Newsletter

Vol. 54, Issue 3
Summer 2021

MCS Program at the AEJMC Virtual Conference

by Masahiro Yamamoto,
MCS Division Head

We are in the process of finalizing the 2021 AEJMC conference programming. Like last year, this year's annual conference will be held virtually. As you can find later in this newsletter, we have an excellent slate of papers and panels. We are really excited about this year's MCS program.

The virtual conference will take place from August 4-7 in the Central Daylight Time. We will have a total of five refereed paper sessions and a total of six (two research, two teaching, and two PF&R) panels.
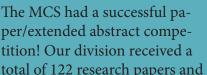
Shortly after our "Best of MCS" refereed paper session from 7:00-8:30 pm on Thursday, August 5, we will hold our business meeting at 8:45 pm. We will share what we have accomplished this past year and recognize all of our award winners.

After a year of exceptional circumstances caused by the global pandemic in 2020, this year has continued to be a time of challenges for all of us in both our personal and professional lives. On behalf of the MCS officers, I would like to say a big thank you to our members, paper reviewers, moderators, discussants, panelists, and presenters. Thank you all for your willingness to help and work with us. Without your support and professionalism, we could not make this conference happen.

We hope you can attend the great sessions amidst your busy schedules and enjoy exciting sessions at this year's virtual conference.

2021 MCS Top Paper Awards

by Xi Cui,
Research Committee Chair

The MCS had a successful paper/extended abstract competition! Our division received a total of 122 research papers and extended abstracts (1 was disqualified). 82 of them were faculty submissions and 40 of them were student submissions. A total of 55 papers were accepted for this year's annual conference presentation, with an overall acceptance rate of 45.45%. Special thanks to our faculty judges who volunteered their time to review papers.

Our top faculty paper award goes to "Informational, Infrastructural and Emotional Labor: The Extra Work in a News and Broadband Desert" by Nick Mathews (University of Minnesota) and Christopher Ali (Virginia University). The 2nd place faculty paper is "Jessica Jones: Exploring Marvel's Dark Anti-Hero and the Portrayal of Complex Women Characters" by Newly Paul and Gwendelyn Nisbett (University of North Texas). The 3rd place faculty paper is "Fake News in the Family: How Family Communication Patterns and Conflict History Affect the Intent to Correct Misinformation among Family Members" by Franklin Waddell and Chelsea Moss (University of Florida)

Our top student paper award goes to "The Mediated Classroom: A Grounded Theory Analysis of Live Streaming Media Affordance and Teaching Context Remodeling from The Perspective of Actor-Network-Theory" by Yefu Qian, Chen Li,

and Ruimin He (Shanghai Jiaotong University). The 2nd place student paper goes to "Cancel Culture and Its Underlying Motivations in Singapore" by Beerly Tan, Gabrielle Lee, Rachel Angeline Chua, and Charlyn Ng (Nanyang Technological University). The 3rd place student paper is "Women on-screen: Exploring the Relationship between Consumption of Female Talent Shows and Sexism, Internalization of Beauty Ideals, and Self-Objectification in China" by Yi Yang and Yunyi Hu (Chinese University of Hong Kong).

Students who submit a paper written for a class during the previous year are eligible for our Moeller Student Paper Competition. This year, the top Moeller award goes to "The New Media Normal: Survey-Based Study of COVID-19 Effects on Motivations to Consume Non-News Media" by Kate Steward (University of South Carolina). The 2nd place Moeller award goes to "Purpose vs. Mission vs. Vision: Persuasive Appeals and Components in Corporate Statements" by Alexis Fitzsimmons, Yufan Sunny Qin, and Eve Heffron (University of Florida).

Please come to our Best of MCS session on Thursday, August 5th from 7:00 to 8:30 pm (Central Daylight Time) to check out many of these award-winning papers and celebrate their accomplishments!

