



AEJMC 2021 Annual Report
Mass Communication and Society (MCS) Division
Covering the Period of October 1, 2021 to September 30, 2022

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2. Weighting the Division's activities for this year

The Mass Communication and Society Division (MCS) aims to balance our in-convention and out-of-convention activities regarding Research, Teaching, and PF&R evenly. Below is a summary of our activities relative to each area. For a more detailed account of these activities, please read the following sections devoted to Research, Teaching, and PF&R. The Division has worked consistently to promote all three areas.

- We have ensured that at least one newsletter article addressed each of the three articles.
- We have ensured that we have multiple awards available in each area for faculty, students and professionals: 5 for Research, 5 for Teaching, and 3 for PF&R.
- We have co-sponsored equal numbers of panels in the three areas, 2 for research, 2 for teaching, and 2 for PF&R.
- We have scheduled in the past (pre-pandemic) one off-site visit emphasizing PF&R. This demonstrates our efforts in strengthen the division's PF&R emphasis.
- There is likely a greater emphasis on research because of the refereed paper competitions and sessions that take place during the midwinter and annual conventions.

Based on these activities, I believe this year we the following breakdown of the three areas:

- 50% Research
- 25% PF&R
- 25% Teaching

Reflection:

Research always receives more weight than teaching and PF&R given the nature of our conference-related activities (refereed paper sessions and our extensive involvement in the midwinter conference). Although this emphasis on research is likely to continue, we can and should think of ways to increase our involvement in teaching and PF&R through programming panels that emphasize the integration of research and teaching and/or PF&R as research informs teaching students and trains future professionals. The fact that we have division awards for teaching and PF&R areas denotes our goal to emphasize all three areas.

3. Goals

My primary goals and the extent to which they were achieved are outlined below.

- **Focus on support for graduate students**

During 2021-2022, supporting graduate students was a primary focus for me. I worked with our division's graduate liaison to develop a survey that sought to elicit the concerns and challenges faced by graduate students. We launched this survey in partnership with GSIG. Based on the results, we organized a panel in May 2022 where five faculty from universities spoke and answered questions on research and publishing. The panel was well-attended and we plan to hold a second panel on networking in late July prior to the AEJMC conference in Detroit as well as a potential event at the conference where graduate students can seek advice from faculty members. In addition, MCS will also be sponsoring snacks for graduate students

at the conference. The division will also provide funds for the Inez Kaiser Graduate Student Award while also continuing to support the Barrow Minority Doctoral Award.

- **Examine budget to ensure that the Division was making effective use of its funds**
While I was mindful of the need to maintain the division's stable financial situation, I also sought to bolster areas where further financial support was required. In this regard, I supported an increase in the funding for the graduate student who works on the division's journal as well as the addition of a fourth associate editor to help deal with the growing number of submissions. In addition, the division will be holding a social and awards luncheon at the conference and will also be providing swag items to members who attend the conference.
- **Increase applications for less well-known awards**
We attempted to increase the number of applications for our Division's newer awards through newsletters, email campaigns, and social media posts. Whereas we received applications for the Teaching Ideas Competition and Professional Freedom and Responsibility Award, we failed to garner applications for other teaching and PF&R awards such as the Distinguished Educator Award, the Service Learning Award, and the Professional Award. We would need to think of other ways to do so such as directly reaching out to communication departments.
- **Ensuring panel diversity**
The Division made efforts to program research, teaching, and PF&R panels with diversity in mind. At the program level, we programmed two panels in collaboration with the Minorities and Communication Division and the Commission on the Status of Women that addressed issues of diversity. When we solicited proposals, we asked our members to keep a diversity of panelists in mind. As a result, the panels overall included participants of diverse backgrounds.
- **Engaging with Division members.** Using our Division's listserv and social media channels, I distributed a variety of messages to our members including newsletters, job openings, award opportunities, conference deadlines, and calls for special journal issues. We also used our social media pages during the midwinter conference to post about each research session.

Goals for the upcoming year:

- **Examine budget to ensure that while the division remains financially healthy, it also makes effective use of existing funds to support members.** In the upcoming year, the division will examine the amount of money coming in through our various sources of revenue along with our expenditures. The goal is to ensure stability but also ensure that we are actively supporting our members, both faculty and students, through different types of awards and other opportunities.
- **Increase applications for newer awards.** While we received a good number of submissions for research and promising professor awards, some of the other awards including adjunct/instructor, service-learning, and teaching ideas competition awards received no submissions. We need to increase our members' awareness of these awards by highlighting them in our communication and social media initiatives and also offer frequent reminders as the deadlines approach.
- **Clarify award eligibility.** MCS membership is required in order to be eligible for many of our Division's awards, including research and promising professor award. This requirement should be clarified. We also need to develop a policy to deal with situations where applicants are not members of our Division at the time of submission as well as in cases where the first author of a multi-authored submission is an MCS member. We need to address such issues to better serve our Division members.

- **Inform and engage Division members.** To ensure that existing members renew their membership and to attract new members to the Division, we should communicate frequently with the membership and alert them to the various opportunities and benefits offered by the Division.
- **Focus on diversity and inclusion.** This is a fundamental goal and we need to find ways to enhance diversity and inclusion in a meaningful and actionable manner. In order to do so we should engage in greater collaboration with other divisions such as MACD and CSW and the LGBTQ interest groups, monitor panels and other programming to ensure participant diversity and find ways to encourage members of under-represented minorities to engage with the Division.

How the Standing Committees can help to achieve goals in the coming year:

- **Examine budget to maintain existing money held by division.** The standing committee will help to put together documents to calculate the Division's expenditures each year. The division head will work with AEJMC who take care of our budget to determine how much money comes into the Division each year. Any changes to increase (or decrease) expenditures will be implemented by members of the standing committee.
- **Increase applications for newer awards.** Individual committees will develop and disseminate communication messages highlighting key details of their respective awards (e.g., eligibility, requirement materials deadlines). The communication/social media committee will help promote our awards to Division members.
- **Clarify award eligibility.** The standing committee will review the eligibility of our awards and determine how to implement any necessary changes.
- **Ensure panel and other types of diversity and inclusion.** The standing committee will highlight the importance of diversity when soliciting panel proposals from our Division members and prioritize those that embrace diverse voices, viewpoints, and backgrounds.
- **Inform and engage Division members.** The standing committee will actively disseminate any information relevant and useful to our Division members in timely manners via our website, newsletters, emails, and social media.
- **Promote MCSD community on AEJMC Community.** The Central Office has launched its centralizing platform "AEJMC Community" that offers a centralized hub for all divisions and interest groups to communicate with their members. In the upcoming year, we will work to raise our members' awareness of this platform, encourage our members to create their accounts, and utilize the functions of the platforms for our divisions' activities including but not limited to releasing newsletters, announcements, and hosting meetings.

4. Diversity and Inclusion

This past year, we made conscious efforts to program diverse research, teaching, and PF&R panels. We programmed one research panel with the Gay, Lesbian, Bisexual, Queer Interest group. When we solicited proposals, we emphasized the need for a diversity of voices, perspectives, and experiences in order to make panels dynamic, engaging, and relevant to a range of individuals.

Research

In 2022, there were a total of 129 papers submitted to MCS. Of the 129 completed uploads, 15 papers were disqualified; four were disqualified for having clear identifying information within the body of the text, one was disqualified as the third full paper submitted from the same author to the division, one extended abstract was disqualified for not meeting the format or length requirement, and nine full papers were disqualified for exceeding the division's 30-page limit. A total of 65 papers were accepted and 49 were rejected, with an overall acceptance rate of 50.39% (65/129, including the disqualified papers).

5. Any other type of referred competition conducted

Moeller student competition: number of submissions = 6 (5 full papers, 1 extended abstract); number of acceptances = 3; 50.0%. (disqualified = 1, rejected = 2)

6. Faculty research competition

Number of faculty research paper submissions = 89 (61 full papers, 28 extended abstracts); number of acceptances = 51; 57.3% (51/89) (disqualified = 8, rejected = 30)

7. Student research competition

Number of student research paper submissions = 34 (22 full papers, 12 extended abstracts); number of acceptances = 11; 32.35% (11/34) (disqualified = 6, rejected = 17)

8. The competition and the selection process.

Student Competition: Graduate and undergraduate students are invited to submit original research regarding any topic related to mass communication and society. For a paper to be considered for a student paper award, all of the authors must be students. The paper must be submitted to the Student Competition category online. A faculty member as co-author automatically moves the paper to the Open Competition.

Moeller Student Paper Competition: Students who submit a paper written for a class during the previous year are eligible for the Mass Communication and Society Moeller Competition. Moeller Competition papers were nominated by the faculty member who taught the class, who sent a letter or e-mail verifying that the paper was completed for a class. Papers submitted for the Moeller Competition must clearly note the competition on the title page.

Open/faculty Competition: All other papers submitted to the Division are reviewed in the Open Competition.

Each paper was rank-ordered by the raw scores they received. Following AEJMC's recommendation, we counted down this list to select appropriately 50% of the papers.

9. Judges

Total # of judges = 85; 4.17 papers/extended abstract (non-disqualified) per judge

About 34% of judges (29) reviewed 3-4 full research papers and no extended abstracts, 14% (12) reviewed three full papers and one extended abstract, and 35% (30) reviewed two full papers and 3-4 extended abstracts. Finally, 17% of judges (14) also submitted papers to the division, and per division guidelines, were unable to review in the open and student competitions. They were assigned to review the Moeller submissions (1-2 full papers each). About five judges did not complete their reviews by the deadline, and their reviews were assigned to division officers.

10. Overview of judging process.

Research papers were reviewed and judged on the following 5-point scale.

For Extended Abstract:

<i>Criterion Title/Description</i>	<i>Scale</i>		
The purpose of the paper is stated clearly.	Scale	Value	Description
	Min:	1	Highly Disagree
	Max:	5	Highly Agree
The literature review is appropriate.	Scale	Value	Description
	Min:	1	Highly Disagree
	Max:	5	Highly Agree
The theoretical argument is clear and of high quality.	Scale	Value	Description
	Min:	1	Highly Disagree
	Max:	5	Highly Agree
The research method or approach is described clearly.	Scale	Value	Description
	Min:	1	Highly Disagree
	Max:	5	Highly Agree
The choice of method or approach is appropriate.	Scale	Value	Description
	Min:	1	Highly Disagree
	Max:	5	Highly Agree
There is sufficient evidence presented to show progress in analysis related to the purpose of the paper.	Scale	Value	Description
	Min:	1	Highly Disagree
	Max:	5	Highly Agree
The preliminary results or conclusions support the purpose of the paper.	Scale	Value	Description
	Min:	1	Highly Disagree
	Max:	5	Highly Agree
There is evidence and promise that the paper will be completed by the conference.	Scale	Value	Description
	Min:	1	Highly Disagree
	Max:	5	Highly Agree
This paper is relevant to the focus of the division.	Scale	Value	Description
	Min:	1	Highly Disagree
	Max:	5	Highly Agree

	Min:	1	Highly Disagree
	Max:	5	Highly Agree
The subject represents a significant direction for journalism and mass communication research.	Scale	Value	Description
	Min:	1	Highly Disagree
	Max:	5	Highly Agree
The paper considers how phenomena examined in the study may be extended across contexts (such as geographies, populations, or communities).	Scale	Value	Description
	Min:	1	Highly Disagree
	Max:	5	Highly Agree
Ideas are expressed clearly.	Scale	Value	Description
	Min:	1	Highly Disagree
	Max:	5	Highly Agree
Overall rating and evaluation 1=poor 2=marginal 3=good 4=very good 5=excellent	Scale	Value	Description
	Min:	1	Poor
	Max:	5	Excellent

For full papers:

<i>Criterion Title/Description</i>	<i>Scale</i>		
The purpose of the paper is stated clearly.	Scale	Value	Description
	Min:	1	Highly Disagree
	Max:	5	Highly Agree
The literature review is appropriate.	Scale	Value	Description
	Min:	1	Highly Disagree
	Max:	5	Highly Agree
The theoretical argument is clear and of high quality.	Scale	Value	Description
	Min:	1	Highly Disagree

	Max:	5	Highly Agree
The research method or approach is described clearly.	Scale	Value	Description
	Min:	1	Highly Disagree
	Max:	5	Highly Agree
The choice of method or approach is appropriate.	Scale	Value	Description
	Min:	1	Highly Disagree
	Max:	5	Highly Agree
The evidence is strong and related to the purpose of the paper.	Scale	Value	Description
	Min:	1	Highly Disagree
	Max:	5	Highly Agree
The results or conclusions are related directly to the purpose of the paper.	Scale	Value	Description
	Min:	1	Highly Disagree
	Max:	5	Highly Agree
The evidence supports the conclusions.	Scale	Value	Description
	Min:	1	Highly Disagree
	Max:	5	Highly Agree
This paper is relevant to the focus of the division.	Scale	Value	Description
	Min:	1	Highly Disagree
	Max:	5	Highly Agree
The subject represents a significant direction for journalism and mass communication research.	Scale	Value	Description
	Min:	1	Highly Disagree
	Max:	5	Highly Agree
The paper considers how phenomena examined in the study may be extended across contexts (such as geographies, populations, or communities).	Scale	Value	Description
	Min:	1	Highly Disagree

	Max:	5	Highly Agree
Ideas are expressed clearly.	Scale	Value	Description
	Min:	1	Highly Disagree
	Max:	5	Highly Agree
Overall rating and evaluation 1=poor 2=marginal 3=good 4=very good 5=excellent	Scale	Value	Description
	Min:	1	Poor
	Max:	5	Excellent

Furthermore, each reviewer was asked to provide comments to the division and the author(s) about the submission. However, comments were not required for completion of review.

Reviewers and discussants were mainly recruited by sending reviewer recruitment emails to MCS division members, those who reviewed for the division in 2020 and/or 2021, and those who submitted a paper in 2021. Those who agreed to review for the division did so by completing a brief survey to indicate their areas of research and methods to match papers with their expertise. They were also asked whether they would be willing to serve as discussant and/or moderator for refereed research sessions.

