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Sources of Facts and Advice for Farmer Decision-Making Concerning Soil Conservation Practices in Wisconsin • Tammy Enz, Iowa State University; Eric Abbott, Iowa State University; Suman Lee, Iowa State University • This study uses diffusion theory and opinion leadership to investigate sources of facts and advice used in farmer decision-making concerning soil conservation practices. The importance of interpersonal interactions and the role of new communication technologies, including the Internet, email and the cellular telephone, as well as practical inquiry into which persons, organizations and/or media sources are important opinion leaders in the area of implementation of soil conservation were investigated. Information sources used in actual past behavior changes and information sources likely to be influential in a future hypothetical scenario were assessed. Data for this study were gathered through a random sample mail survey of Grant County, Wisconsin rural landowners. A return rate of 48% yielded 268 usable surveys. Findings reveal that farmers use a number of sources for information concerning the adoption of soil conservation innovations, with ‘neighbors and other farmers,’ ‘government agency staff’ and ‘magazines and other publications’ being the most frequently used and the most important sources throughout the decision process. Perceived trustworthiness of a source was found to be a significant predictor of perceived source influence and although 40 % of respondents reported that they are not Internet users, the Internet enjoys a relatively high-perceived trustworthiness among all respondents. Among Internet users, the Internet had a very high level of trust—ranking third behind ‘government agency staff’ and ‘neighbors and other farmers.’

Viral politics: A look into the credibility and effects of online viral political messages • Monica Ancu, U. of South Florida St. Petersburg • Since the advent of YouTube and video-sharing technology, a growing number of political viral ads have attracted both media attention and the audience fascination. These viral ads, either posted on YouTube or spread by online users through e-mail, can reach millions of viewers. The producers of such political messages are sometimes the political candidates themselves, but more often ordinary citizens with no apparent political credentials. It also often happens that the producer of these viral ads remain anonymous, while the viral ad circles the Internet and becomes part of popular culture. This experimental study investigates viewer reactions to viral political ads with various sources (politician, ordinary citizen, and anonymous), and also the impact of such ads on political attitudes. Findings show that viral ad can significantly influence viewers’ opinion of political candidates, despite the fact that the message might be anonymous. Viral ads produced by political candidates, ordinary citizens and anonymous sources received the same (low) levels of credibility among participants to this experiment.

Human interest and deceptiveness in the news: faking a human face • Ingrid Bachmann, University of Texas at Austin • This study compares deceptive news stories written by 9 high-profile journalists and authentic news stories from

the same news organizations. The deceptive news score higher in Rudolph Flesch's human interest index and also are more likely to humanize the news event by presenting a human example, emphasizing the human participants and exploring their personal lives. Without the restrictions of the complex world, deceptive reporters can create more interesting, dramatic stories than their non-deceptive colleagues.

Online Political Involvement and Connectivity Expectations toward Presidential Candidates Keunmin Bae, Pennsylvania State University; Pamela Brubaker, The Pennsylvania State University; Michael Horning, The Pennsylvania State University; Daniel J. Tamul, Pennsylvania State University • Scholars have demonstrated their research interest in the connections between conversation, media consumption and political participation. However, literature shows the interest can be further investigated in the context of the Internet-savvy media ecology. The current study aims to explore the causal mechanisms that involve political Internet users' online information seeking and their participations in democratic processes before and after the 2008 U.S. presidential campaigns, taking the O-S-O-R and O-S-R-O-R models as theoretical foundations. Path analysis was employed, using a data set by Pew research center. An extended model of the O-S-R-O-R, which includes a cognitive variable at the end of the model, is presented with discussions of implications from findings.

Inequality in Knowledge Acquisition, Political Discussion, and Internet Exposure: Nonlinearity in the Acquisition of Knowledge in the Internet • Sungsoo Bang, UT, Austin • By testing the knowledge gap hypothesis based on South Korea's 2007 national survey, this study examines whether Internet use increases or decreases the knowledge gap between social classes. This study finds that there is a significant difference in Internet consumption and knowledge acquisition depending on education. The results also support the significance of political discussion in modifying the relationship between education and knowledge acquisition from the Internet. Findings demonstrate that Internet consumption fosters, rather than decreases, the gap in political knowledge between social classes. Furthermore, this study finds that the relationship between knowledge acquisition and Internet exposure is not linear but curvilinear in specific segments of the population. Nonlinearity and nonaccumulation in knowledge acquisition from the Internet of the less-educated suggest the need for a theoretical modification of the knowledge gap, which is based on the linear relationship between knowledge acquisition and media use.

Are you a WOMAN? : Representation of Femininity in Two Women's Magazines, Cleo & Her World • Iccha Basnyat, National University of Singapore; Leanne CHANG, National University of Singapore • Frames of how to be a woman reveals dominant social meanings. Therefore, content-analysis was conducted to examine portrayals of femininity vis-à-vis masculinity within frames of women's magazines. Findings reflect a blurry line between femininity in opposition to masculinity. However, new frames of being a woman have emerged in dichotomized frames of traditional versus modern. Frames continue to create a lens for interpretation of social meanings of gendered personhood creating expectations to meet the ideal image.

Sex, Race, and Misrepresentation: the Political Implications of Interracial Relationships in American Film • Carole Bell, University of North Carolina at Chapel Hill • This study explored the representation of supportive and critical messages about interracial dating in popular film. More specifically, the study addressed how films depicting interracial couples encourage audiences to view these relationships within distinct political perspectives and racialized systems of belief. Using a combination of frame analysis and a cultural/critical approach, this research showed that the representation of interracial couples in American films has often been, as some scholars theorized, observably problematic and in contradiction of Hollywood's ostensibly egalitarian ideals. Despite marked social change during the period studied, certain tropes of interracial interaction remain prominent across long periods of time- especially the association of interracial relationships with social costs from peers and family and friends, the tendency to present the interracial romance as one that is less likely to be long lasting and fully realized, and the near ubiquitous association of interracial romance with violence.

'Every Little Thing's Gonna Be All Right; Popular Music as a Way of Coping After the Virginia Tech Shootings • Jennifer Billinson, The S.I. Newhouse School of Public Communications, Syracuse University The connection between emotion and music is one that we have come to accept as common knowledge, turning to music as a way of dealing with tragedy and grief. Although it has been explored separately throughout disciplines in the past, in order to truly understand the human connection between music and grief, I have examined literature in the fields of sociology, psychology, and anthropology, paired with uses and gratifications theory in order to explore this occurrence from a communications standpoint. The purpose of this inquiry is to examine how popular music is used in the wake of national tragedies. A textual analysis of the music used in 100 YouTube tribute videos created after the shootings at Virginia Tech was conducted in order to better understand how music was employed to heal and assuage the grief of a college campus, as well as a country. Results show that songs chosen were overwhelmingly popular music, falling into two categories; sad at the time, and timelessly sad. In addition, video producers stated that they created videos as a way to heal themselves, attempt to heal others, or simply because they could think of no other action they could take in the wake of such tragedy.

The Skinny On Weight Stigmatization: Testing the Effectiveness of a Media Literacy Program Designed to Decrease Anti-Fat Bias in Children • Scott Parrott, The University of Alabama; Kim Bissell, University of Alabama • Several studies have examined factors related to bias against people who are overweight, but to date, no study solidifies the variety of factors that could be responsible for anti-fat bias in children. This study examined implicit and explicit levels of fat bias in grade school children with the goal of identifying factors that might be stronger predictors of weight stigmatization. Further, the study tested how or if a media literacy program designed to address weight stigmatization might result in less critical

assessments of overweight individuals. Thus, the study presented here had two over-arching objectives: test the effectiveness of a media literacy campaign aimed at decreasing stigma against overweight individuals; and b) identify possible correlates of pre-existing negative attitudes about overweight individuals. Findings from this research suggest that the literacy program addressing weight stigmatization was successful in changing these children's perceptions about overweight individuals. Using a pre-test/post-test within-subjects experimental design, just over 200 elementary and middle school children were assessed on their degree of fat bias and then exposed to a month-long intervention program designed to reduce weight stigma. Post-test results indicate that when participants were asked to report their likelihood to be friends with an overweight individual, children across demographic groups reported greater willingness to do so following the intervention program. In terms of predictors of anti-fat bias, our findings suggest demographic variables along with television viewing and household dieting behavior were related to children's pre-test levels of weight bias. These and other findings are discussed.

Thinkers versus feelers: The role of cognitive processing styles and media in the development of in weight stigmatization • Kim Bissell, University of Alabama; Scott Parrott, The University of Alabama; Steven Collins, University of Central Florida • Several studies have examined the complex factors related to the stigmatization or bias against people who are overweight, but to date, no study solidifies the variety of factors that could be responsible for anti-fat bias in adults. This study of 176 adults examined implicit and explicit attitudes of anti-fat bias along with media exposure and two measures of cognitive processing, rational and experiential processing. Using factors that represent an individual and social environment, we were able to identify factors that served as the stronger predictors of weight bias against others. Results suggest that experiential processing along with greater exposure to entertainment media were the strongest predictors of anti-fat bias in this adult sample. The descriptive results from the IAT are also some of the more telling results from the present study, as a majority of the sample linked positive adjectives to thin and negative adjectives to fat. Future research should continue to vet out the possible correlates of implicit and explicit measures of weight bias so that intervention strategies can be created and promoted. These and other findings are discussed.

Learning how to vote: Vote determinants for parent-child dyads in the 2008 election Leticia Bode, University of Wisconsin – Madison; Kjerstin Thorson, University of Wisconsin-Madison; Emily Vraga, University of Wisconsin-Madison; Dhavan Shah, University of Wisconsin-Madison Although we know a great deal about how people decide for whom they will vote, we do not have much understanding of how they think about that decision. This project explores the stated factors to which adolescents and their parents attribute their voting decisions, and to what extent parent-child dyads co-orient in terms of those factors. We find that co-orientation increases during the election cycle, and predicts co-orientation of partisanship.

Indexing in Economic News: Coverage of the 2009 Economic Stimulus Package • Portia Bridges, Manship School of Mass Communication at Louisiana State University • Indexing theory predicts that media coverage will reflect levels of elite debate. Elite controversy should embolden press to report a more open public debate. Indexing is expected to operate in certain issue areas of news coverage, but support for the theory exists largely in the realm of foreign affairs. This study evaluates indexing for a macroeconomic issue, the 2009 economic stimulus package. Although elite sources dominated, coverage did include a range of non-governmental voices.

Biofuels and Public Benefit and Risk Perceptions: The Interacting Effects of Political Ideology and Media Attention • Michael Cacciatore, University of Wisconsin-Madison; Andrew Binder, University of Wisconsin-Madison; Dietram Scheufele, University of Wisconsin; Bret Shaw, University of Wisconsin-Madison • Research on public opinion formation for biofuels is severely lacking and is necessary for policymakers and industry alike in order to determine the future of this scientific innovation. In this paper, we focus on two primary factors that have been found to influence opinions about emerging science and technology: political party identification and media attention. In particular, we examine the main effects of political media attention, science media attention, and political party affiliation on domain-specific benefit vs. risk perceptions of biofuels. Next, we test for interaction effects between media attention and party ID on our benefit vs. risk perception measures in order to garner a more detailed understanding of the process of biofuels opinion formation. Our results suggest a moderating role of people's political party identification on political media attention across perceptions of benefits vs. risks for biofuels. These findings suggest that attention to political content, both on television and in newspapers can have rather different effects on the benefit vs. risk perceptions of Democrats and Republicans, respectively.

Pundits or Pugilists? The Role of Guest Incivility in Televised Debate D. Jasun Carr, UW-Madison; Emily Vraga, University of Wisconsin-Madison; Courtney Johnson, University of Wisconsin – Madison; Mitchell Bard, University of Wisconsin-Madison; Young Mie Kim, University of Wisconsin-Madison • An increasingly competitive media landscape has caused stylistic changes in news programming. This experiment employs a 3×2 design to examine how moderator style and guest tone influence media perceptions. Results illustrate that among the three moderator styles — correspondent, combatant, and comic — the correspondent moderator produced the highest ratings of media credibility and program evaluations without limiting entertainment value. However, guest tone does not directly or indirectly affect perceptions of the program or the media.

Listening in: Profiling podcast users and their political participation Monica Chadha, School of Journalism, University of Texas at Austin; Alex Avila, University of Texas at Austin; Homero Gil de Zuniga, University of Texas – Austin • Little research is available on podcast users and their role within democratic societies. Internet use for news has been shown to positively relate to political engagement leading to increased political participation levels both, offline and online. Other forms of digital and user-generated media such as blogs and various modes of citizen-journalism with the same

political framework have also been the focus of academic study, yielding similar results. Nevertheless, the emerging world of podcasting remains outside this realm. Based on U.S. national data, results lend support to the notion that podcast use for news leads to political participation even when controlling for the effect of other media forms. This paper also identifies unique demographic predictors for those likely to be podcast listeners.

An Exploration of Trends in Food Attitudes and Behaviors Among Adults with 6-11 Year Old Children: An Agenda Setting Theory Perspective • MARIEA HOY, Univ of Tennessee; COURTNEY CHILDERS, Univ of Tennessee •

Based on Agenda Setting Theory (McCombs & Shaw, 1972), the documented increase in obesity-related news stories over past decade should result in an upsurge in obesity's perceived importance among the public. Using secondary data from a large, nationally representative sample of parents/guardians of six to 11 year olds from 2002 to 2008, notable changes in attitudes and behaviors among these primary gatekeepers of children's food choices and consumption habits are discussed. This exploratory study provides the media, public policy makers, and communication strategists with a means to identify specific aspects of the obesity issue that may encourage a healthier diet and lifestyle.

Why Are We Losing the War on Obesity? Contradictory Social Cognitive Effects of Media on Individuals' Health and Behavior against Higher BMI, Lower Education Level, and Poverty hojoon choi, The University of Georgia; Minsun Shim, University of Georgia • Using HINTS data 2005, this study examines why the efforts of US government and public organizations for reducing overweight and obesity problem through media have been ineffective. Guided by social cognitive theory, this study found 1) the social cognitive effect of health information exposure through media is too weak to improve overweight and obesity problem, and 2) there is contradictory social cognitive effect deepening the problem, from media vehicle itself. Our findings provide implications and suggestions with regards to public health policy, especially of how public health policy should efficiently be planned to improve overweight and obesity.

