

Program AEJMC Midwinter Conference

Friday March 6, 2015

1:00 – 2:00 p.m. Registration

2:00 -3:30 p.m. – SESSION 1

Room 3160 – Commission on the Status of Women, Panel Session 1: Cyber-connections: Online Representations of Women's Experiences

Moderator: Mia Moody-Ramirez, Baylor University

Discussant: Cory Armstrong, University of North Texas

"Women's Online Experience: Computer-mediated Emotional Well-Being and Relationship Maintenance." Jessica Wendorf & Fan Yang, University of Miami.

"Searching for thinspiration: Examining persuasive message strategies in Tumblr blog posts using the Extended Parallel Process Model." Nicki Karimipour, University of Florida.

"The Wendy Davis Gubernatorial Campaign: Representations on Pinterest and Tumblr." Mia Moody-Ramirez & Liz Fassih, Baylor University.

Room 1140 – Cultural and Critical Studies Division / Participatory Journalism Interest Group Paper Session 1: Framing Victims, Villains and the Vulnerable: Analyzing Contemporary News Coverage

Moderator and Discussant: Glenn Leshner, University of Oklahoma.

"Worthy Victims? Framing Race and Justice in Mainstream and Social Media." Meredith D. Clark, University of North Texas & Russell Robinson, North Carolina Central University.

“Lost in Translation: Power & Constructions of Health Risk in the Public Sphere.” Linda J. Pfeiffer & Eun Jeong Koh, University of Wisconsin – Madison.

“Citizen’s journalism and The Knowledge Gap Theory: Bridging Gaps and Creating Informed Audiences.” Paromita Pain, University of Texas at Austin.

“Interactivity and Political Communication: New Media Tools and the Impact on Public Political Communication.” Burton C. Speakman, Ohio University. **Top paper abstract*

Edith Kinney Gaylord Library - Mass Communication and Society Division Paper Session 1: Political and Media Credibility

Moderator: Michael D. Andrews, University of Alabama

Discussant: : Jay Hmielowski, Washington State University

“When Can Journalists Adjudicate? Effects of Vetting Inter- and Intraparty Factual Disputes.” Benjamin A. Lyons, Southern Illinois University – Carbondale.

“Censorship and Media Freedoms: The Role of Culture in Determining Acceptable Speech.” Mariam F. Alkazemi, University of Florida.

“Is it your Right to Know: An Examination of Message Sensation Value on GMO Regulation.” Amber Krause, Texas Tech University.

“News Delivery Forms and Perceptions of Credibility.” Jennifer D. Greer, University of Alabama.

“Pre-Hospital Healthcare Off Media Radar: Local Newspaper Coverage Overlooks Emergency Medical Services.” Bradley Wilson, Midwestern State University.

Hall of Fame Room – Media Management and Economics Division Paper Session 1: Exploring New Issues in Media Management and Economics

Moderator/Discussant: Peter Gade, University of Oklahoma.

"A Study of Skills and Education Expertise in Communications in the Practice of Investor Relations at the Entry-Level." Deepa Fadnis, University of Texas at Austin.

"No Economies of Size and Scale in the Newspaper Industry: Analysis of Industry Benchmarking Data Show Larger Newspapers No More Profitable Than Smaller Ones." Keith Herndon, University of Georgia, * **Top paper abstract.**

"Using Hybrid Interactive Rhetorical Engagement (H.I.R.E) Scales to Predict Social Media Advertising Game Effectiveness." Yowei Kang, Kainan University & Chunh-Chaun Yang, University of Texas at El Paso.

"Online News Sites and Native Advertising." Seunghyun Kim, Doyle Yoon, Md. Nazmul Kabir Rony & Rahnema Ahmed, University of Oklahoma.

"Stunts, Gimmicks, and Celebrity Guests: A Case Study of Mid-1930s Practices." Stephen Perry, Regent University.

Room 2025 - Brian Williams: Truth, Lies, and Videotape Panel Discussion

Moderator: Desiree Hill, University of Oklahoma

Panelists:

Todd Spessard, KWTW News Director
Mike Boettcher, OU Visiting Professor, ABC correspondent
Yvette Walker, Ethics Chair at UCO
Dick Pryor, OETA anchor

3:45 – 5:15 p.m. SESSION 2

Room 3160 – Visual Communication Division Paper Session 1: Photographs, Frames and Hierarchy: Researching Visual Communication

Moderator and Discussant: Julie Jones, University of Oklahoma

“Visual Framing of Democracy by Middle Eastern Universities: A Content Analysis of Twitter Images Used in Higher Education Public Relations.” Husain Ebrahim & Hyunjin Seo, University of Kansas. * *Top paper abstract.*

“Above the Scroll: Visual Hierarchy in Online News.” Holly Cowart, University of Florida.

