

Off the beaten path in San Fran

S. SHYAM SUNDAR
PENNSYLVANIA STATE UNIVERSITY

It's very easy to get caught up in the touristy glitz of San Francisco and its surroundings...the Golden Gate bridge and park, the museums (MOMA), the pier (Fisherman's Wharf), the world's most crooked street (Lombard St.), the nearby red-

woods (Muir Woods), beaches (Half Moon Bay), wineries (Napa Valley) and even casinos (Lake Tahoe). But if you want to experience the city like a local, check out its edgy underside by walking a lot, talking a lot, and experiencing a whole lot more.

For starters, there's the gay section of town (**Castro Street**) for your gawking pleasure. Dress hippie and cast subtle sideway glances, nothing more, take it all in. And if you are daring, try walking into a few nightclubs at this and other city locations.

Speaking of hippie, **Haight Street** (of Haight-Ashbury fame) continues to be a popular hangout for the alternatively minded. Aside from **Amoeba Music**, the city's largest record store, the street has plenty to offer for the casual crowd-watcher as well as the serious snoop. The idea is to savor the place at an unhurried pace, sip coffee at a café, browse used bookstores, shop for naughty knickknacks, and more. And, if you're in the mood for food, you MUST go to **Cha Cha Cha** (1801 Haight St., 415.386.7670), featuring Span-

ish-inspired, Latin-infused Caribbean cuisine in a casual, friendly, boisterous atmosphere. You should at least drop in and sample a few of their tapas; all the food I've had there has been absolutely heavenly, including many a brunch. And their Sangrias are not made out of cheap wine. They don't take reservations, so be prepared for a wait when you arrive. Another good place to eat on Haight is an Ethiopian joint called **Massawa** (1538 Haight St., 415.621.4129). I strongly recommend eating communally at this restaurant, to the accompaniment of bottled African beer. If you crave for fresh beer when you're there, visit **Magnolia Pub** (<http://www.magnoliapub.com/>; 1398 Haight Street; 415.864.PINT).

There's plenty more for the beer lover in the city. The historic **Anchor Steam** (<http://www.anchorbrewing.com/>) and the trendy **Gordon Biersch** (<http://www.gordonbiersch.com/>) are two good local brews to check out. Both are somewhat upscale (as far upscale as beer can get), so if you are into cheaper it-doesn't-make-a-difference-after-the-first-drink kind of beer, at least do yourself a favor and have world-class pizzas to accompany your drink, at a pitifully low price. **Blondie's Pizza** (4 Powell Street; 415.982.6168) serves pizza by the generous slice at several locations, including one at Telegraph Street in Berkeley, another interesting place to hang out—next only to the Haight.

San Francisco, and the surrounding Bay Area, is home to a wide variety of ethnic restaurants, especially Indian ones. A dive by the name of **Shalimar** (<http://www.shalimarsf.com/>; 532 Jones St., 415.928.0333) could well be the most authentic Punjabi restaurant outside Pakistan. Not only is the food as good, if not better, than what is served in most places in North India, the ambience and service resemble the Dhabas (roadside restaurants) on South Asian highways. Not to mention the price—you'll pinch yourself at having come across such good food in such a great location (within walking distance to the conference hotel) for such a reasonable price. But elegant, it

Continued on Page 10



San Francisco Convention & Visitors Bureau

INSIDE CONCEPTS

A PLEA FOR MESSAGE SAMPLING	PAGE 2	A FINE DAY FOR FREE SPEECH RESEARCHERS	PAGE 6
40 YEARS OF CT&M LEADERSHIP	PAGE 3	2006 AEJMC CT&M SCHEDULE	PAGE 7-9
LINKING SCHOLARSHIP AND TEACHING	PAGE 4	MEMBERSHIP RECRUITING AD	PAGE 11
CLASHING ISSUES ON JOURNAL ADOPTION	PAGE 5	2005-2006 CT&M OFFICERS	PAGE 12

Thoughts from the Head *A plea for message sampling*

GLENN LESHNER
UNIVERSITY OF MISSOURI
CT&M DIVISION HEAD

I admit it. I'm afraid of mail. Not the dread of getting the utilities bill, mortgage, and car monthly statements on the same day. Trepidation sets in when I received a large manila envelope in my office mail at school: the ones with another university as the return address, with a professor's name scribbled underneath. I slowly remove the envelope's contents, accompanied by a letter from one of our field's best journals, asking me to review a manuscript for publication.

Message sampling strengthens claims about the message categories or features of interest.

Getting the manuscript to review is not what knots my stomach. As I peruse the manuscript, I inevitably glance at the methods section. And there it is; what I feared all along. Yet another experiment with a post-test only, single-message design!

A single-message design is an experiment in which a single message is manipulated in such a way where each manipulation represents a level of a treatment. For example, a news story is selected and then rewritten to create at least two versions, so that each version represents one level of an independent variable. Although the manipulation may be well done, this design still poses a problem. Granted, such a manipulation enhances internal validity (as opposed to using two different messages). The problem with this design is that any conclusion that can be made about the effect of the manipulation must be constrained to that particular message. You cannot conclude that the type of message had an effect, but only that exact message you used.

