

CT&M and PCIG to Offer Pre-Conference Workshop on Eye Tracking

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The annual AEJMC conference is still a few months away, but it's not too early to start planning for the August gathering.

This year's CT&M program will kick off with our annual methods pre-conference workshop, where we will be seeing the world through the audience's eyes. We are excited to announce that Dr. Glenn Cummins, Texas Tech University, will offer a workshop on the fundamentals of eye tracking.

The workshop will provide an overview of eye tracking, including applications of eye tracking in communication research, basic lab requirements and setup (including ways to justify costs), study designs, and an opportunity to gain some hands-on experience with calibration and data collection.

This workshop will be particularly relevant for scholars who are interested in examining visual attention to media in such contexts as advertising, health communication, political communication, entertainment, and more.

Cummins is Associate Dean for Research in the College of Media and Communication as well as director of the Communication Research Center at Texas Tech University. His research generally examines audience response to sports and entertainment media through the use of eye tracking, as well as dial testing and physiological response. Prior to his academic career, he worked as a television news producer, videographer, and editor.

The workshop is co-sponsored by the Political Communication Interest Group (PCIG) and also made possible by Taylor and Francis, the publisher of the CT&M division journal, *Communication Methods and Measures*.

The workshop will take place Sunday, August 5 from 1 p.m. – 5 p.m. The cost is \$40 for regular members and \$25 for students. Attendance will be limited this year, so register early to reserve your spot!



Dr. Glenn Cummins, Associate Professor and Associate Dean for Research in the College of Media and Communication at Texas Tech University, will be leading a pre-conference workshop on eyetracking at the 2018 AEJMC conference.

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CT&M Program in Washington, DC

ELIZABETH STOYCHEFF
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 VICE HEAD & PROGRAM CHAIR



The CT&M chairs and staff have organized an exciting slate of events in Washington, D.C. this year. The programming starts on Sunday, August 5, when we will continue our long-standing tradition of hosting a pre-conference advanced methods workshop with the Political Communication Interest Group. Led by Dr. Glenn Cummins (Texas Tech), this year's workshop will feature eye-tracking methods and how to obtain funding to set up an eye-tracking lab.

Each year, CT&M awards the Barrow Minority Scholarship to one promising new scholar, and this year, we deemed it appropriate to feature past and present awardees to reflect on how the scholarship contributes to diversity in the AEJMC and wider academic communities (August 6 at 5 p.m.).

We will be hosting two teaching panels this year, sponsored with Mass Communication & Society and

Media Management, Economics & Entrepreneurship Divisions. The first will feature expert panelists to advise on forming strong, lasting relationships between graduate students and graduate advisors (August 7). The second will discuss strategies for teaching data analytics (August 7).

Because this year's conference is in Washington, D.C., we will be taking advantage of the prestigious and prolific survey firms to provide a panel on best polling practices, co-sponsored with the Communication Technology division (August 8).

Our top paper awards will be featured in a "Best of CT&M" session immediately prior to our business meeting. Please plan to attend this panel on August 8.

We look forward to seeing you in Washington, D.C.!

Date	Time	Session Type	Description
Sunday, August 5	1:00 – 5:00 p.m.	Preconference Workshop with PCIG	Eye-tracking Workshop with Dr. Glenn Cummins
Monday August 6	10:00 – 11:30 a.m.	Refereed Research Panel	
	1:30 – 3:00 p.m.	Refereed Research Panel	
	5:00 – 6:30 p.m.	PR&F Panel with Minorities & Communication Division	The Barrow Minority Scholarship Award: Past, Present & Future
Tuesday, August 7	11:45 – 1:15 p.m.	Teaching Panel with Mass Communication & Society Division	Relationships between Grad Students and Advisors
	3:15 – 4:45 p.m.	Teaching Panel with Media Management, Economics & Entrepreneurship Division	Teaching Data Analytics
Wednesday, August 8	8:15 – 9:45 a.m.	PF&R Panel with CTEC	Best Polling Practices: Contemporary Polling & Reporting Methods among Industry Leaders
	3:30 – 5:00 p.m.	Scholar-to-Scholar Poster Session	
	5:15 – 6:45 p.m.	Refereed Research Panel	Best of CT&M – Award-winning papers
	7:00 – 8:30 p.m.	CT&M Members' Meeting	
Thursday, August 9	9:15 – 10:45 a.m.	Referred Research Panel	

Call for Papers: AEJMC 2018

JENNIFER HOEWE
 DEPARTMENT OF JOURNALISM &
 CREATIVE MEDIA
 UNIVERSITY OF ALABAMA
 RESEARCH CHAIR



The CT&M Division invites submissions of original research papers that advance the literature in mass communication theory, research methods, or both. CT&M welcomes both conceptual and empirical papers and is open to all methodological approaches, quantitative and qualitative.

