

LEAD TIME

NEWSLETTER OF THE NEWSPAPER & ONLINE NEWS DIVISION

September 13, 2017

Waving goodbye to Chicago

Greetings NOND Members!

It was wonderful to see so many of you at our annual conference in Chicago last month. Thanks to your dedicated contributions, we had:

- Our division's first-ever Ph.D. student preconference, which attracted more than 30 doctoral students;
- An inaugural best poster award, sponsored by Nanyang Technological University;
- A wide-ranging array of 96 accepted papers;
- And seven co-sponsored panels.

Building on this success, we're looking forward to further raising the profile of NOND. To that end, this year we will:

- Launch a PhD student mentorship program;
- Plan an off-site gathering for our Washington conference;
- Develop a membership campaign to grow NOND's size;
- Improve the division's paper competition;
- And contribute to the successful editorial transition at Newspaper Research Journal, the division's academic publication.

To accomplish these goals, we'll need your help. So how can you deepen your engagement in our division this year?

- 1) Volunteer as a reviewer for the Southeast Colloquium or annual conference;
- 2) Serve as a PhD student mentor;
- 3) Enter your research to our paper competition;



4) Contribute your ideas to our TNT21 (Teaching News Terrifically) competition;

5) Apply for the division's research awards;

6) Submit your manuscripts to Newspaper Research Journal
And most importantly...

Plan to attend AEJMC's annual conference in Washington, DC! We will gather Aug. 6-9 at the Renaissance Downtown.

If you have any other ideas on how to bolster NOND's visibility and presence in AEJMC, please feel free to reach out at any time. I look forward to working together!



Jan Lauren
Boyles

Best wishes for the start of the academic year!

Many thanks,
Jan Lauren Boyles, Chair

2017-2018 Officers

Division Head

Jan Lauren Boyles, Iowa State University

Vice Division Head

Edson Tandoc, Nanyang Technological University

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Trailblazer Project

George Daniels, University of Alabama

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Chris Etheridge, University of North Carolina-Chapel Hill

2017 NOND research award winners

The 2017 research award winners were announced in our last issue. Read the abstracts here. Remember you can access full copies of the paper through the AEJMC website

Open Competition

An Investigative Journalist and a Stand-Up Comic Walk Into a Bar: The Role of Comedy in Public Engagement with Environmental Journalism (Top Faculty Paper); *Caty Borum Chattooe, American University School of Communication;* *Lindsay Green-Barber, The Impact Architects* **ABSTRACT:** An investigative journalism project focused on environmental contamination in New Jersey, Dirty Little Secrets, worked with stand-up comics to translate investigative content into stand-up comedy routines performed in front of a live audience. Through a quantitative survey administered after two live comedy shows, this study finds that the public learned factual information, perceived comedians as credible, and expressed willingness to get involved in the core issue. Implications for public engagement with investigative journalism are discussed.

The Effects of Disclosure Format on Native Advertising Recognition and Audience Perceptions of Legacy and Online News Publishers (Top 2 Faculty Paper); *Michelle Amazeen, Boston University;* *Bartosz Wojdyski, University of Georgia* **ABSTRACT:** This experimental study examines elements of native advertising disclosures that influence consumers' ability to recognize content as paid advertising and contrasts subsequent evaluations of legacy and digital-first publishers with those exposed to online display advertising. Although fewer than 1 in 10 participants were able to recognize native advertising, our study shows that effectively designed disclosure labels facilitate recognition. However, participants who did recognize native advertising had lessened opinions of the publisher and the institution of advertising, overall.

Service at the intersection of journalism, language, and the global imaginary: Indonesia's English language press (Top 3 Faculty Paper); *John Carpenter, University of Iowa;* *Bri-*

ABSTRACT
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BACKGROUND
While native advertising is not new, the shift in news to digital platforms and the rise of social media have created a new landscape for publishers. Online display advertising is now a major revenue source for publishers. However, the rise of native advertising has blurred the lines between editorial content and advertising. This study examines how different disclosure formats affect audience perceptions of legacy and online news publishers.