“Theorizing Reactions to Political Selfies: Within and Beyond the Social Identity Model of De-Individuation Effects.” Benjamin A. Lyons, Southern Illinois University.

“Visual Framing of Global Sporting Events in World Newspapers: Comparing the 2014 Winter Olympics and 2014 FIFA World Cup.” David L. Morris II, University of Memphis.

“I AM NOT a Virus: A Comparative Analysis of Liberian Identity Through the Photographs They Produce.” Gabriel B. Tait, Arkansas State University.

Room 1140 – International Communication Division Paper Session 1: Role of Journalists and Social Media in Framing Crisis and Country Reputation

Moderator: Imran Hasnat, University of Oklahoma

Discussant: Margaretha Geertsema-Sligh, Butler University

“Reporter Accent and Credibility: Differences in Perceptions of News and Source Credibility Based on Reporter Accent: an Elaboration Likelihood Model Perspective.” Lu Sirui, Ohio University.

"The Syrian Spin: An Exploratory News Frame Analysis of U.S. and U.K. Coverage of the Syrian Chemical Weapons Crisis." Christina A. Childs DeWalt, University of Oklahoma.

"A 'Punk Prayer' Heard Around the World: How Twitter Shaped Western Coverage of Pussy Riot's Conviction." Staci L. Parks & Meredith Clark, University of North Texas.

"Would I go? Effects of a Cuban Tourism Campaign on Americans: Country Reputation as a Moderating Variable." Alice Kendrick, Southern Methodist University, Jami Fullerton, Oklahoma State University & Sheri J. Broyles, University of North Texas. * *Top paper abstract.*

Edith Kinney Gaylord Library - Mass Communication and Society Division Paper Session 2: Social Media

Moderator: Bradley Wilson, Midwestern State University

Discussant: Avery Holton, University of Utah

"An Outpouring of Success: How the ALS Ice Bucket Challenge Used Social Media to Engage Millennials' Narcissism Toward Digital Activism." Andrea E. Hall, University of Florida. * *Top paper abstract.*

"Front-page, Above the Fold and 'Liked': Analysis of Facebook's Trending-News Sidebar for News Element, Source Diversification and Thematic Trends in Topic." Jeffrey K. Riley, Florida Gulf Coast University.

"An Examination in the Use of Facebook by Television Weathercasters." Andy Wallace, Oklahoma State University.

"Young Adults' Use of Texting Shorthand on Facebook." Hailey Hendricks & Jessica Smith, Abilene Christian University.

"Organizational Twitter Use: An exploratory Analysis of the Breast Cancer Awareness Month." Pratiti Diddi, Louisiana State University.

Room 2020 - Entertainment Studies Interest Group Paper Session 1: Entertainment Studies at the Intersection of Gender, Feminism and Fatherhood.

Moderator/Discussant: Cynthia Nichols, Oklahoma State University

“Perfecting Fatherhood: Gender Discourse on Reality TV in China.” Li Chen, Syracuse University.

“Acting Punk, Singing Feminism: A Longitudinal Content Analysis of Punk Rock Song Lyrics, 1970–2009.” Lauren E. Levine & Koji Fuse, University of North Texas. * *Top paper abstract.*

“The Intersection of the Disney Princess Mythology and Eating Disorders: A Case Study of @BunnieJuice on Twitter.” Erin L. Ryan, Kennesaw State University.

“Satirical News & Perceived Believability: Effects of Content & Source Cues of Online Satirical News on Perceived Believability.” Nisha Garud & Carson B Wagner, Ohio University.

