

AEJMC 2009 Convention
Boston
Mass Communication & Society Division

Tuesday, August 4, 2009

1 – 5 p.m.

Pre-Conference Research Workshop Co-Sponsored with History Division and The United States Holocaust Memorial Museum (Fee \$15)

Learning and Teaching Through the Lens of the Holocaust

Ann Millin and Joanna Wasserman, The United States Holocaust Memorial Museum

Millin and Wasserman will provide a virtual tour of “State of Deception.” The \$3.2 million exhibit, which features many artifacts that have never been exhibited in the U.S., trace the rise of Hitler and the Nazis to power and their savvy use of media to pave the way to war.

Andrew Mendelson, Temple U

5:30-7:00 p.m.

Pre-Conference Teaching Workshop

Teaching the Introductory Mass Communication Course: Tips and Tactics

Moderator: Jennifer Henderson, Trinity U

2009 Distinguished Educator Award Winner: David Rubin, Syracuse

Barbara Barnett, Kansas U

Jennifer Fleming, California State U, Long Beach

Ralph Hanson, University of Nebraska – Kearney

Lisa Paulin-Cid, North Carolina Central University

Tim Wulfemeyer, San Diego State U

Wednesday, August 5, 2009

8:15 a.m. – 9:45 a.m.

High Density Refereed Research Panel

Moderator: Michael McCluskey, *The Ohio State University*

1. Analysis of the Role of News Sources in the Media Frame-Building Process of Epidemic Hazards
Rosalya Wijaya, Tsung-Jen Shih, and Dominique Brossard; *University of Wisconsin Madison*
2. Usefulness of Environmental News Coverage, Risk, Personal Efficacy and Information Sufficiency***

Brooke Weberling; *University of North Carolina at Chapel Hill*
Jennette Lovejoy; *Ohio University*
Daniel Riffe; *University of North Carolina at Chapel Hill*

3. Intermedia Agenda-Setting and Political Activism: MoveOn.org and the 2008 U.S. Presidential Election
Matthew Ragas and Spiro Kiousis, *University of Florida*
4. Are People Who Use Tobacco More Likely to be Persuaded by Anti-tobacco Ads that Make Them the Victim?
Jensen Moore, *West Virginia University*

*** Third place, division paper competition

Discussant: Bu Zhong, *Penn State University*

5. Satisfaction with Media Performance and Perceptions of Media Usefulness in Political Decision Making and Disaffection
Bruce Pinkleton, Erica Austin, Jessica Fitts, Megan Reiser, and Yushu Zhou;
Washington State University
6. The Long-Term Impact of High School Civics Curricula on Political Knowledge, Democratic Attitudes and Civic Behaviors
Myiah Hively and William Eveland, *The Ohio State University*
7. Entertainment Media and Political Discourse: An Assessment of Relations between Late-Night TV Comedy, Face-to-Face Political Talk, and Debate Viewing
Kristen Landreville and R. Lance Holbert; *The Ohio State University*
8. Differences in Emotional and Cognitive Responses between Non-Humorous and Humorous Public Service Advertisements
Hye Jin Yoon, *University of Georgia*

Discussant: Stephen Perry, *Illinois State University*

9. Pre-existing factors or media effect? Understanding the third-person perception
Michael Boyle; *West Chester University*
Mike Schmierbach; *Penn State University*
Douglas McLeod; *University of Wisconsin*
10. Does Violent Video Game Play Influence Players' Aggressive Thoughts? An Investigation based on Sensation Seeking Tendency
Steven Bisch and Moon Lee, *Washington State University*
11. Building the Habit: Growth in News Use Among Teens During the 2008 Campaign
Emily Vraga, Porismita Borah, Ming Wang and Dhavan Shah, *University of Wisconsin-Madison*

12. Measuring the Effects of a Media Literacy Program on Conflict and Violence
Erica Scharrer, Leda Cooks, and Shara Dunn, *University of Massachusetts*

Discussant: Randall Beam, *University of Washington*

11:45 a.m. to 1:15 p.m.

