

## Communication Technology Division 2009 Abstracts

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### Communication Technology Division (CTEC)

A Comparative study of online privacy regulations in the U.S. and China • Tuen Yu Lau, Stanford University; Yangfang Wu, University of Washington; David Atkin, University of Connecticut; Carolyn Lin, University of Connecticut • Online privacy seeks to protect the identity of an individual who uses the internet to collect information or express opinions. However, given the proliferating vehicles through which one's identity can be ascertained, the question remains as to what policies can most effectively protect personal identity. This paper explores the similarities and differences with online privacy regulation in the United States and China.

Online Sexual Solicitation and Online Sexual Risk Taking: Age and Gender Differences • Susanne Baumgartner, University of Amsterdam; Patti Valkenburg, University of Amsterdam; Jochen Peter, University of Amsterdam • There are widespread concerns that on the internet, adolescents are especially vulnerable and take more risks than adults. However, research to validate this concern is still missing. The aim of this study was to explore whether a) online sexual solicitation, (b) online sexual risk taking and (c) the perception of risks and benefits of online sexual risk taking vary by age and gender.

A Whole New Ballgame: Mainstream Media Attitudes Toward Fan-Based Internet Sports Communities • Vincent Benigni, College of Charleston; Lance Porter, Louisiana State University; Chris Wood, JWA Communications • This study illustrates the impact of fan-based Internet sports communities (FBISCs), through a survey (n = 217) of sports media members in print, broadcast, and online. A shifting paradigm is evident in that most traditional media members use FBISCs to perform key tasks and many work for such sites. Respondents indicate that while such sites generally lack credibility, they wield some influence to sports administrators and student-athletes, and to a great degree, sports fans.

A New Space for Political Expression: Predictors of Political Facebook Use and its Democratic Consequences • Leticia Bode, Department of Political Science – University of Wisconsin Madison; porismita borah, University of Wisconsin-Madison; Emily Vraga, University of Wisconsin-Madison; Dhavan Shah, University of Wisconsin-Madison • Facebook currently boasts more than 175 million active users worldwide, many of whom are young people. With the exception of some pieces on the broad potential of Facebook to impact political communication, no study has ventured into the growing political realm that exists on Facebook.

Facebooking to the Polls: A study in online social networking, social capital, and political behavior • Leticia Bode, Department of Political Science – University of Wisconsin Madison • Facebook has risen in use and popularity over recent years, but research has only just begun to examine the potential implications of such use. Given that such a large percentage of Facebook users are young citizens, yet to be fully politically socialized, the participatory impact of Facebook use is particularly important to understand. This study utilizes survey research to analyze how undergraduates are using Facebook and what political implications such use has.

Framing Second Life for Use in Higher Education • Kevin Bowers, University of Florida; Donna Davis, University of Florida; Jeffrey Neely, University of Florida • This study employed a framing analysis to examine articles from The Chronicle of Higher Education and EDUCAUSE Review related to the use of Second Life in academia. Four main frames were identified: exploration, growth, overcoming challenges, and level of endorsement or rejection. Additionally, sub-frames were identified in the exploration and endorsement/rejection main frames. Discussion of the results focuses on the overall perception of Second Life in higher education and implications for the future.

Moving the Crowd at Threadless: Motivations for Participation in a Crowdsourcing Application • Daren Brabham, University of Utah • Crowdsourcing is an online, distributed problem solving and production model already in use by businesses such as Threadless.com, iStockphoto.com, and InnoCentive.com. This model, which harnesses the collective intelligence of a crowd of Web users through an open-call format, has potential for government and non-profit applications. Yet, in order to explore new applications for the crowdsourcing model, there must be better understanding of why crowds participate in crowdsourcing processes.

Reporters, Commenters, or "Gate"keepers?: Mainstream Coverage of Professional Blogging Organizations • Deborah Carver, University of Minnesota • This paper examines qualities of large blogging organizations—group blogs that have emerged to combine reporting and discussion of news in order to make a profit—and addresses how such blogs are treated in scholarly discussion. This study seeks to encourage consideration of larger blogging organizations as different from more personal political blogs by individuals.

Gaining Gratifications or Losing Privacy on Social-Networking Sites? Exploring Privacy Concerns and the Relationship with Gratifications and Internet Addiction • Hsuan-Ting Chen, University of Texas at Austin • The study explored the three types of privacy concerns – improper information sharing, errors, and collection among users of social-networking sites. Further, it examined potential relationships among gratifications sought from social-networking sites, three types of

privacy concerns, and Internet addiction. The findings showed that individuals' privacy concerns for improper information sharing will decrease their Internet addiction.

Cultural differences in social relationships on SNSs: Cross-cultural comparison between Americans and Koreans • Seong Eun Cho, Rutgers University • This study explores cultural differences in SNS relationships between Americans and Koreans. In doing so, this study aims to confirm the effect of national cultures on SNS usage and to understand indications from previous single-culture studies. 322 American and 241 Korean college students participated in a survey. To analysis data, this study mainly employed independent sample t-test, correlation, and multiple regressions.

Participation divide among "online experts": Prediction of psychological factors, experience and skills on web content creation among college students • Teresa Correa, University of Texas at Austin • This study explored the factors that predict the creation of online content among college students. A Web-based survey revealed that there are differences by gender, race, and age in creating content. Using self-determination theory as theoretical framework, this study found that psychological factors such as perceived usefulness, perceived competence and motivation are strong predictors of content creation. The gender divide disappears when perceived competence and skills are taken into account.

A Content Analysis of the 2008 Presidential Candidates' YouTube Sites • Juliann Cortese, Florida State University; Jennifer Proffitt, Florida State University • This study examines how the 2008 presidential candidates differed in the number, type, and content of videos posted on their YouTube sites. Results indicate that the Obama campaign posted significantly more videos and a variety of videos as compared to the McCain campaign. Further, McCain's videos were predominantly negative while the Obama videos tended to be more balanced. Neither candidate fully utilized the space and time available on YouTube to specifically outline policies and proposals.

Standing at the Intersection of the Digital Divide and Environmental Justice: How One Community Made Sense of It • Jane Dailey, Marietta College • This study examined whether historically marginalized citizens perceive the Internet as a tool for environmental advocacy. Qualitative data collected from 44 adults living in poor working class neighborhoods suggest the Internet is not an end-all solution but does play a role. Participants viewed the Internet as an information source, but preferred face-to-face communication for mobilizing support. Their view is consistent with their claims of how they make use of the Internet in their everyday lives.

Determinants of High-Definition Television Awareness, Familiarity, and Knowledge • Michel Dupagne, University of Miami; Paul Driscoll, University of Miami • This study investigated whether education, income, mass media use, interpersonal communication, social participation, cosmopolitanness, perceived attributes of new communication technologies, and ownership of communication technologies predicted high-definition television (HDTV) awareness, familiarity, and knowledge. Results revealed mixed support for the hypotheses and identified different predictors for the three regression models. While education, income, and newspaper reading were positive predictors of HDTV awareness, perceived attributes and ownership of communication technologies were significantly related to HDTV familiarity.

A Case for a Greater Attention to Technology in the Individual-Level Political Communication Effects Research • Ivan Dykko, The Ohio State University • In this paper, a case is being made for an increasingly important role of technology in the individual-level research on mass and interpersonal political communication effects. The role of technology is particularly important in today's age of information environment diversity. The Functional Model of Communication Technology is proposed as a helpful heuristic for advancing communication theory.

Gatekeeping and YouTube: News Filters and the Intermedia Dynamic in the Age of User-Generated Content • Ivan Dykko, The Ohio State University; Kristen Landreville, The Ohio State University; Michael Beam, The Ohio State University; Nicholas Geidner, The Ohio State University • The primary purpose of this study is to refine gatekeeping theory, by examining it in the new context of user-generated news content. Videos from YouTube were utilized as an approximation of user-generated content, due to YouTube's leadership position in the online user-generated video streaming market.

Network Effect in Adoption and Use of Online Social Network Sites: The Case of Facebook • J-en Teo, Nanyang Technological University; Seraphina Seng, Nanyang Technological University; Wayne Fu, Nanyang Technological University • This study examines user-network effect on the adoption and use of social networking sites (SNSs). Online survey data were gathered from Singaporeans to test the effect among individuals' choices about using Facebook.

New Scheme of Communication: An Exploratory Study of Interactivity and Multimedia Use in Chinese J-blogs and the Implications • Fangfang Gao, University of Florida; Renee Martin-Kratzer, University of Florida • This study examined the use of new technologies in Chinese j-blogs and found there is a positive correlation between the use of hyperlinks, videos and pictures with reader comments, indicating that the use of these features sparks a better dialogue with readers. The shift in the model of communication between journalists and readers through j-blogs changes the traditional concept of gatekeeping, providing broader implications for the flow of free information in China's controlled media environment.

Stealing Television's Eyeball Share? The Impact of Alternative Video Distribution Platforms on Traditional Television Viewing • miao guo, University of Florida; Chunsik Lee, University of Florida • This study examined the impact of alternative video distribution platforms, such as online video streaming on computer and mobile television through portable video devices, on traditional television viewing patterns. By drawing upon the uses and gratifications approach, the technology acceptance model (TAM), and the innovation diffusion theory, this study explored how motives, perceived media characteristics, affinity for alternative outlets, and viewing behavior jointly shaped the substitution phenomena between newly emerging alternative platforms and traditional television.

Good for business? IM and the virtual newsroom • Elizabeth Hendrickson, University of Tennessee • This research examines the newsgathering processes and production of an entertainment website, Futé.com, to understand how the site's use of a virtual newsroom and computer mediated communication influences organizational dynamics and culture.

By employing a case study of Futé, this research utilized in-depth interviews and observations to examine the role of instant messaging (IM) in organizing work and shaping organizational culture. The primary research question was: How does IM affect communication and organizational dynamics?

Revealing Myself in Games: Constructing an Identity Through Game Creation • Renyi Hong, Nanyang Technological University; Lin Zhi Jasmine Lee; Nathanael Tan, Nanyang Technological University; Ting Hui Grace Ong, Nanyang Technological University; Vivian Hsueh-hua Chen, Nanyang Technological University • The proliferation of media production technologies has allowed for game players to become game creators, tinkering and forging their own games. This qualitative project explores how amateurs express and construct their identity through the activity of game creation. Forty interviews were conducted with renowned game modifiers and independent game developers internationally. The findings revealed that the game creation performance is characterized by the practices of play, object-relating and public performance.

An Examination of the Business Strategies in the Second Life Virtual Market • J. Sonia Huang, Department of Communication and Technology, National Chiao Tung University • Second Life (SL) is now experiencing its own dystopia. The SL in-world market is perfectly competitive; largest businesses do not sustain over years. The study thus takes a diagnostic approach using real-world business strategies to examine whether largest businesses are creating a defensible position in the market and what choices they have to obtain competitive advantage.

Blogging in U.S. Newsrooms: A National Survey of Perceptions and Practices • Sun Ho Jeong, University of Texas at Austin • A national survey of 489 working journalists found that they spend about 2.5 days every week and an average of 40 minutes daily reading blogs for reporting and research. Journalists are turning to blogs to keep up with news and find out about alternative viewpoints. About 60 percent of the journalists write blogs. Earliest adopters of blogs are the most likely to perceive journalist-blogs as making positive contributions to journalism and perceive blogs credible.

Facebook. MySpace. Two-faced?: Credibility of Social Network Sites for Political Information • Tom Johnson, Texas Tech; Barbara Kaye, University of Tennessee • This study employed an online survey to examine the degree to which politically interested Internet users judge social network sites as believable, fair, accurate and in depth. More specifically, this research focuses on the degree to which reliance on social network sites predict their credibility after controlling for political and demographic factors.

Uses and Gratifications of Twitter: An Examination of User Motives and Satisfaction of Twitter Use • Philip Johnson, Syracuse University; Sung-Un Yang, Syracuse University • Our study applied a uses and gratifications approach to investigate Twitter—an internet medium and micro-blogging platform with both mass and interpersonal communication features for sharing short messages to others. Twitter user motives (gratifications sought) and the perceived fulfillment of these motives (gratifications obtained) were examined. In addition, satisfaction of Twitter use was investigated by comparing the differences between gratifications sought and gratifications obtained.

Debauchery and Disclosure: Employer Perceptions of Facebook Profiles • Shannon Kennan, Pennsylvania State University; Haiyan Jia, Pennsylvania State University; Alice Shapiro, Pennsylvania State University • Can the party pictures that we post online hurt our job prospects? A 2x2 factorial experiment (N=81) with HR professionals showed that images of debauchery and excessive self-disclosure on a Facebook site affected their personality assessments and hiring decisions. Perceived extroversion and conscientiousness mediated the effects of debauchery while perceived agreeableness mediated that of self-disclosure upon hirability of a candidate. Interestingly, employers who had a Facebook account were significantly more sensitive to debauchery.

Exploring eWOM in Online Consumer Reviews: Experience versus Search Goods • Jinsoo Kim, University of Florida; Jaemin Lee, Univ. of Florida • The purpose of this exploratory study is to provide a description of eWOM that allows a better understanding of this new communication phenomenon by conducting content analysis. The study analyzes 828 online consumer reviews based on product characteristics (experience/search goods) and website characteristics (specialized/general sites) from various angles. This study reveals that product and website characteristics are closely associated with quality/quantity of content, review characteristics, preference, and consumer rating. Implications/suggestions for future studies are discussed.

"You Say Net Neutrality, I Say Net Neutrality": Content and Semantic Network Analyses of Newspaper Coverage of Net Neutrality • Minjeong Kim, Colorado State University; Jang Hyun Kim, University of Hawaii at Manoa; Chung Joo Chung, State University of New York at Buffalo • The issue of network neutrality has generated a great deal of attention and conflict among interested parties in recent years. The purpose of this study was to explore how net neutrality has been conceptualized and understood in the media. This study examined, through categorical content analysis and semantic network analysis, a total of 134 net neutrality stories that appeared in the four major newspapers from February 2004 through January 2009.

Did Social Media Really Matter? College Students' Use of Online Media and Political Decision Making in the 2008 Election • Matthew Kushin, Edward R. Murrow College of Communication, Washington State University; Masahiro Yamamoto, Washington State University • We examined young adults' use of internet content for political information as well as online expression behaviors for the 2008 election. Media attention variables were assessed using regression analysis for their relationship with involvement and efficacy. Results supported a moderate relationship between attention to traditional internet sources, efficacy and involvement. Social media attention was not significantly related to efficacy or involvement after controlling for other political internet variables. Online expression was significantly related to involvement.

Information Hierarchy in Web 2.0 Context: An Exploratory Study of 'Folksonomy' • Kyounghee Kwon, SUNY-Buffalo; Shin-il Moon, SUNY-Buffalo • Based on theoretical contention between information decentralization and the persistency of preexisting information hierarchy on the Internet, the study examines how folksonomy, a Web 2.0 practice, retrieves and organizes issue-sensitive information. The results support the thesis of persistent preexisting hierarchy, revealing

major retrievals from traditional mass media and previously well-known sources. On the other hand, diversity does exist in folksonomy, as seen from different agendas set between mainstream and alternative sources.

Political Discourse on Facebook: A New Public Sphere? • Lindita Camaj, Indiana University; Seong Choul Hong, Indiana University; Gerry Lanosga, Indiana University School of Journalism; Yunjuan Luo, School of Journalism, Indiana University Bloomington • In messages posted on presidential candidates' Facebook pages, users carry on an energetic political discussion, not limited to those with whom they happen to agree most. However, the discourse appears concentrated among a small, hardcore group of users, and there is little evidence that these conversations inspire any offline political activity, an important element in public sphere theory. A content analysis of these messages challenges the notion of a true Habermasian public sphere online.

When the Mask Governs the Mind: Effects of Social Category Representation on Task Performance and Motivation in Avatar-Represented Virtual Groups • Jong-Eun Roselyn Lee, Stanford University • This experiment examined how social category representation via avatars affects stereotype-relevant task performance in virtual group settings. In particular, this study focused on the phenomenon of stereotype threat – a type of psychological threat induced by situations in which negative stereotyping about a group leads its members to fear the risk of confirming the stereotype, which leads to behavioral consequences such as performance and motivational deficits in the stereotype-relevant domain.

Anti-Smoking Videos on Social Media: Comparative Analysis of the Persuasive Attributes on YouTube Videos • Hyunmin Lee, University of Missouri • This study seeks a descriptive understanding of anti-smoking videos posted on YouTube and users' reaction toward the videos. The appeals, themes, model characteristics, and viewers' reactions were examined based on a content analysis of 199 anti-smoking videos. While the study finds that cessation theme and fear appeal are the most frequent strategies utilized by these videos, industry manipulation and fear appeal received the lowest ratings from video viewers.

Text me when it becomes dangerous: Exploring the Determinants of College Students' Short Message Service (SMS) Text Alerts Service Adoption • Doohwang Lee, University of Alabama; Jee Young Chung, The University of Alabama • Based on Davis' (1986) technology acceptance model and Brehm's (1989)'s reactance theory, this study sought to explore the determinants to college students' SMS text alerts service adoption. The results showed that the probability of being the SMS text-service subscribers or non- subscribers was not directly affected by perceived ease of use, perceived usefulness, and social norms.

Exploring the Roles of ICT Adoption in the Migratory Adaptation of the Rural-urban Migrants in Beijing • Weizhen Lei, School of Journalism and Communication, Renmin University of China; Martin Gibbs, Information System Department, the University of Melbourne; Shanton Chang, Information System Department, the University of Melbourne; Heejin Lee, Graduate School of International Studies, Yonsei University, Korea • In the current era where globalization and ICT (Information and Communication technology) use is pervasive, the understanding of technology-based social structure, such as how ICT is applied to enhance the rising networked society (Castells, 2000; van Dijk, 2005), becomes significant. In studying this phenomenon, exploring various migrant populations and how they use ICT can explicitly show the relationships between human mobility, social network, autonomy and new media technologies.

Using Web 2.0 Technologies to Facilitate Learning • Mitzi Lewis, Midwestern State University; LaRae Donnellan, Florida A&M University • This paper examines a collaboration between instructors and students at two higher education institutions in different states. Web 2.0 technologies were used to facilitate group efforts in the development, implementation, and evaluation of an Internet survey. Instructors discuss lessons learned and offer suggestions for successful implementation of Web 2.0 technologies in an educational environment.

Stonewalling Manipulation Effects on Internet Use and Beliefs: The Resiliency of College Internet Users • Jennette Lovejoy, Ohio University; Erin Armstrong, Ohio University; dave sennerud, Ohio University; Roshan Noorzai, Ohio University; Chong Wu, Ohio University • This experiment using college students (n=189) at a large midwestern university utilized a 2x2 between subjects design with a fifth control group to explore the interaction between positive or negative news stories and their effect on self-reported Internet use and Internet belief measures. Both the angle of the news story and the positioning of the news story within the experiment packet were manipulated.

When blogs become organizations • Wilson Lowrey, University of Alabama; Scott Parrott, The University of Alabama • This exploratory study first examines the degree to which bloggers, who pride themselves on challenging mainstream journalism, are adopting an organizational form in pursuit of heightened popularity, status, and advertising revenue. The study also examines the relationship between organizational form and formality of content, namely, whether blog postings resemble traditional journalism. Relationships among pursuit of revenue, organizational form and level of popularity are also assessed.

Soap Box or Box of Soap: Consumer Understanding of the Relationship between Content and Advertising in the Context of User-Generated Content • Sally McMillan, University of Tennessee • Mass media in the United States have hosted news content and delivered audiences to advertisers. But while advertiser support for traditional media has been dropping, activities of online 'citizen journalists' have been on the rise. A key question for both traditional news organizations and citizen journalists is who will pay for content of online news and information.

An Exploration of the Policy Objectives of South Korea's Broadband Convergence Network • Siddhartha Menon, Michigan State University • The purpose of this dissertation is to explore the South Korean government's policy objectives for the Broadband Convergence Network (BcN) between 2004 and 2007. The BcN is envisioned as conduit for broadband content and applications. This paper uses generativity as a conceptual framework to determine whether the objectives for the BcN, based on a content analysis of policy documents and interviews with experts, empowered the network to sustain a generative critical information infrastructure.

The Exploratory Study of High Definition Advertising and Consumer Response • Jang Ho Moon, University of Texas at Austin; Jong-Hyuok Jung, University of Texas at Austin; Wei-Na Lee, The University of Texas at Austin • In just a few

months, all full-power broadcast television stations in the U.S. will begin broadcasting only in digital format. The purpose of this study is to explore the effect of high definition technology on television advertising at this time of digital transition. By conducting an experimental study and a follow-up explanatory focus group, this study suggests that high definition technology may have a significant impact on advertising effectiveness in the digital television era.

Power Distance, Uncertainty Avoidance, and Technology: Hofstede's Dimensions and Human Development Indicators • George Musambira, University of Central Florida; Jonathan Matusitz, University of Central Florida • Correlations between Hofstede's dimensions of power distance and uncertainty avoidance and selected indicators of the Human Development Report (HDR) were analyzed. Three communication technology indicators – i.e., cell phone subscription, Internet use, and the number of telephone main lines – were predicted to measure the development of a nation. Results indicate a negative correlation between high power distance and communication technology in terms of the three technologies examined in this study.

Moving One Step Closer to Reengaging Citizens: Discovering Patterns of Online Political Activity • Lindsay Newport, Louisiana State University • An exploratory factor analysis of survey data (N=1,238) revealed four primary classifications of Internet users based on their typical online political activities: videophiles, highly interesteds, pass alongs, and content creators. These four classifications support the notion of a psychological model of Internet effects and may aid in discovering targeted and effective ways of motivating these citizens to political action based on their online activities.

Attributes and Consequences of New Communication Technologies in the Values of Transnational Work • Fernando Paragas, Nanyang Technological University • This study tests a literature-based means-ends chain (MEC) framework that depicts the relationship between the attributes of new communication technologies (NCTs), the consequences of using such NCTs, and the values of self and family among migrant workers from the Philippines using data from a random survey of 320 respondents.

Explaining Online Health Information-Seeking and the Physician-Patient Relationship • Songyi Park, Northwestern University • Although the use of the Internet for health information continues to grow rapidly, its impact on health care is still unclear. Previous studies have shown inconsistent findings with regard to which demographic and socioeconomic characteristics of patients influence online health information seeking. Few studies have analyzed the association between the discussion of online health information and the physician-patient relationship at the multivariate level.

Age Differences in Perceptions and Intention of Online Community Participation: An Extension of the Technology Acceptance Model • Jae Eun Chung, University of Southern California; Namkee Park, University of Oklahoma; Helen Hua Wang, University of Southern California • This study examined age differences in perceptions of online communities and the factors that affect future intention of online community participation, within the framework of the Technology Acceptance Model (TAM). The study supported the major propositions of the TAM but found that age was a moderator of certain key relationships in the model.

Denying Destiny: Viewtron and the refusal to recognize mutual shaping of technology • Mark Poepsel, University of Missouri-Columbia, Missouri School of Journalism; Seth Ashley, University of Missouri School of Journalism • This paper combines a qualitative content analysis of newspaper and trade magazine reports about Knight-Ridder's Viewtron project with a close reading of primary sources in order to inform a discussion about why Viewtron failed. Mutual Shaping of Technology theory is applied. This theory suggests that new technologies both affect the cultures into which they are introduced, and they are shaped by cultural processes as well.

Keeping Up with Mrs. Jones: Mommy Blogging, Social Comparison, and Self-Esteem • Anesha Brown, Brigham Young University; Holly Wallace, Brigham Young University; Liz Mott, Brigham Young University; Brad Rawlins, Brigham Young University; Karson Denney, Brigham Young University; Autumn Linford, Brigham Young University • As the community of mommy bloggers increases, it raises the question of the effects of engaging in this socially interactive medium. This study examines the phenomenon through the lenses of social comparison and self-esteem. A survey of 619 blogging mothers reveals that those scoring higher on a social comparison index are likely to spend more time reading and maintaining blogs, while a regression analysis shows that this activity can have a negative impact on self-esteem.

Type Up, Speak Out! An Analysis of the Spiral of Silence in an Online Forum • Lauren Reichart, University of Alabama; Skye Chance Cooley, The University of Alabama • 522 user ratings and reviews of nine separate movies on a movie review website were examined in order to determine if the opinions all conformed to either all positive or all negative. The mass communication theory of the spiral of silence was used to analyze the website.

Facebook groups as an e-learning component in higher education courses: one successful case study • Gary Ritzenhaller, University of Florida; Dave Stanton, University of Florida • This case study examines the benefits that a social networking site like Facebook can add to a university-level course. A Facebook group was created as a platform to distribute content related to the course as well as provide a venue for students to meet, discuss and socialize.

The Path Already Taken: Technological and Pedagogical Practices in Convergence Education • Jeremy Sarachan, St. John Fisher College • Communication departments considering adapting or further implementing a convergence curriculum can benefit from exploring choices made at other universities. In this survey, quantitative and qualitative data were collected from 110 AEJMC affiliates as a means to explore course content, student assessment methods, lab space, software, and other technical considerations. A range of solutions were found to exist, but common curriculum choices and tools emerged.

What do your friends say about you? Activist group evaluations in a social networking context • Mike Schmierbach, Penn State University; Qian Xu, College of Communications Penn State University; Saraswathi Bellur-Thandaveshwara, Pennsylvania State University; Erin Ash, Pennsylvania State University; Anne Oeldorf-Hirsch, Pennsylvania State University; Andrew Kegerise, Penn State University • Research suggests that individuals use cues about the popularity of a cause or group to make judgments. This idea of a bandwagon phenomenon has found particular support in an

online context, where cues about the number of supporters are readily available. However, perceptions regarding the group may also depend on the identity of those supporters, with race being one potentially important factor.

Innovation processes in journalism as actor-networks and communities of practice • Amy Schmitz Weiss, San Diego State University; David Domingo, University Rovira i Virgili (Tarragona, Spain) • This paper explores two different but complementary theoretical approaches to frame innovation in online media: Actor-Network Theory and Community of Practice. The principles and key concepts of each are presented and their applicability is discussed. Four research programs are presented for developing use of these theories, which offer efficient tools to understand and analyze the actors involved in innovation decisions, the dynamics of the negotiation and learning processes, and the factors constraining and fostering evolution.

Give-and-take: Why the wireless signal sharing movement is growing and its potential policy implications • Gwen Shaffer, Temple University • Using a resource mobilization framework, this study attempts to better understand the factors that motivate people to join wireless community networks that enable members to share bandwidth. In addition, the research illuminates ties between peer-to-peer networking and civic engagement at a broader level.

"I'll poke you. You poke me!" Self-disclosure, social attraction, predictability and trust as important predictors of Facebook relationships • Pavica Sheldon, Louisiana State University • The purpose of this research was to test how social attraction on Facebook influences self-disclosure, predictability and trust in another individual. Results of a survey of 243 students showed that we tell our personal secrets on Facebook to those that we like. The relationship between the depth of self-disclosure and trust is mediated by predictability.

Grand Theft Auto IV Comes to Singapore: The Effects of Repeated Exposure to Violent Video Games on Aggression • Kie Zin, Scott Teng, Nanyang Technological University; Sok Cheng, Amy Siew, Nanyang Technological University; Yew Mun, Gabriel Chong, Nanyang Technological University; Marko Skoric, Nanyang Technological University • This study is longitudinal lab-based experiment that examined longer-term effects of playing a violent video game. Participants played Grand Theft Auto IV for a period of three weeks and were compared to a control group on trait aggression, attitudes toward violence, and empathy. The findings do not support the assertion that playing violent video games increases aggression nor reduces empathy as predicted by the General Aggression Model, but they suggest an increase in proviolence attitudes.

Anatomy of Interaction Experience: Distinguishing Sensory, Semantic, and Behavioral Dimensions of Interactivity • Dongyoung Sohn, The Ohio State University • Most previous interactivity studies have focused on what technological characteristics make (mediated) interaction possible, but very few scholarly attempts have been made to answer what constitutes a person's interactivity perception or experience. The primary objective of this article is to redefine interactivity as a construct that captures the general human interaction experience so that it can be applied to an interaction with any medium or in any context.

Mapping the Role of Information: A Model of the Press for a Post-Broadcast World • Steven Stuglin, Georgia State University • Four Theories of the Press set a comparative media systems standard for fifty years, but the contemporary world has a dramatically different press system than the one investigated in 1956. New theories are needed that can account for the declining role of the traditional press and the growing prominence of digital networking and information systems. This essay presents a model for comparing media systems using views of the role of information as a differentiating variable.

Online News Websites: How much information how fast? • Ryan Pierce, Baylor University; Amanda Sturgill, Baylor University; Yiliu Wang, Baylor University • Questions about the efficacy of the Internet for delivering online news are rapidly vanishing, as Internet news use is putting great financial pressure on print media. But questions on the best way to deliver content to readers in a way that keeps them coming back to a site remain both open and important. Usability and user satisfaction are both major issues behind a site's adoption.

User Attitudes toward Customization and Personalization: A Priming Study of Gratifications Expected and Obtained • Hyunjin Kang, Penn State University; S. Shyam Sundar, Penn State University; Hyang Sook Kim, Pennsylvania State University; Keunmin Bae, Penn State University • Customization is everywhere these days, from faceplates on cell phones to background color on computer desktops to the arrangement of widgets on one's internet start page. What lies behind the tremendous popularity of tailored content? We answer this question with a priming study (N = 322) that explores the gratifications expected and obtained from different kinds of tailored internet services. Self-esteem moderates gratifications derived from tailored services whereas identity, involvement and relevance mediate the relationship.

Kids these Days: Examining Differences in Political Uses and Gratifications, Internet Political Participation, Political Information Efficacy, and Cynicism based on Age • Kaye Sweetser, University of Georgia; Ruthann Weaver Lariscy, University of Georgia; Spencer Tinkham, University of Georgia • Using a telephone survey of randomly selected voters from the general population, this study sought to understand the interrelatedness of use of the Internet as a political information source with perception of political participation, political information efficacy, and cynicism. Guided by the traditional political uses and gratifications theory that divides media choice into approach and avoidance motives, we examine these constructs in terms of emergent generational differences.

Active within Structures: An Integrated Model of Internet Use • Tang Tang, University of Wisconsin Oshkosh • This study represents one of the first attempts to empirically integrate three primary theoretical traditions in audience research — the uses and gratifications approach, structural approaches, and technology adoption theories — to explain Internet use. The findings suggest that Internet use is an active choice within structures. The study calls for a broader and integrated scheme to guide our understanding and exploration of new media users.

Tracking the Blogs: An Evaluation of Attacks, Acclaims and Rebuttals Presented on Political Blogs during the 2008 Presidential Election • Robert Wicks, University of Arkansas Department of Communication; Amy Mertensmeyer,

University of Arkansas; Gregory Blackburn, University of Arkansas; Tiffany Fields, University of Arkansas • This study employed Benoit's Functional Theory of Presidential Discourse to study the incidence of attacks, acclaims and rebuttals on four politically-aligned websites and six political non-aligned blogs. Results suggest that candidates use their own websites for acclaims, political parties use their blogs to level attacks against opponents, and rebuttals are on blogs are rare.

Emotional Responses During Facebook Use: Two Conceptual Frameworks • Saleem Alhabash, University of Missouri, School of Journalism; Hyojung Park, University of Missouri; Kevin Wise, University of Missouri • Based on existing research on social networking, it was proposed that Facebook.com serves a need for connectivity and that a great deal of its use could be conceptualized using two conceptual frameworks: the first as either social browsing (i.e. Newsfeeds) and social searching (i.e. Friends' profiles), while the second, as either interactive or extractive information-seeking strategies. This study explored whether these categories adequately reflect Facebook use and whether they moderate physiological indicators of emotion.

How does a Virtual Community Influence Older Netizens' Social Capital? • Huan Wu, School of Journalism and Communication in The Chinese University of Hong Kong • What this study seeks to answer is: "How does a virtual community influence its members' social capital in face-to-face (FtF) communities?" The virtual community examined in this research is OldKids website, the earliest and the most influential senior-oriented virtual community in nowadays' mainland China. And the FtF communities are OldKids club, set up by the founders of OldKids website; and OldKids salons, built up by OldKids netizens voluntarily.

Is Multimodality Better than Single Modality? Exploring modality effect on inter-cultural virtual collaboration • Qian Xu, College of Communications Penn State University; Deanna Behring, Ph.D. student • This study used a 2x2 within-subjects experiment to explore how media modality and presence of partner's picture influenced inter-culture virtual dyad's collaboration and communication accommodation. The results of the study showed that participants were more likely to be persuaded in audio than in text conditions. Modality and picture interactively influenced perceived ease of communication, language difference, and consensus. It also found that dyad members adopted different linguistic characteristics to accommodate each other in different conditions.

Faculty Adopters of Podcasting: Satisfaction, University Support and Belief in Podcasting • Jin Yang, University of Memphis • This study surveyed university and college professors who have used podcasts in their classroom and found that these early adopters of podcasts were very innovative in general. Most of them believed that podcasts can enhance the pedagogical value of teaching because podcasts provide alternatives to learn and engage students more on their turf.

Comparisons between Avatar users and Non Avatar users: People's Personal Characteristics as Consumers and Their Attitudes toward Virtual World Advertising • Jay (Hyunjae) Yu, Louisiana State University • Avatars are Internet users' representations that are created and utilized as animated characters in virtual worlds. Lately, many Internet users have created avatars and enjoyed a second life by experiencing a virtual world in which they can enjoy many things that they enjoy in the real world. Along with the rapid growth of avatar users, a growth of virtual places, where avatars can hang out is seen as well.

News Use and Social Use of the Internet: Testing a Substitution Model in Three Levels • Lingzi Zhang, National University of Singapore • Embedded in mass media and interpersonal communication theory, current study sheds light on news consumption and interpersonal communication in online settings. We hypothesized a mutual displacement between interpersonal social use and news use of the Internet, based on previous scholarship on media usage, online social relation, and Gratifications of Internet users.

Effects of Perceived Gratification-opportunities and Personal Network on Preference between MSN and QQ • Xiaoxiao Zhang, The School of Journalism and Communication in CUHK • Focusing on the dramatic overriding of QQ on MSN in China, this exploratory study explores the important role of perceived gratification-opportunities and personal network in IM preference and use. Data were gathered from an online snowballing sample of 410 Chinese IM users in 2008. Of the users, 88.0% preferred QQ while merely 12.0% preferred MSN. Factor analyses identified three same MSN and QQ gratification-opportunities: entertainment, synchronism and risk.

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## Visual Communication 2017 Abstracts

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Online Coverage of Brittany Maynard's Death: Visual and Verbal Information • Kelsie Arnold; Kimberly Lauffer • This study examined textual and visual elements in web-based coverage of Brittany Maynard's decision to exercise Oregon's right to die in order to understand how the media framed their coverage using multimedia components. The authors used a qualitative perspective and a quantitative data collection instrument to synthesize data and key themes that emerged from the research. Culturally embedded frames, loaded language, and graphic elements were all deemed essential to telling the story of Brittany Maynard.

Attributes of Likable Organizational Logos: An Exploratory Study using Q Methodology • Angie Chung; Dennis Kinsey • Logos have a big impact on how people feel about an organization. The goal of this research is to identify the subjective perceptions when people evaluate logos and explore what elements affect the likability of organizational logos. This

exploratory research used Q Methodology to quantitatively and qualitatively examine subjective preferences for different types of logos. Forty participants sorted 50 organizational logos (Q sample) from “most appealing” (+5) to “most unappealing” (-5). Three different factors emerged from the correlation and factor analysis—the first group expressed the importance of color, the second group thought logos with living creatures were appealing and the third group were attracted to logos suggesting dynamic movement. Findings are discussed in terms of practical implications for how organizations can choose logos that can be received more positively.

A reciprocal-networked model of the photojournalistic icon: From the print-television news era to the present • Nicole Dahmen, University of Oregon; David Perlmutter, Texas Tech University; Natalia Mielczarek, Virginia Tech • Millions of news images have been created, but only a relative few have become the fabled “icons” of photojournalism that have been popularly ascribed with extraordinary powers to mobilize national opinion, start or stop wars, or at least capture “decisive moments” in history. Since most of the photoicon era occurred when news was a wholly industrial (via print and then broadcast and cable) enterprise, media gatekeeping has been a critical component of the process of icon creation, distribution, and maintenance. Traditionally, news photographs became iconic, in large part, through their purposive, industrially defined, and prominent placement on elite newspaper front pages and lead position in broadcast/cable news across the globe. But as we rapidly move away from print news and towards a digital/internet/social news environment, what is the effect on the formation of iconic imagery? We argue that it is both a changed reality of news delivery formats and the democratization of news production and dissemination via social media that predicated a theoretical shift in the formation of iconic imagery. Using the historical research method, we draw from current theoretical tenets of iconic image formation and leading research on iconic imagery to present propositions of a model of iconicity that we term the “reciprocal-networked model of iconicity,” which presents four central and related stages: creation, distribution, acceleration, and formation. We conclude this philosophy of images with some speculative predictions about the development of photoicons within the evolution of our reciprocal-networked model, arguing that several trends are predictable.

Fire, ice or drought? Picturing humanity in climate change imagery • Kim Sheehan; Nicole Dahmen, University of Oregon; David Morris II, University of Oregon • Despite scientific evidence of climate change, Americans continue to minimize its importance. At the same time, research suggests that advocacy campaigns and news media coverage of climate change—both text and images—do not necessarily resonate with audiences. The current study brings together existing theory on the knowledge-deficit model and research findings on both climate change imagery and story personification to explore in a 3x3x2 experiment how photographs relating to climate change have the best potential to connect with people regarding emotion and engagement.

Resignifying Alan Kurdi: News photographs, memes, and the ethics of visual representation • Meenakshi Gigi Durham, Iowa • The Turkish photojournalist Nilufer Demir’s photograph of the drowned refugee child Alan Kurdi attained worldwide recognition as a media spectacle, initially prompting humanitarian responses and political action, but later morphing into online memes and inciting public backlash as “war porn.” I argue here that the ethical motivations of photojournalism and memes are oppositional with regard to their representations of embodied vulnerability. While photojournalistic depictions of vulnerable bodies are motivated by an ethics of care intended to generate empathy and progressive social change, memes disrupt those affective connotations through processes of mimicry and replication. By means of a comparative semiological analysis, this paper examines the way the sign system of Demir’s photograph was mutated into a meme, radically changing the ethical connotations of the former. The differing ethical affordances of news photos versus memes, and their relationship, may help to explain the reversal of the cosmopolitan humanitarianism initially sparked by the Alan Kurdi photograph and tell us more about the ethical frictions and contrapositions at work in the contemporary media environment.

Access, deconstructed: An analysis of metajournalistic discourse concerning photojournalism and access • Patrick Ferrucci, U of Colorado; Ross Taylor, University of Colorado • This study examines metajournalistic discourse published surrounding the intersection of photojournalism and access. Researchers conducted a textual analysis of metajournalistic discourse published in articles by *The Image, Deconstructed* from 2011 to 2017 (N=70). Findings suggest that photojournalists define access differently than scholars. They obtain access through purposeful body language and verbal communication, clarity of intent and persistence. These findings are interpreted through the lens of the theory of metajournalistic discourse.

Using Angle of Sight to Confirm Media Bias of a Political Protest • Michael Friedman, University of Tennessee at Chattanooga • The study sought to understand if photographic media bias of political protest could be detected by applying the photographic principle of angle of sight to the pictures of the event. The investigation focused on the photographic news coverage of the Occupy Wall Street protests from two competing and politically opposite New York City tabloid newspapers. The purpose of the study was to determine if there were any differences in the selection of angle of sight photographs, which could act as a subtle cue to either glorify or condemn the protests. Results show strong statistical support that both papers chose the angled photograph that matched with their political opinion of the protest and is relevant to other researchers who seek to understand our legacy of media coverage of political protests.