11. In-conference activities related to research.

We have 5 research sessions for the paper competition (1 high density, 1 poster, and 3 paper presentation sessions). The best of our competitive papers are recognized with plaques for first place, certificates for second and third place, free conference registration for authors underwritten by the Division in addition to the three free registrations for student paper winners provided by AEJMC, and monetary awards. First place papers receive \$250; second place receives \$150; third receives \$75. The highest-ranking papers are chosen from our three paper competitions: open, student, and Moeller. The winners are as follows:

Open Competition

1st Place: Reading Prosocial Content in Books and Adolescents' Prosocial Behavior: From a Developmental Perspective

Pengya Ai, Nanyang Technological University
Wu Li, Shanghai Jiao Tong University
Liuning Zhou
Ga Ryeong Kim, University of Southern California

2nd Place: Opinion Extremity Predicted by Media Exposure, Information Processing Mode, and Issue Sophistication regarding U.S.-China Trade Dispute

Yaxin Dai, Beijing Foreign Studies University
Xigen Li, Shanghai University

3rd Place: Down for a Lockdown? Understanding Lockdown Preparedness through a Social Vulnerability Perspective

Zhang Hao Goh
Edson Tandoc Jr, Nanyang Technological University

Student Competition

1st Place: **Defining, validating and testing news skepticism: A news literacy approach**

Tamar Wilner
Gyo Hyun Koo
Cameron McCann, University of Texas at Austin

2nd Place: **A Study on Digital Inclusion of Chinese Rural Older Adults from a Life Course Perspective**

Ruimin He, Shanghai Jiao Tong University
Huan Zhang, Communication University of China

3rd Place: **Pro-Mask or Anti-Mask? A Content Analysis of Online News about the COVID-19**

Xinxia Dong
Yi Yin Leong, University at Buffalo

Moeller Competition

1st Place: **Moralization in Polarized Debate on COVID-19 Vaccination: Human-AI Collaborative Analysis of Tweets**

Ali Zain, University of South Carolina

2nd Place: **Building a Sexsustainable future: Pornhub, CSR, and the anti-sustainability heterosexual male**

Patrick Johnson, University of Iowa

3rd Place: **Predicting potential adoption of risky vaping behaviors among college students using the variables of framing and perceived behavioral control**

Carl Ciccarelli, University of South Carolina

In addition to rewarding our authors, the Division also honors our research paper reviewers. One reviewer is selected by our Research Committee to receive a certificate and \$250 for being the top reviewer. This year we honored Li Chen from West Texas A&M University for providing the most thorough, helpful, and timely reviews of all our judges. The Division also picks two random reviewers to receive free conference registration as a way to thank our volunteer judges.

This year we selected Yingying Chen from the University of South Carolina and William Kinnally from the University of Central Florida.

We have two research panels for the 2022 conference.

Mass Communication and Society Division and Broadcast and Mobile Journalism Division

Research Panel Session

Using Research to Inform Journalistic Practice: Hurdles and Opportunities

Moderating/Presiding

Tamar Wilner, Doctoral Candidate, University of Texas

Panelists

Valérie Bélair-Gagnon, University of Minnesota

Seth Lewis, University of Oregon

Letrell Crittenden, American Press Institute

Jane Elizabeth, Consult Creative LLC

Sarah Scire, Nieman Lab

This panel will address the crucial question about how researchers and journalists can better work together towards shared aims and the formation of a loose community of practice, which will work to develop and enact those ideas.

Mass Communication and Lesbian, Gay, Bisexual, Transgender & Queer Interest Group

Masculinities in the Media: Current Research Trends of Masculinity in Pop Culture Entertainment

Moderating/Presiding

Nathian Rodriguez, San Diego State University

Panelists

Patricia Davis, Northeastern University

Marc Ouellette, Old Dominion University

Kelly M. O'Donnell, University of Pittsburgh

This panel will encompass a variety of methodological approaches to examining current research trends of representations, as well as repercussions, of masculinity in pop culture entertainment.

12. Out-of-conference activities related to research

The Research Committee contributes articles to our newsletter (published three times a year).

MCS sponsors an extremely popular and well-regarded journal, *Mass Communication and Society*, which publishes 6 issues per year.

MCS offers Research Awards (\$10,000 for two faculty-led research proposals and \$5,000 for one graduate student-led research proposal) to initiate their proposed research projects. These awards are competitive funding opportunities that are judged as an out-of-convention activity, while the winner is presented with their award during conference.

MCS Research Award

As part of the Division's commitment to facilitating excellent research, MCS has awarded research grants of up to \$5,000. In 2011, MCS doubled the award to \$10,000. In 2015, MCS doubled the amount of money again and now awards two proposals \$10,000. In addition, as of 2015 MCS also awards one student application a \$5,000 award. For all of these projects, any topic that advances mass communication research, especially at the societal or

macro-social level, is eligible for the award. Proposals must emphasize the interaction with society and fit with the Division's mission. All methods, whether qualitative or quantitative, are welcomed. Any member of the Division who is currently teaching, researching or studying mass communication full-time is eligible. Members of the MCS executive committee or the selection committee are ineligible to apply.

The winner/s are recognized at the MCS business meeting during the national conference. The funded research must be submitted to our Division journal, Mass Communication and Society, for review within two years of receiving the award. Winners will receive half of the award at the business meeting and the other half upon submission to the journal. Because AEJMC has decided to turn the 2021 convention into a virtual conference, winners will be recognized via our listserv and during the division’s members’ business meeting (virtually).

Those not completing the project in two years from the date of award become ineligible for the additional funding; however, the journal still has first right of refusal on the research project. In accordance with the Division bylaws, proposals will be reviewed by a committee composed of the current Division Head, the immediate past Head, and the journal editor. The research chairs will announce the winner at the Division's awards luncheon during the national conference.

This year we had 15 applications for the faculty award and 14 application for the student award. The first faculty 2022 MCS Research Awards was awarded to Sangwon Lee (New Mexico State University), for their project “No need to be informed to participate: Rethinking the virtuous circle hypothesis in a social media environment.” The second was awarded to Yan Huang (University of Houston) and Weirui Wang (Florida International University) for their project “A Cognitive and Social Normative Perspective: Understanding Confirmation Bias in Misbelief Correction on Social Media.” The student award went to Taeyoung Lee (University of Texas at Austin) for the project “Learning from Corrective Information: The Role of Corrective Information Exposure, Motivated Reasoning, Cognitive Ability, and Prior Misperception.” The two faculty proposals will be given \$10,000 awards. The student proposal will be given \$5,000.

AEJMC Mass Communication & Society Division: Research Award Review Form

Proposal: <Title>

Please place an individual score (1-5) for each of the items and then total your scores. Your comments, as specific as possible, are requested.

Criteria	Low				High
	1	2	3	4	5
Potential for particular theory building in the field of mass communication.					
Degree to which the proposed study will fill a gap in the mass communication literature					
Potential for making an overall intellectual contribution to the study of mass communication.					
Potential for publication in a top-tier academic journal.					
Degree of understanding of the literature upon which the proposed study is undergirded.					
Appropriateness of research questions and/or hypotheses.					
Appropriateness of research method(s) for data gathering and analysis.					
Likelihood that the project will be completed within the two-year timeframe guideline.					

Quality of writing					
Adequacy of proposed budget.					
TOTAL SCORE					

COMMENTS:

MCS Dissertation Award

The Mass Communication and Society Division of AEJMC award recognizes the top dissertation in the field of mass communication and society, offers an opportunity to publish in the Division's journal, and earns a cash prize of \$3,000.

An eligible dissertation must have been completed between January 1, 2020 and December 31, 2020. For the purposes of this award, a "completed" work is defined as one that has not only been submitted and defended but also revised and filed in final form at the applicable doctoral-degree-granting university by December 31, 2020.

The dissertation topic(s) must: 1) advance mass communication research, especially at the societal or macrosocial level, and 2) emphasize the interaction with society and fit with the Division's mission. Winners of the award must submit an article based on the dissertation to Mass Communication and Society within two years of receiving notification of winning the award. Winning the award grants right of first refusal to the journal, but does not necessarily guarantee acceptance into the journal. If an article based on the student's dissertation has already been submitted to another journal, that dissertation is no longer eligible for the award. Because AEJMC has decided to turn the 2021 convention into a virtual conference, winners will be recognized via our listserv and during the division's members' business meeting (virtually).

This year we had 2 applicants for the award. The winner of the 2022 MCS Dissertation Award was Lewen Wei (Postdoctoral Research Fellow in Tampere University; Ph.D. in Pennsylvania State University), with the dissertation, "Effects of Affective and Cognitive Processing of Exemplar on Initial Attitude Formation and Attitude Stability Over Time." A copy of the judging sheet used to evaluate applications follows.

A copy of the judging sheet used to evaluate applications follows.

AEJMC Mass Communication & Society Division: Dissertation Award Review Form

Dissertation: <Title>

Please place an individual score (1-5) for each of the items and then total your scores. Your comments, as specific as possible, are requested.

Criteria	Low				High
	1	2	3	4	5
Potential for particular theory building in the field of mass communication.					
Degree to which the dissertation study will fill a gap in the mass communication literature					
Potential for making an overall intellectual contribution to the study of mass communication.					
Potential for publication in a top-tier academic journal.					
Degree of understanding of the literature upon which the proposed study is undergirded.					

Appropriateness of research questions and/or hypotheses.					
Appropriateness of research method(s) for data gathering and analysis.					
Quality of writing					
TOTAL SCORE					

COMMENTS:

13. Research goals and activities of the Division

The overarching MCS research goal is to continue to enhance awareness that the Division is among one of the most respected of AEJMC for showcasing a scholar's work. Our sponsored journal helps tremendously in that area as it is one of the most respected Mass Communication journals in the field and is financially healthy. Scholars know that publishing in *Mass Communication & Society* will expand the reach of their work.

Another way we try to enhance our reputation is to offer the best awards and financial incentives when selecting papers for competition. In addition to a plaque or certificate, all paper competition authors and coauthors receive complimentary conference registration along with an additional cash award. We pride ourselves on the fact that student competition winners receive just as much recognition and awards as faculty winners. We have two student competitions, including the Moeller competition, which allows for students who worked on projects in class to find an area where they can present their work.

Additionally, our Research Award and our Dissertation Award recognize top research projects and provide funding to help authors submit their work for publication. Our Research Award has been ongoing for several years now and draws top quality competitive research proposals related to the field. We also have a Research Award for students to help graduate students to work on their own research. We also help graduate students with our Dissertation Award. Our submissions for research-oriented awards has almost doubled this year. Working at home during the COVID-19 pandemic may partially explain the increase of submissions. Moving forward, committee members should maintain their efforts regarding their communication to members and the broader community regarding these awards. In the long-term, giving these awards and having these papers submitted to our journal will only continue to increase the prominence of our journal in the field of communication. Indeed, we believe the number of applicants will continue to grow for these awards given the growing interest in project funding, so we believe our investment in research will pay dividends in the future.

Teaching

14. In-conference activities related to teaching.

The Teaching Committee attempts to embrace the challenges of our colleagues and examine them to help all of us improve our craft in the T&P journey. To address these concerns, we have one teaching panel for the 2022 conference:

Mass Communication and Society Division and Political Communication Division

Teaching Panel Session

I want to keep my job: Strategies for navigating the T&P Journey

Moderating/Presiding

Weiwu Zhang, Associate Professor, Texas Tech University

Panelists

Guy Golan, Texas Christian University

Diana Martinelli, West Virginia University
Nathian Rodriguez, San Diego State University
Jennifer Vardeman, University of Houston
Weiwu Zhang, Texas Tech University

15. Out-of-conference activities related to teaching

Out-of-conference activities related to teaching are primarily coordinated through our Teaching Committee. Regular duties of the committee include promoting the teaching awards, assessing teaching award applications, and contributing articles to our newsletters. The Division's website continues to host a place for a "Syllabus Exchange Bank." Invitations have been sent to MCS members through our listserv and social media channels. New additions for syllabi and potential speakers are needed.

Promising Professors Awards

The Promising Professors Awards provide a way for the Mass Communication and Society Division to honor new faculty and graduate students who demonstrate excellence and innovation in their teaching. The award is open to faculty who have taught no more than five years full-time and graduate students who have primary responsibility for teaching at least one course. All applicants must be members of the MCS Division.

Each year, the division honors three junior faculty and three graduate students with Promising Professor awards. The awards are \$250 and a plaque for first place, \$150 for second place and \$75 for third place. They are presented to the winners at the business meeting during the Annual Conference. Winners for each category (faculty and graduate student) are decided by the Vice Head, teaching chair, and teaching committee members by using the following form. The review criteria align with the goals of the Teaching Standards Committee, and include curriculum, leadership, course content and teaching methods, and assessment. This year, some members of the selection committee raised concerns of the review criteria for Promising Professor Award. Moving forward, the form may be revisited for a change before the review is assigned and administered in the next year.

AEJMC Mass Communication & Society Division: Promising Professor Award Review

Applicant name _____ Category (F/S) _____

1. Quality of teaching philosophy/statement

1 Poor	2	3	4	5 Excellent
--------	---	---	---	-------------

Comments on the strength and weakness about teaching philosophy/statement:

2. Quantitative teaching evaluations

1 Poor	2	3	4	5 Excellent	Not Applicable
--------	---	---	---	-------------	----------------

Qualitative teaching evaluations

1 Poor	2	3	4	5 Excellent	Not Applicable
--------	---	---	---	-------------	----------------

Comments based on teaching evaluations:

3. Teaching methods/pedagogical innovations

1 Not innovative	2	3	4	5 Very innovative	Not Applicable
------------------	---	---	---	-------------------	----------------

Comments:

4. Course syllabi

1 Poor	2	3	4	5 Excellent
--------	---	---	---	-------------

Comments:

5. Sample assignments

1 Poor	2	3	4	5 Excellent	Not Applicable
--------	---	---	---	-------------	----------------

Comments:

6. Letter of support

1 Poor	2	3	4	5 Excellent
--------	---	---	---	-------------

7. Involvement in teaching related activities

1 Uninvolved	2	3	4	5 Very involved
--------------	---	---	---	-----------------

TOTAL SCORES based on above 7 items	
---	--

8. How many advises does the applicant have?

_____ Undergraduate Students	_____ MA Students	_____ PhD Students
------------------------------	-------------------	--------------------

9. How many courses has the applicant taught?

0 to 2	3 to 5	6 to 8	9 to 10	More than 10
--------	--------	--------	---------	--------------

10. Have most of the courses the applicant taught been...

Lower level undergraduate classes	Upper level undergraduate classes	Graduate level courses	A mix of lower and upper level undergraduate courses	A mix of under graduate and graduate courses
-----------------------------------	-----------------------------------	------------------------	--	--

11. Has this applicant previously won any teaching awards?

Yes	No
-----	----

If yes, how many awards has the applicant won? _____

12. Has this applicant done any teaching presentations?

Yes	No
-----	----

If yes, how many presentations has the applicant done? _____

13. Has this applicant published any papers on teaching?

Yes	No
-----	----

If yes, how many papers has the applicant published? _____

14. Has this applicant received any grants for teaching?

Yes	No
-----	----

If yes, how many grants has the applicant received? _____

This year we had 7 faculty submissions and 1 student submission. This year's winners were:

Promising Professor Faculty Winners

- 1st Place: Traci K. Gillig (Washington State University)
- 2nd Place: Kelsey Whipple (University of Massachusetts Amherst)
- 3rd Place: Jingyuan Jolie Shi (Hong Kong Baptist University)

Promising Professor Student Winner

- 1st Place: Briana Marie Trifiro (Boston University)

Other Awards

The Division also aims to recognize members of the division who make outstanding contributions to teaching through several other awards. These include Distinguished Educator Award, the Service-Learning Award, the Adjunct/Instructor Award and the Teaching Ideas Competition.

Distinguished Educator Award

Teaching standards focus: leadership

The Division also continues to recognize outstanding members of the Division for their outstanding contribution to teaching. The Distinguished Educator Award is given annually to a member of the MCS Division whose personal teaching excellence and influence on pedagogy in the field are profound.

Typically, each applicant's nomination packet is judged by the Division Head, Vice Head, teaching chair, and graduate student liaison. Applicants are ranked by each judge. In the event that only one nominee is presented, judges review the packet and give a yes/no vote. The winner receives a plaque as well as \$500.