RQ1: What demographic characteristics predict native advertising recognition?
Predictors of Ad Recognition

Demographic	Recognized	Not Recognized
Age	55%	45%
Gender	52%	48%
Ethnicity	50%	50%
Education	53%	47%
Income	51%	49%
Marital Status	54%	46%
Occupation	52%	48%
Political Affiliation	50%	50%
Media Consumption	51%	49%
Trust in Media	52%	48%
Trust in Publisher	50%	50%
Trust in Advertiser	51%	49%

RQ2: What is the relationship between advertising format (native article vs. article with display ad) and (a) attitudes toward and (b) perceived credibility of a publisher?

RQ3: What is the relationship between news organization type (legacy vs. digital-only) and native advertising recognition on (a) attitudes toward and (b) perceived credibility of a publisher?

H1: Native advertising recognition will be more likely for disclosures a) that are higher in prominence, b) that are more explicit in their language clarity, and c) when a sponsor's logo is present.

H2: For viewers of a native ad, advertising recognition will result in a) lower attitudes toward and b) lower perceived credibility of a publisher.

H3: Recognition of native advertising will negatively affect evaluations of a) advertising, b) publishers, c) journalism, and d) the government.

METHOD HIGHLIGHTS
Our study was carried out using an online survey of a representative sample of the US citizenry. The survey was administered January 28 - February 9, 2017 by an internet-based research firm. Surveys were randomly assigned to read one of 20 versions of a native advertisement in the form of a sponsored online news story. After reading the story, they were asked to complete a questionnaire. **Independent Variables:** Organization Type (Legacy vs. New York Times or Real 36 Journal (Legacy))
Disclosure Explicitness: partner content (low) vs. sponsored content (medium) on paid content item.
Disclosure Prominence: High, Medium, Low

DISCUSSION
The results of this study indicate that while native advertising is becoming more prevalent, consumers are still struggling to recognize it as paid advertising. This suggests that more explicit and prominent disclosure labels are needed to improve recognition. Furthermore, the study found that recognition of native advertising led to less favorable attitudes toward the publisher and the institution of advertising, which is a concerning finding for the industry.

Paper presented to the Newspaper and Online News division at the 2017 Association for Education in Journalism and Mass Communication (AEJMC) Conference, Chicago, IL.

Poster winner: *Michelle A. Amazeen (Boston University) and Bartosz W. Wojdyski (University of Georgia) won the 2017 NOND poster competition. [Download a full version on our site.](#)*

an Ekdale, University of Iowa **ABSTRACT:** Drawing on interviews with journalists who work in Indonesia's locally owned and operated English-language press (ELP), we argue English's status as the language of global and regional imaginaries informs how ELP journalists negotiate their understandings of public service. This study contributes to research on the contextual negotiation of professional ideologies of journalism by considering how publication language—here, English in a country where it is a foreign language—shapes the ways journalists conceive service to their various publics.

Student Competition

Way-finding and source blindness: How the loss of gatekeepers spread fake news in the 2016 Presidential election (Top Student Paper); *George Pearson, The Ohio State University;* *Simon Lavis, The Ohio State University* **ABSTRACT:** Changing news patterns allows users to consume stories from multiple sources. This was hypothesized to lead to a disinterest in sources (source blindness) and reliance on curators for news. Additionally both variables were expected to lead to increased misinformation acceptance. A parallel mediation model on national survey data

revealed that reliance on curators was not significant, however consuming news from multiple sources did increase source blindness which in turn increased misinformation acceptance.

The Syrian exodus: How The Globe and Mail, The New York Times and The Sun framed the crisis? (Top 2 Student Paper); *Zul-fia Zaher, Ohio University* **ABSTRACT:** This study examined the cross-national coverage of the Syrian refugee crises in The Globe and Mail, The New York Times, and The Sun newspapers. The study employed a quantitative content analysis to measure the attention paid to the Syrian refugee crisis and investigated the prevalence of the five generic frames (economic consequences, human interest, responsibility, conflict, and morality) (Semetko & Valkenburg, 2000). This study analyzed 204 articles from these three newspapers published between February 1, 2015 to February 28, 2016. This study found that The New York Times attached more importance measured by the length and the page position while The Sun attached the least

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AEJMC Trailblazers for Diversity project continues



During the recent AEJMC Chicago Conference, George L. Daniels interviewed Dr. Tony Atwater, the first African-American President of AEJMC.