One problem with single-message designs is that any effect you find might occur only in the particular message you used. This might occur if some other feature of the message, of which you do not (and could not) know, moderates the relationship between the manipulation and the dependent variable. It looks like you have a main effect for your independent variable, but that apparent relationship might be due to an interaction with another, unknown factor. It may be that the moderating relationship between the IV and the unknown factor does not occur in other messages (or occurs in different ways). This can work the other way, too. It is possible that you find no effect of your manipulation on your DV. A real relationship may exist between your IV and DV, but

it could be attenuated by a third, unknown factor, that may be unique to the particular message you selected. The problem is that it is nearly impossible to account for all the possible confounds by using a single message.

Another argument against single-message designs is that we rarely theorize about single messages. Rather, we theorize about message characteristics, both message content and formal features. We may be interested in execution styles in magazine advertisements, for example, but rarely are we interested solely in the Gap ad that appeared on page 84 of People Magazine in the June 15, 2006 edition. It is difficult to think of a media effects study in which using multiple messages would not be a good idea.

Occasionally, a single message comes along that warrants study: a particular news story, presidential debate, ad, etc. But those are more the exception than the rule. Further, all conclusions about such important single messages must be constrained to that message. These special messages are not suitable if you need to make generalizations to other message, even if the messages are similar (e.g., other presidential debates, even one with the same candidates).

A dozen years ago Annie Lang edited a book titled, "Measuring Psychological Responses to Media Messages." Every researcher who conducts some sort of psychological experiments who I know has this book on their office shelves. The chapter that informs this discussion, and which been a source of constant instruction and discussion for our graduate students at Missouri, is Chapter 9, written by Byron Reeves and Seth Geiger, "Designing Experiments that Assess Psychological Responses to Media Messages."

Reeves & Geiger discuss how to make experimental design decisions, such as how to create treatment differences. The most common way to do that is to make multiple versions of a particular message of interest, where each treatment level is the operationalization of a conceptual variable. This style of manipulation is easy to think about but often difficult to do. The key is to manipulate only that message characteristic which you theorize about, but no other. Many studies I read, whether student papers, conference papers, or manuscripts submitted to journals, use this approach to create treatment variance. Another way, as Reeves & Geiger discuss, is to "sample" across messages (i.e., that is "find") in order to create treatment differences. The major advan-

Continued on Page 10

Forty years of CT&M leadership

This year marks the fortieth year for the Communication Theory and Methodology Division in AEJMC. We would like to recognize all those who have given of their time to the service of the division, especially those who volunteered to be the division's head. Thank you for your dedication to the division.

CT&M Division Heads

1965-1966	Edwin B. Parker <i>Stanford</i>	1984-1985	Walter Gantz <i>Indiana</i>	2001-2002	David Domke <i>Washington &</i> Dhavan Shah <i>Wisconsin-Madison</i>
1966-1967	Bradley S. Greenberg <i>Michigan State</i>	1985-1986	Keith Stamm <i>Washington</i>	2002-2003	Chip Eveland <i>Ohio State</i>
1967-1968	Jack M. McLeod <i>Wisconsin</i>	1986-1987	Garrett O'Keefe <i>Colorado State &</i> D. Charles Whitney <i>Illinois</i>	2003-2004	Patricia Moy <i>Washington</i>
1968-1969	Richard F. Carter <i>Washington</i>	1987-1988	Pam J. Shoemaker <i>Texas at Austin</i>	2004-2005	Dietram Scheufele <i>Wisconsin-Madison</i>
1969-1970	Lionel C. Barrow, Jr. <i>Foote, Cone & Belding</i>	1988-1989	Sharon Dunwoody <i>Wisconsin-Madison</i>	2005-2006	Glenn Leshner <i>Missouri</i>
1970-1971	Bruce H. Westley <i>Kentucky</i>	1989-1990	Carroll Glynn <i>Cornell</i>		
1971-1972	Phillip J. Tichenor <i>Minnesota</i>	1990-1991	Charles Salmon <i>Wisconsin-Madison</i>		
1972-1973	Peter Clarke <i>Michigan</i>	1991-1992	Donna Rouner <i>Colorado State</i>		
1973-1974	Steven Chaffee <i>Wisconsin</i>	1992-1993	Daniel McDonald <i>Cornell University</i>		
1974-1975	Maxwell E. McCombs <i>Syracuse</i>	1993-1994	Jeanne Meadowcroft <i>Wisconsin-Madison &</i> Steve Reese <i>Texas at Austin</i>		
1975-1976	Daniel Wackman <i>Minnesota</i>	1994-1995	Richard Perloff <i>Cleveland State</i>		
1976-1977	G. Cleveland Wilhoit <i>Indiana</i>	1995-1996	Douglas M. McLeod <i>Delaware</i>		
1977-1978	Brenda Dervin <i>Washington</i>	1996-1997	K. Viswanath <i>Ohio State</i>		
1978-1979	Lee Becker <i>Ohio State</i>	1997-1998	Gerald Kosicki <i>Ohio State</i>		
1979-1980	Dennis Davis <i>Cleveland State</i>	1998-1999	Michael Shapiro <i>Cornell</i>		
1980-1981	David Weaver <i>Indiana</i>	1999-2000	Wayne Wanta <i>Florida</i>		
1981-1982	Ellen Wartella <i>Illinois</i>	2000-2001	Julie Andsager <i>Washington State</i>		
1982-1983	Charles Atkins <i>Michigan State</i>				
1983-1984	Jane D. Brown <i>North Carolina</i>				

Linking scholarship and teaching

DOUG BLANKS HINDMAN
WASHINGTON STATE UNIVERSITY
CT&M TEACHING CHAIR

Many of our colleagues in AEJMC come to the conference each year to get teaching ideas. Yet, the best sessions are usually those featuring prominent scholars presenting their latest research. The CT&M Division recognizes this, and tends to favor research sessions over invited panels.