High Density Refereed Research Panel

Examining Social Issues in News and Communication

Moderator: TBA

1. Newspaper Framing of Medical Marijuana in Editorials and Op-Ed Columns
Guy Golan and Kirsten M Griffiths, *Seton Hall University*
2. New voters, new outlooks? Same-sex marriage, social networks, and generational politics***
Amy Becker; *University of Wisconsin-Madison*
3. Talking Past Each Other: Online Debate about Decriminalization of Gay Sex in Singapore
Benjamin H. Detenber; *Nanyang Technological University*
Mark Cenite; *Nanyang Technological University*
Shuhua Zhou; *University of Alabama*
Shelly Malik; *Nanyang Technological University*
4. Perceived Media Influence of the Virginia Tech News Coverage on Self and Other's Attitudes toward Gun Control Policy
Anita Atwell Seate; *University of Arizona*
Elizabeth Cohen, Yuki Fujioka and Cynthia Hoffner; *Georgia State University*
5. Reports, Inferences and Judgments in Deceptive and Authentic News Stories
Dominic Lasorsa and Seth Lewis, *University of Texas at Austin*

Discussant: Michael Boyle, *West Chester University*

*** Third place, student paper competition

3:15-4:45 p.m.

Mini-Plenary PF&R Panel Co-Sponsored with Communication and Technology, and Cultural and Critical Studies Divisions, and Commission on the Status of Women
Issues and Agendas of Campaign 2008

Moderator: Denis Wu, Boston U

Who Set the Agendas and How Did They Do It, Tobe Berkovitz, Boston U

Visual Images' Influence on Campaigns, Renita Coleman, U of Texas at Austin

Characterizations of Marriage and Motherhood in Press Releases of the Palin and Clinton Campaigns, Colleen Connolly-Ahern, Penn State U

The Disappearance of Campaign Gatekeepers, Tom Fiedler, Boston U

Agendamelding: How Voters Mix Media Messages to Create Compatible Community, Donald Shaw, U of North Carolina at Chapel Hill

A Steady Message at the Mic: The Rhetorical Power of Consistency and Change in the 2008 Presidential Campaign, Tammy Vigil, Boston U

Were We Looking at the Same News? Maria Williams-Hawkins, Ball State U

5:00-6:30 p.m.

Research Panel Co-Sponsored with Magazine Division

Exploring the Mechanisms Underlying Agenda Setting

Moderator: Francesca Dillman Carpentier, U of North Carolina at Chapel Hill

A Brief Overview of Where We've Been in Agenda Setting Research, Francesca Dillman Carpentier, U of North Carolina at Chapel Hill

Winning Hearts and Minds: Consequences of Attribute Agenda Setting Effects, Maxwell McCombs, U of Texas at Austin

Mediators of Agenda-Setting, Joanne Miller, U of Minnesota

Resistance or Accessibility: Mediation of Event- and Source-Driven Agendas, Lee Jolliffe, Drake U

The Psychological Mechanism of Agenda-Setting: Applying a Cognitive Process Model to Consumer Perception of Cause-Related Marketing, Jason Jusheng Yu, Southern Illinois U Edwardsville

Thursday, August 6, 2009

7:00 a.m. – 8:00 a.m.

MC&S Editorial Board Meeting (Listed on convention program as Executive Board Meeting)

11:45 a.m.-1:15 p.m.

PF&R Panel Co-Sponsored with Minorities and Communication Division

Advancing Inter-Ethnic, Interracial, and Gender Communication Research among Latinos, Asians, and African Americans

Moderator: Sharon Bramlett-Solomon, Arizona State U

Development of Media Literacy Tools for Analysis of Visual Representation, Vonnie Feng, U of New Mexico.

Black Media Images as a Perceived Threat to African American Ethnic Identity: Coping Responses, Perceived Public Perception, and Attitudes Towards Affirmative Action, Yuki Fujioka, Georgia State U

Methodological Issues Associated with Researching "Difference," Donnalyn Pompper, Temple U

Telling Stories of Latino Population Growth in the United States: Narratives of Inter-Ethnic Conflict in Mainstream, Hispanic and African-American Newspapers, Ilia Rodriguez, U of New Mexico

Dispatches from the Color Line (Analysis of Controversies Surrounding People of Multiracial Descent), Catherine Squires, U of Minnesota

Newspaper Coverage of Interethnic Conflict, Michael C. Thornton, U of Wisconsin-Madison and Hemant Shah, U of Wisconsin-Madison

1:30 – 3 p.m.