Atwater, who served as president in 1993, was one of five new interviewed to be included in this diversity archive.

To learn more about the Trailblazers Project, visit <http://www.aejmc.org/home/resources/trailblazers/>.

importance to the coverage of Syrian refugee crisis. The result also demonstrated that the most salient generic frames were human-interest. This study found that three out of five generic frames — economic consequences, responsibility, and conflict — are significantly different across these newspapers. The results further revealed that various events influenced the way frames were presented in these three newspapers.

Trustee Versus Market Model: A Journalistic Field Experiment (Top 3 Student Paper); Douglas Wilbur, The University of Missouri at Columbia ABSTRACT: This field experiment examines data gathered through a competition hosted by the Austin-American Statesman, the test their daily news via email delivery service the Midday Break, and a news aggregation service called the Statesman's News For You, managed by the Repertory Company. The Midday Break represents the trustee model of journalism since stories are chosen by editors in a traditional manner. The Statesman's News For You represents that market model of journalism since users select story preferences through a personalization function. Results of aggregate user data revealed that the Statesman's News For You subscribers opened more of their services email and read more of their delivered news stories than those of Midday Break. A survey of both groups revealed that Statesman's News For You subscribers gave their services higher ratings for credibility, likelihood of recommending to a friend and perceived control than Midday Break subscribers. This field experiment lends some evidence that the market model of journalism might offer a better route for newspaper survivability and economic success.

The Least Trusted Name in News: Exploring Why News Users Distrust BuzzFeed News (Top 3 Student Paper); Jordon Brown, The University of Texas at Austin ABSTRACT: This experiment measured readers' perceived sense of credibility when presented with three different news stories. Although all three news stories were actually from BuzzFeed, they were presented as though only one was, and one from Yahoo News, and one from The Wall Street Journal. This study found the perceived credibility was impacted by the news source, but not always by the individual article.

Help AEJMC students affected by disaster

Temple Northup
Director & Associate Professor

I'm the Director of the Valenti School of Communication at the University of Houston. This has been an incredibly challenging time for the entire city and region. I am reaching out to communication programs and professionals around the country with information about how you can make a direct impact in the lives of communication students here at UH.

I have created an emergency scholarship fund for our students. We have about 2,000 majors in the school, and almost all of them work at least part time to support their education. Under normal circumstances, paying tuition and other associated costs can be hard. For some, Harvey has made it that much harder. By supporting this fund, I hope that we can reduce the need to choose between continuing college and acquiring basic necessities. 100 percent of your donations will be used for students in need. And let me be honest, it is really needed. I have already gotten emails from students who have lost their homes, their cars, and their possessions.

If you can spread the word to others in the communication field, that would be great. I am hoping to show our students that not just Houston and the school care for them, but that the communication field more broadly. Anything can help. Simply choose the "[Valenti Scholarship Fund](#)."

Thank you so much. With every donation we receive, we will tweet out to show everyone that #CommCares.

Let me know if you have any other questions, and I appreciate your support.

Other ways to help:

1. [Donate to Texas Southern University](#) via the Harvey Relief Assistance Fund. All funds will go directly to those in the TSU Tiger family who need immediate help.

2. [Donate to Lamar University](#) via the Hurricane Harvey Disaster Relief Fund. Choose "Harvey Disaster Relief" under donation designation:

3. [Donate to Prairie View A&M University](#) via the Hurricane Harvey Relief Fund.

For more information please email: temple@uh.edu.

NRJ's new editor announces plans

Dane S. Claussen
Editor, Newspaper Research Journal

As a member of the Newspaper and Online News Division continuously for more than 20 years, former long-time editorial board member of Newspaper Research Journal, and a former newspaper publisher and editor, I am pleased and honored to have been chosen as the next NRJ editor.

