

Communication Theory & Methodology Division, AEJMC
2012 Members' Meeting Saturday, August 11, 2012
Presiding: Michel M. Haigh

Minutes

Meeting called to order at 7 p.m. on August 11, 2012.

1. Review and approval of the 2011 members' meeting minutes.

Members unanimously approve the minutes.

2. 2011 - 2012 annual report (Michel Haigh)

Follow up on Financial Committee recommendations

2010 - 2011 Committee members: William "Chip" Eveland, Doug Hindman, Maria E. Len-Rios, Glenn M. Leshner, and Patricia Moy

1. With respect to membership dues:

Bearing in mind the current financial situation in the field, the progress experienced this year in the division's finances and the need to strengthen membership, the Committee recommends maintaining the current dues (\$26 regular members and \$16 student members). In next year's meeting, the division's leadership should present for discussion a series of scenarios based on the evolution of our finances, asses if an increase is warranted then, and if so the scope and distribution of said increase among regular members and student members.

UPDATE: MEMBERSHIP DUES WILL REMAIN THE SAME.

2. With respect to the financial agreement with Communication Methods & Measures: Despite the Journal's commitment to the Division (for example through its support of pre-conference workshops) and the importance of the Journal to the Division and the field, there needs to be a mechanism to make these contributions back to the division permanent. In order to do so, CT&M leadership should be empowered by the members to formally renegotiate the current arrangement, in a way that reduces costs for the division per member, establishes some profit sharing mechanism, or both. UPDATE: T&F WOULD NOT SIGN A CONTRACT STATING THEY WOULD SUPPORT THE PRECONFERENCE FOR X AMOUNT FOR THE NEXT X NUMBER OF YEARS. HOWEVER, THEY DID INCREASE THEIR CONTRIBUTION TO THE PRECONFERENCE TO \$750 FOR 2012, AND HAVE PLEDGED \$1,000 FOR 2013. PATRICK ALSO SAID THEY WERE COMMITTED TO THIS LONG TERM.

3. With respect to the Barrow's scholarship:

The relationship between the division and the scholarship needs to be redesigned. In its current form, the endowment does not pay for the full annual cost of the award. While other divisions partnering with CT&M donate a fixed amount each year, CT&M pays the amount needed to reach the amount traditionally awarded. CT&M should try to incorporate other divisions (Mass Communication & Society for example) as permanent

contributors as well as outside sponsors, explore whether this becomes an AEJMC level award to which the division contributes a fixed amount, or if instead the division maintains it, but being able to focus it more along CT&M goals and with a fixed contribution (having the award vary year by year based on investment returns and specific donations). UPDATE: THE CO-SPONSORS (MINORITIES AND COMMUNICATION AND THE COMMISSION ON THE STATUS OF MINORITIES BOTH PLEDGED \$100 MORE TO THE SCHOLARSHIP. MAC PROVIDES \$400 AND CSM PROVIDES \$300. MC&S WAS GOING TO VOTE ON SPONSORING THIS, BUT DEFERRED. FEDERICO SUBERVI, TEXAS STATE, ANNOUNCED HE WOULD BE PROVIDING HALF OF HIS BARROW AWARD FOR DISTINGUISHED ACHIEVEMENT IN DIVERSITY RESEARCH AND EDUCATION TO THE SCHOLARSHIP, WHICH HE WON AS A GRAD STUDENT. THE ANONYMOUS DONOR IS STILL PROVIDING MONEY.

4. With respect to other initiatives:

- a) CT&M should create Best Paper Awards that recognize advances in theory and methods, that potentially span all AEJMC divisions, and that contribute to CT&M's mission. UPDATE: THIS WAS COMPLETE IN 2012. IT WILL TAKE A BIT TO WORK OUT THE KINKS BEFORE HAVING AN ASSOCIATION WIDE THEORY PAPER COMPETITION, BUT CT&M WILL HAVE ONE FROM NOW ON.
- b) CT&M should seek permanent strategic alliances with other conferences and organizations that share its theoretical and methodological interests and that potentially result in increased membership. UPDATE: STILL WORKING ON THIS.
- c) Bearing in mind the increasing importance of the pre-conference workshop (both financially but also in terms of service to the field), this activity should be formalized by creating a pre-conference workshop chair that works all year long to select appropriate topics, panelists and markets the workshop. UPDATE: TWO PRECONFERENCE WORKSHOPS WERE HELD IN 2012. THE CHAIR OF THE DIVISION ORGANIZED THIS WITH THE CO-SPONSOR – MC&S. A CHAIR WAS NOT NEEDED FOR THIS IN 2012.