Scholar-to-Scholar Refereed Research Panel

1. News Representation of Foreign Brides: A Comparative Study of News Coverage in Taiwan and Korea
Hsuan-Ting Chen and Kanghui Baek; *The University of Texas at Austin*
2. U.S. versus Them: An Analysis of the Verbal and Visual Coverage of Women's Beach Volleyball During the 2008 Summer Olympic Games
Kim Bissell and Lauren Reichart, *University of Alabama*
3. Living in a Material...Web? Gender and Materialism on Children's Toy Web Sites
Christina Malik and Bartosz Wojdyski; *University of North Carolina at Chapel Hill*
4. Sports Programming, Gender Roles and Sexual Assault: A Test of the Media Practice Model
Stacey Hust, Ming Lei, Chunbo "Richard" Ren, Emily Marett, Anna McNabb, Hua Chang, and Jessica Fitts, *Washington State University*

Discussant: Cory L. Armstrong, *University of Florida*

1. Mass media and dissent control: Hegemonic discourses about the 2006 student protests in Chile
Ingrid Bachmann; *University of Texas at Austin*
2. Propagandizing the Status Quo: The Differential Impact of Cultivated Worldviews on Minorities
Laurel Gleason; *The Ohio State University*

3. Free your mind and your soul will follow: Advocating reform from the Louisiana State Penitentiary
Kalen Churcher, *Niagara University*

Discussant: Jennifer Rauch, *Long Island University*

3:15 – 4:45 p.m.

Refereed Research Panel

Youth, Communication and Politics

Moderator: Yan Yang, *University of Florida*

1. The Impact of News “Voice” on Adolescent Political Efficacy**
Jeremy Littau; Liz Gardner; Esther Thorson; *University of Missouri*
2. Creating a Measure of News Mediation: How do Parents Talk about the News?***
Myiah Hively; *The Ohio State University*
3. Youngsters’ Political Talk with Those Outside School and Family: The Hierarchy of Political Socialization
Mi Jahng, Hans Meyer, Esther Thorson, *University of Missouri*
4. Communication patterns in the age of new media: An examination of the relationship between family communication patterns, political tolerance, and Internet use
Jessi McCabe, *Wayne State University*
5. Political Consumerism and Youth Citizenship: The Development of Identity Politics Among Tweens and Teens*
Melissa R. Gotlieb, Kyurim Kyoung; Itay Gabaym and Dhavan Shah; *University of Wisconsin-Madison*

Discussant: Michael Schmierbach, *Penn State University*

* First place, division paper competition

** Second place, division paper competition

*** First place, student paper competitionxx

5:00 – 6:30 p.m.

Refereed Research Poster Session Co-Sponsored with Newspaper Division

13. Media Ownership and the Diversity of Voices: A Media Effects Perspective
Dan Sullivan; *University of Minnesota*
Rachel Davis Mersey; *Northwestern University*
14. Telepresence and exemplification effects: A sleeper effect?
David Westerman; *West Virginia University*
Patric Spence; *Western Michigan University*
Kenneth Lachlan; *Boston College*

15. Media Concentration and the Dynamics of Misinformation: Implications for Media Ownership

Dan Sullivan and Brian Weeks; *University of Minnesota*

16. Is There Anybody Out There?: How Radio Program Directors Target Today's Audience

David Crider; *Syracuse University*

Discussant: Amy Jo Coffey, University of Florida

17. Roles of Traditional Media in Internet Manhunt

Jing Su; *University of Missouri-Columbia*

18. The circuit of image capital and place-making: a case study of Hengdian World Studios

Pui Ha Chow; *The Chinese University of Hong Kong*

19. Back to Class: Understanding J-School Grad Students' Motivations for Continuing Education

Jessica Birthisel and Emily Metzgar; *Indiana University*

20. The Delicate Balance of Remembering and Forgetting: An Analysis of NASA Memorials

Nicole Pankiewicz; *University of Minnesota*

Discussant: Tom Terry, Idaho State University

21. Hot Diggity Blog: A Cluster Analysis Examining Motivations and other Factors for Why People Judge Different Types of Blogs as Credible