Professional Photographers and Platforms and the Perceived Credibility of Photographs on the Internet • Gina Gayle; Andrew Wirzburger, Syracuse University; Jianan Hu; Honey Rao • As the use of amateur journalists in place of professionals to photograph current events has begun to shape news content (Pantti & Anden-Papadopoulos, 2011), and people assign varying levels of credibility to the sources of news content (Bracken, 2006), understanding the effects of “professional” labels is growing increasingly salient. This study sought to investigate differences in perceived credibility of photographs on the internet depending on whether or not a professional had taken the photograph and whether or not it had been published by a professional media outlet. Definitions for the dimensions of perceived photograph credibility were adapted from previous research into general internet credibility (Metzger, 2007). The researchers hypothesized that people provided with information that the photograph was somehow “professional” would perceive it to have higher credibility. The study was designed as an experiment with four groups that evaluated

photographs using a self-administered online questionnaire; each group was provided with different information about the photograph to stimulate differences between groups. Results produced no significant differences between groups for the concept of credibility but did yield significance for "authority," one dimension of credibility. These results may be due to the influx of citizen journalism as well as diminishing public trust in mainstream news media.

Chaos, Quest and Restitution Narratives of Depression on Tumblr • Ali Hussain, Michigan State University • This paper studies how visuals from Tumblr might be used to evoke narratives of depression. Fourteen patients with moderately severe depression were interviewed using photo-elicitation method. Findings encompass three types of narratives: chaos, quest and restitution. Chaos narrative describe experiencing illnesses with no cure or unreliable treatments. Quest narrative are about patients' fighting back. Restitution narrative points toward the belief that health is restorable. Study offers implications to use images during depression counseling sessions.

Show me a story: Narrative, image, and audience engagement on sports network Instagram accounts • Rich Johnson, Creighton University; Miles Romney, Brigham Young University • Social media is a growing space for interpersonal and masspersonal communication and the shared image that often accompanies these messages has become a factor in increasing audience engagement. This study seeks to understand what types of images generate more engagement from social media audiences. A group of communication scholars argue that narrative is the most basic form of human communication and therefore messages with strong narrative themes more easily connect the message from the communicator to the audience. This study performed a content analysis of nearly 2,000 images shared by Sports Networks on Instagram. Operating under Kress and Van Leeuwen's (2006) methodology for determining narrative in image, the study found that images that contained narrative or metacommunicative messages (Bateson, 1951) resulted in greater interest and engagement by audiences through the manifestation of likes and comments. The study offers a methodology for organizations seeking greater engagement from social media audiences.

Cognitive Effects of Emotional Visuals and Company–Cause Congruence in Visual CSR Messages • Sun Young Lee, Texas Tech University; Sungwon Chung, Fort Hays State University • Using the limited capacity model of motivated mediated message processing (LC4MP), associative network theory, and expectancy violation theory as theoretical frameworks, this study seeks to explore the cognitive effects of two aspects of corporate social responsibility (CSR) messages: emotional visuals and company–cause congruence. We employed a 2 (emotional tone of visuals: positive vs. negative) × 2 (company–cause congruence: low vs. high) within-subjects experimental design. We tested these factors using three CSR issues: hunger in Africa, water shortage in Africa, and an environmental issue. The results showed interaction effects between the two factors for recognition sensitivity ( $d'$ ) to company logos, ordered from being the highest when using a negative image and high company–cause congruence, to a negative image and low company–cause congruence, a positive image and low company–cause congruence, and a positive image and high company–cause congruence as the lowest. For cued recall of company names, we found that there were two main effects, with no interaction effects, and negative images were more effective than positive images: high company–cause congruence was more effective than low company–cause congruence. We discuss the theoretical and practical implications of our findings.

Sleight of Hand, Slight of Truth: Deceptive Editing of Documentary Footage in *The Look of Silence* • Thomas Mascaro, Bowling Green State University • Abstract: The documentary film *The Look of Silence* conceals editorial sleight of hand involving a 1967 NBC documentary *The Battle for Asia, Part III: Indonesia: The Troubled Victory*. The editing, which is not disclosed to audiences, misrepresents the original report and contravenes documentary practice. This case illuminates libel law, with regard to DVD and interview statements accompanying a film's release, and worrisome trend of "poetic" films eclipsing empirical reporting in documentaries.

Solutions in the shadows: The effects of incongruent visual messaging in solutions journalism news stories • Karen McIntyre, Virginia Commonwealth University; Kyser Lough, The University of Texas at Austin; Keyris Manzanares • This experiment examined the impact of story-photo congruency regarding solutions journalism. We tested the effects of solution and conflict-oriented news stories when the photo paired with the story was congruent or incongruent with the narrative. Results revealed that a solution-oriented story with a congruent photo made readers feel the most positive, but surprisingly readers were most interested in the story and reported the strongest behavioral intentions when the story was paired with a neutral photo.

The dead Syrian refugee boy goes viral: Funerary Aylan Kurdi memes as tools for social justice in remix culture • Natalia Mielczarek, Virginia Tech • The picture of the 3-year-old Syrian refugee Aylan Kurdi, whose dead body washed up on a Turkish beach in September 2015, became iconic after it went viral on social media. Within hours, Aylan was a symbol, a hashtag and a meme. This project analyzes the most popular funerary Aylan memes to understand their meanings and functions as they proliferated cyberspace. Through visual rhetorical analysis, the project expands the functions of memes from the typically theorized visual jokes and social commentary to tools of social justice. The case study demonstrates how memes get deployed as rhetorical statements to subvert and re-negotiate reality, in this case to create a 'better ending' for the dead boy and to seek atonement for his death. The project also analyzes the paradoxical relationship between a news icon and its digital appropriations, suggesting a new metric for iconicity in digital participatory culture.

What Makes a Meme a Meme? Five Essential Characteristics • Maria Molina, Pennsylvania State University • During the 2016 presidential elections (December 2015-2016), the term "meme" had a higher search interest in the U.S. than the word "election" (Google Trends, 2016). But what makes an Internet meme a meme? And what attracts users to not only view memes, but also create and share them? This article reviews the existent literature, explicates this form of user-generated content, and provides a set of characteristics to differentiate Internet memes from other type of content also shared online. The goal of this exercise is to provide the study of Internet memes with an integrated definition, encompassing the mutually understood set of characteristics of memes. As Chaffee (1991) describes, a concept explication plays a vital role for the advancement of a field as it helps uncover the different components of the term, provides a description of the studies that have been done in the field, and postulates areas of future research and how to

move in a cohesive direction. More specifically, it will provide a tool, or measure for the analysis of the uses, motivations, and effects of this new media trend.

The Graphicness of Renowned Imagery: A Content Analysis of Pulitzer Prize Winning Photography • David Morris II, University of Oregon; Nicole Dahmen, University of Oregon • An ongoing journalistic debate centers on the extent of acceptability of graphic imagery in the news media. In order to provide a more complete understanding of this ongoing debate, it is essential to conduct research that provides insight into the content of such imagery, especially renowned imagery. The current research uses a content analysis to explore the visual themes and type of graphicness present in the census of 763 Pulitzer Prize winning photographs from 1942 to 2015.

Closing the Gap Between Photojournalist Research and Photojournalism Practice: Exploring the Motivations of the Subjects of Sensitive Photo Essays • Tara Mortensen; Brian McDermott; Daniel Haun, University of South Carolina • There have always been challenges to pursuing photo essays, including the wariness of potential photo subjects who are often in the midst of personal hardships themselves, as well as a commitment of months or years to a single story. But contemporarily, there is a shrinking number of photojournalists and resources in the newsroom, as many have been replaced with iPhone-armed reporters and the abundance of citizen-shot photography (Allan, 2013; Hartley, 2007; Örnebring, 2013; Stelter, 2013; White, 2012). Citizens are more willing than ever to share thousands of photos a second on Snapchat and millions of photos on Instagram every day (Biale, 2016; Schlosser, 2016), but an irony to this phenomenon and additional blow to photojournalists who are struggling to maintain their professional status (Gade & Lowrey, 2011; Mortensen, 2014) is that these same people are often hesitant allow professional photojournalists to tell their story (McDermott, 2012). This study is the first to inquire about the factors that influence peoples' willingness to allow professional photojournalists tell their story, including topics such as sexual assault in the military, a woman's struggle with losing her legs, and a mother's struggle with losing a child. Guided by uses and gratifications theory, ten in-depth interviews with subjects of peer-judged contest winners from 2014 – 2016 in the multiple picture story categories of the NPPA Monthly Clip Contest, the NPPA Best of Photojournalism Contest, and the World Press Photo Contest were conducted and analyzed using a constant comparative method (Lincoln & Guba, 1985).

Priming effects on Instagram: An analysis of how pictures on Instagram affect individuals' risk perceptions and information seeking behaviors • Nicole O'Donnell • This research explored how images on Instagram affect individuals' information processing and seeking. Participants viewed Instagram posts that discussed the natural flavors added to processed foods. Individuals in a science-image condition had higher risk perceptions than individuals in a health image condition; however, this effect was moderated by nutrition label usage. Additionally, 45% of participants choose to seek further information on the topic. Implications for the integration of priming effects and information processing theories are discussed.

Profile Pictures and Political Expression: The Perceived Effectiveness of Avatar Activism (an Austrian Case). • Judith Schossboeck, City University Hong Kong • This paper investigates the phenomenon of avatar activism (AA), understood as changing one's profile picture in a social media (SM) or online social network (OSN) for political reasons or a good cause from a quantitative perspective. Specifically, the effectiveness of avatar activism as perceived by users engaging in this practice, as well as its relation to factors like age, participation in OSNs, online social capital and political engagement are investigated. An online questionnaire of n = 210 was distributed before the Austrian Presidential Elections in December 2016, and the topic AA was placed within the context of the elections, but also addressed other examples of AA. After increasing the variable perceived effectiveness of AA along several levels related to cognitive or actual impact, results show that most people do see this activity as a good form of self-expression, but doubt the actual political impact. Age, participation in OSNs and online social capital could not be identified as influencing factors of perceived effectiveness of AA. However, engagement in AA is related to other forms of political engagement. The limitations of the study and possible further directions are discussed.

Networked photographic repertoire and capital: Prosumption of selfies among Taiwanese gay men on Instagram • Hong-Chi Shiau, Shih-Hsin University • This study attempts to illustrate identity performance and consumption by Taiwanese gay men through their behavior of posting and commenting on selfies. This study selects a gay community on Instagram as a site for fieldwork because millennials are quitting Facebook, once Taiwan's most popular social networking site, but now in a steep decline. The prosuming of selfies on Instagram is analyzed as a particular form of speech community, adjusted to the orientation of users towards initiating social bonding, corporal aesthetic regulation, or even sexual encounters. Through ethnographic interviews with 17 gay male college students from Taiwan and textual analysis of their correspondence through texting on Instagram, this study contextualizes how the rituals and social processes engaged in on Instagram help constitute a collective identity pertaining to Taiwanese gay men on Instagram. The prosuming of selfies is examined as an identity-making process involving three nuanced types of cultural capital. These uploaded representations of the self are referenced to the collective past. Three typological personae are identified to illuminate the notions of cultural, aesthetic and emotional labor. The conclusion offers an alternative sociological intervention that goes beyond the notion of digital narcissism to help understand how the labor of presenting selfies is invested and reproduced.

'Sight Beyond My Sight' (SBMS): Concept, Methodology, and a Tool For Seeing • Gabriel Tait, Arkansas State University • Sight Beyond My Sight (SBMS), a new visual research method, aims to empower individuals to participate in the photographic communication and social science research process. This introductory study examines local people taking pictures to share knowledge about topics. This SBMS case study of photos from eleven participants (eight men and three women) between the ages of 18-65 from Liberia, West Africa, explains the method, discusses the participants, highlights some photographs taken, and offers an encapsulated analysis of what was learned from Liberians about Liberia. Advancing the participatory research methods of "Photovoice" (Wang and Burris 1994) in public health communication education, "Shooting Back" (Hubbard 2009) in photojournalism, and "Autophotography" (Ziller 1990) social psychology, SBMS bridges a gap in communication and social science research practices.

The evolution of story: How time and modality affect visual and verbal narratives • T.J. Thomson, University of Missouri • A majority of Americans distrust the news media due to concerns over comprehensiveness, accuracy, and fairness. Since many interactions between journalists and their subjects last only minutes and can be published within minutes, if not live, research is needed to explore how journalists' understandings of their subjects' narratives evolve over time and how much time is necessary to avoid surface-level coverage. Also, since people are now exposed to more image-based rather than text-based messages, additional research is necessary to explore how the verbal narratives spoken by subjects compare to their nonverbal narratives as captured by news photographers in visual form. Through a longitudinal, interview-based approach, a photojournalist working on a 30-plus-day picture story was interviewed weekly for six weeks over the course of his project to track perceptions of how his subjects' verbal narratives changed. At the conclusion of the projects, the photojournalist's subjects were also interviewed to explore how their verbal and nonverbal narratives compared. Informed by literature in role theory, narrative, and visual journalism, the findings explore how news media narratives can be more nuanced and how people shape their visual and verbal narratives consciously and unconsciously.

Parsing photograph's place in a privately public world • T.J. Thomson, University of Missouri; Keith Greenwood, University of Missouri • Billions of personal cameras exist globally that capture more than one trillion images each year. In contrast to studies that focus on cameras in a particular industry or field, such as body cameras in law enforcement or diagnostic imaging in medical settings, this study adopts a comparative and integrative approach using the public-private distinction to explore 1) how people in different social spheres perceive cameras and those who operate them, 2) what factors influence those perceptions, and 3) how technological convergence, camera access, and digital dissemination ease are impacting social life. Through in-depth interviews with individuals in the public and private spheres, an understanding of camera operators as primarily disruptive or primarily affirmative emerged and participants and factors that influenced their perceptions were gathered. Participants also said more cameras and converged technology are blurring the lines between public and private, that exposure in public seems to reduce inclination for private exposure, that cameras are shifting the nature of experience, and that cameras are becoming increasingly regulated.

Location, Location, Location: Visual Properties and Recognition of Video Game Advertising. • Russell Williams • Videogame placements are important for advertising and there is limited cognitive capacity available to players during a game to notice these ads. This is a quasi-experimental study using a commercial videogame and the Limited Capacity Model as an exploratory mechanism. It demonstrates that positioning in the focal visual block enhanced recognition, and that integrated ads and landmarks are better recognized than interruptive advertisements. Practical implications are discussed.

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## Communication Technology 2017 Abstracts

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### **FACULTY PAPER COMPETITION**

The Role of Self-Efficacy and Motivation in mHealth App Adoption: The "Food Friend" Case Study • Alexandra Merceron; David Atkin • Smartphone apps present an interactive, tailored, low-cost and culturally adaptive vehicle for health interventions. The present study employs Social Cognitive Theory (SCT) to explore the adoption of health apps. Study results demonstrate that the cognitive and motivational processes set forth by SCT—the self-system of observational learning, self-belief and efficacy to determine behavioral courses of action—and their interactions with the cognitive structures of motivation (external, vicarious and self-incentives) contribute to the mHealth adoption process.

Self-tracking with cell phones: Exploring the effects of self-monitoring and perceived control in mHealth applications • Saraswathi Bellur; Christina Devoss • The smartphone industry has contributed to the widespread growth of the "Quantified Self" movement where individuals are monitoring their everyday lives like never before. We examine the role of self-monitoring, specifically, frequency of tracking and updating health information. Findings from an online survey (N = 524) show that these variables do positively impact attitudes, intentions, use and outcome expectations. Perceived control emerges as a significant mediator. We discuss theoretical implications and avenues for future research.

Dual Screening the Candidate Agenda: The Moderating Role of Communication Technologies and Need to Evaluate for Attribute Agenda-Setting Effects of Presidential Debates • Lindita Camaj; Temple Northup; Regina Dennis; Felicia Russell; Jared Monmouth • This study explores the consequences of dual screening for political learning and opinion formation in the contexts of political campaigns and debates. Grounded in the agenda-setting theoretical framework, it investigates the impact of dual screened political debates on audiences' perceptions about presidential candidates during the 2016 electoral campaign. The results suggest that the dual-screening practice can exert a significant moderation role for the agenda-setting effects of political debates. The effects of the televised debates were weaker for those individuals engaged in dual screening. Additionally, the results imply that the moderating role of dual screening is dependent on personality traits of the audience. Participants with low need to evaluate who watched the debates on television alone exerted the highest positive change in their perceptions of Trump's attributes, but people with the same trait (low need to evaluate) who dual-screened the debate showed a slight negative change in their perceptions of Donald Trump. This study extends previous agenda-setting research by examining how media technologies moderate attribute agenda-setting effects at the individual level and linking these effects to broader social issues of digital disruption and political campaigning.

Mobile-mediated multimodal communications, relationship quality and subjective well-being: An analysis of smartphone use from a life course perspective • Michael Chan, Chinese University of Hong Kong • This study examined the relationships among different uses of the smartphone with close friends (i.e. voice, email, SMS, Facebook, WhatsApp), perceived relationship quality and subjective well-being. Results showed that while frequency of face-to-face communications and friendship satisfaction were related to well-being, more positive emotions and less negative emotions across all age cohorts; the linkages for mobile communications were more varied. Mobile voice was related to friendship satisfaction and social support for the 35-54 and 55-70+ cohorts; but also, to more negative emotions for the 18-34 and 35-54 cohorts. Frequency of Facebook use and number of Facebook friends was related to social support and psychological well-being for the 18-34 cohort, but also related to negative emotions. While WhatsApp use was related to social support for all cohorts, it also predicted friendship satisfaction and psychological well-being for the 55-70+ cohort. Some mobile uses however were also related to increased feelings of entrapment and negative emotions, though only for the younger cohorts. The findings are framed in line with the life course literature, and the existence of both positive and negative outcomes suggest that future studies of communication technologies and well-being may better be served with more explicit dialectical perspectives and approaches.

Perceived Online Friendships and Social Networking Sites • Yi-Ning (Katherine) Chen, National Chengchi University • This study examines the differences in the categories of online friends and perceived quality of friendships between Taiwan's two most popular social networking sites, Facebook and LINE. We gather data from 805 adult respondents online. Results show females and younger people tend to have a bigger variety of friends. LINE is mostly used for maintaining relationships and task-oriented purposes, while Facebook is utilized for developing contacts and for being a source of information.

More than just some pictures. An exploratory study into the motives of posting pictures on Instagram • Serena Daalmans, Radboud University; Nikkie Wintjes, Radboud University; Merel van Ommen, Radboud University; Doeschka Anschutz, Radboud University • The purpose of this study was to gain insight into the motives that underlie the posting of pictures on the popular app Instagram. Based on in-depth interviews with sixteen Instagram users, we found that there are at least six different motives to post pictures on the app and these motivations differ between men and women as well as younger and older users. Furthermore, in contrast with the often-negative connotation the posting of pictures online has in academic and popular discussions, the results paint a more positive picture. Users reveal that they receive more than just a status validation from the posting of pictures, they indicate that they feel part of a community that supports them both online and in real life.

Political Discourse on Twitter Networks during the U.S. 2016 Presidential Election • Shugofa Dastgeer • This study explored Twitter network structure and uniqueness of their content across four days during and around the U.S. 2016 presidential election. While the findings indicate differences in the structure of the networks, the dominance of political candidates and mainstream media remained the same across the four days. Less than 25 percent of the data in the four networks was original tweets and the rest of them were retweets (51 percent) and mentions (25 percent).

Augment Intrusiveness: The Role of Privacy Concern in the Use of Virtual Try-On Mobile Applications • Yang Feng, San Diego State University; Quan Xie, Bradley University • This paper investigates how smartphone users perceive self-viewing (trying a virtual product on one's own image) versus other-viewing (trying a virtual product on a model's image) virtual try-on mobile applications, and how smartphone users' perception of control over their personal image information affects their app attitudes, brand attitudes, and purchase intentions. Results from Study 1 demonstrate that when smartphone users have high levels of privacy concern, self-viewing virtual try-on apps are more likely to generate perceived intrusiveness than other-viewing virtual try-on apps, which in turn leads to negative app attitude. Results from Study 2 indicate that regardless of smartphone users' levels of privacy concern, giving users control over the privacy settings reduces their perceived intrusiveness of self-viewing virtual try-on apps, which in turn leads to more positive app attitudes and brand attitudes, and increased purchase intent.

Commenting on news stories via social media • Sherice Gearhart, Texas Tech University; Derrick Holland, Texas Tech University; Alexander Moe, Texas Tech University • Previous research has validated the spiral of silence in Facebook among peers. However, no identifiable work has tested behavior in a non-peer circumstances, where theory may lack applicability. Using a 2x2 between-subjects design, participants indicated intent to refrain or comment on news posted by reputable news outlets after viewing either agreeable or disagreeable posts from others. Results support theory and reveal that individuals who selectively expose to likeminded content speak out regardless of the opinion environment.

Personality Traits and Social Media Use in 20 Countries • Homero Gil de Zúñiga, University of Vienna; Trevor Diehl, University of Vienna; Brigitte Huber; James Liu • This study examines the relationship between peoples' personality traits and social media uses with data from 20 societies (N = 21,314). A measure of the "Big Five" personality traits is tested on dimensions of social media: frequency of use, social interaction, and news consumption. Across diverse societies, findings suggest that while extraversion, agreeableness, and conscientiousness are all positive predictors of different types of social media use; emotional stability and openness, are negatively related to them.

Corporate Social Responsibility and Social Media: Can Corporate Citizenship Motivate Companies to Create Safe Social Media Platforms? • Jennifer Crygiel, Syracuse University/Newhouse; Nina Brown, Syracuse University/Newhouse • This paper investigates the legal framework governing social media platforms in order to assess whether companies are motivated to create safe social media platforms. Using case studies, we explore the idea that increased corporate social responsibility and corporate citizenship can encourage companies to enhance their platforms beyond their legal responsibilities, in order to increase user safety.

Distributed Intimacies: Robotic Warfare and Drone Whistleblowers • Kevin Howley, DePauw University • This paper adapts the concept of "distributed intimacy" in an effort to identify and analyze unequal relations of power/knowledge in the mediated relationships articulated by drone warfare. Throughout, I contend this notion enhances our understanding of the authoritarian logic of disembodied control at a distance underpinning America's drone campaign. The paper

proceeds in three parts. The first develops an analytical framework for examining the distributed intimacies engendered and exploited by drone warfare. Doing so, I identify revealing points of comparison between commercial and authoritarian logics of digital mediation. The second considers the affective and political consequences of this new kind of war for drone operators turned whistleblowers. Here I consider the relationship between digital witnessing and trauma in the era of robotic warfare. Based on an examination of press accounts, broadcast interviews, and documentary films, this paper identifies drone whistleblowers – whose intimate testimony exposes the physical, emotional, and psychological brutality of drone warfare – as central actors in the formation of an alternative order of discourse surrounding weaponized drones. The paper concludes with an assessment of the personal and institutional challenges confronting the ranks of remote-control warriors as Donald Trump, one of the most authoritarian figures in recent American history, assumes the office of the presidency, and with it, command and control of the US drone program.

Revisiting the privacy paradox: Exploring the mediating effect of privacy management and self-disclosure on social capital • Shih-Hsien Sandra Hsu, National Taiwan University; Yi-Hsing Han, Fu Jen Catholic University; Thomas Johnson • This study employed various measurements of key variables to update the current status of the privacy paradox phenomenon—the disconnection between privacy concerns and self-disclosure on Facebook—and found the break of the traditional privacy paradox and the existence of the social privacy paradox. It further examined the mediating role of privacy management to solve the dilemma. Findings confirmed that privacy management is important in redirecting the relationships among privacy concerns, self-disclosure, and social capital.

Effects of Self-Presentation Strategies and Tie Strength on Facebook Users' Subjective Well-Being • Wonseok (Eric) Jang, Texas Tech University; Jung Won Chun; Jihoon (Jay) Kim, University of Georgia • Existing evidence suggests that the use of Facebook (FB) has a positive impact on subjective well-being (SWB) when people use FB to interact with close friends. Based on the self-presentation literature, the current study identified an effective strategy for how FB users can enhance SWB while interacting with weak tie FB friends. The results indicated that FB users became happier after adopting strategic self-presentation while interacting with weak tied friends compared to true self-presentation.

Mobile Moves: Engagement, Emotion and Attention to Social Media Images on Mobile and Desktop Screens • Kate Keib, Oglethorpe University; Bartosz Wojdowski; Camila Espina, University of Georgia, Grady College; Jennifer Malson, University of Georgia, Grady College; Brittany Jefferson; Yen-I Lee, University of Georgia • Screen size, input modalities, and use pattern differences between smartphones and desktop computers have been thought to influence information processing. This eye-tracking study compared consumers' visual attention to, and engagement intent with, social media news images on mobile and desktop devices. Results show users pay significantly less attention to social media posts on smartphones than desktops, posts with images were perceived as more arousing than posts without images, and negative images were the most arousing.

Unpacking unboxing videos: the mediating role of parasocial interaction between unboxing viewing motivations and purchase decision-making • Hyosun Kim, University of Wisconsin\_ Stevens Point • Via a web survey, the present study explored the effects of YouTube unboxing motivations on purchase decision making from use and gratification perspective. Also, the mediating role of parasocial interaction (PSI) was examined. Results suggested that PSI fully mediated when users view unboxing videos to feel realness of products or experience products vicariously, fostering purchase decision making. Though entertainment motivation did not directly predict purchase decision, it significantly affects people to consider purchase through PSI.

Virtual Tours Promote Behavioral Intention and Willingness to Pay via Spatial Presence, Enjoyment, and Destination Image • Jihoon (Jay) Kim, University of Georgia; Thitapa Shinaprayoon, University of Georgia; Sun Joo (Grace) Ahn, University of Georgia • Despite the increasing popularity of virtual tours in tourism marketing, empirical supports for the benefits of virtual tours are lacking. This study (N = 118) investigates how a virtual tour affects behavioral intention and monetary valuation toward a travel destination. Results revealed that experiencing the virtual tour increased behavioral intention and willingness to pay, compared to reading the e-brochure, via spatial presence, enjoyment, and destination image. The theoretical and managerial implications of virtual tour experience are discussed.

Influencers with #NoFilter: How Micro-Celebrities Use Self-Branding Practices on Instagram • Eunice Kim, University of Florida; Casey McDonald, University of Florida • The growth and popularity of user-generated content has created a new form of celebrity known as 'micro-celebrities.' Micro-celebrities engage in strategic self-branding practices on social media through use of self-presentation strategies to attract and maintain a fan base. The study uses a content analysis to explore how micro-celebrities use self-presentation strategies (i.e., self-promotion, affiliation, and authenticity) on Instagram. Findings reveal that self-presentation strategies vary by gender and account types of micro-celebrities.

When do Online Audiences Amplify Wellbeing Benefits of Expressive Writing? Identifying Effects of Audience Similarity and Commenting • Rachel Kornfield, University of Wisconsin-Madison; Catalina Toma, University of Wisconsin-Madison • It may be possible to enhance benefits of self-disclosure writing through adjusting online environments and thereby the perceptions of one's audience. In a two-by-two experimental design, we examine effects of 1) establishing a shared identity between writers and audiences, and 2) enabling or disabling commenting. Results suggest that writers perceiving similar audiences showed more cognitive processing, while those led to expect comments wrote less about emotions. Audience similarity was associated with increased post-traumatic growth.

Narcissism or Willingness: The way college students use Facebook and Instagram • Sangki Lee, Arkansas Tech University • This study examined how participants' narcissistic traits and willingness to share personal information were related to social networking site (SNS) activities. 271 undergraduate students provided a self-report. 211 Facebook and 231 Instagram pages were coded based on self-promotional pictures. Results indicated both perspectives were related to SNS activities. However, participants' willingness to share information about themselves better correlated with SNS activities, posting pictures in particular, than narcissistic traits did. Contribution and limitation were discussed.

Promoting CSR Programs/activities via Social Media On social media, does reading online comments encourage people to speak up or be silent? Social Judgement and Spiral of Empowerment • Moon Lee, University of Florida; Jung Won

Chun; Jungyun Won, University of Florida • We investigated effects of online comments on individuals' willingness to speak out when a CSR program/activity becomes a topic of exchange via social media. An online experiment with 277 participants was conducted. People with positive prior attitude are more likely to speak out when reading both positive public opinion polls and two-sided online comments. People with negative prior attitude were less willing to speak out when reading others' two-sided comments than negative comments.

Lifestyles, Mobile Viewing Habits, Contextual Factors, and TV Content Interest as Predictors of the Intention to Adopt Mobile TV • Louis Leung, Chinese University of Hong Kong; Cheng Chen, Chinese University of Hong Kong • This study applies the theory of planned behavior (TPB) to explain the intentions of Hong Kong consumers to adopt mobile TV and their interests in its content. Using a probability sample of 644 respondents, this study not only demonstrated the robustness of TPB in explaining consumer behavior but also showed that channel deficiency, mobile viewing habits (which were moderated by perceived behavioral control), and content interest could significantly influence consumers' intentions to adopt mobile TV services.

The Effect of Efficiency, Matching, Trusts and Risks on the Adoption of Content Curation Service • Lu Li, Sungkyunkwan University; Shin-Hye Kwon, Sungkyunkwan University; Byeng Hee Chang, Sungkyunkwan University • Content curation is now widely used in online film and music services. As a new way to organize and present information of goods, it attracts many users and promotes sales. There are many factors that influence the adoption of content curation services, and the present study focuses on the effects of perceived efficiency, perceived matching, perceived trust and perceived risk on attitude and intention to use of film and music content curation service. The differences between film content curation services and music content curation services were compared. Perceived trust was divided to trust in competence and trust in integrity. Perceived risk included product risk and time risk. An online survey with 448 samples was conducted to examine the effects of the above factors. The results showed that (1) perceived efficiency and perceived matching had a positive effect on attitude and intention; (2) perceived trust did not have significant effects; (3) perceived time risk had negative effects in music content curation services while perceived product risks influenced intention to use in film content curation services; (4) film and music content curation services had many differences in the effects of the above variables.

Understanding Political Brand Communities from a Social Network Perspective: A study of the GOP 2017 Primary Elections • Jih-Hsuan Elaine Lin, University of Georgia; Itai Himelboim • This study analyzes Twitter activity by and about Republican Primary candidates in January 2016. The findings suggest that brand social mediators play an important role in connecting political brand communities across the network. Several social mediators are identified for winning and trailing candidates. Different patterns of information flow and network structures are found in winning and trailing brand communities. The interactions between candidates and direct vs. indirect communities also exhibit different patterns of information flow.

Are People Willing to Share Their True Opinions on Social Networking Sites? Exploring Roles of Self-Presentational Concern in Spiral of Silence • Yu Liu; Jian Rui; Xi Cui, College of Charleston • The purpose of this study is to extend the spiral of silence framework with the integration of online self-presentation perspective to investigate the psychological processes of SNS users' political self-disclosure through commenting, sharing or posting behaviors. Survey data from 296 SNS users confirmed the opinion-congruence based mechanism argued by the classic spiral of silence theory, and found that SNS users' willingness of online engagement in controversial issues is also related to self-presentational concern and CSW.

Credibility perception within social media frames: How Wechat mediates sources' effect on responses to food-safety information • Ji Pan • Conceiving Wechat as a frame for mediated social interactions, this study conducts a controlled experiment to explore how Wechat shapes the effects of embedded source cues (China's CCTV logo and avatars) on information assessment and on subjects' responses to food-safety information. Findings show that when individual avatars re-paste CCTV-produced information about food safety on Wechat, the credibility of Wechat mediates the impact of CCTV credibility on information assessment, and the mediating effect is contingent on the frequency of Wechat use. The attitudinal and behavioral effects of CCTV credibility also depend on the perceived credibility of Wechat. The credibility of avatars exerts an independent effect on information assessment, but no impact on behavior or on attitude. Findings are discussed in terms of theoretical implications for integrating framing theory with media credibility literature in the Web 2.0 era.

Academics versus Athletics and Rhetorical Mechanisms Used by Business Schools in Brand Promotion on Social Media • Shaila Miranda, University of Oklahoma; Rahnuma Ahmed, University of Oklahoma; Nazmul Rony, University of Oklahoma • "Branding is critical to business schools at a crossroad in public opinion. Research on brand promotion via social media offers little insight into how organizations should craft brand messages or how their institutional context might mitigate message efficacy. Based on dual process theories, we identified two sets of rhetorical mechanisms – systematic and heuristic. Investigation of tweets by eight schools indicated use of the mechanisms and traction they garnered with audiences is shaped by institutional contexts.

News Gatekeeping and Socially Interactive Functions of Twitter: An Algorithmic Content Analysis • Frank Russell, California State University, Fullerton; Katie Yaeger, University of Missouri School of Journalism; Jennifer Para, University of Missouri School of Journalism • This study concerns Twitter use at the organizational level by the 26 most popular online news entities in the United States. An algorithmic content analysis compared characteristics of posts published on the news organizations' main Twitter accounts during a one-month period in fall 2015. Statistically significant differences existed between news organizations in the use of three socially and technically interactive functions of Twitter: retweets, @mentions, and hashtags

Reporting the Future of News: Constructing Risks and Benefits for Journalism, Silicon Valley, and Citizens • Frank Russell, California State University, Fullerton • This qualitative discourse analysis explored risks and potential benefits for journalism, Silicon Valley, and citizens in the digital transformation of news gatekeeping. Coverage by the Nieman

Lab industry website described Silicon Valley platforms' gatekeeping role between news media and citizens principally in terms of risks and potential benefits for journalism. The findings suggested that uncertainty over the conditions of contributing content to Silicon Valley platforms raised legitimacy concerns for news media.

It's Alt-Right: Tracing the Technosocial Evolution of White Nationalism on Twitter • Saif Shahin, Bowling Green State University; Yee Man Margaret Ng, The University of Texas at Austin • This study examines the evolution of White Nationalism on Twitter (2009-2016) by tracking the growing frequency of retweets of "alt-right" messages and the changing structure of the social network they constituted. It identifies the prospect of Barack Obama's second election in 2012 as a key factor that bolstered the movement. It also shows that the movement was clustered, but a few weak ties across clusters allowed it become a megaphone for Donald Trump's presidential campaign.

Just Venmo Me the Money: An Exploratory Analysis of Alternative Banking Adoption • Evren Durmaz; Julie Ciardi, St. John Fisher College; Ronen Shay, St. John Fisher College; Gianna Sarkis; Nicholas Cieslica • To explore diffusion of alternative banking this mixed-methods study first surveyed 219 MTurk respondents to examine the factors that contribute towards alternative banking usage; whether age or perceived convenience have relationship with a consumer's willingness to read the terms and conditions of online banking apps/websites; and how well alternative banking brands are trusted relative to traditional offline banks. Content analysis is also utilized to compare banking fees across platforms.

A Cross-Cultural Comparison of Croatian and American Social Network Sites: Exploring Cultural Differences in Motives for Instagram Use • Pavica Sheldon, University of Alabama, Huntsville; Philipp A. Rauschnabel, University of Michigan – Dearborn; Mary Grace Antony, Schreiner University • The current study compares motives for Instagram use between participants of two countries: Croatia, a highly collectivistic culture, and the United States, a typically individualist culture. Findings reveal that Croatian students' Instagram use reflects collectivist tendencies as they predominantly use it for social interaction. American students' use of Instagram reflects individualistic trends, namely self-promotion and documentation.

Personal ties, group ties and latent ties: Connecting network size to diversity and trust in the mobile social network WeChat • Cuihua Shen; He Gong • This study examines whether and how personal and group network sizes affect diversity and trust in the mobile social media WeChat. We argue that the social network affordances of WeChat, coupled with its distinct network privacy, give rise to a wide spectrum of relations ranging from strong, weak to latent ties. Online survey data (N = 313) reveal that both personal network size and group network size are positively related to people's social network diversity (measured by the position generator). However, group network size is negatively related to people's trust in their WeChat contacts. We argue that the increasing size of the group network and the existence of latent ties reduce familiarity, certainty and accountability that are prerequisites of trust.

Can Immersive Journalism Affect Presence, Memory, Credibility, Empathy and Sharing? An Experimental Comparison of VR Stories, 3600 Videos and Text • S. Shyam Sundar, Penn State University; Jin Kang; Danielle Oprean • Immersive journalism in the form of VR headsets and 3600 videos is much touted for its ability to induce greater 'presence' in the mediated environment. In a controlled experiment (N = 129), VR and 3600 videos outperformed text with pictures, not only on such presence-related outcomes as being there, interaction and realism, but also on perceived source credibility, story sharing intentions and feelings of empathy. We explore theoretical mechanisms and practical implications of these effects.

Barriers and Facilitating Conditions for parents' mobile communication with adolescent children in resource-constrained contexts • Alcides Velasquez, University of Kansas • Access to and use of mobile and smartphones in resource constrained contexts does not come without adoption and use barriers. Mixing qualitative and quantitative methodologies, this study investigates what are the barriers parents of teenage children in resource constrained contexts face for mobile parenting. The qualitative phase of the study explored the individual and environmental barriers that parents in Bogotá, Colombia, faced when trying to use mobile communication technologies to contact their teenage children. The quantitative phase examined the relationship among the variables suggested by findings in the first phase. Findings show that parents use alternative resources available to them and that they take advantage of these resources to gain material access, but that the acquisition of skills to use mobile technologies can be affected by learning efficacy perception barriers.

How the Serialization of News Affects Recipients' Attitudes Toward Politicians Involved in Scandals • Christian von Sikorski; Johannes Knoll • Journalists tend to serialize political scandals and publish scandalous information bit by bit instead of all at once in a single news article. Participants took part in an experiment and were exposed to identical scandalous information about a political candidate. However, the form of presentation—exposure to 1/2/3/4, or 5 article(s)—was systematically manipulated. Serialization indeed indirectly decreased candidate attitudes via the perceived scandal importance, participants' reading duration, cognitive elaboration, and intensity of negative emotions.

Like My Posts? Exploring the Brand–Post Congruence Effect of Facebook Pages • Shaojung Sharon Wang, National Sun Yat-sen University; Yu-Ching Lin • This study explored the effects of Facebook Pages' brand–post congruence and a brand's product attribute on consumers' intentions to interact on brands' posts. The moderating effect of product involvement was also assessed. The experimental results showed that congruence level alone did not exert significantly different effects on interaction intention, but the interaction effect of congruence and product type was significant. Low brand involvement significantly increased interaction intention when the brand-post congruence was low.

An integrated model of TAM and eWOM exploring WeChat payment use in China • Shaojung Sharon Wang, National Sun Yat-sen University; Chiao-Yung Chang • This study incorporated the TAM model into eWOM perspectives to explore WeChat payment adoption and use behaviors. PU had a positive impact on intention to use while EOU was not a significant predictor of behavioral intention. The effects of brand trust and profit gained was assessed. The quantity of strong tie recommendations partially mediated the effect of the recommenders' tie strength on use intention. Implications on the application of TAM and tie strength are discussed.

Peer-Citation and Academic Social Networking: Do Altmetrics Affect Peer-Citation and Article Readership in Communication Research? • ben wasike, university of texas rio grande valley • This study examined how altmetrics, the attention that research gets from social media and the Internet, affect readership and peer-citation in communication research. Citation data was examined alongside altmetrics from academic SNSs ResearchGate and Mendeley, and mentions on social media. All altmetrics positively correlated with citation. Posting articles on ResearchGate and Mendeley improves readership and the likelihood of citation. Impactful variables also include social media mentions, downloadable articles, co-authorship, and an active online presence.

An Analysis of Google Scholar Profiles of Mass Communication Faculty at U.S. Research Universities • John Wirtz, University of Illinois at Urbana-Champaign; Sann Ryu; David Ross; Rachel Yang, University of Illinois at Urbana-Champaign • This paper presents an analysis of Google Scholar (GS) profiles of tenure-track faculty in journalism and mass communication departments at U.S. research universities (N=321). We found that males and females were equally likely to have a GS profile and that on average more than 35% of entries in a profile had 0 citations. Academic rank was the strongest predictor of total entries, citations and h index; academic department and total doctoral students were also significant.

How Interactivity Influences Evaluations of Product Choice Among Consumers with Different Levels of Desire for Control • Linwan Wu, University of South Carolina; Denetra Walker • This study investigates the interplay between interactivity, desire for control, and product choice. The results indicated that with a small choice set, participants high in desire for control expressed more favorable product attitudes when interactivity was high versus low, but those low in desire for control expressed similar product attitudes across different interactivity conditions. When provided a large choice set, consumers' product attitudes were not influenced by levels of interactivity or desire for control.

