

# CT&M CONCEPTS

ASSOCIATION FOR EDUCATION IN JOURNALISM & MASS COMMUNICATION



## CT&M Prepares for St. Louis

**MICHEL M. HAIGH**  
 PENN STATE UNIVERSITY  
 VICE-HEAD AND PROGRAM CHAIR

CT&M Chair Hernando Rojas and I attended the annual Chip Auction (AEJMC winter meeting) in Albuquerque, NM in December. The number of chips each division has to spend on program space is decreasing because the number of divisions and interest groups is increasing. Our main goal was to maintain or increase the number of refereed research sessions for CT&M during the St. Louis convention.

If CT&M roughly receives the same number of papers as in 2010, then our acceptance rate shall remain about the same in 2011. There will be three refereed paper sessions. We also will be co-sponsoring two poster sessions as well as taking part in the Scholar-To-Scholar session organized by the Council of Divisions. It is important to note that there will be discussants for each of the poster sessions as well as the refereed paper sessions. Please let me know by email if you would like to be a paper discussant for the research sessions (mmh25@psu.edu).

CT&M will be co-sponsoring two PF&R pan-

els and two teaching panels during the convention as well. CT&M and the Commission on the Status of Women will kick off the convention Wednesday morning August 10 at 8:15 with the panel "Covering a Palin Presidency? Researchers Predict News Coverage." This panel will be followed by the PF&R panel co-sponsored with Communicating Science, Health, Environment and Risk Division (ComSHER) called "The Ethics of Environmental Reporting" on Wednesday at 11:45 am.

CT&M will also be sponsoring two teaching panels during the convention. The first panel is co-sponsored with the Radio-Television Journalism Division called "He Said, She Said: The Role of Student Evaluations in the Promotion/Tenure Process." This will be on Friday morning August 12 at 8:15. The last teaching panel will close out the CT&M convention programming. The panel "Top Ten" Syllabus Favorites of Senior Scholars" will be co-sponsored by ComSHER and will be held Saturday morning August 13 at 8:15.

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## Smith Slated for Network Analysis Preconference

*MICHEL M. HAIGH*  
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*UNIVERSITY OF WISCONSIN*  
*DIVISION HEAD*

The Communication Theory and Methodology division of AEJMC announces its preconference workshop "Using NodeXL for Social Network Analysis" with Dr. Marc A. Smith. Social network analysis can be used to examine message boards, blogs, wikis, friend networks, and shared file systems to reveal insights into organizations and processes.

Smith will discuss the NodeXL project (<http://www.codeplex.com/nodexl>) that employs social network analysis features in an Excel spreadsheet. The workshop will take place from 2 p.m. to 5 p.m. on Tuesday, August 9, 2011, at the AEJMC conference hotel, the Renaissance Grand and Suites Hotel, St. Louis, MO. Participants will need to bring their computers since Smith will provide guidance and "hands on" training during the session.

Smith is a sociologist specializing in the social organization of online communities and computer mediated interaction. He currently leads the Connected Action consulting group in Sili-

con Valley, California. He founded and managed the Community Technologies Group at Microsoft Research in Redmond, Washington. He led the development of social media reporting and analysis tools for Telligent Systems.

Smith's research focuses on computer-mediated collective action: the ways group dynamics change when they take place in and through social cyberspaces. Smith visualizes social cyberspaces, mapping and measuring their structure, dynamics and life cycles. At Microsoft, he developed the "Netscan" web application and data mining engine that allows researchers studying Usenet newsgroups and related repositories of threaded conversations to get reports on the rates of posting, posters, crossposting, thread length and frequency distributions of activity.

Registration information can be found on the AEJMC conference registration site (<http://www.aejmctlouis.org/home/>). Cost to attend is \$40 for regular AEJMC members and \$25 for graduate students.