Barbara Kaye; *University of Tennessee*

Tom Johnson; *Texas Tech*

22. When bloggers attack: Examining the effect of negative citizen-initiated campaigning in 2008 presidential election

Timothy Fung, Emily Vraga, Kjerstin Thorson; *University of Wisconsin-Madison*,

Hans Meyer; *University of Missouri*

23. The Digital Divide in the New Media Environment: Gaps in Motivation and Usage Pattern

Jung-hwan Yang, Seoul National University

24. Established Journalism and Blogging as Citizen Journalism: A National Survey of American Journalists

Tsan-Kuo Chang, Kathy Forde, Brian Southwell, Hyung Min Lee, and

Yejin Hong; *University of Minnesota*

Discussant: Jimmy Ivory, Virginia Tech University

25. Television News and Framing Mental Illness: A Look at Twenty Years of Coverage
Lesla Hatley Major, *Indiana University*
26. Looking at the Production and Representation of Disability in Maya & Miguel
Emily S. Kinsky, *Pepperdine University*
27. Voiced Values: Communicating a Local Organizational Identity for Disability
Julie Lellis, *Emerson College*
28. Perceived realism, anxiety, and health orientation in viewers' responses to health news and entertainment
Julie Andsager, *University of Iowa*
Elizabeth Stoycheff, *Ohio State University*

Discussant: Erin L. Ryan, *University of Alabama*

29. Young Women's Perceptions of Indoor Tanning and Media's Influence: Interviews with College Students and a Content Analysis of Pro-Tanning Messages
Lucinda Austin and Monique Turner; *University of Maryland, College Park*
30. Dual Influence of Mass Media and Interpersonal Relationships on Female College Students' Weight Status
Hyang Sook Kim; *Pennsylvania State University*
Donna Sheffield; *Kansas State University*
31. Problems, solutions, and obesity: Inter-media agenda setting in a heavy-weight world
Stacie Meihaus Jankowski; *Indiana University*
32. Insights into Freshmen Weight Issues: An Ethnographic Study of How First-year Students Make Decisions about Eating
Courtney Carpenter Childers and Eric Haley; *University of Tennessee*
Cheryl Ann Lambert, *Boston University*
Lisa Jahns, *University of Tennessee*

Discussant: TBA

33. Journalism and Public Service in Troubled Times
Randal Beam; *University of Washington*
Bonnie Brownlee; *Indiana University*
David Weaver; *Indiana University*
Damon DiCicco; *University of Washington*
34. Without a watchdog, who can be trusted? An inquiry of the watchdog role and media trust among Chinese journalists and journalism students
Bu Zhong; *Penn State University*
Yong Zhou; *Renmin University of China*

35. All the News Fit to Post? Comparing News Content on the Web to Newspapers, Television and Radio
Scott Maier, *University of Oregon*

36. The Trend and Impact of Media Agenda Diversity from 1946 to 2004
Yue Tan and David Weaver, *Indiana University*

Discussant: Anthony Hatcher, *Elon University*

37. The moral judgment of minority journalists: Evidence from Asian American, Black, and Hispanic professional journalists
Renita Coleman; *University of Texas-Austin*

38. Qualitative Interviews with Local Newspaper Journalists about Public Meetings: Changing Circumstances and Unchanged Expectations
John Besley, *University of South Carolina*
Chris Roberts, *University of Alabama*

39. Suspicion and Secrecy: The Relationship between Skepticism, Cynicism, and Support for Freedom of Information
David Cuillier; *University of Arizona*
Bruce Pinkleton; *Washington State University*

40. Personality's effect on news content
Tim Vos and Mark Poepsel, *University of Missouri*

Discussant: Erik Nisbet, *The Ohio State University*

41. New Media and the Young Generation: Exploring predictors in young people's adoption of webcasting
Yan Yang, *University of Florida*