No winners were selected for the 2021-2022 Distinguished Educator Award as no applications were submitted to the Division.

Service-Learning Award

Teaching standards focus: leadership, curriculum, course content and teaching methods, and assessment.

The MCS Division Service-Learning Grant program assists faculty by providing a \$500 stipend to use in their service-learning courses. This grant is intended to offset a portion of the costs for working with communities, nonprofit clients, schools and governmental bodies in the classroom. Each applicant's nomination packet is judged by the Division Vice Head, teaching chair, and teaching committee members. Applicants are ranked by each judge.

No winners were selected for the 2021-2022 Service-Learning Award as no applications were submitted to the Division.

Adjunct/Instructor Award

Teaching standards focus: leadership and curriculum

Starting from 2016, three Adjunct/Instructor Awards will be granted each year in recognition of the outstanding contributions of adjuncts and instructors in advancing teaching excellence in the field of mass communication.

Monetary awards of \$250 for first place, \$150 for second place, and \$75 for third place will also be presented to the winners at the MCS Division business meeting. Winners are decided by the Division Vice Head, teaching chair, and teaching committee members.

No winners were selected for the 2021-2022 Adjunct/Instructor Award as no applications were submitted to the Division.

Teaching Ideas Competition

Teaching standards focus: course content and teaching methods, and assessment.

Besides recognizing teaching excellence, the Division also encourages the establishment of teaching scholarships by its newly initiated Teaching Ideas Competition this year. Open to a wide range of qualitative and quantitative approaches, this award builds upon the idea of Scholarship of Teaching and Learning (SoTL), which treats teaching as part of research agendas, using the same formal methodological techniques and standards of peer review. This award honors teaching-focused projects posing hypotheses or research questions that aim to probe questions such as: what it means to teach, how learning happens, and how teachers and students can work together to enrich learning. Monetary awards of \$250 for first place, \$150 for second place, and \$75 for third place and plaques will be presented to the winners at the MCS Division business meeting. Winners will be recognized at the Awards Luncheon. Winners are decided by the Division Vice Head, teaching chair, and teaching committee members.

This year we had two nominations. This year's winners are:

Nan Yu (University of Central Florida) and Yu Guo (Macau University of Science and Technology)

We have some awards that have not been getting many (if any) applicants in recent years. For example, we have not had applicants for the distinguished educator award in the past several years. The executive committee should think about other ways to get this information out to people. In addition, members should think about nominating people to apply for these awards or nominating people for these awards if they feel like someone deserves the award (e.g., distinguished educator award).

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16. Teaching goals and activities of the Division

One of the Division's major goals is to advance sound pedagogical practices in our field to help our members serve the needs of their students. We continued our mission by organizing and sponsoring conference panels focused on bringing up-to-date media trends and current events into course curriculum and daily content. By sponsoring popular programs such as the Promising Professor and Distinguished Educator Competitions and organizing panels that present the current trends on teaching mass communication, we explore the diversity of teaching excellence. The winners of each award category will be recognized at the national convention. However, despite promotional efforts using broad, more popular channels people did not feel encouraged to share their teaching syllabi and potential teaching topics or submit applications to our more niche awards. More tailored promotional efforts must be made to foster awareness and interest in these opportunities.

17. In-conference activities related to PF&R.

We have three PF&R panels for the 2022 conference.

Mass Communication and Society Division and Media Management and Economics Division

PF&R Panel Session

Change comes from the top: Bringing diversity into newsroom leadership

Presiding/Moderating

Karin Assman, University of Georgia

Panelists

Stine Eckert, Wayne State University

Alicia Nails, Wayne State University

Jiquanda Johnson, Brown Impact Media Group in Flint, MI.

Felecia Henderson, Maynard Institute for Journalism Education

This panel will be a conversation about global efforts to bring diversity into the newsrooms at all levels. By bringing together scholars and, if possible, practitioners, preferably active in Detroit, this panel will compare these efforts in different parts of the world.

Public Relations Division and Mass Communication and Society Division

PF&R Panel Session

Hot Topics, Wicked Problems and Polarizing Politics: The Expanding Social Role of Public Relations, co-sponsoring with the Public Relations Division

Presiding/Moderating

Kathy R. Fitzpatrick, University of South Florida

Panelists

Lucinda Austin, University of North Carolina

W. Timothy Coombs, Texas A&M University

Spiro Kiouisis, University of Florida

This panel explores the expanding role and responsibilities of public relations professionals in corporate social advocacy, social issues management, CEO activism and political public relations on issues like racial justice, COVID-19, climate change, immigration, voting rights.

Communication Technology Division and Mass Communication and Society Division

PF&R Panel Session

Navigating Data Collection Collaborations between Academia and Social Media Companies

Moderating/Presiding:

Anne Oeldorf-Hirsch, University of Connecticut

Panelists:

Deen Freelon, University of North Carolina

K. Hazel Kwon, Arizona State University

Amy Schmitz Weiss, San Diego State University

Fenwick McKelvey, Concordia University

Maria Rodriguez, City University of New York

This panel discuss how to conduct collaborative research directly with social media platforms, what benefits it presents over independent (e.g., survey) research of these platforms, challenges and limitations of such collaborations, and ethical considerations in taking on these collaborations.

18. Out-of-conference activities related to PF&R

Out-of-conference activities related to PF&R are primarily coordinated through our PF&R Committee. Regular duties of the committee include promoting the PF&R awards, assessing PF&R and travel award applications, and contributing articles to our newsletters.

Awards

The Division also aims to recognize members who make outstanding contributions to service and professionalism. These include the Professional Freedom and Responsibility Award, the Professional Award, and the Traves Award. In accordance with the Division bylaws, applications will be reviewed by a committee composed of Vice-Head-Elect and the PF&R committee.

The Professional Freedom and Responsibility Award

This 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.

This year we had one application. This year's winner was:

Jessica Fitts Willoughby (Washington State University)

The Professional Award

This award seeks to recognize professionals for upholding the values of professional freedom and responsibility, diversity and public service. It is open to any individual who has spent a significant portion of her/his career in mass communication industries.

No winners were selected for the 2021-2022 Professional Award as no applications were submitted to the Division.

The Traves Award

This award seeks to recognize a member of Mass Communication & Society who has upheld the values of professional freedom and responsibility, diversity and public service. It is open to any individual who has spent a significant portion of her/his career assisting with the Mass Communication & Society division.

No winners were selected for the 2021-2022 Traves Award as no applications were submitted to the Division.

Tour

The PF&R Committee is hoping to find an offsite tour for the 2022 annual conference in Detroit. Potential offsite: The Motown Museum.

19. PF&R goals and activities of the Division

The Division is committed to professional freedom and responsibility, which encompass research, teaching, and service and are related to MCS members' interaction with media professions through preparation of students for media careers, research examining media roles and responsibilities, and service to the professions through engagement and training. Service in support of professional freedom and responsibility is an essential expectation of every member of the MCS. The Division helps our members work in support of the principles of professional freedom and responsibility within it, at their home institutions, and in society at large. We serve this mission by sponsoring programs, such as the Professional Freedom and Responsibility Award and the Professional Award, and organizing panels that address contemporary issues and challenges facing mass communication practitioners. Despite promotional efforts, we did not receive as many applications as we would like this past year. More tailored promotional efforts must be made to foster awareness and interest in these opportunities.

20. Mid-winter Summary

This year was the 14th consecutive year when the Gaylord College of Journalism and Mass Communication of University of Oklahoma hosted the AEJMC Midwinter conference. MCS Midwinter panels showcased work from 56 authors presenting 28 papers in seven panels across both days of the conference. Highlights included panels demonstrating international responses to COVID-19, political communication and framing in the U.S. context, health communication during the COVID-19 pandemic, social media interactions and communication, media effects in international contexts, journalism practices, and digital media consumption. In addition, Tamar Wilner and Vincent Peña organized a panel, "What I wish I'd known: Advice for early-years grad students".

The Mass Communication & Society Division received 46 abstract submissions, which was about 24.3% of the total submissions received by all participating divisions. A total of 28 abstracts were accepted for presentation (60.86% acceptance rate). The accepted papers were organized into seven panels. This was the seventh year using the Microsoft CMT online submission and reviewing system, which effectively facilitates paper reviews and communication. The Midwinter Committee would like to thank our 24 reviewers who finished 3-4 reviews over the winter break. In addition, seven moderators and seven discussants deserve recognition for facilitating the conference panels for the division.

Each abstract was assigned to two reviewers, who were carefully assigned to papers to avoid conflicts of interest. Each submission was appraised for relevance to the division, theoretical depth, clarity, innovation, methodology, and overall impression – all on 1 to 5 scales. Total scores were paired with reviewers' recommendations to accept or reject.

The top abstract award was presented to Anxun Zhang, Donghwa Chung, Chen Yuanxin, and Yanfang Meng, for their work titled "Environmental behavior among Chinese youth: The influence of social media environmental information exposure on pro-environmental behavior". The Top Abstract award recognition was presented during the conference.

Finally, for the past six years, MCS has offered two Graduate Student Travel Awards, a \$500 stipend awarded to each grad student selected to help defray travel expenses associated with attending Midwinter. Due to the modality change of the conference this year and citing MCS's prior decision not to offer travel awards for the 2020 annual virtual conference, Division Head Masahiro Yamamoto, and Awards Committee Chair, Celine Song Yunya announced that no Midwinter Graduate Student Travel Awards would be offered this year.

21. Communication Committee Summary

The Communication Committee's role is to utilize, maintain, create and recruit for the division's social media accounts to raise awareness of the Mass Communication and Society division.

Other functions of the committee through social media and other channels are:

- To inform MCS members of conference deadlines, including author submissions
- To inform MCS members of reviewer deadlines
- To highlight job postings and grant opportunities
- To raise participation in award competitions
- To keep membership informed of any information pertinent to the division
- To administer contests to bolster recruitment, retention and engagement
- To highlight members' accomplishments

In this past calendar year (June 2021 to June 2022), most of our Division's social media channels have seen steady growth. MSC social media numbers are currently as follows:

	June 2021	June 2022
Facebook	1,304	1,379*
Twitter	3,079	3,356
LinkedIn	1,125	1,111*

*Facebook has had 9 visitors in the past year that have participated in MCS' group but have not joined as a member yet.

*LinkedIn is the only social media channel where membership has declined and needs to boost engagement with current and potential members.

As a reminder, we want to encourage our members to communicate, interact, and engage with MCS and each other on our social media channels. Some ways to boost these interactions are by sharing content that MCS posts with others, commenting and liking content created by MCS, posting, and sharing information that is relevant to members of MCS such as:

- Member activities (i.e., invited or special talks, publications, promotions, awards, etc.)
- Job calls and opportunities
- Award and grant opportunities
- Collaboration (i.e., research, grants, etc.)
- Teaching and mentoring resources
- Insights into service
- Professional development

We encourage our current members to extend an invitation and share information about our social media channels with new and potential members of the division. Overall, our goal is to get MCS members to engage with the division and each other. Visit our social media accounts periodically and share information that may be relevant to members of MCS. Engage by connecting with each other with a share, like, post, comment, tweet or re-tweet!

22. Award Committee Annual Report

This year we received 15 applications for the faculty-led research award and 14 applications for the student award for a total of 29 research related applications. MCS also received 2 submissions for Dissertation Award, 7 entries for the Promising Professor Award (6 in the faculty category and 1 in the student category), 1 submission for the PF&R Award, and 2 submissions for the Teaching Ideas Competition.

Consistent with our past observations, the most popular awards are our Promising Professor Award in the teaching category and MCS research award in the research category. After several years with no submission to PF&R award, we received one submission this year. However, several teaching awards, including the Adjunct/Instructor Award received no application this year. In addition, this year we didn't get any nominations for the Distinguished Educator Award and professional award - a problem that is not new for the Division.

Moving forward, we could utilize more channels in addition to the newsletters, Facebook platform, and website announcements that we have used. Emails or direct mails to an inclusive list of journalism and mass communication departments and programs may help raise the awareness of the award opportunities. Currently, a big portion of applications are from faculty, students and graduates of a few of well-known programs (e.g., University of North Carolina at Chapel Hill, University of South Carolina, The University of Alabama). It is not clear if faculty and students in other universities have known about these opportunities.

23. Webmaster Summary

Mass Comm & Society website updates (2021-2022)

- Updated the Officers Page: moved 2020-2021 officers to the Past Officers section and added current officers (2021-2022)
- Updated Committee pages with new officer information.
- Posted newsletters to Newsletter page in October and March.
- Posted the 2020-2021 annual report on Reports and Newsletters page
- Posted links to newsletters to the archive on Reports and Newsletters page
- Updated Midwinter and Annual conference call pages with each call in December and January
- Replaced the previous head's goals with current goals on the Goals page
- Updated each award page with the new Award Committee Chair's contact information, due dates and added past award winners.

24. Grad Student Committee

Getting involved with the MCS committee early allows graduate students to network with not just other students but facilitates the creation and maintenance of lasting connections with current faculty and a diversity of scholars. Having the ability to provide input into a national organization has been both astounding and awe-inspiring. This has truly given me the opportunity to provide feedback and opinions to other graduate students, and by serving in other capacities during the Midwinter and Annual Conferences has provided me with helpful and useful experience that I will utilize as I transition into a junior faculty and emerging scholar. As a current graduate student, I understand how challenging giving time to something other than coursework, teaching, and research can be, but I urged and continue to urge other graduate students to get involved so they too can build relationships, extend their scholarly network, and foster experience by serving a national organization.

25. Journal Report

Dr. Mike Schmierbach, Editor of *Mass Communication and Society*

26. COVID-19 Pandemic Impact

All of us, division officers and members alike, were challenged to find ways to manage professional and personal responsibilities and shifting priorities during the pandemic. Looking back, there were ideas that we could have implemented but did not do because of constraints imposed by the pandemic (e.g., offering more complimentary registrations to MCS members who participated in the midwinter or annual conferences). As noted above, we did not receive applications for newer awards (similar to the past few years, which was also likely impacted by the pandemic). We previously proposed reaching out to some programs to promote these awards, but we could not get around to it. We could discuss these ideas and how to potentially implement them moving forward.