The membership voted for the 2011-2012 executive board to examine the Barrow scholarship award and work with Taylor and Francis to develop a more permanent agreement to fund the preconference workshop and the CMM Article of the Year award. UPDATE: SEE ABOVE. BOTH OF THESE WERE COMPLETED IN 2012.

3. Committee Reports

a) *Communication Methods & Measures* (Andrew Hayes):

The journal's editorial board had adopted a policy of quality over quantity in terms of articles accepted for publication. Individual and institutional subscriptions are both up.

b) *Teaching Report* (Aaron Veenstra):

After several attempts, we joined about half the other divisions in offering a syllabus exchange. The syllabus exchange was launched on the CT&M web site this summer,

with 10 syllabi (four in methods and six in theory). This is essentially a pilot launch, and a request for additional syllabi will be going out this fall.

We had one teaching panel at this year's conference, co-sponsored with ComSHER. titled "Winning Nationally Competitive Grants." Five veteran scholars discussed their experiences seeking and winning grants, and the role of funding in the tenure and promotion process. The panel, held the final morning of the conference, had 17 attendees.

c) Barrow Scholarship Report (Mike Schmierbach):

The scholarship selection process went smoothly, and we had a solid pool of outstanding candidates. The winner was Rowena Briones, a Ph.D. student at the University of Maryland who studies public relations. She was able to attend the meeting to be acknowledged, and she received formal recognition at the larger AEJMC awards ceremony, where Michel Haigh announced her selection. In future years linking the scholarship and membership duties makes sense, as the scholarship process was employed as another way to share information about CT&M.

d) Membership Report (Mike Schmierbach):

Overall, membership numbers appeared stable from the previous year, which was an improvement after a significant drop between 2010 and 2011. The main focus of the membership chair in the past year was collecting survey data from members to gauge attitudes regarding a number of aspects of the division. Many highlights from this survey were presented in the Spring 2012 newsletter. In general, the results were positive, with members holding especially favorable views of the quality of research presented in CT&M sessions and the value of CM&M as a journal included with membership. Some concerns reflected a sentiment that the division may be somewhat exclusive and that feedback from conference paper reviewers may not be as helpful as one might hope.

In addition to this survey, several steps were taken to target potential members, including sending an e-mail to all authors of all accepted papers outlining key benefits of membership. Potential areas to focus on in future years include streamlining the process whereby current AEJMC members can add the division outside of the normal renewal cycle; this is currently possible but not easy.

e) PF&R Report (Myiah Hutchens)

CT&M co-sponsored three PF&R sessions at the convention this year, all of which had audiences larger than 20. The first session, co-sponsored with ComSHER, brought in a panel of professionals from the Chicago area to talk about how they utilize social media to analyze their audience members. The second session, co-sponsored with the Graduate Student Interest Group, featured last year's top-paper winners who presented a more in-depth presentation of the debates and controversies surrounding experimental designs. The final panel, co-sponsored with Small Programs Interest Group, brought in journalists from around the country to

discuss the Trayvon Martin case and how journalists and visuals shaped the story of that event. While all of the sessions were successful, the PF&R chair suggested that we continue to sponsor sessions similar to the experimental design panel. These types of sessions reinforce CT&M member's expertise in research methods and fit the PF&R mission of improving ourselves as professionals.

g) *Conference Program* (Jason Reineke)

This year's CT&M program included 6 research sessions (including 1 poster session), 3 PF&R sessions, and 1 Teaching session.

The first CT&M session took place at 8:15 am on Thursday and was a PF&R session co-sponsored with ComSHER on audience analysis. The session was lively and well-attended, with around 30 attendees. A research session on Framing theory followed at 1:30 pm Friday and was attended by approximately 40 people. Thursday's CT&M program concluded with a 5:00 pm PF&R session co-sponsored by the GSIG featuring the authors of last year's CT&M top open competition paper serving as panelists on best practices in the use of experimental methods in communication research. Attendance was approximately 30.

Friday's CT&M program began with an Agenda Setting theory themed research session at 8:15 am, which was attended by approximately 40 people. That was followed by a research session dedicated to theory development and revision at 11:45 am, with about 30 in attendance. Friday's CT&M program finished up with a 3:15 pm PF&R hot topics session co-sponsored by SPIG on media coverage of the Trayvon Martin shooting. Approximately 20 people attended that session.

