



MTOQ, Cécile Benoit

2014 CT&M Program Set for Montreal

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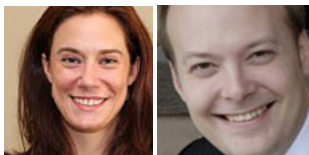
Thanks to our hard-working research, teaching, and PF&R chairs, and our many volunteer reviewers, discussants and moderators, we were able to put together an exciting program for this August's conference in Montreal. We have a packed schedule beginning Tuesday which goes strong through Saturday. The full program is published on page 6, but we'll briefly cover the highlights here. Our research sessions cover a range of topics – from theoretical advances in public relations and crisis communication to the latest and greatest methodological advances.

Tuesday we'll continue the tradition of starting off AEJ with a methods pre-conference. This

year the pre-conference will focus on managing and analyzing big data, and is co-sponsored by the Political Communication Interest Group. Deen Freelon, from American University, will lead participants through a hands-on workshop utilizing social media data. No prior experience is needed, just a laptop. Registration for the pre-conference is still open. You can register for the pre-conference when you submit your registration for the regular conference.

Wednesday, the first official conference day, will feature both of our teaching sessions, a PF&R session, and our first research panel.

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2014 CT&M Program

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The teaching sessions will examine how to best create online classroom experiences, co-sponsored with CTEC, and balancing teaching, research and service, co-sponsored with ComSHER. You can find out more about the teaching sessions in Stephanie Edgerly's column. The PF&R panel will continue with the big-data theme of the pre-conference, and will examine how the field is approaching big data. Thursday will feature our second PF&R session, co-sponsored with the PR division, and looks at open-access publishing. You can find out more about the PF&R panels in Jorg Matthes' column.

Friday and Saturday are our big research days this year, which could be a trend for future conferences if AEJ continues to require that co-sponsored sessions are scheduled first. Kjerstin Thorson can keep you updated on those developments as she takes over the reins as program chair next year.

Friday will keep you immersed in research all day – starting with a research panel at 8:15, moving on to our two poster sessions in the afternoon, and closing out the day with our “Best Of” session at 5:15, immediately followed by our business meeting at 7 p.m. We close out the conference on Saturday with two research panels. While historically CT&M members are often heading home or out to explore the conference city on the last day of the conference, you'll want to make sure you stick around for the last day as many divisions are presenting research on the last day.

Thanks to all the members for making this program possible, and we look forward to seeing you in Montreal. And remember, check the expiration date on your passport!

Changes for our Journal

ROSANNE SCHOLL
MANSHIP SCHOOL OF MASS
COMMUNICATION
LOUISIANA STATE UNIVERSITY
DIVISION HEAD



As we enter our 50th anniversary year, your Division is in good shape. Our conference focus on research continues to yield excellent article submissions and awardees; our affiliated journal increasingly thrives; our financial picture has returned to security; and our pre-conference and conference sessions remain popular. Sound good? Get closer to your division and ensure continued success in our collective communication research endeavor by attending our annual business meeting and running for office!

One of CT&M's most important partnerships is our affiliated journal, *Communication Methods and Measures*. Big changes are coming for *CMM*. Andres Hayes, who has raised the journal's profile and made it even more useful to CT&M's membership, is preparing to step down from his productive years as editor. The editorial board and the CT&M board are working together to recruit a replacement to fill big shoes.

I hope that another change for *CMM* will be application for ISI listing. In the Fall issue of

this newsletter, I urged Taylor & Francis, the publisher, to move forward with listing. The manager has recommended *CMM* as a priority for an application, among all the journals he supervises. At our business meeting at the annual conference this August, I will offer a resolution for a vote by the membership. Any binding resolution must be circulated farther in advance, so this will be a non-binding referendum, which will get this matter on the agenda so that it is continuing business in summer 2015. The resolution I will introduce will include a timetable by which we will ask the publisher to make a listing application, and will specify consequences for our affiliation if it does not. T&F has been very generous with support for various activities, including our pre-conference, and it certainly delivers my favorite benefit of CT&M membership to my mailbox regularly. So when we discuss the resolution at the business meeting, I will appreciate the membership's advice on how to be tough but not too tough on this matter.