Appendix (General Information)

A. Meeting Minutes from 2021 Annual Business Meeting

2021 MCS Division Business Meeting Minutes AEJMC Annual Conference, Virtual Conference,

AEJMC MCSD 2021 Business Meeting Minutes

- AEJMC NUMBERS: 2943 paid out of 3243, close to the pre-pandemic number (international membership is up as well). We will hear more from the COD about extended abstract moving forward. MCS is still the largest division of AEJMC. MCS member number (459 in 2020) are better than pre-pandemic. Division budget decrease from last Aug., 2020, which is great as we need to spend and give back to our members (awards, plates, etc.)
- Demographics: We don't need to do them anymore per the COD guideline as it simplifies the complexity of individuals' backgrounds.
- MCS Editor: Reviewers of the year; Two articles of the year; Impact factor went up 3.309, 25/94; submissions number significantly up. In discussion for adding either a new associate editor/graduate assistant; special issue on agentic on mobile media use (2021); Media and the future of democracy (2022). Social media and mental health (2023) for preregistered reports.
- Programming: Difficult to get members' ideas to propose panels for MCS to jointly hold with other divisions/interest groups. More reminders through newsletter or social media to solicit ideas of possible panels. Important to keep in touch with people during the programming time when deals are made.
- Midwinter: Held virtually for the first time. Well received!
- Paper competition: 122 total submissions; overall acceptance 45.45%.
- Awards committee: 22 submissions across all categories. More effort to promote some awards (e.g., Adjunct award, distinguished professor).
- PF&R committee: In-convention activities. One panel with Community Journalism Interest Group. Another with Commission on the Status of Women.
- Teaching committee: In-convention activities: getting your first job after grad school (with Internships and Careers Interest Group); Pedagogical approaches to teaching with Electronic News. More publicities of the teaching awards.
- Communication/social media committee: We have three accounts, FB, Twitter, LinkedIn. Stable social media statistics. Updates: 50% open rates of MCS emails. About 15% click-through rates. Need to update a list of members.
- New business: Keep track budget (expect spend more money as we go back to in-person mode at conferences). Supporting graduate students (very important); Encourage submissions to awards of MCSD. Maybe work with the central office to publicize our award opportunities. Diversity and inclusion in session programming (will start in Sept.) Make linkage between mid-winter to the main conference using the division money.

B. Fall and Spring Newsletters for 2021-2022



Newsletter

Vol. 55, Issue 1
Fall 2021



A Message from the Division Head

by Kalyani Chadha, MCS Division Head

Dear MCS Members,

I am honored to have the opportunity to serve as Head of the Mass Communication and Society Division, historically one of AEJMC's largest divisions. I look forward to working with the Division's officers and all of you to ensure that MC&S continues to offer a variety of opportunities to existing members while making a focused effort to launch new initiatives aimed at graduate students.

The past two years have been challenging for all of us and I really appreciate the hard work of the officers and the support of MC&S members in making the 2021 virtual conference a success. Our programming was well attended and special thanks are due to officers, reviewers, discussants, moderators, presenters and of course all those who logged onto to participate in the sessions! And looking ahead, I am really excited

at the prospect of an in-person 2021 conference in Detroit for which programming is underway. Our Vice-Head and Programming Chair Fan Yang, has been actively engaged in collaborating with other divisions to program research, teaching and PF&R panels that are reflective of the broad interests of our membership while also emphasizing diversity and inclusion with regard to potential panelists and speakers. We will share more information about these shortly.

Meanwhile, I would also like to draw your attention to the information contained in this issue of the newsletter about the Mid-Winter conference. The conference that will be held March 4-5, 2022 at the University of Oklahoma campus. Submissions are due December 15 and offer scholars the opportunity to interact with one another and present their research in an intimate setting. Further, please do check out

the many different awards— in categories ranging from research and professional freedom and responsibility to service and teaching—offered by our Division to its members. Many of these awards receive comparatively few applications and I urge you to look closely at the guidelines to see if you or someone you know might be eligible to apply for one of them. Indeed, awards not only highlight your accomplishments but can help strengthen your CV for jobs as well as promotion!

Finally, I am eager to hear your suggestions about how the Mass Communication and Society Division can best serve the membership. If you have ideas or initiatives that you would like to propose, please do contact me at kalyani.chadha@northwestern.edu.



Membership Message

by Xi Cui,
Vice-Head Elect/Membership
Chair

As the COVID-19 caseload is trending down nationwide, I hope our members are gradually gaining back some sense of normalcy in the personal and professional life. Despite the disruptions caused by the pandemic, thanks to the support of our members and the diligent work of our officers, the Mass Communication and Society Division have maintained smooth operations in membership recruitment, conference programming, and award selections.

As the Division's vice head elect for the coming year, I would like to share with you some information regarding our division's membership and financial states and seek your suggestions for the services to our members in the future. As of October 2021, the Mass Communication and Society Division has 484 members. This number is comparable to the previous years despite the pandemic disruption and the virtual format of last year's conference. The division also maintains a

healthy financial state. As of 2021 summer, the MCS Division has a total cash balance of roughly \$30,000. This is slightly down from last year as our division has taken a few initiatives to spend the cash reserve on better serving our community. In addition to co-sponsoring pre-conference and panels, in the past two years, we have also increased the cash amount for research grants and top paper awards, as well as the number of complementary conference registrations for top papers and reviewers.

The division continues to seek any suggestion on effectively utilizing our available funds to better serve our members such as sponsoring workshops, recognizing outstanding achievements of our members, facilitating mass communication research and methods innovations, furthering diversity-related initiatives etc. We are especially interested in ideas to better serve our graduate student members. I cordially invite your proposals for thoughtful spending of our financial resource to benefit our members, expand the division's influence, and to facilitate research that deepens our understanding of mass communication and society. Please feel free to contact me at cui@cofc.edu with any thoughts and suggestions. We look forward to a fruitful year and building a stronger MCS community with you!



Communication/Social Media Committee Report

by Christina Najera,
Communication/Social Media Committee Chair

The Mass Communication and Society Division has three active social media accounts: Facebook, Twitter, and LinkedIn.

As of late October 2021, MCS has 1,300 members on Facebook, 1,118 members on LinkedIn, and 3,178 followers on Twitter.

Current activity on Facebook and LinkedIn is primarily focused on job calls, member publication announcements, and paper calls to Midwinter and the AEJMC annual conference. The highest engagement on Facebook (i.e., likes and shares) is in response to job call announcements whereas Twitter shows higher re-tweets and likes on conference announcements.

Our goal is to improve communication, interactions, and engagement with MCS members on all three platforms. One way is to encourage MCS members to

utilize each social media account for specific purposes while sharing general information on all accounts. For example, Facebook can be utilized to share member activities, such as publications, job calls, and invitations to special talks or brown bags, LinkedIn for job calls and job-related talks and tips, and Twitter can be a space where MCS members seek out collaboration opportunities or ask others for helpful insights on research, teaching, and service.

Our goal is to get MCS members to not only engage with MCS but with each other. Visit our social media accounts periodically and post and share information that may be relevant to MCS members. Lastly, we love to hear what our members are doing so stop by Facebook, LinkedIn, and Twitter to follow, become members, and connect with each other with a like, share, re-tweet, or comment!



Conference Programming Update

After Graduate School” (co-sponsored with the Internships and Careers Interest Group), exclusively addressed the “dos and don’ts” for graduate students

by Fan Yang,

Vice Head/Programming Chair

Now that the Fall semester is in its full swing, I’d like to review our 2021 panel sessions and update you on the ongoing panel programming of our division for the 2022 Annual Conference.

Last year, we co-sponsored two PF&R, Research, and Teaching panels, respectively. Our PF&R panel, “Bridging the Communication Gap from Behind the (Digital) Mask” (co-sponsored with the Commission on the Status of Women), focused on understanding the challenges posed by the pandemic to diversity and inclusion in online skills classes. The other panel, “Radio as Resistance: Aesthetics, Culture and Information Intertwined” (co-sponsored with the Community Journalism Interest Group), discussed how community radio endures to help promote and preserve local cultures and voices during social unrest.

Our first teaching panel, “Problems or Possibilities? Pedagogical Approaches to Teaching Skills Courses Online in a Pandemic” (co-sponsored with the Electronic News Division), explored the pedagogical opportunities to teach online skill courses in this unprecedented

time. The second panel, “I Need

A Job: Getting Your First Job

Apply for Student Travel Awards

by Tamar Wilner,
Graduate Student Liaison

Grad students, do you need a little extra cash—or a nice line for your CV? You can get both with an MCS Student Travel Award! Every year



the MCS division awards \$500 to each of two graduate students for travel to the Midwinter Conference, and \$1,000 to each of four students for travel to the Annual Conference.

For Midwinter, apply by January 30, 2022; for the Annual Conference, apply by May 30, 2022. All materials should be submitted electronically in PDF format to the awards chair, Dr. Celine Song (yunyasong@hkbu.edu.hk), by 11:59 pm EST. Late applications will not be accepted. To apply, you must be a student member of MCS who is presenting research in the MCS Division. See more information at: <https://aejmc.us/mcs/awards/travel-awards/graduate-travel-award-program/>.

So you might be wondering, why choose MCS? First, MCS is a supportive division in which to network and build relationships with other scholars. Second, it covers a wide variety of topics having to do with mass communication. Third, membership gets you access to the influential Mass Communication and Society Journal.

Fourth, we have more awards! For example, every year MCS awards a \$5,000 Research Award to a student-led research project. For Annual

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es become more dependent on the Internet than ever in this pandemic, one of our Research panels, "Information Patrolling: The Why and How Questions and Answers to Counteract Pseudo Information for Social Institutions" (co-sponsored with the Public Relations Division), focused on why publics become entrapped by pseudo-information (dis-information/misinformation) and how social institutions and communication strategists can deal this challenge. Our other Research panel, "BLM: How PR, Advertising, and Journalism Benefit from the Conflict" (co-sponsored with the Minorities and Communication Division), examined how the Black Lives Matter movement has been co-opted by companies that veer away from its initial goals (e.g., the commercialization in the ad industry/co-branding).

Looking ahead to our 2022 Annual Conference, the AE-JMC central office is currently finalizing panel sessions of all divisions. We will be in touch regarding the results of panel proposals in Winter. Stay tuned and be well!

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Apply for Student Travel Awards

Conference submissions there is the MCS Student Paper Competition and the Moeller Student Paper Competition – the latter for the best paper to emerge from a class. Graduate students are also eligible for the Promising Professor Award; and they are encouraged to enter the MCS Dissertation Award, which comes with a \$3,000 prize. Finally, MCS is currently matching the Susanne A. Roschwalb Grant for International Study and Research awarded annually by the Public Relations Division.

Hope to see you at Midwinter and the AEJMC Annual Conference!

Join MCS at Midwinter

Conference 2022

by Jian Rui,
Midwinter Committee Co-Chair



The AEJMC Midwinter Conference is now inviting you to submit research paper abstracts. This conference provides an opportunity to present your studies, seek feedback about your research, and exchange ideas related to any AEJMC group sponsoring this event including our division --- Mass Communication & Society. Papers presented at the midwinter conference are also eligible for presentation at the AEJMC national convention in August. Authors are encouraged to use the midwinter conference as an opportunity to improve and finalize your paper for submission to the national conference.

Last year, the Mass Communication & Society Division received 50 abstract submissions, which was almost 21% of the total submissions received by all participating divisions. A total of 25 abstracts were accepted for presentation (50% acceptance rate), and 25 papers were presented at the conference. These papers address topics such as journalism's contribution to society, political framing during the 2020 election, navigating the new normal during the COVID-19 pandemic, and the effects of digital interactivity within the society.

The upcoming AEJMC Midwinter Conference will

be held at the Gaylord College, University of Oklahoma, between March 4 and 5 2022. The conference will be in person with options to participate remotely. See conference call for abstracts (<https://aejmc.us/mcs/wp-content/uploads/sites/22/2020/10/AEJMC-Midwinter-2021-Call-for-Paper-Abstracts-and-Panel-Proposals.pdf>). You are invited to submit your research paper abstracts of between 600 and 800 words (word count excludes author information and references) to one of the divisions or interest groups represented at the conference. Abstracts should give a clear sense of relevant literature, research objectives, methodological approach, stage of research project (conceptual, data gathering, data interpreting), findings and conclusions. You can submit your work online via <https://bit.ly/Midwinter2022> by December 15, 2021, 11:59pm. Central Time. Please make sure that you only submit your work to one participating group and do not submit full papers or shorter abstracts.

You will be notified by mid-January 2022 of the decision about your submission, which will be made based on comments from reviewers. If accepted, you will be expected to submit the complete paper (not exceeding 30 pages) to the discussant of your conference session at least two weeks before the midwinter conference.

In addition to abstracts, panel proposals are also invited. Please do not submit your panel proposals through the online abstract submission system but send them to the relevant midwinter chair via email. This year, the co-chairs of the midwinter conference for Mass Communication & Society are Dr. Angela Zhang, angelazhang@ou.edu, and Dr. Jian Raymond Rui, ruijian@scut.edu.cn. The deadline for panel submission is the same as for abstract submission, December 15, 2021, 11:59 pm. Central Time.

Panel submissions should include the panel title, a description of the session's focus, the issues to be discussed and a list of panelists including their affiliation. Proposals should not exceed two double-spaced pages.

Last but not least, the Mass Communication & Society Division recognizes the top paper at the midwinter conference and offers travel awards to two graduate students in the amount of \$500. We will keep you posted about the application procedure.

Call Your Attention to Awards Opportunities



Research Awards

by Alec Tefertiller,
Research Committee Chair

Each Spring, Mass Communication and Society gives its members \$25,000 in research funding through our annual Research Awards. Two faculty projects are provided with \$10,000 each, and a student-led project is awarded \$5,000 in research funding. All members of MCS who are currently teaching, researching, or studying mass communication full-time are eligible to apply, with applications due at the end of April. Initial funding is presented to recipients at the Mass Communication & Society Awards Banquet at the annual conference.

Past award winners have used their research awards to complete dissertations, present at conferences, and publish in academic journals, with first consideration from the Mass Communication & Society journal. Scott Parrott (University of Alabama) used his research award from 2020 to complete a study he had “long wanted to pursue.” Parrott conducted an experiment that studied social media users’ emotions and symptoms of depression over the course of a month.

“We are often quick to blame social media for negative effects on mental health,” said Parrott, “but the relationship is much more complex. I would never have been able to conduct the study without the funding.”

Yujin Heo (University of South Carolina) used the 2020 student award to help set up a biometric lab and prepare experimental stimuli for a study examining selective exposure and counter-attitudinal information-seeking. Heo is collecting data this semester.

This past year, MCS presented faculty awards to Shuning Lu (North Dakota State University) and Luwei Rose Luqiu (Hong Kong Baptist University); and Xinyan Zhao (University of North Carolina-Chapel Hill) and Wenlin Liu (University of Houston).

Lu and Luqiu’s project is titled, “Reframing journalist–audience relationship on social media: An integrated framework of expectancy violations and social identity theories.” They plan to use their funding to conduct two experiments examining audiences’ expectations of and reactions to journalists’ social media posts during protests in Hong Kong.

Zhao and Liu’s project is titled “An Ecological Perspective to ICT-Enabled Disaster Support Networks in Multi-ethnic Communities.” Using a survey, they plan to study how individuals used information and communication technologies to form disaster support networks during the February 2021 Texas Winter Storm.

This year’s student research award went 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.” Wilner will use the funding in support of a field experiment examining news skepticism, nihilism, and cynicism. For more information about our research awards, including the application process, visit: <https://aejmc.us/mcs/awards/research-awards/research-award/>.



Teaching Awards

by Liang Chen,
Teaching Committee Chair

The Covid-19 pandemic has raised unprecedented challenges for our teaching. Many of our colleagues have to adapt previously face-to-face university courses to an online environment. To acknowledge your hard work and contributions, the Teaching Committee would like to introduce our fantastic teaching awards to you.

First, three Adjunct/Instructor Awards are granted each year in recognition of the outstanding contributions of adjuncts and instructors in advancing teaching excellence in the field of mass communication. Please encourage your adjunct and instructor colleagues to join our division and apply for the award.

