data analysis section, or strictly extend the current theory literature without including data. Papers submitted to the theory paper competition will also be considered for

awards in the open-call and student competitions, as applicable. To be considered for the theory paper competition, the author(s) must type "Theory Paper Competition" in the upper right-hand corner of the first page of text. Winners of all awards will be recognized in the conference program and/or at the CT&M members' meeting in Minneapolis.

Requirements

Please limit papers to no more than 25 pages (double-spaced) in length, excluding tables and references. Papers should follow APA style, have 1-inch margins, and use 12 point Times New Roman font. Please limit papers to a total of 35 pages total (including text, tables, and references). Please refer to the AEJMC general paper call for this year's online submission guidelines. Please make sure there is no identifying information in the body of the paper or in the document properties. Co-authors cannot be added after a paper has been reviewed. At least one author of an accepted faculty paper must attend the conference to present the paper. If student authors cannot be present, they must make arrangements for the paper to be presented by someone else. Failure to be present or provide a presenter for any paper will result in a one-year ban on the review of papers for all of the authors involved. Authors of accepted papers are required to forward papers to discussants prior to the conference.

2016 Barrow Minority Scholarship Applications

JENNIFER HOEWE
DEPARTMENT OF
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UNIVERSITY OF ALABAMA
MEMBERSHIP CHAIR



Applications are now being accepted for the 2016 Barrow Minority Doctoral Student Scholarship. The scholarship includes a monetary award and a free one-year membership in the Communication Theory and Methodology Division (CT&M) of AEJMC.

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 editions of CT&M Concepts, available at <http://aejmc.us/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 student's work does not need to address issues of race or ethnicity.

The award is sponsored by the CT&M Division and is made possible in part through contributions from the Minorities and Communication Division, the Commission on the Status of Minorities, the Mass Communication and Society Division, and personal donations. Racial or ethnic minority students who are U.S. citizens or permanent residents and are enrolled in a Ph.D. program in journalism or mass

communication are encouraged to apply. Applicants need not be members of AEJMC or the CT&M Division.

Applications will be evaluated on the basis of each candidate's capacity for making significant contributions to communication theory and methodology. To be considered for this scholarship, please provide the following: (1) a letter outlining research interests and career plans, (2) a curriculum vitae, and (3) two letters of recommendation. The letter and CV should be sent via e-mail to Dr. Jennifer Hoewe, Membership Chair, jehoewe@ua.edu. The letters of recommendation should be sent directly by the recommender to the same email address. Letters of recommendation only may be sent via regular mail if that is the preference of the recommender; letters can be mailed to Dr. Jennifer Hoewe, CT&M Membership Chair, Box 870172, University of Alabama, Tuscaloosa, AL 35487.

Submissions must be emailed (or postmarked) no later than May 1, 2016. Questions may be addressed to Dr. Hoewe at jehoewe@ua.edu.

The scholarship will be awarded at the 2016 AEJMC Conference in Minneapolis, August 4-7.

Reflections from the 2015 Barrow Award Winner

DIANE B. FRANCIS

DOCTORAL CANDIDATE, UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL
INCOMING ASSISTANT PROFESSOR, LOUISIANA STATE UNIVERSITY
2015 BARROW AWARD WINNER



For almost 50 years, the Barrow Minority Doctoral Student Scholarship Award has recognized a cadre of diverse emerging scholars who investigate theoretically grounded research topics relevant to minorities and mass communication. As a recipient of the Barrow Award, I feel privileged to join other communication scholars who have gone on to distinguished research careers.

I am honored and grateful to have received the Barrow Award. The award came at a critical time in my doctoral career, and enabled me to complete my doctoral studies. Receiving the award was validation that I was "on track" and "studying a relevant topic." Receiving the award was validation that my research mattered. Receiving the award was validation that I had a voice and could communicate my ideas through my research.

I thank CT&M and MAC for continuing to support emerging minority scholars through this scholarship established to honor the legacy of Dr. Lionel C. Barrow, Jr. I also thank members of my committee and other faculty who have championed my scholarship and growth as a health communication scholar. In particular, I thank Drs. Seth M. Noar, Adaora A. Adimora, Joan R. Cates, Maria Leonora Comello, Deborah Fortune, and Brian G. Southwell.

The current media and communication environment is rich with possibilities to expand theoretically germane scholarship of import to minorities. I hope to honor the legacy of Dr. Barrow by conducting and fostering scholarship on minorities and health communication. To pay it forward, I also encourage other doctoral students of color to apply for the Barrow Award.

McLeod's Advice for Scholars

Continued from page 1

"At Michigan, we formed a small cabal of very heterogeneous doctoral students who studied for prelims together (all candidates answered the same questions). Our discussions of readings and debates about theories were the most useful I have ever encountered before or since. These were the basis of the groups that later proved productive discussion in working together on research at Wisconsin."

What should scholars be doing to "make a name for themselves" or to "make a name for the CT&M division"?

"Invent and develop a useful concept. Concept explication, the conceptual definition and empirical analysis of the terms used in research is most essential part of the research process, yet it seldom taught well, if at all. For a look at how we taught it, see the chapter titled, "Concept explication and theory construction," pp. 13-76, in *The evolution of key mass communication concepts*, by Dunwoody et al. (2005). Produce a concept that is useful to scholars in our field, and you will earn years of citation and prominence."

"My advice for CT&M and for the field of communication more generally: The goal is to optimize exposure your best scholars' experiences and materials, and more generally, to think in ways that will produce productive ideas, concepts, theoretical insights, and empirical research that will have an enduring and positive impact on communication research and public policies."

"Realistically, we can expect most communication research of the next 50 years will continue to be imitative and replicative of today with topic change but only modest cumulative improvements in knowledge and measurement. There will be a higher proportion of competent researchers, but the proportion of outstanding scholars recognized as such by the larger scientific community may remain quite small unless there are innovative changes in graduate education."

How could CT&M do more for the potentially outstanding young scholar?

"Improvements in the procedures of poster sessions actually may have made the interaction of authors and interested promising scholars a better learning experience than the presented papers."

"A modest proposal is to devote a convention session to a single scholar, perhaps a recognized scholar from another field or prize winner from our own field, to present an account of his/her research focused on the origin of the ideas leading to the research, the decisions that were involved rather than the findings, with ample time for the audience or a panel of experts in the area who would ask questions. I do think some attention to clarifying the thinking process might be useful to highlight outstanding work beyond the large body of competent research. More innovation is needed."

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