Responding to Racism: Bystander Responses to Racist Posts on Social Media • Rachel Young, University of Iowa; Saleem Alhabash, Michigan State University; Michael Nelson, Michigan State University; Maddie Barnes, Michigan State University; Alex Torres • This experimental study investigated bystander response to racism on an app where users were visually anonymous (n = 373). Participants were much more likely to use more indirect options, such as down-voting or reporting the posts, than to directly confront racist posts with their own comments. The number of bystanders had no effect on action. Our study suggests avenues for fostering more active confrontation and engagement on the part of bystanders.

"Big Brother is Watching You!" • Weiwu Zhang, Texas Tech University; Derrick Holland, Texas Tech University • Using data from a 2013 national survey of American adults (N = 1,801) from the Pew Research Center, this study examines the spiral of silence effect in the social media and offline settings during the Edward Snowden-NSA saga. Results indicate that Facebook and Twitter users were more willing to voice their opinions about the Snowden-NSA issue in social media and offline settings if they perceive their social media networks agree with them.

Tablet Uses and Gratifications: Support, Attitude, Self-efficacy, and Anxiety • chenjie zhang, Bowling Green State University; Kate Magsamen-Conrad • We conducted a cross-sectional study to test how self-efficacy, attitude toward tablet use, perceived support availability, and anxiety affecting tablet uses and gratifications. Age, education level, and biological sex are control variables. Attitude and perceived support positively predict tablet uses and gratifications, whereas anxiety positively predicts information seeking and does not predict organization. Self-efficacy does not predict any subfactors of tablet uses and gratifications. Further discussion is provided in this paper.

#### **STUDENT PAPER COMPETITION**

Facebook: Antidote or poison? A study of the relationship between Facebook, depression, and older adults • Katie Anthony • This study examines the relationship between Facebook uses and gratifications among those 65+ years old and the signs and symptoms of depression. An online survey found that the social affection and informational gratifications are most sought and lead to an increase in depressive symptoms. However, the most popular gratification among the respondents was social interaction, suggesting that more people are drawn to Facebook for an emotional connection.

Immersive narratives, 360 video, and VR: A pilot experiment examining 360 video and narrative transportation • Aaron Atkins, Ohio University; Dave McLean, University of Florida; William Canter, Georgia State • This study examines the impact of medium on narrative transportation. Virtual reality and 360-video are growing in journalism. This experiment serves as a pilot, examining a news narrative's level of transportation, immersion, and potential for attitude change, between 360-video viewed on a two-dimensional screen and in VR. Findings suggest VR condition participants experienced increases in transportation and immersion; however, a correlation between transportation and attitude change was not found. Practical implications for journalists are discussed.

Technologies and Social Fitness: Examining Self-Esteem and Self-Efficacy as Predictors of Health Monitoring, Goal-Setting, and Results Sharing • Kim Baker, University of Alabama; Sarah Pember, University of Alabama; Xueying Zhang; Kimberly Bissell, University of Alabama • This survey study employed theoretical frameworks of self-efficacy and sociometer theory to advance understanding of the effects of mobile technologies on fitness within the context of social interactions. Self-efficacy was a significant predictor for tracking, goal-setting, goal dedication, and perceived effectiveness of tracking for physical and mental benefits. Self-esteem was a significant predictor of the perceived effectiveness of tracking for physical benefits and intentions to try new technologies.

"I've Lost the Weight, Now Feed Me Upvotes!": Weight Loss Narratives in an Online Support Space and Strategic Impression Management for Garnering Social Support • Jared Brickman; Shuang Liu; David Silva, Washington State University • Online support communities are popular and growing. However, newer social interaction features like content aggregation and scoring through "likes" and "upvotes" have changed how people give and evaluate social support. This study used content analysis to identify the posting strategies and narratives used by members of the

weight loss subreddit /r/loseit, which uses content aggregation. A negative binomial regression revealed which strategies and narratives resulted in the most engagement with the content.

Self-mockery as an Alternative Social Strategy: Gratifications-sought, Need for Humor, Narcissism, and Self-Mocking Meme Usage • Miao LU, School of Journalism and Communication, The Chinese University of Hong Kong; Hua FAN, School of Journalism and Communication, The Chinese University of Hong Kong • Based on a survey research of Chinese college students (N=506), this exploratory study examines the uses and gratifications of self-mocking memes on social media, and identifies six motivations: self-protection, social criticism, sociability, entertainment, venting personal negative feelings and recognition. All the six motivations are proved to be strong predictors of self-mocking meme usage. This study also addresses the roles of individual traits (i.e. need for humor and narcissism) in predicting gratifications-sought and intensity of self-mocking meme usage and need for humor is proved to be a strong predictor. Lastly, this study explores how intensity of self-mocking meme usage will impact Chinese college students' psychological well-being and finds a mixed effect: it is positively related to harmonious interpersonal relationship but negatively related to self-acceptance.

Instagram as a tool for communicating sexual health: Future recommendations and unanswered questions • Nicole O'Donnell; Davi Kallman, Washington State University; Whitney Stefani, Washington State University • Public health organizations often use the photo-sharing social networking site Instagram for communicating health risks. In the present study, we analyzed young adults' likelihood to use Instagram for sexual health information seeking. Female gender, low condom-use self-efficacy, and high intentions to practice safe sex predicted likelihood to use a sexual health Instagram service. Message sensation value and message attention were also evaluated. Results provide insight into the effectiveness of using Instagram for sexual health promotion.

Parasocial Interaction and YouTube: Extending the Effect to Online Users • Kirstin Pellizzaro, Arizona State University; Ashley Gimbal • Parasocial interaction has been widely studied in traditional mass media, such as television and radio, but few studies utilize this theory to understand the phenomenon within the ever-growing online video market. This study sought to fill a gap in the literature while adding to parasocial interaction research. Using an online survey, this study found that viewers of YouTube personas do not exhibit the same levels of parasocial interaction than those of traditional mass media.

How great can Greater China be? A comparative study of the consumption of mobile apps in the Greater China area • Chris CHAO SU, The Chinese University of Hong Kong; Hang Kuang, Chinese University of Hong Kong • This paper focuses on the use of mobile applications (apps) and the model of cross-regional communication in the app markets of the Greater China area (mainland China, Hong Kong, Taiwan, and Macau), and explores the influence of policy, capital, and regional cultural tastes on the consumption of mobile apps. The cross-regional degree of mobile apps is used to measure the circulation of apps in different markets, and to single out mobile apps and their producers that can achieve cross-regional commercial success and gain market recognition in the Greater China area. Built on quantitative methods, the final samples consist of 1,124 mobile apps that are ranked among the top 500 in at least two markets. Further coding of these apps and their producers has been done according to market platform, founding year, price, whether the app is listed or not, the location of producers, app genres, and cross-regional degree. The results show that, in the mobile app market, no such thing as a Greater-China community exists. The consumption of apps in these markets is significantly influenced by policies, company capital, and local cultural tastes. In addition, mainland China is obviously isolated from other Greater China regions. Compared with the cross-regional degrees of apps in Hong Kong, Macau, and Taiwan, the degree in mainland China is rather low.

Tell Me More: The Effects of Mobile Screen Size on Self-disclosure • Jinping Wang, The Pennsylvania State University; Eugene Cho; Bikalpa Neupane • As information disclosure occur more on mobile devices, how difference in screen sizes affect the level of self-disclosure when using mobile devices is worth exploring. A between-subject quasi-experiment was conducted to investigate this question. Findings suggested that being exposed to a larger screen elicited more disclosure related to health information. However, no corresponding effects appeared with transactional information disclosure. In addition, the level of mobile power usage moderated the relationship between screen size and self-disclosure.

A Slap or a Jab: An Experiment on Viewing Uncivil Political Discussions on Facebook • Meredith Wang, Washington State University; David Silva, Washington State University • Across two experiments conducted in the end of last Presidential election, we replicate previous findings that exposure to incivility while viewing political debates on Facebook can be both upsetting and engaging. This study adds to research by testing differential effects of two kinds of incivility: insults and mockery. The effects of these two types changes between gun control and abortion topics, suggesting future research on online incivility may need to better address topic-specific outcomes.

Are you a social media chameleon? Probing self-presentations across and within social network sites • Lewen Wei, Pennsylvania State University; Jin Kang • The presentation of self has been reasoned to be malleable and context-specific during social interactions. The purpose of this study was to extend and test this notion in social network sites (SNSs). Two studies were conducted. The first one takes the form of the interview with the second one as an online survey to explore users' motivations, behavioral patterns and boundary regulation strategies when projecting multiple selves on social media.

To meet or not to meet? Measuring motivations and risks as predictors of outcomes in the use of mobile dating applications • ka yee Janice WONG, The Chinese University of Hong Kong; Randy Jay Solis, The Chinese University of Hong Kong • Mobile dating applications (MDA) like Momo gratify the sexual needs of their users, among others, contributing to the radicalization of sexual ideologies in China. However, risk must also be considered within this context of needs gratification. Thus, this study asked: Do motivations and risks predict the outcomes of MDA use? Findings reveal that sexuality, self-esteem, and love are predictors of MDA use to meet for dates and sex, regardless of the risk of exposure.

The Effect of Hedonic Presentation of Horticultural Product on Consumers' Willingness to Pay and Purchase Intention • Jing Yang, Loyola University Chicago; Juan Mundel, DePaul University; Bridget Behe; Patricia Huddleston, Michigan State University • The current study investigated how the hedonic/utilitarian presentation of horticultural products influences consumers' willingness to pay and purchase intention. A 2 (brand association: hedonic vs. utilitarian) x 3 (product presentation: hedonic vs. utilitarian vs. both) between-subject experiment was conducted to examine the impact. Results showed that the hedonic presentation of horticultural products has potential to positively influence consumers' purchase intention and willingness to pay. Managerial implications for the horticultural industry and future research are also discussed.

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## Mass Communication and Society 2016 Abstracts

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### Moeller Student Competition

Influencing the Twittiverse: Agenda setting capabilities of religious leaders • Jordan Morehouse, University of Houston/MA Graduate • This study examined the content published by two international religious leaders on the social networking site, Twitter. A content analysis was performed to describe the content published by the two international religious leaders. Agenda setting theory was used to guide this study. The findings suggest that the religious leaders publish content regarding "teachings or suggestions on how to live." The findings contribute to literature regarding agenda setting, religion in the media, and social media.

Social Media for Socialization? The Mediation Role of Social Media on the Relationship between Sex and Traditional Gender Values • Keonyoung Park, University of Minnesota Twin Cities; Hyejin Kim, University of Minnesota – Twin Cities • By employing selective exposure theory, this study examined the mediation role of social media usage on the relationship between college students' biological sex and willingness to accept traditional gender values. Findings showed the mediation effects by motivation to use and topic selection but not by time spent in social media. This study is expected to contribute to literature by providing comprehensive understanding of social media as a media reinforcer of socialization and traditional values.

### Open Competition

Am I Depressed, or Is It the Showhole?: Mental Health, Affective Gratifications, and Binge-Watching • Alec Tefertiller, University of Oregon; Lindsey Conlin, The University of Southern Mississippi • Terms like "binge-watching" and the "showhole" suggest a relationship between binge-watching and emotional health. This study sought to understand the relationship between binge-watching and unhealthy emotional traits and regular emotional states such as sadness. The study did not find a conclusive connection between binge-watching and unhealthy emotional traits. However, the study did find emotional states experienced after binge-watching had implications for entertainment gratifications.

Propaganda Pros: The Islamic State in Iraq and Syria's Crusade to a Caliphate • Alex Luchsinger, University of South Carolina; Robert Mckeever, University of South Carolina • ISIS has launched a robust media campaign to establish a caliphate throughout the world. They are recruiting around the world, largely because of the broad reach of the Internet. This research focused on ISIS propaganda used to persuade people to support the group. Survey data were collected (N=406) from the U.S. and the 13 other countries with large Muslim populations. Findings indicate that identification mediates the effect of exposure to propaganda on behavioral intention.

In Twitter We Trust? Testing the Credibility of News Content from Twitter Sources • Anne Oeldorf-Hirsch, University of Connecticut; Michael Schmierbach; Alyssa Appelman, Northern Kentucky University; Michael Boyle, West Chester University • Twitter has grown as a major news source, yet little is known about trust in the site for news content. This study employed an online experiment (N = 311) to test the effects of attributing the origin of a news story and quotations in news stories to Twitter on perceptions of credibility. Results suggest that strong visual cues of tweets used as quotations in stories have a negative effect, but otherwise effects are minimal.

Journalism and Democracy in Kyrgyzstan: Analysis of Victimization in Kyrgyz Journalism • Bahtiyar Kurambayev • "In-depth qualitative semi-structured interviews with 27 journalists based in capital Bishkek city reveal that Kyrgyz journalists employ avoidance strategy because of potential victimization including lawsuits, physical attacks, arrests, etc. This study also explores what long term effect this victimization produces on journalists themselves and overall freedom of the press in Kyrgyzstan, the country which is viewed as the most democratic in former Soviet Union Central Asian region. The author employed a snowball sampling to locate initial several research participants and seek their suggestions of other journalists. The interviews were held during the period of January 4-January 23, 2016. They were held primarily in Russian language. The practical implications are also discussed."

See, Click, Control: Predicting the Popularity of Civic Technology for Social Control • Brendan Watson • Many local news media no longer fulfill their surveillance and feedback control functions. Thus, cities rely on emerging media to maintain social order. This study found that large, pluralistic cities with higher levels of community stress had higher usage levels of the mobile app, SeeClickFix, which allows residents to snap and send photos of community problems to local governments. Implications for structural pluralism theory and research on social functions of emerging civic technologies are discussed.

"Liking" and being "liked": How personality traits affect people's giving and receiving "likes" on Facebook? • cheng hong, University of Miami; Zifei (Fay) Chen, University of Miami; Cong Li, University of Miami • Using the theoretical framework

of gift giving and impression management, this study examined an important social media communication phenomenon—giving and receiving “likes.” Through a survey with 421 Facebook users, four groups of individuals were identified based on their reported frequencies of giving and receiving “likes” on Facebook: “like” enthusiasts, unrequited “likers,” “like”-throbs, and “like” abstainers. The study results revealed that these four groups of Facebook users significantly differed in their personality traits and age.

“Dog-Involved Bitings?” Construction of Culpability in News Stories About “Officer-Involved Shootings” • Chris Etheridge, University of North Carolina at Chapel Hill; Rhonda Gibson • The #BlackLivesMatter social movement has drawn renewed attention to a discussion of police use of force throughout the United States. Historically police and media outlets that cover these incidents have tended to individualize situations where police use force on a citizen. This qualitative content analysis attempts to demonstrate that calling these incidents by the controversial term “officer-involved shooting” gives journalists a common reference point for broader discussions about police use of force, race, and accountability.

Media Framing of the Confederate Flag Debate in South Carolina • Christopher Frear, University of South Carolina; Jane O’Boyle, University of South Carolina; Sei-Hill Kim • A quantitative content analysis of news stories in three South Carolina newspapers (N=417) examines the framing of the Confederate flag debate in the wake of the 2015 Charleston massacre. Findings from Charleston, Columbia, and Greenville newspapers reveal distinct regional differences in framing and that stories focused on the legislative process in removing the flag more than the flag’s symbolic meaning or the shootings.

Co-viewing as social facilitation of children’s cognitive processing of educational television content • Collin Berke, Texas Tech University; Travis Loof, Texas Tech University; Rebecca Densley; Eric Rasmussen, Texas Tech University; Justin Keene, Texas Tech University • Previous research has revealed that the mere presence of a parent watching television with a child can influence the child’s cognitive processing of and emotional reactions to that content. This study sought to extend these previous findings by investigating the role of co-viewing on the child’s cognitive processing, as evidenced by psychophysiological orienting responses, of three specific types of information commonly found in educational content: explicit plot, explicit educational, and implicit inference. An experiment was conducted that measured the heart rate of children while watching messages either with or without a parent present in the room. Two main predictions were made in this study. First, parent child co-viewing would lead to greater resource allocation to encoding the message—as indicated by cardiac deceleration. Second, information that required internal processing, such as explicit educational or implicit inferential content would lead to greater resources allocated to internal processing—as indicated by cardiac acceleration. The results of a multi-level model indicate that co-viewing does have an effect on the short term, phasic processing of novel information, and that the three types of information have different and dynamic effects on the overtime processing exhibited by the child. Implications for parental mediation strategies and educational television programming are given.

Amplified Gatekeeping: A Theoretical Proposal • Edson Tandoc, Nanyang Technological University • This essay reviews gatekeeping theory and proposes a rethinking of gatekeeping in this age when audiences, not just journalists, take part in the production and distribution of news. This paper argues that rather than pit one channel against the other, a more empirically grounded representation of the news construction process is one where both journalist and audience gatekeeping channels are considered. When bits of information pass through the journalist channel and then through the audience channel, they are able to reach more people. When bits of information pass through the audience channel and then through the journalist channel, they are conferred with more legitimacy. When bits of information pass through both journalist and audience channels before reaching the public, gatekeeping becomes amplified.

A message testing approach to news media literacy PSAs • Emily Vraga, George Mason University; Melissa Tully, University of Iowa • In an evolving news environment, our understanding of “news media literacy” (NML) must also evolve to equip individuals with the skills to critically engage with news. Using an experimental design, this study tests different NML messages to determine if certain messages appeal to some groups over others and if the effectiveness of the messages depends on the media context in which they are consumed. Findings suggest that context and audience characteristics influence NML message effectiveness.

Domestic violence and sports news: How gender affects people’s understanding • Erin Willis; Patrick Ferrucci, U of Colorado; Edson Tandoc, Nanyang Technological University; Chad Painter, Eastern New Mexico University • Domestic abuse has frequented recent headlines among professional athletes and ignited much debate about personal conduct off the field. This study examined if and how participants differentiate between male and female victims and perpetrators of violence; specifically, whether participants placed blame differently when presented a health message in a sports context when it involves a male or female athlete as perpetrator. Results and practical implications are discussed.

Online Discourse: Exploring Differences in Responses to Civil and Uncivil Disagreement in News Story Comments • Gina Masullo Chen, The University of Texas at Austin; Pei Cindy Zheng, The University of Texas at Austin • This experiment (N = 499) examined how uncivil and civil disagreement differ in their influence on emotions and intentions to participate politically. Results showed that exposure to uncivil disagreement led to an increase in negative emotion and a decrease in positive emotions to a greater extent than exposure to civil disagreement or the control. In addition uncivil disagreement – but not civil disagreement – led to an indirect effect on intention to participate politically, operating through emotions.

Nasty Comments Anger You More Than Me, But Nice Ones Make Me As Happy As You • Gina Masullo Chen, The University of Texas at Austin; Yee Man Margaret Ng • Two experiments (N = 301; N = 567) showed people perceived online comments posted on news stories had a greater effect on the negative emotions of others, compared to the self, suggesting support for an emotional third-person perception (TPP). In addition, results showed agreement comments had an equal effect on the positive emotions of the self and others, suggesting an emotional first-person effect (FPE).

Extrovert and engaged? Exploring the connection between personality and involvement of stakeholders and the perceived relationship investment of nonprofit organizations • Giselle A. Auger, Rhode Island College; MoonHee Cho, University of Tennessee • This study explored the relationship between the big five personality traits – agreeableness, intellect, conscientiousness, emotion, and extroversion – and the involvement, engagement, and perceived relationship investment (PRI) of participants with nonprofit organizations. The role of personality is important because it reflects fundamental qualities that may influence an individual's behavior. Results demonstrated significant correlation between each trait and involvement, passive engagement, and PRI. Four were also positively correlated to active engagement of participants.

The Effect of Pro- and Counter-Attitudinal Exposure on Cognitive Elaboration and Political Participation: Examining The Moderating Role of Emotions in Exposure to Political Satire • Hsuan-Ting Chen, Chinese University of Hong Kong • Results from an online experiment suggest that exposure to political satire can spur or thwart cognitive elaboration and political participation depending on whether the satirical content posits attitude-consistent or counter-attitudinal political views and how viewers respond emotionally to the message itself and the context of the message. Attitude-consistent exposure is more likely than counter-attitudinal exposure to prompt cognitive elaboration, which in turn encourages political participation. Anxiety about the issue can further enhance this relationship. Exposure to counter-attitudinal political satire, however, is a double-edged sword. It can either enhance or impede cognitive elaboration and participation depending on to what extent viewers feel amused by the political satire or are enthusiastic about the issue after exposure to the satire.

Verbal Aggression, Race and Sex on Reality TV: Is This Really the Way It Is? • Jack Glascock; Catherine Preston-Schreck • This study presents the results of a content analysis of verbal aggression in a composite week of popular reality TV programming on cable and broadcast television. Also examined were contextual variables including race and sex. Results show that reality programming contains a significant amount of verbal aggression that is often depicted as justified and without consequences. African Americans were found to be overrepresented and depicted as more verbally aggressive and more likely to be victims than other races/ethnicities. Other minorities, Asian Americans and Hispanics, were practically nonexistent. The results are discussed in terms of the potential effects of exposure to verbal aggression and the accompanying contextual factors found in reality TV programming.

Sharing or Showing Off? Reactions to Mapped Fitness Routines Posted on Social Media • Jared Brickman; Yujung Nam; Shuang Liu; QIAN YU, Washington State University; Zhaomeng Niu • Sharing fitness achievements on social media has become increasingly popular, including maps that show running routes. The purpose of this study was to investigate mass audience reactions to these types of posts. An online experiment with a 2 (map presence) x 2 (running speed) design was completed by 285 undergraduates. Posts with maps were evaluated using ANCOVA, finding people reacted more positively to maps with fast speeds or text-only posts with slow speeds.

How Young Uninsured Americans Respond to News Coverage of Obamacare: An Experimental Test of Emotional and Cognitive Predictors • Jason Martin, DePaul University; Jessica Myrick, Indiana University; Kimberly Walker, University of South Florida • This experiment integrated theory from multiple domains to examine how aspects of news coverage of Obamacare and audience members themselves interact to shape attitudes and intentions. Using a sample of uninsured young adults (N=1,056), we tested a model of the effects of frames, exemplars, political identity, and need for orientation on emotions, attitudes, and intentions. The findings point to the importance of individual differences and message factors in predicting emotions that mediate effects.

Examining the social media mourning model: How celebrities are mourned on Twitter • Jensen Moore, University of Oklahoma; Sara Magee, Loyola University Maryland; Jennifer Kowalewski, Georgia Southern University; Ellada Gamreklidze, Louisiana State University • We utilize the Social Media Mourning (SMM) model to content analyze celebrity death Twitter posts from 2011-2014. We examine which of the three communication types, variables within those types, and issues fans use the most when mourning deceased celebrities via social networking sites (SNS). Results indicate mourners engage primarily in One-Way and Two-Way Communication about celebrity deaths via Twitter. Immortality Communication and consequences of communicating about death via SNS were not abundant on this platform.

Acknowledging the silly alongside the severe: Mediated portrayals of mental illness as trivializing versus stigmatizing • Jessica Myrick, Indiana University; Rachelle Pavelko • Researchers have documented the ways in which media stigmatize mental illness. However, media also portray mental illness trivially, like when a well-organized closet is akin to obsessive-compulsive disorder. An experiment (N=175) asked participants to recall either a media portrayal where mental illness was stigmatized or a portrayal where it was trivialized. Results suggest that audiences can recall certain components of stigmatization and trivialization, but these mediated portrayals are associated with different psychological perspectives.

The effects of media exposure and media attention on sustainability communication • Jinhee Lee; MoonHee Cho, University of Tennessee • The purpose of this study is to investigate the effects of consumers' media exposure and attention on pro-environmental behaviors and the moderating effects of environmental concern and media credibility. Based on an online survey of 503 consumers, the study found positive effects of media exposure and media attention on pro-environmental behaviors. Significant interaction effects between media credibility and environmental concern were displayed. Theoretical and practical implications are addressed.

Adolescents' Third-Person Perception Regarding Media Depictions of Bullying • John Chapin, Penn State • Adolescents consume more than 100 hours of TV per month. Teen shows often address bullying, but the depictions can be simplified and unrealistic. Findings from a survey of 1,593 adolescents indicate 52% of the students believe depictions of bullying on TV are usually realistic, and 35% say victims bring the abuse on themselves. The study uses third-person perception as a theoretical framework, documenting that adolescents believe depictions of bullying on TV affect others more than themselves. Third-person perception was predicted by optimistic bias and Just World Beliefs. Adolescents who exhibit

third-person perception are more likely to believe media depictions are realistic and more likely to blame victims of bullying in real life.

The Influence of Demographics and News Media Exposure on Philadelphians' Beliefs About Poverty • Joseph Moore, University of Missouri; Esther Thorson, University of Missouri School of Journalism • This study examined the effect of gender, race, socioeconomic status, political ideology, and media exposure on Philadelphians' beliefs about the causes of, and most effective solutions to poverty. Analysis of survey data revealed significant effects for all categories. Women, racial minorities, and those with lower incomes were more likely to regard poverty as a structural phenomenon. Greater exposure to television news was found to contribute significantly to individualistic thinking about poverty causes and solutions.

Fifteen Years of Framing Research: Is Framing Research Maturing? • Joseph Provencher, Texas Tech University; Benjamin Smith, University of California, Santa Barbara; Cynthia-Lou Coleman, Portland State University • Framing research has grown in recent decades, and critics ask whether research is guided by core elements underpinned by common theories and methodologies: is framing a fractured paradigm? While a handful of scholars argue over paradigms, researchers continue to conduct studies under the heading of framing. We examine features about current research, including theoretical drivers, methodologies employed, whether framing is situated within message or cognitive domains, and whether researchers study framing within a process model.

Traumatic Experiences: Measuring Journalists' Trauma Exposure and Emotional Responses • Kenna Griffin, Oklahoma City University • This study measures work-related trauma exposure and emotional trauma symptoms experienced by journalists. It also considers traits of the individual journalists and their exposure that make them more prone to emotional trauma. The 829 respondents reported trauma exposure and symptoms greater than those experienced in the general population and comparable to emergency workers. Age, job experience, and trauma exposure severity, duration and frequency were found to affect the likelihood that journalists would experience symptoms.

How can I watch what I eat when I eat while I watch? Examining the role of media in children's eating behaviors and food consumption • Kim Bissell, University of Alabama; Sarah Pember, The University of Alabama; Kim Baker, University of Alabama; Xueying (Maria) Zhang, University of Alabama • This study examined the use of an iPad app that measured children's eating behavior and the healthfulness of the foods they consumed throughout the day using the new media device as their source of tracking food consumption. Factors that might predict greater consumption of healthy or unhealthy foods were examined, along with the use of media while eating. Findings suggest the environment in which children are eating food is a strong predictor of the type and amount of food they are eating. Children in the present study who participated in their school's free or reduced breakfast and lunch program had very little control over the foods they had access to for those meals, and therefore, had a greater likelihood of consuming more unhealthy foods. Children across the sample reported using media while eating at home and further reported family members using devices during mealtimes at home. The use of media while eating food was a significant predictor of more unhealthy food consumption. These and other findings are discussed.

Gain-Loss Framing and Emotional Imagery: Testing Valence and Motivational Rules for Matching • Kiwon Seo, Sam Houston State University • An experiment (N = 424) examined how message styles of framing and imagery are matched to affect persuasion. Specifically, they are matched by valence (gain framing + positive images vs. loss framing + negative images) and by motivational direction (framing + approach motivation image vs. framing + avoidance motivation image). The results indicate that (a) visual images attenuated framing effects and (b) valence matching was superior to motivation matching.

Political inequalities start at home: Parents, children and the socialization of civic infrastructure online • Kjerstin Thorson; Yu Xu, University of Southern California; Stephanie Edgerly • We use a two-wave panel survey of parent-child dyads to show that the roots of online democratic divides are found in the unequal socialization of political interest. We test a model connecting parent socioeconomic status to family communication in the home and development of youth political interest. We develop a theoretical concept of online civic infrastructure to foreground how social media use in childhood and adolescence may shape future opportunities for civic and political engagement.

Suicide reporting: Taiwan public's opinions about the copycat effects and WHO's media guidelines • Kuang-Kuo Chang, Shih Hsin University; Eric Freedman • This study examined the opinions of Taiwan's general public about suicide and its news reporting in application of the World Health Organization media guidelines. Key findings suggest (1) that the copycat effect is strongly perceived by the respondents (2) who, however, assigned causal and treatment responsibilities to suicidal individuals and to the governments, respectively, instead of to the media. More important, respondents surprisingly rated avoiding sensational reporting as least significant among the 10 guidelines. The study discusses implications of the findings in policymaking, public health advocacy, and journalistic practices in preventing the copycat effect of suicide as a serious social problem.

"The news you choose": examining if racial identity trumps other factors when news is negative • Lanier Holt, The Ohio State University; Dustin Carnahan, Michigan State University • An abundance of studies show that people prefer to read stories about people who are like themselves. However, what happens when these stories are negative? This analysis tests racial identity and the black sheep effect to see if in these circumstances will people still prefer stories about their own, or will they select stories that denigrate racial out-groups? We find that even given other factors, racial identity still trumps other factors in people's news choices.

Media Literacy Education and Children's Unfavorable Attitudes towards Gender Stereotypes and Violence in Advertising in the United States • Laras Sekarasih, UMass Amherst; Christine Olson; Gamze Onut, University of Massachusetts Amherst; Kylie Lanthorn, University of Massachusetts Amherst; Erica Scharrer, University of Massachusetts Amherst • This study examines the effectiveness of media literacy education (MLE) in cultivating critical attitudes towards gender stereotypes and violence in advertising among 4th and 6th graders. Pretest and posttest comparisons suggest stronger unfavorable attitudes towards the presence of violence in advertising upon the completion of MLE. However, stronger

unfavorable attitudes towards the stereotypical portrayals of boys and girls in advertising was only found among girls; no significant change was found among boys.

Grass Mud Horse: Luhmannian Systems Theory and Internet Censorship in China • Lei Zhang, University of Wisconsin-La Crosse; Carlton Clark, University of Wisconsin-La Crosse • This paper argues that the efforts of the Chinese Communist Party to censor the Internet are likely to undermine the CCP's credibility in the eyes of the Chinese people. Systems theory as Niklas Luhmann offers powerful theoretical lens through which to observe contemporary events in China. Luhmann argues that global society is a communication system rather than the aggregate of human beings. The Chinese Communist Party can censor or silence particular people, but it cannot shut down the global information network that is transforming China.

Blurring the Boundaries between Journalism and Activism: A Transparency Agenda-building Case Study from Bulgaria • Lindita Camaj • This paper explores the relationship between journalists and civil society actors in promoting the Freedom of Information (FOI) right in Bulgaria. It emphasizes the importance of civil society as influential actors in the media agenda-building process and presents a new approach to conceptualize the journalist-nongovernmental organization (NGO) relationship from a cooperative, rather than power-distance, perspective. The alliance between NGO and journalists in Bulgaria resulted in (1) increased public awareness of the FOI right, (2) increased FOI law uses by citizens and journalists, (3) improved the governmental transparency, and (4) enhanced quality of journalistic output. Theoretical and practical relevance of these findings is discussed.

Psychological Traits, Addiction Symptoms, and Smartphone Feature Usage as Predictors of Problematic Smartphone Use among University Students in China • Louis Leung, The Chinese University of Hong Kong; Jingwen Liang, The Chinese University of Hong Kong • This study investigates the effects of psychological traits (i.e., procrastination, leisure boredom, and impulsivity) and addiction symptoms on problematic smartphone use. Data were collected from a random sample of 649 university students. The results showed that procrastination, impulsivity, including sensation seeking and (lack of) perseverance, symptoms of addiction (e.g., inability to control craving, withdrawal, and complaints), and frequent usage of smartphone features for instrumental, relational, expressive, and informational purposes were significant predictors of problematic smartphone use.

Be a "Defensive User": A Study of Opinion Leaders on Chinese Weibo • LUWEI ROSE LUQIU, Penn State University; Michael Schmierbach • This study focuses on the effect of several tactics that the Chinese government implemented to crack down on opinion leaders in social media. Through a 2 x 2 experimental study with Weibo users, it tests the effects of both attacks using negative comments as well as differences in the amount of original content posted. Contrary to expectations, negative comments actually spur greater interest, suggesting that users may have formed a unique culture to protect themselves from government manipulation.

Young Latinos' Satisfaction with the Affordable Care Act and Insurance Preferences: The Role of Acculturation, Media Use, Trust in Health Sources, and Ideology • Maria Len-Rios, The University of Georgia; Yen-I Lee, University of Georgia • The purpose of this study is to assess how individual characteristics of Latinos, including acculturation levels, media use, trust in health resources and ideology, predict Latinos' satisfaction with the Affordable Care Act. This study is important because Latinos are among those in the U.S. most likely to lack health insurance coverage, and rate access to health insurance as important. We offer an analysis of a national nonprobability online survey (N=434) of Hispanic Americans representing 35 states. Our findings showed that acculturation and political ideology predict satisfaction with the ACA, as well as trust in service providers and information sources.

Content-Expressive Behavior: Discussion Network Heterogeneity, Content Expression, and Political Polarization • Matthew Barnidge, University of Vienna; Alberto Ardèvol-Abreu, University of Vienna; Homero Gil de Zúñiga, University of Vienna • One thriving area of research on participatory media revolves around political expression and the creation of political content. This study analyzes the connections between these behaviors, heterogeneous information networks, and ideological polarization while accounting for the role of emotional intelligence. Results from a two-wave-panel survey of U.S. adults show that people who engage in content-expressive behavior are embedded in heterogeneous information networks, and that emotional intelligence moderates the relationships between content-expressive behavior and political polarization.

Like Me: How Facebook Users Engage in Self-Presentation • Megan Mallicoat • This study draws on self-presentation theory to examine how participants strategically present themselves through Facebook. Participants (N=168) were asked to rate their day-to-day Facebook interactions according to a 25-point scale measuring behavior motivated by a taxonomy (Jones & Pittman, 1982) of five self-presentation strategies. Results show self-reported self-presentation efforts on Facebook are similar — but not identical — to prior research regarding self-presentation. Results also suggest Facebook use might be a useful predictor of self-presentation strategies.

The Influence of Narrative Messages on Third-Person Perception • Michael Dahlstrom, Iowa State University; Sonny Rosenthal • Narratives can shape perceptions about the world through unique processing pathways, but are audiences aware of this influence? This study explores these questions by bridging the theoretical frameworks of third person perception and narrative persuasion and testing them in an environmental context. Findings suggest that individuals do recognize narratives as having special influence, but only when they perceive the potential effects of a message to be harmful.

Anti-intellectualism among Students in Journalism and Communication: A Developmental Perspective • Michael McDevitt; Jesse Benn; Perry Parks, Michigan State University; Jordan Stalker, University of Wisconsin; Taisik Hwang; Kevin Lerner, Marist College • This study measures anti-intellectualism in journalistic attitudes for the first time, and documents developmental influences on anti-intellectualism among undergraduates at five colleges with comprehensive programs in journalism and mass communication. Journalism major and role conceptions generally fail to inoculate students against professional anti-rationalism and anti-elitism. While reflexivity is typically viewed as an expression of

critical thinking, support for transparency in news work appears to condone a populist suspicion of intellectuals and their ideas.

Drinking at Work: The Portrayal of Alcohol in Workplace-related TV Dramas • Mira Mayrhofer, University of Vienna; Jörg Matthes, U of Vienna • We analyzed the most popular work-related TV-dramas regarding the portrayal of alcohol in a televised workplace environment. Of interest were character-beverage interaction, setting, motivations, topic, valence, and portrayed consequences. Half of all beverage scenes were alcohol-related and a character-beverage interaction was more likely for alcoholic than non-alcoholic beverages. Furthermore, over 30% of all consumed beverages at work were alcoholic and only a few consequences of alcohol were presented.

Picturing horror: Visual framing in newspaper coverage of three mass school shootings • Nicole Dahmen, University of Oregon; David Morris II, University of Oregon • Images can and do influence the manner in which audiences understand and remember news. As such, it is critical that scholarship consider visual framing. This study examines visual framing of a timely and disturbing topic: mass shootings. Through content analysis of 4,934 photographs from nine days of newspaper coverage from three mass school shootings, the study found empirical evidence of routinization of coverage and coverage that emphasized the perpetrators at the expense of the victims.

The (in)disputable “power” of images of outrage: Public acknowledgement, emotional reaction, and image recognition • Nicole Dahmen, University of Oregon; Natalia Mielczarek; Daniel Morrison, University of Oregon • A recent news image—that of a drowned 3-year-old Syrian boy washed ashore as a result of refugees fleeing Syria—resonated with audiences and leaders, becoming a seeming catalyst for action. But the effect was short lived. Through survey data, this research explores iconic images and visual collective memory, considering connections between public acknowledgement, emotional reaction, and image recognition. Studying such relationships will help us to further understand the (in)disputable “power” of harrowing images.

The Religious Facebook Experience • Pamela Brubaker, Brigham Young University; Michel Haigh, Penn State • “This study explores why people (N = 428) use Facebook for religious purposes and the needs engaging with religious content on Facebook gratifies. Along with identifying the uses and gratifications received from engaging with faith-based Facebook content, this research explores whether or not religiosity, the frequency of Facebook use, and the intensity of Facebook use for religious purposes predicts motivations for accessing this social networking site for faith-based purposes. An exploratory factor analysis revealed four primary motivations for accessing religious Facebook content: ministering, religious information and entertainment, spiritual and emotional support, and proselytizing. A multiple regression analysis showed religiosity, the frequency of Facebook use, and the intensity of Facebook use for religious purposes predicted motivations for ministering and seeking religious information and entertainment. Intensity of Facebook use was the only predictor of spiritual and emotional support whereas frequency of engagement with religious content was the only predictor proselytizing.”

Constructed: Digital journalists, role conception and enactment • Patrick Ferrucci, U of Colorado • This study utilizes social construction theory to examine how digital journalists conceive and enact their roles. Through 37 in-depth interviews with digital-only journalists working across the country for a variety of non-legacy market models, this study found that digital journalists embrace the interpreter role, the advocate role and one new role germane to digital journalism: the mobilizing marketer. The study then examines the routines and norms that have become institutionalized to enact these roles.

“Not Strawberry Shortcake Again!”: Exploring Parental Mediation of Pre-School Children’s Book Selection and Book Reading in a Library Setting • Regina Ahn, University of Illinois at Urbana-Champaign; Michelle Nelson, UIUC – Advertising Department • Our research investigates parental mediation practices for children’s book selection and reading with an ethnographic approach in a library setting. Findings show the prevalence of licensed media character books and commercial influences on children’s and parents’ book choices (e.g., Strawberry Shortcake). Based on our observations, a typology of parental mediation and social interactions emerged; yet, limits of parental strategies were also explored in the library. Implications and future research directions of the research are discussed.

Celebrity Candidate Voters in Campaign 2016: Media Use, Motivations and Political Learning • Stacey Kanihan, University of Minnesota; Hyejoon Rim, University of Minnesota • Drawing from the “celebrity politics” literature, this national survey (n = 1608) examines the influence of a celebrity candidate on voters’ media behaviors during the 2016 U.S. presidential primary. Findings reveal celebrity supporters are mainly driven by entertainment motivations and follow news on television and YouTube, but their predictor of campaign knowledge is news websites. A comparison group of others also learns from Twitter and television. Findings contextualized by the ideal of an informed electorate.

The Ironic Effect of Covering Health: Conflicting News Stories Contribute to Fatalistic Views Toward Nutrition • Temple Northrup, University of Houston • In the United States, the number of overweight or obese people has increased considerably. This is a serious issue and it is important to investigate what role the media may play in this problem. This research examines some of the psychological mechanisms that could explain the previously identified link between media and an unhealthy diet by specifically testing the effects of reading news stories that contain contradictory (or consistent) health information. Results suggest conflicting health information caused increased negative affect as well as feelings of fatalism related to eating well, an important and known predictor of unhealthy food consumption.