06:00 – 09:00 p.m. – Opening Reception, Main Site Contemporary Art, 122 East Main Street, Norman

Saturday March 7, 2015

8:30 – 9:00 a.m. – Registration

9:00 – 10:30 a.m. – SESSION 1

Room 3160 – International Communication Division Panel Session 1: Coming to America: Trials and Tribulations of International Faculty and Students in the United States

Moderator and Chair: Margaretha Geertsema-Sligh, Butler University

Panelists:

Margaretha Geertsema-Sligh, Butler University (South Africa)

Imran Hasnat, University of Oklahoma (Bangladesh)
Aisha Masood, University of Oklahoma (Pakistan)
Elanie Steyn, University of Oklahoma (South Africa)
Dane Kiambi, University of Nebraska-Lincoln (Kenya)

Room 3150 – Minorities and Communication Division Paper Session 2: Ferguson, Framing and Fighting Words: Analyzing News Media and Social Media

Moderator: Bettye Grable, Florida A&M University
Discussant: Hayg Oshagan, Wayne State University

“Picture a Protest: Analyzing Images Tweeted from Ferguson.” Holly Cowart, Lynsey M. Saunders & Ginger E Blackstone, University of Florida. * *Top paper abstract.*

“#IFTHEYGUNNEDMEDOWN: An Analysis of Mainstream and Social Media in the Ferguson, Missouri Shooting of Michael Brown.” Tracy Everbach, Gwen Nisbett & Meredith Clark, University of North Texas.

“He’s a Lowlife, He Deserved It”: The Use of the Victim-Blaming Frame in the Coverage of African-American Males Killed by Anglo Police Officers.” Mia Moody-Ramirez, Baylor University & Hazel James Cole, University of West Georgia.

“Fighting Slurs: Legal Authorities Conflict on Whether Racial Slurs can be ‘Fighting Words.’” William C. Nevin, University of West Alabama.

Room 2025 – Mass Communication and Society Division Paper Session 3: Methodology/Theory

Moderator: Jaime Loke, University of Oklahoma
Discussant: Kelly Kaufhold, Texas State University

"The Interaction of Message Content, Media Sequence, and Product Involvement: An Examination of Intended Message Content Sequences Across a Two-Channel Strategic IMG Effort." Ashley N. Martin, Kansas State University.

"Experimental Manipulation of Parasocial Interaction Potential in a Situational Comedy." Travis Loof, Texas Tech University.

"Quieting the Middle Class: The Changing Spiral of Silence Online." Burton C. Speakman, Ohio University.

"Is it your Right to Know: An Examination of Message Sensation Value on GMO Regulation." Amber Krause, Texas Tech University.

"Hyper-Systemizing, Cognitive Load, and Autism Spectrum Disorder: Children's Potential for Learning Emotions from Mediated Content." Erin L. Ryan, Kennesaw State University.

Room 2020 - Communication Technology Division Paper Session 2: Social Platforms and Education

Moderator/Discussant: Jessica Smith, Abilene Christian University

"Who Posts Selfies? Psychological Predictors of Selfie use on SNSs." Ji Won Kim & Joon Kyoung Kim, Syracuse University.

"Social Networking and Effective Schools Project: An Analysis of Stakeholder Communication." Sarah Maben, Brianna Henneke Hodges & Karley Goen, Tarleton State University.

"Why Do People Decrease Facebook Use? An Extension of the Innovation Resistance Theory to Social Media Use Termination and Dormancy." Soojin Roh, Angela M. Rulffes, Mengmeng Tang & Lizhen Zhao, Syracuse University.

"Smartphones as Social Actors? An Empirical Assessment of Anthropomorphism in Communication Technology." Edwin (Wenhuan) Wang, University of Oregon. * *Top paper abstract.*

10:45 a.m. – 12:15 p.m. – SESSION 2

Room 3160 – Communication Technology Division Paper Session 2: Online News

Moderator: David Kelso, University of Oklahoma.

Discussant: Keith Herndon, University of Georgia

“Platform Performance: Does Comprehension of News Change Based on the Platform?” Andrea E. Hall & Lauren Darm, University of Florida.

“Orange Arrows Guarding the Gate: Analyzing Thematic Clues and News Element in Reddit’s Role as a Social Link Aggregation Site.” Jeffrey K. Riley, Florida Gulf Coast University.

“Tweets as Sources: A Comparison of Legacy and New News Outlets.” Amanda Sturgill & Matherly Gainer, Elon University.

“Medium Theory and Online News Consumption.” Josh Watson, University of Oklahoma.