Paper Competitions:

CT&M sponsors four paper competitions. Papers can be submitted to the open-call competition or the student paper competition. Any paper can also be considered for the theory paper competition or the method paper competition. Winners of all awards will be recognized in the conference program and at the 2018 CT&M members' meeting in Washington, DC.

CT&M strongly encourages 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. To be considered for the student paper competition, all authors must be students, and the author(s) must type "Student Paper Competition" in the upper right-hand corner of the first page of text.

CT&M also recognizes the top theoretical and methodological submissions to the division each year. Papers submitted to the theory and method paper competitions will also be considered for awards in the open-call and student competitions, as applicable. A theory paper may extend what is known about the current workings of a theory by including a data analysis section, or strictly extend the current

theory literature without including data. A method paper may discuss, develop, or apply measurement, statistical approaches, sampling techniques, or field methods that demonstrate research method innovation. To be considered for the theory paper competition, the author(s) must type "Theory Paper Competition" in the upper right-hand corner of the first page of text; to be considered for the method paper competition, the author(s) must type "Method Paper Competition" in the upper right-hand corner on the first page of text.

Requirements:

Please limit papers to no more than 25 pages (double-spaced) in length, excluding tables and references. Papers should follow APA style, have 1-inch margins, and use 12 point Times New Roman font. Please limit papers to a total of 35 pages total (including text, tables, and references). Refer to the AEJMC general paper call for this year's online submission guidelines. Also, 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 present 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 prior to the conference.



Image courtesy of AEJMC.org

Call for 2018 Barrow Minority Scholarship Applications

MING (BRYAN) WANG
 COLLEGE OF JOURNALISM &
 MASS COMMUNICATION
 UNIVERSITY OF NEBRASKA
 MEMBERSHIP CHAIR & BARROW
 SCHOLARSHIP CHAIR



Applications are now being accepted for the 2018 Barrow Minority Doctoral Student Scholarship. The scholarship includes a cash award and a free one-year membership in the Communication Theory and Methodology (CT&M) Division and the Minorities and Communication (MAC) Division of 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. 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 or ethnicity.

The award is sponsored by the CT&M Division and is made possible in part through contributions from the MAC Division, the Commission on the Status of Minorities, the Mass Communication and Society (MCS) Division, and personal donations.

Racial or ethnic 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 each candidate's capacity for making significant contributions to communication theory and methodology. To be considered for this scholarship, please provide the following: (1) a letter outlining research interests and career plans, (2) a curriculum vitae, and (3) two letters of recommendation. The letter and CV should be sent via email to Dr. Ming (Bryan) Wang, Barrow Minority Scholarship Chair, at mwang10@unl.edu. The letters of recommendation should be sent directly by the recommender to the same email address. Letters of recommendation may also be sent via regular mail to Dr. Ming (Bryan) Wang, 330 Andersen Hall, College of Journalism & Mass Communications, University of Nebraska-Lincoln, Lincoln, NE 68588-0443.

Submissions must be emailed (or postmarked) no later than May 1, 2018. Questions may be addressed to Dr. Wang at the email listed above. The scholarship will be awarded at the CT&M business meeting and the winner will also be recognized at the MAC luncheon at the 2018 AEJMC conference in Washington, D.C., August 6-9.

Call for Editor-in Chief of *Communication Methods and Measures*

Routledge Journals invites applications and nominations for the position of Editor-in-Chief of *Communication Methods and Measures*.

To apply for the position:

- Send a curriculum vitae and a short statement of interest in the position in which you also indicate your vision for the continued expansion of the journal.

To nominate someone for the position:

- Send the nominee's contact information and a brief description of qualifications.

Please send all applications and nominations to Melissa Gotlieb at melissa.gotlieb@ttu.edu by June 1, 2018.

Applicants will be reviewed by current leaders in the field, with the selection of an Editor-in-Chief expected by August 1, 2018. The three-year term of the named Editor-in-Chief will begin January 1, 2019. The position includes an honorarium.

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