## Full CT&M 2011 Conference Program

TUESDAY	8/9	PRECONFERENCE WORKSHOP	2:00 – 5:00 P.M.
WEDNESDAY	8/10	PF&R PANEL (PALIN PANEL)	8:15 – 9:45 A.M.
WEDNESDAY	8/10	CT&M REFEREED RESEARCH	10:00 – 11:30 A.M.
WEDNESDAY	8/10	PF&R PANEL (ETHICS)	11:45 – 1:15 P.M.
WEDNESDAY	8/10	CT&M REFEREED POSTER SESSION	3:15 – 4:45 P.M.
THURSDAY	8/11	CT&M REFEREED RESEARCH	8:15 – 9:45 A.M.
THURSDAY	8/11	CT&M REFEREED RESEARCH	1:30 – 3:00 P.M.
THURSDAY	8/11	CT&M REFEREED POSTER SESSION	5:00 – 6:30 P.M.
FRIDAY	8/12	TEACHING PANEL (EVALUATION)	8:15 – 9:45 A.M.
FRIDAY	8/12	CT&M SCHOLAR-TO-SCHOLAR	12:15 – 1:30 P.M.
FRIDAY	8/12	BEST OF CT&M	5:15 – 6:45 P.M.
FRIDAY	8/12	CT&M MEMBERS MEETING	7:00 – 8:30 P.M.
SATURDAY	8/13	TEACHING PANEL (SYLLABUS TIPS)	8:15 – 9:45 A.M.

## Call for 2011 Barrow Minority Scholarship Applications

Applications are now being accepted for the 2011 Barrow Minority Doctoral Student Scholarship. The scholarship includes a \$2000 award and a free one-year membership in the Communication Theory and Methodology Division (CT&M) of the Association for Education in Journalism and Mass Communication (AEJMC).

The scholarship honors the late Professor Lionel C. Barrow, Jr., of Howard University, in recognition of his pioneering efforts in support of minority education in journalism and mass communication. Reflections on Dr. Barrow from previous scholarship winners are available in the Spring 2009 edition of CT&M Concepts, available at <http://www.comm.ohio-state.edu/ahayes/ctm/Spring2009.pdf>. The award is designed to aid doctoral students in journalism or mass communication programs to complete their dissertation research and academic studies. The students' work does not need to address issues of race.

The award is sponsored by the CT&M Division and is made possible in part through contributions from the Minorities and Communication Division, the Commission on the Status of Minorities and personal donations, as well as royalties from Guido H. Stempel III, David Weaver, and Cleveland Wilhoit's Mass Communication Research and Theory.

Minority students who are U.S. citizens or permanent residents and are enrolled in a Ph.D. program in journalism or mass communication

are encouraged to apply. Applicants need not be members of AEJMC or the CT&M Division.

Applications will be evaluated on the basis of candidates' capacity for making significant contributions to communication theory and methodology. To be considered for this scholarship, please compile the following materials in a single application package: (1) a letter outlining research interests and career plans, (2) a curriculum vitae, and (3) two letters of recommendation. These may be sent in a single envelope to the street address below or e-mailed with a single attachment to the e-mail address below:

Mike Schmierbach, Ph.D.  
Barrow Scholarship Chair  
Assistant Professor  
College of Communications  
Carnegie Building  
Pennsylvania State University  
University Park, PA 16802  
Email: [mgs15@psu.edu](mailto:mgs15@psu.edu)  
Office phone: 814-865-9582

Submissions must be postmarked no later than May 1, 2011. Questions may be addressed to Prof. Schmierbach at [mgs15@psu.edu](mailto:mgs15@psu.edu).

The scholarship will be awarded at the CT&M business meeting at AEJMC's 2011 annual convention. The 2011 convention takes place August 10-13 in St. Louis, MO.

## CT&M 2011 CALL FOR CONFERENCE PAPERS

The CT&M Division invites submissions of original research papers pertaining to the study of communication processes, institutions, and effects from a theoretical perspective. CT&M welcomes both conceptual and data-based papers and is open to all methodological approaches. Please refer to the Summer 2010 CTM Concepts Division newsletter for a complete list of topics and papers presented last year to get a better idea of "fit" of paper (<http://aejmc.net/ctm/newsletter/>).

Authors of the three top-scoring faculty or faculty/student papers will be recognized in the conference program and at the CT&M members' meeting in St. Louis. We strongly encourage submissions by students. Winners of the Chaffee-McLeod Award for Top Student Paper will be awarded \$250; two additional top student papers will also receive cash prizes.

Please limit papers to no more than 25-pages (double-

spaced) in length, excluding tables and references. Refer to the AEJMC general paper call for this year's online submission guidelines. Make sure there is no identifying information in the body of the paper or in the document properties. Co-authors cannot be added after a paper has been reviewed.

At least one author of an accepted faculty paper must attend the conference to present the paper. If student authors cannot be present, they must make arrangements for the paper to be presented by someone else. Failure to be or provide a presenter for any paper will result in a one-year ban on the review of papers for all of the authors involved. Authors of accepted papers are required to forward papers to discussants and moderators prior to the conference.

If you have questions, please contact Jason B. Reineke, CT&M research chair, at 615-494-7746 or by e-mail: [jreineke@mtsu.edu](mailto:jreineke@mtsu.edu).