Continued Willingness to Purchase after Learning an Advertisement is False John Donahue, University of North Carolina-Chapel Hill; Melanie Green, University of North Carolina-Chapel Hill In the present study the truth status of a narrative advertisement was manipulated. Some participants were led to believe the ad was factual, while other participants were informed it was inaccurate due to unintentional inaccuracy or intentional deception. Although readers who learned of the deception derogated the marketing department that created the ad, they were still as willing to purchase the product as those readers who were never informed of a deception taking place.

How Washington, DC Prestige Press Make Meaning of Contemporary National Security Media Coverage • Heather Epkins, University of Maryland, College Park • This qualitative study employs 15 in-depth interviews with Washington, D.C. national security prestige press (Stempel, 1961) to explore perceptions of building terrorism news content, including the recent rhetoric shift to Overseas Contingency Operation from War on Terror. Rarely studied but extremely influential, these particular reporters offer substantial insider knowledge on evolving trends for terrorism news production. Findings include evidence of new journalist routines with implications for public policy and the integrity of journalist practices.

Exaggeration of Self in Everyday Life: Symbolic Interaction and Facebook.com • Lee Farquhar, Samford University • This yearlong cyber-ethnography examined identity performances on Facebook.com. With a symbolic interaction framework, the study relied on participant observation of about 350 college-aged Facebookers and interviews and guided tours of Facebooker profiles with a sample subset of 48 individuals. Results indicate that Facebook identity presentations tend toward exaggeration due to the characteristics of computer-mediated communication, the norms of Facebook, and the structure of the site itself. Specifically Facebookers perform identity through status updates, images, uploaded photos, and other mini-applications through the site. Regarding method, this study showed that participants were much more comfortable and talkative via online interactions – such as through Facebook's chat function – than they were in face-to-face interviews.

Building Identity Through Facebook Images • Lee Farquhar, Samford University • This study examines identity presentations and interpretations on Facebook, focusing on images – specifically uploaded photos. The two-phase research design includes a period of participant observation of a sample of 346 college students and recent graduates followed by an interview period with a sample subset of 48 interviewees. The study analyzes photos and other images with a symbolic interaction perspective, relying on participant impressions and language to generate categories of photos, examine the role of identity pegs, and assess the role of the profile pic as a first impression. Results suggest that Facebookers actively manage their identity through the employment and manipulation of Facebook applications such as Pieces of Flair and Bumper Stickers and by selecting and highlighting specific photo types. Use of visuals on Facebook is often tied to establishing the Facebooker's membership in in-groups while disassociating the Facebooker from out-groups.

Social Networking Sites from an Interpersonal Perspective: Facebook and Expectancy Violation Theory • Eric Fife, James Madison University; C. Leigh Nelson, James Madison University; Kristin Zhang, James Madison University • An online survey of 237 respondents at a large southeastern university revealed that the tenets of expectancy violation theory generally apply to Facebook. Participants reported a wide range of expectancy violations on Facebook. A moderate positive relationship was found between violation valence and uncertainty reduction, while relational closeness was identified as an independent variable influencing evaluations of expectancy violations on Facebook. Implications for the continued use of expectancy violation theory in Facebook scholarship are considered.

Framing Across the Pond: A comparative perspective on the media coverage of the 2009 health care reform debate • Jackson Foote, University of Missouri – St. Louis • Drawing on the social constructionist approach to framing, cross-cultural media studies, and Gamson & Lasch's (1983) signature matrix, this paper compares the latest round of news discourse around the health care issue in leading newspapers in the United Kingdom and the United States. I question whether the way in which the US policy debate is framed in prestige newspapers on different sides of the Atlantic reveals key differences in the 'issue culture,' a deep-rooted set of clustered idea elements surrounding health care in these two countries.

Undressing the Words: Analysis of Genre and Gender in the use of Profanity, Misogyny, Violence, and Gender Role Presentation in Today's Popular Music • Cynthia Frisby, University of Missouri • Much of the literature relating to effects of music lyrics suggests that hip hop/rap music, contains violent and misogynic lyrics. Is hip hop/rap music the only genre to rely on anti-social message themes? Previous research on the subject of the deleterious effects of hip hop music has yet to answer this question, thus it was determined that it was time to listen to [all] the music. The present research examines the genre, gender of the artist, use of profanity, portrayal of women, stereotypes, and references to violence for the top songs in the years 2006, 2007 and 2009. A content analysis of 150 randomly drawn songs from a total of 8 genres was conducted. The present study shows that both genres, pop and hip hop/rap music, genres that are popular with most adolescents today contain message themes that center around the use of profanity, communicate violence, demean and objectify women, and perpetuate gender stereotypes—supporting theoretical caveats of objectification theory.

Political Cynicism and Political Involvement Reconsidered: A Test of Antecedents • Hanlong Fu, University of Connecticut; Yi Mou, University of Connecticut; Mike Miller, University of Connecticut; Gerard Jalette, University of Connecticut • This study investigates the relationship between political cynicism and political involvement by connecting them with antecedent variables: need for cognition, elaboration and perceived media importance. The findings show that elaboration and political involvement are exogenous, casting influence on political cynicism, need for cognition, and perceived importance of media. This finding confirms the previous contention that political involvement is the key to harnessing political disaffection. The results also show that political involvement is positively associated with political cynicism, echoing recent evidence that cynical citizens can be politically involved in some context. The implications of the results for future research are discussed.

The Role of Physicians' Beliefs about e-Health and Perceived Peer Endorsement in Discussing e-Health with Patients • Erin Robinson, Georgia Hospital Association; Yuki Fujioka, Georgia State University • A survey of 104 physicians examined the role of physicians' personal beliefs about e-health, perceived peer endorsement of discussing e-health with their patients, and perceived self-efficacy in the way physicians interact with their patients. Perceived benefits of e-health information predicted more positive mediation (endorsement of e-health); whereas perceived negative effects of e-health was associated with more negative (counter-reinforcement of e-health) and restrictive (limit the kind of e-health websites) mediation. Negative evaluation of e-health was only related to more negative mediation. The study also suggested that greater perceived peer endorsement affected physicians' mediation behaviors. Findings are discussed in light of the literature of parental mediation of media and Theory of Reasoned Action.

Predictors of Verbal Aggression: Demographics, Sociological Factors, and Media Usage • Jack Glascock, Illinois State University In this study demographic, sociological and media usage factors were assessed for their relative contribution to verbal aggression. Male participants reported more verbally aggressive behavior and attended to more aggressive media. Social correlates such as parental and peer influences and demographics, primarily sex and SES, were found to be relatively significant contributors to verbal aggression while media consumption accounted for only 4% of the explained variance. In light of these findings, it seems that intervention at the parental level might be the most effective strategy in moderating potentially damaging verbally aggressive behaviors.

Political Socialization of 2008 First-time Eligible Presidential Voters: How this cohort integrates their perceptions of Politics, Patriotism, Religion and News Media • Kenna Griffin, University of Oklahoma; Peter Gade, University of Oklahoma • This study explores the political socialization and attitudes of a large, important group of the political electorate—first-time presidential voters. The 2008 cohort, Millennials, was the largest, most culturally diverse and tech-savvy group of first-time presidential voters in U.S. history. The sample sorted 42 opinion statements about politics, patriotism, religion and news media prior to the 2008 presidential election. Three factors of like-minded groups – Skeptical Freethinker, Conservative-Christian Patriot and Patriotic Information-seeker – emerged from Q-methodology analysis.

Creating Cultural Conflict: Biased Geographic Reporting of Crime on the Southeast Side Robert Gutsche Jr, The University of Iowa • Over a five-month period in 2009, a student-run college newspaper covered a rise in crime in its city after eight teenagers were arrested for their alleged participation in mob violence on the city's southeast side. This textual analysis turns to the concept cultural news narratives to understand the coverage of the southeast side as a representation of the other world.

Mass Media and Racial/Ethnic Minorities; Analysis of News Coverage of the Kosians (Korean-Asians) in South Korea, 2001-2009 • Eun-Jeong Han, Washington State University • The purpose of this study is to examine how the Korean newspapers (re)create, and represent Kosians (Korean-Asians). Through the analysis of 349 articles published from April 1st 2001 to April 1st 2009, this study shows that Korean news media; 1) enforced Kosians' cultural assimilation to dominant Korean cultures without Koreans' attitude changes; 2) strategically blocked Kosians' collective actions reporting

individual-focused successful stories; and 3) inhibited Kosians' empowerment presenting them as a group of powerless Other.

Affluenza Effects in a Broad Context: Twelve Further Tests of the TV-Materialism Link • Mark Harmon, University of Tennessee • Secondary analyses of twelve surveys test links between TV viewing and materialist/consumerist attitudes, producing support for the affluenza hypotheses. One cannot conclude, however, that television viewing causes materialistic values or leads to symptoms of materialism such as financial worry, debt, life dissatisfaction, and unhappiness. These data suggest an alternate relationship: those who are bored, poor, alone, and/or sick spend more time with television as a cheap and easy diversion, but it proves to be unsatisfying.

Need for Orientation and Journalists' Use of Political Blogs in Covering the 2008 Presidential Campaign • Kyle Heim, Seton Hall University • This study examined journalists' need for orientation through a survey of reporters who covered the 2008 presidential campaign. Reporters' levels of journalism experience and whether they were based in Washington, D.C., were significant predictors of their use of political blogs to satisfy informational needs, confirming that need for orientation, consisting of the lower-order concepts of uncertainty and relevance, can be applied to intermedia agenda setting. A separate conceptualization of reporters' need for orientation toward issues, frames, and evaluations found less support.

Trusting Institutions, Citizen Journalism and the Hostile Media Phenomena • Jill Hopke, University of Wisconsin-Madison; Eugenia Highland, University of Wisconsin-Madison; Hernando Rojas, University of Wisconsin-Madison; Albert Gunther, University of Wisconsin-Madison Using a three-wave design with an embedded web-based experiment, this study considers the controversy over agricultural production in the United States to examine partisan's perceptions of hostility in traditional and citizen journalism content. Findings show that (1) attributing media content to a citizen journalism source, does not alter the perceptions of hostility overall or of the specific news story; (2) those who are higher on institutional trust tend to perceive less hostility in media coverage overall; and (3) there is a significant interaction between media source and institutional trust. Those higher on trust perceive less bias in a traditional journalism story than in a citizen journalism one. Implications for future research are discussed.

Impact of Internet Pornography on Adolescents' Acceptance of Rape Myths Chien-Yi Hsiang, School of Journalism and Communication, Tsinghua University • This study examines the effects of Internet pornography on adolescents' acceptance of rape myths and their attitudes toward rape victims and rapists. Data used for this study come from a survey of 1,668 high school students in Taipei, Taiwan. Results of the study show that exposure to Internet pornography is significantly related to increased acceptance of rape myths, decreased perception of rape victim suffering, and reduced recommended prison terms for rapists.

Beyond Exposure: Exploring the Role of Economic News Coverage in People's Sense of Economic Well-being • David Remund, University of North Carolina at Chapel Hill; Nell Huang, University of North Carolina at Chapel Hill; Daniel Riffe, University of North Carolina; Jennifer Harlow, UNC-CH • Prior research has suggested that exposure to news media may not alone account for economic awareness and perceptions. Through analysis of state-wide survey data and county-level economic indicators, this study finds that measures of real-world economic conditions play a more important role in predicting a person's sense of economic well-being than news media exposure, attention, or perceived economic coverage quality.

Message Boards, Public Discourse and Historical Meaning: An Online Community Reacts to September 11 • Bonnie Bressers, Kansas State University; Janice Hume, University of Georgia This study examines messages posted to NYTimes.com in the first three days after the September 11, 2001 terrorist attacks. Readers used this new communication technology to engage in geographically and temporally unrestricted public discourse. They exchanged opinions, released emotions, argued, supported and reacted. Their dialogue offers a glimpse into the mediated public conversation at an important historic moment when people were just beginning to understand the tragedy's meaning and the possibilities of interactive, digital technologies.

Theory Driven Message Development and the Effectiveness of the Entertainment Education Strategy in Sexual Assault Prevention • Stacey Hust, Murrow College of Communication, Washington State University; Paula Adams, Washington State University; Chunbo Ren, Washington State University; Ming Lei, Washington State University; Jessica Fitts Willoughby, Washington State University; Cassie Norman, Washington State University; Marie Louise Radanielina-Hita, Washington State University; Emily Garrigues Marrett, Mississippi State University; Bruce Pinkleton, Washington State University • Despite its appeal to health practitioners, questions about the effectiveness of entertainment-education still exist. This study uses an experiment to test the effectiveness of EE materials focused on sexual assault prevention that emphasized either norm corrective material or behavior modeling content. The results signify that EE based on different theoretical foundations can successfully change attitudes and efficacy. For optimal effects, however, message designers may want to use theoretical foundations that best match their intended goals.

Intermedia agenda setting in television, online newspapers, portal sites, and blogs in South Korea JIN SOOK IM, University of Florida • This study examined the agendas of news on portal sites, blogs news, television and an online newspaper in South Korea in order to determine how intermedia agenda setting functions in the media. This study selected four medias—MBC (television), Chosun Ilbo (an online newspaper), Daum (a portal site with a news service), and Daum

Blogger News (blogs news). Based on the results, this study concluded that all media share the agenda. Portal sites news influence on the agenda of television, online newspaper, and blogs. The portal site news and blogs news are interactively connected. The online newspaper has a large influence on the portal site news rather than other media. Television and online newspaper influenced each other, yet television has more influence on the online newspaper. Traditional media, television and online newspaper influence the agenda of blogs news. However the agenda of blogs news did not influence on the agenda of television and online newspaper but on portal site news.

Comparing Frames Analysis: The Influenza A (H1N1) Flu in U.S. and South Korea Newspapers JIN SOOK IM, University of Florida • This study revealed several frames in the coverage of H1N1: emergency frame, hope frame, attention frame, blame frame, statement frame, economic frame, and conflict frame. The most prominent frame in both newspapers was emergency, followed by hope, attention, blame and statement, economic, and conflict. After confirming the first death, the prominent frame in the U.S. media changed from an attention frame to an emergency frame. South Korean print media did not change their dominant frame. Both before and after the first Korean death in South Korea was confirmed, the preferred frame was emergency frame. Some journalists employed war words, and the use of a hope frame decreased after the first death was confirmed. The conflict frame did not appear in the South Korean coverage, whereas U.S. print media showed a conflict frame after the first death was confirmed.