Use of Violent War-Themed First Person Shooters and Support for Policies of Military Intervention • Toby Hopp; Scott Parrott; Yuan Wang, The University of Alabama • A survey (n=246) explored the relationship between exposure to violent, war-themed First Person Shooter (FPS) video games and citizen attitudes toward interventionist military policy. Results suggested that frequent exposure/use of war-themed FPS games was positively associated with both moral disengagement and attitudes governing the acceptability of military violence. The data further indicated that moral disengagement was a positive predictor of citizen preference for interventionist military policy.

The Changing Media Perceptions and Consumption Habits of College Students: A Media System Dependency Perspective • Todd Holmes, State University of New York at New Paltz; Sylvia Chan-Olmsted, University of Florida • Using media system dependency (MSD) as a theoretical framework and a series of 12 focus groups over four years, this exploratory study examined how college students' perceptions and use of traditional and new media platforms and devices changed throughout their years as college students. The findings suggest that college students' dependency on new media platforms is a function of the ability of these media to facilitate the attainment of understanding, play, orientation, and expression goals.

Exploring Flaming, Message Valence, and Strength of Organizational Identity • Troy Elias, University of Oregon; Andrew Reid, University of Southern California; Mian Asim, Zayed University • Mobile applications or "apps," represent increasingly ubiquitous small digital programs that facilitate a wide array of tasks, including banking, social networking, or monitoring one's health. This study examines factors that affect consumers' adoption of apps. Specifically, this experimental study explores the impact of negative and positive reviews from ingroup members, in conjunction with flaming comments from outgroup members, on the attitudes and behavioral orientations of those that strongly and weakly identify with an organization. Results of the study reveal that when users are presented with an identity-relevant informational app, those individuals who possess weak levels of organizational identification will have a more favorable attitude toward an organization's app, attitude toward the app's brand, and a greater likelihood of purchasing the app after viewing positive reviews versus negative reviews, as opposed to individuals with strong levels of organizational identification, who appear to be less susceptible to negative WOM.

Too Hard to Shout Over the Loudest Frame: Effects of Competing Frames in the Context of the Crystallized Media Coverage on Offshore Outsourcing • Volha Kananovich; Rachel Young • This study investigates the effects of competing frames in newspaper coverage of offshoring, an issue that is characterized by explicitly negative media coverage and a single dominant frame. The findings of a randomized, controlled experiment (N=152) demonstrate conventional framing effects on attitudinal change, but show that the attitudes of people with greater interest in economic and political news move away from supporting offshoring if they are exposed to a positively valenced frame.

Promoting HPV Vaccination for Male Young Adults: Effects of Descriptive and Injunctive Norms • Wan Chi Leung • This study explores promotions of the HPV vaccination for men, focusing on how social influence plays a role in influencing young male adults' attitudes toward the HPV vaccine. An online survey was conducted on Amazon Mechanical Turk, and responses from 656 males aged 18-26 in the United States were analyzed. Results indicated that exposure to messages were associated with perceived effects of the messages on others, which related to the perceived descriptive norm of vaccine uptake among other males. However, the perceived injunctive norm was more powerful in predicting support for the HPV vaccination for males than the perceived descriptive norm. Findings point to suggestions for future promotions of the HPV vaccination for males.

From immediate community to imagined community: Social identity and the co-viewing of media event • Xi Cui; Jian Rui, Lamar University; Fanbo Su, Guangzhou University • This paper examines how various forms of co-viewing media events, i.e. physical discussion, social media engagement and imagined togetherness, contribute to viewers' emotional reactions to the live broadcast genre which, in turn, strengthen viewers' social identity. It is found that, consistent with theorizations of rituals and media events, viewers experience stronger emotional reaction when they actively engage in social interactions of various forms during watching a media event. Among the various co-viewing situations, social media engagement is found to be the strongest predictor of emotional reaction. The emotional reactions further translate into viewers' social identity that is relevant to the messages conveyed in the media events. The findings provide some answers to the debate regarding the validity of large-scale mediated integrative rituals in contemporary societies. Meanwhile they deepen our understandings of co-viewing behaviors, especially social media engagement, in the consumption of traditional mass-media events.

Examining the Interaction Effects between Media Favorability and Recency of Business News on Corporate Reputation • XIAOQUN ZHANG, University of North Texas • This study showed the significant interaction effect between media favorability and recency of business news on corporate reputation, indicating that the second-level agenda setting effect and recency effect take place simultaneously when people use media messages to form corporate reputation. The composite measure of media favorability and recency was superior to the measure of favorability. This study was based on the content analysis of 2,817 news articles from both elite and local newspapers.

Becoming Collective Action Experts: Parsing Activists' Media and Discourse Strategies in China • Yuqiong Zhou, School of Communication, Shenzhen University; Yunkang Yang • Action strategy, media strategy, and discourse strategy are three key strategies of social contention. Compared to action strategy, our understanding of the other two is very limited. This study attempts to analyze the working mechanisms of media and discourse strategies and the co-working mechanisms between the two by employing new theoretical framework and research methods. Based on literature review, we examine the media strategy from the perspectives of mediated content, connective action and media co-empowerment and circulation; we analyze the discourse strategy from the approaches of framing and gaming; and finally we illustrate the coordinating relationship between media and discourse strategies. The meta-analysis of 40 massive incidents during 2009-2014 demonstrates that "time vs. space" and "us vs. them" are the two coordinates of China's contentious discourse system. The comparative case study of Wukan and Panyu incidents shows that despite the great differences between Wukan villagers and Panyu citizens in demographics, social capital and media literacy, they both demonstrated remarkable wisdom and managed to adjust their media and discourse strategies to fulfilling consensus mobilization, action mobilization, and social mobilization. In particular, Wukan villagers' creative utilizing of new media deserves further discussion.

#### **Student Competition**

Who has (not) Set Whose Agenda on Social Media? A Big-Data Analysis of Tweets on Paris Attack • Fan Yang, Pennsylvania State University; Tongxin Sun • Utilizing social network, semantic and sentiment analysis, this study investigates agenda setting of 13,784 Tweets on Paris attack. Findings indicate individual Twitter opinion leaders are as

influential as media organizations for agenda setting. The significant negative correlations of issue/attribute salience between the agendas of media and individual opinion leaders suggests that rather than setting agendas for each other, the two complement each other in determining "what" and "how" to think about Paris attack on Twitter.

The New Gatekeepers: Discursive Construction of Risks and Benefits for Journalism, Silicon Valley, and Citizens • Frank Michael Russell, University of Missouri School of Journalism • This study explores interactions between journalism, Silicon Valley, and citizens based on a qualitative textual analysis of interviews between journalists and technologists in the Riptide oral history of the digital disruption of journalism. Guided by the concept of reciprocity, the study examines how interviewees and interviewees discursively constructed risks and potential benefits in this relationship for journalism, Silicon Valley, and citizens. Interactions were discursively constructed most prominently in terms of risks for journalism.

Location-based social networking: Location sharing of the users, by the users, for the users • Kyung-Gook Park, Concentrix; Jihye Kim, University of Florida • The goal of this study is to examine location-based social networking (LBSN) services users' uses and gratifications and the relationship between the intensity of LBSN services use and trust in location content. The findings demonstrate that the intensity of LBSN services is positively associated with each gratification. In addition, discovery is positively related to trust in user-generated content (UGC), whereas communication is negatively related to trust in ready-made content (RMC).

Political self-categorization, geography, and the media: How does news consumption play a role in perceptions of universal human rights? • Lindsey Blumell, Copenhagen Business School/Texas Tech University • Since the end of WWII, the international community via the United Nations has developed a framework of human rights that is meant to be universal to all persons, but political and cultural factors have limited that adoption. This study looks at how overall, transnational, and humanitarian news consumption influences a global audience's perceptions of human rights. Results of a transnational survey indicate news consumption and political self-categorization are the strongest predictors of human rights attitudes.

Media and Anti-Muslim Sentiment in China: A Study of Chinese News Media and Social Media • LUWEI ROSE LUQIU, Penn State University; Fan Yang, Pennsylvania State University • The goal of this study is to determine the relationship between the portrayal of Muslims in Chinese news and social media and anti-Muslim sentiment in China. Analysis of 10 years of news reports about Muslims and Islam on state news media and over 10,000 posts on Weibo, a Chinese microblog equivalent to Twitter, shows an overall negative tone against Muslim, priming a significant stereotype effect. IAT was conducted among non-Muslim Chinese and negative stereotypes about Muslims as a result of media cultivation were detected. A survey of Chinese Muslims showed real-life discrimination to be a consequence of this negative attitude. This study shows that media stereotypes of Muslims are the key factor for anti-Muslim sentiment, because they play an important role in forming public opinion in China. However, although there is a negative attitude toward Muslims on social media, such media have provided an alternative platform for Chinese Muslims to communicate with out-group members and have allowed discussions between Chinese Muslims and non-Chinese Muslims.

Complicity, trust or getting through the day? News media institutional norms at the state house • Meredith Metzler • The relationship between elected representatives and reporters is mutually dependent yet antagonist, stemming from the press' role as a political institution. This qualitative analysis finds that legislative offices understand their institutional role as representation of constituents and the news media's as a neutral information provider. The results suggest professionalism manifested legislator's trust in media. Recurring concern over "information correction" suggests legislators find themselves increasingly as fact arbiters in the changing media landscape.

Negotiation of Sexual Identity in Gay On-Air Talent on West Texas Mainstream Media • Nathian Rodriguez, Texas Tech University • This analytic autoethnography explores identity negotiation in on-air media personalities in West Texas by augmenting the author's personal experience with the lived experiences of five other LGBTQ radio/television on-air personalities. Employing the communication of identity theory, results indicate conflicts between the personal and communal frames, the relational and communal frames, and the enactment frame with all other frames. Strategies used to help navigate these conflicts include employment of hegemonic masculinity norms, self-monitoring and assimilation.

Effects of Mass Surveillance on Journalists and Confidential Sources: A Constant Comparative Study • Stephenson Waters, University of Florida • This qualitative study explores how national security journalists communicate online using digital security technologies to evade potential surveillance by government authorities. This study follows a panopticism framework, which states that those under real or perceived observation will alter their behavior to be more subservient to authority. Through a series of seven in-depth interviews with journalists, using a constant comparative method, journalists who participated in this study reported that the way they work has changed under a real or perceived threat of mass government surveillance, making their work more difficult and potentially damaging their communications with sources. Many potential interview subjects refused to participate on the record because of the sensitivity and potential risks involved in the discussion of the subject matter.

"We can't stop, and we won't stop": Motivated Processing of Sex and Violence in Music Media • Tianjiao (Grace) Wang, Washington State University • This study examines the processing of two types of content commonly found in popular music videos- sex and violence. High sex high violence music videos were the most engaging and memorable messages, potentially creating a flow experience. The motivated cognition perspective proved to be robust in predicting the processing of messages containing motivationally relevant content.

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### **Markham Student Paper Competition**

Framing the 2014 Indonesian Presidential Candidates in Newspapers and on Twitter • Ary Hermawan, University of Arizona School of Journalism • The 2014 Indonesian presidential election was the first election in the world's largest Muslim democracy where social media played a significant role. Social media became a public forum where Indonesians framed the presidential candidates in the most polarizing election in the nation's history. A content analysis of four national newspapers and tweets showed that both legacy media and social media framed the candidates in terms of personality but differed in how they did it.

Surveying television drama in China Central Television's foreign language channels • Dani Madrid-Morales • This paper surveys over one hundred and seventy drama series (dianshiju) broadcast in four of China Central Television's (CCTV) foreign language channels between 2004 and 2015. By analyzing the genre, theme, time of action and location it seeks to understand how, through the narrative of fiction, China's public broadcaster contributes to constructing a global narrative on contemporary Chinese society. It also highlights the seemingly uncoordinated logic behind China's efforts to internationalize its television drama.

Dolphins and Deviants: News Framing and the Birth of a Global Prohibition Regime • Jay Alabaster • This exploratory study bridges this gap by examining the birth and widespread adoption of a global prohibition regime. The Cove, a U.S. documentary highly critical of annual dolphin hunts in the small Japanese town of Taiji, was released to high acclaim in 2009. It won an Academy Award the following year and was screened around the world. This triggered a surge of global activism aimed at pressuring local Taiji fishermen and the Japanese government to stop the town's hunts. The resulting moral standoff between Western activists campaigning to save Taiji's dolphins and various actors within Japan steadily backing the long-running hunts in Taiji was closely covered by international media. This study uses a content analysis to examine framing and sources in articles from the three main Western news agencies, the Associated Press (AP), Agence France Press (AFP), and Reuters, as well as the main Japanese news agency, Kyodo News (Kyodo). The study reveals significant evidence for the emergence of a global prohibition regime.

The journalistic construction of English as a global lingua franca of news • John Carpenter • This study examined the journalistic coverage surrounding the launch of Al Jazeera's English language news service in 2006 to uncover the dominant, socially-constructed meanings for the English language as it relates to news in a global context. Using theories of language ideology, media counter-flow, and journalistic interpretive communities, analysis showed that the journalistic interpretive community created ideologies of English as a global lingua franca that would allow news providers to reach a global audience. Furthermore, journalists created ideological meanings for English as the language of news counter-flow, capable of balancing the influence of CNN and BBC by introducing a developing world perspective into global news flows. The study concluded that journalists should reflexively consider the universality of English as a language of the developing world.

Professionalizing the Indigenous: Kabaddi as an Indian Object of Global Media Diaspora • Jordan Stalker, University of Wisconsin • This paper contributes to the field of global media by introducing the concept of "diasporic media objects." Using Arjun Appadurai's hard and soft cultural form framework, I show how the once-indigenous Indian sport of kabaddi has been received by the Western press throughout the past and how it has used digital media platforms to professionalize itself and bolster India's global media presence. The modern Indian diaspora involves objects rather than individuals.

Understanding Entman's Frame Functions in American International News • Josephine Lukito • The purpose of this article is to examine which countries are covered most in American international news and to apply Entman's (1993) frame functions to an international news frame analysis. Important here is the understanding of generic framing analyses, such as coding for generic frames or for parts of a frame. Results of a content analysis suggest that Entman's interpretation of frame functions is too narrow to capture all possible frames in American international news.

War Advertising: Themes in Argentine Print Advertising During the Malvinas / Falklands War • Juan Mundel, Michigan State University; Yadira Nieves-Pizarro, Michigan State University • This study explores the extension of discursive war strategies to print advertisements in 1981 and 1982. A content analysis on newspaper advertising before and after the war supports the notion that advertisements reflect changes in market conditions. With the advancement of the war efforts, there was a change in (1) the tactical intent of the ads, (2) the nature of advertiser, and (3) products advertised. Additionally, our study show that the discursive strategies employed by advertisers were consistent with those emphasized by other media, such as television and print journalism.

Securitization: An approach to the framing of the "Western hostile force" in Chinese media • Kai Xu • This study content analyzes a well-known frame "Western hostile force" in Chinese media from the perspective of securitization. Results suggest that "Western hostile force" is a securitizing move that encompasses an array of different threats. The results also suggest evidence of the Chinese Communist Party (CCP) maintaining that China is constantly under these threats, even if in some cases, it never identifies the identities of those threats.

Cross National Newspaper Coverage of Transit Migration: A Community Structure Approach • Kevin O'Brien; Madison Ouellette; Maria Gottfried; Petra Kovacs; John Pollock, The College of New Jersey • A cross-national community structure analysis compared national characteristics/demographic differences with variations in coverage of transit migration in sixteen leading papers worldwide, yielding combined article "prominence" and "direction" "Media Vector" newspaper scores emphasizing "government" or "society" responsibility for transit migration. The findings illuminate two distinct types of "vulnerability": "economic" vulnerability (crop production index, 27.4% variance) linked to coverage emphasizing government responsibility; and "political" vulnerability (global instability index, 11.9% variance) connected to coverage emphasizing society responsibility.

Do large countries hunger for information less? Country's size and strengths as determinants of foreign news volume • Miki Tanikawa, University of Texas • This study hypothesized that the size of the GDP, population, geography and the military strengths of the country are inversely related to the volume of international news reporting in the news media of the countries in question, reflecting different perceptions of the needs to monitor the international environment. Data analyses in this study found that these variables broadly predicted the size (smallness) of foreign news volume of the countries under study.

Effectiveness of Global and Local Brands' Facebook Strategies in Engaging the Saudi Consumer • Mohammad Abuljadail • This paper seeks to investigate the "posting" behavior of global and local brands' Facebook pages and the effectiveness of these strategies in engaging the Saudi consumer. Specifically, the author examines whether the "posting" behaviors differ between local and global brands in Saudi Arabia and whether the different posting strategies used by local and global brands are more effective than others in generating engagement (likes, comments and shares). Findings and implications are discussed.

Does Paris matter more than Beirut and Ankara? A Content Analysis of Frames Employed in Terrorism Coverage. • Mustafa oz, The University of Texas at Austin • The main purpose of this study is to examine the coverage of Beirut, Ankara and Paris terrorist attacks to see whether there was a western bias in terms of the coverage of these three terrorist attacks. While these three terrorist attacks were similar, they did not have the same amount of attention from the western media outlets. The results suggested that while the attacks were equally shocking, the US media failed to cover the Beirut and Ankara attacks as much as they covered the Paris attacks. Keywords: Framing, Terrorism, Media, Coverage, Content Analysis

A Network Agenda-Setting Study: Opinion Leaders in Crisis and Non-Crisis News on Weibo • Qian Wang • Within the theoretical frame of agenda setting, this study utilized network analysis to compare the interrelationships of the networked agendas in crisis and non-crisis news. It also explores patterns of the relationships between the media outlets and opinion leaders during these crisis and non-crisis news. The results show that business elites rather than Chinese media outlets set the agendas of both crisis and non-crisis news on Weibo. Furthermore, the agenda-setting process among these opinion leaders changed in these two cases. The agendas of these opinion leaders were highly correlated with each other in the Tianjin explosion, while they were much less correlated in Tu Youyou's case. The findings prove that the agenda-setting effect on social media platforms is not a linear process directly from one direction to another. It is a diversified and dynamic process where different parties interact and influence each other, and each party has the potential to set other agendas in certain issue topics.

Framing and Agenda Interaction of Epidemics under the Globalization Era: A cross-national study of news coverage on Ebola virus disease in China, U.S, Japan, and UK • QIAN YU, Washington State University • This study analyzes news coverage of the Ebola Virus Disease (EVD) in China, U.S, Japan, and UK to examine variations in framing and agenda interactions. A content analysis was conducted on 730 news articles from highly circulated and prestigious newspapers in these four countries during the period of March, 24 to December 31, 2014. The findings revealed that common characteristics shown in news frames, sources, and predominant tones used by the four countries' coverage on portraying the EVD; agenda interactions with different extents were identified among the four newspapers. This study enriches understanding of how journalists with variations in media systems, cultural values, political systems, and social ideologies construct a global health risk. Limitations and future directions are also discussed in the ending part.

One newspaper, double faces? A cross-platform content analysis of People's Daily on Twitter and Weibo • Shuning Lu, The University of Texas at Austin • News organizations have increasingly adopted social network sites in news production, however, not many studies have probed into the content produced by media organizations across different social media platforms. By situating itself in the intersection of media globalization and technological innovation in journalism, the study systematically examined the characteristics of content posted by People's Daily, the official press in China, on two social media platforms, Weibo and Twitter. It revealed that there was a Weibo-versus-Twitter difference in the volume, topic and style of online news in People's Daily. The study also discussed the implications of the findings how different ecologies of Weibo and Twitter help to shape the variation in both content and news style of People's Daily on the two social media platforms.

Mediated public diplomacy: Foreign media coverage of Sochi Olympics • Yanqin Lu, Indiana University • This study employs content analysis to examine the differences between American and Chinese media coverage on the opening ceremony of the Sochi Winter Olympics. The findings indicated that media coverage in both countries did not present substantial differences in the salience of each event theme. However, American media covered these themes in a more negative tone than Chinese media did. Implications are discussed in terms of the effectiveness of mediated public diplomacy.

National Outlook on Transnational News Event: Comparative Audience Framing on Malaysian's MH370 Plane Incident • Yearry Setianto, Ohio University; Qianni Luo • This study compares how Malaysian and Chinese audiences framed the news report of their respective national media on the Malaysian's MH370 plane incident. Using audience framing, we explored similarities and differences of the frames. While Chinese audiences framed that the Malaysian government should take the responsibility, Malaysian audiences defended their government's effort in dealing with the incident. Researchers found audiences' nationalism, preexisting knowledge and cultural values to be important factors in understanding the audience frames.

Cultural Influences on Product Placement in American and Chinese TV Situation Comedies • Yiran Zhang, University of Minnesota Twin Cities • Through a textual analysis, this study explored how individualism, power distance and long-term orientation were presented in American and Chinese product placements in situation comedies. The results demonstrated that individualism was mostly presented as positive self-images in Chinese product placements, but as self-independence in American ones. The presentation of short-term orientation in Chinese product placements focused on completing a task under time pressure, while that of American ones concentrated on temporary entertainment.

Journalism and the Fight for Democracy: Framing the 2015 Myanmar Election • Zin Mar Myint, Kedzie Hall – Kansas State University; Bondy Kaye, Kansas State University • The 2015 elections in Myanmar represented a turning point in the country and a major leap toward establishing a democracy. Informed by framing theory, this study analyzed coverage of the Myanmar election by state-owned and privately-owned media firms in Myanmar and major media firms in the U.S. through a content analysis of 732 news articles. Results indicate that U.S. media and privately-owned media in Myanmar converged in coverage of democracy and the opposition NLD party. Their frames lean towards the push for change.

#### **Robert L. Stevenson Open Paper Competition**

U.S. Foreign Policy Interests and Press Coverage of the Kashmir Dispute between India and Pakistan • Abhijit Mazumdar, University of Tennessee, Knoxville; Catherine Luther, University of Tennessee • This paper researches U.S. press portrayals of the Kashmir dispute between India and Pakistan before and after the Sept. 11, 2001, terrorist attacks and explores if the portrayals were in line with shifting U.S. foreign policy interests. Findings indicated no significant differences between the two timeframes in the portrayal of the cause of the dispute and its solutions. The stories gave a balanced account of the dispute. Significant differences, however, were found in source usage.

Impact of Economic Hardships on Kyrgyzstan Journalism: Results from In-Depth Interview with Journalists • Bahtiyar Kurambayev • In-depth qualitative semi-structured interviews with 27 journalists based in capital Bishkek city reveal that revenue starving Kyrgyz news outlets employ a variety of unusual tactics to generate some income including financially punishing journalists for failing to meet the set normative, imposes obligations to locate cash-paying news story clients. This study also reveals that news outlets have introduced barter as a system of payment. The author employed a snowball sampling to locate initial several research participants and seek their suggestions of other journalists. The interviews were held during the period of January 4-January 23, 2016. They were held primarily in Russian language. The practical implications are also discussed.

Characteristics of Exemplary Conflict Coverage: War and peace frames in Pulitzer Prize-winning international reporting • Beverly Horvit, University of Missouri School of Journalism; Kimberly Foster • Amid the current state of global conflicts, scholars urge journalists to provide rich detail and depth in conflict coverage that enhance foreign reporting, and other scholars focus on the theoretical and practical challenges of such detailed reporting. One such way for journalists to report on detail is Galtung's (2000) method of peace journalism. This qualitative study explores the prevalence of peace journalism frames in Pulitzer Prize-winning reporting and finds evidence crucial to peace journalism advocates.

Beyond Hybridity: Intralocal Frictions in Music Video Production, Distribution, and Reception in Kenya • Brian Ekdale, University of Iowa • While the hybridity framework has inspired many valuable studies, global media research has hit a period of theoretical stasis. Drawing on the concepts of critical transculturalism (Kraidy, 2005) and global friction (Tsing, 2005), this paper introduces intralocalism as a way to study the entanglement of global cultural flows in grounded social practices. This paper demonstrates the analytic utility of intralocalism through an examination of music video production, distribution, and reception in Kenya.

News Media Uses During War and Conflict: The Case of the Syrian Civil War • Claudia Kozman, Lebanese American University; Jad Melki, Lebanese American University • Using the Syrian conflict as a case study, this survey of displaced Syrian nationals in four countries revealed that the major uses and gratifications of traditional and new media is receiving and understanding information, ahead of entertainment and overcoming loneliness. Among all media, TV consumption showed the highest correlation with people's perception of TV as useful for providing information about Syria. Among digital media, social media were the most important in receiving information about Syria.

A New Sensation? Exploring Sensationalism, Online Journalism and Social Media Audiences across the Americas • Danielle Kilgo, University of Texas at Austin; Summer Harlow, Florida State University; Victor Garcia-Perdomo, University of Texas at Austin/Universidad de La Sabana, Colombia; Ramón Salaverría, University of Navarra • Sensationalism is a term without complete consensus among scholars, and its meaning and implications have not been reconsidered for a digital environment. This study analyzes 500 articles from digitally native news organizations across the Americas, evaluating the sensational treatment of news categories and values, and their associated social media interactions on Facebook and Twitter. Findings suggest that characteristics of sensationalism have shifted, and audiences are not necessarily more likely to respond to sensational treatments.

Collectivism Appeal and Message Frames in Environmental Advertising – A Comparison between China and the U.S. • Fei Xue • The current study examined the effects of appeal types (self vs. group) and message framing (positive vs. negative) on American and Chinese consumers' responses to environmental advertising. It was found that group appeal generated higher level of green trust and purchase intention in both countries. However, positive message frames seemed to work better for American consumers while negative message frames were more effective among Chinese consumers.

Sourcing International News: A comparative Study of Five Western Newspapers' Reporting on the Diaoyu/Senkaku Islands Dispute • Guofeng Wang, School of Foreign Language Studies, Ningbo Institute of Technology, Zhejiang University • This study examines the sources of information used by five Western newspapers from 2011 through 2013 to report on the Diaoyu/Senkaku Islands territorial dispute between China and Japan. A quantitative analysis of sources and a qualitative approach to news frame analysis in the selected U.S., U.K., Australian, French and German newspapers reveals many similarities in their reporting on this ongoing conflict. This study also shows that while the selection of one source or another does not ultimately determine how a news article is framed, identifiable sourcing patterns do exert a significant influence on the overall balance or bias of the reporting.

Discursive Construction of Territorial Disputes: Foreign Newspaper Reporting • Guofeng Wang, School of Foreign Language Studies, Ningbo Institute of Technology, Zhejiang University • This study examines how five foreign newspapers in the U.S., U.K., Germany, France and Australia discursively construct the Diaoyu/Senkaku Islands dispute through a quantitative analysis. The findings reveal that they share a similar intergroup conflict schema based on competition and the pursuit of respective national interests, and that noticeable differences between the editorial position

of the Frankfurter Allgemeine Zeitung and that of the others may be due to current public opinion of Germany's socio-historical context.

What Moves Young People to Journalism in a Transitional Country?: Intrinsic and Extrinsic Motivations for Working in Journalism in Serbia • Ivanka Pjesivac, University of Georgia • This study examined the motivations among journalism students in Serbia, through a national survey at four major journalism programs in the country. Both intrinsic and extrinsic motivations had a significant impact on willingness to work in journalism, with the moderating effect of experience. The study is the first one conducted in a transitional country of Eastern Europe. The results are discussed in the context of the Self-Determination Theory of motivations applied to international journalism.

Perspectives of journalists, educators, trainers and experts on news media reporting of Islam and Muslims • Jacqui Ewart, Griffith University; Mark Pearson, Griffith University; Guy Healy, Griffith University • This paper uses data from an Australian study to ascertain issues associated with news media coverage of Islam and Muslims from the perspectives of journalists, journalism educators and media trainers. We draw on data from interviews with 37 journalists, editors, educators, media trainers, Muslim community leaders and other experts located in Australia and New Zealand to explore their understandings of the ways stories about Islam and Muslims are reported and why.

Attitude change among U.S. adults after the Castro-Obama announcement: The role of agenda-setting • Jami Fullerton; Alice Kendrick, SMU; Sheri Broyles, 1155 University of North Texas • The United States and Cuba made history in late 2014 by announcing the resumption of diplomatic relations. Using the media coverage and social media content related to the announcements as a quasi-experimental stimulus, this pre-post-study noted increases in U.S. adults' levels of perceived knowledge, salience of attributes as well as attitudes toward Cuba after the joint proclamations. Results suggest that media coverage and social media content played major roles in influencing both public knowledge and attitudes toward Cuba as a country. These first- and second-level agenda-setting effects are positioned within the Model of Country Concept as an example of how a powerful byproduct of international media can factor in both cognitive and affective evaluations among the citizens of one country about the government and citizenry of another.

New Digital Dialogue? A Content Analysis of Chinese Political Elites' Use of Sina Weibo • Jiawei Liu, Washington State University; Wenjie Yan • This study aims to add current understanding of what Chinese politicians use Sina Weibo for, as well as whether and to what extent they use Sina Weibo to communicate with the public. We content analyzed 69 Chinese politicians' Sina Weibo posts between January 1 and March 31, 2015. Our results showed that Chinese political elites actively read and repost Weibo. However, they still communicate with the public in a predominantly top-down manner on Sina Weibo.

The Networks of Global Journalism: Global news construction through the collaboration of global news startups with freelancers • Lea Hellmueller; Sadia Cheema; Xu Zhang • This study explored the way global news startups connect freelancers with traditional news organizations. Through ten interviews with founders and editors the results reveal a networked marketplace of global journalism: The startups build on new technologies as well as on-the-ground evidence as their business model and de-localize the distribution of news within a digital marketplace. Through a content analysis of their edited stories (N=226), global journalism as an outcome of this marketplace is discussed.

Disentangling and priming the perceived media credibility in Singapore: Declared/theoretical versus tacit/applied definitions • Lelia Samson, Nanyang Technological University • The purpose of this paper is twofold: First, it explores what audiences associate with the notion of media credibility in Singapore. It thus investigates to what extent do Singaporean audiences associate the notion of media credibility with standard journalistic practices, with issues of press independence, and with dimensions of social consensus and popularity. These associations are examined within the context of the Singaporean audiences' responses to declared/theoretical versus the tacit/applied definitions of credibility. Second, the current study examines whether dominant and alternative news sources can prime different meanings in audiences. 112 volunteers participated in a mixed factorial experiment and their open ended responses were content analyzed. Results indicate that media credibility was least associated with notions of press independence. Interesting findings were found between the declared/theoretical versus the tacit/applied definitions. Singaporean audiences associated the journalistic practices for the declared/theoretical definition of media credibility up to 78% of the cases – but their tacit/applied definition of credibility are associated with journalistic practices for only 36% of the cases; and they only associated the dimensions of readership and popularity for the declared/theoretical definition for 5% of the cases. But their associations with the dimensions of readership and popularity for the tacit/applied definition of credibility reach over 52% of the cases. Priming of dominant versus alternative news sources indeed influenced the perceived credibility and the meaning activation as expected.

At A Crossroads or Caught in the Crossfire? Crime Coverage Concerns for Democracy in Portugal, Spain, and Italy • Maggie Patterson, Duquesne University; Romayne Smith Fullerton, Western University of Ontario; Jorge Tunon, Carlos III University of Madrid • This study of crime reporting shows that keeping crime records secret hurts democratic consolidation. While many reporters and journalism experts interviewed claimed to value the presumption of innocence, many skirted restrictions by getting leaks from police and prosecutors. This porous secrecy leads to publication of rumors and unreliable eye-witness accounts. Four exacerbating factors affect this reporting method: widespread "clientelism;" a partisan news media; an alternative definition of "public interest"; and weak professionalism.

Localness and Orientalism in The New York Times • Marcus Funk, Sam Houston State University • Computerized content analysis of New York Times coverage demonstrates that orientalist language is used significantly more frequently when covering Middle Eastern nations and the American South than the Tri-State Area. This analysis of 15 years of Times coverage also finds that unifying language is more common concerning the Middle East and American South than Tri-State Area, but argues such positive language is othering and orientalizing. It further postulates that orientalism is rooted in cultural distance.

Covering Argentine Media Reform: Framing the Conversation to Keep Control • Mariana De Maio, San Diego State University • Using second-level agenda-setting and framing theories and content analysis, this paper examines the

coverage of the Argentina's 2009 media reform. To investigate the attributes media used in framing the law, data were collected from three national newspapers' online publications (Clarín, La Nación, and Página/12). Results from the analysis suggest that the three newspapers framed the media reform debate using different attributes and tone.

Explaining the formation of online news startup in France and the US: A field analysis • Matthew Powers, University of Washington, Seattle • This paper explores the differential formation of online news startups in France and the US. Drawing on interviews with journalists and Bourdieu's field theory, we argue that while journalists in both countries created startups as a way to enter into the journalistic field, the volume of capital they held varied as a result of journalism's structural position vis-à-vis the field of power. These differences shaped the extent and style of online startups in both places.

The International News Hole: Still Shrinking and Linking? 25 Years of New York Times Foreign News Coverage • Meghan Sobel, Regis University; Seoyeon Kim; Daniel Riffe • This study uses quantitative content analysis of 25 years of New York Times international news coverage to extend the exploration of how nations' economic status impacts the amount and topic of coverage received and how coverage is linked to American interests. Data suggest an increase in the percentage of foreign news items, with growing attention given to low- and middle-income countries. However, U.S. links are prevalent and developing country coverage remains largely negative.

Everything's Negative About Nigeria: A Study of U.S. Media Reporting on Nigeria • Oluseyi Adegbola; Sherice Gearhart, Texas Tech University; Jacqueline Mitchell, University of Nebraska at Omaha • U.S. television coverage of other countries can be misrepresented or go under-reported. Utilizing media framing theory, the current study content analyzes 10 years of U.S. television media coverage of Nigeria, Africa's most populous nation. Reports broadcast by the big three networks were coded for issues, sources, valence, and frames (N = 643). Results corroborate existing research regarding the predominance of episodic frames and negative coverage and present new findings pertinent to coverage of foreign nations.

Social Media As A Marketing Tool: Why Kuwaiti Women Entrepreneurs Prefer Instagram To Sell Their Fashions, Food, And Other Products • Shaikhah Alghaith, Colorado State University — Department of Journalism & Media Communication; Kris Kodrich, Colorado State University — Department of Journalism & Media Communication • The purpose of this study is to identify the preferred types of social media adopted by Kuwaiti women entrepreneurs. Instagram was found to be the most adopted among women entrepreneurs to utilize as a marketing tool. Rogers' (2003) Diffusion of Innovations theory was applied to explore the attributes of Instagram. The attributes of Instagram that influenced Kuwaiti women entrepreneurs' decision to adopt it include photo-sharing nature (relative advantage), ease of use (complexity), and popularity (observability).

Visual Dissent: Examining Framing, Multimedia, and Social Media Recommendations in Protest Coverage of Ayotzinapa, Mexico • Summer Harlow, Florida State University; Ramón Salaverría, University of Navarra; Danielle Kilgo, University of Texas at Austin; Victor Garcia-Perdomo, University of Texas at Austin/Universidad de La Sabana, Colombia • The 2014 forced disappearance of 43 college students from Ayotzinapa, Mexico prompted protests throughout Mexico and the world. This bilingual, cross-national study of multimedia features in stories related to the Ayotzinapa protests examines how social media users responded to news coverage of the protests. This study sheds light on differences in mainstream, alternative, and online media outlets' coverage of protesters, indicating whether the protest paradigm remains a problem in this digital era of information choice.

Factoring media use into media system theory — An examination of 14 European nations (2002-2010) • Xabier Meilan, University of Girona; Denis Wu • This study incorporates media use pattern into examining three distinct media systems proposed by Hallin and Mancini (2004). The uses of newspapers, radio, television, and Internet in European Social Surveys were included. North-Central European nations, particularly the Nordic countries, demonstrate more widespread media use than other European nations. Media-use Gini indexes support Hallin and Mancini's original demarcation. Cluster analysis, however, indicates that the European nations of the three groups slightly differ from the original typology.

The Third-Person Effect of Offensive Advertisements: An Examination in the Chinese Cultural Context • Xiuqin Zeng, Xia'men University; Shanshan Lou; Hong Cheng • This study examined the third-person effect hypothesis (Davison, 1983) in offensive advertising in the Chinese cultural context. Based on a survey of 1,539 Chinese Internet users about the third- and first-person effects among offensive ads, neutral ads, and public service ads, the study inquires into the relationship between the TPE and respondents' levels of acceptance toward advertising. Besides confirming the TPE existence in an Eastern cultural context, the results suggest that the TPE predict WOM spreading for both offensive and neutral product ads, but not for PSAs. Theoretical contributions and managerial implications of these findings were discussed.

Social Media, Public Discourse and Civic Engagement in Modern China • Yinjiao Ye; Ping Xu; Mingxin Zhang • The current study investigates the relationship between social media use and public discourse and civic engagement in mainland China. A survey of 1,202 Chinese show that social media use significantly relates to both public discourse and civic engagement. Moreover, political interest modifies the role of social media use in public discourse and civic engagement. Both general trust in people and life satisfaction moderate some of the relationships examined but not all of them.

A cross-cultural comparison of an extended Planned Risk Information Seeking Model • Zhaomeng Niu; Jessica Willoughby • This study tests the Planned Risk Information Seeking Model (PRISM) in China and the United States with a personal risk, and two additional factors: media use and cultural identity. Both additional variables predicted health information seeking intentions and were valuable additions to PRISM. Based on our findings, cultural identity and media use should be considered when designing interventions to address mental health information seeking or evaluating the process of mental health information seeking.

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## International Communication 2015 Abstracts

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### **Robert L. Stevenson Open Paper Competition**

**The Promise to the Arab World: Attribute Agenda Setting and Diversity of Attributes about U.S. President Obama in Arabic-Language Tweets • Mariam Alkazemi; Shahira Fahmy; Wayne Wanta, University of Florida; Ahmedabad Abdelzaheer Mahmoud Farghali, University of Arizona •** In 2009 U.S. President Barak Obama travelled to Cairo promising a new beginning between the US government and the Arab world that has been angry about the two US led wars in two Muslim nations and its perceived favoritism toward Israel (Kuttab, 2013; Wilson, 2012). Five years later, we analyzed Arabic-language twitter messages involving President Obama to examine cognitive and affective attributes. Results show that tweets by members of the media differed greatly from tweets by members of the public. The public was much more negative towards the U.S. President. Members of the public also were more likely to link the President to a wider range of countries, suggesting a greater diversity of attributes. The location of the source of the tweets showed a wide range, though dominated by the Middle East.

**The New York Times and Washington Post: Misleading the Public about U.S. Drone Strikes • Jeff Bachman, American University's School of International Service •** This paper examines The New York Times' and Washington Post's coverage of U.S. drone strikes in Yemen and Pakistan to determine whether they have accurately reported on the number of civilians killed in drone strikes and the overall civilian impact, as well as whether they have placed drone strikes within their proper legal context. The author concludes that both newspapers have failed to accurately report the number of civilian casualties and have underemphasized the civilian impact of drone strikes, while also excluding international legal issues from their coverage.

**Experiencing sexism: Responses by Indian women journalists to sexism and sexual harassment • Kalyani Chadha; Pallavi Guha; Linda Steiner, University of Maryland, College Park •** This paper examines the everyday sexism and workplace sex discrimination experienced by women journalists in India. Nearly all attention to Indian women focuses on high profile cases of sexual assault. Our interviews with Indian women journalists, however, indicate that the problem is everyday sexism and workplace discrimination. Moreover, women say laws designed to protect women are ineffective and largely unenforced. We highlight the impact of the casualization of journalists labor, resulting from global market forces.

**Integrating Self-Construal in Theory of Reasoned Action: Examining How Self-Construal, Social Norms, and Attitude Relate to Healthy Lifestyle Intention in Singapore • Soo Fei Chuah, Nanyang Technological University; Xiaodong Yang, Nanyang Technological University; Liang Chen, Nanyang Technological University; Shirley Ho, Nanyang Technological University •** This study would like to investigate Singaporeans' intention to adopt healthy lifestyle by integrating the concept of self-construal into the Theory of Reasoned Action. The results revealed that attitudes toward healthy lifestyle and subjective norms are associated with healthy lifestyle behavioral intentions. Besides, interdependent self-construal is associated with individuals' attitude and subjective norm. The study also found that there is an indirect relationship between subjective norms and behavioral intention through individuals' attitude.