MCS Awards

by Celine Song Yunya, Awards Committee Chair

In addition to the standard paper competitions, the MCS has a number of research, teaching, and PF&R awards. As part of the Division's commitment to facilitating excellent research, MCS awards research grants. The first faculty project is "Reframing Journalist–Audience Relationship on Social Media: An Integrated Framework of Expectancy Violations and Social Identity Theories" by Shuning Lu (North Dakota State University) and Luwei Rose Luqiu (Hong Kong Baptist University). The second faculty project is "An Ecological Perspective to ICT-Enabled Disaster Support Networks in Multiethnic Communities" by Xinyan Zhao (University of North Carolina at Chapel Hill) and Wenlin Liu (University of Houston). The student award goes to Tamar Wilner (University of Texas at Austin) for the project titled, "Testing the Effects of News Literacy and News Economics Lessons on Key Epistemological Outcomes."

The winner of the MCS Dissertation Award is Chengyuan Shao (Communication University of Zhejiang) for the dissertation titled, "The Surveillance Experience of Chinese University Students and the Value of Privacy in the Surveillance Society."

The Promising Professor Awards honor new faculty and graduate students who demonstrate excellence and innovation in teaching. The 1st place faculty winner is Harrison Hove (University of Florida). The 2nd place is Chris Etheridge (Uni-

versity of Kansas). The 3rd place winner is Yen-I Lee (Washington State University). The 1st place student winter is Alexis Romero Walker (University of North Carolina at Chapel Hill). The 2nd place student winner is Stephanie Gibbons (Washington State University). The 3rd place student winner is Emily Buteau (University of North Dakota).

The MCS encourages the establishment of teaching scholarships by its recently initiated Teaching Ideas Competition. This year, the award goes to Lisa Farman (Ithaca College) and Dennis Charsky (Ithaca College).

The Professional Freedom and Responsibility Award recognizes excellence in research, teaching or service related to the five PF&R principles identified by AEJMC, namely the promotion of free expression; ethics; media criticism and accountability; racial, gender, and cultural inclusiveness; and public service. The award goes to Farnosh Mazandarani (University of North Carolina at Chapel Hill).

The MCS offers several other awards including the Distinguished Educator Award, the Service Learning Award, the Adjunct/Instructor Award, the Professional Award, and the Trayes Award, for which we did not receive any applications this year. We often hear about our members' excellent work in research, teaching, and PF&R and want it to receive the recognition it deserves. We strongly encourage you to consider applying for our awards next year!

2021 MCS Program

8/4, Wednesday

9:00 am –10:30 am

PF&R Panel with Community Journalism Interest Group
Radio as Resistance: Aesthetics, Culture and Information Intertwined

Moderating/Presiding: Brian J. Bowe, Western Washington / American in Cairo)

Panelists:
> Garrett McQueen, Trilloquy
> Eugene Thomas, WWOZ, New Orleans
> Sonja D. Williams, Howard
> Kyle Miller, South Dakota

11:00 pm – 12:30 pm

Refereed Paper Session
On misinformation and fact-checking: an empirical and theoretical imperative

Moderating/Presiding: Tamar Wilner, University of Texas, Austin

Attention Convergence and Narrative Coalescence: The Impact of the US Presidential Election on the Generational Gap in Online News Use
> Chris Chao Su, Boston University

Who Conducts Fact Checking and Does It Matter?: Examining the Antecedents and Consequences of Fact-checking Behavior in Hong Kong
> Stella Chia, City University of Hong Kong
> Fangcao Lu, City University of Hong Kong
> Al Gunther, University of Wisconsin-Madison

Avoiding real news, believing in fake news? Investigating pathways from fake news exposure to misbelief
> Edson Tandoc Jr., Nanyang Technological University
> Hye Kyung Kim, Nanyang Technological University

Misinformation and News Verification: Why Users Fact Check Suspect Content
> Erik Bucy, Texas Tech University
> Duncan Prettyman, Colorado Technical University

Do All Types of Warning Labels Work on Flagging Misinformation? The Effects of Warning Labels on Share Intention of COVID-19 Vaccine Misinformation
> Alexander Moe, SUNY Brockport

Discussant: Jay Hmielowski, University of Florida

1:00 pm – 2:30 pm

Research Panel with Public Relations Divisions
Information Patrolling: The Why and How Questions and Answers to Counteract Pseudo Information for Social Institutions

Moderating/Presiding: Homero Gil de Zúñiga, Pennsylvania State / University of Salamanca

Panelists:
> Alessandro Lovari, University of Cagliari
> Chong-hyun Park, Sejong University
> Hyelim Lee, Oklahoma
> Myoung-Gi Chon, Auburn