Adolescent development of political efficacy and its mediating role in political socialization Mi Jahng, University of Missouri-Columbia; Hans Meyer, Ohio University; Esther Thorson, University of Missouri • Through a survey of more than 1,200 pairs of teenagers and their parents, this study examined what factors lead to political knowledge and political participation in young children. We also examined whether these factors changed as children aged. Tweens (12-14 years old) seemed to rely more on parental political involvement and family political discussion for their political knowledge, while teens (15-18) relied more on finding knowledge through school and the media. In diagramming how knowledge moved to participation however, political efficacy or the belief that their actions made a difference were the largest predictors for tweens and teens. The study suggests that programs designed to get children interested and participating in politics should focus on developing self-efficacy instead of simply imparting knowledge or political opinions.

Political Knowledge and Participation in Teens During Low and High Political Interest Periods Surrounding the U.S. 2008 Presidential Election • Esther Thorson, University of Missouri; Mi Jahng, University of Missouri-Columbia; Mitchell McKinney, University of Missouri-Columbia • The impact of family talk, school political education, parental political participation, youth news media exposure, and three cognitive/attitudinal variables on political knowledge and four measures of political participation were examined in a three-wave panel study of 11-17 year olds and their before, immediately after, and six months after the U.S. Presidential election. Patterns of impact of the predictor variables were consistent across time, but varied significantly across the knowledge and participation measures.

Talking about Poverty: News Framing of Who Is Responsible for Causing and Fixing the Problem Sei-Hill Kim, University of South Carolina; John Carvalho, Auburn University; Andrew Davis, Auburn University • We explore how American news media frame the poverty issue, looking at the way the media present the causes and solutions. We also examine the notion of frame building, exploring the factors that may influence the way an issue is framed. Findings indicate that the media's attributions of responsibility are largely societal, focusing on causes and solutions at the social level more than the personal level. Liberal newspapers, in particular, have made more references than conservative papers to social causes and solutions. We also report that television news is slightly less likely than newspapers to make social-level attributions.

Does the Internet Lead to Fragmentation? Relationships of Relative Entertainment Use and Incidental News Exposure with Political Knowledge and Participation Yonghwan Kim, University of Texas at Austin; Hsuan-Ting Chen, University of Texas at Austin; Homero Gil de Zuniga, University of Texas – Austin • This study tests the fragmentation thesis by examining how and whether relative entertainment use (REU) and incidental news exposure (INE) on the Internet are related to citizens' political knowledge and participation. In other words, the current study investigates how people's REU and INE influence the fragmentation process – expressed in terms of the public's political knowledge and political engagement – and how these independent variables interplay in that process. Using a national survey conducted online (N = 1,159), we find that Internet use for entertainment may have less impact on the public's fragmentation process. On the other hand, the findings suggest that accidental news exposure on the Internet have an important role in informing citizens and facilitating their political participation. INE on the Internet was positively related to the respondents' political knowledge and online political participation. More importantly, we find consistent patterns indicating the interaction between REU and INE to the respondents' political knowledge and online forms of political participation. Those who were less likely to use the Internet for entertainment were more likely to be knowledgeable about politics and participate in online political activities when they were accidentally exposed to news online. Findings suggest that whether the Internet leads to the fragmentation of a society and whether it promotes informed and active citizenship may depend on the level of REU and INE. Implications are discussed.

Exploring Effectiveness of Credibility in Usage of Political Blogs • June-yung Kim, University of Florida; Hanna Park, University of Florida • Although online blogs have become one of the most popular sources among people seeking information, there is a debate about the credibility of blogs. This study examined the effect of Web design and the quality of arguments on political blogs on internet users' perception of blogs using Petty and Cacioppo's Elaboration Likelihood

Model (1983). The level of issue involvement was also investigated as a moderator. Statistical results are discussed in the result section.

Experiment examining poll disclosure effects on issue attitudes and perceived credibility • Ashley Kirzinger, Louisiana State University • Recently, pollsters have been pressuring media organizations to include more information when reporting polls. This experiment answers two parts of this debate: Are there differences in how levels of poll disclosure affect attitudes and are consumers able to distinguish differences in poll quality? Findings support that different levels of poll disclosure may have different effects on individual attitudes and that we are not good consumers or evaluators of polling data.

Entertainment versus Hard News: Does Entertainment News have more of an Influence on the Priming Effect than Hard News? • Jennifer Kowalewski, Texas Christian University • The Pew Research Center for People & the Press (Kohut, 2004, 2007) has reported that more young people are turning to nontraditional news programs for political information such as Saturday Night Live and The Daily Show. Entertainment programs often have political information but present that information in a more humorous context than news programs. This experiment tests how the presentation style, entertainment versus hard news, influences the priming effects, taking into account existing attitudes. The findings suggest that for certain issues traditional news programs do not have a monopoly on informing individuals about the current political environment. For other issues, journalists may need to convey the importance of those issues to their audience by eliminating the humor. Overall, though, the experiment showed promising results. As entertainment news programs grow in popularity, more research is needed to investigate more fully how these programs may influence public opinion.

Mediated struggle in bill-making: How sources shaped news coverage about health care reform Denis Wu, Boston University; Cheryl Ann Lambert, Boston University • This research study analyzed sources used in news coverage of President Obama's health care reform from January-November 2009 when the House of Representatives passed the health care reform bill. The media access model and agenda-building were applied to the sources including administration, pharmaceutical companies, physicians, and special interest groups. Findings indicated that health industry sources were cited more than citizens and government sources were cited more frequently than health industry sources.

Death in the American Family: Framing of Health Care Reform after Senator Edward Kennedy's Death • ben lapoe, Louisiana State University This paper presents a textual analysis of newspaper articles that focused on health care reform a week before and a week after Senator Edward Kennedy's death; health care reform was one of Senator Kennedy's passions. Carolyn Ringer Lepre, Kim Walsh-Childers, and Jean Carver Chance (2003) analyzed health care reform coverage in 1996 and found that health care consumers were relatively voiceless. Unlike their findings, this paper found that in 2009, the public boasted a loud voice in newspaper coverage of health care reform. However, these voices were not framed as victims, but as extreme, confused, and angry antagonists.

The Effects of Cosmetic Surgery Reality Shows on the Cognitions of Beauty and Desire for Cosmetic Enhancements • Shu-Yueh Lee, University of Wisconsin Oshkosh • The priming effects of cosmetic surgery reality shows were supported by this study. After exposure to cosmetic surgery reality shows, viewers' beliefs about beauty and stereotypes about physically unattractive people were reinforced. Priming with cosmetic surgery reality shows also increased the desire for cosmetic enhancements. Gender and body anxiety play important roles in affecting the perceived privileges of beauty and the intent to undergo cosmetic enhancements. Women were more likely to have the desire for cosmetic enhancements; however, men were more likely to endorse the power of beauty. Additionally, the habitual viewing of makeover shows appeared to have a more profound effect on the stereotypical perceptions of physically unattractive people.

Ideology-Motivated Selective Exposure on the Internet and Its Impact on Political Judgment ByungGu Lee, University of Wisconsin-Madison; JungHwan Yang, University of Wisconsin-Madison In the context of a partisan dispute over a major policy in South Korea, we examined the notion that people prefer ideologically congruent content in the new media environment and the selectively consumed information mediates the indirect impact of political ideology on political evaluations. We tested these ideas by analyzing data from a sample of Internet users in Seoul, Korea and neighboring regions (N = 275). The results demonstrate that political ideology significantly predicted the kind of online information people preferred to consume. The emerged partisan selectivity in turn influenced political evaluations in a way that the direction of political opinion corresponded to the prevailing valence of selectively consumed content. Moreover, the impact of ideology on political evaluations remained significant when controlling for online partisan selectivity. However, no significant influence of ideology extremity on the degree of selectivity was found. Implications for selective exposure and future research are discussed.

What are Americans seeing? Examining the Gain and Loss frames of Local Health News Stories Hyunmin Lee, University of Missouri-Columbia; YoungAh Lee, Missouri School of Journalism; Sun-A Park, University of Missouri; Erin Willis, University of Missouri School of Journalism • While local television news is the number one source among Americans for health information seeking, relatively little attention has been given to what viewers are actually watching in these news. Guided by framing theory and prospect theory, this study conducted a comparative content analysis of how local television health news stories (N=416) utilized gain or loss frames. The type of frame of the health news story showed differences across health news topics, tone of the news, length and prominence, and mentions of efficacy or conflict.

The World According to Beck: An Economic Exchange of Abstract Symbolism Between Subjects Christina Lefevre-Gonzalez, The University of Colorado, Boulder • Fox News host Glenn Beck has become an object of derision and intrigue for political analysts and media critics alike. Because his rhetoric appears to be disconnected from empirical reality, critics have focused on psychological discussions of both him and his viewers. As an alternative, this paper explores this relationship as a two-way ideological and economic exchange between subjects, seated in political economy, rhetorical theory, and phenomenology, producing a deeper understanding of Beck and his audience.

Conceptualizing the Role of Gender in Journalistic Practice: A Pilot Study Examining Leverage Maria Len-Rios, U. of Missouri; Amanda Hinnant, U. of Missouri; JiYeon Jeong, Missouri School of Journalism • This study theorizes about the role journalist gender plays in sourcing decisions that ultimately affect gender representation in news content. An analysis of the literature is presented and then a pilot study is introduced to examine these ideas among a specific subset of journalists: health journalists (N = 598). The data reveal no gender gap regarding knowledge and journalistic training. Differences were found by story topic and attitudes toward writing about gender-specific health stories. The concept of leverage and journalistic experience is discussed in relation to women journalists and journalist roles.

Advertisers' Use of Model Distinctiveness: Main Model Characteristics in Cosmopolitan and Latina Magazines • Maria Len-Rios, U. of Missouri; JiYeon Jeong, Missouri School of Journalism; Elizabeth Gardner, University of Missouri; YoungAh Lee, Missouri School of Journalism Distinctiveness theory is applied to examine if ads in Hispanic women's magazines are culturally targeted. Analysis of *Cosmopolitan* (N=739) and *Latina* (N=428) reveals that Latina ads contain models that are more racially (Cramer's $V = .15$) and ethnically ($V = .41$) diverse, have darker skin ($V = .12$), and larger body sizes ($V = .12$). Sociocultural cues such as racial pride ($V = .20$), collectivism ($V = .28$) and cultural application ($V = .25$) appear more often in Latina ads. Implications for culturally targeting ads are discussed.

Online Parenting Information Seeking: Attitude and Usage of Chinese Parents with 0-to-6-year-old Children Yan Cui, The Chinese University of Hong Kong; Wan Chi Leung, The Chinese University of Hong Kong • This research examines how Internet connectedness, expectancy value and needs are related to attitude and usage of the Internet in seeking parenting information by Internet users with children aged 0 to 6 in China. This study empirically extends previous research from health information to more general parenting information. It also enriches the research regarding the Internet and parenting information seeking.

Media exposure, self, collective and proxy efficacy: Predicting preventative behaviors in a public health emergency • Xigen Li, City University of Hong Kong; Xudong Liu, Southern Illinois University Carbondale • This study explored the factors that predict the preventive behaviors in a long-lasting and worldwide public health emergency, H1N1 influenza pandemic. The study found that proximity of media exposure to H1N1 influenza pandemic had a positive effect on fear arousal and perceived threat. Besides self-efficacy, the study explored the impact of the belief in the ability of others in fulfilling a collectively beneficial goal. Both collective efficacy and proxy efficacy positively predicted preventive behaviors towards H1N1 influenza. While self-efficacy had a positive effect on preventive behavior, the hypothesis about the effect of self-efficacy on preventive behaviors moderated by proxy efficacy was not supported.

Influence of Value Predispositions, Interpersonal Contact, and Mediated Exposure on Public Attitudes toward Homosexuals in Singapore • Benjamin Detenber, Nanyang Technological University; Shirley Ho, Nanyang Technological University; Rachel Lijie Neo, Nanyang Technological University; Shelly Malik, Nanyang Technological University; Mark Cenite, Nanyang Technological University • As a follow up to an earlier study (Detenber et al., 2007), this national survey tracks changes in Singaporeans' attitudes toward lesbians and gay men (ATLG) and examines value predispositions, interpersonal contact and mediated exposure as predictors of ATLG and acceptance of homosexuals. Findings indicate that there was no significant change in ATLG from 2005 to 2010. Intrinsic religiosity was the best predictor of ATLG while interpersonal contact had the strongest association with acceptance of homosexuals.

Social Media Activism as a Behavioral Consequence of the Third-Person Effect: Assessing the Influence of Negative Political Parody Videos on YouTube • Joon Soo Lim, MTSU; Guy Golan, NA • In this study, we investigated the perceived influence of negative political parody videos on viewers' perceptual judgment and on their behavioral reactions. The current study attempted to advance knowledge of the third-person effect by providing one of the first empirical examinations of social media activism as a behavioral consequence of third person perceptions. The results of our experiment lend support to both the perceptual and the behavioral components of the third-person effect. Consistent with findings in previous studies, we found that participants in a professionally produced video condition of our study perceived more negative impact of negative political spoof on others than on themselves. The results of our regression analysis provide evidence of a significant correlation between users' perceived negative impact on others and an increase in the likelihood to engage in social media activism.

Curated creativity: Motivations and agendas influencing the relationship between Twitter use and blog productivity • Jeremy Littau, Lehigh University; Carrie Brown, University of Memphis; Elizabeth Hendrickson, University of Tennessee; tayo oyedeji, University of Georgia • In this study we examine the impact use of Twitter has on blogging habits and introduce the concept curated creativity to describe the process by which the information exchanged on social networks can influence a user's blog production. Users report more diversity of blog posts and frequency in blogging as a result of Twitter activity and that motivations for use (the desire to connect with others) play a key role in the process. Our

model suggests curated creativity is a fusion of agenda-setting and media use theories, in this case via a self-selected audience that filters the Web and brings the most important news and information to their followers' attention.

Is She Man Enough?: News Coverage of Male and Female Candidates at Different Levels of Office Lindsey Meeks, University of Washington • This study analyzes print news coverage of eight U.S. mixed-gender elections from 1999 to 2008 in order to examine: (a) whether female candidates receive different coverage than male candidates, and (b) if coverage differs as the level of office moves from lower, more local offices to higher, more national office. Results indicate that women do receive more coverage regarding issues and character traits than men, and more coverage regarding gender as they ascend in office.

Connecting to One Another, Communities, and Newspapers • Rachel Davis Mersey, Northwestern University • This paper has four main purposes. First, it reviews the current state of the journalism business. Second, it evaluates the primary theoretical model of the relationship between journalism and communities. Third, it identifies the limitations of that model, based on the relevant evolutions in the practice of journalism and the construct of community. Finally, this paper presents a framework for studying communities and journalism based on the construct of identity.

