

AEJMC 2014 Annual Report

Mass Communication and Society Division

This report was completed July 1, 2014 and covers work/activities from Oct. 1, 2013 - Sept. 30, 2014



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PF&R Co-Chair

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University of Houston

Photo

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PF&R Co-Chair

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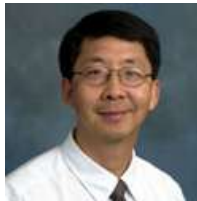
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GENERAL INFORMATION

1. The **list of 2013-2014 officers** is on the cover page.
2. **Demographic information** of officers, panelists, moderators, discussants, and judges are attached as a separate document.
3. **Division Activities**

For 2013-2014, MCS maintained the balance across research, teaching, and PF&R that we achieved last year. We had six research sessions, four teaching panels, and three PF&R panels. Additionally, we co-sponsored a pre-conference workshop related to teaching and our PF&R chairs organized an off-site visit to Montreal's Museum of Archaeology and History. Although it appears that we focused more on research, we generally schedule a high density session and share a scholar-to-scholar session to accommodate the large number of paper submissions we receive. Last year, we had six dedicated research sessions, one research panel, four teaching panels, and four PF&R panels. This year we received 141 submissions (134 paper submissions and 10 panel submissions). We programmed a total of 7 panels and 70 refereed papers through diverse research sessions: 1 co-sponsored poster session (40 papers), 1 high density research session (13 papers), 1 scholar-to-scholar session (5 papers), and 2 sole-sponsored research sessions (12 papers).

The division continues to offer many awards for research, teaching, and PF&R including special awards available only to graduate students. We presented six types of awards including monetary awards for top faculty and top student papers and the Moeller Student Competition which awards a paper completed as part of a class and nominated by the professor. These are through the paper submission process and the winners for 1st-3rd place receive awards. In addition, we invite nominations for two other research awards: a Dissertation Award and a Research Award. Our teaching awards grant monetary prizes for 1st-3rd place for the Promising Professor Award for both faculty and graduate students. We award a Distinguished Educator. The PF&R award is the Traves Award for service to the division.

4. Division Goals

Division goals for the upcoming year:

Goal 1: Increase two-way communication among officers and members.

Goal 2: Ensure that bylaws and division policies are current and available to the public.

Goal 3: Engage and encourage new and existing members to become active in leadership and volunteer opportunities within the division.

Goal 4: Showcase the value of being a member of the division by spotlighting and increasing knowledge of the various awards available through our division.

The goals for this past year were:

1. **Increase member engagement.** MCS is one of the largest divisions and as such, there is great potential for active member participation on social media as well as through conference activities (reviewing, moderating, discussing, proposing panels). This can continue to be improved.

This goal was partially met. This year we increased our social media presence. In one year, our Facebook followers went from 179 to 336 (87% increase), Twitter followers went from 953 to 1,098 (15% increase), and LinkedIn members went from 36 to 52 (79% growth rate). While the numbers are strong, all officers should have been encouraged to post more than we did. Mainly, every message that was sent out through our listserv was also sent out on Facebook.

2. **Expand outreach to other professional organizations.** We will reach out to our members who are officers and members of other communication or related professional organizations to expand opportunities for our members to collaborate on research or teaching, thus also finding platforms to draw scholars to our division.

This goal was not met although slight progress was made because the head made a conscientious effort to share research and opportunities from other organizations with our members through Facebook and the listserv.

3. **Create awards or funding opportunities for teaching and PF&R activities.** This was a goal set for 2012-2013 based on results of the 2011 member survey. But it has not yet come to fruition. One possibility mentioned was funding for community service learning projects or teaching endeavors linking journalism or media literacy to under-served communities.

We are making progress toward this goal. Officers were asked for ideas for an additional PF&R/Teaching implementation award. We will be discussing it at the executive committee meeting with the goal of taking a proposal to the business meeting for members to vote on.