Since 2016, the Distinguished Educator Award is given each year to a member of MCS who has made a significant contribution to mass communication pedagogy. This prestigious award can be a great way to acknowledge the professors whose teaching had a profound influence on your career. Additionally, the Promising Professors Awards are very popular, which honor new faculty members and graduate students who demonstrate excellence and innovation in teaching. Each year our division will select three junior faculty and three graduate students to receive the awards to spotlight your excellence in teaching. Please join our division and apply for the award.

Many of our members could use some help in offsetting a portion of the costs for working with communities, nonprofit clients, schools and governmental bodies in the classroom. The Service-learning Awards will be offered to assist faculty members by providing a \$500 stipend to use in their service-learning courses.

Finally, the Teaching Ideas Competition awards are launched to recognize innovation and excellence in teaching in the field of mass communication with monetary awards of \$250 for first place, \$150 for second place, and \$75 for third place. This award builds upon the idea of Scholarship of Teaching and Learning (SoTL), which treats teaching as part of research agendas. If you have a great teaching idea in the field of mass communication, please do not hesitate to apply for the award.



PF&R and Professional Awards

by Juan Liu,
PF&R Committee Chair

The Mass Communication and Society Division would like to call your attention to two monetary awards for professional freedom and responsibility: the PF&R Award and the Professional Award. The PF&R Award recognizes excellence in research, teaching, or service related to the five PF&R principles identified by AEJMC. These principles are the promotion of free expression; ethics; media criticism and accountability; racial, gender, and cultural inclusiveness; and public service. The PF&R award is worth 500 dollars. The award is open to any individual who has made significant contributions to scholarship in any of these five areas or has undertaken

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ken professional or service activities that promote excellence in any of the five areas. The research, service, or professional activities could have been completed either during the preceding year or reflect work done over a longer period.

The Professional Award recognizes professionals for upholding the values of professional freedom and responsibility, diversity, and public service. This award is worth 250 dollars. It is also open to any individual who has spent a significant portion of her/his career in mass communication industries such as broadcast, print, photojournalism, advertising, public relations, and social media. Individuals must show initiatives that were undertaken to uphold these values for work within the areas of education, journalism, advertising, public relations, or a related field. Other worthwhile endeavors entail working within the community to promote social responsibility outside of normal work duties.

Both awards are open to nominations, including self-nominations. Details for the PF&R Award can be found at <https://aejmc.us/mcs/awards/pfr-award/>. Details for the Professional Award can be found at: <https://aejmc.us/mcs/awards/professional-award/>. Please consider submitting nominations for the awards.

2021 MCS Awards Winners

by Celine Song Yunya,
Awards Committee Chair



Greetings from the Awards Committee of Mass Communication and Society Division! We are delighted to announce the winners of this year and express our sincere gratitude to all members of the awards committee who nominated, entered and supported the awards in 2021.

The 2021 MCS Dissertation Award went to Chengyuan Shao at Communication University of Zhejiang, with the dissertation entitled “The surveillance experience of Chinese university students and the value of privacy in the surveillance society”.

Two papers out of 7 faculty submissions received a Top Paper Award in the MCS Open Paper Competition. Winners of the first place were Shuning Lu & Luwei Rose Luqiu’s Reframing journalist–audience relationship on social media: An integrated framework of expectancy violations and social identity theories. The winner of the second place was Xinyan (Eva) Zhao & Wenlin Liu’s An Ecological Perspective to ICT-Enabled Disaster Support Networks in Multiethnic Communities.

Tamar Wilner’s Let’s Get Skeptical: Testing the Effects of News Literacy and News Economics Lessons on Key Epistemological Outcomes received Top Paper Award in the MCS Student Paper Competition.

MCS also recognizes the outstanding contributions made by a vast variety of educators in our field. Promising Professor Faculty Winners were Harrison Hove from University of Florida (1st Place), Chris Etheridge from University of Kansas (2nd Place), and Yen-I Lee from Washington State University (3rd Place). Promising Professor Student Winners were Alexis Romero Walker from University of North Carolina at Chapel Hill (1st Place), Stephanie Gibbons from Washington State University (2nd Place), and Emily Buteau from University of North Dakota (3rd Place). The award of the recently initiated Teaching Ideas Competition went to Lisa Farman (Ithaca College) and Dennis Charsky (Ithaca College).

Lastly, the Professional Freedom and Responsibility Award went to Farnosh Mazandarani from the University of North Carolina at Chapel Hill. This 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 inclusive-ness; and public service.

Mass Communication and Society

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Newsletter

Vol. 55, Issue 2
Spring 2022

Message from the Division Head

by Kalyani Chadha,
Division Head



Dear MCS Members,

Hope everyone is staying safe and well in what continue to be tumultuous times. Looking ahead, we have programmed a number of research, teaching, and PF&R panels for the annual conference. These sessions will be co-sponsored with other divisions and our vice head, Dr. Fan Yang will provide more details on these sessions. We also want to alert you to the numerous research, teaching, and PF&R awards offered by the Mass Communication and Society. Many of these awards do not receive enough applications and we want to encourage you to apply for them if you meet the criteria! Please be sure to check out our website (<https://aejmc.us/mcs/>) to learn details and deadlines for specific awards.

We also want to remind you that the 2022 annual conference will be in-person only and will take place August 3-6 at the Detroit Marriott at the Renaissance Center. More information about the conference is at: <https://www.aejmc.com/home/events/annual-conference/>. Registration for the conference and hotel booking will open in April. If you are unsure about attending in-person or be under travel restrictions at the time of the meeting, AEJMC is offering the option of withdrawing at any time, if needed. If your paper is accepted, you may withdraw by June 15, with no penalty, or have a proxy present your paper on your behalf.

Finally, MCS has been working with GSIG to identify concerns faced by graduate students. We recently conducted a survey and in response to the concerns raised, we hope to organize a few virtual sessions in which faculty volunteers participate in panels to help graduate students navigate challenging issues related to embarking on research, time management and funding opportunities. We will be sending out a call for volunteers and hope that many of you will be willing to help make this initiative a success!

Help Review for the Conference

by Alec Tefertiller,
Research Committee Chair



As one of the largest divisions in AEJMC, Mass Communication & Society once again expects to receive well over a hundred submissions to its paper competition for the annual conference. In addition to full research papers, this year the conference will once again accept extended abstracts. All that to say, April and May will be a very busy time for the research committee and many reviewers who make our paper competition a success.

As in past years, the top three faculty papers as determined by reviewer scores will be honored with awards presented at the conference, along with their own special paper session, which typically takes place right before the division business meeting. In addition to the top faculty papers, the top graduate student paper is presented during our top paper session. Beyond our faculty and graduate student awards, we also have a special competition for graduate students to honor the top paper completed during a graduate class in the preceding year.

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Known as the Moeller Student Paper Competition, graduate students must be nominated by their professor in order to be considered for this competition.

Our paper competition requires a lot of work to put together and execute, and we are dependent upon the service of our division's members to make our competition a success. If you have not yet signed up to review for the conference, it is not too late. There are always opportunities to get involved, and reviewing for Mass Communication & Society is one of the best things you can do to help. We need just shy of 100 reviewers, and your help will not go unnoticed or be unappreciated.

If you would like to know more about our research competition, or you would like to help us with reviews, please reach out to the research chair, Alec Tefertiller ([Alec Tefertiller@baylor.edu](mailto:Alec_Tefertiller@baylor.edu)), or the associate chair, Terri Hernandez (thernandez@comm.msstate.edu).

Help for Grad Students is On the Way

by Tamar Wilner,
Graduate Student Liaison

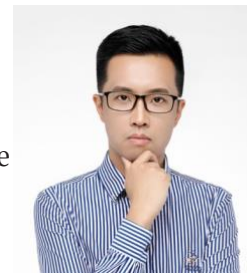
We heard you. This past November and December, we fielded a survey for journalism and communication graduate students, asking about what you're struggling with. We were glad to see 85 of you responded. The result: You feel overwhelmed, overworked, and underpaid. The pressures of the pandemic have only made it more difficult for you to tend to your many



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Midwinter Conference 2022

by Jian Rui,
Midwinter Committee Co-Chair



This year was the 14th consecutive year when the Gaylord College of Journalism and Mass Communication of Oklahoma hosted the AEJMC Midwinter conference. MCS Midwinter panels showcased work from 56 authors presenting 28 papers in seven panels across both days of the conference. Highlights included panels demonstrating international responses to COVID-19, political communication and framing in the U.S. context, health communication during the COVID-19 pandemic, social media interactions and communication, media effects in international contexts, journalism practices, and digital media consumption. In addition, Tamar Wilner and Vincent Peña organized a panel, "what I wish I'd known: Advice for early-years grad students".

The Mass Communication & Society Division received 46 abstract submissions, which was about 24.3% of the total submissions received by all participating divisions. A total of 28 abstracts were accepted for presentation (60.86% acceptance rate). The accepted papers were organized into seven panels. This was the seventh year using the Microsoft CMT online submission and reviewing system, which effectively facilitates paper reviews and communication. The Midwinter Committee would like to thank our 24 reviewers who finished 3-4 reviews over the winter break. In addition, seven

deserve recognition for facilitating the conference panels for the division.

Each abstract was assigned to two reviewers, who were carefully assigned to papers to avoid conflicts of interest. Each submission was appraised for relevance to the division, theoretical depth, clarity, innovation, methodology, and overall impression – all on 1 to 5 scales. Total scores were paired with reviewers' recommendations to accept or reject.

The top abstract award was presented to Anxun Zhang, Donghua Chung, Chen Yuanxin, and Yanfang Meng, for their work titled "Environmental behavior among Chinese youth: The influence of social media environmental information exposure on pro-environmental behavior". Top abstract award recognition was presented during the conference.

Last but not least, I'd like to mention the contribution of Asian scholars to this midwinter conference. Out of the 28 accepted abstracts, four were made by scholars from East Asia (14.28%), specifically two from mainland China and two from Hong Kong. Additionally, while 75% reviewers were working at the universities in the U.S. by the time of the conference, 25% were working at the universities in mainland China. Moreover, 14 out of 24 reviewers are of Asian origin. Their contribution to this conference deserve

moderators and seven discussants recognitions.

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duties. Many of you say you're struggling to be productive, to deal with personal matters such as friends and family, and to pay for essentials like food, rent, and tuition. International students reported particular struggles with funding and with immigration status issues. In short, you're exhausted. (Full survey results are available at bit.ly/3uFYcR5).

In the survey, you asked for help with time management and priority-setting; the job search; and securing funding. Requests for mentoring also came up several times, along with calls for more provision of and publicity around scholarships and award opportunities.

Here's how we're addressing these needs. We'll be holding webinars on topics like time management, the publishing pipeline, and networking. We're also working with the Graduate Student Interest Group to hold a pre-conference on the job search, and to maintain a centralized list of all AEJMC grad funding opportunities.

Speaking of the conference: Don't forget it is one of your best opportunities to meet and receive feedback from senior scholars – a don't-miss opportunity.

And speaking of funding: Don't forget the \$5,000 graduate research award and the \$3,000 dissertation award – applications are due April 30! More details can be found at <https://aejmc.us/mcs>.

Schedule of MCS Events at 2022 Annual Conference



by Xi Cui,
Vice-Head Elect/
Membership Chair

We are excited about the resumption of the in-person conference this year! After two years of virtual meetings and social distancing, the pan-

demic has taught us to cherish connections and community even more. The Mass Communication and Society Division has planned research, teaching, and PF&R panels that cover a diverse range of topics. We hope you will join us in Detroit for stimulating discussions.

There will be twelve events that involve the MCS Division. A total of six referred research sessions will include two themed ones, one high-density, two scholar-to-scholar, and one best paper session. In addition, MCS Division will also collaborate with various other divisions and interest groups to host three PF&R panels, two research panels, and one teaching panel.

Schedule of MCS Events at AEJMC's 2022 Annual Conference in Detroit, MI

Wednesday, August 3

8:30 am to 10 am: Scholar-to-scholar session

10:30 am to 12 pm: Research panel (co-sponsoring with Lesbian, Gay, Bisexual, Transgender & Queer Interest Group)

12:30 pm to 2 pm: Teaching panel (co-sponsoring with Political Communication Division)

4:30 pm to 6 pm: PF&R panel (co-sponsoring with Communication Technology Division)

Thursday, August 4

8:30 am to 10 am: Referred research session

10:30 am to 12 pm: PF&R panel (co-sponsoring with Media Management and Economics Division)

4:30 pm to 6 pm: PF&R panel (co-sponsoring with the Public Relations Division)

6:30 pm to 8:15 pm: The Best of MCS Session

Friday, August 5

8:30 am to 10 am: High-density research session

12 pm to 1:30 pm: Scholar-to-scholar session

4 pm to 5:30 pm: Research panel (co-sponsoring with Broadcast and Mobile Journalism Division)

Saturday, August 6

9:30 am to 11 am: Referred research session

We encourage you to join or renew your membership with the Mass Communication and Society Division. As one of the largest divisions of AEJMC, we are currently home to 496 members whose research and teaching expertise covers diverse topics and methodologies. We cordially invite you to join the MC&S family and, if you have any questions regarding membership, please feel free to contact me at cuix@cofc.edu.

MCS Co-Sponsored Panels
at the 2022 AEJMC Annual Conference

by Fan Yang,
 Vice Head/Programming Chair



Spring is finally here with us! I would like to update you on our exciting co-sponsored panels at this year's AEJMC Annual Conference in Detroit. As we continue to face individual, professional, and societal challenges in these difficult times and strive for equality, justice, and diversity, we are proud to offer a selection of panels that cover a wide range of key topics.

Professional Freedom and Responsibility Panel

Change comes from the top: Bringing diversity into newsroom leadership, co-sponsored by the Media Management, Economics & Entrepreneurship Divisions

This panel will be a conversation about global efforts to bring diversity into the newsrooms at all levels. By bringing together scholars and, if possible, practitioners, preferably active in Detroit, this panel will compare these efforts in different parts of the world.

Navigating Data Collection Collaborations between Academia and Social Media Companies, co-sponsoring with the Communication Technology Division

This panel discuss how to conduct collaborative research directly with social media platforms, what benefits it presents over independent (e.g., survey) research of these platforms, challenges and limitations of such collaborations, and ethical considerations in taking on these collaborations.

Hot Topics, Wicked Problems and Polarizing Politics: The Expanding Social Role of Public Relations, co-sponsoring with the Public Relations Division

This panel explores the expanding role and responsibilities of public relations professionals in corporate social advocacy, social issues management, CEO activism and political public relations on issues like racial justice, COVID-19, climate change, immigration, voting rights.

Research Panel

Using Research to Inform Journalistic Practice: Hurdles and Opportunities, co-sponsored by the Broadcast & Mobile Journalism Division

This panel will address the crucial question about how researchers and journalists can better work together towards shared aims and the formation of a loose community of practice, which will work to develop and enact those ideas.

Masculinities in the Media: Current Research Trends of Masculinity in Pop Culture Entertainment, co-sponsored by the LGBTQ Interest Groups

This panel will encompass a variety of methodological approaches to examining current research trends of representations, as well as repercussions, of masculinity in pop culture entertainment.

Teaching Panel

I want to keep my job: Strategies for navigating the T&P Journey, co-sponsored by the Political Communication Divisions

The purpose of this panel is to provide junior faculty members with practical tips as they navigate the stressful, complicated journey of earning tenure and promotion to associate professor.