Sources without a name: An analysis of the source interaction between elite traditional news media and filter blogs • Marcus Messner, Virginia Commonwealth University; Bruce Garrison, University of Miami • Political blogs have emerged as a new journalistic format that has gained influence on the political discourse in the United States. Previous research has shown that this influence stems mainly from attention given to blogs by traditional news media. Based on the concepts of intermedia agenda setting and agenda building, this study explored the source interaction between 10 elite traditional news media and 10 political filter blogs during a two-month period through an analysis of 2102 blog references and 4794 traditional news media sources and found that while traditional news media frequently cite blogs in their coverage, the source attributions to the blogs are vague. Blogs on the other hand heavily cite traditional news media, but the analysis revealed that conservative blogs cite elite traditional news media less than liberal blogs. Conservative blogs relied more on conservative media outlets in their election coverage. The findings raise questions about changes in the standard journalistic research and attribution procedures as both media formats often rely on each other as sources rather than on original reporting.

Portrayals of the Insanity Defense in News/Interview Programs • Michael Murrie, Pepperdine University; Rachel Friedman, Pepperdine University • Scholars interested in law and mental health have blamed media for perpetrating common myths about the insanity defense: 1) it is overused; 2) only in murder cases; 3) there is no risk to the defendant who pleads insanity; 4) those acquitted not guilty by reason of insanity are released quickly; 5) those acquitted not guilty by reason of insanity spend less time in custody; 6) defendants who raise an insanity defense are usually faking; 7) insanity trials often feature battles of experts, and 8) defense attorneys use the defense only to help clients beat the rap. A census of most relevant television network and NPR transcripts from 1994-2008 shows that in-depth news and interview coverage tends to reinforce most myths rather than contradict them, especially the broadcast networks and Fox. NPR coverage tends to contradict the myths.

Background Television and Toddlers' and Preschoolers' Emergent Literacy • Amy Nathanson, The Ohio State University; Eric Rasmussen, The Ohio State University • 73 mother-child pairs were surveyed and interviewed to understand the relationship between background television and the emergent literacy of young children, and to identify explanations for any observed relationships. The study found that the frequency of background television exposure had a detrimental effect on young children's emergent literacy, possibly because the type of material that is persistently on TV may interfere with young children's ability to benefit from other forms of stimulation in the home.

Wise Latina: The Framing of Sonia Sotomayor in the New York Times and El Diario La Prensa Carolyn Nielsen, Western Washington University The nomination of Sonia Sotomayor to the U.S. Supreme Court was an iconic event in American history and a test of the news media's ability to tell a story that crossed several levels of intersectionality. This framing study of the New York Times and El Diario La Prensa integrates Critical Race Theory and intersectionality in critiquing the narratives in a national, general-market newspaper and in its Spanish-language counterpart. Blending traditional political frames with new diversity frames, it shows how the Times emphasizes the burden of diversity frame and how El Diario emphasizes the benefit of diversity frame.

Exemplars, metaphors, and catchphrases, most notably the now-famous phrase wise Latina, are emblematic not only of the coverage, but of the differences between the two newspapers. Triggering Body Dissatisfaction: The Role of Familiarity on Subsequent Evaluations of the Self Temple Northup, The University of North Carolina, Chapel Hill • Past research examining the content of media programming has clearly demonstrated that women in the media tend to have to conform to certain beauty and body standards in order to succeed. Because this thin ideal is so well-documented, there has been an incredible interest in examining the effects of those portrayals on media consumers. Results from many experimental studies suggest that the media can in fact play an important role in causing body dissatisfaction among women. This present research looks to build upon prior research by exploring the role of familiarity with the mediated image in causing body dissatisfaction. Specifically, a 2 (thin is good, overweight is good) x 2 (concrete image, abstract image) experiment was conducted using a manipulated health website. Results suggest that in line with prior research, abstract (unfamiliar) images of skinny women and moderately overweight women influenced women so that they felt worse about themselves. A similar result was obtained with concrete (familiar) images of skinny celebrities. Concrete images of

overweight celebrities, though, did not cause body dissatisfaction. Implications from these results are discussed.

Issue Attention Cycles and the H1N1 Pandemic: A Cross-National Study of U.S. and Korean Newspaper Coverage • Hyun Jung Oh, Michigan State University; Thomas Hove, Michigan State University; Hye-Jin Paek, Michigan State University; Byoungkwan Lee, Hanyang University; Sun Kyu Song, Incross Inc. • This study analyzes U.S. and South Korean news coverage of the H1N1 pandemic to examine cross-national differences in attention cycle patterns, cited sources, and news frames. A content analysis was conducted with 630 stories from U.S. and Korean newspapers during the period of April to October, 2009. Attention cycle patterns, news frames, and sources varied across the two countries according to triggering events, professional norms, cultural values, and social ideologies.

Exiting with Dignified Rhapsody: A Lexical Study of U.S. Presidential Concession Speeches • Uche Onyebadi, Southern Illinois University Carbondale • U.S. presidential concession speeches are not legally mandated; they are part of a political culture that stresses system continuity after hard-fought and divisive electoral battles. This study uniquely used Diction 5.0, a computer-based content analysis software, to analyze presidential concession speeches from 1952 to 2008. Findings show that while concession speeches structurally appear the same, they qualitatively vary. Unlike Democrats, Republican Party contenders show more reluctance to concede in their concession speeches.

The Effects of Interest Group Campaigns on Candidate Evaluations: Agenda-Setting, Partisan Stereotypes, and Information Processing in Televised Political Advertising David Painter, University of Florida; Maridith Miles-Dunton, University of Florida; Juliana Fernandes, University of Florida • This study employs an experimental design with 141 participants to test the effects of ballot initiative advertisements on candidate evaluations. Specifically, the interaction of the initiative's agenda setting and partisan stereotype effects were tested to draw conclusions about the impact of ballot initiative advertising. The results indicate ballot initiative advertising has a significant agenda setting effect and partisan stereotyping of candidate's issue position on the ballot initiative leads to polarization of candidate evaluations.

Booms, Bailouts and Blame: News Framing of the 2008 Economic Collapse Anthony Palmer, University of South Carolina; Andrea Tanner, University of South Carolina This study examines the framing of economic news in the three major broadcast networks during the height of the economic crisis of 2008. Frames examining which agents were reported as causing the economic news being reported and which agents were attributed with providing an economic solution were studied. Agents responsible for causing or solving an economic problem include government, businesses, individuals, and foreign entities. Other variables studied include the volume and scope of economic news coverage and source attribution. A content analysis of 357 broadcast news transcripts revealed that corporations were most commonly framed as causing the economic news being reported while government was most commonly framed as able to provide a solution to the economic news being reported. Implications of these findings in the context of the media's tapping into public outrage towards corporations are discussed.

Selective Moderating and Selective Responding of User Comments on Online Social Media: A field experiment • Sung-Yeon Park, Bowling Green State University; Gi Woong Yun, Bowling Green State University; Kisung Yoon, Bowling Green State University; Kyle J. Holody, Bowling Green State University; Shuang Xie, Bowling Green State University; Anca Birzescu, Bowling Green State University • This study explored selective moderating and selective responding to user comments on blogs as two potential threats to the integrity and openness of online public discourse. However, the data demonstrated that selective moderating was only rarely employed by bloggers and Website managers to silence opposing views. Selective responding by other users, on the other hand, was more common. Disagreeable comments were often ignored and more likely to be refuted by users on blogs.

Common Acceptance Rate Calculation Practices in Communication Journals: Developing Best Practices Stephen Perry, Illinois State University; Lindsey Michalski, Illinois State University One controversial issue for journals in many fields including communication is that of acceptance rates calculation method. While there are some standards for how acceptance rates are reported, even within the standard formulas variation can arise. At best it is an inexact science when variation exists in how such rates are calculated. But how wide is that variation? To answer that question and point to some best practices, this study examines how various journal editors have calculated acceptance rates. Survey results are from a sample of 49 respondents. While the sample is small, so is the population of journal editors. Still, we believe the analysis to be valuable for the field in helping determine the value of acceptance rate reporting for determining both article quality and faculty merit related to acceptance rates. Results show that there are some standard practices regarding acceptance rate calculation and some common elements of the calculation surfaced. Most interestingly, however, was that characteristics of the editor – not the specific journal – were leading indicators that moderate acceptance rate calculation method. Additionally, this article proposes two formulas for acceptance rate calculation. The Submission Acceptance Rate formula is mostly commonly used and results in lower acceptance rates compared to the second, while the Final Decision Acceptance Rate formula can be more accurately structured and boasts several proponents.

Media Literacy as a Catalyst for Changing Adolescents' Attitudes and Behaviors Toward Sexual Media Messages • Bruce Pinkleton, Washington State University; Erica Austin, Washington State University, Murrow Center for Media and Health Promotion; Yvonne Chen, Virginia Tech; Marilyn Cohen, University of Washington • Researchers used a pretest-posttest quasi-experiment with control groups (n=178) to evaluate the effectiveness of a media literacy-based sex education curriculum. Treatment-group participants better understood that media influence teens' decision making and were more likely to report that mediated portrayals of sex are inaccurate than control-group participants. Treatment-group

participants also reported more knowledge and a greater ability to resist peer pressure to engage in sex than control-group participants.

Nationwide Coverage of Public Responsibility Toward the Socially and Economically Disadvantaged: A Community Structure Approach • Jacqueline Webb, The College of New Jersey; Flora Novick, The College of New Jersey; Hannah Pagan, The College of New Jersey; Marisa Villanueva, The College of New Jersey; John C. Pollock, The College of New Jersey Using a community structure approach, a nationwide survey compared the relationship between city characteristics and city newspaper coverage of government versus societal aid towards the homeless. A database search of articles in a national cross-section of 28 newspapers over a two year period, 09/15/07 to 09/15/08 (the fall of Lehman Brothers) to 09/15/09 (one year after the fall) yielded a total of 748 articles. To explore changes in media coverage between the two sampled years, articles were coded for prominence and one of two measures of frame direction, (government responsibility, social responsibility ,or balanced/neutral), then combined into a single Media Vector score for each newspaper. Pearson correlations revealed that cities with higher populations of stakeholder characteristics yielded significant results. Higher proportions of African Americans in cities were linked with news coverage emphasizing social (rather than government) responsibility for the homeless in both first ($r = -.637, p = .000$) and second ($r = -.604, p = .000$) years. By contrast, higher populations of Hispanics correlated with coverage emphasizing governmental responsibility in both first ($r = .382, p = .025$) and second ($r = .460, p = .008$) years. After a factor analysis for both years, there was a significant shift in the regression of city-level factors from belief system (almost 20% of variance) to vulnerability (about 35% of variance), most likely in response to the economic downturn the nation faced after the collapse of Lehman Brothers in 2008. Coverage of homelessness in the media shifted to represent the larger proportion of society left in vulnerable circumstances, illustrating the impact of social conditions on media coverage, and contradicting the guard dog theory of media as automatically reflecting elite interests.

The Digital Boneyard: An Exploration of Death, Simulacra, and Social Networking Sites • Andi Prewitt, Portland State University With the development of new modes of communication like the Internet, society has seen a shift in public expression—and grief is no exception. Social networking sites have become an increasingly popular outlet for exploring a variety of emotions, and there is still work to be done on the topic of death as experienced online. When members of social networking sites die, their profiles are often turned into memorials. People continue to post messages, photographs, and videos on these pages—talking directly to the deceased as if they could still see the communication. This action allows the profile to live on, signifying a definite disconnection between symbol and reality that is best explored through social critic Jean Baudrillard’s development of the concepts of simulacra and simulation. By reproducing a version of one’s self on a social networking site, users create an environment that values signs more than real experience, thereby elevating an individual’s profile over the flesh-and-blood human being. The result is that no one ever really dies in cyberspace because images and profiles live on and the online grieving process only helps propel this detachment. The flood of comments posted online tends to get further from the source that sparked them in the first place: the individual’s death. As these copies replicate, it becomes apparent that the original never existed.

Examining Influence During a Public Health Crisis: An Analysis of the H1N1 Outbreak Jinsoo Kim, University of Florida; Matthew Ragas, University of Florida; Young Eun Park, University of Florida; Kyung-Gook Park, University of Florida; Yoo Jin Chung, University of Florida; Hyunsang Son, University of Florida • This study revealed evidence of second-level agenda-building and agenda-setting relationships regarding a set of macro-attributes used to frame the H1N1 flu outbreak. Cross-lagged correlation analyses suggest that government communication efforts influenced the macro-attributes emphasized in media coverage at the start of the outbreak, only to see this path of influence reverse as the issue matured. On the other hand, influence in the exchange of attribute priorities among coverage and online public discussion appeared fairly balanced.

Transnational Regional Community through Global Culture: the Case of East Asia and the Korean mass mediated culture • Woongjae Ryoo, Gyeonggi Research Institute • The Korean mass mediated culture has been successful in Asia, and it signifies a regionalization of transnational cultural flows as it entails Asian countries’ increasing acceptance of cultural production and consumption from neighboring countries that share similar historical and cultural backgrounds rather than from politically and economically powerful others. Hence this paper will explore this global cultural phenomenon and how a country considered ‘in-between’ can find a niche and reposition itself as a cultural mediator in the midst of global cultural transformation. The diverse attributes of this mass mediated global culture suggest the possibility that this venue might be understood as a potential node of communicative practice for building a peaceful regional community among many Asian countries that have experienced the harsh memory of war, colonialism and exploitation.

Debunking Sarah Palin: Mainstream News Coverage of Death Panels • Regina Lawrence, Manship School, Louisiana State University; Matt Schafer, Louisiana State University In August 2009 Sarah Palin popularized two words that would profoundly shape the healthcare reform debate. This content analysis examines how journalists covered the death panels claim. The data show that journalists stepped outside the bounds of ritualized objectivity to label the claim false, often without attribution. The authors explain news patterns by examining news analysis and interviewing prominent journalists, and offer advice on dealing with false information in the future.

Filling the credibility gap with news use: College students’ news habits, preferences, and credibility perceptions • Matt Schafer, Louisiana State University • This article examines the relationships between news habits and credibility of the Internet, television, and newspapers. Specifically, the survey explores perceptions of credibility as related to news

preferences and amount of news consumption. Results show that students use the Internet and television for news significantly more than newspapers. Despite this, students believe newspapers are most credible. The author, then, explains the nostalgic credibility of newspaper and the relationship between Internet news consumption and perceived credibility.