## In the Path to Financial Strength

**HERNANDO ROJAS**  
UNIVERSITY OF WISCONSIN  
DIVISION HEAD

As many of you know, our division finances have been strained in the past few years. In 6 of the past 8 years, our expenses have outpaced our income, a situation we've been able to maintain because of positive balances in previous years.

As you can see in the graph below this situation was particularly serious in 2008 when expenses continued growing while our income (basically memberships) decreased. In 2009, while we were not able to increase our income we were able to reduce our expenses, and in 2010 we were able not only to increase our income but also to continue narrowing the gap between expenses and income.

Based on the important efforts of our leadership in reducing certain expenses, while at the same time creating new sources of revenue (e.g. Pre Conference Workshops), we have been able to gain stability, but in the process of doing so our finances have become extremely thin.

In order to address this situation, and following recommendations of members expressed at our Denver business meeting, we have put together a Financial Advisory Committee to help us find a long-term solution to this situation.

Five of our former division heads have graciously agreed to "come back from retirement" and serve our division in this capacity once again:

William Chip Eveland, Division Head 2002-2003, Professor, The Ohio State University

Patricia Moy, Division Head 2003-2004, Professor, University of Washington

Glenn Leshner, Division Head 2005-2006, Professor, University of Missouri

Maria Len Rios, Division Head 2007-2008, Associate Professor, University of Missouri

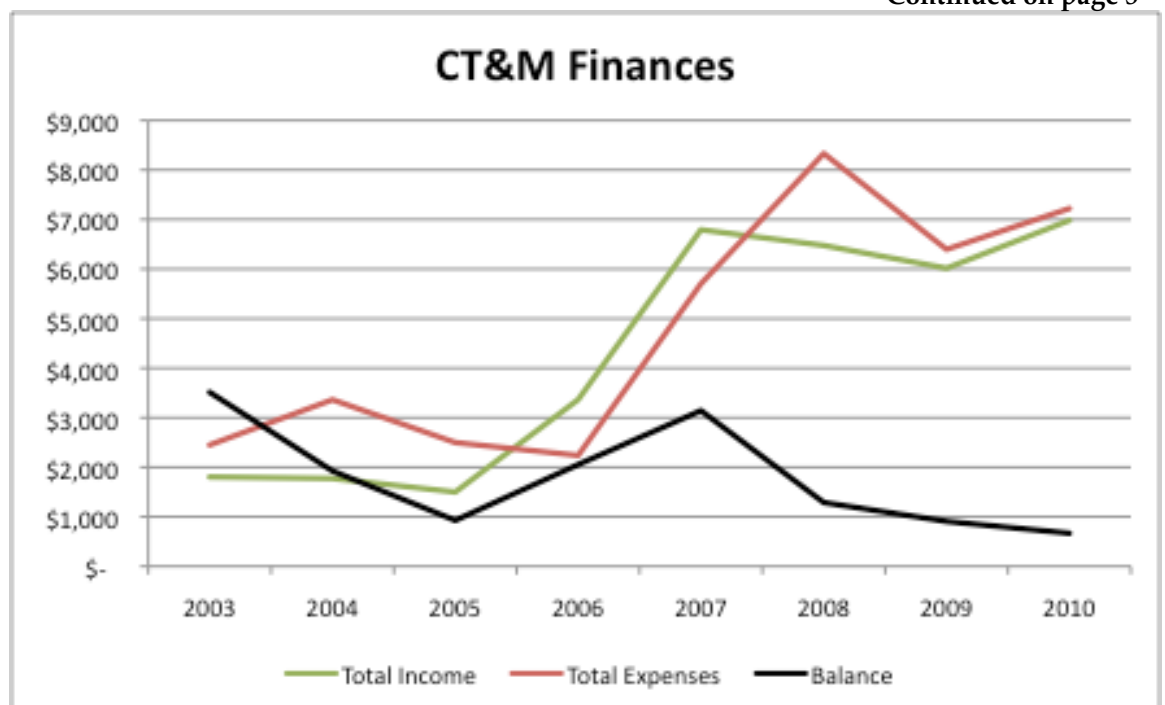
Douglas Hindman, Division Head 2008-2009, Associate Professor, Washington State University.