2022 MCS Research and Teaching Awards Opportunities



by Celine Song Yunya,
Awards Committee Chair

The Awards Committee of Mass Communication and Society Division is calling for applications for a variety of awards celebrating excellence in research and teaching,

MCS is delighted to offer three research awards, including the Top Paper Awards that are part of the annual conference paper competitions, the Research Award that funds two faculty-led and one graduate student-led research proposals, and the Dissertation Award that commends outstanding graduate research in the field of mass communication emphasizing interactions with the society.

MCS provides five teaching awards: the Distinguished Educator Award to recognize an MCS member's significant contribution to mass communication pedagogy, the Promising Professor Award to recognize up

to 3 junior faculty and up to 3 graduate students who demonstrate excellence and innovation in teaching, and the Adjunct/Instructor Award to recognize outstanding contributions of adjuncts and instructors in advancing teaching excellence in the field of mass communication. We also hold the Teaching Ideas Competition to recognize innovation and excellence in teaching in the field of mass communication and offer the Service-Learning Award to assist faculty in their service-learning courses.

All awards are now open for application till 11:59 pm EST on April 30, 2022. Please check the eligibility criteria and submission instructions at "<https://aemc.us/mcs/> > Awards" before you apply. Requested materials should be emailed to the Awards Chair, Dr. Celine Yunya SONG (yunyasong@hkbu.edu.hk) by the due date.

All are welcome! Please do not hesitate to apply if you qualify for any of these awards. We look forward to receiving your applications and recognizing your achievements.

MCS Division Seeks Nominations for Teaching Awards



by Liang Chen,
Teaching Committee Chair

The Covid-19 pandemic has raised unprecedented challenges for our teaching. Many of our colleagues have to adapt previously face-to-face university courses to an online environment.

All of our members have forced to create new ways to engage students in and outside the classroom. The teaching committee hopes to be a sounding board and collection for all the ideas and solutions used to face challenges from the pandemic. MCS teaching committee has great ways for you to recognize the teaching work of others or spotlight your own contributions.

Since 2016, we give out the Distinguished Educator

Award to a member of MCS who has made a significant contribution to mass communication pedagogy. This prestigious award can be a great way to acknowledge the professors whose teaching had a profound influence on your career. If you feel that you or a colleague deserve this award, please nominate them to us.

For Junior faculty members who demonstrate excellence and innovation in teaching, we will give out the Promising Professors Awards to spotlight their excellence in teaching. Any faculty who has taught no more than five years full-time and graduate students who have primary responsibility for teaching at least on course can apply for the awards.

Three Adjunct/Instructor Awards are granted each year to in recognition of the outstanding contributions and teaching excellence of adjuncts and instruc-

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tors. If you feel that you or a colleague deserves to be recognized please encourage them to apply for the award.

Many of our members could use some help in offsetting a portion of the costs for working with communities, nonprofit clients, schools and governmental bodies in the classroom. The committee offers the Service-learning Awards to faculty members for their service-learning courses. This award is a great way to acknowledge projects that encourage students to become involved in the community.

Finally, all of our members are encouraged to submit their teaching ideas to the Teaching Ideas Competi-

tion awards. The awards build upon the idea of Scholarship of Teaching and Learning (SoTL), which treats teaching as part of research agendas. If you have a great teaching idea in the field of mass communication, please do not hesitate to apply for the award.

The pandemic brings many challenges to teaching, but also opens our minds to new ways of thinking. On behalf of the teaching committee, I hope that we will come up with creative teaching ideas for our students and bring a brighter future for them.

Call Your Attention to Three PF&R Awards Opportunities



by Juan Liu,
PF&R Committee Chair

The Mass Communication and Society Division would like to call your attention to three monetary awards for professional freedom and responsibility: the PF&R Award, the Professional Award, and Traves Service Award.

The PF&R Award recognizes excellence in research, teaching, or service related to the five PF&R principles identified by AEJMC. These principles are the promotion of free expression; ethics; media criticism and accountability; racial, gender, and cultural inclusiveness; and public service. The PF&R award is worth 500 dollars. The award is open to any individual who has made significant contributions to scholarship in any of these five areas or has undertaken professional or service activities that promote excellence in any of the five areas. The research, service, or professional activities could have been completed either during the preceding year or reflect work done over a longer period.

The Professional Award recognizes professionals for upholding the values of professional freedom and responsibility, diversity, and public service. This award is worth 250 dollars. It is also open to any individual

who has spent a significant portion of her/his career in mass communication industries such as broadcast, print, photojournalism, advertising, public relations, and social media. Individuals must show initiatives that were undertaken to uphold these values for work within the areas of education, journalism, advertising, public relations, or a related field. Other worthwhile endeavors entail working within the community to promote social responsibility outside of normal work duties.

The Traves Service Award honors exemplary service to the MCS Division, with a monetary award of \$500. The winner will be recognized at the Awards Luncheon at the national conference of AEJMC.

Three awards are open to nominations, including self-nominations. Details for the PF&R Award can be found at <https://aejmc.us/mcs/awards/pfr-award/>. Details for the Professional Award can be found at: <https://aejmc.us/mcs/awards/professional-award/>. Details for the Traves Service Award could be found at: <https://aejmc.us/mcs/awards/traves-service-award/>

Please consider submitting nominations for the awards. All materials should be submitted electronically in PDF format to the Awards Chair, Dr. Celine Song Yunya (yunyasong@hkbu.edu.hk), by 11:59 pm EST on April 30, 2022.

Mass Communication and Society Division Officers

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C. MCS Division Programing (2022)

Wednesday, August 4th

8:30 to 10 a.m. / W000

Minorities and Communication, Mass Communication and Society and Magazine Media Divisions

Scholar-to-Scholar (Poster) Refereed Paper Session

Mass Communication and Society Division

Topic I – The News, Social Activism & Civic Participation

[EA] Cultivating racial stereotypes through a longitudinal study: Understanding the exposure effects of racial incidents, social media, and newsprint

Chris Chao Su, Corey Evans, Yanling Zhao, and Derry Wijaya, Boston

Taufiq Husada Daryanto

Intention to participate in social activism activities in response to corporate social advocacy: A third-person effect perspective

Xueying Zhang, North Carolina A&T State

[EA] Examination of Civic Values and Their Impact on News Use and Community Participation

Weiyue Chen, Butler;

Esther Thorson and Shuo Zhan, Michigan State

Networked Umbrella Movement and Anti-ELAB Movement in Hong Kong: Guide in Incivility, Identity and Thread

Popularity Inequality on Hong Kong Golden Forum

Baiqi Li and Yunya Song, Hong Kong Baptist

Yongren Shi, University of Iowa

Yin Lu

Discussant

Gina Masullo, Texas at Austin

Topic II – The Positive Impact of Social Media

Skin Deep: Body Positivity Marketing on Instagram

David Painter and Camilla Guimaraes, Rollins College

Examining the Impacts of Social Media on the Psychological Well-Being in a Patriarchal Culture: A Mixed Method Study of Women in Pakistan

Iffat Ali Aksar and Jiankun Gong, Xiamen University Malaysia

Saadia Anwar Pasha, Allama Iqbal Open University

Chatting with #Ana and #Mia: Instagram Community & Eating Disorder Recovery

Mohammed Madouh and Juan Mundel, Arizona State

Melissa Janoske, Tenure and Beyond Coaching, LLC

[EA] Co-evolution of Discourse between Influencers and Regular Users: A Case Study of Tweets Using the Co-hashtags of #StopAsianHate and #BlackLivesMatter

Ke Jiang;

Qian Xu, Elon University

Memes as Anti-corruption Media Text in the Ghanaian Media

Michael Ofori and Felicity Dogbatse, Bowling Green State University

Discussant

Terri Hernandez, Mississippi State

Topic III – **Health, Science, and Persuasion**

The impact of exemplars on perception gap of risk and behavioral intentions

Ruoxu Wang, Memphis

Chun Yang, Louisiana State

[EA] Race, gender, and credentials as credibility cues? Communicating about emerging science across diverse audiences

Amanda Molder and Emily Howell, Wisconsin, Madison

Meredith DeSalazar, The Wonder Collaborative

Elliot Kirschner and Sarah Goodwin, Science Communication Lab

Dietram Scheufele, Wisconsin, Madison

The Impact of Ambivalence on Persuasion: A Preliminary Meta-Analysis

Jie Xu, Villanova University

Discussant

Fan Yang, Albany, SUNY

Topic IV – **Media Influence: Persuasion Strategies & Framing Analysis**

Public Willingness to Pay More for Plant-Based Meat: The Influence of Presumed Media Influence Model

Shirley S. Ho, Agnes Chuah, Elizabeth Koh, Liying Ong,

and Vivien Kwan, Nanyang Technological - Singapore

Persuasion Strategies in Building Campaign Discourse on Social Media: A Comparison of Donald J. Trump's and Joe Biden's Facebook Campaign Ads

Qian Xu and Lindsay Gelman, Elon

[EA] Framing the U.S. Capitol Hill Riot: Content Analysis of Four US Newspapers

Tania Nachrin and Stephenson Waters, Louisiana at Lafayette

Mohammad Delwar Hosen, Louisiana State

Phil Madison, Louisiana at Lafayette

Blame, risk perception, and support for travel restriction during the COVID-19 pandemic

Yi Yin Leong and Janet Yang, Buffalo

Discussant

Cory Armstrong, Nebraska-Lincoln

Topic V – **Public Opinion and the Future of Journalism**

[EA] The American Journalist Under Attack: A First Look

Lars Willnat, Syracuse

David Weaver and Cleve Wilhoit, Indiana

[EA] American Journalism in the Time of Polarized Media: How Journalists and the Public Think About the News Media

Lars Willnat and Shuo Tang, Syracuse

David Weaver and Cleve Wilhoit, Indiana

The Effects of Topic and Sourcing on Nonverbal Neutrality of Broadcast Journalists

Danielle Deavours, Samford

Social Mentality, Media Coverage, and Public Opinion in China

Fanbin Zeng, Western Illinois

Associations Between Age, Media Literacy, and News Consumption

Jocelyn McKinnon-Crowley and Di Mu, Washington State

Discussant

Pengya Ai, Nanyang Technological

Topic VI – **Case Studies and History in Journalism**

The Passing of Aretha, Elvis, John Lewis, and RBG: A Four Way Analysis of Cultural Icons in American Newspapers

Gabriel B. Tait, Ball State

George Daniels, Alabama

Danielle Deavours, Samford

[EA] Journey, War and Team: A Metaphorical Analysis of the New Year Message in People's Daily (1979-2022)

Jiahui Dai, Communication University of China

[EA] Authority as journalistic product: Newspapers, collective memory and the past as promotion

Michael Mirer, Wisconsin – Milwaukee

Jennifer Harker

Discussant

Zhang Hao Goh, Nanyang Technological

Topic VII – **The Internet, Coping, and COVID-19**

[EA] Estimating the Effect of Broadband on Economic Productivity during the COVID-19 Pandemic Period: A Transnational Study

Xiaoqun Zhang, North Texas

Social Media Use During a Crisis: Examining the Uses and Gratifications of Social Media Use During the Covid-19 Lockdowns

Ben Wasike, Texas Rio Grande Valley

Website Factors Affecting Online Impulsive Buying Behavior: An Empirical Study During Covid-19 in China

Pei Wang and Sindy Chapa, Florida State

Discussant

Scott Parrott, Alabama

Topic VIII – **Personality, Individuals, and Media Use**

The Binge Viewing Index: Creating and Testing a New Measure

Larry Webster and August Grant, South Carolina

Which Type of the Big Five Personality Traits Prefer to Repeat Watching: The Role of Nostalgia

Xiaoxue Zhang, Tsinghua

Xuyi Zhang and Xiaofeng Yu, Shenzhen

Multitasking Fitness Practices: A Mediatization Exploration

Dara Phillips, Regent

[EA] A Matter of (Mainstream News Media) Trust: Exploring Trust with Partisan and Social Media Use

Michael Beam and Ying Zhu, Kent State

Jay Hmielowski and Myiah Hutchens, Florida

The Influence of Personality Traits on Perceived Value of Media and Online Self-Disclosure: Taking the Authentic Degree of Self-Presentation as the Mediator

Yuxiang Lv, Gege Fang and Xiaoxue Zhang, Tsinghua

Yafei Wang, South China University of Technology

Yihuan Wang, Tsinghua

Discussant

Alec Tefertiller, Baylor

Topic IX – COVID-19, Identity, and the Self

What Concerns Parents Most During the COVID-19 Pandemic

Xi Liu

Moon Lee, Syracuse

[EA] Mask-wearing as an unspoken statement of one's identity during the COVID-19 pandemic

Ja Kyung Seo and Yan Jin, Georgia

[EA] COVID-19 Misinformation Exposure and Vaccine Hesitancy on Social Media: The Impact of Perceived Effects on Self and Others

Yanling Zhao and Chris Chao Su, Boston

Discussant

Teresa Mastin, Michigan State

Topic X – Award Winning Student Papers

A Study on Digital Inclusion of Chinese Rural Older Adults from a Life Course Perspective*

Ruimin He, Shanghai Jiao Tong

Huan Zhang, Communication University of China

Pro-Mask or Anti-Mask? A Content Analysis of Online News about the COVID-19**

Xinxia Dong and Yi Yin Leong, Buffalo

Building a Sexsustainable future: Pornhub, CSR, and the anti-sustainability heterosexual male***

Patrick Johnson, Iowa

Predicting potential adoption of risky vaping behaviors among college students using the variables of framing and perceived behavioral control****

Carl Ciccarelli, South Carolina

Discussant

Avery Holton, Utah

* Second Place, Student Competition Paper

** Third Place, Student Competition Paper

*** Second Place, Moeller Student Competition Paper

**** Third Place, Moeller Student Competition Paper

10:30 a.m. to Noon / W000

Mass Communication and Society Division and Lesbian, Gay, Bisexual, Transgender and Queer Interest Group

Research Panel Session

Masculinities in the Media: Current Research Trends of Masculinity in Pop Culture Entertainment

Moderating/Presiding

Nathian Rodriguez, San Diego State

Panelists

Nathian Rodriguez, San Diego State

Patricia Davis, Northeastern

A Precarious Legacy: Southern Memory and Masculine

Marc Ouellette, Old Dominion

Kelly M. O'Donnell, Pittsburgh

12:30 to 2 p.m. / W000

Mass Communication and Society and Political Communications Divisions

Teaching Panel Session

I Want to Keep My Job: Strategies for Navigating the T&P Journey

Moderating/Presiding

Weiwu Zhang, Texas Tech

Panelists

Guy Golan, Texas Christian

Diana Martinelli, West Virginia

Nathian Rodriguez, San Diego State

Jennifer Vardeman, Houston

4:30 to 6 p.m. / W000

Communication Technology and Mass Communication and Society Divisions

PF&R Panel Session

Navigating Data Collection Collaborations between Academia and Social Media Companies

Moderating/Presiding

Anne Oeldorf-Hirsch, Connecticut

Panelists

Deen Freelon, North Carolina at Chapel Hill

K. Hazel Kwon, Arizona State

Haseon Park, Alabama

Briana Trifiro, Boston

This panel will explore how to conduct collaborative research with social media platforms such as Facebook and Twitter, what benefits it presents over independent research of these platforms, challenges and limitations of such collaborations, and ethical considerations in taking on these collaborations.