Our CT&M teaching panels at this year's conference feature prominent scholars discussing "Theories of Technology" (Wednesday, August 2, 5 p.m.) and "Public Relations and Framing" (Saturday, August 5, 11:45 a.m.). Notice that neither

as the relevant body of knowledge, and then concentrates on teaching methods that best convey those ideas.

Emphasize content over method and you'll risk being criticized for simply transmitting information to student stenographers. Emphasize method over content, and you're pandering or out-of-date.

Those of us who have written teaching philosophy statements know that you must show that you understand the importance of both content

The close connection between scholarship and teaching is, I think, what separates the university teacher from the trade school and the high school teacher.

and method. Students respond to both the message and the medium. They want a professor to be authoritative, up-to-date, and approachable, both an encyclopedia and a human.

Students also want to interact with each other, to be engaged, active, problem-solving learners. This is because, in part, they tend find each other a lot more interesting than the professor.

teaching session is about how to teach theories of technology or framing.

Which raises the question: Which is more important in teaching: content or method?

In other words, is it more important to spend our time preparing what we are going to say in a classroom, or how we are going to say it? Should we prepare for teaching by reading research, or by devising classroom activities?

My friends from other divisions (and from other associations) have devised wildly popular classroom activities such as trivial pursuit tournaments, infomercial productions, and canoe races. Each activity, purportedly, taught some relevant communication concept.

Members of the Communication Theory and Methodology Division tend to be a little more traditional in closely linking scholarship with teaching. Our lectures frequently include material from our latest research projects. Our PowerPoint slides might include tables from relevant studies. Current theoretical debates are likely to creep into our assignments and exams.

This close connection between scholarship and teaching is, I think, what separates the university teacher from the trade school and the high school teacher.

The university teacher strives to stay on top of his or her field by conducting research that both connects with and extends the literature, and then shares not only that knowledge, but also that understanding and enthusiasm with the students.

The trade school and high school teacher accepts the textbook or a notion of "the industry"

So please attend the CT&M teaching panels on Wednesday and Saturday. The panels are co-sponsored by our friends in CTEC and PR. The panels are for those of us who are college teachers because we enjoy learning about our fields, and are eager to share that enthusiasm and knowledge with our students. Besides, the panels will be a great place to hang out with the other interesting members of AEJMC.

Clashing considerations on journal adoption

As you read newsletter pieces and blog posts by other members of the CT&M leadership, it will become clear to you that they favor affiliating with the new LEA journal *Communication Methods & Measures*. I think I do, too, but I'm afflicted with ambivalence. A CAT scan of my brainpan would show a number of considerations clashing in a Zalleresque fashion. I've sought out some additional pieces of information, hoping each time that this piece will be the pièce de résistance, the coup de grâce that brings uncertainty crashing down. It hasn't happened yet, but with your help, I'll be able to gather more information yet.

In the interest of informed decision making, I present here some of the considerations I'm considering.

Keeping up with the Joneses

Out of AEJMC's 18 divisions, half of them are affiliated with a journal. Other than the Journal of Advertising Education, all of these journals are devoted to publishing research relevant to the affiliated division. It seems odd that CT&M, perhaps the division that most prides itself on its research, is in the half without a divisional journal.

So who has journals, and what journals are they? Advertising (*Journal of Advertising Education*), Cultural and Critical Studies (*Journal of Communication Inquiry*), International (*International Communications Bulletin* – allegedly; I can find no sign of it being published beyond 2001), Law (*Communication Law & Policy Journal*), Mass Communication & Society (the journal by the same name), Media Ethics (*Journal of Mass Media Ethics*), Newspaper (*Newspaper Research Journal*), Public Relations (*Journal of Public Relations Research*), and Visual Communication (*Visual Communication Quarterly*). None of these were ranked in the ISI Journal Citation Reports as of 2004, although I would think *Mass Communication & Society* should be soon.

The journal have-nots, besides us, are CTEC, History, Magazine, Media Management and Economics, Minorities and Communication, Radio-Television Journalism, Scholastic Journalism, and Community College Journalism.

Cost and opting-out

CT&M currently charges \$5 for regular membership, half the cost of the next most inexpensive division. Our student memberships are the second least expensive at \$3. With the journal, membership rates likely would go up by \$21 for regular members and \$13 for students, the cost LEA will charge per member for subscriptions, to \$26

and \$16, respectively.

How would this compare with the going rates? The average cost of membership and journal subscription among the nine divisions with journals is \$26.11 for regular members, \$13.71 for graduate students. (The latter figure does not include C&CS and Law, which do not include the journal with grad student memberships, presumably to limit the cost of these memberships.)