**We Choose to Tweet: Twitter Users' Take on Rwanda Day 2014 • Sally Ann Cruikshank, Auburn University; Jeremy Saks, Ohio University •** This study centers on the usage of Twitter related to Rwanda Day 2014 in Atlanta, Georgia. The event allowed Rwandan diaspora to gather to celebrate Rwandan culture and included a speech by President Paul Kagame. A content analysis of two hashtags related to the event, #RwandaDay and #Twahisemo, was performed. Utilizing social identity theory, the researchers explored how various groups tweeted about Rwanda Day 2014 and President Kagame. Findings and implications are discussed at length.

**Testing the effect of message framing and valence on national image • Ming Dai, Southeastern Oklahoma State University •** Using the episodic and thematic framing concepts, the study was designed to understand the influence of message format and its interaction with message valence in influencing perceptions of foreign countries, policy attitudes and policy choice. The experimental study examined young Americans' responses to news articles about the US's policy toward China to change the human rights conditions in the country. The findings indicated that episodically framed message was more interesting to read. The episodically framed positive article improved perceptions of China's human rights conditions, but it did not worsen the perceptions. The episodically framed negative article was not the most powerful influence on the perceptions, policy attitudes and policy choice. Thematic frame was more powerful than episodic frame on policy attitude in both positive and negative stories. Implications for national image promotion through media are discussed.

**Fighting for recognition: online abuse of political women bloggers in Germany, Switzerland, the UK and US • Stine Eckert •** This study finds that women in Germany, Switzerland, the United Kingdom, and the United States who blog about politics or are feminists face great risks of online abuse. In-depth interviews with 109 bloggers who write about women, family, and/or maternity politics revealed that 73.4 percent had negative experiences. Using theoretical approaches that emphasize how offline hierarchies migrate online, this study calls for more empirical work on and global recognition of online harassment as punishable crimes.

**Ironic Encounters: Constructing Humanitarianism through Slum Tourist Media • Brian Ekdale, University of Iowa; David Tuwei, University of Iowa •** Following Steeves (2008) and Chouliaraki (2013), we argue that slum tourist

media signify an ironic encounter, one in which tourists construct a humanitarian Self in contrast to an impoverished Other. Our analysis focuses on three-high profile texts produced by tourists of Kibera, a densely populated low-income community in Nairobi, Kenya: the BBC's reality television special *Famous, Rich and in the Slums*, the book *Megaslumming: A Journey Through sub-Saharan Africa's Largest Shantytown*, and a White House slideshow about Jill Biden's tour of Kibera. In these ironic encounters, slum tourism is justified as necessary for coveted experiential knowledge, as a platform for tourists to share their newfound expertise on global poverty, and as a source of encouragement and enlightenment for slum residents.

**The Signs of Sisi Mania: A Semiotic and Discourse Analysis of Abdelfattah Al-Sisi's Egyptian Presidential Campaign • Mohammed el-Nawawy; Mohamad Elmasry** • This study employed semiotic analysis to examine the sign system in two of Abdelfattah Al-Sisi's 2014 Egyptian presidential campaign posters, and discourse analysis to uncover dominant discourses in Al-Sisi's most prominent campaign video. The semiotic analysis showed that the campaign presented Al-Sisi as a familiar, yet transcendent, figure, while the discourse analysis suggested that the video producers discursively constructed Al-Sisi as the ultimate patriot and a strongman with immense leadership abilities.

**Exploring the relationship between Myanmar consumers' social identity, attitudes towards globalization, and consumer preferences • Alana Rudkin, American University; Joseph Erba, University of Kansas** • Myanmar is transitioning to an open market economy, but very little is known about Myanmar consumers and their attitudes towards globalization. Using Hofstede's cultural dimensions and social identity theory, this exploratory study aimed to shed light on the role Myanmar consumers' cultural values and social identity play in consumer preferences. Results from a cross-sectional survey of Myanmar consumers (N = 268) provide insights into Myanmar culture and how to effectively communicate with Myanmar consumers.

**Food and Society: A Cross-Cultural Comparison of Food Advertising Claims in the U.S. and China • Yang Feng, The University of Virginia's College at Wise; Lingda Li, Communication University of China** • This study explored the socio-economic (food safety issues and regulations) and cultural factors affecting the use of advertising claims across two countries: the U.S. and China. Results from the content analyses of 324 U.S. and 81 Chinese food advertisements indicated that quality claims, health claims, nutrient content claims, and structure/function claims were more often used in Chinese food advertisements than in the U.S. food advertisements, whereas taste claims were more frequently adopted in the U.S. food advertisements than their Chinese counterparts. Moreover, while Chinese food advertisements tended to include more healthy foods than their U.S. counterparts, the U.S. food advertisements were inclined to contain more unhealthy foods than their Chinese counterparts. Overall, results suggested that the use of food advertising claims reflected the local market's socio-economic situations and cultural values. Implications and limitations were discussed.

**To Share or Not to Share: The Influence of News Values and Topics on Popular Social Media Content in the U.S., Brazil, and Argentina • Victor Garcia, University of Texas at Austin; Ramón Salaverría, School of Communication, University of Navarra; Danielle Kilgo; Summer Harlow, Florida State University** • As news organizations strive to create news for the digital environment, audiences play an increasingly important role in evaluating content. This comparative study of the U.S., Argentina, and Brazil explores values and topics present in news content and the variances in audience interaction on social media. Findings suggest values of timeliness and conflict/controversy and government/politics topics trigger more audience responses. Articles in the Brazilian media prompted more interactivity than those in the U.S. or Argentina.

**Journalists in peril: In-depth interviews with Iraqi journalists covering everyday violence • Goran Ghafour, The university of Kansas; Barbara Barnett, The University of Kansas** • After the overthrow of Saddam Hussein in 2003, Iraqi journalists enjoyed an unprecedented free press—albeit short-lived. With the emergence of ISIS, Iraqi journalists have witnessed a harsher wave of violence. Based on in-depth interviews with nine Iraqi journalists, this study found that journalists not only covered violence but perceived violence as a government tool used to control them. In spite of threats to their lives, journalists said they were committed to their jobs.

**Advocating Social Stability and Territorial Integrity: The China Daily's Framing of the Arab Spring • Jae Sik Ha, Univ Of Illinois-Springfield; Dong-Hee Shin** • This study examines how The China Daily, China's authoritative English newspaper, framed the Arab Spring, a social movement in the Middle East. Specifically, it compares news stories appearing in The China Daily from Chinese reporters with those obtained from Western wire services. The study found that the Chinese journalists attempted to accuse the West, including the U.S. government, of being responsible for the chaos and violence occurring in the Arab world. The Chinese journalists also stressed China's national interests and concerns (i.e. social stability, national unity, and territorial integrity) in their coverage. They relied on Chinese government officials and experts as news sources, whereas Western journalists quoted those involved in the protests more often. China's national interests primarily shaped the news within The China Daily; the paper has served as a useful tool for the Chinese government in its public diplomacy efforts, which seek to present China as a harmonious, stable, and reliable nation.

**Depiction of Chinese in New Zealand journalism • Grant Hannis** • Media depictions of Chinese in Western countries often rely on the Yellow Peril and model minority stereotypes. This paper considers the nature of coverage of Chinese in New Zealand print journalism to determine whether it uses these stereotypes. Although the rampant Yellow Peril hysteria of early 20th-century coverage had largely disappeared 100 years later, there continued to be a significant amount of negatively toned coverage – primarily crime – rather than use of the model minority stereotype.

**Liberation Technology? Understanding a Community Radio Station's Social Media Use in El Salvador • Summer Harlow, Florida State University** • This ethnographic study of the Salvadoran community station Radio Victoria explores how the radio used Facebook to encourage citizen participation and action, despite the digital divide. Analysis showed who participated and how they participated changed because of Facebook. This study contributes to

scholarship by including technology as fundamental to the study of alternative media and by expanding our conceptualization of the digital divide to include whether social media are used in frivolous or liberating ways.

**Predicting international news flow from Reuters: Money makes the world go round • Beverly Horvit, University of Missouri; Peter Gade, University of Oklahoma; Yulia Medvedeva, University of Missouri; Anthony Roth, University of Missouri School of Journalism; Michael Phinney, University of Missouri •** This content analysis surveyed more than 13,000 news stories to identify the factors that predict the amount of business and non-business coverage allocated to world countries by Reuters newswire in 2006 and 2014. Findings revealed that country's world-system status ratio suggested by Gunaratne serves as the most reliable predictor of the volume of coverage. U.S. firms' investments in a country and the number of significant events serve as additional reliable predictors of country's news visibility.

**Learning how to do things right: Lessons from the digital transition in Bulgaria • Elza Ibroscheva, Southern Illinois University Edwardsville; Maria Raicheva-Stover, Washburn University •** The paper examines the latest developments in the digital switchover in Bulgaria, focusing on the specific challenges that this new EU member faces. Exploring the digitization efforts of a novice EU policy actor such as Bulgaria is critical as it demonstrates the complex processes that nations in transition undergo as they build a Western-type democracy and navigate the complexities of media policies attached to such transitional adjustments. By offering an in-depth media analysis of the current developments, the players in the process of digital conversion in Bulgaria and its political prominence, might reveal the obstacles and challenges that other transitional democracies might face when media developments are caught at a crossroad—at the international level, the EU call for a free market competition and transparency of capital, and at the local level, continuous attempts to obscure the source of capital and thus, protect powerful local players that wield enormous power and control over public opinion, thus, single-highhandedly steering the processes of democratization and media transformation they foster.

**Determining the Factors Influencing the News Values of International Disasters in the U.S. News Media • YONGICK JEONG, Louisiana State University; Sun Young Lee, Texas Tech University •** We explore various factors that influence the news value of international disasters in 10 representative U.S. news outlets over a four-week period. Our findings suggest that internal disaster factors are most consistent and significant in covering international disasters in the U.S. When disaster coverage is extended over a longer period, other external factors, such as trade relations with the U.S., distance from the U.S., GDP, military expenditure, and political rights, come into play as well.

**Military Intervention or Not?: A Textual Analysis of the Coverage on Syria in Foreign Affairs and China Daily • Cristina Mislan; Haiyan Jia, The Pennsylvania State University •** A growing public conversation about the United States' pivot toward the Asian continent has highlighted the tense relations between the United States and China. While convergence of each country's foreign policy interests has become of great concern for the United, US influence throughout the Middle East demonstrates the United States' inability to disengage from the Middle East. This paper contributes to historical conversations about the lifespan of foreign policy by comparing US and Chinese foreign policy through an analysis of both countries' national media coverage. The authors conducted a discourse analysis of the coverage on intervention in the Syrian civil war in *Foreign Affairs* and *China Daily* between April and September 2013. Findings illustrate three themes addressing the intervention strategies and underlying approaches adopted in each media source, their representations of the international structure, and the perceptions of each country regarding China's international presence in the twenty-first century.

**Social Network Discussion, Life Satisfaction and Quality of life • Chang Won Jung; Hernando Rojas •** The study explores the relationship between the cross-cutting discussion and two aspects of satisfaction: life satisfaction (individual) and quality of life (societal). This research suggests how individuals' media use, SNSs, social network discussion, heterogeneous discussion, and associational membership contribute to satisfaction based on a Colombia national sample, N=1031 (2012). The finding suggests that heterogeneous discussion negatively predicts life satisfaction, yet positively predicts quality of life. The use of SNSs only positively predicts quality of life.

**Influence of Facebook on Body Image and Disordered Eating in Kazakhstan and USA • Karlyga N. Myssayeva, Al-Farabi Kazakh National University; Stephanie Smith, Ohio University; Yusuf Kalyango Jr., Ohio University; Ayupova Zaure Karimovna, Al-Farabi Kazakh National University •** Women in the United States of America (USA) are ranked fourth heaviest in the world, while women in Kazakhstan are generally thin. This difference in average female weight leads to interesting questions regarding perceptions of beauty. Is there less negative body image in Kazakhstan given that, on average, Kazakh women are slimmer compared to American women? The thin ideal is pervasive in all genres of mass media and has been linked to negative body image, which in turn is a risk factor for eating disorders, and a significant predictor of low self-esteem, depression, and obesity. Young women spend an increasing amount of time with social media both in Kazakhstan and the USA, but the relationship between this growing exposure and body image is not fully understood. This study uses objectification to examine the relationship between time spent on Facebook and body image among Kazakh and American college women. Time on Facebook predicted BSQ and EAT-26© scores in Kazakhstan but did not in the USA, suggesting Facebook may have a more subtle effect in the USA. Time on Facebook predicted attention to appearance and negative feelings in both countries. Practical and theoretical implications are detailed.

**Dirty Politics in New Zealand: How newspaper reporters and online bloggers constructed the professional values of journalism at a time of crisis • Linda Jean Kenix •** This research explores how different facets of the New Zealand media system conceptualized journalism and their own perceived role within journalistic practice at a particular moment of crisis. This study found a recurrent reflexive protectionism displayed by journalists while bloggers readily explored the extent of journalism doxa, albeit through a politicized lens. If journalism is measured, in part, by the values on display in written text, then bloggers emerged from this controversy as professional journalists.

**A Theoretical Approach to Understanding China's Consumption of the Korean Wave • Sojung Kim, Chinese University of Hong Kong; Qijun He, the Chinese University of Hong Kong** • This study investigates how globalism, proximity, and modernity influence China's motivation to consume the Korean wave and its subsequent consumption of Korean TV programs. The findings suggest that the motivation to consume the Korean wave is positively related to globalism and proximity. Modernity, however, is found to have a negative influence on the motivation. The study also finds that the motivation to consume the Korean wave has a significant impact on the consumption of Korean TV programs. In the revised model, the study suggests that proximity, followed by globalism, has the strongest positive relationship with the motivation. Such a finding suggests that proximity approach could serve as a better theoretical perspective to explain the phenomenon of the Korean wave in China.

**Soft Power and Development Efforts: An Analysis of Foreign Development Efforts As Covered in 28 Senegalese Dailies • Jeslyn Lemke, University of Oregon, School of Journalism and Communication** • This study is a quantitative content analysis that explores the connection between foreign development initiatives in Senegal and the rate of coverage these foreign initiatives receive, using a sample of 28 editions of five major Senegalese daily newspapers. The purpose of this study is to explore the connection between J. Nye's soft power, Western imperialism and the related influence of Western organizations intervening into the Senegalese economy and civilian life, as measured in these newspapers.

**Migrant Worker of News vs. Superman: Why Local Journalists in China and the U.S. Perceive Different Self-Image • Zhaoxi Liu, Trinity University** • Conversations with local journalists in China and the U.S. reveal quite different self-image as journalists. Whereas Chinese journalists label themselves migrant workers of news, American journalists generally hold the notion that journalists inform the public to maintain democracy and even act like superman to make a change. To better understand such differences, the article argues, one has to examine journalists as interpretive communities situated in specific social environment.

**Beyond Cultural Imperialism to Postcolonial Global Discourses: Korean Wave (Hallyu) and its Fans in Qatar • Saadia Malik, Qarar University** • This paper aims to understand K-pop culture and its fans in Qatar through asking the question: How audiences/fans of K-pop culture in Qatar interact, negotiate and define themselves as audiences/fans of Korean pop-culture. To answer this question, the paper adopts postcolonial discourses on globalization as a theoretical approach that advocates multi-flow of culture and globalization and places fans of K-pop culture in Qatar within the framework of transnational fandom of non-western hybrid popular culture. Moreover, the theoretical framework advocates audience's (fans) agency in negotiating and consuming K-pop cultural products. Group interviews were conducted with some young Arab women who define themselves as fans of K-pop culture in order to bring their views and opinions as K-pop fans to the center of analysis in this paper. The Young Arab women I interacted with through this research have created their own non-institutionalized voluntary fan 'community' (subculture) as K-pop fans. This 'community' or cultural 'ecumene' stands as an 'identity space' through which they can express their cultural identity as fans of K-pop culture bonded by Korean language and by shared expressed cultural symbols from K-pop culture itself.

**He is a Looker Not a Doer: New Masculinity in Men's Magazine In India • Suman Mishra** • After 2005, several transnational men's magazines have been introduced in India because of changes in Indian government's policy. However, little is known about how these magazines are shaping masculine ideals of urban Indian men. Through an examination of magazine advertising content, this study finds a focus on aesthetic metrosexuality. This form of masculinity sits comfortably at the global-local nexus and serves to assimilate upper class Indian men into a global consumer class.

**Asian Crisis Communications: Perspectives from the MH370 Disappearance and Sewol Ferry Disaster • Jeremy Chan; Bohoon Choi; Adrian Seah; Wan Ling Tan; Fernando Paragas** • This paper examines two national addresses by the leaders of South Korea and Malaysia in response to pivotal crises in their respective countries. Using Critical Discourse Analysis, our findings show both speeches employed crisis communication strategies aligned with the Situational Crisis Communications Theory. However, key differences in how these strategies have been used in either speech precludes a prescription of a uniform Asian crisis communication response given the diversity of national cultures in the continent.

**Idiocentrism versus Allocentrism and Illegal Downloading Intention between the United States and South Korea • Namkee Park, Yonsei University, South Korea; Hyun Sook Oh, Pyeongtaek University, South Korea; Naewon Kang, Dankook University, South Korea; Seohee Sohn, Yonsei University, South Korea** • This study employed the personality dimension of idiocentrism and allocentrism to examine the difference in illegal downloading intention between the U.S college students and South Korean ones. The study uncovered that South Korean students had a higher intention of illegal downloading than the U.S. counterparts. The study also found that, for the U.S. students, idiocentrism exhibited a higher intention of illegal downloading than allocentrism. For South Korean students, allocentrism showed a higher intention than idiocentrism.

**Cultural Capital at its Best: Factors Influencing Consumption of American Television Programs among Young Croatians • Ivanka Pjesivac, University of Georgia; Iveta Imre, Western Carolina University** • This study examined factors that influence the consumption of American television programs among young Croatians, by conducting a paper and pencil survey (N=487). The results indicate that young Croatians are avid consumers of American dramas and sitcoms, and that a set of cultural capital variables is a significant predictor of the consumption of American TV. Knowledge of English language, of U.S. lifestyle, consumption of American movies and American press all had a significant unique contribution to the model.

**Do Demographics Matter? Individual Differences in Perceived News Media Corruption in Serbia • Ivanka Pjesivac, University of Georgia** • This study examined individual differences in perceived news media corruption (PNMC), by conducting a face-to-face survey on a representative sample of the Serbian population (N=544). Extremely high levels of PNMC were found, as well as significant differences in PNMC scores for gender, education level,

socioeconomic status, political affiliation, and membership in majority ethnic and religious groups. Corruption perception persona types are created and results are discussed in terms of importance of societal integration for PNMC.

**Charities in Chile: Trust and Commitment in the Formation of Donor's Behavioral Loyalty • Cristobal Barra; Geah Pressgrove, West Virginia University; Eduardo Torres-Moraga •** This study explores the ways in which trust and commitment lead to loyalty in the Latin American organization-donor context. Findings support a multi-dimension sequentially ordered conceptualization of loyalty that starts with cognitive loyalty, followed by affective loyalty and with behavioral loyalty as the penultimate outcome. Further, findings indicate that neither trust nor commitment affects behavioral loyalty directly; rather, the effects of these variables are present in earlier stages of the formation of loyalty

**Thatcherism and the Eurozone crisis: A social systems-level analysis of British, Greek, and German news coverage of Margaret Thatcher's death • Sada Reed, University of North Carolina at Chapel Hill; Yioryos Nardis, Unaffiliated; Emily Ogilvie; Daniel Riffe •** The following study examines British, Greek, and German newspapers' coverage of former British Prime Minister Margaret Thatcher's death in order to argue that proximity as a news value is not limited to media routines, but is part of nations' social systems. Results suggest that journalists interpreted the meaning of Thatcher's legacy and death more in proximity to their respective nation's weathering of the European economic storm than through the lens of their newspaper's political leaning.

**An Exploratory Study on Journalistic Professionalism and Journalism Education in Contemporary China • Baohui Shao; qingwenn dong Dong, university of the pacific •** Journalism education plays an important role to cultivate future professional journalists. Chinese journalism education has boomed up in recent decades, however, journalism graduates are not welcomed by media organizations. Through in-depth interviews with professional journalists and journalism educationalists, this paper finds that their perception of journalistic professionalism is focusing on journalistic expertise, commitment, and responsibility but eschewing journalistic autonomy deliberately and Chinese journalism education concentrates on rigid journalism knowledge without profession or practical ability.

**Sex Trafficking in Thai Media: A content analysis of issue framing • Meghan Sobel, Regis University •** Understanding how news media frame sex trafficking in Thailand, a country with high levels of trafficking and an understudied media landscape, has strong implications for how the public and policymakers understand and respond to the issue. This quantitative content analysis analyzed 15 years of trafficking coverage in five English-language Thai newspapers and found a focus on female victims, international aspects of trafficking and official sources with a lack of discussion of risk factors and solutions.

**Reimagining Internet Geographies: A User-Centric Ethnological Mapping of the World Wide Web • Angela Xiao Wu, Chinese University of Hong Kong; Harsh Taneja, University of Missouri, School of Journalism •** Existing imageries of the WWW prioritize media infrastructure and content dissemination. We propose a new imagery foregrounding local usage and it's shaping by local cultural identity and political economy. We develop granular measures and construct ethnological maps of WWW usage through a network analysis of shared global traffic between top 1000 websites in 2009, 2011 and 2013. Our results reveal the significant growth and thickening of online regional cultures associated with the global South.

**Producing Communities and Commodities: Safaricom and Commercial Nationalism in Kenya • David Tuwei, University of Iowa; Melissa Tully, University of Iowa •** This research analyzes Safaricom, one of the most established mobile operators in Kenya. Alongside the provision of mobile services, Safaricom has closely engaged with the government of Kenya, even getting involved in the nation's politics. This study specifically examines Safaricom's marketing, which reflects a commitment to promoting the country and its products through discourses of commercial nationalism. These discourses link Kenyan identity, pride, and distinctiveness to commercial success, profit, upward mobility, and development.

**The dependency gap: Story types and source selection in coverage of an international health crisis • Fred Vultee, Wayne State University; Fatima Barakji, Wayne State University; Lee Wilkins •** The growing interactivity of news, and the growing number of ways in which it can get around traditional barriers of news practice or social/legal constraint, underscores the value of revisiting theory as a guide to analysis and practice. This paper adds to media systems dependency theory by reinterpreting its emphasis on the individual actor to incorporate both audience members and journalists themselves as well as the political context in which news accounts are created and recounted. It then tests these revised theoretical notions in a cross-national content analysis of coverage of an emerging disease in the Arabian Gulf. Results suggest that predictable patterns of sourcing and topic selection hold in some circumstances and are challenged in others.

**Africa rising: An analysis of emergent mass communication scholarship in Africa from 2004 – 2014. • ben wasike •** In the first comprehensive and longitudinal analysis of Africa-based mass communication research since David Edeani's (1995) study of the same, this study analyzed a census of Africa-based mass communication research published worldwide between years 2004 – 2014. Results show that Africa-based scholarship uniquely differs from mainstream and other emergent research in terms of analyzing newspapers content over television and the heavy use of case studies. Confluence with other research spheres includes being atheoretical, qualitative and non-empirical.

**Examining global journalism: how global news networks frame the ISIS threat • Xu Zhang, Texas Tech University; lea hellmueller, Texas Tech University •** The results of a quantitative content analysis of 393 news reports on the ISIS threat from CNN and Al-Jazeera English suggests that in time of globalization different transnational news outlets share common features in their news coverage of global challenges, while important differences still co-exist. On the contrary to the concept of global journalism, reporting the global event from a global perspective is far from conclusion, even for those transnational news outlets.

**Markham Student Paper Competition**

**Source Nationality, Authority and Credibility: A Multi-National Experiment using the Diaoyu/Senkaku Island**

**Dispute • Krystin Anderson, University of Florida; Xiaochen Zhang, University of Florida; Shintaro Sato, University of Florida; Hideo Matsumoto, Tokai University** • This study investigates the relationship between source authority type and source nationality on credibility and peace message reception in context of the Diaoyu/Senkaku Island dispute. Through three separate experiments conducted in the U.S., China and Japan, it finds a significant relationship between source nationality and credibility and an interaction between nationality and authority type. The study offers implications for peace journalism, suggesting that source choice is an important factor in reporting peace initiatives.

**What's in a name? The renewal of development journalism in the 21st century • Kendal Blust** • Development journalism has been dismissed as a form of government controlled media but continues to interest scholars and practitioners alike. A new form of development journalism is being used in which international development issues are reported from the outside in. The Guardian's Global Development site is explored through ethnographic content analysis as a model for development journalism from the outside and a comparison with previous definitions.

**Young wife from Sikkim allegedly raped: Understanding the framing of rape reportage in Indian media • DHIMAN CHATTOPADHYAY, Bowling Green State University** • This paper explores the framing of rape reportage in India's English language media, conducting a mixed method content analysis of how 25 Indian newspapers, magazines and television channels reported the same incident of rape on their respective websites. The results showed that the victim's credibility was often doubted and both victim and accused were otherized. Also attributes such as marital status, age, profession and ethnicity were considered vital information to be conveyed to audiences. This study hopes to contribute to the nascent but growing body of academic work that has started to look at the growing incidents of rape in India and how the media frames and communicates incidents of rapes and rape culture in general to its audiences

**Permission to Narrate? Palestinian Perspectives in U.S. Media Coverage of Operation Cast Lead • Britain Eakin, University of Arizona** • This study explores the presence of Palestinian narratives in U.S. media coverage in the New York Times and the Los Angeles Times during Operation Cast Lead, the 22-day long Israeli military operation in Gaza, which lasted from late December 2008 through January 22, 2009. Utilizing a postcolonial framework this study examines the coverage as part of the Orientalist legacy that shapes American perceptions of Palestinians, and how those perceptions might manifest themselves in relation to the presence of or lack of Palestinian narratives in media coverage of Operation Cast Lead. This study finds that to a limited extent, Palestinian narratives are present in the reporting, however lack of context overshadowed their legitimacy.

**MH17 Tragedy: An Analysis of Cold War and Post-Cold War Media Framing of Airline Disasters • Abu Daud Isa, West Virginia University** • This paper builds on similar studies that examined newspaper coverage of airline disasters during the Cold War in the 1980s. It explores new Cold War frames in The New York Times and The Moscow Times coverage of Malaysian Airlines Flight MH17, which was shot down over Ukraine in 2014. The research reveals an absence of hostile Cold War assertions, but found frames were consistent with the respective U.S. and Russian diplomatic positions.

**Journalists Jailed and Muzzled: Government and Government-inspired Censorship in Turkey during AKP Rule • Duygu Kanver, Michigan State University** • During Justice and Development Party (AKP) rule, politics have been overly influential on news media in Turkey. The AKP government's connections with highly politicized media owners have led to a politically-oriented, polarized media landscape where journalists cannot report freely and objectively. This study explores limitations on freedom of the press, which include ongoing censorship due to direct and indirect involvement of the government, and hundreds of journalist imprisonments between 2008 and 2013.

**Burma/Myanmar's Exile Media in Transition: Exploring the Relationship between Alternative Media, Market Forces & Public Sphere Formation • Brett Labbe, Bowling Green State University** • This study examines the historical development of Myanmar/Burma's independent exile media alongside their recent integration into the country and ongoing financial reconfigurations. Employing documentary research, observation of Burma/Myanmar's current media landscape, and interviews with senior editors of the country's former exile media, this investigation explores these organizations' changing institutional practices and relationships to the nation's political and public spheres in order to examine reigning conceptualizations of 'alternative media' and its relationship to market forces and public sphere formation. This study found that the country's exile media's transition into the country has provided new avenues of journalistic 'space,' yet not necessarily conducive to these organizations' traditional alternative media values.

**Spotlight on Qatar: A framing analysis of labor rights issues in the news blog Doha News • Elizabeth Lance, Northwestern University in Qatar; Ivana Vasic, Independent; Rhytha Zahid Hejaze** • This study examines coverage of labor rights issues in the online-only news blog Doha News (Qatar) to identify the prominent frames used. Additionally, this study compares those prominent frames with those found in the English-language daily Gulf Times (Qatar), identifying several differences. This study is useful in understanding how an online-only news blog covers a controversial issue in a restrictive press environment.

**Digitally enabled citizen empowerment in East and Southeast Asia • SHIN HAENG LEE, University of Washington** • This study assessed the impact of new information technologies on citizen empowerment in Asian political communication systems as the emerging digital network market. The World Values Survey provided cross-national data, gathered during the two periods: 2005–2007 (Wave 5) and 2010–2013 (Wave 6). The results showed that online information seeking had mobilizing effects on political participation in both WVS waves. This relationship was nevertheless conditional on the existing information gap.

**Linguistic Abstractness as a Discursive Microframe: LCM Framing in International Reporting by American News • Josephine Lukito, Syracuse University** • This study examined whether American news coverage of a country would be framed differently based on the country's proximity or interactions with the United States. The Linguistic Category Model was used to code for language abstractness. Seven proximity and interaction variables were studied. Results

suggest that countries with little proximity or with weak ties to the U.S. were framed abstractly. Implications are discussed, and the LCM frame is identified as a discursive microframe (DMF).

**Online networking and protest behaviors in Latin America • Rachel Mourao, The University of Texas at Austin; Shannon McGregor, University of Texas – Austin; Magdalena Saldana, The University of Texas at Austin •** The relationship between online networking and protest participation is a focal point of scholarly attention, yet few studies address it in the context of Latin American democracies. Using data from the 2012 Americas-Barometer public opinion survey, we assess how online networking affects protest behavior in the region. Findings suggest that online networking leads to moderate protest behaviors. Results indicate protest participation has been normalized in the region, a sign of the strength of democratic states.

**Twitter Diplomacy between India and the United States: A Qualitative Content Analysis of Tweets during Presidential State Visits • Jane O'Boyle, University of South Carolina •** India's economic and political influence is growing, and its expansion of Twitter users provides more opportunity for international agenda-building. This qualitative analysis studies Twitter comments from the U.S. and India (N=11,532) during reciprocal state visits by Prime Minister Narendra Modi and President Barack Obama, when the most retweets in both countries were from the White House and Times of India, reflecting agenda-building effects. American comments were more negative about Obama than about Modi. Analysis addresses implications for agenda-building global public diplomacy.

**Jokes in Public: The Ethical Implications of Radio Prank Calls • Subin Paul, University of Iowa; John C Carpenter •** The use of prank calls is becoming increasingly common among radio hosts in the international arena. This study examines the ethics behind the practice of radio prank calls and their implications for mainstream journalism through Systematic Moral Analysis and Kantianism. It shows that while radio prank calls can contribute to the public sphere, they can also have unintended negative consequences that reflect badly not only on radio hosts, but also on mainstream journalists.

**Reporting in Latin America: Issues and perspectives on investigative journalism in the region • Magdalena Saldana, The University of Texas at Austin; Rachel Mourao, The University of Texas at Austin •** Despite its importance in fostering transparent democracies, watchdog journalism is not exempt from external influences. This study investigates the challenges faced by investigative journalism in Latin America. Guided by the Hierarchy of Influences model, we analyzed answers from 1,453 journalists in the region. Results reveal that more than two decades after the liberalization of media systems, journalists still face constraints related to clientelistic practices and personal security as the main challenges to investigative reporting.

**Protesting the Paradigm: A Comparative Study of News Coverage of Protests in Brazil, China, and India • Saif Shahin, The University of Texas at Austin; Pei Zheng, The University of Texas at Austin; Heloisa Aruth Sturm, University of Texas at Austin; Deepa Fadnis •** This study examines the coverage of Brazilian, Chinese, and Indian protests in their domestic news media to clarify the scope and applicability of the protest paradigm—a theory based primarily on U.S. media coverage of social movements. Using comparative analysis, it shows that the paradigm does not squarely apply in foreign contexts, but also identifies those aspects of it which are relevant for international research. Broader implications and ideas for future studies are discussed.

**Trust in the media and its predictors in three Latin American countries • Vinicio Sinta, University of Texas at Austin; Victor Garcia, University of Texas at Austin; Ji won Kim •** Declining public trust in the news media continues to be a matter of concern for scholars of mass communication and politics. In Latin America, the historically close links between media and political elites present an opportunity to obtain new insights about how trust in the news media relates to trust in other social institutions. In addition to these relationships, this study explores how demographic variables, media use and perceptions of public issues shape confidence in the news media in three Latin American countries: Chile, Colombia and Mexico. The results support previous findings about how the consumption of online news relates to a decline in trust in legacy news media. Additionally, favorable perceptions of economic performance and increased trust in other social institutions were also positive predictors of media trust in certain contexts.

**Seeking Cultural Relevance : Use of Culture Peg and Culture Link in International Newsreporting • Miki Tanikawa, University of Texas •** This study describes the prevalence of culturally oriented writing techniques found in international news coverage of major American newspapers, through a concept explication and content analysis. These techniques, which I call culture peg and culture link, are content choices that journalists make to enhance the material's appeal to their home audience. A content analysis found that such cultural strategies were employed in 72 percent of international news articles in the New York Times.

**Reporting War in 140 Characters: How Journalists Used Twitter during the 2014 Gaza-Israel Conflict • Ori Tenenboim, School of Journalism, the University of Texas at Austin •** This study examines how journalists used Twitter during the 2014 Gaza war, while comparing Israeli journalists with reporters who work for international news outlets. The results show that the two groups differed in their choice of topics, the sources they cited, and the use of Twitter affordances – retweeting and replying. The study contributes to a better understanding of gatekeeping on social media in a time of war, which poses unique dilemmas and concerns for journalists.

**How Do They Think Differently? A Social Media Advertising Attitude Survey on Chinese Students in China and Chinese Students in America • Anan Wan, University of South Carolina •** This study explored whether Chinese students in both China and in America had different attitudes toward social media advertising, and how those attitudes were different, through a survey (N=300) of Chinese students in these two countries. The survey determined how they used social media, their attitudes and whether they trust social media advertising. It also tested the relationships between the students' the Social Media Diets (amount, frequency, and duration) and attitude toward social media advertising.

#### **Marketing of Separatist Groups: Classification on Separatist Movement Categories • Dwiyatna Widinugraha**

• Many articles and studies discussed ISIS as a separatist group from its home country. However when we looked at other separatist cases, such as the Scottish Independence (SI) case, problems occurred when we tried to classify ISIS and SI in the same groups of separatists. This study uses comparative analysis on separatist groups marketing activities to draw classifications on the 21st century separatist groups categories: the ethnic group, the political group and the terrorist group.

#### **Riot Bias: A Textual Analysis of Pussy Riot's Coverage in Russian and American Media • Kari Williams, SIUE/TH**

**Media** • This study uses framing theory and textual analysis to investigate how American and Russian media portrayed Russian punk band Pussy Riot's 2012 protest act in a Moscow cathedral, the trial and sentencing and subsequent newsworthy events. Coverage from Russia's Pravda and the United States' The New York Times – beginning with this particular protest act (February 2012) and ending with the protest at the Sochi Olympics (February 2014) – shows how each country's media portrayed the band.

#### **Inter-media agenda-setting across borders: Examining newspaper coverage of MH370 incident by media in the U.S., China, and Hong Kong • Fang Wu, The Chinese University of Hong Kong; Di Cui, The Chinese University of Hong Kong**

• Focusing on the media coverage of the mysterious disappearance of Flight MH370 by major newspapers in the U.S., China, and Hong Kong, this study explored the inter-media agenda-setting effect in transnational settings. A content analysis of related news articles revealed a two-step agenda-setting effect among the selected news media. The findings suggested the national power (under which news media operate) played an important role in shaping the agenda of the coverage of global media events.

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## Mass Communication and Society 2014 Abstracts

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#### **Moeller Student Competition**

##### **They Don't Believe What They See: Effects of Crisis Information Form, Source, and Visuals • Julia Daisy**

**Fraustino, University of Maryland** • This work reports results of a 2x3x2 between-subjects experiment (N = 590). Using the social-mediated crisis communication model as a theoretical lens, it tested the effects of crisis information source (news media: USA Today vs. organization: University), crisis information form (social media: Twitter vs. social media: Facebook vs. traditional media: website post), and crisis visual (crisis photo vs. no crisis photo) on students' cognitive, affective, and behavioral responses to a campus riot and shooting crisis.

##### **"Our program is truth and justice" • Christopher Frear, University of South Carolina; Katherine LaPrad,**

**University of South Carolina School of Journalism and Mass Communications** • This study analyzes news framing of racial inequality and discrimination in a Deep South city in the mid-1970s as enduring issues of education, political power, employment, police conduct, and others were covered and contested. A content analysis of two newspapers — the state's largest daily newspaper and a monthly/weekly black newspaper — shows socially and statistically significant differences in how the newspapers framed events. Researchers use collective action framing theory to interpret the results.

##### **An Analysis of News Framing Obamacare Controversy during and after 2013 Government Shutdown • Juan Liu,**

**Wayne State University** • This study examines how elite media using official vs. unofficial voices framed Obamacare during and after 2013 government shutdown, and results reveal official voices predominate over unofficial voices in three of elite media except for NYT. Findings also indicate both official and unofficial voices are thematic-orientated frames, which attribute Obamacare controversy to two major political parties. There is consistency and differences among elite media in framing the varying degrees of both official and unofficial voices.

#### **Open Competition**

##### **Media Preferences and Political Knowledge in the 2012 Pre-Primary Period • Mariam Alkazemi, University of**

**Florida; Wayne Wanta, University of Florida** • Political knowledge during the pre-primary period in the 2012 U.S. presidential campaign was examined for users of social, online and traditional media. Analysis of survey data collected by the Pew Center showed large differences between viewers of different network newscasts and online media but few differences for other traditional media and social media users. Fox News viewers, both online and through cable, scored highest, perhaps because the knowledge questions involved Republican candidates. Finally, the more online media used, the higher the knowledge level.

##### **Reducing Stigmatization Associated with Alpha-1 Antitrypsin Deficiency • Michelle Baker, Penn State University**

• Differences in response to three written narratives designed to reduce stigmatization associated with the genetic condition alpha-1 antitrypsin deficiency (AATD) were examined. Three protagonists were depicted: positive, transitional, and transformational. Positive protagonists, who did not stigmatize a person diagnosed with AATD, showed greater stigmatization reduction than transitional and transformational protagonists. Positive protagonists showed reduced advocacy for individuals to maintain secrecy about their diagnosis or withdraw from others and increased advocacy to educate others about AATD.

##### **Exploring the Role of Sensation Seeking, Need for Cognition, and Political Extremity on Use of Online News**

**Forums • Toby Hopp; Benjamin Birkinbine, University of Oregon** • This study used a sample of 1,075 online

newsreaders to explore the relationship between need for cognition, sensation seeking, and political extremity on use of online news comment forums. The results indicated that political extremity moderated the relationship between sensation seeking and the creation of online news comments. The analysis also found that need for cognition and sensation seeking were positively associated with reading news comments.

**Is Reality TV a Bad Girls Club? A Content Analysis and Survey of Gendered Aggression • Erica Scharrer, University of Massachusetts; Greg Blackburn, University of Massachusetts** • A content analysis of aggression present in reality television programs featuring adults in romantic, friendship-oriented, or familial settings was performed. Results show modest differences among male and female characters in their perpetration of physical, verbal, and social aggression. A survey of 248 U.S. adults indicated correlations between exposure to this subgenre of reality-based programs and physical, verbal and social aggression measures, moderated by gender and the perceived reality of reality television.

**Online Communities: What do we know? • Porismita Borah; Jared Brickman** • Research about the varied facets of online life is exploding in communication research. The question of how people communicate has migrated to a new platform, and the research community is simply trying to keep up, with everything from Tweets to Vines to social networking. A reflection at what has been done so far would be fundamental to help shape the future research agenda for online communities research. The present study conducted a content analysis of the published literature from 66 communication journals. Primary findings show lack of theoretical arguments, and lack of probability sampling. Findings also show higher empirical methodologies and the use of general population as the population of interest. Implications are discussed.