Thursday, August 4

8:30 to 10 a.m. / F000

Mass Communication and Society Division

Refereed Paper Session

Antecedents and Factors of Effective Communication During COVID-19

Moderating/Presiding

Tamar Wilner, Texas at Austin

[EA] Using Visual Narratives to Mitigate the Gap in Racial Groups' Understanding of COVID-19 Vaccine Safety

Shiyu Yang, Nan Li, Dominique Brossard,

and **Leonardo Barolo Gargiulo**, Wisconsin-Madison

A mixed methods examination of a text message-based media literacy

intervention amid the COVID-19 pandemic

Jessica Willoughby, Erica Austin, Bruce Austin,
and **Shawn Domgaard**, Washington State

Examining Antecedents of Factual Knowledge and Perceived Familiarity
of COVID-19 Contact Tracing App: An Extended Cognitive Mediation Model

Huanyu Bao,
and **Edmund Lee**, Nanyang Technological University

Determinants on Protective Behavioral Intention about COVID-19 Pandemic:
Risk Perception, Coping Appraisal, Knowledge and Trust

Yuxi He and Gang (Kevin) Han, Iowa State

How does Hope Appeal, Celebrity Types, and Emoticons Encourage Positive
Dialog towards COVID-19 Vaccines?

Yen-I Lee, and **Ying-Chia (Louise) Hsu**, Washington State;
Joe Phua, Georgia; **Tai-Yee Wu**, National Yang Ming Chiao Tung University;
and **Sarah Hachman**, Washington State

Discussant

Angela Zhang, Oklahoma

[EA] = This submission was accepted as an extended abstract.

10:30 a.m. to Noon / T000

Mass Communication and Society and Media Management, Economics and Entrepreneurship Divisions

PF&R Panel Session

Change Comes from the Top: Bringing Diversity into Newsroom Leadership

Moderating/Presiding

Karin Assman, Georgia

Panelists

Karin Assman, Georgia

Stine Eckert, Wayne State

Alicia Nails, Wayne State

Jiquanda Johnson, Director of Brown Impact Media Group in Flint, MI.

Felecia Henderson, Director of Cultural Competency, The Maynard Institute
for Journalism Education

2:30 to 4 p.m. / T000

Mass Communication and Society Division

Theory Colloquium Panel Session

Understanding Bottlenecks to News Access: Theorizing Threats to Journalism and Media

Moderating/Presiding

Jatin Srivastava, Ohio

Panelists

Theorizing Threats to Journalism: Restoring Trust in News Media

Deb Aikat, North Carolina at Chapel Hill

The impact of social capital on the spread of misinformation

Battinto L. Batts Jr., Arizona State

Understanding News Deserts: Look at Local Economies, Geography, and Sociology of Journalism

Dane S. Claussen, Nonprofit Sector News

Relying on the Visual, Verbal and Viral Media: How Pandemic-era Habits Have Reshaped News-gathering Practices

Chris Gentilviso, *Richmond Times-Dispatch*

From News Deserts to Overabundance: Theorizing News Platforms and News Value

Louisa Ha, Bowling Green State

“You’re Gonna Have to Service Somebody”

Stephen Lacy, Michigan State

A Failed Fourth Estate Birthed a Dangerous and Misguided Fifth Estate

Rochelle Riley, City of Detroit

Motivations to Pay for Local and National News in the U.S.

Esther Thorson, Michigan State

and **Weiyue Chen**, Butler

Discussant

Peter Bhatia, *Detroit Free Press*

4:30 to 6 p.m. / T000

Public Relations and Mass Communication and Society Divisions

PF&R Panel Session

Hot Topics, Wicked Problems and Polarizing Politics: The Expanding Social Role of Public Relations

Moderating/Presiding

Kathy R. Fitzpatrick, South Florida

Panelists

Lucinda Austin, North Carolina at Chapel Hill

W. Timothy Coombs, Texas A&M

Spiro Kiouisis, Florida

This panel will explore the expanding role and responsibilities of public relations professionals in corporate social advocacy, social issues management, CEO activism and political public relations.

6:30 to 8:30 p.m. / T000

Mass Communication and Society Division

Refereed Paper Session

Best of Mass Communication & Society

Moderating/Presiding

Kalyani Chadha, Northwestern

Reading Prosocial Content in Books and Adolescents’ Prosocial Behavior:

From a Developmental Perspective*

Pengya Ai, Nanyang Technological University

Wu Li, Shanghai Jiao Tong University;

Liuning Zhou and **Ga Ryeong Kim**, Southern California

Opinion Extremity Predicted by Media Exposure, Information Processing Mode, and Issue Sophistication regarding U.S.-China Trade Dispute**

Yaxin Dai, Beijing Foreign Studies University

and **Xigen Li**, Shanghai University

Down for a Lockdown? Understanding Lockdown Preparedness through a Social Vulnerability Perspective***

Zhang Hao Goh and **Edson Tandoc Jr**, Nanyang Technological University

Defining, Validating and Testing News Skepticism: A News Literacy Approach****

Tamar Wilner, **Gyo Hyun Koo**,

and **Cameron McCann**, Texas at Austin

Moralization in Polarized Debate on COVID-19 Vaccination: Human-AI Collaborative Analysis of Tweets*****

Ali Zain, South Carolina

Discussant

Mike Schmierbach, Pennsylvania State

* First Place, Open Competition Paper

** Second Place, Open Competition Paper

*** Third Place, Open Competition Paper

**** First Place, Student Competition Paper

***** First Place, Moeller Student Competition Paper

Friday, August 5

8:30 to 10 a.m. / F000

Mass Communication and Society Division

High Density Refereed Paper Session

Mass Communication & Society High Density Session

Moderating/Presiding

Alec Tefertiller, Baylor

Topic I – Fake News, Misinformation, and COVID-19, Oh My!

Debunking misinformation to fight the COVID-19 infodemic can do collateral damage to other science attitudes

Nicole Krause, **Emily Howell**, **Becca Beets**, **Helen Tosteson**,

and **Dietram Scheufele**, Wisconsin, Madison

[EA] “Vaccines Kill People”: Collaborative Fact-checking to Combat Covid-19 Vaccine Misinformation

Jane B Singer, City University of London

What Motivates Social Media Audiences to Report Fake News?: Uncovering a Framework of Factors

Shangyuan Wu, National University of Singapore

Discussant

Xi Cui, College of Charleston

Topic II – YouTube, Social Media, and All the Feels

“I Learned It From Watching YOU!”: Parasocial Relationships with YouTubers and Self-Efficacy

**Lauren Auverset, Kelsey Chauvin, Phil Madison,
and Phil Auter**, Louisiana at Lafayette

Misery love company? Social media use, depression, and whether social media help users feel better

Scott Parrott, Alabama

A negative political cycle: Anxiety, political social media use, and hopelessness concerning a nation's future

Scott Parrott, Alabama

Discussant

Christina Najera, Tennessee, Knoxville

Topic III – **How to Deal with a Crisis**

Differential Internet Effects on Climate Change Policy Support

Ming Wang, Nebraska-Lincoln

Extending the Cognitive Mediation Model: Examining Factors Influencing Public Knowledge, Risk Perception and Policy Support for Waste Classification Between Men and Women in China

Liang Chen, Tsinghua University

Lunrui Fu, City University of Hong Kong

Weijie Zheng, Wenzhou Business College

Are you watching or warning? The role of comprehension, warning time and prior experience on individual preparation of tornadic events

Cory Armstrong, Nebraska-Lincoln

[EA] Do Citizens Disclose or Protect Privacy? Collectivism, Privacy Calculus, and Personal Information Disclosure in China

Ge Zhu and Tianyi Yang, Shanghai Jiao Tong University

Discussant

Surin Chung, Ohio

[EA] = This submission was accepted as an extended abstract.

4 to 5:30 p.m. / F000

Mass Communication and Society and Broadcast and Media Journalism Divisions

Research Panel Session

Using Research to Inform Journalistic Practice: Hurdles and Opportunities

Moderating/Presiding

Tamar Wilner, Texas at Austin

Panelists

Tamar Wilner, Texas at Austin

Valérie Bélair-Gagnon, Minnesota

Seth Lewis, Oregon

Letrell Crittenden, Director of Diversity, Inclusion and Audience Engagement, American Press Institute

Jane Elizabeth, Media Consultant, Consult Creative LLC

Saturday, August 6

9:30 to 11 a.m. / S000

Mass Communication and Society Division

Refereed Paper Session

Media Representation and Inclusivity

Moderating/Presiding

Terri Hernandez, Mississippi State

Diversity and Aggression on Police TV Dramas

Jack Glascock, Illinois State

Cultivating Acceptance? Television Viewing, Internet Use, and Same-Sex Relationships

Lik Sam Chan, The Chinese University of Hong Kong

The Role of Media Representation of LGBTQ Individuals in Heterosexual Individuals' Attitudes and Behaviors towards LGBTQ Individuals

Joon Kyoung Kim, **Ammina Kothari**,
and **Stephanie Godleski**, Rhode Island

The Amplification Effects of Camera Point-of-View (POV) Revisited—Racial Disparity in Evaluations of Police Use of Force Videos in the Post-George Floyd Era

Yaojun Yan, Indiana; **Glenna Read**, Georgia
and **Rachel Bailey**, Florida State

Shifting the Protest Paradigm? Legitimizing and Humanizing Protest Coverage Lead to More Positive Attitudes toward Protest, Mixed Results on News Credibility

Gina Masullo, Texas at Austin; **Danielle Brown**, Minnesota
and **Summer Harlow**, Houston

Discussant

Derrick Holland, Tennessee, Knoxville

[EA] = This submission was accepted as an extended abstract.

D. MCS Division Social Details

The division social event will be held at the Renaissance Marriott on Thursday, August 4.

F. MCS Swag Details

The Division will be ordering swag for members who attend the conference.

G. Webmaster Guide

Mass Communication and Society

A Division of the Association for Education in Journalism and Mass Communication



Webmaster Guide

Website: <http://aejmc.us/mcs/>
Log-In: <http://aejmc.us/mcs/wp-login.php>

May 2018

Overview

The Mass Communication & Society division website (<http://aejmc.us/mcs/>) is a part of the AEJMC Network, a shared home for the web presences of AEJMC divisions and interest groups. The Mass Communication and Society website is a Wordpress site, and the site is hosted by AEJMC. As such, to access the site, the MC&S webmaster will need to a) familiarize themselves with the AEJMC Network and b) request Editor permissions from the AEJMC Network administrator.

An effective MC&S Webmaster should ideally have two primary skills:

- *Knowledge of and experience managing Wordpress-driven websites*
- *Basic HTML and CSS experience*

Access to the AEJMC Network

As Webmaster, you should be granted “*Editor*” permissions for the MC&S website. While this limits some of the changes you will be able to enact on the website, this is required by the AEJMC Network to protect site security.

If you need to make edits to the site (such as changes to the layout or theme of the site, editing menu items, etc.), you can request administrator privileges after reviewing the Administrator Agreement: <http://aejmc.us/wordpress/user-privilege-levels/administrator-agreement/>.

See the Administrator Policy below before making such requests. Keep in mind the AEJMC Network administrator may want to interview you prior to granting you administrative privileges.

Getting Started

Prior to requesting editor access to the MC&S website, please review the following information regarding the AEJMC Network:

- About Wordpress: <http://aejmc.us/wordpress/>
- Terms of Use: <http://aejmc.us/wordpress/wordpress-use/>
- Administrator Policy: <http://aejmc.us/wordpress/user-privilege-levels/administrator-policy/>
- Wordpress Security: <http://aejmc.us/wordpress/wordpress-security/>

Requesting Access

After you have reviewed the information above, you will need to email the AEJMC Network administrator to request access to the site. Email **Randy Reddick** at r.reddick@ttu.edu, cc: the current MC&S head, and include the following information:

- Introduce yourself as the new Webmaster for the Mass Communication & Society Division
- *Indicate that you have read and understand the **Terms of Use (mandatory)***
- Request “Editor” Permissions for the MC&S website
- Request the administrator delete the previous webmaster’s account/access

Website Update Schedule

The MC&S website will need to be updated with new information on an ongoing basis. Specific information should be requested from the division head or committee chairs. Use the following calendar to keep up with required changes/updates:

Month	Page	Directions
September / October (<i>after the new officers are instated</i>)	Officers	Under the Officers page, make the following edits: <ul style="list-style-type: none"> • Create a list of the previous years officers and add it below “Past Officers” at the bottom of the page • Edit/Add this year’s officers under the correct positions using contact information provided by the division head • For new individual images, resize the photos using Photoshop or a comparable photo editor to either 150x150 pixels or a perfect square dimensions (you should resize any images to 150x150 pixels on the page); upload the images to the Media Center for use on the Officer’s page
	Committees <ul style="list-style-type: none"> • Awards • Comm. • Graduate • Midwinter • PF&R • Programming • Research • Teaching 	Update each committee page with new officer images and contact information
	Conferences <ul style="list-style-type: none"> • Annual • Midwinter 	Remove paper calls from both the Annual and Midwinter pages in anticipation of future conferences <ul style="list-style-type: none"> • Acceptable to use “Coming Soon” until the new calls are available
	Goals	Remove the previous year’s goals and replace with the current year’s goals, along with the current head’s picture <ul style="list-style-type: none"> • Goals should be provided by the division head
	Awards <ul style="list-style-type: none"> • Research 	Each award page should be updated with new submission deadlines and winners from the past year.

	<ul style="list-style-type: none"> • Teaching • PF&R • Travel 	
	Meeting Minutes	Replace the past year's meeting minutes with the most recent year's minutes
November	Midwinter	Once available from the midwinter chair, edit the midwinter page with the new call
January	Annual Conference	As with the midwinter call, once available, edit the annual conference page with the new call
Ongoing / As Needed	Newsletter	When each newsletter becomes available, upload a PDF to the Media Center; post a link and abstract on the blog (which updates the Newsletter page)
	Reports and Newsletters	Post a PDF link to each newsletter on the Newsletter archive page

H. Updated Bylaws (Changes proposed and approved August 7, 2018)

ARTICLE I

ORGANIZATION

SECTION 1.

The Mass Communication and Society (MCS) Division is a division of the Association for Education in Journalism (AEJMC). As such, it is subject to all of the regulations and responsibilities decreed by the parent AEJMC for its various divisions. The Constitution and Bylaws of AEJMC and its standing committees shall take precedence over those of the MCS Division.

ARTICLE II

PURPOSES

SECTION 1.

The purposes of the MCS Division are:

- To encourage the study of mass communication as a system which provides the means for certain needs of society to be met and for certain problems to be solved.
- To encourage the study of mass communication as it relates to other institutions in society. An understanding of the systems through which societies communicate is as important to an educated person as is an understanding of the better known political, economic, and social orders of society.
- To encourage the study of mass communication through diverse forms of qualitative, quantitative, and historical research approaches.
- To encourage members of AEJMC to bring to their teaching and research a conception of the whole of mass communication and not just its individual parts.
- To help provide a liaison between members of AEJMC and scholars in other areas who are interested in mass communication and what it does to and for society.