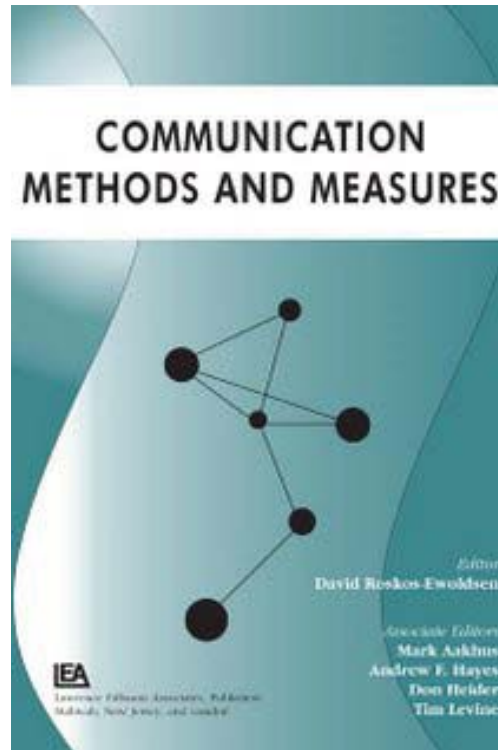
Some have lamented the fact that a CT&M member would not have the option of not subscribing to the journal if it is adopted. However, none of the nine divisions has an opt-out policy for its divisional journal, at least none apparent on the membership forms distributed by AEJMC. Of course, a guaranteed subscriber base is presumably why LEA would be interested in affiliating with us.

Fit with the division and within the discipline

There is certainly a niche for this journal. I expect that *CM&M* will publish high quality research that will appeal to methods geeks (a term I use with affection) from all corners of our discipline and perhaps related disciplines as well. It also has the potential to serve as an inventory of best research practices for everyone who does communication research. As the only division that makes a big deal out of methodology, we could find ourselves with a pretty prestigious partner.

On the other hand, it has been argued that *CM&M* focuses on communication methodolo-

PAT MEIRICK
UNIVERSITY OF OKLAHOMA
CT&M DIVISION CO-VICE HEAD



Continued on Page 10

It's a fine day for free speech researchers

ANDREW F. HAYES
THE OHIO STATE UNIVERSITY
CT&M PF&R CHAIR

I was contacted a few months ago by a reporter from the Canadian Broadcasting Corporation. Several members of the Canadian military had just been killed in action in Afghanistan, and the recently-elected Conservative government of Canada thought it would be wise to follow America's lead by prohibiting media access to caskets returning home. Noting the parallel between this policy and a similar policy in the U.S., this re-

Those in the business of measuring public sentiment to current events have plopped great opportunities into the laps of academic researchers interested in the study of free speech issues in times such as this.

porter tracked me down on the internet thinking I might have something to say about it. Perhaps he had seen a study of mine that I have posted on my web page in which I examined how political conservatives and liberals respond to censorship policies from a government (in this case, the Bush administration) they either like or dislike. It became clear when talking to this reporter that he wasn't particularly interested in talking about the study itself. He was just fishing for an American perspective and figured mine might be interesting. Apparently it wasn't, for it was a brief conversation, and I take it that I didn't give him much he could use.

After investigating this story, which had only recently hit the Canadian press, I wished at that moment that I was Commander-in-Chief of a massive survey center with unlimited resources and could compel my soldiers to start calling Canadians to study their reactions, before it became a topic of conversation and people acquired knowledge of it through sources other than the media. I had studied American's (more specifically, Ohioan's) responses to a similar policy in the U.S., but over a year after it had been implemented and at least several months after it had received media attention in the U.S. press. To be sure, by then, disentangling responses that are attributable to the policy itself, media coverage of it, or political loyalties and rationalization is next to impossible.

Fortunately, there are some who have such power and more resources than I will ever know. Many major survey organizations, such as Pew

and Roper, are able to field survey questions on current issues in near real time. During a time in which it seems there is no shortage of people making the news who are ready and willing to suppress speech on matters of controversy, this means there are ample survey data available for researchers such as myself interested in the empirical study of free speech issues. As a case in point, the Pew Center for People and the Press (<http://www.people-press.org/dataarchive/>) makes data from many of their national polls publicly available 6 months after collection; not just crosstabs or summaries—the entire raw data files, in SPSS format, with codebooks. They regularly include questions ascertaining respondents' beliefs about whether the U.S. government should be able to censor the media in the interests of national security, or whether the media should only report war-related news that is

favorable to the U.S., for example. Importantly, the raw data files include demographics, political ideology and self-identification, and, importantly, precise date of interview as well as FIPS code (for Federal Information Processing Standards), which identifies where the respondent lives. By aggregating multiple data files and merging in media content from newspapers that circulate in the respondents' area of residence, it is possible to do some interesting analyses that also include time as a predictor. It is the combination of date and location information that can give researchers such power, for it is through this information that the local political and media environment can be coded and used in analyses. To be sure, it takes some additional work to merge data from disparate sources (e.g., Pew, the Census Bureau, and content analyses) and you need a lot of data to trust your results.

My point is that those in the business of measuring public sentiment and reactions to current events have plopped great opportunities into the laps of academic researchers interested in the study of free speech issues in times such as this. To be sure, secondary analysis has drawbacks that we are all aware of. But those drawbacks are far outweighed by the potential advantages that come from the analysis of national samples of people being asked questions on current topics as they bubble into the public's consciousness through media coverage.