Luke A. Snyder, Oklahoma
Yu Won Oh, Myoungji University

Respondent: Jeong-Nam Kim, Oklahoma

5:00 pm – 6:30 pm

PF&R Panel with Commission on the Status of Women
Bridging the Communication Gap from Behind the (Digital) Mask

Moderating/Presiding: Alison Burns, North Texas

Panelists:
Tara Pixley, Loyola Marymount
Krishnan Vasudevan, Maryland
Karin Assmann, Georgia
Tracy Everbach, North Texas
Kim Fox, American University Cairo

Respondent: Newly Paul, North Texas

8/5, Thursday

9:00 am – 10:30 am

High Density Research Session: Politics and Mass Communication Theories in Contemporary Context

Theme 1: Political Information Consumption

Political news personalization and the third-person effect: Examining support for restrictions on audience data collection
Lisa Farman, Ithaca College

The Growing Influence of Political Ideology in Shaping Health Behavior in the United States
Mugur Geana, University of Kansas
Nathaniel Rabb, Brown University
Steven Sloman, Brown University

News literacy, conspiratorial thinking, and political orientation in the 2020 U.S. election
Seth Ashley, Boise State University
Stephanie Craft, University of Illinois at Urbana Champaign
Adam Maksl, Indiana University-Southeast
Melissa Tully, University of Iowa
Emily Vraga, University of Minnesota

Politically Contested Beliefs: Why Do Conservatives Tend to Have More Inaccurate Beliefs About COVID-19?
GyoHyun Koo, University of Texas - Austin
Tom Johnson, University of Texas - Austin
Taeyoung Lee, University of Texas - Austin
Chenyan Jia, University of Texas – Austin

Theme 2: Priming, framing, and agenda-setting in new context

Influencing the agenda: The role of conservative figures in melding media agendas for social media communities
Burton Speakman, Kennesaw State University
Marcus Funk, Sam Houston State University

Media Mistrust and the Meta-Frame: Collective Framing of Police Brutality Evidence Reporting on YouTube
Richard Canevez, University of Hawaii at Manoa
Moshe Karabelnik, University of Hawaii at Manoa
Jenifer Sunrise Winter, University of Hawaii at Manoa

When does the Past Colonial Memory Plug into Nationalism? Information and Media's Priming of Anti-Japan Nationalism in South Korea and China
> Jisoo Kim, University of Wisconsin-Madison
> Gaofei Li, University of Wisconsin-Madison
> Xining Liao, University of Wisconsin-Madison
> Hernando Rojas, University of Wisconsin-Madison

Linguistic Attribution Framing: A Linguistic Category Approach to Framing Crisis
> Xiaochen Zhang, University of Oklahoma
> Jonathan Borden, Kansas State University

The new yellow peril: Priming news context on attitudes towards Asian models, and brands
> Lincoln Lu, University of Florida
> Franklin Waddell, University of Florida

The Labeling Experiment: Examining the Differential Effects of Equivalent Labels on Individuals' Associations toward Immigrants
> Juliana Fernandes, University of Florida
> Moritz Cleve, University of Florida

Discussants:
> Yingying Chen, University of South Carolina
> Catherine Luther, University of Tennessee, Knoxville
> Yicheng Zhu, Beijing Normal University

11:00 am – 12:00 pm

Teaching Panel with Internships and Careers Interest Group
Need A Job: Getting Your First Job After Graduate School

Moderating/Presiding: Kevin D. Williams, Mississippi State

Panelists:
> Kevin D. Williams, Mississippi State
> Jennifer Greer, Kentucky
> Jisu Huh, Minnesota
> John Chapin, Pennsylvania State Beaver
> Cessna Winslow, Tarleton State

5:00 pm – 6:30 pm

Research Panel with Minorities and Communication Division
BLM: How PR, Advertising, and Journalism Benefit from the Conflict

Moderating/Presiding: Sidney Dillard, DePaul

Panelists:
> Alyssa Richardson, Southern California
> Maria De Moya, DePaul
> Candice Edrington, High Point