SECTION 2.

To achieve these purposes, the Division may:

- Sponsor programs at the annual conventions of AEJMC and of other scholarly organizations.
- Encourage a dialogue within AEJMC and between AEJMC and other scholarly organizations concerning the role of mass communication in modern society.
- Publish papers, monographs, journals, and newsletters.
- Cooperate with other divisions and groups of AEJMC in the sponsorship of conferences, programs, meetings, publications, etc., which contribute to an understanding of mass communication and society.

- Encourage awareness among practitioners in the various mass communication professions and industries that they are part of a vast system that affects society and is affected by society in various ways.

ARTICLE III

MEMBERSHIP AND DUES

SECTION 1.

Membership is open to all interested members of AEJMC.

SECTION 2.

Dues are \$24.00 per calendar year for faculty members, although a special, reduced fee may be approved by the MCS Executive Committee to attract new members or to benefit certain groups (e.g., graduate students). Membership includes a subscription to the division's journal. Dues are set annually by the MCS Executive Committee, but changes must be ratified by members at the annual Business Meeting to become permanent.

ARTICLE IV

OFFICERS

SECTION 1.

The MCS Executive Committee shall be composed of the Division Head, Vice Head, Vice Head-Elect, Immediate Past Head, Division Journal Editor, and Chairs of all standing committees. The Executive Committee will help the Division Head establish and implement overall Division policy, advise the Division Head as needed, and perform other duties as the Division Head shall direct.

SECTION 2.

To provide continuity in the administration of the Division, the Vice Head-Elect shall move up to Vice Head who shall move up to Head at the close of the Division's annual business meeting at the AEJMC convention. If the Vice Head is unable to serve, the Vice Head-Elect will assume the position of Vice Head. Other vacancies on the Executive Committee will be filled by a nomination process before or during the convention and approval by the members during the MCS business meeting. The Head, Vice Head, and Vice Head-elect will put forth a slate of officers at the annual MCS meeting. However, nominations may be made from the floor during the MCS business meeting at which an election is held.

SECTION 3.

Head: The Division Head shall be the principal officer of the Division and shall in general supervise its affairs. He or she shall plan and preside at the annual business meeting and any special members' meetings of the Division. The Head shall maintain the Division's books and (with the counter-signature of AEJMC's Treasurer), shall spend Division funds for legitimate

Division purposes. All Division expenditures must be approved in writing by the Division Head before funds may be disbursed. The Head has the authority to appoint special committees, to chair meetings of the Executive Committee and to canvass the Executive Committee for advice as needed. The Head is expected to attend the annual AEJMC convention, where he or she will conduct Division business.

SECTION 4.

Vice Head: The Vice Head shall perform the duties of the Division Head in the absence of the latter or in the event of the Head's inability to act. The Vice Head shall serve as the Division's program coordinator for the AEJMC annual convention at which the Vice Head moves up to Head, and he or she shall perform other duties as the Head shall direct. The Vice Head, as the Division's Program Chair, is expected to attend the annual AEJMC convention where he or she will conduct Division Business.

SECTION 5.

Vice Head-Elect: The Vice Head-Elect shall perform the duties of the Vice Head in the absence of the latter or in the event of the Vice Head's inability to act. The Vice Head-Elect shall serve as the Division's membership coordinator for the AEJMC annual convention at which the Vice Head-Elect moves up to Vice-Head, and he or she shall perform other duties as the Head shall direct. The Vice Head-Elect, as the Division's Membership Chair, is expected to attend the annual AEJMC convention where he or she will help conduct Division business.

Before an MCS Officer can become Vice Head-Elect of the MCS Division he/she should be a successful Division Officer in multiple positions on different committees. The person appointed also must have served as either Research Chair or Midwinter Chair. If no suitable candidate is available, the Head, Vice Head, and Vice Head-elect may appoint someone.

SECTION 6.

Secretary: The newsletter editor/secretary shall be responsible for the minutes of division meetings and distribute minutes to all division members and publish and distribute the division's newsletter four times each year (fall, winter, spring, summer prior to conference).

SECTION 7.

Other officers in the Division will include those members elected to lead PF&R, Teaching, Research, Awards, Communications, Graduate Students, and Midwinter Conference efforts for the Division and others elected for special duties by the membership.

ARTICLE V

GENERAL COMMITTEE STRUCTURE

SECTION 1.

The Division's three major, permanent areas of concentration are Professional Freedom and Responsibility (PF&R), Research, and Teaching.

SECTION 2.

Activities in each area shall be coordinated by two persons approved by the membership at the annual meeting. Each committee will have a Chair and Associate Chair. Additional committee members will be appointed by the Head, Vice Head, and Vice Head-elect, and the slate voted on at the annual Business Meeting. Associate Chairs and additional Committee Members will be Officers in the Division. Chairs should rely upon their respective committees in making decisions for the Division. In addition, Chairs should train Associates and Committee Members so they can subsequently move into leadership positions. *Associate Chairs may move up to Chair positions the subsequent year.* If so desired, and in consultation with the Head, the persons may appoint a committee to help with duties.

SECTION 3.

The PF&R, Teaching and Research Chairs are responsible for helping the Program Chairperson develop at least one convention session, for advising the Division Head as needed, and for performing other duties as the Head shall direct. In addition, the Research Chairperson is responsible for coordinating paper competitions during the AEJMC convention.

ARTICLE VI

MEETINGS

SECTION 1.

The Division's annual business meeting will be held in conjunction with and during the annual AEJMC convention. Special meetings may be called by the Head as necessary.

SECTION 2.

A quorum at the annual business meeting shall consist of the Division members present. A quorum at a special meeting shall consist of a majority of the Division Executive Committee.

SECTION 3.

A Division member unable to attend a meeting may give his or her proxy in writing to another Division member. The proxy shall be deposited with the Secretary prior to or at the opening of the meeting.

ARTICLE VII

AMENDMENTS

SECTION 1.

The bylaws may be amended by a two-thirds vote of those present at the annual business meeting.

SECTION 2.

Proposed amendments should be distributed in writing to the total Division membership at least two weeks prior to the meeting at which they are to be voted on.

ARTICLE VIII

AWARDS

SECTION 1.

Division awards and contests are to be conducted annually with the majority approval of the Executive Committee. Rules as well as monetary amounts are under the discretion of the Executive Committee. Information regarding rules and monetary amounts will be publicized to the membership as soon as it is available.

SECTION 2.

Paper competitions for the annual conference will be guided by the Research Committee Chair. Midwinter Conference competitions will be guided by the Midwinter Committee Chair. All other awards and contests will be guided by the Chair of the Awards Committee.

In MCS paper competitions, graduate students should not serve as reviewers. (per the AEJMC Research Chair's Handbook).

In MCS paper judging, submitters cannot judge in a competition in which they have submitted (per the AEJMC Research Committee guidelines).

Members serving on the Research Committee cannot submit to the MCS Division paper competitions at the annual conference. Members serving on the Midwinter Committee cannot submit to the MCS Division paper competitions at the Midwinter Conference.

SECTION 3.

The Awards Committee Chair will keep a current record of all awards and competitions rules, deadlines, monetary amounts, and other pertinent information so that this information can be kept consistent from year to year and easily passed on to the succeeding Chair.

Teaching awards will be judged by the Vice Head and all members serving on the Teaching Committee. Service and travel awards will be judged by the Vice Head-Elect and members serving on the PF&R Committee. Non-paper competition research awards (i.e., faculty research award, student research award, and dissertation award) will be judged by the current Division

Head, Immediate Past Head, and Division Journal Editor. Additional judges may be appointed by the Division Head if needed.

ARTICLE IX

MASS COMMUNICATION AND SOCIETY JOURNAL

SECTION 1.

The Division will support the publication of the refereed journal “Mass Communication and Society” six times annually. Special issues may be published from time to time, but not more often than once per volume.

SECTION 2.

A portion of each member’s annual dues may be used to support “Mass Communication and Society.”

Separate books will be maintained by the MCS Division Head for “Mass Communication and Society” revenue and expenditures. All expenditures from the “Mass Communication and Society” account must be approved by the MCS Division Head. The Division should aim to maintain a balance in the Journal account equal to twice the annual expenses. In addition, a long-term fund (initially \$100,000) will be maintained in an investment managed in coordination with AEJMC. Such investment principle would only be accessed for future emergency Journal needs. Revenues generated by this investment will return to the Division annually to underwrite free graduate student Division membership and other Division expenses.

SECTION 3.

A Committee of five persons (i.e., Editorial Selection Committee), including the Committee Chairperson, will oversee selection of Editors of “Mass Communication and Society.” Production, promotion, distribution, fulfillment, and subscription management for members and non-member subscribers to the publication will be managed by a Publisher. The relationship with the Publisher will be governed by an agreement between the Division and the Publisher, the terms of which will be revisited prior to the end of each renewal period. The Editorial Selection Committee Chairperson will be appointed by the MCS Division Head, and the Chairperson will select three members of the committee, with the advice and consent of the Division Head. The fifth member of the committee will be the Vice Head of the MCS Division. The Editorial Selection Committee Chair will be a granted status as a member of the MCS Executive Committee for that period. A representative of the Publisher will also serve in a non-voting capacity on the committee.

SECTION 4.

The Editor for “Mass Communication and Society” will be elected by the Division’s membership every three years at the Division’s annual business meeting. Applications for the position will be

solicited from Division members in January of the year of the appropriate Division meeting by the Editorial Selection Committee, which will be two years prior to the publication of the new Editor's first volume. To be considered for the position, each candidate must be a member of the Division and AEJMC in good standing, and the Editor must remain a member of the Division throughout the term of service. After consultation with the MCS Executive Committee, the Editorial Selection Committee will circulate its recommendation in the MCS newsletter at least two months before the appropriate annual meeting. The Incoming Editor will take on the editorial responsibilities for the Journal one year prior to the publication of the first issue for which he/she is responsible.

SECTION 5.

Any person selected as "Mass Communication and Society" Editor will serve a three- year term; a limit of two terms will be imposed on the number of consecutive terms an Editor may serve. If for some reason the Editor is not able to serve his or her complete term, the Editorial Selection Committee, after consultation with the Division Head, will make an interim appointment to complete the unfinished term.

SECTION 6.

The Editor makes decisions about all matters related to the content of the Journal. The Editor will establish an Editorial Board, which provides advice and review of material submitted for publication. The Editor will be responsible for the administration of the Journal. The Editor will serve as a liaison between the Division and the Publisher on Journal matters, and will provide an annual report on the Journal at the AEJMC annual conference. The Editor is responsible for assuring that the Journal follows accepted practices of academic peer review. The Editor receives a yearly stipend from the publisher in the amount contractually agreed to between the Publisher and the MCS Division. The Division will provide support of up to \$5,000 to cover expenses of the Editor related to the administration of the Journal from Journal funds. The Division will also provide a \$3,000 summer stipend to be paid after all proofs are submitted to the publisher for an annual volume, concurrent with stipend payments to Associate Editors.

SECTION 7.

In the event that the Editor is not able or willing to complete his/her duties in a satisfactory manner, the Editor may be removed. In the case that it is deemed necessary to remove an Editor, the Division Head will reconstitute the Editorial Selection Committee (see Section 3) to propose removal. Unanimous agreement of the Editorial Selection Committee is required to submit a proposal for removal to the Division membership. It is intended that these measures be pursued only in the direst of circumstances, such as repeated non-publication of issues or clear violations of peer review procedures. In the event that an Editor is removed, the Editorial Selection Committee will select an Interim Editor to complete the term, and will include this recommendation with its proposal for removal of the Editor.

SECTION 8.

At the Editor's discretion, up to 100 pages may be added to the Journal's allotted size each year to provide space for a forum on a special topic determined by the Editor with input from the Editorial Board. The additional pages will be paid for from Journal funds. The special topic "symposium" will occur within the standard number of issues of the annual Journal provided by the Publisher.

The Editor may select a Guest Editor with expertise in the chosen topic. The Guest Editor must be a member of the MCS Division. The Guest Editor, in conjunction with the Journal Editor, will be responsible for issuing a special call for papers on the topic. If a Guest Editor is chosen to edit a special topic symposium in any given year, \$1,500 will be provided to the Guest Editor from Journal funds upon submission of final symposium proofs to the Publisher for printing.

SECTION 9.

The Journal Editor may appoint up to five Associate Editors to serve concurrently, who will each be paid an annual stipend of \$3,000 from Journal funds after satisfactorily performing their assigned duties through submission of proof copy edits to the Publisher for an entire volume of the Journal. Associate Editors who serve less than a full year may have their stipend prorated based on the proportion of issues in the volume that were completed during their time of service. The Editor-Elect may also receive a \$3,000 stipend for the year served in advance of publishing his or her first issues and receiving support from the Publisher.

SECTION 10.

At the Editor's discretion, up to 150 pages may be added to the Journal's allotted size each year to provide space for reducing the backlog of accepted manuscripts that otherwise could not be published for more than six months. The additional pages will be paid for from Journal funds.

SECTION 11.

The MCS Journal fund will provide financial support for a student to serve as the Editorial Assistant at the Editor's home institution. Financial support of the lesser of \$10,000 or the actual financial remuneration paid to the student at the institution's normal stipend rate (or hourly rate if not paid by stipend insofar as any offer is consistent with the student's home college/university regulations and/or student employee union rules or guidelines) will be provided to the host school or department. If the Assistant's time is divided between the Journal and other duties, the payment from the Journal funds will correspond with the percentage of the student's stipend funded work that is devoted to the Journal (e.g. \$15,000 stipend * 50% work for journal = \$7,500 support). Amount of stipend to be reviewed upon an Editor's election.

Editorial Assistant summer stipend: The MCS Journal will pay an annual stipend of \$5,000 to the Editorial Assistant for continuing duties between spring and fall semester. The stipend will be renewed annually pending availability of funds.

SECTION 12.

Transition between an Outgoing Editor and an Incoming Editor may require dual support for editorial expenses and Journal assistants. Therefore, expenses may be paid for support of both Editors and their student Editorial Assistants for a period not to exceed six months or one academic term as applicable. Affected expenses are listed in Sections 6 and 11 of Article IX.

SECTION 13.

The MCS Journal fund will pay an annual stipend of \$2,500 to the Book Review Editor for coordinating and soliciting book reviews for the Journal.

SECTION 14.

To motivate and reward service of reviewers, the MCS Journal will give an award of \$500 (from Journal funds) accompanied by a plaque or certificate to one outstanding reviewer selected each year. The Editor and Associate Editors will form a committee to select the reviewer of the year. Criteria for determining the award will include the number of reviews completed, quality of the review, promptness of review response, and the impact of reviews in nurturing young scholars. In the event of no suitable nomination, the Editors reserve the right not to give the award.

SECTION 15.

To recognize and reward authors, the MCS Journal will award a \$500 prize and plaque (from Journal funds) to one outstanding article published in MCS during the previous volume year. The Editor and Associate Editors will form a committee to receive nominations and to select the outstanding article of the year. Authors can self-nominate or nominate others. Criteria for determining the award will include the advancement of theory, quality of writing, and number of citations (or downloads), and publicity (if applicable). In the event of no suitable nomination, the Editors reserve the right not to give the award.