Images of injury, desensitization, and support for war: An experiment • Erica Scharrer, University of Massachusetts Amherst; Gamze Onut, University of Massachusetts Amherst; Lisa Wortman, University of Massachusetts Amherst • Results from a 3 (within subjects: time 1, time 2, time 3) x 2 (between subjects: more sanitized group, less sanitized group) repeated measures design with 67 participants show that repeated exposure to news about war over time can lead to changes in viewers' emotional sensitivity, issue priority and concern about war, and support for war, indicating desensitization and re-sensitization effects. Gender, trait empathy, and political ideology also played an important role in these processes.

A little bird told me, so I didn't believe it: Twitter, credibility, and issue perceptions • Mike Schmierbach, Penn State University; Anne Oeldorf-Hirsch, Pennsylvania State University • We investigate how media use of the microblogging tool Twitter affects perhaps of the issue covered and the credibility of the information. In contrast to prior studies showing that ordinary blogs are often judged credible, especially by their users, data from two experiments show that Twitter is considered less credible than various forms of stories posted on a newspaper Web site or even on an anonymous blog.

Partisan Segmentation, Branding and Television News: Where Is It Leading the Public Debate? Dan Shaver, Jonkoping International Business School/Media Management & Transformation Centre; Mary Alice Shaver, Jonkoping International Business School/Media Management & Transformation Centre • This study examines the relationship between partisan segmentation strategies for branding of cable and broadcast news networks in competition audience ratings and political and social polarization. It concludes that partisan segmentation strategies work more effectively with audience members at the extreme poles of the political spectrum but may, through selective exposure and nonrational exposure effects, contribute to a fragmentation of the flow of information required for efficient democratic decision-making.

Measuring the Dynamics of Perceptual Gaps: A Survey of Public Relations Practitioners and Journalists in U.S. and South Korea • Jae-Hwa Shin, Univ. of Southern Mississippi • This study suggests the professional and social distance characterizing the source-reporter relationship and provides an opportunity for developing a theoretical and methodological model integrating coorientation measures with third-person perceptions. A Web survey of 624 public relations practitioners and journalists in U.S. and South Korea showed both false dissensus and social distance among public relations practitioners and journalists enacted through the source-reporter relationship. Coorientational analysis simultaneously demonstrated that members of each profession disagreed with and inaccurately predicted responses of the other. Their inaccurate projection of the views of the other profession was greater than their disagreement, resulting in false dissensus, on two dimensions of conflict and strategy. This study also reveals the third person perception of each professional, insofar as journalists and public relations professionals see more similarity with the general public than with the other professionals. Journalists displayed slightly greater similarities with the third person than their counterpart in the source-reporter relationship.

Ecopedagogical Potential in Pixar's Wall*E • Alexandra Smith, Penn State University, College of Communications • Environmental themes are increasingly prevalent in popular media. Teaching about environmental issues is not always the goal of such texts. Furthermore, capitalist production techniques frequently undermine pedagogical value. Scholars interested in evaluating environmental messages in media texts may find a useful analytic tool in the developing framework of ecopedagogy. This paper uses critical discourse analysis to consider whether Pixar's Wall-E retains any ecopedagogical validity when textual messages are considered alongside the film's capitalist production model.

Female Characters and Financial Performance in 100 Top-Grossing Films in 2007 • Stacy Smith, USC; Rene Weber, University of California Santa Barbara; Marc Choueiti, Annenberg School for Communication & Journalism • The aim of this study was to estimate an exploratory model testing relationships between content creators' gender, the gender composition of lead characters and casts, production costs, distribution/exhibition factors, and domestic/international box office performance and DVD sales of 100 top-grossing films from 2007. Results reveal that female leads have a positive and significant small direct effect on foreign box office receipts, with controls. Domestically (ticket and DVD sales), the paths are non significant and negative.

The Rumoring of SARS and the SARS of Rumoring at Times of Uncertainty and Information Scarcity: A Study of the 2003 Epidemic in China • Zixue Tai, International Communication Division; Tao Sun, University of Vermont • By analyzing, both quantitatively and qualitatively, rumor content as covered by major Chinese newspapers, this study explores the multiple dimensions of SARS-related rumor mongering throughout China during the 2003 epidemic. Findings indicate a strong correlation between the scale of SARS infections and level of rumoring across regions. As for channels of dissemination, rumor mongering still found a natural habitat in word of mouth, while Internet-based platforms and cell phone text messaging emerged as viable grapevines. Our particular typology of SARS-incurred rumors leads us to identify four distinct kinds of rumors: legendary rumors, etiological narratives, proto-memorates, and bogies. The four types of rumors are discussed against the background of superstitious beliefs, folklore practices, popular mentalities, and China's particular information environment.

The fury of the storm: A framing analysis of the climate change discussion and Hurricane Katrina Melissa Thompson, University of Minnesota • Hurricane Katrina is often pointed to as an event that altered the discussion about

climate change in the U.S. With this assumption in mind, this study examines the coverage in four newsweekly magazines the year before and the year after Hurricane Katrina. Frames were grouped to pinpoint themes in the coverage. This analysis reveals that Katrina was not the catalyst for change in the discussion of climate change as has been previously assumed.

Filling the Knowledge Gap: A SEM Analysis of the Moderating Role of Media Use (Online vs. Traditional News) • Hai Tran, DePaul University • This study utilized a media consumption survey, sponsored by the PEW Research Center, to gauge causal relations among socioeconomic status, online news use, traditional news use, and knowledge of public affairs. The analysis examined whether technological change could add to knowledge differences between social segments. A SEM procedure was conducted to examine more closely the assumptions of causality in knowledge-gap research. Theoretical and methodological implications of the study were also discussed.

Keeping up with Current Affairs: New(s) Sources and Their Users • Damian Trilling, The Amsterdam School of Communication Research; Klaus Schoenbach, Amsterdam School of Communication Research & University of Vienna Does a high-choice media environment really produce information hermits who avoid exposure to general public-affairs information? In contrast to widespread fears, the results of a large-scale survey, representative for the Dutch population, suggest that most citizens still get an overview of current affairs. Television news still is the most popular source for overview information. The Internet even reaches those who want to be entertained instead of informed.

Man-child in the White House: The discursive construction of Barack Obama in reader comments at foxnews.com • Fred Vultee, Wayne State University • This study uses fantasy theme analysis to examine reader comments left on news articles at foxnews.com in an attempt to unravel the rhetorical vision that Fox readers construct to help them make sense of Barack Obama's presidency. Results describe the dramatic forms that readers envision and re-enact when articles about the president – favorable, unfavorable, or tangential – are presented.

Family Harmony: How Campaign Information Environment Affected Evaluations of Obama Among Parents and Kids • Ming Wang, University of Wisconsin-Madison; Itay Gabay, University of Wisconsin – Madison; porismita borah, University of Wisconsin-Madison; Dhavan Shah, University of Wisconsin-Madison • This study examines how changes in campaign information environment brought about shifts in parent-child evaluations of Barack Obama. Results from a two-wave parent-child panel study during the 2008 campaign indicate that increasing use of TV and newspapers narrowed the evaluation gap whereas school deliberation, online media, and total volume of ads increased it. Additionally, we also found an interactive effect between increasing family discussions and proportion of Democratic ads.

Framing Deng Yujiao: How online public opinion impacts offline media reports • Haiyan Wang, The Chinese University of Hong Kong • This paper examines how the frame of a news event in traditional print media and online public forum influence each other. The focus is on the Deng Yujiao Case that stirred a heated and sensational row in China in 2009. Results based on content analyses show bidirectional relationship between traditional media reports and online public opinion, and thus suggest that the influence of online media should be taken as a new variable in framing research.

Effects of Media Use on Athletes' Self-Perceptions • Cynthia Frisby, University of Missouri; Wayne Wanta, Oklahoma State University • A survey of university athletes examined whether uses of four media (newspapers, television, radio or the Internet) for sports information were related to self-perceptions of control, commitment, confidence and concentration. The results suggest that newspaper and Internet use reduced feelings of stress among the athletes, perhaps due to athletes' use of the two media as diversions from the pressures of competitive athletics. Television use was not related to any of the measures of athletes' self-perceptions.

Perceived Hostile Media Bias, Presumed Media Influence, and Opinions about Immigrants and Immigration • Brooke Weberling, University of North Carolina at Chapel Hill; Daniel Riffe, University of North Carolina; Francesca Dillman Carpentier, UNC-Chapel Hill • Using data (N=529) from North Carolina, where the Latino population grew 400% in two decades, this study explores the hostile media bias and third-person effect. As hypothesized, anti-immigrant sentiment (AIS) was significantly related to perception of hostile (pro-immigrant) news coverage. However, AIS was not directly related to belief in coverage effects on others. Analysis revealed two paths for relationships among AIS, exposure and attention to media coverage, and perceived media bias and third-person effects.

Behavioral Consequences of Conflict-Oriented News Coverage: The 2009 Mammography Guideline Controversy and Online Search Trends • Brian Weeks, University of Minnesota-Twin Cities; Laura Friedenberg, University of Minnesota-Twin Cities; Brian Southwell, University of Minnesota-Twin Cities; Jonathan Slater, Minnesota Department of Health • This study explores the impact of conflict-oriented news coverage of health issues on the public's information seeking behavior. Using Google search data as a behavioral measure, we demonstrate that controversial television and newspaper coverage of the U.S. Preventive Services Task Force's November 2009 recommendations for changes in breast cancer screening guidelines strongly predicted the volume of same-day online searches for information about mammograms. The implications of news coverage of health-related behaviors are discussed.

Involvement with celebrities in media: The role of parasocial interaction, identification, affinity, and capture • Nainan Wen, Nanyang Technological University; Stella Chia, City University of Hong Kong; Xiaoming Hao, Nanyang Technological University • This study examines college students' involvement with celebrities in Singapore. Results of four focus group discussions, comprising 26 college students in a Singaporean university, showed that celebrity involvement was a multi-dimensional construct, consisted of four distinct components—parasocial interaction,

identification, affinity, and capture. Media consumption was closely intertwined with each of the four components. Through media consumption, involvement with celebrities directly or indirectly influenced college students' emotion, cognition, and behavior.

The Effects of Video Game Controls on Hostility, Identification, Involvement, and Presence Kevin Williams, Mississippi State University • One hundred and nine male college undergraduates at a large Southeastern university played a video game in one of three conditions: using a traditional handheld controller, using hand motion-based controls, or using hand motion-based controls with the addition of a balance board. Results showed that using motion-based controls significantly increased measures of hostility, identification with the avatar, involvement with the game, and feelings of presence with the game. Results regarding presence indicate motion-based controls, while creating interactivity with the game, do not necessarily create a feeling of immersion into the game environment.

The 2008 Presidential Election, 2.0: A Content Analysis of User-Generated Political Facebook Groups • Julia Woolley, The Pennsylvania State University; Anthony Limperos, The Pennsylvania State University; Mary Beth Oliver, The Pennsylvania State University • This study uses quantitative content analysis to assess how John McCain and Barack Obama were portrayed across political Facebook groups prior to the 2008 presidential election. Results indicate that group membership and activity levels were higher for Obama than for McCain. Overall, Obama was portrayed more positively across Facebook groups than McCain. In addition, profanity, racial, religious and age-related language varied with regard to how each candidate was portrayed. Theoretical and practical implications are discussed.

The Effects of Government Censorship of Negative News Coverage on Public Opinions • Boya Xu, West Virginia University • This study examines press function under government regulation and explores the impact that the censorship may have on public psychological responses. In contrast to previous research on phenomena in times of crisis that relied mostly on descriptive work, this research interprets the effects of the news coverage related to the recent economic depression based on basic models of media effects, such as news framing of different media forms, and its potential to shape perceptions of the events. Using data collected from a survey of 218 residents in Morgantown area, it is found that the receiving of negative news coverage was negatively related to the building of mass confidence towards the economic situation. A comparison of the different mass reactions from television and newspaper viewing was also examined through the survey, and research findings show consistencies between the results and predictions derived from reactance and balance theories that are recognized. This study will hopefully draw attention to the influence of the mass media as a political institution in shaping public responses to the continuing threat of economic crisis in the United States, and thereby guiding media action.

The external side of the story: An examination of the effect of hyperlink network structure on the impact level of NGO web sites • Aimei Yang, University of Oklahoma • Previous web site analysis has tended to focus on the internal features of web sites. The current study shifts the attention to external factors, and posits that characteristics of a web site's hyperlink network can significantly influence the level of Web impact the web site can achieve. A group of Chinese environmental NGOs' hyperlink network is analyzed. Results suggest organizational web sites with central network position and connect with web sites that are operated by commercial and network organizations tend to exert greater web impact. Implications and suggestions for future research are also presented.

Bonding and Bridging Social Capital: The Impact of Homogeneous and Heterogeneous News Content • Guang YANG, Hong Kong Baptist University • This paper explores the effect of individuals' cognitive capacity underlying the process of media exposure on social capital in terms of the structure of social network, particularly focusing on news reading process. Selective exposure actually is functioned as a capacity for individuals that determine quantitatively and qualitatively different news content that are exposed to, thus influencing the forms of social interactions with others. The implications are also discussed.

User-generated Content on the Internet: Implications for Democratization, Nationalism, and Political Empowerment in China • lin zhang, Chinese University of Hong Kong; Jiang Zhao, The Chinese university of Hong Kong; He Nan, The Chinese university of Hong Kong • As related to user-generated content on the Internet, nationalism, pro-democracy orientation and civic engagement have received significant interest in recent years. Set in the particular political and social context of China, the current study challenges the technological determinist view by exploring quantitatively the relationships among nationalism, netizen's pro-democracy orientation, offline civic engagement and the practice of producing content on the Internet. It also tries to investigate into the implications of a user-generated Internet model for political empowerment in the transitional Chinese society. The study finds that pro-democracy orientation and civic engagement are more salient predictors of online content generation than the level of nationalism. It also reasserts that civic engagement and nationalism are positively linked to individual's degree of political empowerment. Therefore, it has added to our understanding of the motivations behind content generation on the Internet with the rise of Web 2.0, and has proffered an empirical examination of the important issue of Internet-induced democratization in China.

Multivariate Testing of the Dark Side of Social Capital • Weiwu Zhang, Texas Tech University; Jerod Foster, Texas Tech University • The purpose of this study is to empirically investigate the potential negative influences of social capital on tolerance and effects of media use on tolerance using Howard, Gibson, and Stolle's (2005) US Citizenship, Involvement, and Democracy Survey of 1,001 respondents. Results show that community trust increases three types of tolerance and bonding social capital decreases social tolerance.