RESEARCH: by Research Co-Chairs

The Mass Communication & Society Division encouraged faculty and students to submit research papers to the annual AEJMC convention in Montreal, Canada. Submissions to the MCS division could be on any topic related to mass communication and society. The Division accepted research submissions from a variety of theoretical and methodological perspectives and any accepted citation style.

Papers should have been submitted to the AEJMC site in Word, WordPerfect or PDF format (PDF preferred). An abstract of 75 words should also have been uploaded. Text and supporting documents (title page, abstract, appendices, references, tables, etc.) should not have exceeded 30 double-spaced pages. According to AEJMC submissions guidelines the manuscript title should have been printed on the title page, the first page of the text and on running heads on each page of text. Submitters were instructed to NOT include author's name anywhere in the document. Papers

uploaded with author's identifying information displayed anywhere in the document were not be considered for review and were automatically disqualified from the competition.

Papers that had been previously presented or published, are under review for publication, or have been submitted to another AEJMC division were not be accepted. In addition, authors were not allowed to submit more than two papers (including co-authored papers) to the Division.

At the annual convention, researchers had the opportunity to present their work in one of three formats: traditional research panel presentations, scholar-to-scholar sessions (poster sessions) and high-density research presentations.

Questions 5 through 8 apply ONLY to refereed research competitions.

In 2014, there were a total of 134 papers submitted to MC&S. Of these, 32 were disqualified for either: 1) having author information in the submission, 2) going over the 30-page limit, 3) having an author who had submitted more than two papers, or 4) being a duplicate submission. A total of 69 were accepted and 33 rejected for an overall acceptance rate of 51.5%.

5: Open Competition, national conference: received 102, accepted 55, rejected 22, disqualified 25, acceptance rate 53.9%

For the Midwinter Conference: Number of faculty abstract submissions 6; number of acceptances 83%. Note: High acceptance rate is typical of the smaller and less-competitive environment offered by the Midwinter Conference.

6. Student Competition: received 25, accepted 11, rejected 8, disqualified 6, acceptance rate 44%;

For the Midwinter conference, student abstract submissions 18; number of acceptances 72%. Note: High acceptance rate is typical of the smaller and less-competitive environment offered by the Midwinter Conference.

7. Overview of judging process.

Annual Conference: Research papers were reviewed and judged on a 5-point scale (1=poor, 2=marginal, 3=good, 4=very good, 5=excellent) based on the following categories:

- Clarity of purpose;
- Literature review;
- Clarity of research method;
- Appropriateness of research method;

- Evidence as it relates to purpose of paper;
- Evidence is clearly presented;
- Evidence supports conclusions
- Writing and organization;
- Relevance of focus of division; and
- Significance of contribution to the field.

Furthermore, each reviewer was asked to provide comments to the division and the author(s) about their submission. However, comments were not required for completion of review.

For the Midwinter Conference: Submissions consist of an extended abstract, five page maximum. Reviewers were asked to evaluate each abstract on the following criteria:

1. Topic is of interest to our division (1 = of little interest, 5 = of great interest):
2. Paper appears to use sound methodology (1 = highly questionable, 5 = very sound):
3. Paper appears to be professionally done (1 = major problems, 5 = highly professional):

TOTAL POINTS:

Comments to author(s):

8. Total # of judges _130_; # 2-5 (average of 2.9 papers per papers per judge). *Note:* About 21% judges reviewed 3 papers, 19% reviewed 4 papers, 19% reviewed more than 4 papers, and 8.7% reviewed 1 or 2 papers.

For the Midwinter Conference: Total # of judges: 20, average 4 abstracts per judge.

9. Did your group conduct any other type of refereed competition? (Could be creative projects, teaching papers or any other non-traditional method of inquiry.)

The Division encouraged faculty and students to submit research papers for the top research awards: Open Competition, Student Competition and the Moeller Student Competition (paper must be completed for a class during the previous year). Papers submitted with both faculty and student authors were considered faculty papers and were not eligible for student competitions.