**Sharing means everything: Friend group perceptions and parenting behaviors on Facebook • Bob Britten, West Virginia University; Jessica Troilo** • Individuals draw resources from their networks of institutionalized relationships, a concept known as social capital. At the moment, Facebook is currently the world's most popular social network, but it is not certain whether or not users consider it a valid source for parenting advice. Social interaction is a main predictor of online use, but research has been mixed as to whether online interactions can harm or bolster one's social capital. This research project investigated how parents who are Facebook users engaged in a series of online behaviors concerning parenting (sharing information about children, seeking and providing parenting advice, feeling satisfied with the advice received, and feeling understood by one's Facebook friends) and whether or not these behaviors were associated with perceived congruence with Facebook friends' values.

**Trayvon Martin Social Media Messaging: An Analysis of Framing and Media Types in Online Messages by Civil Rights Organizations • Riva Brown, University of Central Arkansas** • This content analysis explored framing and media types used by the NAACP, National Urban League, National Action Network, and ColorOfChange.org in social media during the Trayvon Martin case. After George Zimmerman fatally shot Martin and was not charged with murder, these organizations drafted petitions and staged rallies. Chi-square and likelihood ratio results showed some significant differences in frames. Overall, the results suggested that the organizations could have done more to use multimedia and encourage activism.

**Mobility and the news: Examining the influences of news use patterns and generational differences on mobile news use • Michael Chan, Chinese University of Hong Kong** • This study examines the relationships among mobile news use and use of other mediums for accessing the news. Findings from a representative sample found that people are multiplatform users of news, yet subgroup analyses reveal clear differences. Mobile news was negatively related to television use for the 18-34 cohort and to newspaper use for the 35-54 cohort. Results also showed that different gratifications predict mobile hard news and mobile soft news use.

**Look Who is Talking—and Selling and Steering the Housing Market Policy • Kuang-Kuo Chang, Department of Journalism, Shih Hsin University, Taiwan** • The present study content analyzes how Taiwan's four major newspapers use news sources, notably real estate personnel and construction industry who, in turn, frame the policy. This research is important because it substantiates both theoretical and pragmatic evidence to the existing scarce literature on sourcing patterns in business reporting and its interactive influences on public policy. It carries implications for all stakeholders, particularly news media in terms of its watch-dog roles for a true democracy.

**Adolescents and Cyber Bullying: The Precaution Adoption Process Model • John Chapin, Pennsylvania State University** • A survey of adolescents (N = 1,488) documented Facebook use and experience with cyber bullying. The study found that 84% of adolescents (middle school through college undergraduates) use Facebook, and that most users log on daily. While 30% of the sample reported being cyber bullied, only 12.5% quit using the site, and only 18% told a parent or school official about the abuse. Up to 75% of middle school Facebook users have experienced cyber bullying. The current study was the first to apply the Precaution Adoption Process Model (PAPM) to cyber bullying or to test the model with children and adolescents. Results suggest that most adolescents are aware of cyber bullying and acknowledge it as a problem in their school. About half of the adolescents did not progress beyond Stage 2 of the PAPM (aware of the problem, but haven't really thought about it). Adolescents also exhibited optimistic bias, believing they were less likely than peers to become cyber bullied. Implications for prevention education are discussed.

**Crisis communication strategies at social media and publics' cognitive and affective responses: A case of Foster Farms salmonella outbreak • Surin Chung, University of Missouri-Columbia; Suman Lee, Iowa State University** • This study examined an organization's crisis communication strategies (crisis response strategy and technical translation strategy) at social media and publics' cognitive and affective responses. Twenty crisis communication messages from the Foster Farms regarding Salmonella outbreak and 349 public responses were analyzed. The results showed that technical translation strategy generated more acceptances of message and positive emotion than crisis response strategy. Crisis response strategy generated more rejections of message and negative emotion than technical translation strategy.

**Being a bad, bad man: An experimental study exploring the power of the story on the moral evaluation of immoral characters** • Serena Daalman, Radboud University Nijmegen; Merel van Ommen; Addy Weijers; Michelle van Pinxteren; Rebecca de Leeuw • Research in the affective disposition theory tradition posits that the nature of characters, their intentions and behavioral outcomes influence the perceived realism, transportation, liking (affective dispositions), identification, character perception, perceived character morality and enjoyment. In this study the possibility that the moral nature of the narrative (i.e. ambiguous or closed) influences these ADT-related variables is explored. The study's main hypothesis is that the morally open condition of a storyline from the existential drama *The Sopranos* will generate more diverse answers (higher differences in standard deviation), than the morally closed version of the similar storyline, on variables commonly used in ADT-guided research such as character liking, perceived character morality enjoyment and moral evaluation. We conducted an experiment with two types of stories: one with a clear-cut moral closure in the narrative and one in which the last scene is morally ambivalent and offers less moral guidance to the viewers. Using the same storyline from *The Sopranos* (S03E05, the episode in which Tony gets ticketed for speeding) we created the experimental stimulus by changing the order of the last two scenes. In the open condition, Tony Soprano feels guilt over the immoral actions he has taken, while in the closed version he feels firmly validated in the immoral things he has done. Our results signal the possibility that different prototypical schemas are at play when it comes to the moral evaluation of a morally bad protagonist in contrast with morally good and ambivalent characters.

**Family Communication Patterns and Problematic Media Use** • John Davies, Brigham Young University; Steven Holiday, Brigham Young University; Sean Foster, Brigham Young University; Levi Heperi, Brigham Young University • This study contends that problematic media use is related to family communication patterns. Thirty-five families with 2 to 5 members each (N = 117) completed measures of their family communication patterns and provided information on their media habits. Conformity orientation was positively associated with unregulated television use and beliefs about the mood-managing properties of the medium. Conversation orientation was negatively linked with beliefs about the mood-managing properties of computer / video games.

**Media Choice as a Function of Prior Affect: An Attempt to Separate Mood from Emotion** • Francesca Dillman Carpentier, University of North Carolina; Ryan Rogers; Elise Stevens • Media choices were compared in three studies, observed choices of video games, music, and movie trailers. Participants were placed into one of eight affect conditions using a text introduction + video induction. Four conditions produced states representing emotional responses: elation, contentment, anger, sadness. These conditions featured vignettes and videos describing a situation in which the intended affect was attributed to a specific cause. The remaining conditions produced states representing moods: high-arousal positive, low-arousal positive, high-arousal negative, low-arousal negative. The mood conditions offered no attribution for intended affect. Results indicated few discernible patterns of media choices based on whether a person is experiencing a positive or negative emotion vs. mood. Differences in choices were only pronounced when the experienced affect was of low arousal and not attributable to a specific cause. These differences were seen for music and movie trailers, but not for video games.

**The Compatibility of Psychological Needs & Talk Show Host Style** • Stephanie Edgerly, Northwestern University; Melissa R. Gottlieb, Texas Tech University; Emily Vraga, George Mason University • This study uses an experiment to test the argument that effects of news talk shows are influenced by the compatibility of hosting style (e.g., promoting critical thought vs. humor) and audience needs (e.g., the need for cognition, need for humor). Results indicate strong support for this compatibility argument. When compatibility between host style and audience needs existed, subjects perceived the talk show to be more relevant, which in turn increased cognitive and behavioral involvement.

**Covering the Colbert Super PAC Initiative — an Exploration of Journalist Perspectives on a Late Night Satirist's Entry into Politics** • Nathan Gilkerson, Marquette University • Late night humor and satire is playing an increasingly significant role within our culture and political landscape. Recently comedian Stephen Colbert went beyond the role satirists have traditionally played in skewering and making fun of politics; in forming the Colbert Super PAC, Colbert became a prominent participant and activist within the political process itself. This research examines the perceptions and understanding of Colbert's form of "participatory satire" among those within the journalism community.

**Effect of verbally aggressive television programming on verbal aggression** • Jack Glascock • This study examined the effect of verbally aggressive media on self-reported verbal aggression. Using a theoretical framework provided by social cognitive and priming theories, participants were randomly assigned to watch either a verbally aggressive television show or a neutral show. Participants self-reported verbal aggression was assessed both several weeks before exposure and then again immediately after exposure. A between-subjects analysis of covariance (ANCOVA) indicated males' verbal aggression increased after exposure to the verbally aggressive media in which the main protagonist was male. Results are discussed within the framework of social cognitive theory and identification with same-sex models.

**News Content Engagement or News Medium Engagement? A Longitudinal Analysis of News Consumption Since the Rise of Social and Mobile Media 2009-2012** • Louisa Ha, Bowling Green State University; Ying Xu, Bowling Green State University; Chen Yang; Fang Wang, Bowling Green State University, Ohio; Liu Yang; WEIWEI JIANG; Mohammad Abuljadail, Bowling Green State University, Ohio; Xiao Hu, Bowling Green State University; Itay Gabay, Bowling Green State University • This study proposes four levels of news engagement and reports results of a four-year tracking of the general population and the college student population in a mid-size Midwest U.S. market to compare how social media and mobile media differed in their effect on consumption time and the number of news media platforms use between the two groups. The analysis shows a steady decline in interest in political news in both general population and students, but total news consumption time remained the same among the general population only. Predictors differ at different levels of news engagement.

**Facebook as a Brand-Consumer Relationship Tool: The Effect of Socialness in Brand Communication and Brand Image** • Jin Hammick, Flagler College • This study extends commitment-trust theory and social response theory to Facebook fan page environments. Using 2x2 posttest only group design, this study manipulated socialness in

brand communication and the brand image. The results suggest that socialness in brand communication differently affects customers' perception on brand trustworthiness, relationship commitment and brand attitude depending on the brand image. Theoretical and practical implications are also discussed to explore the potential of Facebook as an effective consumer relationship channel.

**Navigating between Market-Forces and the Public-Service Ideal: Swiss Journalists' Perception of their Journalistic Role** • **Lea Hellmueller; Guido Keel** • Globalization has increased the amount of soft news and entertainment content in various media systems of the world. Yet Northern European countries with strong public broadcasters are more resistant toward these change. Our representative study of Swiss journalists (N = 2509) reveals that three forces pull journalists toward the market side: if journalists work for private news organization, if journalists cover mostly lifestyle topics, and if journalists belong to the digital native generation.

**Connecting With Celebrities On Twitter And Facebook: A Narrative Processing Approach** • **Parul Jain, Ohio University; Amanda J. Weed; Pamela Walck, E.W. Scripps School of Journalism, Ohio University** • Using survey methodology and narrative processing approach this study examined the motivations behind connecting with entertainment shows, the characters on these shows, and the actors that play these characters, via two main social networking sites: Facebook and Twitter. As predicted by uses and gratification theory, the results suggest that levels of transportation predict likelihood of connecting with the show on SN platforms. The levels of identification and parasocial interaction experienced during viewing predict the likelihood of following the character and the actor that played that role. Source evaluation of the character mediated the relationship between social attraction and parasocial interaction. Theoretically, this research extends uses and gratification and narrative processing in the area of social networking research. Further theoretical and practical implications are discussed.

**Do Social Media Amplify Public Attention? Rethinking Agenda Setting with Social Big Data** • **S. Mo Jang, University of South Carolina; Josh Pasek, University of Michigan** • This research reconsiders agenda setting research by examining the key assumption that the carrying capacity of mass mediated news is limited. We investigate the relevance of this premise in a digital era where the production and broadcasting capacity of mass media has been significantly amplified. Evidence from the full stream of Twitter data indicates that the total amount of user-generated information may vary in line with real-world events. These findings challenge the fundamental assumption of agenda setting theory.

**The Power of the Cover: Symbolic Contests Around the Boston Bombing Suspect's Rolling Stone Cover** • **Joy Jenkins, University of Missouri; Edson Tandoc, Nanyang Technological University** • Rolling Stone ignited a debate in July 2013 when it published a cover featuring alleged Boston Marathon bomber Dzhokhar Tsarnaev. The online version of the cover story drew commenters expressing criticism and support of the cover. A qualitative analysis of 7,871 comments posted within the first week of the cover story shed light on the image's institutional meaning for Rolling Stone and community meaning for readers, ultimately revealing how magazine covers serve as cultural artifacts.

**A fatal attraction: The effect of TV viewing on smoking initiation in young women** • **Erika Johnson, University of Missouri; KYUNG JUNG HAN, University of Missouri; Maria Len-Rios, U. of Missouri** • This study seeks to establish a connection between TV viewing and smoking intentions and low smoking refusal ability in young adult women, 18-24 (N = 156). Using cultivation and social learning theories as a guide, the researchers found that TV viewing and smoking intentions are correlated and that TV viewing and ability to refuse smoking were negatively correlated. This suggests that TV viewing is positively associated with smoking intentions and inability to overcome peer pressure.

**Health Reporting and Public Attitudes towards Media and Government Accountability in Five West African Countries** • **Stephanie Smith, Ohio University; Yusuf Kalyango, Ohio University; Kingsley Antwi-Boasiako, Ohio University** • This study examines how citizens of Benin, Cape Verde, Ghana, Liberia, and Sierra Leone view their relationship with the government and media performance in terms of the reporting on government's handling of public health services, using the Afrobarometer data. Results show that going without health related necessities significantly predicted how well/badly one perceives the government's handling of health related issues and also significantly predicted perceptions of the effectiveness of the news media in revealing corruption. Findings also indicated that among the respondents in the five West African countries of Ghana, Sierra Leone, Benin, Cape Verde and Liberia only a small proportion of them held the opinion that government was handling the job of combating HIV/AIDS. On improvement of basic health services and ensuring everyone has enough to eat, very few respondents stated that their governments were handling this "very badly." The significance of these results are discussed in detail.

**Attribute Agenda Setting, Attribute Priming, and the Public's Evaluation of Genetically Modified (GM) Food in South Korea** • **Soo Yun Kim, University of Wisconsin-Madison; Sei-Hill Kim** • The primary purpose of this study was to explore attribute agenda setting and priming effects in South Korea. In order to demonstrate the role of the media in shaping people's perceptions of Genetically Modified (GM) foods, I first examined the attributes of GM food that have appeared more often than others in Korean news media (attribute agenda setting). Then, I linked the results of the content analysis to survey data and explored whether certain attributes emphasized in the media became salient in people's minds (attribute priming). Findings support the transmission of issue salience from the media to the public. First, more salient attributes in the news media were more likely to influence people's evaluation of GM food. Second, the media – public correspondence between the media's agenda and the public's agenda of GM food was significantly greater among high media users, especially among high television viewers. With these findings about the attribute agenda setting and attribute priming, Korean news media seem to make certain attributes of an issue more or less salient in people's minds.

**Skepticism, Partisan Post-Debate News Use, and Polarization: Examining a Moderated Mediation Model of Debate Attention and Partisan News Use on Polarized Attitudes** • **Sungsu Kim, University of Arizona; Jay Hmielowski; Myiah Hutchens; Michael Beam, Kent State University** • This study attempts to understand the

conditions in which skepticism leads to polarized political attitudes. To examine our communication process model, we analyzed data collected during the 2012 presidential election. Our model examined the indirect effects of skepticism on polarization through our mediating variable of attention to presidential debates. We also examined whether these indirect effects varied by attention to partisan post-debate news. Our results showed contributory effects where partisan post-debate news increased the relationship between debate viewing and polarization. These indirect effects were present only at moderate and high levels of attention to post-debate coverage.

**Did Apollo astronauts land on the moon? The cause and consequence of belief in conspiracy theories • Minchul Kim, Indiana University; Xiaoxia Cao, University of Wisconsin-Milwaukee** • A two-stage randomized experiment found that exposure to a video promoting the moon landing conspiracy increased belief in the conspiracy. The immediate increase in the belief persisted two weeks after the exposure, and translated into higher levels of distrust in the government. The findings shed light on not only the important role played by media in cultivating belief in conspiracy theories but also the political ramifications of exposure to media messages that promote the theories.

**Not Living up to Our Ideals: Value-Trait Consistency in News Exposure and Democratic Citizenship • Dam Hee Kim, University of Michigan; Josh Pasek, University of Michigan** • Although scholars consider it important for people to seek diverse information, it appears that many people are only exposing themselves to information they already agree with. This study explores a disconnect between ideals and practices to identify 1) whether citizens hold the same ideals as scholars; 2) whether individuals who hold diversity-seeking ideals live up to the ideals; and 3) whether diversity-seeking ideals and practices are emblematic with good democratic citizenship.

**The effect of e-health literacy and readability of online magazine articles on sexual health knowledge and condom use intentions among 18- to 24-year-old women • Maria Len-Rios, U. of Missouri; KYUNG JUNG HAN, University of Missouri; Erika Johnson, University of Missouri** • This is a mixed experimental study using a 2(article readability: 6th grade vs. 12th grade) x 2(health topic: sexually transmitted infections vs. unintended pregnancy) x e-health literacy level design. We investigate the effect of e-health literacy and magazine article readability on sexual health knowledge gain and condom use intentions among females (N=213). Participants with higher e-health literacy scores gained more STI knowledge from reading the articles than did those with lower scores.

**The Effects of Antismoking Ads on Long-Term Smokers' Maladaptive Responses and Cessation Intent • Jungsuk Kang; Carolyn Lin** • This study examined how message framing and visual-fear appeals in antismoking ads influenced maladaptive responses and cessation intent among Korean males smokers. For smokers who attempted cessation in the previous 12 month, ad exposure increased their fatalism and hopelessness; their wishful thinking was stronger in the gain-frame/no visual-fear condition. For smokers who did not attempt cessation, ad exposure increased their cessation intention; visual fear-appeal generated a greater level of denial, wishful thinking and hopelessness.

**Psychological Distance, General Self-efficacy, and Third-person Perception Abstract • xudong liu, Macau University of Science and Technology** • The study incorporated the construal level theory to investigate how psychological distance influence people's judgment of media content's impact on self and others. A survey study demonstrates that when people perceived the event covered by the news stores were likely to occur locally, or viewed as psychologically nearing the viewer, perceived impact on self increases and third person perception decreases. The study also found that self-efficacy and general-efficacy counteract negative information and positively influence third person perception.

**Ecological and field-level predictors of media decision-making: The case of hyperlocal news • Wilson Lowrey; Eunyong Kim, University of Alabama** • This study examines the influence of population dynamics, a concept from organization ecology research, against traditional predictors from gatekeeping and media sociology research, using the case example of the hyperlocal news website. Traditional "field-level" predictors from media sociology, and population-level predictors from organizational ecology are used to predict frequency and favorability of coverage of local businesses and government organizations. Population-level predictors corresponded significantly with frequency of coverage. However, the professional background of journalists and connection with traditional media organizations were more important in predicting favorability of coverage. Results suggest relevance of population-level factors, which have been mostly missing in previous media sociology and gatekeeping studies.

**A Look of Horror: Perceptions of Frightening Content Based on Character Expression • Teresa Lynch, Indiana University; Andrew J. Weaver** • Two-hundred-seven individuals participated in a 2 (Race) x 2 (Sex) x 2 (Expression) x 4 (Title) experiment examining perceptions of fright in horror video games and selective exposure. Results indicate that character expression is a meaningful cue of a video game's horror content. We examined identification with a character on perceptions of horror. We discuss results for selective exposure in the context of social identity theory and implications of monadic vs. observation-based identification with characters.

**Impact of English Social Media on Acculturation to America: A Study of Hong Kong Youth • YANNI MA, Hong Kong Baptist University; Cong Li, University of Miami; Ying Du, Hong Kong Baptist University** • With the popularization of digital gadgets among youth all over the world, social media plays an important role in redefining communication and community. In the process of acculturation, social media also has great potential to influence immigrants or sojourners. In this study, we conduct a survey to test whether acculturation to America among people outside of the U.S. in Asia, i.e., in Hong Kong, is affected by social media use. A positive correlation is found between consumption of English social media and assimilation and integration, which means that English social media could facilitate the process of acculturation to America among the youth of Hong Kong.

**Mobile Media and Democracy: Skill and Political News as Predictors of Participation • Jason Martin, DePaul University** • This study explores the emerging role of mobile news in democracy by examining to what extent differential patterns of mobile political news use are based on demographics, socioeconomic indicators, and mobile media skill, and, in turn, how those differences influence political participatory outcomes. A nationally representative random-sample survey (n=2,250) was analyzed to better explain who mobile election news users are, how they compare to non-users,

the importance of mobile media skill as a predictor of mobile news use, and the consequences of mobile political news use in the democratic process during the November 2010 general election. Findings extend research on the complicated intersection of demographics, cognitive attributes, and social factors that predict who uses the Internet for political purposes and the benefits they derive from that use by producing results specific to mobile media. Mobile political news use was associated with greater likelihood of electoral participation for some traditionally underprivileged segments of society, especially when analysis focuses on determinants of mobile political news use and the potential importance of mobile news as a political resource for racial minorities. However, while mobile news use clearly held an important role in the election and has the potential to reach atypical political news consumers, analysis also highlights the conditionality of that influence by demonstrating how socioeconomically privileged respondents were more likely to be mobile political news users and how mobile media skill, a variable that could potentially mitigate some of the effects of demographic advantage, was limited as a predictor of political participation.

**Are we reading the same crisis news? A comparative framing and message strategy analysis of crisis news coverage within different cultural dimensions** • Andrea Miller, Louisiana State University; Young Kim, Louisiana State University; myounggi chon • This study explores cultural differences in crisis communication by analyzing and comparing the cross-national framing and crisis messages for the 2013 Asiana Airlines crash, disseminated by South Korean and American news agencies. Using Hofstede's (1980) five dimensions of culture, a total of 256 news stories (Korean: 133 and American: 123) were analyzed to examine which news sources, news framing, level of responsibility, and crisis message strategies were used by media within different cultures.

**Peering Over the Ideological Wall: Examining Priming Effects Among Political Partisans** • David Morin, Utah Valley University; Gi Woong Yun, Bowling Green State University • Contemporary political priming research attempts to discover the underlying variables that may strengthen or weaken priming effects. In keeping in line with that reasoning, this study examined how political ideology influences priming outcomes along a diverse set of evaluative criteria, among political partisan individuals. The findings suggest that political primes may be able to affect political partisans only if the prime is directly related to the evaluative line.

**Bull's-eye: Examining the Influence of Parental Mediation, Empathy and Media Usage in the Cyberbullying of Teens** • Cynthia Nichols, Oklahoma State University; Krysta Gilbert • Certain characteristics have emerged in cyberbullying research as indicators of bullies—lack of empathy toward cyberbullying, lack of parental mediation, and high social media use. The following paper looks to explore the relationships between these variables. Data indicated that teens with lower levels of empathy toward cyberbullying had lower levels of parental mediation, admitted to cyberbullying others, have higher social media usage, and had a high level of addiction to social media.

**Who's the Bully?: Teaching About Bullies in Situation Comedies** • Patrice Opliger; Chelsea Summers, University of Colorado • Bullying is a significant problem for adolescents in the United States; however, few if any anti-bullying programs address the influence of media on aggression. Studies show the media is a pervasive source of information for adolescents, particularly in regard to violence and aggressive behavior among and between boys and girls. The following content analysis investigates how adolescent bullying is represented in situation comedies. The portrayals of bullying differed significantly by gender, race, target audience, and decade of broadcast. Result showed no link between the strategy the victims adopted (e.g., standing up to the bully, telling an adult) and the outcome of the situation.

**Do perceptions matter in pornography effects? Examining how use and perceived general acceptance and influence of pornography may impact agreement with sex-role attitudes** • Rebecca Ortiz, Texas Tech University; Shawna White, Texas Tech University; Eric Rasmussen, Texas Tech University • The present study was conducted to examine how perceived acceptance and influence of pornography use may play a role in the relationship between pornography consumption and sex-role attitudes. Results revealed that pornography consumption was associated with perceived general acceptance and influence of pornography and agreement with less progressive sex roles. Believing that pornography can have positive effects on most people, however, was negatively associated with agreement with less progressive sex-role attitudes.

**The Russian diva and the American golden girl in NBC's 2012 Olympic Gymnastics Coverage** • Kelly Poniatowski, Elizabethtown College • Gabby Douglas of the United States and Aliya Mustafina of Russia were two of the top gymnasts at the 2012 Olympics. This paper will use textual analysis to investigate how these two gymnasts were stereotypically portrayed in contrast to one another during NBC's coverage of the 2012 Olympics. Findings suggest Mustafina was constructed as a diva for not following authority and listening to her coach. Douglas was constructed as hardworking and having made many sacrifices.

**Emerging adults' responses to active mediation of pornography during adolescence** • Eric Rasmussen, Texas Tech University; Shawna White, Texas Tech University; Rebecca Ortiz, Texas Tech University • This study explored the predictors of negative active mediation of pornography, as well as the relation between negative active mediation of pornography received by adolescents and emerging adults' pornography use, attitudes about pornography, and self-esteem of those who sexual partner regularly views pornography. The findings revealed that the negative relationship between active mediation of pornography and emerging adults' pornography use was mediated by negative attitudes about pornography.

**Environmental orientations and news coverage: Examining the impact of individual differences and narrative news** • Fuyuan Shen, Penn State University; Lee Ahern, Penn State; Jiangxue (Ashley) Han, Penn State University • This paper examined the impact of narrative environmental news and the extent to which it might be moderated by individuals' prior environmental orientations. To do that, we conducted an experiment whereby participants read either narrative or informational news reports on the environmental consequences of shale gas drilling. Individuals' environmental orientations were measured a week before the experiment. Results indicated significant interaction effects between news formats and individuals' environmental orientations on transportation, cognitive responses,

empathy and issue attitudes. Those who were more concerned about the environment were more affected by narrative news than those less concerned. These findings suggest news narratives had stronger effects when they resonated with individuals' predispositions.

**Is "doing well" doing any good? How web analytics and social media are changing journalists' perceptions of news quality • Edson Tandoc, Nanyang Technological University; Ryan Thomas, Missouri School of Journalism**

• This study examines how online journalists define a phrase commonly heard in online newsrooms: What does it mean if a story is "doing well?" Through qualitative analysis of survey responses from 210 online editors, this study found five general categories of definition: a) getting a lot of readership; b) getting high audience metrics; c) being shared on social media; d) being talked about by readers; or e) contributing to journalism's social roles.

**Using Social Media to Analyze Candidate Performance and Public Opinion During Political Debates • Mark**

**Tremayne, University of Texas at Arlington; Milad Minoovie, University of Texas at Arlington** • A network analysis of Twitter discussion during the first presidential debate between President Obama and Mitt Romney was used to examine the process of public opinion formation as the debate was occurring. What user characteristics are associated with centrality in this kind of network? What mechanisms drive hub formation? Does sentiment move toward one candidate or the other as the debate progresses? The viability of social networks as a gauge of public opinion is discussed.

The 'weaponization' of media in the context of war, conflict and Security • Christian Vukosovich, Oregon Tech; Oliver Boyd-Barrett • This article takes a critical analysis of existing perspectives on the role of propaganda in news reporting during times of war and conflict. Emerging from this inquiry is the theory of a weaponization of media that moves beyond the scope of existing propaganda theories and explains to what end propaganda works as well as the ways in which the media system capacitates and enhances processes of propaganda.

**The Dynamics of Cross-Cutting Exposure and Attitude Change: A Latent Growth Curve Analysis • Sungmin**

**Kang, University of Wisconsin-Madison; Mike Wagner** • Generally, research examining cross-cutting exposure has relied on cross-sectional data, which necessarily is confined to one point in time. The Latent Growth Curve analysis we employ here is specifically designed to estimate the dynamics of cross-cutting exposure over time. The major contribution we make here is the demonstration that the initial level of cross-cutting exposure reported by respondents before the South Korean election is a predictor for the rate of change in opinion modification.

**Virality of news tweets and videos about the missing Malaysia Airlines flight: the effects of analytical vs. emotional content, modalities, and interface cues • Yi Wang, University of Connecticut; Jueman Zhang; Yue Wu; XIULI WANG; Ross Buck**

• This study examine the effects of analytical versus emotional content, modalities, and interface cues on intention to retweet news posts about the missing Malaysia Airlines flight on Weibo, the Chinese Twitter-like microblogging. News posts with analytical content were likely to be retweeted than news posts with information that led to sad emotions. The study also investigated how the weight and order of analytical and emotional content in a video affected attention, arousal, and intention to retweet the video. Videos with largely analytical content were more attention getting than videos with information that led to sad emotions. The former were less arousing than the latter.

**Persuasion in 140 Characters: Testing Issue Framing, Persuasion and Credibility via Twitter and Online News**

**Articles in the Gun Control Debate • ben wasike, University of Texas at Brownsville** • Using a 2x2x4 experimental design, this study examined the framing of the pro and anti-gun control arguments posited after the Sandy Hook shooting and the resultant effect on persuasion and credibility. Overall, pro-gun control frames were more persuasive and more credible than anti-gun control frames. Arguments transmitted via online news articles elicited more persuasion than those transmitted via Twitter. Policy ramifications for the gun debate and overall implications for Twitter are discussed.

**The Elections in 140 Characters: How Obama and Romney Used Twitter in the 2012 Presidential Race • ben**

**wasike, University of Texas at Brownsville** • This study used content analysis to examine how Obama and Romney used Twitter to mobilize their supporters, interact with them and frame other each via direct dialogue during the 2012 elections. Obama had more voter interaction and used Twitter more for mobilization. Overall, Twitter use mirrored that of other campaign tools in terms of mobilization and direct dialogue. This means that Twitter mostly conforms to the normalization thesis, whereby an anticipated revolution borne of new technology fails to change traditional communication patterns. The ramifications are discussed within.

**Is mobile expanding political participation?: The digital divide and demographic patterns in telephone, web, and mobile-based requests for city services • Brendan Watson, University of Minnesota**

• This study analyzes demographic patterns in residents' requests for non-emergency city services made by telephone, online, or via a mobile app, SeeClickFix. The study maps requests' location and underlying neighborhood demographics, testing whether mobile reports alter political participation patterns. Digital divides suggest that online reports would be less likely in minority neighborhoods. Smartphone penetration, however, is highest among racial minorities. Thus, mobile government services could potentially increase political participation among these traditionally underrepresented demographics.

**Mourning and grief on Facebook: An examination of motivations for interacting with the deceased • Erin Willis,**

**University of Memphis; Patrick Ferrucci, Bradley University** • Facebook has not only changed the way we communicate but the way we mourn and express grief. The social networking site allows users to interact with deceased users' walls after death. This study used textual analysis to categorize Facebook posts (N=122) on 30 deceased users' walls according to the uses and gratifications theory. Most posts were found to be motivated by entertainment followed by integration and social interaction. Facebook users posted memories, condolences, and interacted with friends and family members in the deceased user's network. Implications and future research are discussed.

**The American Journalist in the Digital Age: How Journalists and the Public Think About U.S. Journalism • Lars**

**Willnat; David Weaver, Indiana University** • This paper reports findings from a 2013 survey of 1,080 U.S. journalists

and a 2014 survey of the 1,230 U.S. adults, focusing on their views of traditional journalism roles and the performance of U.S. journalism. The study finds significant differences in how journalists and the public evaluate news media performance and journalistic roles. It also finds that news consumption and social media use predict stronger support for traditional journalistic roles among journalists and citizens.

**Chatting leads to political action? Modeling the relation among discussion motivations, political expression and participation • Pei Zheng, University of Texas at Austin; Fangjing Tu, University of Texas at Austin; Homero Gil de Zuniga, University of Vienna** • This study examines (1) the influence of two motivations for discussing politics (civic and social) on political discussion and political expression, (2) the role of political discussion and expression on offline participation, and (3) the pathway from the two motivations to offline participation. Using two-wave national panel survey data, three well-fitted synchronous structural equation models, cross sectional, lagged panel and fixed effects models, are tested to guarantee solid findings. All models show that civic motivations for discussing politics directly link to discussion and offline participation, while social motivations instead encourage more political expression and through this path lead to discussion and participation offline. In other words, we found largely consistent patterns of relationships among these variables regardless of whether we examined associations among individual differences, intra-individual change, or net gains. Results imply that casual chatting would involve political elements which gradually drive individual to engage in political actions.

#### **Student Competition**

**From Passive to Active: The Spectrum of Peace Journalism • Jesse Benn** • The biggest hurdle facing the field of Peace Journalism (PJ) is its vague definition. This paper proposes defining PJ as it operates on a spectrum, from passive to active. Through a review of extant PJ literature, this paper synthesizes current theory into an overarching, explicit concept, and calls for it to be further adopted and expanded. To conclude it considers potential advantages, drawbacks, and critiques of its proposal.

**Moral Foundations Theory and U.S. Newspaper Coverage of Mosque Controversies • Brian J. Bowe, Michigan State University** • This study proposes improving the measurement of media frames by applying Moral Foundations Theory (MFT) to the operationalization of the moral evaluation frame dimension. Analyzing news articles (n=350) from five newspapers about controversies surrounding the construction of mosques in the U.S. A cluster analysis of moral foundations in this study found two clusters, both of which were strongly rooted in socially binding moral foundations. One was related to the foundation of subversion and the other related to loyalty. The framing implications of these two clusters are discussed.

**Bringing back the past: New media and archived media content providers • Terry Britt, University of Texas at Austin** • This qualitative study examines individuals who acquire, digitize, and upload archival media content (media originally produced before 1990) for public viewing on YouTube and, in some cases, their own websites. The study also looks at challenges to their efforts, primarily copyright issues and deteriorating or vanishing sources of content. These individuals often see themselves as unofficial media archivists or historians, attempting to make unknown or obscure content available to the public.

**Internet and political participation in Georgia • Nino Danelia, University of South Carolina** • The study finds that the Internet plays an important role in predicting youth political participation in Georgia, one of the former republics of the Soviet Union. Attention to online news media increases youth's political knowledge that in turn, enhances their feeling of self-efficacy and ultimately, political participation. Involvement in online political discussions is among the strongest predictors of participatory behavior in a country with semi-democratic political system, partly free media environment and low penetration of Internet.

**Intergroup Contact Through News Exposure and the Role of Group-based Emotions • Jiyoung Han, University of Minnesota** • This study argues that news exposure substitutes physical or/and interpersonal contacts. I applied this idea to news reports on President Obama's Trayvon Martin. Consistent with intergroup contact theory and social identity theory, I proposed that news frames (i.e., empathy-framed news and conflict-framed news) may infuse group-based emotions, such as empathy for blacks and anxiety toward blacks, into audiences' mind and consequently have an impact on their support for President Obama's Trayvon Martin speech. Two studies showed that people's support for the speech varied as a function of news frames and group-based emotions played an important role in the given relationships. Interestingly two distinct racial groups (i.e., whites and non-black minorities) showed different responses to the news frames. Study 1 (N =136 white students) demonstrated that exposure to the empathy-framed news increased whites' support for the speech, whereas exposure to the conflict-framed news reduced whites' support for the speech. However, neither empathy for blacks nor anxiety toward blacks was identified as a mediator in the given relationships. Study 2 (N = 53 non-black minority students) showed that exposure to the empathy-framed news and even to the conflict-framed news increased empathy for blacks and in turn non-black minorities more strongly supported the speech.

**Agenda-Setting and Visual Framing in Media Coverage of the Guttenfelder Instagram Photographs from North Korea • Steven Holiday, Brigham Young University; Matthew J. Lewis, Brigham Young University; Rachel Nielsen, Brigham Young University; Harper Anderson, Brigham Young University** • In 2013, photojournalist David Guttenfelder became one of the first people granted access to post images of life within North Korea to Instagram in real-time. This quantitative content analysis examines themes portrayed in Guttenfelder's Instagram photos and whether news sources that featured Guttenfelder's work proportionately represented the captured themes or perpetuated stereotypical views of North Korean totalitarianism. Results indicate significant differences in some sources' depictions of totalitarianism. The study discussed potential media and societal implications.

**User-Generated Rumors on YouTube • Hyosun Kim, University of North Carolina -CH** • To expand the idea of SIDE model in CMC, this study content analyzed comments about the Sandy Hook shooting conspiracy video on YouTube. The findings revealed that visual anonymity was related to the way of opinion expression and the style of interaction with

other commenters. However, visual anonymity did not significantly relate to the use of obscene language. Rather, the use of obscene language was significantly related to opinion expression, confirming SIDE effect.

**Reading Peer Sexual Norms: A Study of Online Fan Fiction • Wan Chi Leung, University of South Carolina •** Fan fiction is a kind of literary work that makes use of established setting or characters from other original works to create new stories, which is particularly popular among young female. A survey of 639 online fan fiction readers was conducted to examine the indirect effects of sex descriptions in fan fiction on the Internet on readers' sexual attitudes, focusing on how exposure to the sexual descriptions in fan fiction and its feedback mechanism produce an indirect effect on sexual attitudes, through influencing the perceived peer norms. Results show that exposure to sex descriptions in fan fiction significantly predicted perceived exposure of others, which in turn predicted peer sexual norm. Exposure to other readers' responses significantly predicted perceived homophily with other readers, which also predicted peer sexual norm. A route of indirect effects of reading fan fiction through perceived peer norms is established.

**Too good to care: The effect of skill on hostility and aggression following violent video game play • Nicholas Matthews •** An experiment tested if higher skilled players would experience diminished aggression related outcomes compared to lower skilled players due to flow state optimization. Specifically, the study observed if higher flow states made narrative-defined game goals more salient, thus reducing focus on the more peripheral violent content. After controlling for the amount, type, and context of violence, higher skilled players experienced lower levels of hostility and aggression related cognitions and greater levels of flow than lower skilled players. Additionally, skill altered players' perceptions as well, as higher skilled players experienced higher construal levels than lower skilled players.

**Operations in the Sky: Analysis of Drone Coverage in US Media • Fauzeyah Rahman, UT Austin •** Pilotless armed aircraft (drones) are here to stay. A significant component of U.S. counterterrorism strategy, drone strikes have been used both in theaters of war and non-combat areas such as Pakistan and Yemen. Historically, the media has taken the administration's lead and relied on official frames and sources in war coverage. This paper analyzes The New York Times from 2009-2014 to see if coverage of drone strikes reflected realities on the ground.

**The Antecedents of the Consumption of Community-Oriented Communication Channels • Jing Yan; Yalong JIANG •** In this article we focused on the consumption of different community-based communication channels. Based on use and gratification approach and the theory of channel complementarity, we argued that 1) "needs observed" and "needs obtained" are associated with the consumption of communication channels respectively. "Needs obtained" could contribute more to the consumption of communication channels; 2) the voluntary organizations can be divided into two types: "old" and "new" organization. The new voluntary organizations adopt the emerging "connective action" which relies heavily on the interactive digital media to distribute the interest-articulations and organize activities. So participating in "new" voluntary organizations would be positively associated with Internet use. Data used in this paper is from the PEW Internet and American's life project (2010). The results showed that both two types of needs are positively associated with community-based Internet use and face to face communication. Comparing to "needs observed", "needs obtained" has a larger contribution. Participating in "new" voluntary organizations is positively associated with consumption of the community-based Internet use. The results imply that the "needs observed" as the self-report before media use has less impact on media consumption than the "needs obtained" as evaluation of media use. The results also indicate that the type of organizations is also an impact factor on media consumption.

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## International Communication 2014 Abstracts

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### Markham Student Paper Competition

**Aging: A Comparative Content Analysis of China Daily and The New York Times • Krystin Anderson, University of Florida; Anthony Eseke, University of Florida; Yiqian Ma, University of Florida •** This study investigates coverage of population aging and older adults in The New York Times and the China Daily through content analysis of articles from October 1, 2012 through September 30, 2013. From a framing analysis perspective divided into main frame, identification of problem and solution, use of older adult sources, and article and source tone, this study finds a tendency to blame business in the Times, but an emphasis on empty nest concerns, more older adults sources, and a more positive tone in the Daily.

**Going Global: A Cross-Cultural Comparison of East Asian Brands on Twitter • Krystin Anderson, University of Florida; Linwan Wu; Naa Amponsah Doodoo, University of Florida •** This paper used Twitter as a platform to analyze the global branding strategies of nine East Asian brands, focusing especially on the use of cultural referents either to the nation of origin (NOO) or to an English-speaking nation (ESN), and the cultural values of individualism or collectivism. It used content analysis to compare brands originating in three different nations and three different industries and found significant differences in cultural referents along both dimensions.