Damsel in Distress? Sensationalism in News Coverage of Amber Alert Victims • Shuhua Zhou, University of Alabama; Skye Cooley, University of Alabama; Jon Ezell, University of Alabama; Jeffrey Naidoo, University of Alabama • The so-called Missing White Women Syndrome in the media was largely a popular belief that has not been systematically investigated. This study used victimization theories in narratives to guide an investigation into coverage of the Amber Alert victims. Results indicated that the story behind the syndrome was multilayered. Findings also helped inform discussions on its possible conceptualization.

Narrative Persuasion in Fantastical Films • Lara Zwarun, University of Missouri St Louis; Alice Hall, University of Missouri – St. Louis • To examine the possibility that fantastical narratives can shape real-world beliefs and attitudes, participants (N = 138) used a personal computer to watch one of two short films that dealt with a contemporary social issue (privacy or the environment) set in an imaginary future. Viewers of one film were not significantly more likely than viewers of the other to hold story-consistent beliefs, agree that the issue in their film was serious, or intend to take action to address the issue. However, interaction effects show that those who saw the film about privacy and who experienced higher levels of transportation, reported greater perceived social realism in the film, or had a higher need for cognition were most likely to possess story-consistent privacy beliefs. The study extends what is known about narrative persuasion by applying it to unrealistic fiction as well as to a relatively new type of media usage, the viewing of films on a computer.

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Digital Media Disruption and Islamic Religious Authority: Case Study of Online Contestations Over the Mawlid • Ibrahim Abusharif, Northwestern University in Qatar • This paper explores the relationship between digital media and religious authority in Islam, particularly how it relates juridical nodes of authority. The paper suggest a framework that centers on the notion (or theory) of “disruption” as a function of “mediatization,” principally as it relates to digital media and its challenge to traditional means of knowledge acquisition and conveyance. The case study presented here concerns the “Mawlid,” the controversial practice of celebrating the birthday of the Prophet Muhammad as an act of veneration and piety and how online contestations demonstrate a breach in traditional religious authority and speak to the qualification threshold common to the question of religious authority, sacred law, and media. The paper helps to explain, in part, how media disruption and its relationship with religion have affected the idea of authority. Research question: How has religious authority in Islam been affected by digital disruption at a basic level? And what interdisciplinary framework best describes the phenomenon? And the choice of the case study that symbolizes this question pivots on the celebration of the Mawlid, as explicated below.

#Hijab or #Haram? Revealing Visuals and Semantics Associated with Muslim (Self-)Representation Online • Thomas Frissen, KU Leuven; Elke Ichau, KU Leuven; Kristof Boghe, KU Leuven; Leen d’Haenens, KU Leuven • The proliferation of social media has fed the rapid expansion of what some have called a ‘virtual umma’ (El-Nawawy and Khamis 2010), or a transnational Islamic public sphere (Allievi 2003; Anderson 2003). Blurring the lines between representation, participation and reception, social media have provided Muslims worldwide with spaces and tools for self-definition and community building (Eckert and Chadha 2013; Harris and Roose 2014, Kavakci and Kraepelin 2016; Mosemghvdlishvili and Jansz 2013). The purpose of this paper is to explore visual (self-)representations of Islam and Muslim religiosity in online social networks, with a focus on the leading image-sharing platform Instagram. This was done by means of an innovative multidimensional and quantitative content analysis method, that enabled us to study both visual representations as well as semantic associations, using a dataset consisting of n=1357 unique Instagram posts marked with the hashtags #Islam, #Muslim and #Allah. Our findings are threefold. First, despite the fact that Instagram is an image-sharing platform, the most prominent visual is text, i.e. quotes or inspirational texts. Second, even though very ‘general’ search queries (#Islam, #Muslim and #Allah) were used to compose our corpus, the vast majority of occurring visuals and semantics were strongly related to female religious identity, e.g. hijabs or #Muslimah. Third, and maybe most significant, based on the analysis of both visuals and semantics, we observe a field of tension between the representation of religious experience on the one hand, and religion itself on the other.

Interfaith Monologue: A study of UK-based interfaith work on Twitter • Sofi Hersher, King’s College London • This paper explores the relationship of social media and religion by examining the use of Twitter by interfaith organizations and professionals in the UK. It introduces the concept of ‘interfaith monologue,’ whereby interfaith practitioners use Twitter to disseminate ideas, distribute relevant information, identify with the ideals of interfaith cooperation and encourage contribution to the interfaith movement via one-to-many communication that specifically does not directly encourage conversation or dialogue.

God on our side: Presidential Religious Rhetoric, Issue Ownership and Competing Gospels • Ceri Hughes, University of Wisconsin-Madison • The US, despite official separation of church and state, is a country dominated by the Christian religion. This is evident in the unbroken ranks of Christians (and also white males) to be elected to the top political office in the land. Previous research illustrates how frequently Jefferson’s “wall” is breached in presidential discourse. This research

adds to this evidence and investigates whether presidents appear to adopt religious language systematically in public addresses in a manner consistent with differing biblical interpretations – the Gospel of Wealth and the Social Gospel. The research also looks at whether religious discourse use in speeches conforms to expectations from issue-ownership theory. Content analysis of speeches from Reagan to Obama shows how presidents may use God to bolster support for issues of strength, in overarching political philosophy and also to trespass into opposition issues. This research provides further illustration as to how religion may be being employed at the very highest level of the US political realm.

Power and Politics: State Baptist Newspaper Coverage of Civil Rights, 1963-1965 • Vicki Knasel Brown, University of Missouri • This study explores how Southern Baptist media covered and responded to four civil rights events from 1963 to 1965 and the relationship between the Southern Baptist Convention's news service, Baptist Press, and three selected state Baptist newspapers. Each approached news coverage and editorial response differently. The study contributes to understanding the role the editors, most of whom were also pastors, played in shaping a religious understanding of race relations among their Baptist readers

Visual media, radicalization and Islamic youth: Socially constructed meaning in Indonesia • Michael Longinow; Tamara Welter; Naniek Setijadi, faculty • This paper examines media, radicalization, and the changing role of Islam among young audiences within Indonesia's multicultural society, as viewed through the lens of socially constructed reality and visual theory. It suggests connections between the digital visual media that young Muslims consume, the angst of their lives, and the choice of some to pursue violence—in their own country and in the Middle East—as an outworking of rage, frustration or connection to a cause that becomes a new identity.

The Islamic State in the News: Journalistic Differentiation between Terrorism and Islam, Terror News Proximity, and Islamophobic Attitudes • Christian von Sikorski; Jörg Matthes, University of Vienna; Desirée Schmuck • The present research examined the role of journalistic differentiation (between Muslims/Muslim terrorists) and proximity (place of terroristic act near/far away) for the effects of Islamic State (IS) terrorism news on islamophobic attitudes. Two experimental studies uniformly revealed that undifferentiated (compared to differentiated) IS coverage not clearly distinguishing between Muslim terrorists and Muslims in general activated negative Muslim stereotypes, thereby increasing islamophobic attitudes. However, proximity showed no effects on fear reactions, negative stereotypes, and islamophobic attitudes.

Whose “Boogie-man” is Given Flesh and Blood?: The Role of the Press in Realizing “Christianophobia” • Rick Moore • Is there really such a thing as “Christianophobia”? Given the fact that mass communication messages are typically thought to play a key role in the construction of reality, one would expect that if Christianophobia does exist, the mass media would include evidence of such. In this study, I use Critical Discourse Analysis to investigate coverage of Christianophobia in papers from around the world. In spite of the fact that many powerful people and agencies have attempted to bring the word into the common vocabulary, media usage remains low, and persistently so. The implications of this would seem to be very important for those interested in understanding the media and their power.

“Praised Be” Praised: Religious And Secular Magazine Coverage Of Pope Francis’ Climate Encyclical • Alejandro Morales; Ryan Thomas, University of Missouri • There is a paradox challenging our understanding of the interplay between media, religion, and secularization: decreasing commitment to organized religion alongside religion's increased visibility. In view of this paradox, this study compared how secular and religiously affiliated publications expressed commitment toward religion. We implemented a discourse analysis of secular and Catholic magazine coverage of “Praised Be,” Pope Francis's 2015 climate encyclical. Commitment toward Catholicism involved commitment toward Pope Francis, “Praised Be,” and the Catholic Church as an institution. Secular and Catholic magazines expressed commitment toward Pope Francis and “Praised Be,” but they differed in their commitment toward the Catholic Church. The role of tradition in understanding media, religion, and secularization is also discussed.

No Love for the Enemy: American Evangelicals and the Hostile Media Phenomenon • Brian Watson • As Election Day approached during the 2016 Presidential contest, the members of then candidate Donald J. Trump's coalition of support became clearer. One group in particular, Evangelical Christians, transitioned from being largely skeptical of Mr. Trump's candidacy during the Republican Primaries, to turning out at record rates in November. This study examines one factor that possibly laid the groundwork of Evangelical support for the Republican nominee in 2016: the Hostile Media Effect. Using survey data collected in 2010, I argue that Evangelicals were unique among American religious groups in taking offence from news television. Indeed, the probability of perceiving hostility from news television among Evangelicals rivals the independent effects of partisanship. I conclude by recommending a more contemporary replication of this study using the survey items available in 2010, as well as speculating about the implications of treating religiosity, among Evangelicals in particular, as a core identity as influential as partisanship.

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Do Similar Brands ‘Like’ Each Other? An Investigation of Homophily Among Brands’ Social Networks on Facebook • Mohammad Abuljadail, Bowling Green State University; Gi Woong Yun, University of Nevada, Reno • The advent of internet and communication technologies enabled marketers of brands to have more ways to communicate with their audience; one of which is connecting with other brands. One of the most popular outlets that allows brands to connect with other brands online is Facebook. Brands on Facebook can establish an official fan page where they can interact with their fans as well as network with other brands’ official Facebook pages through “liking” them. This paper seeks to investigate the “liking” behavior among local and global brands (brand to brand) on Facebook in Saudi Arabia and whether these brands’ “liking” network is based on homophilous relationships. The results showed that both status, (e.g., geography and gender), and value (e.g., family ties and religion) homophilous relationships are in play. However, value homophily was a strong factor in brands’ network in Saudi Arabia for some brands in the absence of status homophily network. Although status homophily in general played a role, geographical proximity was not a strong factor compared to previous reports on social network analysis. The data for this study was obtained from 40 brands marketed in Saudi Arabia. Using Netvizz and Gephi, network structures were mapped to explore the relationships among the brand’s’ Facebook pages.

Predictors of Success in Entering The Journalism And Mass Communication Labor Market • Lee Becker, University of Georgia; Tudor Vlad, University of Georgia; C. Ann Hollifield, University of Georgia • As a talent industry, media industries are highly dependent on the quality of the labor force available to be hired. The entry-level journalism and mass communication labor market has been the subject of analysis over the years, leading to the general conclusion that the characteristics of the students who graduates as well as what they did while at the university help to predict success in the media labor market. The research has been based on limited measures of job market success and small samples, sometimes of students only at one point in time. This study revisits the question of what predicts success in the media labor market with a data set spanning 27 years and with multiple measures of job market success. The findings indicate that what the students bring to the educational environment influences what they do while at the university but also continues to have impact after graduation. The decisions students make at the university also matter. Specifically, women have more success in the media labor market than men, but they get paid less. Minorities have more difficulty in the market than nonminorities, but they get paid better if they find work. Selecting public relations as a major is an advantage, as is completing an internship. These relationships hold even after controlling for other factors, including the performance of the labor market for all persons 20 to 24 years old. The findings suggest that media industries still have critical labor management issues to address.

Facebook and newspapers online: Competing beings or complimentary entities? • Victoria Chen, The University of Texas at Austin; Paromita Pain, The University of Texas at Austin • In an attempt to engage more readers online, newspapers, today are adopting Facebook as a distribution platform. Focused on understanding the value of Facebook as a distribution platform for newspapers, this study shows that news engagement, where news that attracts and holds readers’ attention, on Facebook, increases the brand loyalty of newspapers and Facebook. Brand wise both Facebook and newspapers benefit when news is distributed through Facebook. The study challenges popular beliefs about the influence of Facebook on the business of journalism and shows that Facebook and newspapers are mutually beneficial in helping build the brand loyalty of both. It also shows that tie strength and not homophily encourages the sharing of news on Facebook. While these results may seem optimistic, the study further suggests that leveraging Facebook as a news distribution platform to engage audiences should be treated more cautiously.

Management of Journalism Transparency: Journalists’ perceptions of organizational leaders’ management of an emerging professional norm • Peter Gade; Shugofa Dastgeer; Christina Childs DeWalt; Emmanuel-Lugard Nduka; Seunghyun Kim; Desiree Hill; Kevin Curran • This national survey of 524 journalists explores how journalists perceive transparency, a recent addition to the ethics codes of the Society of Professional Journalists and the Radio Television Digital News Association, has been managed as a normative innovation, and the impact of management on its adoption in journalism practices. Results indicate journalists perceive transparency as not been well managed, and that how it is managed has a significant effect on the extent it is practiced.

Brand Extension Strategies in the Film Industry: Factors behind Financial Performance of Adaptations and Sequels • Dam Hee Kim • In the film industry, which is notoriously high risk, sequels and adaptations stand out as successful films. Focusing on adaptations and sequels as extended brands, this paper analyzed 2,488 films released from 2010 to 2013 in the U.S. to investigate films’ box office performance. Results suggested that adaptations from comic books and toy lines were successful, and those produced in sequels were even more successful. Industry factors behind brand extension strategies are also examined.

Rapid Organizational Legitimacy: The Case of Mobile News Apps • Allie Kosterich, Rutgers University; Matthew Weber, Rutgers University • This article examines the importance of legitimacy for the performance of new ventures in the emerging space of mobile news apps, which consists of players from both traditional news and technology. This creates a distinct challenge for survival and performance, further compounded by the short timeframe deemed acceptable for apps to succeed. A multi-faceted model of legitimacy is proposed and tested; findings underscore the vital role of communication-based legitimacy in the struggle for rapid success.

Transformation of the Professional Newsroom Workforce: An Analysis of Newsworker Roles and Skill Sets, 2010-2015 • Allie Kosterich, Rutgers University; Matthew Weber, Rutgers University • Transformation continues to impact news media;

news organizations are adapting accordingly through shifts in required skills and prescribed roles of newswriters. This research uses online public databases to trace employment histories of NYC-area newswriters and explore processes of institutional change related to the professional newswriter. This case study highlights the applicability of quantitative research methods in furthering understanding of professional media dynamics and management challenges related to the emergence of new job roles and skills.