7:00 pm – 8:30 pm

Refereed Paper Session
Best of MCS

Moderating/Presiding: Xi Cui, College of Charleston

Informational, Infrastructural and Emotional Labor: The Extra Work in a News and Broadband Desert
> Nick Mathews, University of Minnesota
> Christopher Ali, University of Virginia

Jessica Jones: Exploring Marvel's Dark Anti-Hero and the Portrayal of Complex Women Characters
> Newly Paul, University of North Texas

Gwendelyn Nisbett, University of North Texas

Fake News in the Family: How Family Communication Patterns and Conflict History Affect the Intent to Correct Misinformation among Family Members
Franklin Waddell, University of Florida
Chelsea Moss, University of Florida

The Mediated Classroom: A Grounded Theory Analysis of Live Streaming Media Affordance and Teaching Context Remodeling from The Perspective of Actor-Network-Theory
Yefu Qian, Shanghai Jiaotong University
Chen Li, Shanghai Jiaotong University
Ruimin He, Shanghai Jiaotong University

Cancel Culture and Its Underlying Motivations in Singapore
Beverly Tan, Nanyang Technological University
Gabrielle Lee, Nanyang Technological University
Rachel Angeline Chua, Nanyang Technological University
Charlyn Ng, Nanyang Technological University

Discussant: Mike Schmierbach, Penn State

8:45 pm – 10:15 pm

Divisional Members' Meeting
Moderating/Presiding: Masahiro Yamamoto, University at Albany

8/6, Friday

9:00 am – 10:30 am

Teaching Panel with Electronic News Division
Problems or Possibilities? Pedagogical Approaches to Teaching Skills Courses Online in a Pandemic

Moderating/Presiding: Lee Hood, Loyola-Chicago

Panelists:
Neal Bennett, Rutgers
Dean Cummings, Georgia Southern
Steve Hayes, Georgia State
Shaina Holmes, Syracuse
Julian Rodriguez, Texas-Arlington
Angeline J. Taylor, Arizona State

5:00 pm – 6:30 pm

Refereed Paper: Scholar-to-Scholar

Theme 1: From the media producers' perspectives

Unprecedented Times: How Journalists Coped with the Emotional Impact of Covering the COVID-19 Pandemic
Gretchen Hoak, Kent State University

Identity for Sale: Authenticity, Commodification, and Agency in YouTube Influencers
Aysha Vear, University of Maine
Judith Rosenbaum, University of Maine

Science Podcasters and Centering Fairness in Content Creation
Shaheen Kanthawala, University of Alabama
Shupei Yuan, Northern Illinois University
Tanya Ott-Fulmore, Mercer University

Theme 2: News use during the pandemic

"Infodemic" amid the pandemic: Social media news use, homogeneous discussions, self-perceived media liter-

acy, and misperceptions
>   Yan Su, Washington State University
>   Porismita Borah, Washington State University
>   Xizhu Xiao, Qingdao University, China

News in the Time of Corona: Institutional trust, collective narcissism, and the role of individual experiences in perceptions of COVID-19 coverage
>   Ivy Ashe, University of Texas - Austin
>   Ryan Wallace, University of Texas - Austin
>   Ivan Lacasa-Mas, Universitat Internacional de Catalunya
>   Elyse Huang, University of Texas - Austin

Why and How People Avoid News during the Coronavirus Pandemic: An Analysis of News Repertoire
>   Chang Sup Park, SUNY Albany
>   Barbara Kaye, University of Tennessee - Knoxville

The New Media Normal: Survey-based study of COVID-19 Effects on Motivations to Consume Non-News Media
>   Kate Stewart, University of South Carolina

Theme 3: Presumed media influence

My Pandemic News is Better Than Yours: Audience Perceptions of Early News Coverage About Covid-19
>   Mallory Perryman, Virginia Commonwealth University

Public buying behaviors during the COVID-19 pandemic: Presumed media influence and the spillover effects of SARS
>   Tong Jee Goh, Nanyang Technological University
>   Shirley Ho, Nanyang Technological University

The media affect them, but not me: Veteran and civilian perceptions of news coverage about U.S. military veterans
>   Scott Parrott, University of Alabama
>   David L. Albright, University of Alabama
>   Nicholas Eckhart, University of Alabama
>   Kirsten Laha-Walsh, University of Alabama