The Division provided cash awards and waived AEJMC convention registration fees for the first-authors of the top three winning papers in each research paper competition (with the exception of the four complimentary student registrations provided by AEJMC). For a paper to be considered for a student paper award, all of the authors must be students. Also, the student authors must indicate on the title page that they want the paper to be considered for a student award. A faculty member as

co-author moved the paper to faculty competition. All paper submissions, regardless of faculty or student authorship, were judged together as general papers. However, the top papers in the faculty and student categories were recognized separately.

There were five top papers winners (1st, 2nd, 3rd) recognized in this year's research competitions. First place authors received a plaque and monetary award. Second and third place winners received a certificate and monetary award. All competition winners were recognized at the business meeting.

1. *Media Preferences and Political Knowledge in the 2012 Pre-Primary Period*, Mariam Alkazemi & Wayne Wanta, University of Florida
2. *The Power of the Cover: Symbolic Contests Around the Boston Bombing Suspect's Rolling Stone Cover*, Joy Jenkins, University of Missouri & Edson Tandoc, Nanyang Technological University
3. *Mobile Media and Democracy: Skill and Political News as Predictors of Participation*, Jason Martin, DePaul University

Student Competition winners

There were three top papers winners (1st, 2nd, 3rd) recognized in this year's student research competitions. First place authors received a plaque and monetary award. Second and third place winners received a certificate and monetary award. All competition winners were recognized at the business meeting.

1. *Moral Foundations Theory and U.S. Newspaper Coverage of Mosque Controversies*, Brian J. Bowe, Michigan State University
2. *Too good to care: The effect of skill on hostility and aggression following violent video game play*, Nicholas Matthews, Indiana
3. *Operations in the Sky: Analysis of Drone Coverage in US Media*, Fauzeyya Rahman, UT Austin

Moeller Student Paper Competition: Students who submit a paper written for a class during the previous year are eligible for the Mass Communication and Society Moeller Competition. Moeller Competition papers were nominated by the faculty member who taught the class, who sent a letter or e-mail verifying that the paper was completed for a class. Papers submitted for the Moeller Competition must clearly note the competition on the title page. Please note that the Moeller Competition is separate from our student top paper competition.

Moeller Student Competition: received 7, accepted 3, rejected 3, disqualified 1, acceptance rate 42.9%.

There were three Moeller winners (1st, 2nd, 3rd) recognized in this competition. First place authors received a plaque and monetary award. Second and third place winners received a certificate and monetary award. All competition winners were recognized at the business meeting.

1. *"Our program is truth and justice"*, Christopher Frear & Katherine LaPrad, University of South Carolina
2. *They Don't Believe What They See: Effects of Crisis Information Form, Source, and Visuals*, Julia Daisy Fraustino, University of Maryland
3. *An Analysis of News Framing Obamacare Controversy during and after 2013 Government Shutdown*, Juan Liu, Wayne State University

11. Please list your out-of-convention activities related to research.

Out of conference activities related to information provided in articles by the research chairs, changes to evaluation forms for the research grant and dissertation awards, adjustments to the dissertation award requirements, and processing and evaluation of the research grant and dissertation proposals.

12. Please describe briefly the research goals and activities of your division. Such description may include discussion of primary accomplishments, programming diversity, special competitions, faculty/student research awards, newsletter activities and other activities.

The Mass Communication and Society Division conducts other competitions to promote and support research. Our most prominent are the Research award and the Dissertation award.

MCS Research Award

As part of the Division's commitment to facilitating excellent research, MCS has awarded research grants of up to \$5,000. In 2011, MCS doubled the award to \$10,000. Any topic that advances mass communication research, especially at the societal or macro-social level, is eligible for the award. Proposals must emphasize the interaction with society and fit with the division's mission. All methods, whether qualitative or quantitative, are welcomed. Any member of the Division who is currently teaching, researching or studying mass communication full-time is eligible. Members of the MCS executive committee or the selection committee are ineligible to apply.

The winner/s are recognized at the MCS business meeting during the national conference. The \$10,000 may be awarded to a single project or may be split between several smaller projects. The funded research must be submitted to our division journal, Mass Communication and Society, for review within two years of receiving the award. Winners will receive half of the award at the business meeting and the other half upon submission to the journal. Winners will also be presented with a plaque at the business meeting and will be listed on the division website.