Room 3150 – Minorities and Communication Division Paper Session 3: Connecting through Culture: Exploring Cultural Hybridity, Classifications and Forums

Moderator: Maccamas Ikpah, Rowan University

Discussant: Ralph Akinfeleye, University of Lagos, Nigeria

“The Squirrel and the Deer: Choctaw Stories, Cultural Hybridity, and the Communication of Traditional Ecological Knowledge.” Kevin R. Kemper, The University of Arizona, Tucson.

“Barbershops as Cultural Forums for African American Males.” David Shabazz, Kentucky State University.

Room 2025 – Mass Communication and Society Division Paper Session 4: Media Effects (Bullying, Stereotype)

Moderator: Kathleen McElroy, Oklahoma State University

Discussant: Jennifer Greer, University of Alabama

“Should a Persuasive Message End With a Comma or an Ellipse? An Examination of Open Versus Closed-Ended Messages when Combined with Social Media Prompts.” Curtis B. Matthews, Kansas State University.

“Effects of Stereotypical Television Programs on Members of the LGBT Community.” Adaobi Duru, Louisiana State University.

“Selfies: True Self or Better Self?” Joon Kyoung Kim, Syracuse University.

“Crowdfunding: Engaging the Public in Scientific Research.” Eun Jeong Koh, University of Wisconsin-Madison.

“Cyberbullying and Teens: Understanding the Role of Empathy and Parental Mediation in Online Bullying of Teens by their Peers.” Cynthia Nichols, Oklahoma State University.

Room 2020 Panel: Perspectives on Teaching in Mass Communication

Moderator: Amanda Kehrberg, University of Oklahoma

Panelists:

Desiree Hill, University of Oklahoma, “The 5 W’s of Teaching Journalism Leadership Skills”

Shugofa Dastgeer, University of Oklahoma, “Understanding Media Management for JMC Students”

Amanda Kehrberg, University of Oklahoma, “Online Discussion Boards and the Power of ‘Early Arrivals’”

12:15 – 1:30 p.m. Lunch – Inasmuch Commons Area, Gaylord Hall

1:30 – 3:00 p.m. SESSION 3

Room 3160 – Mass Communication and Society Division Paper Session 5: Media Framing

Moderator: Shane Hoffman, Oklahoma State University

Discussant: Amber Hinsley, St. Louis University

“Framing the Ebola Outbreak: Risk and Efficacy Communication in the New York Times and Guardian UK.” Adaobi Duru, Louisiana State University.

Love your Mother: How a 1970 News Magazine Helped Define and Refine Environmental Journalism. Carol Terracina Hartman, Michigan State University.

“Media Framing of a Politically and Socially Controversial Issue: Mapping How Mainstream Media Frame the Contraception Mandate of Obamacare.” Xiyuan Liu, University of Illinois at Chicago.

“Farm Journal and Farmer's Wife: A Window into the Rural American Home Front During World War II.” Jonathan Beutel & Philip J. Williams, Regent University.

“‘Miracle Lost’: The Framing of the 2014 U.S. Men’s Olympic Hockey Team.” Jack Karlis, SUNY Buffalo State.

Room 3150 - Entertainment Studies Interest Group Paper Session 3: Investigating Movies and Video Games

Moderator: Li Chen, Syracuse University

Discussant: Erin Ryan, Kennesaw State University

“How the Sausage is Made: The State of Video Game ‘Journalism.’” Severin Justin Poirot, University of Oklahoma.

“Power Distance and the Female Anti-Heroine: Teresa Mendoza in La Reina del Sur meets Daenerys Dragon Queen from

The Game of Thrones.” Diana I. Rios, University of Connecticut, Jaime Gomez, Eastern Connecticut State University, Mary Helen Millham & Joshua Fishlock, University of Connecticut.

“Gangster Racer: Aggression and Immersion Outcomes in a Sports Racing Video Game.” Sarita M. Stewart, Belmont University, Rosanna E. Guadagno, The University of Texas & Patrick Ewell, The University of Alabama.

“Watching Down: An Audience Study on the Millennial Fans of Avatar: The Last Airbender.” Alexa Hong, Trinity University.

Room 2025 - Communication Technology Division Paper Session 3: Engagement

Moderator/Discussant: Amanda Sturgill, Elon University.

“Consumer Engagement Attributes: Traditional Websites vs. Mobile Applications of the Fortune 500 Companies.” Rahnuma Ahmed, Doyle Yoon, Md. Nazmul Kabir Rony & Kim Seunghyun, University of Oklahoma.