Determination of the Factors Influencing the Third-Person Effects in Health and Environmental Concerns
>   Jessica Shaw, Louisiana State University
>   Soojin Kim, Louisiana State University
>   Yongick Jeong, Louisiana State University

Theme 4: Messaging for effective communication

What Remains? The Relationship between Counterfactual Thinking, Story Outcome, Enjoyment, and Emotion in Narratives
>   Di Cui, Arkansas Tech University

The Effects of Nudges on Social Media Users in the Context of COVID-19 Fake News
>   Wen Xuan Hor, Nanyang Technological University
>   Rui Yan Leo, Nanyang Technological University
>   Xin Jie Tan, Nanyang Technological University
>   Agnes Yeong Shuan Chai, Nanyang Technological University

The interplay of narrative versus statistics messages and misperceptions on COVID-19 vaccine intention
>   Porismita Borah, Washington State University
>   Xizhu Xiao, Washington State University
>   Yan Su, Washington State University

Effective Health Risk Communications: Lessons Learned about COVID-19 Pandemic through the Lens of Practitioners
>   Taylor Voges, University of Georgia
>   LaShonda Eaddy, Southern Methodist University

Shelley Spector, Museum of Public Relations
Yan Jin, University of Georgia

Getting Inspired by Fitspiration Posts: Effects of Picture Type, Numbers of Likes and Inspiration Emotions on Workout Intentions
Yuan Sun, Penn State University
Nicholas Eng, Penn State University
Jessica Myrick, Penn State University

Theme 5: Media effects, for good or bad

Media Consumption, Attitudes, and #BlackLivesMatter on the Ground, Court and Field
Danielle Kilgo, University of Minnesota
Rachel Moura, Michigan State University
Tania Ganguli, University of Minnesota

Women on-screen: Exploring the relationship between consumption of female talent shows and sexism, internalization of beauty ideals, and self-objectification in China**
Yi Yang, Chinese University of Hong Kong
Yunyi Hu, Chinese University of Hong Kong

Porn and Consent: The relationship between college students' pornography consumption, perception of realism, and sexual consent intentions
Niki Fritz, Indiana University

Learning by doing: The potential effect of interactivity on health literacy
Natasha Strydhorst, Texas Tech University
Sava Kolev, Texas Tech University
Philippe Chauveau, Texas Tech University
Eric Milman, Texas Tech University

Theme 6: The meanings behind the messages

New Cuban-American narratives about the homeland: Moving away from traditional storylines shared by "hardliners" via Twitter
Maria DeMoya, DePaul University
Vanessa Bravo, Elon University

Purpose vs. Mission vs. Vision: Persuasive Appeals and Components in Corporate Statements
Alexis Fitzsimmons, University of Florida
Yufan Sunny Qin, University of Florida
Eve Heffron, University of Florida

Swapping Insults, Neglecting Policy: How U.S. Presidential Candidates Communicate About Mental Health
Scott Parrott, University of Alabama
Hailey Grace Allen, UNC - Chapel Hill

From "OK Boomer" to "Boomer Remover": A Critical Examination of Ageist Memes by Meme Factories
Si Yu Lee, Nanyang Technological University
Jasmon Wan Ting Hoh, National University of Singapore

When In Doubt, Blame China: A Qualitative Analysis of Conservative Coronavirus Content on Reddit
Jeffrey Riley, Georgia Southern University

Theme 7: How we use media technologies: from fitness to parenting

Fit Bodies that Inspire? A Qualitative study exploring perceptions of and motivations for interacting with Fitspiration content on social media
Roxanne Vos, Radboud University
Serena Daalmans, Radboud University

Media Parenting Styles: A Typology of Parental Guidance of Electronic Media Use
Sarah Fisher, University of Florida

Exploring the Information Authentication Acts of Experts, Environmentalists, and the Public in Southeast Asia

    Agnes Chuah, Nanyang Technological University
    Shirley Ho, Nanyang Technological University
    Edson Tandoc Jr., Nanyang Technological University
    Peihan Yu, Nanyang Technological University

In AI we trust: The interplay of media attention, trust, and partisanship in shaping emerging attitudes toward artificial intelligence

