



Newsletter

Vol. 56, Issue 1

Fall 2022

A Message from the Division Head

by Fan Yang, MCS Division Head



Dear MCSD Members,

It is such an honor to have an opportunity to serve as the Head of the Mass Communication and Society Division. I would like to take this opportunity to thank your support to MCSD and express my greatest gratitude to our past and current officers for their dedicated services to our division.

After more than two years of lives on remote modes, we were finally able to get together in person at this past AEJMC Annual Conference in Detroit. I had a great time catching up with our members and hearing from them their suggestions and envisions for our division. Looking forward, I am excited to report to you the goals of our division for the year to come.

- 1) Strong commitment to diversity and inclusion. We are very proud of our commitment and will push for more equity in our academic community. I'd like to draw your attention to the fact that, besides our many well-received awards, we also have awards that specifically focus on supporting graduate students, non-tenure-track educators, and professionals, such as the Adjunct/Instructor Award (<https://aejmc.us/mcs/awards/teaching-awards/adjunctinstructor-award/>), Service-Learning Award (<https://aejmc.us/mcs/awards/teaching-awards/service-learning-award/>), PF&R Award (<https://aejmc.us/mcs/awards/pfr-award/>), and the Professional Award (<https://aejmc.us/mcs/awards/professional-award/>).
- 2) Offer more benefits to our members. As the largest division of AEJMC, our division is always looking into how we can better serve our members. For students, a huge benefit we are proud to offer is FREE membership. So please encourage your students and friends to join us as members, which will make them eligible for our awards. In addition, we are actively brainstorming ways to better serve all our members. In the next few weeks, you will hear from me with a survey about your thoughts on what you'd like our division to bring to members and I want to thank you for your participation in advance.
- 3) Strengthen collaborations with other divisions/interest groups. As part of our big AEJMC family, we are aware of and amazed by many other initiatives spearheaded by our fellow divisions/interest groups. While I am not able to offer more details at this point, I do want to share with you that we will collaborate with other AEJMC divisions/interest groups to launch a few new initiatives that focus on supporting graduate students and early-career scholars. Stay tuned and I will be in touch as soon as we finalize the logistics.

Finally, I'd like to express my sincere thanks to all our existing members and welcome our new members on board! Please feel free to get in touch with me at fyang@albany.edu if you have any questions, suggestions, and/or ideas. I wish everyone a great remainder of the Fall semester!



Membership Message

by Alec Tefertiller,
Vice-Head Elect/
Membership Chair

As the fall semester and the new school year are well underway, and the first in-person AEJMC convention since the beginning of the COVID-19 pandemic is in the rear-view mirror, it is a good time to check the health of MCS, and to think about our future. As this year's vice head elect and membership chair, it is my goal to determine the best ways to use our resources to support and empower our members.

Currently, MCS has a total of 613 members, making us one of the largest divisions in AEJMC. In addition, we are in good shape financially, as we have \$11,618.68 in our reserves. Our health as a division allows us to offer ample awards for research and travel, and we have consistently increased the value and volume of our awards. In addition, we have supported relevant scholarships, social events, and pre-conference programming both as a standalone division and in partnership with other divisions.

That being said, given our health as a division, I would love to hear how we can put our resources to work to support the interests and goals of our membership. How can we serve our members and the organization in the coming years? Do you have an idea for a pre-conference workshop we can support? Can we help fund a social event at the annual conference or Midwinter? Perhaps we can offer more travel stipends or complimentary registrations to our members. Please send me your ideas to Alec_Tefertiller@baylor.edu. I welcome your ideas and feedback.

Social Media Report

by Anastasia Kononova,
Communication/Social Media
Committee Chair



I joined the committee in August 2022. Since then, I've been helping with managing Division's Facebook and Twitter accounts. The Division has a LinkedIn account, as well, but login information has been lost.

Facebook group AEJMC Mass Communication and Society Division (1,395 members)

Since August 1, 2022, MCS' Facebook group was viewed 5,104 times; 51 individuals posted in the group or made comments. Group content generated 132 engagements (128 reactions and 6 comments), yielding the engagement rate of 2.6%. This rate is higher than the annual engagement rate of 2% (356 reactions, 17,831 views, October 2021 – October 2022).

Twitter, @AEJMC_MCS (3,476 followers)

From September 21 to October 23, 2022, the Division's Twitter account gained 12 new followers. Three tweets posted during that period generated 1,046 impressions with the average engagement rate of 4.6% (engagement mostly includes likes, with no replies or retweets indicated). The account was mentioned 22 times in the 28-day period.