CT&M Programming Begins with a Focus on Teaching

STEPHANIE EDGERLY
MEDILL SCHOOL OF
JOURNALISM
NORTHWESTERN UNIVERSITY
TEACHING CHAIR



This summer's AEJMC conference features two fantastic teaching panels designed to generate a lively discussion about contemporary teaching practices. Both panels take place on Wednesday, the first day of the conference. What better way to begin your conference than with two teaching panels?

The first teaching panel, scheduled to start at 10:00 a.m. on Wednesday, focuses a relatively new teaching development—the online classroom. A recent trend in higher education is the growth of online classrooms, online courses, and even online-only degrees. While advancements in digital technology certainly make this type of teaching more feasible than ever before, it is not without its obstacles. This CT&M panel, co-sponsored with the Communication Technology division, will discuss the strategies for effective online teaching. The session will address how to present lecture information, gauge whether students understand concepts, cultivate discussion among students, and develop effective assignments outside the traditional classroom model. Our panelists come from a variety of backgrounds and experiences with online teaching. They include Assistant Professor Kajsa E. Dalrymple (Iowa), Associate Professor Rachel Davis Mersey (Northwestern), Associate Professor Rhonda Gibson (North Carolina), and Professor Stephen Doig (Arizona State).

Our second CT&M panel, beginning at 11:45 a.m. on Wednesday, focuses on the timeless art of balancing teaching, research, and service. Perhaps the biggest challenge faced by all faculty is how best to manage the "Three Pillars." We are all expected to simultaneously produce impactful research, innovative teaching, and service for the betterment of our discipline, yet few of us are ever taught how to meet these expectations effectively. This panel, co-sponsored with the ComSHER division, brings together a group of senior scholars to share their experiences trying to strike a balance among the three pillars throughout their careers. Panelists will discuss their successes, failures, and strategies related to this issue. They include Professor (and past CT&M head) Julie Andsager (Tennessee), Professor (and past CT&M head) Sharon Dunwoody (Wisconsin-Madison), Professor James Simon (Fairfield), and Professor Esther Thorson (Missouri). While this panel should be helpful to faculty at all career stages, it will be designed specifically with doctoral students, post docs, and junior faculty in mind.

Please keep our two CT&M teaching panels in mind as you attend sessions on Wednesday. I look forward to seeing you all in Montreal!

Big Topics for this Year's PF&R Panels

JOERG MATTHES
UNIVERSITY OF VIENNA
PF&R CHAIR



Please join us for two outstanding CT&M sponsored PF&R panels that have been scheduled for the upcoming AEJMC conference in Montreal! The first panel session, co-sponsored by the Political Communication Interest Group, will explore and discuss the professional and field-wide challenges of "Big Data." The rapid pace with which Big Data influences the field is truly amazing! In fact, the ability to collect, store, and analyze an overwhelming volume of information made possible by advances in computer science is completely changing our understanding of mass communication and human behavior. Since companies around the globe are looking for specialists with Big Data

skills we need to produce students who are capable of generating, handling, analyzing, and visualizing big data. Bringing together leading scholars on emerging media, digital methods, and computational science, this panel will discuss the available theories and tools within the context of Big Data. It will also consider the role of Big Data in the field and practice of communication. Our amazing panelists are: Dhavan Shah (University of Wisconsin-Madison), James E. Katz (Boston University), Deen Freelon (American University), and Seth C. Lewis (University of Minnesota-Twin Cities). Don't miss this big panel on Wednesday, Aug. 6th from 3:15 p.m. - 4:45 p.m.!

Continued on page 4

Big Topics for this Year's PF&R Panels

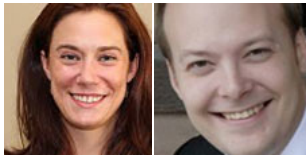
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Our second PF&R topic is big as well and concerns all of us more than ever before: Open Access! Open access publishing is central to PF&R because it deals with the inclusiveness and dissemination of academic knowledge. The panel brings together the perspectives of authors, publishers, and editors of open access and non-open access journals. The opportunities, recent developments, and potential pitfalls of open access publishing will be discussed. A number of outstanding panel members with diverse scholarly backgrounds have been lined up for

this breathtaking panel: Karen Miller Russell (editor, *Journal of Public Relations Research*), Shyam Sundar (editor, *Journal of Computer Mediated Communication*), Chip Stewart (editor, *Community Journalism*), Elizabeth P. Swayze (senior editor, *Communication & Media Studies Wiley-Blackwell*), and Kenneth Plowman (Brigham Young University). The panel "Open Access: The Future of Publishing?" is co-sponsored with the Public Relations Division and is scheduled for Thursday, Aug. 7th from 5 p.m. - 6:30 p.m. See you there!