2006 AEJMC Convention CT&M Schedule

WEDNESDAY, August 2

8:15 am to 9:45 am

Refereed Paper Research Session:

Conceptualizing and Measuring the Effects of New Technologies

Moderating/Presiding: Douglas Blanks Hindman, Washington State

Is it Tailoring or is It Agency? Unpacking the Psychological Appeal of Customized News

S. Shyam Sundar and Sampada Marathe, Pennsylvania State

"I Feel Therefore I Enjoy" Affective Disposition, Presence and Para-Social Interaction In Video Games

Seung-A Jin, Southern California

Perceived Authority and Communication Channel: Experiments With Instant Messaging

Xin Chen and J. Sonia Huang, Texas at Austin, Nilo Figur, Concordia, and Mark Tremayne, Texas at Austin

Social Desirability Effects in the Reporting of Online Shopping and Internet Usage

Brian Blake, Jillian Valdiserri, Kimberly Neuendorf, Cleveland State and Jack Powers, Syracuse

Discussant: William P. Eveland, Jr., Ohio State

11:45 am to 1:15 pm

Refereed Paper Research Session:

Mobilizing Political Behavior? Examining Multiple Channels of Influence

Moderating/Presiding: Ed Horowitz, Cleveland State

Affective Priming of the 2004 Presidential Candidates: Exploring the Second-level Agenda-setting Effect Through Visual Information

Renita Coleman, Texas at Austin and H. Denis Wu, Louisiana State

The Benchwarmers Hit a Home Run: Non-Traditional Political Communication Effects in 2004

William P. Eveland, Jr., Ohio State

Late Night Malaise? Late Night Talk Shows and Political Trust Among Young Adults

Lauren Guggenheim, Michigan

Seeing is Perceiving: The Impact of Message Structure on Televised Presidential Debates

Robert Wicks, Arkansas

Discussant: Wayne Wanta, Missouri

1:30 pm to 3 pm

PF&R Panel Session: Our Obligations to Each Other as Authors, Editors and Reviewers (w/ CTEC Division)

Moderating/Presiding: Andrew Hayes, Ohio State

Panelists

James Shanahan, editor, Mass Communication and Society

Mary Beth Oliver, editor, Media Psychology

W. James Potter, former editor, Journal of Broadcasting and Electronic Media

David Roskos-Ewoldson, editor, Communication Methods and Measures, former editor, Media Psychology

5 pm to 6:30 pm

Research/Teaching Panel Session: Theories of Technology: A Paradigm for Communication Research (w/ CTEC Division)

Moderating/Presiding: Sriram "Sri" Kalyanaraman, North Carolina at Chapel Hill



San Francisco Convention & Visitors Bureau

Panelists

Jeremy Bailenson, Stanford

William "Chip" Eveland, Jr., Ohio State

Sriram "Sri" Kalyanaraman, North Carolina at Chapel Hill

Eun-Ju Lee, UC-Davis

S. Shyam Sundar, Pennsylvania State

THURSDAY, August 3

8:15 am to 9:45 am

Refereed Paper Research Session: Media Effects and Adolescents

Moderating/Presiding: Cory Armstrong, Florida

Participants' Perceived Effectiveness of a Peer-Led Media Literacy Curriculum for Adolescent Sex Education

Bruce Pinkleton and Erica Austin, Washington State; Marilyn Cohen, Washington; Yi-Chun "Yoonnes" Chen, Washington State and Erin Fitzgerald, Washington

Teenagers' Exposure to Sexually Explicit Online Material and Their Attitudes Toward Virginity

Peter Jochen and Patti M. Valkenburg, The Amsterdam School of Communications Research (ASoCR), Netherlands

Dependency and Adolescents' Perceived Usefulness of Information on Sexuality

Amir Hetsroni, Yezreel Valley College, Israel

Adolescent Pre- and Post-Orientations that Determine Antismoking Campaign Effectiveness

Hye-Jin Paek, Georgia

Discussant: Julie Andsager, Iowa

2006 AEJMC Convention CT&M Schedule

FRIDAY, August 4

8:15 am to 9:45 am

Refereed Paper Research Session: Addressing Research Measurement Issues

Moderating/Presiding: Dominique Brossard, Wisconsin-Madison

Effects of the Subjective Experience of Knowledge Difficulty on Self-Judgment of Political Interest

Dominic Lasorsa, Texas at Austin

Exploring Sample Sizes for Content Analysis of Online News Sites

Xiaopeng Wang, Ohio

Access Attitudes: A Measurement Tool for Gauging Support for Press Access to Government Records

David Cuillier, Washington State

Quantifying Accuracy in Measures of Public Opinion Perception

Jason Reineke, and Lindsay Hoffman, Ohio State

Discussant: Patricia Moy, Washington

11:45 am to 1:15 pm

Refereed Paper Research Session: Scholar-to-Scholar

1. The Relative Persuasive Effect of Gain- versus Loss-Framed Messages

Xiaoli Nan, Wisconsin-Madison

2. Perceptual Filters, Mass Media, and Knowledge: Understanding Attitudes Toward Stem Cell Research

Shirley Ho, Dietram A. Scheufele and Dominique Brossard, Wisconsin-Madison

3. Opinions as Norms: Applying a "Return Potential Model" to the Study of Communication Behaviors

Carroll Glynn and Michael Huges, Ohio State and Irkwon Jeong, The Communication Research Center, Yonsei University, Korea