**Framing corruption in the Chinese government: A comparison of frames between media, government, and netizens • Simin Michelle Chen; Yadan Zhang •** This use of microblogging sites frequently pose a challenge to the party's ability to manipulate information and control its reputation in the event of malfeasance. This paper uses framing theory and content analysis to compare frames employed by the news media, government, and netizens on Sina Weibo, on the topic of corruption in the Chinese government. Results show partial differences in frames between netizens, government, and news media.

**The Networked Interpretive Community: Online viewing of American late-night talk shows by young Chinese audience • Di Cui** • This study examined how young online viewers in China made sense of American late-night talk shows. I conceptualize online viewers as a "networked interpretive community", which is buttressed by high Internet connectedness and a relatively homogeneous online culture in China. By analyzing online comments, forum discussions, and interviews, I argue the networked interpretive community offered Chinese viewers two basic sense-making strategies—playfulness and contentiousness—to interpret late-night talk shows contextually. Implications are discussed.

**Shifting Responsibilities: Women, Development and Video Games • Jolene Fisher** • The Half the Sky Movement, aimed at "turning oppression into opportunity for women worldwide," launched its awareness and fundraising Facebook game in 2013. With the popularity of social media games on the rise, this trend marks a new technological moment in the international development industry—one with interesting implications for how development is carried out, and by whom. This paper analyses the game and its impacts on international development and the role of women.

**Colombian Journalists on Twitter: Objectivity, Gatekeeping and Transparency • Victor Garcia, University of Texas at Austin** • This paper examines how the 100 most-followed Colombian journalists on Twitter move away from their traditional journalistic norms and practices when covering a controversial politician, former president Alvaro Uribe. Through a content analysis, this study shows that journalists negatively evaluate Uribe. They are also willing to openly share their opinion around the politician. It also found that journalists who work for elite-traditional media tend to be more in accord with norms compared with non-elite reporters.

**Coupling From the Past: Sports Journalism, Collective Memory, and Globalization • Ju Oak Kim, Temple University** • This article investigates the ways in which sports journalists make a pair of Major League Baseball players cross time and space in a history-making way. Narrative analysis was employed to examine the connection between two legendary players – Hyun-Jin Ryu and Chan-ho Park, Korean pitchers who played in MLB, and Clayton Kershaw and Sandy Koufax who are considered franchise stars of the LA Dodgers. News coverage of these players indicates how sports writers created the heroic narrative to maintain cultural traditions and social identities.

**A Journey from Nepal to Exploitation: A Comparative Analysis of Labor Rights Coverage in the Guardian, Gulf Times, and The Kathmandu Post • Elizabeth Lance, Northwestern University in Qatar; Ivana Vasic Chalmers** • Employing ethnographic content analysis within the context of media systems, this paper examines labor rights coverage in Qatar in three newspapers: The Guardian (Britain), Gulf Times (Qatar) and The Kathmandu Post (Nepal). By examining the predominant frames, themes and discourse as well as the broader media system in which the coverage was produced, this paper offers a striking illustration of how divergent interests in labor practices of three countries are reflected in their news coverage.

**Framing #VemPraRua: The 2013 Brazilian Protests on News Websites, Blogs And Twitter • Rachel Reis Mourao, The University of Texas at Austin** • In 2013, thousands of Brazilians took to the streets in massive protests encompassing an array of grievances. Drawing on the work of Hertog and McLeod (2001), this paper compares the evolution of media and audience frames online as the protests unfolded. Computerized content analyses of news stories, blog entries and Twitter posts suggest that traditional media outlets predominantly used the "riot" frame, but increasingly adopted legitimizing frames as demands become more generalized and publically popular.

**Mediating nation-ness: Nationhood and national identity in Indian and Pakistani media, 1947-1997 • Saif Shahin, The University of Texas at Austin; Paromita Pain, The University of Texas at Austin** • This paper charts the role of news media in sustaining India and Pakistan as "nations" over a 50-year period since their independence. It develops a theoretical model to study the "mediation of nation-ness"—a complex process that requires both the reification of nationhood and the negotiation of national identities—and provides empirical support for it. It distinguishes different phases of national identity for each nation, illustrating the dialectical relationship between their "mediated" and "material" realities.

**The Case of Female Genital Cutting: Newspaper Coverage in Ghana, The Gambia, Kenya and the United States • Meghan Sobel, University of North Carolina at Chapel Hill** • Media play an important role in explaining female genital cutting (FGC) to the public and policymakers. This quantitative content analysis analyzed 15 years of newspaper coverage of FGC in four countries with varying FGC rates: the U.S., Ghana, The Gambia and Kenya. The study found that coverage is minimal and inconsistent, so if media are to fulfill their watchdog role with regards to FGC, an increase in coverage and wider range of frames are needed.

**Anti-Corruption Movement on Sina Weibo: Chinese Social Media and Citizen Empowerment • Yin Wu, Syracuse University** • This qualitative study examines the role of Sina Weibo in a recent online anti-corruption movement, specifically about how it can empower each participant in civic engagement. Applying social movement theory and textual analysis, this study analyzes over 800 Weibo comments. The ordinary citizens are empowered to express independent opinions. Not very clear about the power of Weibo, they recognize that it facilitates the movement by allowing interactive communications, efficiently connecting them together.

**Latin America in the Associated Press: A Longitudinal Analysis of Contextual Predictors of Visibility • Rodrigo Zamith** • This study investigates the effects of five contextual factors on the visibility of 22 Latin American countries in the Associated Press over 30 years. Only one factor, diplomatic significance, was found to be a strong predictor over the entire timespan. Other factors, such as economic significance and geographic distance, exerted significant effects in some periods, but not others. These findings illustrate that while contextual factors may serve as useful predictors, their predictive capacities are volatile.

**Robert L. Stevenson Open Paper Competition**

**Covering A Multi-Action Conflict As It Develops: An Examination of the Dynamic Framing of the Jos Crisis in Three Nigerian Newspapers • Ngozi Agwaziam, Southern Illinois University; Li Zeng, Arkansas State University**

•This study examines the coverage of the Jos crisis in a largely under-studied press, the Nigerian press. Using the theoretical framework of a two-dimensional frame-changing model by Chyi and McCombs (2004) and the three-stage crisis coverage model by Graber (2002), this study focuses on how three influential Nigerian daily newspapers (the Punch, the Guardian and Thisday) portrayed the 2010-2011 Jos crisis during its four-month lifespan. It suggests that an event with multiple action points will produce different frame-changing patterns compared to an event with a single point of action. The findings are also discussed with reference to the unique media landscape in Nigeria.

**MEDIA AND POLITICS BEYOND POST-COMMUNISM: The impact of structural conditions on journalist-politician**

**relationships in the Western Balkans • Lindita Camaj •** This comparative study examines the relationship between journalists and politicians in South-Eastern Europe, emphasizing structural contexts. It is based on sixty in-depth interviews with journalists from Albania, Kosovo, and Montenegro. Journalist-politicians relationship has evolved into a complex two-way communication, marked by cooperation and tensions that derive from media instrumentalization and clientelist relationships. The lack of uniform relationship between journalists and political elites challenges assumptions that media clientelism in Eastern Europe is a stable and predictable system.

**Paradigm Repair: The Indian News Media's Response to the "Radia Tapes" Scandal • Kalyani Chadha,**

**University of Maryland; Michael Koliska •** In late 2010, a series of tapes containing damaging conversations between thirty Indian journalists and a leading lobbyist for major business interests became public. The tapes revealed how journalists violated fundamental norms of their professional paradigm such as impartiality and objectivity, in conversations where they agreed to act in ways helpful to the lobbyists' clients. This paper explores how Indian news media responded to these revelations using the concept of paradigm repair through image restoration.

**Connecting Across Space: Toward a Theory of Media Dispersion • Brian Creech, Temple University •**

This essay considers the role of space in global media studies, offering the term dispersion as a conceptual category for dealing with the way media products spread that does not limit communication to a process dependent upon global forces. Instead, scholars need a conceptual vocabulary sensitive to scale in media processes that accounts for the conditions under which media practices and processes spread. To illustrate, three brief cases are discussed.

**"Working with the People:" The Urban-Rural Media Divide in Post-genocide Rwanda • Sally Ann Cruikshank,**

**Auburn University •** Following the 1994 genocide in Rwanda, in which the media played a significant role, the government enacted strict media laws that have led to a climate of self-censorship. This study examined the processes of agenda building and frame building from the perspective of Rwandan media professionals. According to respondents, the government strongly influences the media agenda, although differences emerged between rural and urban media outlets. The implications of these findings are discussed at length.

**Visual Framing of Muslim Women in the Arab Spring • Shugofa Dastgeer, Graduate student at the University of**

**Oklahoma; Peter Gade, Professor at the University of Oklahoma •** This content analysis of still images explores how leading media from the U.S. and Middle East (CNN and Al-Jazeera) visually framed Muslim women during the Arab Spring. The findings indicate that both media framed Muslim women as active participants in the political unrest; however, Al-Jazeera portrayed Muslim women as active significantly more than CNN. The results contrast sharply with previous studies of portrayals of Muslim women in Western media, especially in the post 9/11 era.

**Digital Advantage: Bilingual Arabic English Web Searchers Outperform Monolingual Arabic Speakers • Susan**

**Dun, Northwestern University in Qatar; Hazar Eskandar, Northwestern University in Qatar •** Internet users must be digitally literate to successfully utilize Web resources. Age, education, gender, and Web habits are related to digital literacy, but there have been few attempts to explore what difference language proficiency makes for surfing the Web efficiently. We predicted and found that bilingual Arabic English speaking Web searchers were more digitally literate than monolingual Arabic speakers using observational methods, suggesting that bilingualism does improve digital literacy levels among native Arabic speakers.

**The Art of Visual Parody: African Cartoon Representations of African First Ladies. • Lyombe Eko •**

African cartoons were active participants in the struggle for freedom of expression and democracy in the post-cold War era. This study analyzed Sub-Saharan African print and online newspaper cartoon representations of African first ladies. The analysis was carried out within the framework of the perspective of gender and power and critical journalistic couching of reality. Cartoons of African first ladies were barbed visual narratives that satirized these powerful women whose lifestyles and high-profile political activities and abuse of power are contrary to that of the generous and nurturing "primordial mothers" that many Africans expected them to be.

**Facebook Friends and the Perception of a Shrunken World • Michael Elasmr, Boston University •**

A 2011 study by a group of researchers working with Facebook analyzed connections among Facebook users and concluded that the distances among Facebook user –connections– were shrinking over time. The present study aims at uncovering how Facebook users perceive global distances in their minds. Self-report measures were designed to capture various aspects of Facebook usage and capture the users' mental representation of distances on planet earth. The measures were administered to approximately 500 undergraduate students. A simple process model best describes the relationships uncovered: The more Facebook friends an individual has, the more likely he/she also has Facebook friends living in other countries. The more Facebook friends from other countries an individual has, the more likely she/he is exposed to information about the lives of these friends shared on Facebook. The more exposed an individual is to information about the lives of Facebook friends from other countries, the more this individual is aware of what is going on in the lives of these friends who live in other countries. And the more aware an individual is of what is going on in the lives of his/her Facebook friends who live in other countries, the shorter are the distances in this individual's cognitive world map. In effect, these findings strongly suggest that using Facebook can contribute to a shrinking of the world as

viewed by the minds of Facebook users. The effect detected is most likely part of a process labeled: Incidental Volume-Driven Modification of Cognitive Structures.

**One Country, Two Eras: How Three Egyptian Newspapers Framed Two Presidents • Mohamad Elmasry, The University of North Alabama; Mohammed el-Nawawy, Queens University of Charlotte** • This content analysis of three elite Egyptian dailies contributes to the ongoing debate about media freedom and performance during Egypt's one-year Mohamed Morsi era by providing an empirical measure of Morsi era press coverage patterns. The content analysis uses a coding scheme developed by Elmasry (2012), who designed the coding scheme to study the Egyptian press in 2008, late in the Hosni Mubarak era. In an effort to provide a type of direct, before-and-after comparison, this research explicitly compares findings from the 2013 Morsi era to those found by Elmasry (2012) representing the 2008 Mubarak era. Results suggest that there may have been greater degrees of political diversity, openness, and inclusiveness in Egypt in 2013 than in 2008. In 2013, the Morsi administration was covered in a highly critical manner by the independent Al-Masry al-Yom and opposition Al-Wafd. Reportage in both papers tended to be significantly more critical of Morsi in 2013 than of Mubarak in 2008. Also, the government-owned Al-Ahram seemed to abandon – to a considerable extent – the government mouthpiece role it maintained during the Mubarak era.

**The Framing of China in the Opinion Pages of the New York Times and Wall Street Journal • Guy J. Golan, Syracuse University; Josephine Lukito, Syracuse University** • Newspaper editorials and Op-Ed provide an important platform for the debate of salient issues that informs both elites and newspaper readers. The current study examines how two elite American newspapers framed China in their opinion pages. The results of our content analysis of 249 editorials and Op-Eds point to similarities in the overall framing of China in the two ideologically divergent newspapers. Both newspapers focused their discussion of China on the nation's economy, relations with the United States and internal political issues. The tone of coverage in both newspapers was mostly negative where China was presented as a rival rather than a friend. The results of our analysis are discussed in the context of government-media elite discourse and its potential implications on public opinion.

**Developing an Analytical Model of Transnational Journalism Culture • Lea Hellmueller** • National borders may no longer draw distinctions among journalism cultures, but differences in journalism cultures might be based on cultural, linguistic, and ethnic criteria, which may cross over national borders and affect the way we conceptualize journalism culture. This paper develops an analytical model of transnational journalism, an undertaking much needed to set a theoretical framework to empirically investigate transnational journalism cultures and to understand how globalization has affected the core of journalism—its culture.

**Exploring the Role of Internet Use on Citizen Attitudes toward Democracy in Six Arabic Countries • Toby Hopp; Jolene Fisher** • The current study explored the relationship between Internet use, national Internet penetration rate, and citizen attitudes toward democracy in six Arabic countries. Using a series of multi-level models and representative samples from Algeria, Jordan, Lebanon, Morocco, Yemen, and Palestine (total n = 6,902), the results suggested that individual Internet use is positively related to the development of democratic attitudes but that this relationship diminishes as national Internet penetration rate rises.

**Borrowing the news and spreading officialdom: the work of the Big Three • Beverly Horvit, University of Missouri; Mikkel Christensen, University of Missouri** • A content analysis of a random 28-day sample of Associated Press, Agence France-Presse and Reuters international news stories (N=450) shows that one-third of their reports include news “borrowed” from domestic news organizations. The most borrowed news came from Western Europe. Official sources also led coverage almost regardless of a story's subject. The Associated Press used significantly more U.S. official sources than its European peers and also domesticated its stories for a U.S. audience significantly more.

**Social Capital and Relationship Maintenance: Uses of Social Media among the South Asian Diaspora in the U.S. • Delwar Hossain, Southern Illinois University Carbondale; Aaron Veenstra, Southern Illinois University Carbondale** • This study uses the framework of bridging and bonding social capital to explore how South Asian immigrants to the U.S. negotiate relationships amongst three social groups: their ties in their home country, their ties to Americans, and their ties to other South Asian immigrants living in the U.S. In so doing, it develops a model for immigrant social media use that contributes to an ongoing reassessment of the notion of community.

**Empowering the Public to Challenge the Status Quo? Online Political Expression, Nationalism, and System Support in China • Ki Deuk Hyun; Jinhee Kim** • To illuminate the role of user-generated online communication for social change and control in China, this study investigates how online political expression among Chinese Internet users relates to their nationalistic attitudes and support of the status quo. An analysis of survey data demonstrates that online political expression, facilitated by news consumption, enhances support for the existing sociopolitical system both directly and indirectly through nationalism.

**The Scramble for African Media: Reuters, Thomson and Britain in the 1960s • John Jenks** • In the early post-colonial Africa the British government encouraged and subsidized London-based media to expand in Africa to forestall competitors and preserve British influence in a classic case of media imperialism. The Reuters news agency used a secret subsidy to widen its coverage, add French services, and sign most independent governments as clients. Canadian newspaper millionaire Roy Thomson invested heavily in African media and education in the 1960s as he sought and won a peerage.

**Effect of Television News Viewing on Risk Perception: Focusing on the Coverage of Mad Cow Disease in South Korea • Eun-Hwa Jung, The Pennsylvania State University; Jinhong Ha, Daegu University** • This study examined how watching television news coverage of mad cow disease influenced risk perception of the disease. By employing the uses and gratifications perspective and cultivation theory, a survey revealed that individuals motivated by information seeking perceived more risk toward the mad cow disease. Additionally, the viewing satisfaction and frequency of television news coverage of mad cow disease lead to greater risk perception. The research implications and limitations are discussed for future research.

**Country Reputation Management: Developing a Scale for Measuring the Reputation of Four African Countries in the United States** • Dane Kiambi, College of Journalism and Mass Communications, University of Nebraska-Lincoln; Autumn Shafer, Texas Tech University • This study extends the development of country reputation measurement to other cultural contexts, specifically among African countries that have spent millions of dollars in an effort to improve their reputations in the U.S. A Confirmatory Factor Analysis was conducted using second-order latent variables, and based on the goodness-of-fit indices, it was established that all the four models of the four countries – Kenya, Ghana, Nigeria, and Angola – met the data fit criteria thus validating the instrument.

**The Transparency Norm in German Newsrooms** • Michael Koliska; Kalyani Chadha, University of Maryland • Transparency as a new norm in journalism is gaining increasingly wider institutional acceptance in particular in the United States. In contrast very little is known how news organizations abroad embrace this new norm. This paper explores how transparency is perceived and implemented in newsrooms in Germany. Interviews with journalists from ten leading news organizations indicate that transparency in Germany has still a long way to go before it can be considered an institutional norm.

**Role of Elite News Sources in Shaping Coverage of HIV/AIDS** • Ammina Kothari, Rochester Institute of Technology • This study examines the role of news sources as gatekeepers in shaping the coverage of HIV/AIDS stories in Tanzania. Interviews with sources most frequently quoted in the stories published by two mainstream newspapers show how organizations use media training opportunities and seminars to recruit a loyal group of journalists. As a result, journalists are turned into advocates for evolving causes via their participation in various seminars and training programs focusing on specific goals of individual organizations.

**Youth, Digital Literacy & Divides: A U.S. – China Comparative Study** • Yunjuan Luo, Texas Tech University; Randy Reddick, Texas Tech University; Sha Li, Texas Tech University • This study compares levels of digital literacy between Americans and Chinese 18-29 years old and explores cross-cultural differences and similarities in how contingent factors (e.g. social demographics, learning source) impact digital literacy. Through national surveys in both countries, the study found that American youth had a higher level of digital literacy than did Chinese youth. Education, home device availability, and self-taught learning were found to positively affect digital literacy in both U.S. and China.

**Elections as conflict: Framing study of the 2012 Parliamentary Elections in Georgia** • Maia Mikashavidze, University of South Carolina; Nino Danelia, University of South Carolina; Sei-Hill Kim • This study analyzes news frames used in the coverage of the 2012 Parliamentary Elections in Georgia by pro-government 24 Saati (n=137) and critical Resonansi (n=225). The newspapers were most likely to frame the elections in a conflict between the government and the opposition, rather than presenting them as strategic game or issue frames. These findings can be explained by the leader-oriented politics and the lack of democratic tradition in the post-Soviet world.

**Individual or Social? News Framing of Obesity in the United States and Japan** • Suman Mishra, Southern Illinois University; Hiromi Maenaka, Akita International University • Japan has an obesity problem of only 3.4% in its populous but has instituted one of the strictest laws on obesity in the world, while in the United States obesity affects nearly 34.3% of the population yet there is still a debate on what policies to implement. This study aims to understand how national context, culture, economics and politics shape news framing of obesity in United States and Japan. It compares obesity-related news reports from United States and Japan to understand similarities and differences in problem definition, causal interpretation, and/or solution. The findings show that culture and political interests shape news reporting on obesity.

**International Trust and Public Diplomacy** • Kirsten Mogensen, Roskilde University • “Countries struggle to find ways to be perceived as trustworthy by people around the world because trust is linked to efficiency, business opportunities and political influence. This paper is based on case studies of five Public Diplomacy activities: Iranian President Hassan Rouhani’s letter in The Washington Post (2013); Denmark’s trust-building effort in Pakistan following the so-called “Muhammad crisis” (from 2010); The British Council’s strategy for trust-building in China (2012); Russian President Vladimir Putin’s letter in The New York Times (2013), and the USA’s trust-building effort in Turkey (from 2006). The best results have been obtained where Public Diplomacy has been linked to successful traditional diplomacy at state-level (Iran) or has created a framework for people-to-people relations (Denmark, UK and USA). A backlash was experienced in the case where a foreign state leader patronized the national leader (Russia). In all cases, respect for people in other countries despite differences in culture seems fundamental for a Public Diplomacy initiative to succeed. A central concept in the paper is International Trust as described by Brewer, Gross, Aday and Willnat (2004).

**Internet wags the world: Understanding web-credibility in the context of citizen journalism, micro-blogs, and the Iranian Green Revolution** • Shahira Fahmy, University of Arizona; Rico Neumann, UN mandated University for Peace • The current experiment examines how webpage type (Twitter; Blog) and journalist type (Citizen; Traditional) influence both source and information credibility of a story embedded in a conflict setting: the Iranian election protests (2009-2010). Results indicate that participants could not differentiate between journalist types, providing evidence that the use of the Internet for such news is blurring the line between these types of journalists. The current study found that both source and information credibility were higher in the blog condition, compared to the Twitter condition. Interest in the Iranian Green Revolution was positively associated with source and information credibility. Overall results offer a broader understanding of the intertwined relationship among level of expertise, channel characteristics, and conflict. The current study contributes to the extant web credibility research through the examination of how message characteristics influence source and information credibility within public upheavals and crisis settings.

**Image of an “Unfriendly” Neighbor: Coverage of China in the Philippine Press** • Zengjun Peng, St Cloud State University, Xi’an International Studies University; Yu Chen, Xi’an International Studies University; Wei Li • By content analyzing news stories from two elite Philippine newspapers, this study examined the pattern and characteristics underlying representation of China in the Philippine news media. Results show a dominance of conflict stories and a

heavy reliance on Western news agencies in the overall coverage. The tone of coverage was more negative than positive. No significant differences were found between the staff stories and the wire stories.

**Acceptance of American Values among Croatian Adolescents: A Test of Cognitive-Functional Theory of Television Effects** • Iveta Imre, Western Carolina University; Ivanka Pjesivac, University of Georgia, Athens • This survey (N= 487) examined the extent to which Croatian adolescents accepted American cultural values portrayed on television programs. Testing the cognitive-functional theory of media effects, the study found that young Croatians completely internalized five values: enjoyment of wealth, acceptance of change, equality, individualism, and obedience of authority. The study shows influence of American television on acceptance of cultural values, most of which were not previously present in the culture of this Eastern European country.

**Comparing Metropolitan Journalism: An analysis of news in Toulouse, France and Seattle, Washington** • Matthew Powers, University of Washington; Olivier Baisnee; Sandra Vera Zambrano • This paper presents the first stage of a comparative analysis of metropolitan journalism in Toulouse, France and Seattle, Washington. Drawing on interviews and publicly available data, it shows that the nature and extent of the crisis is greatest in Seattle; that enduring national regulatory contexts shape different responses to the financial challenges facing news organizations in both cities; and that national models of "quality" journalism do not correspond to metropolitan visions in either case.

**Covering Africa (2004-2013): U.S. linkages in New York Times coverage of Nigeria, Ethiopia and Botswana** • Meghan Sobel, University of North Carolina at Chapel Hill; Daniel Riffe, University of North Carolina at Chapel Hill • This study revisits the role of conflict and U.S. interests in New York Times international coverage, focusing on Nigeria, Ethiopia, and Botswana, three nations with varying levels of economic ties to the U.S. Data demonstrate that country's economic ties relate to amount of coverage, and that an event's explicitly reported "linkage" to U.S. interests relates to diverse topics covered. Coverage produced by Times staff was twice as likely as wire services to indicate linkage.

**Differential Effects of Information-rich and Information-poor Internet Use on Citizens' Demand for Democracy** • Elizabeth Stoycheff, Wayne State University; Erik Nisbet; Dmitry Epstein • This study seeks to reconcile the competing perspectives of Internet utopians and dystopians who fundamentally disagree with the role new media plays in the democratic process. Using a comparative survey of Internet users in two nondemocratic Eastern European countries, we classified online behavior as either information-rich or information-poor. Information-rich Internet use had a conditional positive effect on democratic attitudes, while information-poor Internet use lead to more entrenched authoritarian worldviews.

**Audience Fragmentation On The World Wide Web** • harsh taneja • Audience fragmentation is a highly visible outcome of the explosion in media choices. Given the ubiquitous availability of the World Wide Web, fragmentation is now visible on a global scale, but has been rarely studied in a global context. This study addresses the gap by advocating a framework that integrates theories of media choice with theories of global cultural consumption. It analyzes audience traffic between the top 1000 websites globally, using network analysis. The findings suggest that audiences fragment according to language and geography of the websites rather than their content genres.

**Eyes 1, Brain 0: Securitization in text, image and news topic** • Fred Vultee, Wayne State University; Marta Lukacovic, Wayne State University; Ryan Stouffer • This study seeks to extend the connections between securitization theory and the study of media framing. An experiment using news stories addressing international and transnational topics finds a broad overall effect of securitizing discourse on perceptions of threat and urgency. Addressing calls to consider the impact of images as well as language, the study also finds that image choice affects news processing and, depending on the reader's political orientation, the effectiveness of a mediated securitizing move.

**Role of information processing sources on knowledge of climate change: A Singapore perspective** • Xiaohui Wang, Nanyang Technological University; Sherly Haristya, Wee Kim Wee School of Communication & Information, Nanyang Technological University; Khasfariyati Razikin, Wee Kim Wee School of Communication and Information, Nanyang Technological University; Shirley Ho, Nanyang Technological University • In this paper, we utilize the heuristic-systematic information processing model (HSM) to explain the ways in which Singaporeans obtain information and acquire knowledge on climate change from different sources. The first contribution is to examine the involvement of interpersonal discussion and news for climate change knowledge. The second contribution is to understand the differences between heuristic and systematic processing for climate change. Our analyses showed that there are differences in the way climate change issues are processed.

**Digital Women Around the World: An Exploration of Their Attitudes Toward Mobile Life** • Regina Lewis, The University of Alabama; Brandi Watkins, Virginia Tech • Segmentation is conducted on women aged 18-49 in the United States, China, Japan, Spain and the United Kingdom. Also, this study addresses attitudes held by "digital native" mobile users and "digital immigrant" mobile users (Shade, 2007). Analysis reveals four distinct U.S. clusters of mobile women, and finds that group membership varies widely across countries. The authors[s] also identify mobile aesthetic, social, and stress creation variables, and find distinct attitudinal differences across age groups.

**Crisis Communication in Context: Cultural influence and institutional impact underpinning Chinese public relations practice** • Yi-Hui Huang, The Chinese University of Hong Kong; Fang Wu; Yang Cheng • This study describes crisis communication in Mainland China, Hong Kong, and Taiwan by analyzing academic articles published between 1999 and 2012. Crisis communication is studied in these regions in an attempt to see how it interacts with both culture and politics. Findings suggested that governmental crisis communication is paramount, most likely due to the following characteristics of Chinese CCS: governmental authoritarianism suppresses uncertainty and causes unhealthy corporate-government relationships, leading to unique Chinese PR strategies.

**Framing the crisis by one's seat: A comparative study of newspaper frames of the Asiana Crash in the U.S., Korea, and China** • Yan Yan; Yeojin Kim, University of Alabama; Yuhong Dong • This study compared newspaper

frames of the 2013 Asiana Airlines crash in the three countries involved: the U.S., Korea, and China. The results revealed distinct patterns of news coverage under the particular influence of national interests. News frames, sources, story valence, attribution of responsibility, and story emotion were all varied across countries. U.S. and Korean took opposite side against each other, while Chinese newspapers were relatively neutral in news coverage of the crash.

**The Globalization of Chinese News Programs: Challenges and Opportunities—A Country of Origin Perspective • Kenneth “C.C.” Yang, The University of Texas at El Paso; Yowei Kang •** This study employed theoretical constructs from country-of-origin and cultural proximity literatures to explain U.S. audience’s perceptions of Chinese news programs and contents. Our study used an online questionnaire survey method to collect data from 236 students in a large public U.S. university. Linear regression analyses found that, cultural proximity was an important predictor. However, perceived animosity was not found to be a significant predictor of U.S. audience’s viewing behaviors of news programs and contents from China.

**Information control and negotiations: Political impression management of the Chinese Premier’s Press Conference • YAN YI, Department of Politics, East China Normal University •** By addressing political impression management according to the two most influential symbolic interactionist viewpoints—the dramaturgical approach and the negotiated order approach, this study seeks to explore those backstage behaviors concerning information control and negotiations between the Chinese government and journalists from different places over the questioning opportunities, to ascertain how the Chinese political images have been managed through the Chinese Premier’s Press Conference (CPPC) over the past 20 years. Given the CPPC’s specific overlapping structural and situational contexts, I argue that some unwritten rules, for example, the countries or regions the journalists come from, the media properties and the personal relationships, play a crucial role in deciding and negotiating “who can ask” and “what to ask” at the press conference. As such, part of the organization of the CPPC could be considered as the result of negotiated order. This leads us to rethink how political power exercises in a special-cultural context through controlling, influencing, and sustaining definitions of a situation, in conformity with which others can only act in the manner prescribed.

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## Communication Technology 2014 Abstracts

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### Faculty Papers

**Multiple uses. Diverse effects? The impact of mobile phone usage on social capital and subjective well-being • Michael Chan, Chinese University of Hong Kong •** The number of mobile phone subscriptions worldwide has reached almost 7 billion in 2013. Therefore, the social and psychological consequences of the technology are of great interest to new media scholars and policy makers. Adopting an affordance-based approach, this study examines how different uses of the mobile phone are related to individuals’ subjective well-being and social capital. Findings from a national survey showed that both voice and online communication with the mobile phone is positively related to various indicators of subjective well-being and bonding and bridging capital. Moreover, both bonding and bridging capital mediated the relationship between mobile phone use and subjective well-being. On the other hand, non-communicative uses such as information seeking activities were negatively related to positive affect and passing time activities were positively related to negative affect. Implications of the findings are discussed.

**The Extended iSelf: The Impact of iPhone Separation on Cognition, Emotion, and Physiology During Cognitive Tasks • Russell Clayton, University of Missouri; Glenn Leshner, University of Missouri •** This study uniquely examined the impacts on self, cognition, anxiety, and physiology when iPhone users are unable to answer their iPhone while performing cognitive tasks. A 2 x 2 within-subjects experiment was conducted. Participants (N = 40 iPhone users) completed two word search puzzles. Among the key findings from this study were that when iPhone users were unable to answer their ringing iPhone during a word search puzzle, heart rate and blood pressure increased, self-reported feelings of anxiety and unpleasantness increased, and self-reported extended self and cognition decreased. These findings suggest that negative psychological and physiological outcomes are associated with iPhone separation and the inability to answer one’s ringing iPhone during cognitive tasks. Implications of findings are discussed.

**Navigating through the Bulls and Bears on the Web: Balancing Information Literacy Skills and Self-Efficacy • Bo Ren Ang; Zhao Yao Lam; Jion Chun Teo; Pamela Ting Jun Chan; Debbie Goh, Nanyang Technological University •** Young investors increasingly turn to the Internet for financial information. Through a cross-sectional study of young investors in Singapore, the empirical components of information literacy skills and self-efficacy in information use were analysed and compared on using quality financial information online. The components were examined across demographics, financial literacy, digital skills, and investing experience. This study fills the literature gap by proposing a balance of high information literacy skills with a strong sense of self-efficacy.

**Building Brand-Consumer Relationships on Facebook: Effects of Socialness in Brand Communication and The Control on Consumer Feedback • Jin Hammick, Flagler College •** Grounded in relationship marketing theory and social response theory, this study investigates the potential of Facebook as a brand-consumer relationship channel in two ways: socialness in brand communication and brand’s control on consumer feedback. A 2x2 experimental study revealed that socialness and feedback control are essential predictors for consumers’ perception on brand trustworthiness, relationship commitment and brand attitude. Interaction effects were found on commitment and brand trust.

**News Informatics: Engaging Individuals with Data-Rich News Content through Interactivity in Source, Medium, and Message** • S. Shyam Sundar, The Pennsylvania State University; Haiyan Jia, The Pennsylvania State University; Saraswathi Bellur; Jeeyun Oh, Robert Morris University; Hyang-Sook Kim, St. Norbert College • This paper introduces the concept of “news informatics” to refer to journalistic presentation of big data in online sites. It argues that for users to be engaged with data-driven public information, sites ought to incorporate interactive tools so that users can extract personally relevant information. Three different kinds of interactivity proposed by Sundar (2007) are empirically tested in a 2 (modality) × 3 (source) × 2 (message) field experiment (N = 166) with a data-rich site.

**Senior Citizens on Facebook: How do they Interact and Why?** • Eun-Hwa Jung, The Pennsylvania State University; S. Shyam Sundar, The Pennsylvania State University • This study investigated why senior citizens use Facebook and how they participate in specific activities on Facebook in order to gratify their needs. A survey of 440 seniors revealed four primary motivations: social bonding, social bridging, curiosity, and responding to family-member requests. Regression analyses indicate that social bonding is a major motivation, which leads to more activities on Facebook, greater Facebook use and higher satisfaction with using Facebook. Message-interactivity features lead to greater Facebook use.

**Mobile Communication for Human Needs: A Comparison of Smartphone Use between the US and Korea** • Seok Kang, University of Texas at San Antonio; Jaemin Jung • This study deals with two studies that develop and compare a measure and model of hierarchical needs of smartphone use from U.S. and Korean users. The first study examines the dimensionality of measure by conducting an exploratory factor analysis on 398 U.S. and 331 Korean college students. Results identified five constructs of the smartphone basic needs (SBN) scale from the two samples: physiological, safety, belongingness, self-esteem, and self-actualization. The second study examines the relationships between the SBN and use behavior, which leads to life satisfaction. The relationship of the constructs was theoretically synthesized and tested. Results indicate that both samples believe that the smartphone fulfills the needs of safety and self-actualization that predict smartphone use and life satisfaction. Theoretical and cross-cultural implications are discussed.

**Look, Where I am! Examining the Relationship between Motivations of Mobile Check-ins and User Privacy Concerns** • Hyang-Sook Kim, St. Norbert College; Nichole Wierzbna • Given the popularity of checking in at a location via mobile phone, little research has examined germane motivations tied to check-in as a form of in-group electronic word-of-mouth, and related concern of privacy. A survey with 174 college students found mixed relationships between motivations of location check-in and students' privacy concerns online. Students' competence and involvement with mobile phone showed mixed relationships with check-in motivations as well. Details of the findings and implications were discussed.

**Predicting Retweet Behavior in Breast Cancer Social Networks: Network and Content Characteristics** • Eunkyung Kim, University of Georgia; Jiran Hou; Jeong-Yeob Han, University of Georgia; Itai Himelboim, University of Georgia • The study explores how social media, especially Twitter, serves as a viable place for communicating about cancer on Twitter cancer community. Using a two-step analytic method that combines social network analysis and computer-aided content analysis, this study investigates 1) how different types of network structure explain a retweeting behavior, and 2) what type of tweet is retweeted and why some messages attract more interactions among users. The analysis has revealed that messages written by users who have a higher number of followers, a higher level of personal influence over the interaction, and closer relationships and similarities with other users were retweeted. In addition, a tweet message with higher level of positive emotion was retweeted, while a tweet message with higher level of tentative words was not retweeted.

**When Scientists Talk to the ‘Rest of Us’: Using the Technology Acceptance Model to Explain Scientists’ Use of New Media to Communicate with the Public** • Anthony Dudo, University of Texas at Austin; Allison Lazard, University of Texas at Austin; Lee Ann Kahlor, UT Austin; Niveen AbiGhannam, University of Texas at Austin; Ming-Ching Liang • This study provides an examination of scientists' adoption of new media for public communication. Using a sample of research scientists and the Technology Acceptance Model to specify a structural model that explicates scientists' online public communication behavior, we found support for 30% of the variance in our dependent variable. Our analysis fills a gap in the science communication literature and provides actionable insights for practitioners seeking to improve scientists' public communication abilities.

**Who Put Their Best Face Forward on Facebook? : Positive Self-Presentation in Online Social Networking and the Role of Self-Consciousness, Actual-to-Total Friends Ratio, and Culture** • Jong-Eun Roselyn Lee, Ohio State University; Minsun Shim, Inha University; Yeon Kyoung Joo, Stanford University; Sung Gwan Park, Department of Communication, Seoul National University • This study investigated the roles of self-consciousness, actual-to-total Friends ratio, and culture on positive self-presentation on Facebook. A cross-sectional survey was conducted with Facebook users in the U.S. (n = 183) and South Korea (n = 137). The results showed that U.S. participants, compared with South Koreans, engaged in positive self-presentation to a greater extent. The data further demonstrated that culture significantly moderated the effects of public self-consciousness and actual-to-total Friends ratio on positive self-presentation.

**What Makes Us Click “Like” On Social Media? Examining Psychological, Technological, and Motivational Factors On Virtual Endorsement** • Shu-Yueh Lee, Department of Journalism, University of Wisconsin Oshkosh; Sara Steffes Hansen, Department of Journalism, University of Wisconsin Oshkosh; Jin Kyun Lee, Hongik University • This study examines motives for virtually endorsing others on social media, focusing on the Facebook “like” function. Motives are studied in terms of Uses and Gratifications, Theory of Reasoned Action, and personality and technology factors. Data from an online survey of 213 respondents were examined using factor- and hierarchical-regression analyses. Findings showed enjoyment and interpersonal relationship as most salient motives. Two types of user profiles emerged. Those with higher self-esteem, more diligence, more emotional stability, and less subjective norm

clicked "like" to express enjoyment. Those with lower self-esteem, less diligence, less emotional stability, and higher subjective norm clicked "like" for pleasing others.

**Internet Alternative Media Usage and Oppositional Knowledge • Francis L. F. Lee, Chinese University of Hong Kong** • The Internet has been regarded as an important platform through which citizens can get informed about politics and public affairs. Different types of websites or content, however, may convey different types of political knowledge. This study focuses on the impact of Internet alternative media on audience's levels of oppositional knowledge, defined as knowledge about facts and concepts that are instrumental in the formation critical attitudes toward dominant power and generating support or participation in oppositional actions. The empirical analysis examines three types of oppositional knowledge: factual information about oppositional groups and figures, negatively valenced cognitions about dominant power, and understanding of the concept of civil disobedience. Analysis of survey data from Hong Kong shows that Internet alternative media usage relates positively to factual information about movement groups and activists and understanding of civil disobedience, while it has only very limited relationship with traditional and non-oppositional forms of political knowledge. Oppositional knowledge also mediates the impact of Internet alternative media on support for a planned civil disobedience campaign and general protest participation.

**Participatory Expressions in Blogs and Microblogs: A content analysis of bloggers' posts in two Chinese news portals • Xigen Li; Jing Xia** • Informed by adaptive structuration theory, this study examines to what degree bloggers in China adapt to the new communication structure, and use blog and microblog for participatory expression on public welfare, and social and political issues. The results offer insights into the changes brought by communication technology and the adaptive structuration process of bloggers in their transfer from blog to microblog. The findings highlight the stronger function of microblog in participatory expression compared to blog.

**Media Doxxing as Invasion of Privacy: An analysis of online comments • Jasmine McNealy** • Doxxing is the revelation of personally identifiable information on the Internet. And it is not solely nefarious Internet hackers who disclose information; news organizations, too, have engaged in doxxing. This case study examines the reaction to a media doxxing by conducting a qualitative content analysis of the comments left on the online article. In particular, this study explores whether the comments thought the doxxing was an invasion of privacy.