42. Building Social Capital through Nonprofit Organizations' Websites: Organizational Features and e-Social Capital
Seungahn Nah; *University of Kentucky*

43. The Symbiosis of News Coverage and Aggregate On-line Search Behavior: Obama, Rumors, and Presidential Politics
Brian Weeks and Brian Southwell; *University of Minnesota*

44. Perceptions of Media Functions and Processing of News: Analysis of Audience in a Chinese Metropolitan
Xiaoqin Li; *University of Macau*
Zhongshi Guo; *Hong Kong Baptist University*

Discussant: Kathy McKee, *Berry College*

45. Voter Learning, Campaign Interest and Intention to Vote in the 2008 Presidential Election: Did the Media Matter?

Jacob Groshek and Daniela Dimitrova; *Iowa State University*

46. The Palin Factor: Effects of Ideology, Race and Media Consumption in the 2008 Presidential Election

J.J. De Simone and Tien-Tsung Lee; *University of Kansas*

47. News Media Framing of Rural and Education Issues in the 2008 U.S. Presidential Campaign

Brooks Smith and Kristen Swain; *University of Mississippi*

48. Gatekeeping, "gatewatching," and the political process: Measuring the impact of new media on political activism and knowledge during the 2008 U.S. general election

Chance York, Sookyong Kim, Keunyeong Kim; *Kansas State University*

Discussant: Michael McCluskey, *The Ohio State University*

49. The Effect of Positive versus Negative Frame of CSR Messages: Exploring the Moderating Role of Gender in the Context of Organ Donation Sponsorship

Hyo Kim; *University of Missouri-Columbia*

50. The effects of pre-existing mood and message relevance on the effectiveness of health PSAs: differential effects by message type

Sela Sar; *Iowa State University*

George Anghelcev; *Penn State University*

51. Asking Mom: Mothers' Reactions to Theory-Based Messages to Vaccinate Daughters Against HPV

Autumn Shafer and Joan R. Cates; *University of North Carolina at Chapel Hill*

52. e-Patients with Chronic Illnesses: Analyzing the Commonalities and Differences among Three Online Groups

Andrea Meier, *University of North Carolina*

Bret Shaw, *University of Wisconsin-Madison*

Judith Feder, *Brodeur Partners*

Eulalia Puig Abril, *University of Wisconsin-Madison*

Discussant 10: Rob Logan, NIH

6:45 – 8:15 p.m.

MC&S Member's Meeting

7:00 – 8 p.m.

MC&S Executive Meeting

Friday, August 7, 2009

8:15 – 9:45 a.m.

Teaching Panel Co-Sponsored with Graduate Education Interest Group
Promising Professors and Distinguished Educator

Includes continental breakfast.

11:45-3:15 p.m.

PF&R Panel Co-Sponsored with the Cultural and Critical Studies Division
Reporting on Economics & Labor: Challenges, Criticisms, and Responsibilities

Moderator: Ted Glasser, Stanford U

Bonnie Brennan, Marquette U

Craig Carroll, U of North Carolina at Chapel Hill

Greg McCune, Society of American Business Editors and Writers

Chris Roush, U of North Carolina at Chapel Hill

John Trumpbour, Harvard Law School

12:15 p.m. to 1:30 p.m.

Refereed Research Scholar to Scholar

1. Is Your Baby a Brainy Baby? Learning from "Educational" Infant DVD Program Content by 12- to 24-Month-Olds
Erin Ryan; *The University of Alabama*
2. Transnational Campaign Styles in Cyberspace: Comparing Virtual Attacks in Germany and the United States
Eva Johanna Schweitzer; *University of Mainz, Germany*
3. Empathy, narrative involvement, and identification with fictional characters: Examining the path from trait to state reactions.
Chad Mahood and Emily Moyer-Gusé; *The Ohio State University*
4. The Persuasion Effects of Watching the Documentary "Behind the Labels: Garment workers on U.S. Saipan"
Xuan Liang and Jing Zhang; *University of Wisconsin – Milwaukee*

Discussant: Erica Scharrer, *University of Massachusetts*

3:30-5 p.m.

PF&R Panel Co-Sponsored with the Minorities and Communication Division

How Effective Classroom 'Difference Training' Once Communication Students Enter the Workplace?