I will aggressively make efforts to disseminate research findings in the journal to the newspaper and greater news industry. Many scholars want their research to be seen by industry professionals, if not have a tangible impact on the newspaper industry and larger news industry. (I also have long advocated for our discipline's professors to become more like "public intellectuals.")

Second, I will invite industry figures to interact with NRJ authors, potential authors, editorial board members, and editors in various ways so that research ideas from the industry get directly into the hands (and minds) of interested scholars. Some years ago, Earl Wilkinson (International Newspaper Marketing Association) listed research ideas that were widely shared within this Division, and many ideas were executed by Division members and others.

While not everyone was interested in the list, and perhaps others thought the industry figures should not try to influence theory-driven research agendas, overall I think it was successful and applaud Wilkinson's initiative and efforts. Likewise, the journal could help facilitate contacts by researchers with industry figures who have volunteered to do anything from react to a research idea to read a final draft before it's sent to NRJ. Both the industry and academics should be encouraged to conduct and publish research together; the industry (or at least parts of it) have the money and have current data. Certainly industry leaders are rightly concerned with confidentiality and competitive issues, but currently it appears the level of joint industry-scholarly research in our area is minimal. This at a time when many journalism departments/schools have set up centers with names like "innovation lab" to, at least theoretically, experiment with ideas that the industry could benefit from. Surely both at-

tendance at the AEJMC convention and direct contact by phone or email otherwise are ways to accomplish these goals.

Third, I will increase international representation on the journal's editorial board. The entire 20+ years that I have been subscribing to NRJ, the number of non-US editorial board members has ranged from zero to the current three. There is every reason why NRJ can and should be not only the world's best scholarly journal for newspaper-related research, but one that represents and publishes research from around the world. After all, the newspaper industry is watching and learning from other countries around the world, many of our faculty and students are from abroad, many of us teach international journalism, some of us have taught abroad, etc.

Fourth, I will attend as many academic conferences outside the USA as I can, as I did while editing *Journalism & Mass Communication Educator*, to promote the journal, to solicit manuscripts, and to locate and recruit editorial advisory board members. When I could not, as J&MCE editor, attend a national or international conference that included papers that could possibly be revised into article manuscripts, I sent emails and/or letters to their authors suggesting that they submit their revised papers as article manuscripts to J&MCE; I will do this again. I will again write, occasionally and when appropriate, "Editor's Comments" (and perhaps other pieces) about international conferences, international organizations, and international concerns. The "Editor's Comments" will mostly be addressing other issues, from current trends and events in the newspaper industry, to research ideas, theory, methodology, etc.

Fifth, I will work for the journal to be more interactive with its readers. NRJ's website will soon be hosted by the publisher, SAGE Publications, which has its own formats and rules. But my goals will include the ability for comments to be posted about each issue of the journal. In any case, I would like to see NRJ publish letters to the editor, the Division each year sponsoring an invited panel of authors of NRJ's most significant articles at the AEJMC convention,



and more. Perhaps some authors would be willing to, on the journal's website, answer questions about their articles in the way that paper presenters answer questions at conferences.

Sixth, I will solicit and publish rigorously selected essays about the newspaper industry and newspaper industry research, with a focus on recent and current practices and events. (Note that a journalism student weighs in every issue of *Editor & Publisher* magazine about a current newspaper industry issue, and several journalism professors write regularly for the *Society of Professional Journalists' Quill*, but we are seeing scant evidence of industry professionals in scholarly journals.)

Seventh, I will talk with SAGE Publications about the possibility of publishing photographs (of authors and for article illustrations) and encourage authors to do more with charts, graphs, maps, and so on. (The website also could be used for article authors to post "Appendix" kinds of information if it cannot fit into the printed journal and the article can stand on its own in print without the Appendix material. Authors also could, completely voluntarily, post their original data sets on the website.)

I look forward to more new ideas for *Newspaper Research Journal* plus comments and questions about it. Thank you for your trust, submissions and readership.