2014 Barrow Minority Scholarship Winner

MYIAH HUTCHENS
WASHINGTON STATE UNIVERSITY
MIKE SCHMIERBACH
PENNSYLVANIA STATE UNIVERSITY
CO-VICE HEADS AND PROGRAM CHAIRS



The Barrow committee selected Jenny Korn of the University of Illinois at Chicago as the winner of the 2014 scholarship competition. Korn will receive \$2000 as well as membership in the division for the next year.

As in past years, the committee faced a challenging task sorting through a number of talented applicants, all of whom were minority students currently working toward a Ph.D. in an area where they are likely to make a contribution to the development of communication theory and methodology. This year's committee included members of CT&M as well as outside divisions, each of whom independently evaluated and scored the candidates.

The committee concluded that Korn showed significant promise as an innovative scholar, and that she has already assembled a promising CV. Her work considers the role of the digital environment in creating or reinforcing inequality. She wrote in her personal statement that she "unpack[s] the biases contained within both the parameters that structure the Internet and ... online social networking activity." Her research has been published in several edited volumes, and she has

presented at the conferences of the Rhetoric Society of America, the International Communication Association, and AEJMC, among several others. She earned a bachelor's from Princeton and a Master's from both Harvard and Northwestern.

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://aejmc.net/ctm/newsletter/>. The award is designed to aid doctoral students in journalism or mass communication programs to complete their dissertation research and academic studies. The student's work does not need to address issues of race.

CT&M has played a key role in administering the scholarship since its inception, and continues to contribute both funds and the time needed to review applications. A member of the division will formally recognize Korn at the general AEJMC business meeting, and she also hopes to be present for the division business meeting.

CT&M Paper Competition: The Results are In

KJERSTIN THORSON
ANNENBERG SCHOOL FOR
COMMUNICATION & JOURNALISM
UNIVERSITY OF SOUTHERN
CALIFORNIA
RESEARCH CHAIR



Reviews are complete and we've programmed a remarkable set of panels for Montreal. With the help of 78 distinguished faculty reviewers, we were able to provide three reviews to each of our 79 paper submissions. An enormous thank you to all who reviewed. It was a pleasure to read through your thoughtful comments. I have no doubt that our many submitting authors will benefit from your careful responses to their papers.

We accepted 45 papers this year, resulting in an acceptance rate of 57 percent. Among those papers—34 faculty papers and 11 student submissions—were our standout top papers. Here's hoping you are able to attend our top paper session on Friday at 5:15 p.m. to see these authors present their work.

The Chafee-McLeod Award for the top student paper of the year went to Erika Johnson from University of Missouri for "Social Dominance as a Gateway to Racism in Homicide News Processing." The second place student paper was awarded to Matthew Barnidge from University of Wisconsin, for "Digital Media and the Perception of Public Opinion: Evidence from Colombia." Amanda

J. Weed and Alexandra Beaucham from Ohio University received third place, for "Persuasive Storytelling in the Interactive Age: A Theoretical Model Explaining Interactivity Effects in Narrative Persuasion."

This year, our top theory paper award went to Charisse L'Pree Corsbie-Massay from Syracuse University and Stephen Read from University of Southern California, for their paper "The Absence of Women in Media Representations: The Psychological Effects of Symbolic Annihilation of Gender." Their paper was also awarded second place in the faculty paper competition. The top paper in the open call competition went to "Who's Afraid of Spoilers: Need for Cognition, Need for Affect, and Narrative Selection and Enjoyment," by Judith Rosenbaum, Albany State University and Benjamin Johnson, The Ohio State University. Third place was awarded to Erica Austin and Adrienne Muldrow, Washington State University for "How Media Literacy and Personality Predict Skepticism toward Alcohol Advertising."

See you in Montreal!