The effects of a TV network strike on channel brand equity • Shin-Hye Kwon, Sungkyunkwan University; Lu Li, Sungkyunkwan University; Byeng Hee Chang, Sungkyunkwan University • This article has attempted to outline the effects of a television channel strike from both the user and the company sides. In the direct effect of strike analysis, viewer ratings(MBC) were higher before the strike than during it. In the indirect effect of strike analysis, strike awareness had a negative influence on brand image for news, entertainment, and information, with especially high influence for information and news. Brand image also had a meaningful influence of brand loyalty mediated by brand satisfaction and awareness of brand quality. Thus, loyalty to MBC decreased as viewers learned about the strike. This study has several implications that a specific channel's brand equity does not decrease until viewers become aware of a strike at the channel. In addition, we suggest different possible effects of a media strike on the brand image of a channel or network. Third, we infer the changes in viewer ratings to be a direct effect of media strikes. Another theoretical implication of this study is its explanation of how a strike at a specific company strike can affect competing companies using the concept of media deprivation and dependency theory. Lastly, This study's results offer practical information for media companies' strike management.

Consumer choice of mobile service bundles: An application of the Technological Readiness Index • Miao Miao; Xi Zhu; Krishna Jayakar • This paper asks whether consumers are rational in choosing the most appropriate mobile service bundle (combining voice, text and data), given their actual levels of usage. It also investigates whether psychological or demographic factors can predict the likelihood that a user will choose optimally. Using the Technological Readiness Index as a theoretical framework, this study finds that customers who are optimistic about technology are more likely to choose the optimum bundle, while those who are insecure about technology are significantly less likely.

Assessing News Media Infrastructure: A State-Level Analysis • Philip Napoli; Ian Dunham; Jessica Mahone, Sanford School of Public Policy, Duke University • This paper develops and applies an approach to evaluating the robustness of the news media infrastructure of individual states. Drawing upon the Cision Media Database, and employing a detailed filtering methodology, this analysis provides indicators that facilitate comparative analysis across states, and that could be employed to facilitate analyses over time within and across individual states. This assessment approach is derived from multivariate analyses of the key geographic and demographic determinants of the robustness of the news media infrastructure in individual states.

High Brand Loyalty Video Game Play and Achieving Relationships with Virtual Worlds and Its Elements Through Presence • Anthony Palomba • Based on a uses and gratifications and presence conceptual framework, this study considers high brand loyalty video game players' levels of presence, and evaluates how virtual relationships and perceptions of brand personalities may moderate the relationship between high brand loyalty video game players' gratifications sought and media consumption experiences. A national survey of 25-year-old to 35-year-old high brand loyalty video game players (N=902) was conducted. Theoretical contributions surrounding the importance of presence during video game play to reach desired gratifications as well as industry implications are discussed.

Content Marketing Strategy on Branded YouTube Channels • Rang Wang, University of Florida; Sylvia Chan-Olmsted, University of Florida • As YouTube becomes a viable competitor in the media ecosystem, this study assessed top brands' content marketing strategy on branded YouTube channels via content analysis. Using a consumer engagement conceptual framework, the study examined brand strategies addressing the interactivity, attention, emotion, and cognition aspects of engagement and explored the role of firm characteristics, including YouTube capability, financial resources, ownership, and product category, in strategy differentiation. Implications of utilizing YouTube in branding and engaging were provided.

Exploring Cross-Platform Engagement in an Online-Offline Video Market • Lisa-Charlotte Wolter, Hamburg Media School; Sylvia Chan-Olmsted, University of Florida • In an ever-increasing fragmented media environment, the need for comparable metrics across online and offline platforms is intensifying. This study introduces the concept of engagement in an audience setting; discusses its role in today's video consumption process, and elaborates on the rationale and approach of assessing engagement in online-offline environments. We will present results from a qualitative study of globally conducted in-depth interviews with 73 experts. Research implications and a cross-platform engagement framework are presented.

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Open Call Competition

What is a shared interest?: How *ex parte* can be used to reveal the overlap of public and corporate interests in FCC policy making • Amy Sindik, Central Michigan University; Brian Creech, Temple University • Additional theoretical and methodological development is needed to consider the FCC's role overseeing public and corporate interests. This study uses *ex parte* contacts to examine the FCC policy process in order to discern the interests it considers when crafting policy. This article introduces a term to be used when neither a discussion of public or private interests is sufficient: the shared interest. The shared interest is used to define the areas where the public good may overlap with industry profit motive and gives a scholar a particular concept to search for when parsing the complications of communication policy.

Attention Ecology of the Web • Aneгла Xiao Wu, Chinese University of Hong Kong; Harsh Taneja, University of Missouri • Taking an ecological approach, our study conceptualizes and empirically demonstrates the associations between website-level media structures and global patterns of online attention. We develop (1) a typology of website formats along the curatorial and the productive dimensions, and (2) two measures to capture distinct aspects of attention that complement the typical aspect of popularity. We implement these methodological innovations on world's 850 most popular sites and their shared usage data at three recent time points.

Affect, Risk and Online Political Criticism in Restricted Information Environments Aysenur Dal Although political outcomes of using information and communication technologies in restricted information settings have attracted scholarly attention from various disciplines, some important questions remain unanswered. Why do the measures taken against citizens' online political activities in authoritarian settings often fail for great enough crowds? What is the explanation for the psychological processes of those who engage in "risky" political expression in settings where there may be direct consequences of anti-government online behavior? In this study, we suggest a model that explains how individuals living in restricted information environments perceive and react to risks of online political expression. The main theoretical contribution is to draw links between literatures of perceiving risk and political communication so that our knowledge on government responses to expanding political role of ICTs incorporates citizen behaviors' underlying judgment and decision making mechanisms as well. Using an original web survey, we study the underlying processes that individuals go through in evaluating and responding to the risk of engaging in expressive behaviors in an increasingly restricted information environment, Turkey.

New Directions in Selective Exposure: Measurement and Mitigation • Benjamin Lyons, Southern Illinois University Carbondale • Individuals often seek out agreeable information, increasing polarization and impairing knowledge. This study contributes new ways to measure and potentially mitigate this bias. First, contextually-activated discussion networks are examined alongside traditional media choice as dependent variables. Next, self-affirmation and social identity complexity primes are investigated as interventions. Results (N = 600) show social identity complexity marginally reduced selective exposure to media, and significantly reduced activated network density. Neither intervention impacted network homogeneity.

The Effect of Collaborative Filtering on Online News Processing • Christina DeVoss, University of Connecticut; Anne Oeldorf-Hirsch, University of Connecticut • "Online news consumption is increasing, which can produce different effects on agenda setting and learning compared to offline news consumption. Using an experimental design (N=178), this study tests how collaborative filtering of online news affects information processing, based on the cognitive mediation model. Results indicate that bandwagon cues indicated by collaborative filtering positively influence cognitive elaboration about the news, and that both surveillance and interpersonal utility motivations are related to news attention and elaboration.

How Can Media Users Feel Presence by Fictional Media Content? • Euijin Ahn, Yeungnam University; Hwiman Chung, New Mexico State University • Few studies have explained why media users experience presence by fictitious media objects or events. The most challenging problem is that media users implicitly know they are just visual fabrications. Here, we try to solve this paradoxical phenomenon of presence. We propose cognitive models of presence that are independent from a belief system. The proposed models are based on a perceptual experience of stereopsis which is related to the perception of egocentric distance.

Data Analysis with Topic Models for Communications Researchers • Frederick Boehm • We present a non-technical introduction to data analysis with topic models for communications researchers. We motivate the discussion with a research question from social media communications research. We then discuss statistical aspects of topic models as we illustrate these methods with data from Twitter and from The New York Times. We complement our discussion with computer code (in the R computing language) that implements our methods. We close with ideas about the future value of topic modeling to communications researchers.

Perusing Pages and Skimming Screens: Selective Exposure to News Articles in Online vs Offline Contexts • George Pearson, The Ohio State University; Silvia Knobloch-Westerwick • The rise of soft and user-generated news cause fundamental changes for recipients' news selections. A carefully designed 2x2x2 experiment had participants (n = 197) sample from the same soft and hard news in an online or offline context, while presenting amateur or professional source cues. Soft news was generally preferred, unexpectedly more so in the offline setting and more so among habitual print news consumers. Amateur vs. professional sources did not affect selections.

Defying censorship: A framework for reactance and learning in the face of media controls • Golnoosh Behrouzian; Emma Fete; Aysenur Dal • Media censorship is a significant issue plaguing over 80 percent of the world's population. This suppression of information can have damaging consequences for the public's knowledge base and negatively impact the capability of citizens to make well-informed decisions, by withholding information or creating misperceptions, amongst other things. While most research addresses the implications of censorship from a more normative institutional level, we propose a novel theoretical framework looking at the individual-level effects of perceived censorship on political knowledge. Through the integration of psychological reactance as a mediating variable, we use data from a two-wave longitudinal survey, taken by Turkish citizens before the June 2015 general election, to conduct an exploratory study of the underlying psychological and communication processes that may motivate increased political learning. We find that those citizens who perceive a threat to their media freedom are more likely to experience psychological reactance, which heightens their level of political learning. Our results both challenge and expand on previous findings that suggest censorship broadly dampens political knowledge, since the boundary condition provided by psychological reactance suggests that higher levels of perceived censorship may, in fact, motivate higher achievement in knowledge. We discuss the implication of these findings as it relates to information-seeking strategies that may further clarify how individuals in repressed media environments manage their media freedom.

Evaluating Sampling Methods for Content Analysis of Social Media Data • Hwalbin Kim, University of South Carolina; Seung Mo Jang, University of South Carolina; Sei-Hill Kim; Anan Wan, University of South Carolina • Despite the existing evaluation of the sampling options for periodical media content, little is known about whether the traditional sampling methods are applicable to social media content. This paper tests the efficiency of simple random sampling and constructed week sampling, varying the sample size of media content in the context of the 2014 South Carolina gubernatorial election. This study also provides initial evidence that each day can be better used as a unit of analysis.

Agreement between Humans and Machines? — A Reliability Check among Computational Content Analysis Programs • Jacob Rohde, Boston University; Denis Wu • As data generated from social networking sites become larger, so does the need for computer aids in content analysis research. This paper outlines the growing methodology of supervised machine learning in respect to document topics classification and sentiment analysis. A series of tweets were collected, coded by humans, and subsequently fed into a selection of six different popular computer applications: Aylien, DiscoverText, MeaningCloud, Semantria, Sentiment 140, and SentiStrength. Reliability results between the human and machine coders are presented in a matrix in terms of Krippendorff's Alpha and percentage agreement. Ultimately, this paper illuminates that, while computer-aided coding may lessen the burden and accelerate for researchers in coding social media content, the results of utilizing these programs indicate low reliability for analyzing political content.

Establishing an EMA-style Collection Method for Intervention Message Testing • Jared Brickman; Jessica Willoughby • Evaluating messages is important for message creation. Previous research has often used long-form surveys to test messaging. This study asks whether real-time sampling on a mobile phone could serve as a message-testing alternative. Participants evaluated messages over a week using mobile phones. More than 90 percent of messages were evaluated, and a majority of participants preferred this methodology. This approach, while not without limitations, is a viable and important tool for diversifying message testing.

The social media mourning model: Examining tie strength and "acceptable loss" in Facebook mourning posts • Jensen Moore, University of Oklahoma; Sara Magee, Loyola University Maryland; Jennifer Kowalewski, Georgia Southern University; Ellada Gamreklidze, Louisiana State University • Social media allows people to grieve. However, not all deaths are equal. In a 2 (death type: acceptable vs. non-acceptable) x 2 (Tie strength: strong vs. weak) experiment, we found individuals felt more positive toward those who died in an acceptable manner, and who had a stronger relationship with the deceased. However, the strength of relationship appears to be more influential in its effect on the views toward grieving than how a person died.

Explicating the Meaning of Social Media Literacy • Jeremy Ong; Edson Tandoc, Nanyang Technological University • This paper explicates the concept of social media literacy, arguing that the increasing digitization of social life on social media confronts users with novel problems, such as misinformation, identity theft, privacy concerns, and matters of taste and decency. By engaging in the process of meaning analysis, this paper identifies four domains of social media literacy: technical, privacy, credibility, and social domains. The paper also argues for the theoretical and practical utility of this proposed typology.

Evaluating a sexual health text message service using short message service (SMS) surveys with adolescents • Jessica Willoughby; Kelly L'Engle, University of San Francisco; Kennon Jackson; Jared Brickman • Two-way mHealth interventions allow for feedback solicitation from participants. This study explores the use of a text-message survey to assess demographics and program feedback from users of an adolescent sexual health text message question-and-answer service. The text message survey achieved a 43.9% response rate. When compared to respondents who used the service and completed an online in-school questionnaire, text survey respondents were more likely to be female and older. They also reported higher service satisfaction.

"The First Decision for My Child": Mechanisms through which Parents of Children with and without Autism Decide on Their Children's Vaccination • Juwon Hwang, University of Wisconsin – Madison • Based on O1-S-O2-R model, this study explores the mechanisms through which parents decide on their children's vaccination. Analyzing nationally representative

survey data, this study assumes that the evaluation of health information sources plays a critical role in parents' benefit perception and decisions on their children's vaccination. This study finds that print and interpersonal communication as stimuli are positively associated with parents' benefit perception of their children's vaccination whereas social media is negatively associated with it. In turn, benefit perception is significantly related to parents' decisions on their children's vaccination. However, there is no interaction effect of parents of children with autism (PCA) and the evaluation of health information sources on parents' benefit perception and decisions on their children's vaccination. The results seem to suggest that targeted messages addressing PCA's concerns and to mitigate mistrust are needed.

Global Network Agenda Setting: Visualizing the South China Sea Dispute • Lei Guo, Boston University; Kate Mays, Boston University; Jianing Wang, Boston University • This study theoretically and methodologically advances the Network Agenda Setting Model, a third level of agenda setting, through a media analysis of the South China Sea dispute. Combining a sophisticated semantic network analysis approach and the Granger causality test, the study examined the interplay between three involved countries' media coverage and the global public opinion as reflected on the Twittersphere. Network visualization techniques were also used to graphically represent the media network agendas.

Sampling Strategy for Conducting Content Analysis of Digital Native Sites • Lu Wu, UNC-Chapel Hill; Joe Bob Hester • This study investigates sampling strategies for efficiently creating representative samples of digital native sites. Using 90,117 stories from BuzzFeed, the authors compare simple random, consecutive day, and constructed week samples. Similar to previous research, the study concludes that constructed week sampling is the most efficient technique. For variables with low variability (coefficient of variation < 0.30), 3 to 5 constructed weeks may be sufficient. For situations with a greater degree of variability, 6 to 12 constructed weeks may be required in order to create a representative sample.