Moderator: Karen Turner, *Temple U*

Muscular Diversity: The Challenge of Integrating Concepts with Skills in JMC courses, Meta Carstarphen, *Oklahoma U*

Diversity in the Reddest State of the Union: Tales from the PR trenches in Oklahoma, Jennifer Dennis-Smith, *Jones Public Relations, Inc.*

Dotting the I's and Crossing the T's of Diversity in a Newsroom, Charmie Snetter, *Boston Globe*

Diversity in the Fake World: Students and Campus Diversity, Lori Boyer, *Texas Tech U*

Saturday, August 8, 2009

8:15 – 9:45 a.m.

Incoming Officer Training:

Required of MC&S Officers (PF&R, Teaching, Research, Vice-Head and Head)

8:15 – 9:45 a.m.

Teaching Panel Co-Sponsored with Communication and Technology Division

Welcome to the New Millennium: Teaching Mass Media Courses Online and in Hybrid Formats

Moderator: Donnalyn Pompper, *Temple U*

Teaching Online Journalism: Beyond Skills, Sue Robinson, *Wisconsin – Madison*

Visual Materials That Promote Student Communication, Dominique Kliger, *Temple U*

The Eternal and (and Infernal) Problem of Grading in Distance Learning, James Benjamin, *Toledo*

I Am Stuck on Band-Aids: Teaching Visual Communication with Second Life, Paul Martin Lester, *California State - Fullerton*

10:00 – 11:30 a.m.

Refereed Research Panel

Health, Information and Media

Moderator: Jay Hmielowski, *Ohio State University*

1. The Effects of Health Message Vividness on Attitudes Toward Students with ADHD
Michael Barthel, Philip Johnson, Jinghui Hou, Yujing Ma, and David Crider, *Syracuse University*
2. Black Newspaper Media Dependency for Self Understanding and for Health and Cancer Information
María Len-Ríos, *University of Missouri;*

Elisia Cohen, *University of Kentucky*;
Charlene Caburnay, *Washington University in St. Louis*

3. Information Seeking Related to Clinical Trial Enrollment
Z. Janet Yang; *Cornell University*
Katherine McComas; *Cornell University*
Geri Gay; *Cornell University*
John Leonard; *Weill Cornell Medical College*
Andrew Dannenberg; *Weill Cornell Medical College*
Hildy Dillon; *The Leukemia & Lymphoma Society*
4. Grounded Theory Analysis of how College Students Search for Health Information on the Internet: A Case of HIV/AIDS
Kim Smith; *North Carolina A&T State University*
5. Biological Literacy and Health Concern: A Model to Predict Health Information Acquisition
Karina Garcia-Ruano, Charles Salmon, Jon Miller, and Laleah Fernandez,
Michigan State University

Discussant: John Pollock, *College of New Jersey*

1:30 p.m. to 3 p.m.

Refereed Research Panel

Facing your Fears: Use (or Abuse) of Social Networking Sites

Moderator: Teresa Myers, *The Ohio State University*

1. You're not alone! – The Influence of Reality Television Consumption on the Use of Facebook for Stalking
Christopher Brott; *University of Kansas*
2. Why and How Facebook Satisfies You: Collective Self-Esteem, Emotional Openness, Communication Apprehension as Predictors of Facebook Uses and Gratifications **
Zhang Yin and Tang Shing Tung; *School of Journalism and Communication, CUHK*
3. Who interacts on the Web?: The intersection of users' personality and social media use
Teresa Correa, Amber Willard Hinsley and Homero Gil de Zuniga, *University of Texas – Austin*
4. Logging on and letting out: Using online social networks to grieve and to mourn
Brian Carroll; *Berry College*
Katie Landry; *USA Track & Field*
5. The uses and gratifications of social networking sites (SNS): Investigating the roles of gender, media uses, and religiosity in predicting different motivations.

Guy Golan, *Seton Hall University*
Joon Soo Lim, *Middle Tennessee State University*
Michael Sedita, *Seton Hall University*

** Second place, student paper competition

Discussant: Chad Mahood, *The Ohio State University*