Engagement for both Facebook and Twitter accounts typically follows content posting, with the most popular days of posting and engagement being Monday, Tuesday, and Wednesday. Most popular content includes academic job announcements and AEJMC- and MCS-related events (calls for paper, conference announcements, etc.).

Recommendations

1. Recover access to the LinkedIn account or create a new one
2. Diversify Division's content in general (e.g., add member spotlight content, include useful content relevant to academics, present research projects)
3. Diversify Division's content across different platforms
4. Use different content formats (e.g., videos, images)

Midwinter Conference 2023

by Angela Zhang,
Midwinter Committee Chair



The AEJMC Midwinter Conference is now inviting you to submit research paper abstracts! This is a great 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 46 abstract submissions, which was 24.3% of the total submissions received by all participating divisions. A total of 28 abstracts were accepted for presentation (60% acceptance rate), and 24 papers were presented at the conference. These papers address a variety of topics, including international responses to and health communication during the COVID-19 pandemic, political communication in the U.S., social media communication, media effects studies, journalism practices, as well as digital media consumption.

The upcoming 2023 AEJMC Midwinter Conference will be held at the Gaylord College of Journalism and Mass Communication at the University of Oklahoma in Norman, Oklahoma between February 24 and 25, 2023. The conference will be in person, but it will accommodate virtual paper presentations upon prior request and for unforeseen and extreme circumstances. See the conference call for abstracts (<https://www.ou.edu/gaylord/news-events/events/aejmc-midwinter-conference>).

You are invited to submit your research paper abstracts of between 600 and 800 words to the Mass Communication & Society Division or one of the other participating divisions or interest groups. You

can submit your work online via <http://bit.do/AEJMC-MW23> by **December 15, 2022, 11:59pm**. Central Time. Please make sure that you only submit your work to one participating division and do not submit full papers or shorter abstracts. See conference call for abstracts (<https://www.ou.edu/gaylord/news-events/events/aejmc-midwinter-conference>) for more detailed requirements.

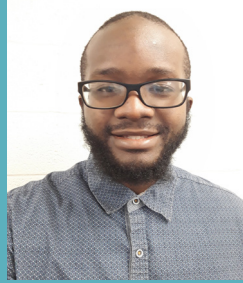
You will be notified by mid-January 2023 of the decision about your submission, which will be made based on comments from reviewers. If accepted, you will be expected to submit the complete paper (not exceeding 30 pages) to the discussant of your conference session at least two weeks before the midwinter 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 directly to mid-winter chairs via email. This year, the co-chairs of the midwinter conference for Mass Communication & Society are Dr. Angela Zhang, angelazhang@ou.edu, and Dr. Christina Najera, cnajera@utk.edu. The deadline for panel submission is the same as for abstract submission, **December 15, 2022, 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. See more information about our award program (<https://aejmc.us/mcs/awards/travel-awards/graduate-travel-award-program/>).

Attention Graduate and Undergraduate Students Conducting Mass Communication Research!

by Tamar Wilner,
Graduate Student Liaison



The Mass Communication and Society (MCS) division of AEJMC is taking applications for the “MCS Division Student Travel Award Program” (<https://aejmc.us/mcs/awards/travel-awards/graduate-travel-award-program/>).

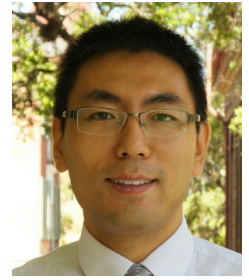
The award provides **either \$500 to two graduate students for the Midwinter conference travel or \$1000 to four students for the annual AEJMC conference travel**. Preference is given to doctoral students and those who are first authors. However, all students who will present research in the MCS division are encouraged to apply!

To be eligible, you must be a student member of the MCS division and present research in the MCS division at one of the two conferences. In addition to applying for this award, other benefits of joining the MCS division include a subscription to the flagship journal of the division “Mass Communication and Society” (<https://www.tandfonline.com/journals/hmcs20>) and access to other research and teaching-related awards and events sponsored by the division. **Additionally, there are several opportunities to serve on committees or get involved in service to enhance your curriculum vitae (CV).**

The deadline for the Midwinter conference student award applications is January 30, 2023. Applications for the AEJMC annual conference student award must be submitted by May 30, 2023. Application materials include a one-page narrative, a letter of recommendation from your faculty adviser, current CV, and a copy of the abstract of the work being presented. Further details on these application materials can be found here (<https://aejmc.us/mcs/awards/travel-awards/graduate-travel-award-program/>).

MCS Hosts Panel Discussions

by Xi Cui, Vice Head



Every year at the conference, our division co-hosts an array of panel discussions with other divisions and interest groups. Our review and selection process ensures that the panels are interdisciplinary in nature and address pressing issues in teaching, research, and professional freedom and responsibility of journalism and mass communication.