Based on an in-depth analysis of our finances, this committee will specifically provide current leadership with advice on:

**1. The convenience and opportunity of raising membership fees.** Currently regular members pay \$26 and student members pay \$16. In AE-JMC regular membership for Divisions, Interest Groups and Commissions range from \$5 to \$45 (Mean \$17.80), and within those divisions with journals the range is from \$24 (Mass Communication & Society) to \$45 (Visual Communication) with a mean of \$29.60. In terms of student membership CT&M has the third highest rate following Public Relations, \$20 and International Communications, \$19.

**2. Current and future endowment opportunities or additional funding initiatives.** Presently CT&M has the Lionel Barrow endowment fund that finances the Barrow Scholarship each year. The Chaffee-McLeod student award is not endowed so we pay this every year from our ordinary budget. In addition the Division's journal is

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## Financial Strength (*cont.*)

interested in creating a Best of Communication Methods & Measures award that could be given out every year. This year the journal's publisher will fund the award, but to but to continue it beyond this year we would need a long-term commitment from the journal or a process of endowment.

**3. Our relationship with Communications Methods & Measures.** Currently the division pays \$21 annually for regular members and \$13 for student members. This was negotiated since the journal's inception and has not been adjusted by the publishers (who could do so unilaterally according to the contract). In addition the publisher gave us back \$500 in 2010 (as sponsorship for the preconference workshop) and this year they have again committed \$500 for the workshop, and an additional \$250 for the "best of" award mentioned above. Some of the issues that have generated financial problems for us in the past (e.g. double issues) have been solved with the new Journal Editor, Andrew Hayes, who has

pledged not to continue this practice. However, AEJMC rolling subscriptions scheme continues to be a challenge for us. For AEJMC members do not pay for calendar years, but instead subscribe for 12 month from the day of payment. Now the problem for us is that AEJMC gives members a three-month grace period to renew after their membership has expired. If the member renews within these three months, the day of renewal is the original expiration date and this does not cause a problem for us. But if members send their payment after the three months, AEJMC treats this as a new membership. This then generates a problem since we end up paying for journals sent out during these three months. The Committee will provide advice on the convenience, opportunity and magnitude of renegotiation with the journal's publisher.

I am happy to report that the committee has already started meeting and is working on the outlined objectives.

## An Interpersonal Approach to Membership

*MYIAH HUTCHENS*  
TEXAS TECH UNIVERSITY  
MEMBERSHIP/RECRUITMENT CHAIR

Retaining and growing membership is the primary function of the membership chair. Over the years, previous chairs have used different strategies to understand CT&M's ever-fluctuating membership. Discussing various possibilities with head Hernando Rojas, lead to a novel approach for this year. No, I'm not going to ask you to participate in a survey, or contribute to an advertising fund, instead I am asking people to think about who they know.

Hernando and I have both done some research on political networks. One consistent finding is the importance of discussion with similar others when looking at the the recruitment process. Research indicates that discussion with like-minded individuals increases political participation. With this in mind, I encourage you to talk to someone you know in academics about CT&M. Maybe this is someone who used to be a member and has stopped renewing, or perhaps someone who thinks about AEJ as a practical conference and doesn't venture out of their subject area (newspaper, public relations, advertising, etc.). We all have "similar others" who are CT&M apathetic, and it's our job to motivate them to join the division.

Right now, the board is going through the current membership list, identifying "missing" individuals – individuals who should be part of CT&M but aren't currently dues-paying

members. Once we identify these individuals, we will inquire as to why they haven't joined CT&M, or why they've left. We hope this effort provides us with information on how to increase our membership numbers. While member surveys tell us much about what current members see as important issues, we end up "preaching to the choir." Our hope is that these discussions will get these individual to join our ranks, but at the very least we gain valuable information about individuals' perceptions of CT&M. Having this information will allow us to correct misperceptions, or learn about how we can rebrand ourselves.

To the membership at large: who do you know, currently inactive in CT&M, but who has a passion for advancing theoretical and methodological issues in the field? I'd love to hear from all of you, especially if you are willing to have a conversation with these individuals. Is it that they can't afford the dues because of decreasing departmental budgets? Have they simply forgotten to renew and need more reminders? Or is it something else entirely? The only way to find out is to seek and talk to these individuals.

Hopefully I'll be reporting back in August with a wealth of information, and an increased membership list to boot.

## CT&M Offering Numerous Teaching Panels in St. Louis

MIKE SCHMIERBACH  
PENN STATE UNIVERSITY  
TEACHING STANDARDS CHAIR

CT&M has always worked to put together panels that simultaneously serve a need in our division and that draw upon the skills our division members possess. This year we will offer two teaching panels that, hopefully, strive toward meeting both these goals. In this column, I'll briefly touch on one of these, and the larger issues it raises for our division and discipline.