**Gaming social capital: Finding civic value in multiplayer video games • Logan Molyneux, University of Texas; Krishnan Vasudevan, The University of Texas at Austin; Homero Gil de Zuniga, University of Vienna** • Previous research suggests that social interactions in video games may lead to the development of community bonding and pro-social attitudes. Results from a national survey of U.S. adults finds that gamers who develop ties with a community of fellow gamers possess gaming social capital, a new gaming-related community construct that is shown to be a positive antecedent in predicting both face-to-face social capital and civic participation.

**Diffusion of Social Media Campaign Effects: Moderating Roles of Social Capital in Anti-Smoking Campaign Communications • Kang Namkoong, University of Kentucky; Seungahn Nah, University of Kentucky; Stephanie Van Stee, University of Missouri – St. Louis; Rachael Record, University of Kentucky** • This study examined the effects of a social media campaign on persuasive intentions to encourage others to stop smoking and comply with anti-smoking policy as well as the roles of social trust and community life satisfaction. Our 201 subjects were randomly assigned to an experimental condition: 'campaign message reception only' or 'message reception and expression.' Social trust and community life satisfaction interacted with treatment condition to positively affect persuasive intentions, but in different ways.

**The possibilities of proximity: Mobile effects on a traditional news factor • Brett Oppegaard; Michael Rabby, Washington State University** • Proximity, or geographical nearness, of the audience to the news event has been a fundamental factor for determining localized media content for generations. Practitioners and scholars generally understand that the closer a person is to the place of the news happening, the more interested that person might be in the information. Mobile technologies, with location- / spatial- / contextual-awareness capabilities, have raised many related issues about the potential for journalism to make better connections to contemporary audiences through the customization of content based on issues of place. In terms of such tailoring, mobile devices allow novel kinds of news connections, based on the nearness to a physical stimulus. To examine these phenomena, an app was developed around The Old Apple Tree, the matriarch of Washington state's apple industry. The mobile content – providing service-journalism context to connect the tree, the industry, the annual festivities, and the place – then was shared with people in the presence of The Old Apple Tree during the festival, as well as at a holiday festival a half-mile away and a couple of months later. The results show a significant difference in the responses by the audiences, based on proximity. Proximity therefore could be a key consideration in the generation of new forms of mobile news.

**Explicating Net Diversity in Longitudinal Assessment • Yong Jin Park, Howard University** • This study tracks the increasing supply of Internet access and the diversity of Internet use by analyzing data from the three waves of a survey conducted in the U.K. in 2005, 2007, and 2009. Data on Internet access and three dimensions of online use (civic/governmental, economic, and news/information) reveal that Internet offers a promise of diversity, but also presents systematic divides in which the increase in benefits (of Internet capacities and actual consumed) does not uniformly occur, while the impacts of social disparities remain constant over time. Our discussion addresses how characteristics of social backgrounds are salient in harnessing types of Internet use.

**Online vs. Face-to-Face Self-Disclosure among AA Members • Stephen Perry, Illinois State University; David Jackiewicz, Kellogg Community College** • Self-disclosure is an important part of the recovery process articulated in the Alcoholics Anonymous literature. Some studies of online support groups have shown greater social support and propensity for self-disclosure through attendance in online meetings than in face-to-face meetings, a concept that seemed to be supported by hyperpersonal communication theory. This study chose to investigate whether self-disclosure is enacted and perceived differently for AA members based on their predominant type of meeting attendance. Survey findings indicate that participants are more willing to disclose during face-to-face meetings than they are online in

both the honesty and depth self-disclosure dimensions. Only reciprocity was statistically unchanged across the meeting types.

**News Recommendations from Social Media Opinion Leaders: Effects on Media Trust and Information Seeking • Jason Turcotte, Chance York, Louisiana State University; Jacob M. Irving, LSU; Rosanne Scholl, LSU; Ray Pingree, Louisiana State University •** In today's polarized news environment, social media offers a forum for both diverse viewpoints and an exchange of opinions. This experiment found that a recommendation for a news article made by a real-life Facebook friend increased trust of and reliance on the news outlet where the article appeared, but only if the friend was perceived as an opinion leader. The reverse was true for recommendations from poor opinion leaders. Implications for democracy and the news business are discussed.

**Applying the Theory of Reasoned Action to Student-Teacher Relationships on Facebook • Pavica Sheldon, University of Alabama – Huntsville •** The purpose of this study was to investigate professors' and students' intentions to add each other as friends on Facebook. Participants were 160 college professors and 249 students from different American universities. Consistent with theory of reasoned action, intention was the strongest predictor of them adding each other as Facebook friends. However, among faculty members, a personal attitude was the most significant predictor of the intention to add students as friends. For students, subjective norm was the most significant predictor of the intention to friend professors. Overall, students had positive beliefs about other people's approval of their Facebook friendships with professors – while faculty had slightly negative beliefs about what others would think of them being Facebook friends with students.

**Cyberbullying YouTube videos: What makes them different and what makes them viral? • Karen Smreker, Michigan State University; Tegan Smischney, Michigan State University; Saleem Alhabash, Michigan State University •** The phenomenon of cyberbullying is ever growing with the increasing sophistication of information communication technologies. Victims and aggressors have used social media platforms to discuss this issue. The current study analyzed 315 YouTube videos dealing with cyberbullying and explored differences among source attributes and content attributes. Additionally, the study explored how source and content attributes predict the virality of cyberbullying YouTube videos (views, likes, and comments). Findings showed that the number of views, likes, and dislikes differed significantly as a function of the type of source featured in the YouTube videos. Findings are discussed within the framework of advancing our understanding of cyberbullying and in relation to creating more effective campaigns to curb the prevalence and effects of cyberbullying.

**Is a “sticker” worth a thousand words? The effect of Line character sticker use on relational intimacy • Shaojung Sharon Wang, National Sun Yat-sen University; Cai-Wei Peng, National Sun Yat-sen University, Taiwan •** This study investigated how Line character sticker use may contribute to the perception of intimate experience and ultimately enhance relationship satisfaction in both positive and negative emotion situations. A 2 (situation valance: positive emotion, negative emotion) × 3 (response style: text, sticker, text, & sticker) × 3 (scenario: career, romance, education) factorial experiment was employed. The results revealed significant main effects of situation valance and response type on intimate experience. Specifically, a partner's supportive response during positive event disclosure can better predict the sense of intimate experience. Findings here suggest that the intimacy model in the FtF situation can still effectively explain how intimacy is fostered in the mobile communication environment. The hyperpersonal model is further extended to the effect of nonverbal cues in creating intimacy.

**Why do we Pin? New Gratifications explain Unique Activities in Pinterest • Ruoxu Wang, The Pennsylvania State University; Fan Yang; Saijing Zheng; S. Shyam Sundar, The Pennsylvania State University •** Pinterest is now the third most popular SNS after Facebook and LinkedIn. An online survey (N=113) was conducted to explore the relationships between 23 affordance-based gratifications derived from MAIN model (Sundar, 2008) and ten different Pinterest behaviors. Our study revealed that a brand new set of gratifications (specific to digital media) predicted a whole lot of user behaviors in Pinterest. As we analyzed the data, four findings were especially interesting: 1) People who felt that they had a higher degree of ownership from their curating activity were more likely to be frequent pinners; 2) Those who perceived Pinterest as being cool were likely to be more frequent browsers; 3) Those who thought that they were the source of Pinterest content were more likely to create boards frequently; and 4) Those inclined to browse freely in Pinterest were less likely to invite others to pin the boards they created. Theoretical and design implications were discussed.

**Attacks by “Anons”: A Content Analysis of Status Negotiations in Aggressive Posts, Victim Responses, and Bystander Interventions on a Social Media Site • Rachel Young, University of Iowa; Stephanie Miles, University of Iowa •** Though the incidence of cyberbullying is far outpaced by incidence of bullying face-to-face, the experience of perceived online victimization is relatively common among adolescents. The affordances of social media sites, such as anonymity and asynchronicity, inform status negotiations among online aggressors, victims, and supportive bystanders. This quantitative content analysis investigates more than 1,000 question-answer dyads from 78 social media profiles to determine which rhetorical strategies are used most frequently and how strategies vary by roles within an online encounter. We found that victims and bystanders as well as aggressors used the anonymity affordance to demonstrate social strength. In addition, most profile owners received at least one supportive comment, and certain responses from victims determined the nature of subsequent comments, be they neutral, supportive, or aggressive. This exploratory research suggests many areas for future study that will inform interventions to encourage effective victim and bystander responses in cyberbullying.

### Open Competition

**Understanding Generational Differences in the Relationship Between Online Banking and Online Security • Saleem Alhabash, Michigan State University; Shelia Cotten, Michigan State University; Hsin-yi Tsai; Nora Rifon, Michigan State University; Robert LaRose, Michigan State University •** Age differences in the use of communication technologies are often noted as barriers to adoption. However, age in itself is not necessarily a barrier when the

communication technology in question offers benefits to older adult users and when the associated risks are manageable. The present research integrates online safety and online banking research to examine generational differences in the acceptance of communication technology in the presence of financial risk to the user. Diverse Mechanical Turk samples of Millennial, Baby Boomer, and older (Silent and GI) generation adults were surveyed. Multiple regression analyses of online banking adoption intentions showed that trust in online banking providers and coping self-efficacy were variables that distinguished the generations.

**I thought you would like to know: Exploring motivations for sharing sports news on Twitter • Jan Boehmer, Michigan State University; Edson Tandoc, Nanyang Technological University** • The present study explores motivations of content sharing on Twitter in the context of sports news employing a two-step text-based analysis combining qualitative and quantitative approaches. First, a grounded theory approach is used to create a typology of motivations from open ended survey-questions. Categories are then used to classify all responses and compute a regression model predicting individuals' intentions to share. Main motivations include the informativeness of the tweet and considerations about the perceived audience.

**Revisiting the Contact Hypothesis in Computer-Mediated Communication: Effects of Different CMC modes and Attitude Strengths on Intergroup Relationships • Bolin CAO; Wan-Ying Lin** • This study applies the contact hypothesis in the computer-mediated communication (CMC) situation and examines whether intergroup contacts would facilitate intergroup relationships. The effectiveness of different CMC modes, particularly text-based and video-based, was investigated. Participants (N=60) interacted with a confederate from the conflicting outgroup via either text-based CMC or video-based CMC. The results revealed that video-based CMC exerted more influence in improving participants' attitudes towards the targeted outgroup member than did text-based CMC. Nevertheless, neither text-based nor video-based CMC helped promote positive attitudes towards the outgroup as a whole. On the other hand, prior attitude strengths significantly predicted individuals' attitude change towards the outgroup. The role of social identity model of deindividuation effects (SIDE) in intergroup contacts was discussed.

**Factors Affecting Internet Diffusion in China: A Multivariate Time Series Analysis • Guangchao Feng, Jinan University** • Based on previous studies and theories, a framework called EPIC (Economy-Policy-Infrastructure-Content) was proposed and a multivariate time series analysis was performed to examine the relationships between Internet diffusion and these factors. The growth of Internet penetration was found to be mainly driven by Internet access cost and content, and yet GDP per capita and telecommunications infrastructure failed to play roles. The implications were discussed at last.

**Entertain me now, later and when I want: The Uses and Gratifications of College Students' Consumption of Current Events on Social Media • Jack Karlis, Buffalo State College** • Social media is a dominant news source among the college students. This study examines the "what" or different dimensions of news and the "why" or uses and gratifications that college students use current events on social media. This study adds to the existing body of uses and gratification literature. This study found five gratifications (information seeking, surveillance/guidance, voyeurism and social interaction), including one unique to current events on social media, perpetual entertainment. This study also looked at the predictors of recall and general use from current events on social media by college students.

**TV takes in Social: Psychological predictors of social TV viewing motivations and audience activity on SNSs • Hongjin Shim; Yeonkyung Lee, University of S. Korea; Hyunjin Song** • This paper investigates the relationships between motivations, audience activity, and psychological traits of 442 social TV drama viewers. Audience activity on SNSs were identified as dissemination and reception and, during such activities, the respondents' motivations for Social TV use were driven by co-viewing, engagement, and passing time. While co-viewing and engagement were relevant to either reception or engagement, passing time was related to both activities. Psychological traits also predicted the motivations: innovativeness and BAS were significantly associated with all motivations but BIS. Results suggest that social TV viewers would attempt to transform conventional ways of audience activity into new practices on new media influenced by their psychological traits reflecting motivations.

**Old Programs, New Channels: A Uses and Gratifications Approach To Internet Television • Nai-Se Li, Mindshare; Jay Newell, Iowa State University** • Television shows once available only on conventional TV in homes on specific days and times are now available via Internet TV in nearly any location, 24 hours a day. While some shows may be the same on conventional TV and Internet TV, the motivations for viewing may be different for each platform. This study employs a uses and gratification approach to compare audience rationales for watching program-length content on conventional TV to watching the same content type on Internet TV.

**Revisiting group size effects: group size and member participation in an online community • TAE JOON MOON, University of Wisconsin – Madison; Ming-Yuan Chih, University of Kentucky; Dhavan Shah, University of Wisconsin – Madison; David Gustafson, University of Wisconsin – Madison** • This study investigates how group size influences the patterns of member participation and attachment in an online community. Reconciling competing views on group size effects, this study suggests that the effects of group size can be understood as a non-linear fashion and adopts a two-step analysis (i.e., multiple-curve estimation procedure and confirmatory hierarchical regression analysis) to determine the optimal models which best explains the relationships between group size and member participation/attachment. By analyzing 236 members' use behavior in an online support community during 48-month period, the present study found a negative logarithmic relationship between group size and participation; member participation sharply decreased at the initial stage as group size increased, yet the rate of decrease kept decelerating. The relationship between group size and member attachment was best explained by a quadratic curve model; member attachment decreased at the earlier stage until group size reached a certain threshold (around 250 in this study) but turned to increase thereafter as the group grew. Given the observed curvilinear relationships, a desirable group size to alleviate negative effects and increase positive effects of group size is further discussed.

**Impression formation on social media from the viewer perspectives • Yi Mou; Mike Miller** • The question of how impression is formed online – especially on social media – has triggered a lot of research interest. While traditional impression formation literature mainly looks at this issue from the source perspective, little attention is paid from the viewer or audience perspective. As anecdotal evidence and scientific inquiry accumulated, viewer's identity is called into the question of how and why a certain impression is formed. Under the guideline of self-categorization theory, this study aims to provide some insights on impression formation from a viewer perspective. An online experiment was conducted based on a 2 (microblog post topic: personal vs. professional) X 2 (fans count: few vs. many) between-subjects factorial design. Under each condition, a mock-up microblog page of a fictitious college professor was presented to respondents before they were asked to evaluate this "professor". The results indicate that teacher respondents and student respondents rate the likability and credibility of this professor differently. Theoretical implications are discussed.

**Who said that? A persuasion knowledge perspective for understanding the effect of social distance and source expertise on social networking sites (SNS) • Yoon Hi Sung; Chang-Hoan Cho; Young Woong Shin** • This study explored the effect of social distance and source expertise on the effectiveness of brand message on social networking sites (SNS) based on persuasion knowledge model. A 2 (social distance: close vs. distant) x 2 (source expertise: expert vs. non-expert) x 2 (product types; search goods vs. experience goods) experimental study was conducted. The structural equation modeling was used.

**Break it to me gently: Twitter bypasses traditional media for breaking news, but where does it lead people next? • Edson Tandoc, Nanyang Technological University; Erika Johnson, University of Missouri** • This study sought to determine the news consumption pattern of college students by asking where respondents get breaking news and where this source leads them next. Guided by the framework of niche theory and theory of relative constancy, we predicted that social media, particularly Twitter, is displacing traditional news media at least for the gratification of learning about the news first. The findings based on an online survey (N=224) supported this general assumption.

**Issue-Specific Engagement: How Facebook Contributes to Opinion Leadership and Efficacy on Energy and Climate Issues • Emily Vraga, George Mason University; Ashley Anderson, Department of Journalism & Technical Communication; John Kotcher, George Mason University; Edward Maibach, George Mason University** • While social media are increasingly studied for their political impact, not enough is known about how distinct forms of Facebook activity – such as general news consumption and expression vs. issue-specific activism – explain attitudes towards a particular issue. Using a Republican sample, we demonstrate that only issue-specific advocacy on Facebook is associated with a greater sense of personal influence on the issue of climate change, suggesting distinguishing between types of Facebook activity is important.

**Can You See Me? Teenagers' Self-Disclosure on Social Network Site, Regret of Posting, and Social Capital • Wenjing Xie; Cheeyoun Kang, Southern Illinois University Carbondale** • Self-disclosure is popular on social networking site. Using survey data from Pew Research Center's Internet & American Life Project, this study tries to provide an overall picture of teenagers' self-disclosure on SNS. We further examine how demographic variables, SNS use, different types of friends, trust, and privacy control behavior influence self-disclosure, regret of posting on SNS, and social capital. We find that though teenagers reveal moderately high level of personal information on SNS, they don't disclose all types of personal information equally. Hierarchical regression analysis shows that demographic variables and anecdotal factors such as SNS use frequency, network size, SNS friend type, trust, and privacy control behavior are related to self-disclosure on SNS and regret of posting. Self-disclosure and privacy control behavior also predict teenagers' social capital.

**How Public Relations Practitioners Perceive Social Media Platforms? A Media Richness Perspective • Ana Isabel Gonzalez Michel, Albertus Magnus College; Thomas E. Ruggiero, The University of Texas at El Paso; Kenneth "C.C." Yang, The University of Texas at El Paso** • Prior studies on the use of social media by public relations professionals lacked the theoretical framework to fully evaluate the richness of this emerging communication platform. On the basis of Media Richness Theory, the researchers assessed the perceptions of 162 PR professionals from a national sample to identify emerging media richness dimensions that are not the same as those in the previous media richness theory. This study suggests that social media not simply be compared to traditional media, but demonstrates a unique medium characteristics. Both theoretical and managerial implications are discussed.

**Take a break: Examining College Students' Multitasking Activities During a Study- or Work-Related Task • Shupef Yuan, Michigan State University; Anastasia Kononova, Michigan State University** • The survey explored how frequently college students engage in multitasking with social media, texting/instant messaging (IM), and music while studying/working and what motivates them to multitask. Checking Facebook, texting/IM, and listening to music were the most popular activities. Five media differed by strongest multitasking motivations. Habit was the dominant motivation predicting frequency of using media during a work- or study-related task. Passing time, escape, socialization, and efficiency predicted the extent of multitasking on different instances.

**A Review of the Scholarly Literature on the Role of Social Media in Social Capital • Weiwu Zhang, Texas Tech University; Alan Abitbol** • This paper attempts to provide a critical review of the growing empirical literature on the influence of social network sites on social capital (2004-2014). It summarizes the major findings, identifies the thematic patterns of influences of SNSs on social capital in such diverse areas as trust, civic and political participation, bridging and bonding social capital, campaigns and mobilizing and negative outcomes, locates gaps in the current literature, and provides suggestions for future studies.

#### **Student Papers**

**Nature and Effectiveness of Online Social Support for Intercultural Adaptation of Mainland Chinese Overseas Students • Liang Chen, Nanyang Technological University; Xiaodong Yang, Nanyang Technological University** • Mainland Chinese students have been flocking to universities or colleges in Singapore. Inevitably, these students have encountered difficulty in adapting to their new life. An online social support group called Living in Singapore Group (LSg), a sub-forum

of the most popular forum on Chinese overseas study created in April 2000, provides various types of social support messages for Mainland Chinese students in Singapore. This research explores the nature and effectiveness of these messages. A directed qualitative content analysis was applied in Study 1 to analyze 1,736 posted messages collected from July 6, 2012 to February 6, 2013. The results suggest that social support messages can be categorized into subcategories of the three existing main categories, namely, informational, instrumental, and emotional, as well as the new category called network support. In-depth interviews were conducted with 21 LSG members in Study 2. The results demonstrate that social support messages provided by this group have effectively helped Mainland Chinese overseas students in intercultural adaptation, especially in the early cross-cultural adaptive phase.

**The displacement effect between competing social network services: Examining uses-and-gratifications of WeChat and Weibo in China • Di Cui; Guangsheng Huang** • The worldwide proliferation of social network services necessitates a move beyond studying the adoption of any single social network service. However, little research has discussed the competition between different social network services. Taking the uses-and-gratification perspective, this study explores the potential displacement effect between two most popular social network services in China: WeChat and Weibo. Adopting both the media-centric and user-centric approaches, we attempted to explain the displacement effect by examining gratification-opportunities of and gratifications-obtained from WeChat and Weibo respectively. Based on an online survey (N = 395), we found that WeChat was displacing Weibo among young users. The growing preference on WeChat was driven by its instant messaging as gratification opportunity and sociability, entertainment and peer approval as gratifications obtained. Our analysis meanwhile reveals that the user-centered approach is more effective in explaining the displacement between similar social network services in competition.

**Understanding the Behavior of Abstaining from Contributing to Product Reviews on the Web: Motivational and Attitudinal Approaches • Youngsun Kwak, University at Buffalo; Amanda Damiano, University at Buffalo; Ji Hye Choi, University at Buffalo** • There are endless reviews one can read online about products. While many studies have examined a contributor's side of product reviews, research is limited because only a small number of people write comments about products. This study evaluates those who abstain from contributing to product-reviewing on the web; specifically by employing motivational theories as well as attitudinal theories. Focus group interviews were undertaken as a way to gauge thoughts, opinions, and feelings of non-contributors. It was determined that there may be several reasons why people do not contribute to online product reviews, including lack of autonomy, feelings of having less competence, a weak sense of belonging, as well as a negative attitude toward product reviews in general. These findings serve as an important step in developing a questionnaire for future research. Furthermore, this information serves a practical use in providing the creators of these products with insightful consumer thoughts.

**How Does the Audience Respond to Cancer Videos? A Content Analysis of YouTube Comments • Jingjing Han, Indiana University** • This exploratory study examined how YouTube users respond to cancer knowledge-based videos. Language analysis was applied to understand the audience's emotions, the way to process information and their most concerned themes. There are 3,453 comments on YouTube were analyzed in sentiment analysis and Linguistic Inquiry and Word Count Analysis (LIWC), while 200 comments were manually categorized into the fourteen themes. Results show that there are four top themes that are salient among the comments, i.e. giving cancer medical/treatment information, giving basic cancer knowledge, asking intelligent support about cancer, and appreciation for others' support /video content. Furthermore, the audience processes the videos more emotionally than cognitively, and there are more negative responses to the videos. Interestingly, the positive valence of the message is positively correlated with the negative valence. Interpretations and implications were discussed.

**Who use more emoticons? Who anthropomorphize more?: Cultural and Gender Differences in Emoticons Use on IM • Soyoung Jung, Syracuse University; Joon Kyung Kim, Syracuse University; Li Chen, Syracuse University** • An online survey (N=110) examined how IM users use emotions when they are chatting through IM based on cultural and gender differences. Drawing on culture dimension theory and high- versus low-context culture theory, two independent variables were examined; the tendency to individualism/collectivism, and masculinity/femininity. Based on two popular platforms (Facebook Messenger and KakaoTalk), the results showed that there is a correlation between cultural/gender difference and emoticons use satisfaction, especially anthropomorphism tendency toward the emotions. The results showed that there is a correlation between cultural/gender difference and emoticons use satisfaction, especially Anthropomorphism. People who have the tendency towards collectivism showed greater satisfaction than those who have the tendency towards individualism. In addition, people who have the tendency towards femininity exhibited more satisfaction with emoticon use than those who have the tendency towards masculinity. As a result, the findings of this study suggest that individuals' tendency to individualism/collectivism and masculinity/femininity has the correlation with their satisfaction with emoticon use in IM.

**Examination of Perception and Evaluation for Smartphone Addiction during a Communication Blackout • Chang Sup Park** • The smartphone, through its small size, ease of use, proliferation of free or cheap apps, and constant connectivity, changes our life in a way that goes well beyond what we experienced with previous media. This study examined smartphone users' self-perception and evaluation for their addictive behaviors during a communication blackout that lasted six hours in recent South Korea. Based on the interview of 20 smartphone users, this study distinguished heavy smartphone users into two groups – people who depend on their smartphone emotionally and people who depend on it functionally. The current study found that the former group was more reluctant in acknowledge negative aspects of the smartphone than the latter group. In addition, functionally-dependent users were more willing to change their addictive behaviors than emotionally-dependent people. Heavy smartphone users, regardless of their type of overdependence, denied that they were addicted to the smartphone. Implications of the study are discussed.

**Who Sets the News Agenda on Twitter? Journalists' Posts During the 2013 Government Shutdown • Frank Michael Russell, University of Missouri/Missouri School of Journalism; Marina Hendricks; Heesook Choi; Elizabeth Conner Stephens** • This study examines how journalists use Twitter, specifically whether any difference exists in linking and attribution behavior between journalists for traditional and online news organizations. An analysis

was conducted of 40 journalists' tweets during the 2013 government shutdown. When they were not linking to their own news organizations, journalists were more likely to link to traditional than online news sites. They also were found to prefer a politics frame over an impact frame.

**Predictors of Male Players' Harassment Behavior in Online Video Games • Wai Yen Tang, Ohio State University; Jesse Fox, Ohio State University** • Online video game play affords connectivity and social interaction among players from around the world. This connectivity also brings undesirable behaviors, however, and online harassment is becoming a pervasive issue in the gaming community. In this study, we sought to determine what personality traits and game-related variables predicted harassment behaviors in online video games. Male players of online video games (N = 439) were invited to participate in an anonymous online survey. Similar to previous research on harassment in other domains, social dominance orientation and hostile sexism predicted higher levels of both sexual harassment and general harassment in online games. Game involvement and weekly play time were additional predictors for general harassment. Implications for the social gaming environment are discussed.

**Journalists and Bloggers. Social media interpretive community in Nicaragua • Emilia Yang** • This paper is an analysis of how journalists and bloggers of Nicaragua—a country where independent journalists are constantly harassed for trying to do their work—use social media to develop an interpretive community online. Debates and discussions within the community of journalists and bloggers created a virtual public sphere, and were analyzed through online observation, interviews, and a survey. The key findings are that social media have replaced analog forms of interaction among this community and are gradually creating cohesion among journalists and bloggers in Nicaragua. Respondents cited Twitter as the most useful social media platform for conversations about journalistic practices, common struggles, and other subjects related to the national news agenda. Social media are especially useful for discussing current political topics, most importantly, cases of governmental repression against journalists. The research infers that the online discourse among journalists and bloggers has created a sense of community and solidarity within the group, even creating feelings of a shared responsibility to add content and engage in online debates about current events.

**The Implications of Social Capital for SNS Use: A New Trend with Moderating Effect of Communication Anxiety • Pei Zheng, University of Texas at Austin; Xiaoqian Li, University of Texas, Austin** • This study suggests a new trend of how social capital would actually affect use of social networking sites (SNSs). Using the data from 568 college students in China, regression results show that both bridging and bonding social capital are positively associated with intensity of SNS use after controlling for key demographic factors. Moreover, communication anxiety is found to moderate the effect of social capital (bridging and bonding) on intensity of SNS use. Specifically, for students with lower communication anxiety, the relationships between bonding and bridging social capital and intensity of SNS use are stronger than do those with higher communication anxiety. Taken together, this study contributes to the literature of social capital and SNS use by examining the possible impact of social capital on SNS use. Also, the moderation effect of communication anxiety on the association between social capital and SNS use may be better explained when taking into account the collectivism cultural context of China. Connection and relationship is a central idea in Chinese society, therefore people regard social capital as interdependence even in the online environment. As a consequence, people who are more anxious in communication would be more concerned and careful in managing their online relationship than people who are less communication anxious, which lead to a weakened interaction between social capital and SNS use.

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## Journalism & Mass Communication Quarterly/Spanish

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*(English Version & Spanish Translation)*

[Publics, Policies, and Social Control](#)

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#### **Drug Abuse Violations in Communities: Community Newspapers as a Macro-level Source of Social Control**

Masahiro Yamamoto and Weina Ran

##### **Abstract**

This study conceptualizes community newspapers as a unique community-level resource that promotes community social control. Specifically, community newspapers were hypothesized to have negative effects on drug abuse violations, both directly and indirectly, as mediated by civic engagement. Results indicate that a macro-level measure of community newspapers had an indirect negative effect on drug abuse violations through its positive effect on civic engagement. Implications are discussed for the role of community newspapers in building a healthy community.

#### **Violaciones Abuso de drogas en las comunidades: Periódicos comunitarios como a nivel macro Fuente de Control Social**

Masahiro Yamamoto y Weina Ran

##### **Abstract Traducción español**

En este estudio se conceptualiza periódicos de la comunidad como un recurso único a nivel comunitario que promueve el control social de la comunidad. En concreto, los periódicos de la comunidad fueron la hipótesis de tener efectos negativos sobre violaciones de abuso de drogas, tanto directa como indirectamente, como mediado

por el compromiso cívico. Los resultados indican que una medida a nivel macro de los periódicos de la comunidad tuvo un efecto negativo indirecto sobre violaciones de abuso de drogas a través de su efecto positivo en la participación cívica. Implicaciones se discuten para el papel de periódicos de la comunidad en la construcción de una comunidad saludable.

### **Exploring the Role of Agenda-Building Efforts in Media Coverage and Policymaking Activity of Healthcare Reform**

Spiro Kiouisis, Jung Min Park, Ji Young Kim, and Eun Go

#### **Abstract**

This investigation explores the relationships among information subsidies, news media coverage, and policymaking activities regarding healthcare reform during the first year of the Obama presidential administration. Specifically, a comparison of information subsidies (from the president, federal government offices, Congress, and healthcare-related stakeholder groups), news media content, and policymaking activity was completed from March 2009 to December 2009. Significant correlations were found for the salience of issues and stakeholder groups among information subsidies, news media coverage, and policymaking activity. Robust linkages were also found concerning issue attribute salience.

#### **Analizar el papel de los Esfuerzos Programa de Fomento de la cobertura mediática y la formulación de políticas Actividad de la Reforma de Salud**

Spiro Kiouisis, Jung Min Park, Ji Young Kim y Eun Go

#### **Abstract Traducción español**

Esta investigación explora la relación entre los subsidios de la información, la cobertura de los medios de comunicación y las actividades de formulación de políticas con respecto a la reforma de salud durante el primer año de la administración presidencial de Obama. En concreto, una comparación de los subsidios de la información (por parte del presidente, las oficinas del gobierno federal, el Congreso y los grupos de interés relacionados con la asistencia sanitaria), el contenido de los medios de comunicación, y la actividad de la formulación de políticas se completó entre marzo de 2009 diciembre de 2009. No se encontraron correlaciones significativas para la relevancia de las cuestiones y los grupos de interés, entre los subsidios de la información, la cobertura de los medios de comunicación, y la actividad de la formulación de políticas. También se encontraron vínculos robustos en relación con tema atribuyen relevancia.

### **Audience Response to Brand Journalism: The Effect of Frame, Source, and Involvement**

James T. Cole II and Jennifer D. Greer

#### **Abstract**

This study examined reactions to brand journalism in light of frame, source, and product involvement. Participants in an experimental study viewed a custom magazine with either a commercial (branded) or editorial (nonbranded) frame and read a story quoting either a peer or a corporate source. Readers rated the nonbranded magazine higher in credibility, but source cues had no direct effects on credibility ratings. Source did matter when combined with consumer product involvement. Highly involved consumers had stronger brand attitudes and purchase intent after reading advice from a peer source; low-involved consumers responded more favorably to a corporate source.

#### **Audiencia Respuesta a Marca Periodismo: El efecto de marco, fuente y Participación**

James T. Cole II y Jennifer D. Greer

#### **Abstract Traducción español**

Este estudio examinó las reacciones al periodismo de marca a la luz del marco, fuente, y la participación del producto. Los participantes en un estudio experimental vieron una revista personalizada, ya sea con un comercial (marca) o editorial (sin marca) marco y leer una historia citando sea un compañero o una fuente de la empresa. Los lectores calificaron la revista sin marca más alta en la credibilidad, pero las señales de origen no tuvo efectos directos sobre las calificaciones de credibilidad. Fuente importaba cuando se combina con la participación de los productos de consumo. Consumidores altamente implicados tenían actitudes más fuertes de la marca e intención de compra después de leer asesoramiento de una fuente de pares, los consumidores de baja involucrados respondieron más favorablemente a una fuente de la empresa.

### **Exploring Negative Dimensions of Organization-Public Relationships (NOPR) in Public Relations**

Bitt Beach Moon and Yunna Rhee

#### **Abstract**

Although much research on organization–public relationship (OPR) has been conducted in public relations, negative relational features have been researched less extensively. It is imperative to identify negative relational components for restoring the damaged relationships between organization and publics and to understand how negative OPR (NOPR) can hamper public relations efforts. This study focused on exploring dimensions of NOPR through a systematic scale development process. In this study, four dimensions of NOPR—dissatisfaction, distrust, control dominance, and dissolution—were identified and the twenty-two-item scale was statistically reliable and valid. It was also shown that NOPR influenced Public's Communication Behavior (PCB).

#### **Explorando Negativo Dimensiones de Relaciones Públicas (Organización NOPR) en Relaciones Públicas**

Bitt Playa Luna y Yunna Rhee

#### **Abstract Traducción español**

Aunque muchas investigaciones sobre la organización pública relación (OPR) se ha realizado en las relaciones públicas, las características relacionales negativas han sido investigados con menos intensidad. Es imperativo identificar componentes relacionales negativas para restaurar las relaciones dañadas entre organización y públicos y para entender como negativo OPR (NOPR) puede obstaculizar los esfuerzos de relaciones públicas. Este estudio se centró en la exploración de las dimensiones de NOPR a través de un proceso de desarrollo a escala sistemática. En este estudio, cuatro dimensiones de NOPR—insatisfacción, la desconfianza, el dominio de

control, y la disolución-fueron identificados y la escala de veintidós artículo fue estadísticamente fiables y válidos. También se demostró que NOPR influenciada Comunicación Comportamiento de Pública (PCB).

### **Theorizing Technology Use: From Access to Utilization: Factors Affecting Smartphone Application Use and Its Impacts on Social and Human Capital Acquisition in South Korea**

Jaemin Jung, Sylvia Chan-Olmsted, and Youngju Kim

#### **Abstract**

This study examines the mobile divide from the perspective of perception of information and knowledge inequity due to smartphone usage, exploring factors that may influence the use of smartphone applications and assessing discrepancies in social and human capital due to usage differences. A survey of smartphone users revealed that gender, age, personal innovativeness, and consumption skills were significant predictors of the frequent use for applications. Simply having more smartphone applications does not contribute to increases social or human capital; it is usage of these apps that makes a difference.

#### **La teorización Tecnología Uso: Del acceso al Aprovechamiento: Factores que afectan Smartphone Aplicación Uso y su impacto en capital social y humano de adquisición en Corea del Sur**

Jaemin Jung, Sylvia Chan-Olmsted, y Youngju Kim

#### **Abstract Traducción español**

Este estudio examina la división móvil de la perspectiva de la percepción de la información y la inequidad conocimiento debido al uso de teléfonos inteligentes, los factores que pueden influir en el uso de aplicaciones para teléfonos inteligentes y las discrepancias que evalúan en el capital social y humano, debido a las diferencias de uso de la exploración. Una encuesta de los usuarios de teléfonos inteligentes, reveló que el género, la edad, la capacidad de innovación personal, habilidades y consumo fueron predictores significativos del uso frecuente para las aplicaciones. Basta con tener más aplicaciones de teléfonos inteligentes no contribuye al aumento de el capital social o humano, sino que es el uso de estas aplicaciones que hacen la diferencia.

### **Multiple Opinion Climates in Online Forums: Role of Website Source Reference and Within-Forum Opinion Congruency**

Elmie Nekmat and William J. Gonzenbach

#### **Abstract**

Through the Spiral of Silence framework, this study examines the online opinion climate effect on individual willingness to post messages in forums, using a 2 × 2 experiment manipulating website source (mainstream news/ideologically homogeneous activist group) and opinion congruency (minority/majority opinion). Individuals' willingness to post was affected only by their opinion congruency with those expressed in forums. Analysis revealed instances of individuals "speaking up" as compared to "speaking out." Other deterrents to willingness to post were also uncovered.

#### **Múltiples climas de opinión en foros en línea: Papel de la Website Fuente de referencia y dentro de-Forum Opinión Congruencia**

Elmie Nekmat y William J. Gonzenbach

#### **Abstract Traducción español**

A través de la Espiral del Silencio marco, este estudio examina el efecto del clima de opinión en línea de la voluntad individual a publicar mensajes en los foros, con una × 2 experimento manipulando fuente sitio web (corriente principal de noticias / grupo activista ideológicamente homogéneo) y la opinión de congruencia (dictamen 2 minoría / mayoría ). Disposición de las personas a cargo fue afectada sólo por su congruencia opinión con las expresadas en los foros. El análisis reveló casos de individuos "que habla up" en comparación con "hablar". Otros factores de disuasión a disposición a publicar también fueron descubiertos.

### **Social Recommendation, Source Credibility, and Recency: Effects of News Cues in a Social Bookmarking Website**

Qian Xu

#### **Abstract**

A 2 (number of diggs: a few, many) × 2 (source credibility: low, high) × 2 (recency: more recent, less recent) between-subjects experiment was conducted to explore how three news cues individually and interactively affected perception of credibility, newsworthiness, click likelihood, and sharing behavioral intentions toward the news feed on a social bookmarking website. The findings indicated that social recommendation in the form of number of diggs was the primary factor to influence perceived news credibility and click likelihood. The influence of source credibility was dependent upon the effect of other cues. There was also a cue-cumulation effect of source credibility and recency on perceived newsworthiness.

#### **Recomendación Social, credibilidad de la fuente, y experiencia reciente: Efectos de Noticias Cues en un sitio web de marcadores sociales**

Qian Xu

#### **Abstract Traducción español**

A 2 (número de diggs: unos pocos, muchos) × 2 (fuente de credibilidad: bajo, alto) × 2 (actualidad: más reciente y menos reciente) entre sujetos experimento se realizó para explorar cómo tres señales de noticias afectados de forma individual e interactivamente percepción de la credibilidad, la noticiabilidad, haga clic en la probabilidad, y el intercambio de las intenciones de comportamiento hacia la fuente de noticias en un sitio web de marcadores sociales. Los resultados indicaron que la recomendación social en forma de número de diggs fue el factor principal para influir en la percepción de credibilidad de noticias y haga clic en la probabilidad. La influencia de la credibilidad de la fuente era dependiente de el efecto de otras señales. También hubo un efecto-cue acumulación de credibilidad de la fuente y lo reciente de noticiabilidad percibido.

History

Historia

## **Participatory Innovation: The Culture of Contests in *Popular Science Monthly*, 1918-1938**

Ioana Literat

### **Abstract**

By analyzing the contests that appeared in *Popular Science Monthly* from 1918 to 1938, this article discusses the rhetoric of public engagement with technological innovation, and the magazine's construction of a readership community. A close analysis of these contests reveals a burgeoning participatory culture within the context of the popularization of science and technology in the mass-circulation press of early twentieth-century America. Significantly, the contests frame their public as an active participant in the development of science and technology, in sharp contrast to the passive, diffusionist model of science popularization that dominated the interwar period in the United States.

### **Innovación Participativa: La Cultura de Concursos en *Popular Science Monthly*, 1918-1938**

Ioana Literat

#### **Abstract Traducción español**

Mediante el análisis de las competencias que aparecieron en *Popular Science Monthly* 1918-1938, este artículo describe la retórica del compromiso público con la innovación tecnológica, y la construcción de la revista de una comunidad de lectores. Un análisis detallado de estos concursos revela una cultura de la participación creciente en el contexto de la divulgación de la ciencia y la tecnología en los medios de difusión de prensa de América de principios del siglo XX. De manera significativa, los concursos enmarcan su público como un participante activo en el desarrollo de la ciencia y la tecnología, en agudo contraste con el modelo pasivo, difusionista de popularización de la ciencia, que dominó el período de entreguerras, en los Estados Unidos.