This year, we held six panel discussions that attracted many interested audiences at the conference. The panel on teaching was co-sponsored with Political Communication Division. It focused on professional tips for junior faculty members, especially regarding balancing teaching and research and integrating teaching and research tasks for the benefit of making tenure cases.

The two research panels were co-hosted with Broadcast & Mobile Journalism Division and with LGBTQ Interest Group respectively. The former addresses the hurdles and opportunities to translating journalism research into professional practices. Panelists from universities as well as Nieman Lab and American Press Institute shared their experiences of connecting the academia to the newsroom. The other research panel discussed the state of research on masculinity in popular culture. Panelists shared their syntheses of research findings on this topic through various theoretical and methodological lenses.

Three PF&R panels touched on a wide range of topics of ethics and justice. The panel “Change comes from the top: bringing diversity into newsroom leadership” was co-sponsored with the Economics & Entrepreneurship Division. Panelists from the Brown Impact Media Group in Flint, MI., the Maynard Institute for Journalism Education as well as the academia compared global efforts to bring diversity into the newsrooms at all levels. Our division also co-hosted a panel on the social role of public relations in the polarized politics with the PR Division. Scholars discussed the role of corporate social responsibility and social advocacy on pressing issues such as racial justice, COVID-19, climate change, immigration, and voting rights. Lastly, a panel co-hosted with the Communication Technology Division focused on the ethical implication of collaborative research with social

MCS Research Awards Opportunities

by Terri Hernandez,
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 annual conference's Mass Communication & Society Awards Banquet.

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.

Xinyan Zhao (University of North Carolina at Chapel Hill) and Wenlin Liu (University of Houston) used the 2021 faculty research award to investigate how the sizes, heterogeneity, and localness of individuals' disaster communication networks predicted the frequencies of seeking emotional, informational, and physical support during the 2021 Texas Winter Storm disaster. Results from the survey data collected from multiethnic communities indicated that different network properties of disaster communication ecologies relate to different support-seeking levels. Zhao and Liu's study was published in *Mass Communication & Society* this past year and can be found here: <https://doi.org/10>

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media platforms, particularly with regard to sampling and data collection.

We are currently in the process of reviewing panel proposals for the 2023 conference. We encourage our members to attend these panel discussions at the conference and consider submitting panel proposals in the future.

[.1080/15205436.2022.2129390](https://doi.org/10.1080/15205436.2022.2129390). "This project's results inspired me for future research communities," states Zhao.

This past year, MCS presented faculty awards to Sangwon Lee (New Mexico State University); and Yan Huang (University of Houston) and Weirui Wang (Florida International University).

Lee's project is titled "No need to be informed to participate: Rethinking the virtuous circle hypothesis in a social media environment." Lee plans to use their funding to disseminate a three-wave online survey. Data from each wave will be collected at strategic times leading up to and immediately following the 2022 U.S. midterm elections. They will run a random intercept cross-lagged path analysis based on this three-wave panel data to maximize the causal inferences to test their new theoretical mass effects model, tentatively entitled "a self-righteous circle model."

Huang and Wang's project is titled "A Cognitive and Social Normative Perspective: Understanding Confirmation Bias in Misbelief Correction on Social Media." Using two experiments, this project examines how social cues on social media interfaces reduce or reinforce confirmation bias and interact with information motivation to influence psychological responses to correction messages. "A better understanding of confirmation bias in misbelief correction is imperative for effective information exchange and informed public decision-making," said Huang and Wang.

This year's student research 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." Lee will use the funding to support their dissertation project, which involves two online experiments to refine a theoretical understanding of individuals' receptivity to corrective information, which could help inform effective interventions and pedagogical approaches to correcting misperceptions.

For more information about our research awards, including the application process, visit <https://aejmc.us/mcs/awards/research-awards/research-award/>.

Invites Nominations for Teaching Awards

by Stella Chia,
Teaching Com-
mittee Chair



MC&S invites nominations for five teaching awards, including the Adjunct/Instructor Award, the Distinguished Educator Award, the Promising Professors Award, the Service-Learning Award, and the Teaching Ideas Competition for the year of 2023.

MC&S has started to give three Adjunct/Instructor Awards since 2016. These awards recognize adjuncts and instructors who are showing distinction as educators and advancing teaching excellence in the field of Mass Communication. All teaching faculty members

in the area of mass communication/mass media with a full-time equivalent (FTE) less than 100% (e.g., on a semester-by-semester basis or bargaining-unit appointments) are welcome to apply.