Discussant: Ed Horowitz, Cleveland State

4. "Real Talk" for Real: Individual Differences in the Effect of the Climate of Opinion on Expression

Andrew Hayes, Brian Uldall and Carroll Glynn, Ohio State

5. Community Storytelling Network, Neighborhood Context, and Civic Engagement: A Multilevel Approach

Yong-Chan Kim, Alabama, and Sandra Ball-Rokeach, Southern California

6. Assessing the Role of Information-processing Strategies in Learning From the News About Sources of Social Capital

Kenneth Fleming and Esther Thorson, Missouri

7. Deliberative Reporting, Conflict Frame, and Civic Cognitions

Huiping Huang, National Taiwan Normal University, Taiwan

Discussant: Hernando Rojas, Wisconsin-Madison

1:30 pm to 3 pm

Refereed Paper Research Session: Perceived Effects of Media in Health Contexts

Moderating/Presiding: Yan Jin, Virginia Commonwealth

Reconsider the Relationship Between the Third-Person Effect and Optimistic Bias

Ran Wei, South Carolina, Ven-Hwei Lo, National Cheng-chi University, Taiwan and Hung-Yi Lu, National Chung Cheng University, Taiwan

Effects of Exemplification and Attribution of Blame on

Perceived Influence of Self and Others

Julie Andsager, Choonghee Han, Katherine LaVail, Joseph Schwartz, Marina Vujanovic and Joshua Grimm, Iowa

Assessing the Effect of Direct-to-Consumer Advertising: A Cultivation Perspective

Soontae An, Kansas State

The Targeted Audiences of Anti-drug Ads: Message Cues, Perceived Exposure and Perceived Effects

Patrick Meirick, Oklahoma

Testing Cultivation Theory for Media Influences on Suicidal Thought*

King-wa Fu, University of Hong Kong

*Top Three Student Paper

3:15 pm to 4:45 pm

Poster Refereed Paper Research Session (w/ CTEC division)

30. News Selection Patterns as a Function of Race: The Discerning Minority and the Indiscriminating Majority

Silvia Knobloch-Westerwick and Osei Appiah, Ohio State, and Scott Alter, University of Medicine and Dentistry of New Jersey, Robert Wood Johnson Medical School

31. Interaction of Ideology, News Source and Story Bias: An Experimental Study on Hostile Media Effect

Zengjun Peng, St. Cloud State

32. Hostile Media Perception: Exploring the Role of Involvement, Third-Person Perception, and Media Skepticism

Jounghwa Choi, Myeng Ja Yang and Jeong-Heon Chang, Michigan State

33. Framed Video Processing and the Spread of Activation: Implications for Deliberative Reasoning

Rosanne Scholl, Raymond Pingree, Melissa R. Gotlieb, Aaron S. Veenstra, and Dhavan V. Shah, Wisconsin-Madison

34. The Effects of Self-Efficacy Statements in Anti-Tobacco Fear Appeal PSAs

Myiah Hively, Washington State

35. Effects of Experientiality and Story Attributes on Risk Perception and Story Evaluation

Shuhua Zhou, Alabama, Chia-hsin Pan, Chinese Culture University, Taipei, Taiwan and Xin Zhong, Renmin U., Beijing, China

36. Community Integration as the Contextual Moderator: Another Look at Time Displacement Hypothesis

Fei Shen, Ohio State

37. Other-Person Perceptions of Media Effects: Methodological Questions Pointing Toward Theory's Demise

Don Umphrey, Southern Methodist

38. AAPOR Guidelines Are Not Enough - Misreporting Surveys: A Case Study

Bruce Merrill and Tara Blanc, Arizona State

39. Internet and Uses and Gratifications Research: Opportunities, Challenges and New Research Agendas*

Youngju Sohn, Georgia

40. Effects of Sensation Seeking on Processing Messages with Slow Motion

Seungjo Lee, Indiana

41. The Influence of Post-debate Commentary on Candidate Evaluations: Examining "Hydraulic" Media Effect

Hyunseo Hwang, Sun-Young Lee, Douglas McLeod and Dhavan V. Shah, Wisconsin-Madison