Ville de Montréal, Johanne Palasse

CT&M Session Schedule for 2014

Tuesday, August 5

1 pm to 5 pm / 002

CT&M and PCIG Co-Sponsored

Pre-Conference Workshop Session:
Programming as a Research Method: A Beginner's Guide to Wrangling Social Media Data with Python

Moderating/Presiding:
Deen Freelon, American

Panelists:
Rodrigo Zamith, Minnesota
Christopher Cameron, McGil
Alex Hanna, Wisconsin

Wednesday, August 6

10 am to 11:30 am / 037

CT&M and CTEC Co-Sponsored

Teaching Panel:
Lessons from Web U: Tips for Creating Online Classroom Experiences

Moderating/Presiding:
Stephanie Edgerly, Northwestern

Panelists:
Kajsa E. Dalrymple, Iowa
Rachel Davis Mersey, Northwestern
Rhonda Gibson, North Carolina
Stephen Doig, Arizona State

11:45 am to 1:15 pm / 052

ComSHER and CT&M Co-Sponsored

Teaching Panel:
The "Three Pillars": Strategies for How to Effectively Manage Research, Teaching, and Service

Moderating/Presiding:
Stephanie Edgerly, Northwestern
Anthony Dudo, Texas

Panelists:
Sharon Dunwoody, Wisconsin
Esther Thorson, Missouri
Julie Andsager, Tennessee
James Simon, Fairfield

3:15 pm to 4:45 pm / 078

CT&M and PCIG Co-Sponsored

PF&R Panel: **"Big Data:" Professional and Field-wide Challenges**

Moderating/Presiding:

Lauren Feldman, Rutgers
Jörg Matthes, Vienna

Panelists:
Deen Freelon, American
James E. Katz, Boston
Seth C. Lewis, Minnesota-Twin Cities
Dhavan Shah, Wisconsin-Madison

5 pm to 6:30 pm / 093

Refereed Paper Research Session:
Spiraling Outward: Extending Spiral of Silence Research

Moderating/Presiding:
Jennifer Howe, Penn State

Digital Media and the Perception of Public Opinion: Evidence from Colombia*
Matthew Barnidge, Wisconsin-Madison

The Spiral of Media Addiction in the Age of Social Media
Edmund Lee, Nanyang Technological University

Explicit Silence: The Effect of Obviating Media Censorship on the Spiral of Silence
Brett Sherrick and Jennifer Hoewe, Pennsylvania State

Observing the "Spiral" in the Spiral of Silence: A Latent Growth Modeling Approach
Joerg Matthes, Vienna

Discussant:
Patricia Moy, Washington

* Top-Three Student Paper

Thursday, August 7

5 pm to 6:30 pm / 180

CT&M and PR Co-Sponsored

PF&R Panel:
Open Access: The Future of Publishing?

Moderating/Presiding:
Charles A. Lubbers, South Dakota

Panelists:
Kenneth Plowman, Brigham Young
Shyam Sundar, Pennsylvania State, editor, Journal of Computer Mediated Communication
Karen Miller Russell, Georgia, editor, Journal of Public Relations Research
Elizabeth P. Swayze, senior

editor, Communication & Media Studies Wiley-Blackwell
Chip Stewart, editor, Community Journalism

Friday, August 8

8:15 am to 9:45 am / 238

Refereed Paper Research Session:
Balanced or Biased: Evaluating Media Objectivity and the Effects of the Partisan Divide

Moderating/Presiding:
Brett Sherrick, Penn State

The Impact of Information About What Majority Scientists Believe in a Dual-Processing World
Yilang Peng, Patrice Kohl, Soo Yun Kim, Heather Akin, Eun Jeong Koh, Allison Howell and Sharon Dunwoody, Wisconsin-Madison

Informal Media Literacy Training and the Processing of Unbiased and Partisan Political Information
Emily Vraga, George Mason and Melissa Tully, Iowa

Don't Call It Polarization: Rethinking the Problem in American Politics
Bryan McLaughlin, Wisconsin-Madison

News as Judge or Stenographer: Partisan Differences in Effects of Adjudicating Factual Disputes
Mingxiao Sui, Ray Pingree, Newly Paul and Isabelle Ding, Louisiana State