Those not completing the project in two years from the date of award become ineligible for the additional funding; however, the journal still has first right of refusal on the research project. In accordance with the division bylaws, proposals will be reviewed by a committee composed of the

current division head, the immediate past division head, the current journal editor, the immediate past editor of the journal, and one at-large member appointed by the current head. The research chairs will announce the winner at the division's business meeting during the national conference.

Research award review form

AEJMC Mass Communication & Society Division

Research Award Review Form

Proposal: <Title>

Please place an individual score (1-5) for each of the items and then total your scores. Your comments, as specific as possible, are requested.

Criteria	Low				High
	1	2	3	4	5
- Potential for particular theory building in the field of mass communication.					
- Degree to which the proposed study will fill a gap in the mass communication literature					
- Potential for making an overall intellectual contribution to the study of mass communication.					
- Potential for publication in a top-tier academic journal.					
- Degree of understanding of the literature upon which the proposed study is undergirded.					
- Appropriateness of research questions and/or hypotheses.					
- Appropriateness of research method(s) for data gathering and analysis.					
- Likelihood that the project will be completed within the two-year timeframe guideline.					
- Quality of writing					
- Adequacy of proposed budget.					
TOTAL SCORE					

COMMENTS:

MCS Dissertation Award

The Mass Communication and Society division of AEJMC award recognizes the top dissertation in the field of mass communication and society, offers an opportunity to publish in the division's journal, and earns a cash prize of \$3,000.

An eligible dissertation must have been completed between January 1, 2013 and December 31, 2013. For the purposes of this award, a "completed" work is defined as one that has not only been submitted and defended but also revised and filed in final form at the applicable doctoral-degree-granting university by December 31, 2013.

The dissertation topic(s) must: 1) advance mass communication research, especially at the societal or macrosocial level, and 2) emphasize the interaction with society and fit with the division's mission. Winners of the award must submit an article based on the dissertation to Mass Communication and Society within two years of receiving notification of winning the award. Winning the award grants right of first refusal to the journal, but does not necessarily guarantee acceptance into the journal. If an article based on the student's dissertation has already been submitted to another journal, that dissertation is no longer eligible for the award. The winner will receive half of the award at the annual Mass Communication and Society business meeting held during AEJMC's annual conference, with the remaining funds dispersed upon submission to the journal. The winner is expected to attend AEJMC's 2013 annual conference in Washington DC in order to be recognized at the division's business meeting.

Dissertation Award evaluation sheet:

AEJMC Mass Communication & Society Division

Dissertation Award Review Form

Dissertation: <Title>

Please place an individual score (1-5) for each of the items and then total your scores. Your comments, as specific as possible, are requested.

Criteria	Low				High
	1	2	3	4	5
- Potential for particular theory building in the field of mass communication.					
- Degree to which the dissertation study will fill a gap in the mass communication literature					

- Potential for making an overall intellectual contribution to the study of mass communication.					
- Potential for publication in a top-tier academic journal.					
- Degree of understanding of the literature upon which the proposed study is undergirded.					
- Appropriateness of research questions and/or hypotheses.					
- Appropriateness of research method(s) for data gathering and analysis.					
- Quality of writing					
TOTAL SCORE					

COMMENTS:

TEACHING

13. Regarding in-convention activities related to teaching, there will be the annual teaching workshop held by the Mass Communication and Society Division. In the workshop, we will have three panels (“Thinking outside the Box: The Journalism Educator’s Potential Role beyond Majors,” “News Literacy and Journalism Education for Non-Majors from Grade School on Up,” and “Expanding Impact: Challenges and Opportunities”), and a total of 12 promising and excellent teachers we selected will present and share their teaching experience with the audience. The workshop is designed to encourage conversations regarding curriculum, course content, teaching methods, and assessment. Through this workshop, we hope to help educators reach high teaching standard.