“How the *New York Times* uses Infographic and Data Visualizations for Hard News and Soft News and to Foster Audience Engagement.” Margaret Yee Man Ng, University of Texas-Austin.

“The Interaction is the Message: A Meta-Analysis of User Experience with Owned Media in Marketing Campaigns.” Adam Wagler, University of Nebraska-Lincoln.

Room 2020 - Minorities and Communication Division Panel Session 1: Races, Roles and Responsibility: Analyzing Black and Chinese Ethnic Newspapers

Moderator: Hazel James Cole, University of West Georgia

Discussant: Mia Moody-Ramirez, Baylor University

“From the Fields into the World: How Women at Bennett College Discussed Race, Politics and Community Building in their Student-Run Campus Newspaper during the 1930s.” Sheryl Kennedy, University of Southern Mississippi.

“A Call to Action: An Analysis of Black Newspapers’ Roles in the 1963 and 2013 Marches on Washington.” Gheni Platenburg & Jinx Broussard, Louisiana State University.

“Imagine Homeland in Chinese Ethnic Media: A Comparative Study of *People’s Daily*, the *New York Times* and the *China Press*.” Amy Yang, Indiana University Bloomington.

3:15 – 4:45 p.m. – SESSION 4

Room 3160 - Minorities and Communication Division Paper Session 1: Examining Students’ Perceptions of Journalism’s Future, PR Diversity and STEM through Strategic Communication

Moderator: Riva Brown, University of Central Arkansas

Discussant: Meredith Clark, University of North Texas.

“A Fuerzas! Journalism Students’ Protean Identities to Keep Up with the Future of Journalism.” Lourdes Cueva Chacón, University of Texas at Austin.

“A Lifetime of Innovation: An Experiment in Educating and Engaging Rural, Urban and Underrepresented Children in Science, Technology, Engineering & Math (STEM) Through Strategic Communication.” Cynthia Nichols & Bobbi Kay Lewis, Oklahoma State University.

“Gender and Ethnic Difference in Perception of Public Relations among College Students.” Nancy Muturi & Ge Zhu, Kansas State University.

Room 3150 – Cultural and Critical Studies Division Paper Session 2: Theorizing Cultural Identity and Media Use: Consumer Choices and Constructed Identities

Moderator: Christina Childs DeWalt, University of Oklahoma

Discussant: Kevin Kemper, University of Oklahoma

“Social Identity Theory in Sports Media Research: Basking in the Reflected Glory of a Productive Scholarly Approach.” Nicholas Hirshon, Ohio University. * *Top Paper abstract*.

“One Body, Two Garments: South African Black Brides as Bodies of Cultural Co-Existence.” Lindani Mbunyuza-Memani, Southern Illinois University.

“Media and the Men Who Wait: Applying the Sexual Media Practice Model to Christian Men who Abstain from Pre-marital Sex and Their Relationships with the Media.” Monique L. Robinson and Piotr S. Bobkowski, University of Kansas

Room 2025 – Entertainment Studies Interest Group Paper Session 4: The Multifaceted World of Entertainment Studies: Satire, Artist-Fan Engagement, Genocide & The Grindhouse

Moderator: Alexa Hong, Trinity University

Discussant: Koji Fuse, North Texas State University

“Towards The Development of the Artist-Fan Engagement Model.” Sarita M. Stewart, Belmont University.

“The Day the Grindhouse Died: The Shift from Public Viewing to Private Pleasure.” Danny Shipka, Oklahoma State University.

“Entertainment, Hopelessness and the Language of Genocide: An Analysis of George Carlin.” Philip J. Williams, Regent University.

Room 2020 – Commission on the Status of Women Paper Session 1: The Flickering Screen: Mediated Reflections and Distortions of Gendered Reality

Moderator: Jaime Loke, University of Oklahoma

Discussant: Tracy Everbach, University of North Texas

"RAW Appearances: Examining Contrast Effects in Adaptation to Sexualization in World Wide Entertainment." Nisha Garud & Carson B Wagner, Ohio University. * *Top Paper abstract*.

"Mean World Outside: Media Coverage of the VAW and Cultivating Fear Among Pakistani Working Women." Rukhsana Riaz, University of Gujrat.

"If you Can't See It, You Can't Be It: Children's Movies and the Bechdel Test." Erin L. Ryan, Kennesaw State University,