Discussant:
Tom Johnson, Texas at Austin

12:15 pm to 1:30 pm / 252

Scholar-to-Scholar Refereed Paper Research Session

Topic I — Narrative, Identification and Persuasion: The Influence of Entertainment Content

6. Persuasive Storytelling in the Interactive Age: A Theoretical Model Explaining Interactivity Effects in Narrative Persuasion*
Amanda J. Weed and Alexandra Beauchamp, Ohio

CT&M Session Schedule for 2014

7. The Allure of Aphrodite: How Gender-Congruent Media Portrayals Impact Adult Women's Possible Future Selves
Ashley Kennard, Laura Willis, Melissa Kaminski and Silvia Knobloch-Westerwick, Ohio State

8. Decoding "The Code": Reception Theory and Moral Judgment of Dexter
Jason Zenor, SUNY-Oswego and **Steve Granelli**, Ohio

Discussant:
Michael Dahlstrom, Iowa State

* Top-Three Student Paper

Topic II — Returning to Our Roots: Revisiting and Expanding Long-standing Theories

9. Lost in Translation: Social Capital in Communication Research
Chul-joo Lee, Illinois at Urbana-Champaign and **Dongyoung Sohn**, Hanyang University

10. Strengthening the Core: Examining Interactivity, Credibility, and Reliance as Measures of Media Use
Barb Kaye, Tennessee Knoxville and **Tom Johnson**, Texas at Austin

Discussant:
Rosanne Scholl, Louisiana State

3:30 pm to 5 pm / 274

Scholar-to-Scholar Refereed Paper Research Session

Topic I — In Your Face(book): Accounting for Social Media in Theory and Research

21. Social News Use, Social Talk: Facebook and the Social Mediation Model of Political Participation
Aaron Veenstra, Benjamin Lyons, Chang Sup Park, Narayanan Iyer, Delwar Hossain and Cheeoun Kang, Southern Illinois-Carbondale

22. Cues About Cues in Politicians' Social Media Profiles: Effects of Commenters' Attractiveness and Claims of Cognitive Effort
Jayeon Lee, Lehigh and **Ray Pingree**, Louisiana State

23. Online News Sharing: Examining Opinion Leadership's Discrete Functions in General and Specific Contexts

Peter Bobkowski, Kansas
24. Uses & Grats 2.1: Considering Ecosystem In User-Generated Content Gratifications
Michael Humphrey, Colorado State

Discussant:
Troy Elias, Oregon

Topic II — Expanding Theory: New Ideas for Approaching Mass Communication

25. How Television Viewers Use the Second Screens to Engage with Programming: Development and Validation of the Social Engagement Scale
Miao Guo, Ball State

26. Combining Modernization and Participation: Diffusing Innovations Through Participatory Dialogue
Siobahn Stiles, Temple

27. Culture, Power and Political Opinion: A New Model of Media Effects
Matt Guardino, Providence

28. Presumptions and Predispositions: Integrating Self-Monitoring into the Influence of Presumed Influence Model
D. Jasun Carr, Idaho State

Discussant:
Jay Hmielowski, Washington State

Topic III — Trust, Avoidance and Knowledge: Attitudes Toward Current Issues and Figures

29. Socialized into Using or Avoiding News: Family Communication, Personality, Motivations and News Exposure Among Teenagers
Sebastian Valenzuela, Pontificia Universidad Catolica de Chile; **Ingrid Bachmann**, Catholic University of Chile and **Marcela Aguilar**, Pontificia Universidad Catolica de Chile

30. Parody Humor: The Roles of Sympathy and Attribution of Control in Shaping Perceptions of Credibility
Jason Peifer, Ohio State

31. Actual or Perceived?: Comparing Two Dimensions of Scientific Knowledge in the United States and South Korea
Hwalbin Kim and Robert McKeever, South Carolina; **Jeong-Heon JC Chang**, Korea University and **Ju-Yong Ha**, Inha University

32. An Emotional Opinion Page: Editorial

Mood and the Dynamics of Public Opinion
Mike Wagner, Wisconsin-Madison and **Michael Gruszczynski**, Austin Peay State