    Shiyu Yang, University of Wisconsin-Madison
    Nicole Krause, University of Wisconsin-Madison
    Luye Bao, University of Wisconsin-Madison
    Mikhaila Calice, University of Wisconsin-Madison
    Todd Newman, University of Wisconsin-Madison
    Michael Xenos, University of Wisconsin-Madison
    Dietram A. Scheufele, University of Wisconsin-Madison
    Dominique Brossard, University of Wisconsin-Madison

Discussants:
    Ngozi Akinro, Texas Wesleyan University
    Frank Waddell, University o Florida
    Alexander Moe, SUNY Brockport
    Chris Chao Su, Boston University
    Kalyani Chadha, Northwestern University
    Alec Tefertiller, Baylor University
    Li Chen, West Texas A&M University
    Newly Paul, University of North Texas
    Xi Cui, College of Charleston

8/7, Saturday

12:30 pm – 2:00 pm

Refereed Research Session: Examining social media's omnipresent influences

Moderating/Presiding: Christina Najera, Texas Tech

A content analysis of alcohol posts from adolescents, brands, influencers, and celebrities in Facebook and Instagram's persistent and ephemeral messages

    Sofie Vranken, KU Leuven
    Sebastian Kurten, KU Leuven

How do NPOs effectively engage with publics on social media? Examining the effects of interactivity and emotion on Twitter

    Yafei Zhang, West Texas A&M University
    Chuqing Dong, Michigan State University
    Yuan Daniel Cheng, University of Minnesota – Twin Cities

Pornography Addiction and Social Media: An exploratory study on the impact of social media on the road to porn abstinence

    Débora Martini, University of Colorado - Boulder
    Harsha Gangadharbatla, University of Colorado - Boulder

Change is the only constant: Young adults as platform architects and the consequences for news

    Kjerstin Thorson, Michigan State University
    Ava Francesca Battocchio, Michigan State University

Social Media Use Intensity and Privacy Concerns: The Implications for Social Capital

    Iveta Imre, University of Mississippi
    Jason Cain, University of Mississippi

Discussant: Louisa Ha, Bowling Green State University

Mass Communication and Society
Division Officers

Masahiro Yamamoto, Head
University at Albany, SUNY
myamamoto2@albany.edu

Kalyani Chadha, Vice Head
Northwestern University
kalyani.chadha@northwestern.edu

Fan Yang, Vice Head Elect
University at Albany, SUNY
fyang@albany.edu

Nan Yu, Outgoing Head
University of Central Florida
Nan.Yu@ucf.edu

Xi Cui,
Research Committee Chair
College of Charleston
cuix@cofc.edu

Alec Tefertiller,
Research Committee Associate
Chair
Baylor University
Alec_Tefertiller@baylor.edu

Terri Hernandez,
Midwinter Committee Chair
Mississippi State University
thernandez@comm.msstate.edu

Ruoxu Wang,
Midwinter Committee Associate
Chair
University of Memphis
rwang4@memphis.edu

Brian Bowe,
PF&R Committee Chair
Western Washington University
boweb@wwu.edu

Andrew Shumway,
PF&R Committee Associate Chair
York College of Pennsylvania
andrewshumway@hotmail.com

Dean Cummings,
Teaching Committee Chair
Georgia Southern University
dcummings@georgiasouthern.edu

Jian Rui,
Teaching Committee Associate
Chair
South China University of Technol-
ogy
ruijian@scut.edu.cn

Celine Song Yunya,
Awards Committee Chair
Hong Kong Baptist University
yunyasong@hkbu.edu.hk

Juan Liu,
Awards Committee Associate Chair
Columbus State University
liu_juan@columbusstate.edu

Shana Meganck,
Communication/Social Media
Committee Chair
James Madison University
megancsl@jmu.edu

Liang Chen,
Communication/Social Media
Committee Associate Chair
Sun Yat-sen University, China
chenliang7@mail.sysu.edu.cn

Hyerim Jo,
Secretary/Newsletter Editor
University at Albany, SUNY
hjo2@albany.edu

Kix Patterson, Webmaster
University of Memphis
Kix.Patterson@memphis.edu

Christina Najera,
Graduate Student Liaison
Texas Tech University
Christina.j.najera@ttu.edu