In addition to the teaching workshop, we will sponsor or co-sponsor a total of five teaching related panels. These panels include:

Research-based Insights for Teaching Millennial Students in Advertising and Public Relations (Mass Communication and Society Division, Graduate Student Interest Group and Public Relations Division)

From Quarks to Quasars: Helping STEM Professionals Communicate with the Rest of the World (Communicating Science, Health, Environment and Risk and Mass Communication and Society Division)

Understanding the Reviewing Process: Conversations with AEJMC Journal Editors for Early Career Academics and Doctoral Students (Public Relations Division, Graduate Student Interest Group and Mass Communication and Society Division)

Teaching Qualitative and Historical Research: Challenges and Opportunities (Mass Communication and Society and History Divisions)

Promising Professor and Distinguished Educator Awards (Mass Communication & Society)

14. We also had an active year of out of conference activities. Both teaching chairs were involved with promoting our teaching awards, assessing teaching award applications, as well as contributing articles to each of the year's newsletters. We also maintained the "Syllabus Exchange" service on our division homepage, provide mass communication educators with important teaching resources including syllabi, suggestions for textbooks, and example of assignments used in mass communication oriented classes.

15. The teaching goals of our division include improving media education for instructors and students. We organize and sponsor teaching competitions, workshops, and conference panels. Our mission this year has been to continue with popular programs such as the Promising Professors and Distinguished professors competitions, continuing to present information on current trends on teaching mass communication with our co - sponsored panels, and providing the field of mass communication with valuable resources on teaching with the addition of the course material exchange to our website.

The Promising Professors Awards honor new faculty and graduate students who demonstrate excellence and innovation in teaching. Promising Professors Awards are granted to both faculty and graduate students. Winners for each category (faculty and graduate student) will be recognized at the division's business meeting at the national convention.

The Distinguished Educator Award is given annually to a member of the MC&S division whose personal teaching excellence and influence on pedagogy in the field is profound.

In addition to receiving their awards at the division business meeting, winners are required to attend the Promising Professors and Distinguished Educator Panel at the AEJMC national convention. In this special panel, the top three faculty Promising Professors competition winners, the first - place student winner, and this year's Distinguished Educator will share what has brought them success in the classroom. The second - place and third - place student winners will be recognized. Below is the list of all winners this year:

Promising Professor Faculty Winners

First Place: Lucinda Austin, Elon University

Second Place: Peter Bobkowski, University of Kansas

Third Place: Jensen Moore-Copple, Louisiana State University

Promising Professor Student Winners

First Place: Drew Shade, Pennsylvania State University

Second Place: Camille Reyes, Rutgers University

Third Place: Nicholas Hirshon, Ohio University

Distinguished Educator Winner

S. Shyam Sundar, Pennsylvania State University

PF&R

16: PF&R Convention Activities: This year the PF&R chairs have focused support on one major off-site event that will help attending members understand more of the Montreal area principles and history. In addition three in-convention panels have been scheduled:

(1) a session on Whistleblowing in government - free expression or not? this session is sponsored jointly with the Public Relations Division (MC&S is listed as first sponsor)

(2) a session with Cultural and Critical Studies as the lead sponsor focuses on Anti-Intellectualism in American Journalism. This is a panel session rather than a research presentation.

(3) a session with Communication Technology as the lead sponsor focuses on Social Effects of Video Games. Topics range from implications of games for education - based on difficulty, to social issues and interactivity, stereotyping in games, and two factors related to game-violence studies.

These topics are varied but stay within the PF&R commitment to free expression, gender and cultural inclusiveness, ethics [as applied], and the accountability part of media criticism and accountability.

In addition, the division sponsors the Traves Award for Service to the MCS Division. This year, we had one nominee who was unanimously approved by the officers: Jennifer Greer.

17. Out of Convention Activities: As noted above, the major off-site event is a guided visit to Montreal's Pointe-a-Calliere, the city's well know Museum of Archeology and History. The site is identified as the Birthplace of Montreal and we expect professional freedom and responsibility to be a part of the material discussed during our visit.