Discussant:
Myiah Hutchens, Washington State

Topic IV — Is it a Theory Yet? Media Framing

33. The Effect of Message Framing Intertemporal Choices
Kenneth Kim, Oklahoma State

34. The Word Outside and the Pictures in Our Heads: Contingent Effects of Implicit Frames by Political Ideology
Sungjong Roh and Jeff Niederdeppe, Cornell

35. Uniformity in Framing: An Incomplete Model of Quantitative Equality
Jeremy Saks, Ohio

Discussant:
Mike Schmierbach, Penn State

Topic V — Couch Broccoli? Promoting Health and Teaching about Risk through Media

36. The Augmented Cognitive Mediation Model: Examining Antecedents of Factual and Structural Breast Cancer Knowledge Among Singaporean Women
Edmund Lee, Min-Cheol Shin, Ariffin Kawaja and Shirley Ho, Nanyang Technological University

38. Perceived Source Similarity and Processing of Social Media Health Messages: Extending Construal Level Theory to Message Sources
Rachel Young, Iowa

39. Emotional and Cognitive Dimensions of Perceived Risk Characteristics, Genre-Specific Media Effects, and Risk Perceptions
Sang-Hwa Oh, South Carolina; **Hye-Jin Paek and Thomas Hove**, Hanyang University

40. Theorizing the "Risks Sphere": Cultural Theory of Risk, Communication and Public Policy
S. Senyo Ofori-Parku, Oregon

Discussant:
Yvonne Chen, Kansas

CT&M Session Schedule for 2014

5:15 pm to 6:45 pm / 289

Refereed Paper Research Session:
Best of CT&M

Moderating/Presiding:
Kjerstin Thorson, Southern California

Who's Afraid of Spoilers: Need for Cognition, Need for Affect, and Narrative Selection and Enjoyment *
Judith Rosenbaum, Albany State and **Benjamin Johnson**, Ohio State

Social Dominance as a Gateway to Racism in Homicide News Processing**
Erika Johnson, Missouri

The Absence of Women in Media Representations: The Psychological Effects of Symbolic Annihilation of Gender***†
Charisse L'Preé Corsbie-Massay, Syracuse and **Stephen Read**, Southern California

How Media Literacy and Personality Predict Skepticism Toward Alcohol Advertising
Erica Austin and **Adrienne Muldrow**, Washington State

Discussant:
Julie Andsager, Tennessee

* Top Faculty Paper

** Top Student Paper

*** Second Place Faculty Paper

**** Third Place Faculty Paper

† Top Theory Paper

7 pm to 8:30 pm / 305

Business Session:
Members' Meeting

Moderating/Presiding:
Rosanne Scholl, Louisiana State

Saturday, August 9

9:15 am to 10:45 am / 329

Refereed Paper Research Session:
Relating with the Public: Probing Strategies for Corporate and Non-Profit Communications

Moderating/Presiding:
Karina Kim, Penn State

Measuring Perceptions of Stewardship Strategies: A Valid and Reliable Instrument
Geah Pressgrove, West Virginia

Better Communications in Crisis Communication
Husain Murad, Howard

Testing Multi-Group Measurement Invariance of Public Relations Leadership
Juan Meng, Georgia

Communicating with Key Publics in Crisis Communication: The Synthetic Approach to the Public Segmentation in CAPS (Communicative Action in Problem Solving)
Young Kim, Andrea Miller and **Myounggi Chon**, Louisiana State

Discussant:
Glenn Leshner, Missouri

12:45 pm to 2:15 pm / 358

Refereed Paper Research Session:
Expanding the Toolset: New and Reconsidered Methodological Techniques

Moderating/Presiding:
Alyssa Appleman, Penn State

A Quarter-century of Reliability in Communication Content Analyses: Simple Agreement and Chance-corrected Reliability in Three Top Journals
Jennette Lovejoy, Portland; **Brendan Watson**, Minnesota; **Stephen Lacy**, Michigan State and **Daniel Riffe**, North Carolina at Chapel Hill

Content Analysis and Computational Social Science: Rethinking a Method
Rodrigo Zamith and **Seth Lewis**, Minnesota

Disentangling the Impact of Centering on Collinearity in OLS Regression
Hanlong Fu, Salem State and **David Atkin**, Connecticut

Modeling Longitudinal Communication Data with Time Series ARIMA
Hanlong Fu, Salem State

Discussant:
Joerg Matthes, Vienna



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