One of our teaching panels will focus on the "greatest hits" from syllabi assembled over the years by senior scholars in journalism and mass communication. The panel is co-sponsored by ComSHER (Communicating Science, Health, Environment and Risk), and several of the scholars are notable for their work in these areas, but we have put together a diverse set of experts for the preliminary list of participants. (More on this when the final program comes out.)

*"More scholarship is printed than ever before, and with the Internet it's more readily available as well. Yet most of the time we only encounter it if reviewing, assembling our own literature review ... or putting together a syllabus."*

The core focus of the panel is on those readings that these senior scholars have found useful in the classroom. Journal articles, book chapters, essays — anything that helped direct learning, prompt discussion, explain complex ideas or otherwise serve our needs as instructors.

No doubt many of you will attend the panel for a chance to pick up new ideas for putting together your own syllabus. I too am looking forward to hearing some suggestions for good readings in an era when students seem to find any amount of reading to be an unreasonable burden. But I'm also excited because I think such a panel represents a larger goal that is too rarely met within the academy — general discussion of the scholarship.

It's hardly a new complaint among faculty that of the many roles we play, "intellectually curious reader" is rarely included. More scholarship is printed than ever before, and with the Internet it's more readily available as well. Yet most of the time we only encounter it if reviewing, assembling our own literature review ... or putting together a syllabus.

Needless to say, this is unfortunate. With so many communication tools made available through new technology, scholarship shouldn't

exist in a vacuum. It's easier than ever to find and discuss research done by others, yet few opportunities arise for doing so. We engage in classroom debates, primarily in graduate courses, but these discussions largely benefit only those in the room. We may offer the occasional critique in a research article, but savvy scholars avoid spending too much time on a particular prior study (especially if our evaluation is less than glowing) for fear of angering reviewers or running too long.

Reviews themselves offer a limited venue for dialogue over research. A good review offers insights the author never considered, and a good reviewer listens in turn to the points offered by the author in response. But reviewers are primarily a gatekeeping mechanism, and too often reviewers see their role only in those terms and offer minimal feedback, focusing mostly on the critical "thumbs up/down" judgment asked for by the editor or paper chair.

Conferences ought to offer some opportunity for discussion, but few research panels allow much time, and aside from the authors and discussant, those in the room haven't had adequate time to process the research. Questions end up primarily focused on clarification and expansion of points found in the text that couldn't fit into 12 minutes of PowerPoint slides.

A common argument about the role of research in teaching is that, by engaging in their own scholarship, faculty members remain connected to the field they teach and thus can present that field more vividly. But shouldn't staying connected mean more than just knowing and discussing our own work?

Thus, my hope is that the syllabus panel informs teaching in a broader way than just offering a few potential citations to download and add to a course plan. I hope that it reminds us of the importance of paying attention to and engaging in discussion of scholarship, and prompts at least a little such discussion. In the longer run, a research and theory focused division like CT&M has incredible value to the endeavor of teaching if it can help move us toward an era in which the many talented scholars we count among our members can be pushed to engage in an ongoing discussion of the literature, instead of just serving as authors.

## Top 10 Reasons Grad Students Should Join CT&M

SEBASTIÁN VALENZUELA  
UNIVERSITY OF TEXAS  
GRADUATE STUDENT LIAISON

NICK GEIDNER  
OHIO STATE UNIVERSITY  
GRADUATE STUDENT LIAISON

Hello grad students! We are excited to serve you as graduate student liaisons for CT&M this school year. By way of introductions, we are both doctoral candidates (Nick Geidner at Ohio State and Sebastián Valenzuela at Texas at Austin), and we have mutual research interests in political communication and journalism, among other topics. Our goal this year is to engage new graduate students with CT&M and highlight the benefits of participating in the division.

CT&M has always been about graduate students. It was the first AEJMC division to have a student paper competition, and every year it awards \$250 to the Top Student Paper. CT&M also sponsors the Barrow Minority Student Scholarship —this year is \$2,000 plus a free one-year membership in the CT&M division—honoring outstanding minority students enrolled in a journalism and mass communication Ph.D. program.