42. Communicant Activeness in Problem Solving (CAPS)

Jeong-Nam Kim, Xavier

43. Examining the Moderating and Mediating Roles of News Exposure

Michael Slater and Andrew Hayes, Ohio State

2006 AEJMC Convention CT&M Schedule

44. The Influence of Source Credibility on Attitude Certainty

Xiaoli Nan, Wisconsin-Madison

45. Agenda-Setting and Voter Turnout among Youth: Implications for Political Socialization

Spiro Kioussis, Florida, and Michael McDevitt, Colorado

46. Effects of Media Celebrity Endorsement on Blood Donation: Meaning Transfer and Celebrity Identification

Bumsub Jin, Florida

47. Race, Social Distance, and the Third-Person Effects: The Case of Hurricane Katrina Donation Advertising

Hyo Jung Kim, Missouri

48. Abu Ghraib Follow-up Stories: A Legitimate Controversy Frame

Anup Kumar, Iowa

49. Television and the Cultivation of Gender Role Attitudes in Japan

Shinichi Saito, Tokyo Women's Christian

50. Beyond Accessibility? Towards an On-line and Memory-Based Model of Framing Effects

Joerg Matthes, University Zürich, Switzerland

51. Episodic and Thematic Frames Impact on Associative Networks

Michel Haigh, Oklahoma

52. Everybody Wants to Make a Mark on the World: A Narrative Analysis of an American Culture

Kimberly McCormick, North Florida

53. Understanding Systems Theory: Transition from Equilibrium to Entropy

Shelton Gumaratne, Minnesota State, Moorhead

54. Cognitive Dissonance: A Review of the Theory's Evolution and Applications in Communication and Consumers

Ignatius Fosu, Arkansas

55. The Effectiveness of Electronic Communication on Employees' Job Perceptions

Christina Chung, Southern Mississippi

*Top Three Student Paper

5 pm to 6:30 pm

Refereed Paper Research Session: Best of CT&M

Moderating/Presiding: María E. Len-Ríos, Missouri

Social Distance, Framing, and Judgment: A Construal Level Perspective*

Xiaoli Nan, Wisconsin-Madison

Bootstrapping Specific Indirect Effects in Multiple Mediator Models of Media Effects**

Andrew Hayes, Ohio State and Kristopher Preacher, North Carolina at Chapel Hill

The Content Analysis of Media Frames: Towards Improving Reliability and Validity**

Joerg Matthes, U. of Zürich, Switzerland and Matthias Kohring, Friedrich-Schiller-University Jena, Germany

Effects of Endorser Credibility and Message Typicality on Delayed Attitude Change***

Joon Soo Lim, Florida

Discussant: Dietram A. Scheufele, Wisconsin-Madison

*Top Faculty Paper

**Top Three Faculty Paper

***Chaffee-McLeod Top Student Paper Award

6:45 pm to 8:15 pm

CT&M Business Session: Members' Meeting

Moderating/Presiding: Glenn Leshner, Missouri



San Francisco Convention & Visitors Bureau

SATURDAY, August 5

8:15 am to 9:45 am

PF&R Panel Session: The Measurement and Meaning of Support for Free Speech (w/ Law Division)

Moderating/Presiding: Andrew Hayes, Ohio State

Panelists

Jennifer Lambe, Delaware

Jason Reineke, Ohio State

Jennifer Jacobs Henderson, Trinity

Erik Ugland, Marquette

11:45 am to 1:15 pm

Teaching Panel Session: Public Relations and Framing (w/ Public Relations Division)

Moderating/Presiding: Weiwu Zhang, Austin Peay State

Panelists

Patricia Curtin, North Carolina at Chapel Hill

Sharon Durwoody, Wisconsin-Madison

Kirk Hallahan, Colorado State

Ray Hiebert, Maryland

Continued from Page 1

Off the beaten path in San Fran

is not. Nor is it a romantic setting. If you want a finer-dining experience with the same quality of food, check out their Polk Street branch (1409 Polk St., 415.776.4642). If you want to eat Indian food in a romantic setting, then you should reserve a Fantasy Room at **Maharani** (<http://www.maharanirestaurant.com/>) located at 1122 Post Street (415.775.1988) complete with diwan seating—it's quite an experience!

Now that we've covered the food and the beer, the only thing left is some good jazz. **Yoshi's** (<http://www.yoshis.com/>), which serves sushi with live jazz, is worth the pilgrimage to nearby

Oakland. If you cannot make the trek, then there are decent live venues on Columbus Ave, including **Jazz at Pearl's** (<http://www.jazzatpearls.com/>).

But, do try to head out of town on the Bay Bridge at least one night so that you can stop midway at **Treasure Island** and take in the breathtaking views of San Francisco's skyline. This may not be all that off the beaten path, but it's definitely worth a trip. After all, San Francisco is a city with a reputation for blending the alternative with the mainstream, and the traditional with the modern.

Continued from Page 2

A plea for message sampling

tage of this strategy is that messages don't have to be altered, which can be useful when a lot of material is available and when the message feature of interest cannot be manipulated.

Message sampling has another advantage. The variance it creates strengthens claims about the message categories or features of interest. These claims about effects of message features are what we theorize about. I believe you cannot make such claims unless your design incorporates multiple messages per level of treatment, whether or not treatment differences are created by message alteration or not. That is to say, that whether or

not you create treatments via message alteration or sampling, using only one message per treatment level does not permit you to generalize to message features. It is the use of multiple messages per treatment level that makes such generalizability possible. That will introduce a repeated measures factor into your design, but it is generally good science to do so.

For further discussions about this issue, see the Reeves & Geiger chapter in Annie Lang's book.

Meanwhile, I just received more office mail, including one of those large manuscript-type envelopes. Let me check. Uh-oh...here we go again.

Continued from Page 5

Clashing considerations on journal adoption

gy to the exclusion of communication theory, and thus it is an imperfect fit for our division. There is something to this. Out of 82 submissions to our division last year, perhaps only three were primarily methodological in focus and would have been suitable for submission to *CM&M*.

Impact on membership

One comment on the *CM&M* discussion thread came from a member who said he would drop his membership if the journal is adopted without an opt-out. On the other hand, some might see a journal as an incentive to sign up; I felt that way about *Mass Communication & Society* when I joined that division as a grad student. It would be useful to know how common these attitudes are among our membership and perhaps those of

other divisions, as well.