In addition, with the Distinguished Educator Award and the Promising Professors Award, MC&S aims to honor both established and emerging scholars in the field of Mass Communication. The Distinguished Educator Award is presented to someone who has made a significant contribution to mass communication pedagogy. The Promising Professors Awards honor three junior faculty members and three graduate students who are able to demonstrate excellence and innovation in teaching. Nomination

and self-nomination are welcome.

Finally, MC&S provides a small number of grants to fund community-based teaching projects in the field of Mass Communication and the development of teaching ideas. The Service-Learning Award funds projects that encourage mass communication students to become involved in community work. The Teaching Ideas Competition recognizes projects that seek innovative approaches to advance the education of mass communication.

Various amounts of monetary awards will also be presented. All entrants must be members of the MC&S Division. Details can be found on the MC&S website at <https://aejmc.us/mcs/>.

Call Your Attention to Three PF&R Awards Opportunities

by Juan Liu,
PF&R Commit-
tee 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, photo-journalism, 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

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related field. Other worthwhile endeavors entail working within the community to promote social responsibility outside of normal work duties.

The Trayer 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. It is worth mentioning that both the Professional Award and the Trayers Service Award received no application over the past year.

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 Trayer Service Award could be found at: <https://aejmc.us/mcs/awards/trayer-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, 2023.

2022 MCS Award Winners

by Celine Song Yunya,
Awards Committee Chair



As part of the Division's commitment to facilitating excellent research, MCS has awarded research grants for excellent scholars. This year we received 43 award submissions.

The 43 award submissions included 15 faculty-led Research Award submissions, 14 student-led Research Award submission, 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 submission for the Teaching Ideas Competition.

MCS awards two research proposals \$10,000 and also awards one student application a \$5,000 award. The first faculty 2022 MCS Research Awards was awarded to Sangwon Lee (New Mexico State University), with 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) with 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 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." The Mass Communication and Society Division of AEJMC award offers Top Dissertation Award winners an opportunity to publish in the Division's journal, and a cash prize of \$3,000.

The Promising Professor Faculty Winners were Traci K. Gillig (Washington State University), Kelsey Whipple (University of Massachusetts Amherst), Jingyuan Jolie Shi (Hong Kong Baptist University). The Promising Professor Student Winner was Briana Marie Trifiro (Boston University). The Teaching Ideas Award Winners were Nan Yu (University of Central Florida) and Yu Guo (Macau University of Science and Technology). The PF&R Award Winner was Jessica Fitts Willoughby (Washington State University).

The winners of graduate student travel award for the AEJMC conference were Tania Nachrin (University of Louisiana at Lafayette) and Ali Zain (University of South Carolina).

Due to the severe epidemic, five of the winners attended the MCS Awards luncheon in person on August 5 in the 42 Degrees North room, Detroit Marriott at the Renaissance Center. The winners were awarded during the luncheon.

Meeting Minutes of MCSD Business Meeting 2021 - 2022

Head: The MCSD member number is around 640, making us the largest division. We are very health in finance (with around \$10,000) in our division account.

MCS Editor: The MCS journal impact factor is steady compared to last time. 3.256. There will be a new Special Issue on media and democracy coming out in 2023. MCS journal will also start to accept pre-registered reports to encourage open science.

Midwinter committee: The midwinter submission is stable compared to last year. One award

Research committee: Research competition: acceptance rate 50% out 129 total submissions. 89 open competitions; 34 student competition; judges 85.

All awardees are going to be awarded at our Award Luncheon

Award committee: This year we received a record number of award submissions (43) this year. Our popular awards are the Research Awards, Promising Professor Awards, and the Dissertation award. However, the Distinguish Educator Award, Service-Learning Award, Adjunct/Instructor Award, Traves Award and Professional Award received zero nominations.

PF&R committee: Three panels in PF&R panels in collaboration with the Media Management, Economics & Entrepreneurship Division, Communication and Technology Division, and the Public Relations Division.

Teaching committee: Teaching panel on navigating through the Tenure and Promotion process at this year's AEJMC conference.

Social media committee: Most of our division's social media channels have seen steady growth; Emails communications can be complemented by social media activities to enhance engagement. hashtag @aejmc_mcs

Changes to by-law: Due to the increase of journal article submissions around 400 a year, we change the by-law to allow six Associate Editors to serve the journal. MCS fund up by 3% per year starting 2023 to support a student Editorial Assistant.

The meeting attendees voted all yes to the proposed changes to the MCS journal.

The meeting attendees voted all yes to the officer slate for 2022-2023.

Graduate liaison: Graduate liaison on engaging graduate students; Zoom panels
Research-led awards; a few programs to support graduate students. Also, need to promote the less recognized awards in the coming year.

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