But there are more reasons why you should consider participating in the division:

- Second and Third Student Papers presented at CT&M during the annual AEJMC convention are also awarded with cash (\$150 and \$100, respectively) and glory (read: more individuals learning your name).
- Unlike other divisions, CT&M crosses all areas of communication research and is open to both quantitative and qualitative methods. So long as your work is theoretically driven and methodologically sound, you don't have to worry about your convention papers not fitting the topic of the division.
- CT&M secures more spots for research papers in the annual convention than any other AEJMC division save for CTech and MC&S. This means more opportunities to get your paper accepted for presentation.
- All convention papers are reviewed by faculty members, increasing the likelihood that the reviews will be useful for transforming your convention papers into journal publications.
- Division membership comes with a subscription to *Communication Methods and Measures*, the field's preeminent communication methodology journal.
- The division's new website (<http://aejmc.net/ctm>) has created a syllabus exchange program for members-only. This should come in handy for your teaching duties.
- CT&M organizes pre-conference workshops on new methods for communication research. Last year Andrew Hayes updated participants on modern approaches to mediation analysis. This year, Marc A Smith will provide a primer on analyzing social media networks.
- The division offers plenty opportunities to meet top scholars and fellow grad students. Currently, there are more than 50 grad students among CT&M members, representing a wide variety of backgrounds and research interests. In addition to the activities that take place during the convention, CT&M's has a Facebook group, which currently has 225 members.

For all of these reasons, you should really consider joining CT&M!

We welcome any and all suggestions on how to get graduate students more involved with CT&M. What kind of resources would help you as a grad student? What can the division do to serve you better? We look forward to hearing your ideas; contact us at [ngeidner@gmail.com](mailto:ngeidner@gmail.com) or [sebavalenz.cl@gmail.com](mailto:sebavalenz.cl@gmail.com)

# New Submission Guidelines For CMM

**ANDREW F. HAYES**  
OHIO STATE UNIVERSITY  
CMM EDITOR-IN-CHIEF

**JORG MATTHES**  
UNIVERSITY OF ZURICH  
CMM ASSOCIATE EDITOR

**SCOTT REID**  
UNIVERSITY OF CALIFORNIA  
SANTA BARBARA  
CMM EDITOR

Issue five marks the beginning of the fifth year of Communication Methods and Measures (CMM), as well as the next stage in its evolution as a new editorial team takes over from outgoing editor, Dave Ewoldsen. One of us (Hayes) was privileged to work with Dave as one of his associate editors, and all three of us are humbled by the opportunity to take charge where he left off. Our aim is to continue building CMM to ensure its place as the premier outlet for communication researchers to showcase their work in methodology, measurement, and statistics. We appreciate the confidence that Taylor and Francis has placed in us to run the journal. We also acknowledge the trust and support of the Communication Theory and Methodology division of the Association for Education in Journalism and Mass Communication (AEJMC) for supporting my appointment (Hayes) as editor-in-chief.<sup>1</sup> Some of the members of this division are on our editorial board—a board which has been reduced in size from the prior board (yet also contains several new members), and that we intend to lean on now and then to guide us when we have to make tough decisions or need some extra input or advice.

## NEW SUBMISSION GUIDELINES

As a discipline, communication is well served by a number of journals that have and continue to foster scientific progress in methodological, measurement, and statistical issues. However, we believe that the health of a scientific discipline can be gauged by the extent to which researchers in the field have ongoing, productive debates about these issues, and where discipline wide progress can be readily observed. It is our sincere hope that CMM can contribute to this kind of progress. With this in mind, during our tenure as editors, we plan to institute some important changes to CMM with the aim of fostering scientific debate and progress. Although the “Aims and Scopes” of Communication Methods and Measures remains largely unchanged as we take charge with this issue (the Aims and Scopes statement can be seen at the journal’s web page), we have begun to implement our own editing philosophy. The standards that we use for judging submissions will differ somewhat from those used by prior editors, and it is important that potential authors be aware of

these standards.

First, we seek to devote as many pages as possible to contributions to the methods and measurement literature that have broad appeal and applicability. That does not mean that we are not open to publishing work that caters to a niche area of investigation, or that targets a relatively small audience. We have in the past and will still publish work some may construe as “narrow,” especially if it exemplifies good analysis, argument, and writing that serves as a model for others, particularly if it deals with a vexing problem in an innovative way or otherwise makes a non-trivial contribution to the literature. However, the measurement and statistical problems that any area of research faces are typically faced by researchers in other areas. For instance, although a paper on new methods for the automated content analysis of campaign speeches might be of particular interest to political communication researchers, certainly researchers who study health communication, advertising, journalism, or who do content analysis of small group conversation would be interested in new developments in automated content analysis. We challenge and implore authors to frame their work as generally as possible (both in the title of the submission and the body of the text), and not to leave it to the reader to make connections to the broader field on his or her own. Of course, examples used to make a point or illustrate a method are typically highly specific to a particular research area. So we see no problem with illustrating the uses of this new content analysis method by applying it to political speeches, but the paper should not be framed around the examples and illustrations. Such work is best sent to journals that publish work targeting researchers in a specific area of inquiry rather than to CMM. Authors who do submit to us and who appear to have not thought broadly enough about the applicability of their work are more likely to receive a desk rejection. If we believe there is some hope for eventual publication if appropriately reframed, we will offer such advice and encourage resubmission.