Happily, this is an empirical question. In search of an empirical answer, I've set up a questionnaire at <http://www.surveymonkey.com/s.asp?u=547772249256> that I hope you will visit if you have a spare minute or three between now and conference time. You can view the ongoing results at <http://www.surveymonkey.com/Report.asp?U=224925667463>

Of course, this data won't tell us whether we should adopt the journal or not, because that's not what data does. It can let us know to what extent (and in what direction) membership might be affected by adopting the journal. How to weight that information is up to you.

Please post!

join aejmc's communication theory & methodology division

- . newsletter
- . top paper awards
- . minority scholarship
- . student travel support
- . student reviewer program
- . syllabus exchange
- . networks



What is Communication Theory & Methodology?

The Communication Theory & Methodology (CT&M) division of the Association for Education in Journalism and Mass Communication (AEJMC) was created in the mid-1960s. The goal of CT&M was and still is to advance the study of communication through theory-based, methodologically-sound research.

CT&M has traditionally been a leader at encouraging research by graduate students. It was the first division of AEJMC to have a **student paper competition**, and every year it awards \$250 to the Top Student Paper. In addition, CT&M will award all first authors of student papers \$50 to help **offset the cost of traveling** to the conference.

The **CT&M Student Reviewer Program** trains ABD students in the process of paper reviewing by not only allowing them to participate in the actual reviewing process, but by sharing faculty reviews of the same paper so that students are able to compare how they evaluate manuscripts with more experienced reviewers

The **CT&M Minority Student Scholarship** - currently \$1,200 - acknowledges and honors outstanding minority students. It is awarded annually to a deserving student enrolled in a journalism & mass communication Ph.D. program.

The **CT&M Syllabus Exchange** aids new and established faculty alike by serving as a repository of excellent syllabi developed and tested at universities around the country.

If you are interested in the theory and methodology of communication research in any substantive AEJMC area, CT&M should be the first division of AEJMC that you join.

For more information:

Visit the CT&M Web site at

<http://aejmcctm.blogspot.com>

or contact Dominique Brossard: dbrossard@wisc.edu

2005-2006 CT&M OFFICERS

DIVISION HEAD

Glenn Leshner
181C Gannett Hall
School of Journalism
University of Missouri
Columbia, MO 65211
Voice: 573.884.6676
Fax: 573.884.9731
Email: leshnerg@missouri.edu

DIVISION CO-VICE HEAD

Patrick Meirick
Department of Communication
University of Oklahoma
610 Elm Ave.
Norman, OK 73019
Phone: 405.325.1574
Fax: 405.325.7625
Email: meirick@ou.edu

DIVISION CO-VICE HEAD

Lara Zwarun
Department of Communication
University of Texas-Arlington
Box 19107
Arlington, TX 76019
Phone: 817.272.5174
Email: zwarun@uta.edu

PROGRAM/RESEARCH/PAPER CHAIR & EXECUTIVE COMMITTEE

Maria Len-Rios
362 McReynolds Hall
School of Journalism
University of Missouri
Columbia, MO 65211
Phone: 573.884.0111
Fax: 573.882.4823
Email: lenriosm@missouri.edu

PF&R CHAIR & EXECUTIVE COMMITTEE

Andrew Hayes
School of Communication
The Ohio State University
3066 Derby Hall
154 N. Oval Mall
Columbus, OH 43210
Tel. (614) 688-3027
Fax. (614) 292-2055
Email: hayes.338@osu.edu

TEACHING CHAIR & EXECUTIVE COMMITTEE

Doug Blanks Hindman
Edward R. Murrow School of Communication
204 Communication Addition
PO Box 642520
Pullman, WA 99164-2520
Phone: 509.335.6149
Email: dhindman@wsu.edu

MEMBERSHIP/RECRUITMENT CHAIR

Dominique Brossard
School of Journalism & Mass Communication
University of Wisconsin-Madison
5168 Vilas Communication Hall
821 University Ave.
Madison, WI 53706
Phone: 608.263.4701
Fax: 608.262.1361
Email: dbrossard@wisc.edu

BARROW SCHOLARSHIP CHAIR

Edward Horowitz
School of Communication
Cleveland State University
2121 Euclid Avenue, MU 239
Cleveland, OH 44115-2214
Tel. 216.687.3996
Fax 216.687.5435
Email: e.horowitz1@csuohio.edu

EXECUTIVE COMMITTEE

Nojin Kwak
Department of Communication Studies
University of Michigan
3020B Frieze Building
105 S. State Street
Ann Arbor, MI 48109-1285
Phone: 734.764.2587
Email: kwak@umich.edu

OUTGOING DIVISION HEAD

Dietram Scheufele
School of Journalism & Mass Communication
5140 Vilas Hall
821 University Ave.
Madison, WI 53706-1497
Phone: 608.263.3074
Fax: 608.262.1361
Email: scheufele@wisc.edu

NEWSLETTER EDITOR

Andrew Mendelson
Department of Journalism
School of Communications and Theater
Temple University
2020 North 13th Street
Philadelphia, PA 19122
Phone: 215.204.5020
Fax: 215.204.1974
Email: andrew.mendelson@temple.edu

CT&M CONCEPTS, the newsletter of the Communication Theory & Methodology division of the Association for Education in Journalism and Mass Communication, is published three times per school year. Please submit any articles to newsletter editor Andrew Mendelson (andrew.mendelson@temple.edu). Please visit the CT&M website for back issues of the newsletter and ongoing discussions (<http://aejmcctm.blogspot.com>).