CT&M began Saturday at 8:15 am with our only poster session, which included almost 20 presentations. Saturday continued with a 1:45 pm research session on methods and analysis, attended by about 30 people. Saturday concluded with our annual session presenting the best research reviewed by CT&M at 5:15 pm, attended by about 25 people, and the CT&M members meeting at 7:00 pm.

Our only session on Sunday, the final day of the conference, was also our only Teaching session of the conference, co-sponsored by ComSHER, on winning nationally competitive grants, was attended by approximately 20 people.

h) *Research Competition* (Rosanne Scholl)

Submissions are up

After a dip last year, the number of papers submitted to CT&M is back on the rise. Our reputation for fair reviewing with helpful comments from area-appropriate reviewers continues to attract talented scholars.

It does great credit to our membership that the acceptance rate for papers with only student authors (45.5%) was essentially equal to that for papers with some or all faculty authors (47.6%.) However, only 11 papers were submitted to the student paper competition, a drop from past years. This number undercounts student participation in CT&M, because many of the open competition papers had student

co-authors, and often student first authors. Other student papers may not be included in this number in the case that the author did not identify him or herself. Still, the division may want to consider how to further extend its welcome mat for graduate student scholars.

Reviewers are effective and efficient

CT&M thanks 72 reviewers, who each judged an average of 3.96 papers. All submitted papers were reviewed by three reviewers.

Reviewing is a mostly anonymous and unrewarded activity. The research chair noted that reviewers gave extensive comments in addition to assigning numeric ratings, and extended many thanks to the division's excellent reviewers.

4. Paper Awards (Rosanne Scholl and Jason Reineke)

Communication Methods and Measures Article of the Year Competition
Article of the Year

"Agreement and Information in the Reliability of Coding" by **Klaus Krippendorff**, University of Pennsylvania

Honorable mentions

"How Much is Enough? New Recommendations for Using Constructed Week Sampling in Newspaper Content Analysis of Health Stories" by **Douglas Luke**, Washington University – St. Louis, **Charlene Caburnay**, Washington University – St. Louis, and **Elisia Cohen**, University of Kentucky

"Goodbye, Listwise Deletion: Presenting Hot Deck Imputation as an Easy and Effective Tool for Handling Missing Data" by **Teresa Myers**, George Mason University

New Theory Competition

Approved last year to complement division's methods journal, the new theory competition was a success in its first year. We hope to increase the visibility of this award next year. **Maria Leonora (Nori) Comello** from University of North Carolina - Chapel Hill wrote the winning paper: "Conceptualizing the Intervening Roles of Identity in Communication Effects: The Prism Model."

Student Competition

Chafee-McLeod Award for the top student paper of the year:

"The Hostile Media Effect and Political Talk: Expanding the corrective action hypothesis" by **Matthew Barnidge**, University of Wisconsin – Madison

Top 2 student paper

"Player Agency, In-Game Behaviors, and Effects: Toward Developing a More Robust Theory of Video Games" by **J.J. DeSimone and Justin Mozer**, University of Wisconsin-Madison

Top 3 student paper

“Evaluation of the Theory of Planned Behavior” by **Kuan-Ju Chen**, University of Georgia

Open Competition

Top paper in the open paper competition:

“A Comparison of Three Approaches to Computing Information Insufficiency: Challenges and Opportunities” by **Sonny Rosenthal**, Nanyang Technological University

Top two:

“Multiple Opinion Climates in Online Forums: Role of website source reference and within-forum opinion congruency” by **Elmie Nekmat and William Gonzenbach**, University of Alabama

Top three:

“Multiplying Incongruence: How the Emotional Response to Diverse Sources of Incongruent Messages Mediates Participatory Intentions” by **Emily Vraga**, George Washington University

5. Nominations and Elections (Michel Haigh):

Head, Jason Reineke

Vice-Head, Rosanne Scholl

Research Co-Chairs, Myiah Hutchens and Mike Schmierbach

Hutchens and Schmierbach requested to serve as co-chairs rather than having members vote for one or the other. The vote was unanimous that they serve as co-chairs.

Aaron Veenstra and Kjerstin Thorson remained on the board

Executive Committee: two open seats.

Jörg Matthes was nominated via a call to the membership before the conference. Nominations from the floor included Stephanie Edgerly, Michael Beam, and Heather LaMarre. Matthes and Edgerly were elected.

7. Old Business

8. New Business

Members were advised that the board intends to propose amendments to the bylaws in the coming months

to clarify the possibility of the co-chairs, and to provide for continuity in leadership should no one who has already served for two years in an elected position stand for nomination to the final executive track.

9. Adjournment at 8:45 p.m.