Second, we do not intend to publish work which employs outdated analytical approaches or other forms of scientific or statistical practice that experts have discredited. For example, we cannot condone the artificial categorization of continua (such as median or mean splits) in order to fit one’s analysis into

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<sup>1</sup> Members of the Communication Theory and Methodology division of AEJMC receive a subscription to CMM as a benefit of membership. For details about the division and how to become a member, see <http://aejmc.net/ctm/>



a certain box. This practice can rarely be justified, throws out information, lowers statistical power, and can produce spurious findings (see e.g., Irwin & McClelland, 2002; MacCallum, Zhang, Preacher, & Rucker, 2002). Authors and data analysts should not be conducting principal components analysis with orthogonal rotation (e.g., varimax) when the common factor model with nonorthogonal rotation is more appropriate (as it typically is; Fabrigar, Wegener, MacCallum, & Strahan, 1999; Morrison, 2009). We recommend the use of modern approaches to assessing dimensionality in exploratory factor analysis, such as parallel analysis (Fabrigar et al., 2009; Morrison, 2009; O'Connor, 2000; Reise, Waller, & Comrey, 2000). Researchers should use confirmatory analytical approaches when a factor structure is proposed a priori rather than relying on purely exploratory analytical approaches. We encourage the statistical comparison of alternative models rather than merely documenting that a single analytical model fits one's data well. The piecemeal approach to statistical mediation analysis made famous by Baron and Kenny (1986) is no longer recommended by methodologists (see e.g., Hayes, 2009). And measures of the reliability of data resulting from subjective coding decisions should be chance-corrected. Percent agreement is not a defensible index of reliability, and Cronbach's alpha is not a measure of inter-coder agreement, as has been discussed in this journal and elsewhere (Hayes & Krippendorff, 2007; Krippendorff, 2004).

Third, there has been a proliferation of published measurement scales that have not been sufficiently validated and whose psychometric properties are of questionable generality. The literature is filled with scale development pieces based on the same simple paradigm: Draft a set of questions, give them to a sample (often a small sample of college students), perform exploratory factor analyses, discard items that load poorly, evaluate reliability, call it a scale, and submit for publication. We consider this a first-step in the scale construction process, and do not see it as worthy of publication by itself. We expect authors who submit scale development pieces to replicate their initial findings in independent samples. Furthermore, unless it can be justified otherwise, such replication samples should be diverse in age, education, ethnicity, and so forth. Of course, exceptions to this requirement would be scales that are intended to be

used on targeted groups (e.g., adolescents, members of certain ethnic groups, and so forth). We also expect initial evidence of construct validity if the scale is designed to measure a latent construct (such as an attitude or a personality dimension). And remember that high Cronbach's alpha is not evidence of unidimensionality (Cortina, 1993; Streiner, 2003). If a claim of unidimensionality is being made, it must be based on more than evidence of internal consistency.

Four, some comments about writing are in order. We do not impose a page limit on submissions. A submission should be as long as it needs to be—no shorter, and no longer. Of course, we strongly encourage concise writing, minimizing the number of tables and figures, and avoiding redundancy. We will require papers that are too long given their value to the literature to be shortened. We assume that prior to submission, you have carefully edited the document and corrected improper grammar and spelling, and that you have followed the spirit if not the letter of APA style. Careless writing can produce a desk rejection with a request that it be cleaned up prior to resubmission. We also request that you seek the feedback of your colleagues rather than risk sending a first (or even second) draft to us for peer review, where the stakes are much higher and reviewers are less inclined to forgive sloppy writing or poorly constructed arguments.

Finally, when a submission involves data collection and hypothesis testing, we discourage the formal stating of hypotheses and research questions numerically (e.g., H1, H2, RQ1) and referring to them throughout using such numerical shorthand. Most readers are intelligent enough to understand what you are hypothesizing without you having to repeat your logic using an explicit hypothesis statement set out from the rest of the text, and doing so wastes valuable journal space and interrupts the flow of the narrative. Furthermore, only the reader with excellent memory will remember later in the paper what H1, H2, and RQ1 refer to from several pages back. And rather than talking about whether a particular hypothesis was supported or not, a practice which places unnecessary emphasis on your clairvoyance or lack thereof, we would rather you spend time talking about the substantive interpretation of your results as they unfold in the narrative of your analysis.

Our intention is that these guidelines will benefit authors, reviewers, and us as

editors. However, they are only guidelines. Every submission is different, and we don't intend to be overly rigid and ignore context when evaluating a manuscript. You will sometimes see manuscripts printed in this journal that appear to have deviated from one or more of these guidelines or rules (especially in the first few issues of our tenure, as the backlog is cleared of manuscripts accepted by the prior editors). Yet these guidelines will influence our thinking as we evaluate submissions, just as they should influence your writing and analysis. By following the advice we give above, our decision making will be easier, the reviewers will appreciate the care you exercised, and the likelihood of a positive response will be enhanced.

## YOUR RIGHTS AS AN AUTHOR

We've engaged in many conversations with colleagues whose frustrations with the peer review process mirror our own. We consider your decision to submit to CMM a leap of faith in us as editors. You worked hard to collect data, articulate your argument, and edit your prose for conciseness, grammar, and consistency with the spirit of APA style. Hopefully you have also attended to the guidelines we document above. Although we cannot promise you that the outcome of the process will be to your liking, we can promise to treat you with respect. By submitting your work to CMM, the respect you will receive is documented in our Author's Bill of Rights, which we detail below.

- (1) You have a right to receive a decision in a timely fashion. If your submission is judged to not merit peer review and must be 'desk rejected' without review, you will hear from us within three weeks of submission. It is our belief that the ability to make desk rejects is ultimately the most fair and efficient way to run a journal. We wish to spare reviewers and ourselves the pain of reviewing work that we are sure would not merit publication. We also believe that this is beneficial for authors, whose work would otherwise be tied up in the review process when that valuable time could be spent reworking the paper or conducting further research. For manuscripts we do send out for review, our goal is no more than 90

days elapsed from submission to decision.

- (2) You have the right to responsiveness from the editorial team. We pledge to address inquiries you make during and after review, and to keep you in the loop about the status of your work. For instance, we will let you know if we are unable to make a decision within 90 days and we will update you at that time on when a decision is likely.
- (3) You have the right to an explanation for our decisions. We will do our job as editors by giving you some guidance when a manuscript is rejected, with or without an invitation to review. We do not believe an editor's job is merely to count the votes, rule based on majority sentiment, and forward along the reviews. We will read every submission ourselves at least once (typically more than once). We consider reviewers consultants whose job is to provide an expert assessment of the work. In the end, the decision is ours to make based on our own impressions of the work, our publication mission and vision for the journal, and the advice we have received by reviewers and the editorial board. There will be occasions where we reject manuscripts that reviewed favorably, or invite revisions to or outright accept submissions the reviewers did not like. Regardless, we will give you an explanation rather than a form letter.
- (4) When your work is accepted, you have the right to know when the manuscript is going to be printed. Furthermore, you should not have to wait an inordinate period of time to see the fruits of your labor. Publication lags of 15 to 18 months or more are all too common these days. We believe this is unacceptable. Our goal is to print within 9 months of acceptance. This is a risky promise to make, and to fulfill this promise will require sticking to our high publication standards in order to avoid a long production queue.

## ARTICLE OF THE YEAR AWARD

We are pleased to be able to announce that, beginning this year, the journal will be offering an Article of the Year award to the author(s) of one of the articles printed in the prior year's volume. The winner will be determined by a two step procedure. In the first step, the editors nominate what they consider to be the three best articles published that year.<sup>2</sup> In the second step, those nominations are submitted to the leadership of the Communication Theory and Methodology division of AEJMC, who will deliberate and then choose the winner. The winner will be honored at the division's business meeting at the annual conference of AEJMC held each August. We hope this award will both encourage authors to send their best work in methodology and measurement to this journal rather than elsewhere as well as elevate the quality of the work submitted still further, in the spirit of friendly competition.

## ACKNOWLEDGING YOUR IMPORTANCE

The influence of any editorial team on the growth and reputation of a journal is ultimately determined by the authors who submit and the reviewers who denote their valuable time. So we close this editorial and begin this new phase in the journal's evolution by offering our gratitude to everyone who has submitted or reviewed in the past, as well as those who will do so in the future. We can't do this without you.

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<sup>2</sup> In this inaugural year of the award, any article published in the first four volumes is eligible.

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