When gaps become huuuuge: Donald Trump and beliefs about immigration • Magdalena Saldana; Lourdes Miri Cueva Chacon, University of Texas at Austin; Victor Garcia-Perdomo, University of Texas at Austin/Universidad de La Sabana, Colombia • The belief gap argues that ideology and partisanship—instead of education—explain people's beliefs about politically contested issues. Relying on nationally representative panel data, this study explores how ideology and education work together to predict belief gaps about immigration. In addition, we test if support for Donald Trump increases negative beliefs about immigrants. Findings suggest that ideology and education interact to predict attitudes (but not beliefs), and Trump's supporters exhibit significantly negative beliefs about immigration.

Perceived Hostile Media Agenda in the 2016 Democratic Primary • Mallory Perryman, University of Wisconsin – Madison • This survey of young voters (n=187) explored perceived bias in news coverage of the 2016 Democratic presidential primary race. We introduce the idea of the hostile media agenda, where, in addition to sensing hostile bias in the valence of a candidate's news coverage, the audience also senses a hostile bias in the volume of a candidate's coverage. Indeed, voters felt media had slighted their candidate in both valence and volume of coverage.

Communication Activities as a Source of Perceived Collective Efficacy • Masahiro Yamamoto, University at Albany – SUNY • This study examines two communication-based sources of neighborhood collective efficacy, communication ties with neighbors and local media use. Data from a Web survey of Chicago residents show that communicative relationships characterized by weak ties are associated with increases in perceived collective efficacy. Data also indicate a positive link between attention to neighborhood social news and perceived collective efficacy. Both weak communication ties and attention to neighborhood social news also have indirect associations with perceived violence in the neighborhood through perceived collective efficacy. Implications are discussed for the role of interpersonal and mediated communication in neighborhood safety.

Understanding information encountering: A case of newspaper reporting behavior at Midwestern metropolitan-area newspapers • Matt Bird-Meyer, University of Missouri • This study considers how journalists embrace the unexpected as part of their reporting routine using Erdelez' framework of information encountering. Five journalists from metropolitan-area newspapers participated in the study. The study began with a semi-structured interview. The participants were asked to keep a diary to record their reporting behavior. The researcher followed up with a debriefing. By embracing the unexpected, it was clear that these journalists routinize encountering and make themselves open to encountering.

Party or Peers: Where is the loyalty? Corrective action effects on opinion and expression in the context of intergroup political conflict • Megan Duncan, University of Wisconsin-Madison; David Coppini • This study extends the corrective action hypothesis, addressing three important gaps in the literature. First, we directly test corrective action hypothesis in controlled opinion climates within the American partisan context and we pit this hypothesis against a competing hypothesis, support-based engagement. While most research on corrective action used cross-sectional data, this study attempts a causal explanation by manipulating comments about a fictitious candidate. Second, we measure the change in opinion caused by peer comments while accounting for the effect of party identification. Third, we pit party loyalty and peer influence against each other to find which has the larger effect on predicting the change in opinion about a candidate and the likelihood of expressing that opinion. Specifically, this study uses a 2 (political party) X 3 (comment opinion climate) experiment embedded in a survey of the adult American population (N=350). The study purported to be a beta-test for an election mobile application to test the effects of party cues and opinion climate on support for a candidate and individuals' expression. Our design built three distinct political climates, allowing us to test directly how partisans and non-partisans act in each environment. The results show a corrective action effect in opinion change about the candidate.

Comment is free, but biased: Spiral of silence and corrective action in news comment sections • Megan Duncan, University of Wisconsin-Madison; David Wise, UW-Madison; Ayellet Pelled, University of Wisconsin; Shreenita Ghosh, University of Wisconsin Madison; Yuanliang Shan, University of Wisconsin-Madison; Mengdian (Mandy) Zheng; Douglas McLeod, University of Wisconsin-Madison • Our online experiment provides evidence that the opinion climate of news comments have an effect on the formation of news audience opinions about news issues. Through the lens of spiral of silence theory, corrective action hypothesis, and peer influence research, we see differences in the reactions to varying opinion climates on the news audience. The study adds to the literature by manipulating the perception of opinion climate on an issue by using a fictitious current event, it measures changes in opinion instead of merely resulting opinion, and it adds nuance to the discussion of opinion climate by reflecting five conditions. The experiment allowed participants to reply, comment, do both, or do nothing and so comes closer to measuring real-world expression behavior. Results suggest the interaction between opinion climate and personal opinion can predict who will engage with a news comment section through the mechanism of spiral of silence, and the expressed opinions in a news comment section influence the direction of opinion change about the issue.

Reluctance to talk face-to-face and post on Facebook about politics: Examining the roles of fear of isolation, willingness to self-censor, and network structure • Michael Chan • Based on concepts from spiral of silence theory, this study examines Hong Kong citizen's willingness to publically express support for a political party or candidate face-to-face and on Facebook during the 2015 District Council elections. Findings from a national survey showed that fear of social isolation (FSI) exhibited an indirect effect on public expression of support through willingness to self-censor (WTSC) for both offline and Facebook contexts. Moreover, there was evidence of moderated mediation for the Facebook condition, such that the indirect effect was stronger for those with more homogeneous Facebook networks. This particular finding is framed in terms of the technological affordances of Facebook (e.g. persistence and scalability of posted messages vis-à-vis spoken communications) as well as increased identifiability and decreased anonymity of Facebook interactions, which accentuate the publicness of political expression and individuals' fear of social isolation and sensitivity to the opinion climate.

Testing Intergenerational Transmission of News Content Preference: A South Korean Case • Minchul Kim, Indiana University • Understanding of how adolescents develop news preference is closely associated with understanding of how a democratic society works. This study tested the intergenerational transmission of news content preference between parents and adolescents. Specifically, our findings suggest that mothers' news content preference, but not that of fathers', had independent and lasting influences on adolescents' news content preference. This implies that mothers may play a more direct role in the intergenerational transmission of news content preference than do fathers.

Racial Diversity in News: How Journalist, Officeholder, and Audience Intersect to Affect Racialized Issue Coverage • Mingxiao Sui; Newly Paul; Paru Shah, University of Wisconsin-Milwaukee, Political Science Department; Johanna Dunaway, Department of Communication, Texas A&M University; Brook Spurlock • This study examines whether and how the presence of minority journalists affects media coverage of racialized issues. We focus our analysis on data from more than 1,500 state legislative elections in 2012 and content analysis data from local news coverage of 3,400 candidates in these elections. Our finding indicates that minority journalists in newsrooms may not help increase the coverage of racialized issues. However, in states with a larger minority population, minority journalists are more likely to cover race-related issues.

Does News Still Serve as a Public Forum? Broadcast News and the Public Agenda, 1968-2010 • Patrick Meirick, University of Oklahoma; Jill Edy • An analysis of quarterly public opinion and broadcast news coverage from 1968 through 2010 shows the news agenda is as strongly related with the public agenda as ever. However, it does not function as has been assumed. The agenda-setting relationship appears to diversify the public agenda rather than winnowing it to a narrow list of action items. That is, broadcast news may foster consensus by making us aware of each other's concerns.

Who Sets the News Agenda on "Chinese Twitter"? The Interaction between the Media and Opinion Leaders on Weibo • Qian Wang • Within the theoretical framework of agenda setting, this study applied granger causality analysis to examine the relationships between the news agendas of the media outlets and opinion leaders on one Chinese social network platform—Weibo. The study not only applied agenda setting to Chinese social media, but it also approached the agenda-setting effects of social media from a completely different perspective, recognizing and differentiating the segmented agendas on social media platforms. It examined more nuanced agenda-setting effects among the most influential groups on social media platforms, determining and comparing the news agendas of these groups. The results showed agenda-setting effects exist only between the opinion leaders and commercial media outlets rather than the official media in China. Although journalists and celebrities tended to the most influential ones on Twitter, business elites were the most influential opinion leader on Weibo.

Cultural Cognition, Psychological Sense of Community, and Offshore Oil Risk Perceptions in Ghana: A Scale Development and Adaptation Study • S. Senyo Ofori-Parku, The University of Alabama • The cultural cognition thesis observes that individuals' worldviews or cultural biases orient how they think about environmental health issues, messages, and policy prescriptions. However, the cultural cognition worldview scale, which has been extensively validated in the United States, has not been validated in African contexts. Since environmental hazards have asymmetric impacts on developing countries and the poor in general, this study uses Ghana's burgeoning offshore oil production industry as a context, to test and systematically develop a cultural cognition worldview measure that is sensitive to the local Ghanaian context. The psychological sense of community and Schwartz' universal values scale were also tested. Initial assessments of the ability of these scales to predict offshore oil risk perceptions are reported.

I Am In A Relationship With Harry Potter: Evaluation of Parasocial Interactions and Textual Poaching in Harry Potter Fandom Forums • Sara Erlichman • Author J.K. Rowling is notorious for producing fandom content in order to keep the Harry Potter alive. The objective of this study seeks to identify parasocial interaction and textual poaching themes such as interpretations, constructed fan content, and identification with the community in online Harry Potter fandom forums. This pilot study analyzed 100 posts from MuggleNet.com's discussion forums to measure the prevalence and relationship of textual poaching and parasocial processes within these posts.

The link between crime news and guilty verdicts: An examination of the largest jury summons in US history • Sarah Staggs, University of Arizona; Kristen Landreville • The trial for Colorado theater shooter James Holmes summoned a record 9,000 potential jurors to serve. As media continue to publicize and sensationalize high-profile crime stories, it becomes more difficult to find individuals and potential jurors with little to no exposure to pretrial publicity. This study explores the association between interest and exposure in a case, as well as subsequent knowledge of the case and judgments of a criminal offender's guilt. Agenda setting, framing, and predecisional distortion are the theoretical foundations used to explore this relationship between media and cognition. A national survey (N = 236) was distributed to measure exposure to pretrial publicity to the Colorado theater shooter case, recalled knowledge about the crime, and views of the offender's guilt. Results show that perceptions of the criminal offender's guilt were influenced by increased exposure to pretrial publicity, interest in the case, media credibility beliefs, and knowledge of the crime event. Evidence was found supporting the link between exposure to pretrial publicity and predecisional distortion favoring the offender's guilt.

Rethinking Communication Infrastructure and Civic Participation: Interaction Effects between Integrated Connection to a Storytelling Network (ICSN) and Internet and Mobile Uses on Civic Participation • Seungahn Nah; Masahiro Yamamoto, University at Albany – SUNY • This study draws on communication infrastructure theory (CIT) to examine the extent to which Internet and mobile devices may drive integrated connection to a storytelling network (ICSN) on civic participation. Data were collected through a nationwide online panel (N=1201) to test conditional effects of ICSN on civic participation in physical and virtual settings by Internet and mobile uses. Results indicate that the relationships between ICSN and civic participation in offline and online contexts were moderated by expressive uses of Internet and mobile media concerning local politics or community issues. In other words, these relationships were stronger for those who more frequently engaged in locality-oriented expressive activities such as expressing opinions and passing along information encountered online on local politics or community issues. This study reveals locality-based expressive uses of Internet and mobile media as driving and mobilizing mechanisms that may help citizens to engage in place-based civic and community life. This study also discusses theoretical insight, policy implication, and practical application to advance the communication infrastructure theory (CIT).

Selecting Serious or Satirical, Supporting or Stirring News? Selective Exposure to Traditional versus Mockery News Online Videos • Silvia Knobloch-Westerwick; Simon Lavis, The Ohio State University • Selective exposure to satirical and traditional news was examined with online clips to test cognitive dissonance and entertainment-education hypotheses. An experiment (n = 146) presented news choices, varied in stance (conservative, liberal) and format (traditional vs. satirical news). Results show political interest fosters traditional news selection. Clips with partisan alignment were more frequently selected. Selecting satire news affected internal political efficacy, and selecting online news clips induced attitude shifts according to message stance.

Millennials vs. Boomers: Using Behavioral Data to Compare the Digital News Networks of Two Cohorts • Stephanie Edgerly; Harsh Taneja, University of Missouri; Anegla Xiao Wu, Chinese University of Hong Kong • This study takes a macro "audience-centric" approach to studying the online news habits of two age cohorts. While surveys suggest that millennials and boomers differ in online news exposure, we use metered data from comScore to analyze shared usage between the 789 most popular news (and social networking) websites for both cohorts. We compare the resulting two "digital news usage networks" to determine how prominent both social media and legacy media are for each cohort.

Examining the Interaction Effect between Media Favorability and Media Visibility of Business News on Corporate Reputation • XIAOQUN ZHANG, University of North Texas • This study showed the significant interaction effect between media favorability and media visibility of business news on corporate reputation, indicating that the first-level agenda-setting effect and the affective dimension of the second-level agenda setting effect take place simultaneously when the public use media messages to form corporate reputation. It also suggested that the composite measure of media favorability and media visibility is superior to the measure of favorability, and a threshold of media visibility is a necessity to create a valid measure of media coverage to predict corporate reputation. This study was based on the content analysis of 2,817 news articles from both elite newspapers and local newspapers.

Social media, political disagreement, political participation, and self-censorship • Yangsun Hong, University of Wisconsin-Madison • The purpose of this study is to examine the specific mechanisms of the relationship between social media use for politics and engagement in participatory activities. This study argues that exposure to political disagreement will be an important mechanism explaining the association between the social media use and engagement in participatory activities, especially for expressive type of participatory activities. In this regard, this study expects a moderating role of self-censorship in the proposed mediation pathway. The result confirms political disagreement as a mediator of the relationship between social media use and expressive type of political activities. It also shows while self-censorship has a suppressing effect on individuals' willingness to speak out which is a strong antecedent of expressive activities, the greater experience of political disagreement cancels out the suppressing effect of self-censorship on expressive activities.

A Meta-Analysis of News Media's Agenda-Setting Effects, 1972-2015 • Yunjuan Luo; Hansel Burley, Texas Tech University; Alexander Moe, Texas Tech University; Mingxiao Sui • This project involved exploring the agenda-setting hypothesis across a range of studies using rigorous meta-analytic approaches. The researchers drew upon empirical agenda-setting studies published from 1972 to 2015, and 67 studies that met the inclusion criteria for analysis produced a moderate grand mean effect size of .487. A multiple regression analysis revealed significant predictors, most notably was the predictor that classified the basis for the study correlation as either the number of content categories or the number of participants. A multiple regression of a subgroup using text analysis produced homogeneity (non-significance). The mean for these studies was .51. This is an indication of consistency in findings across agenda setting studies. Study limitations and suggestions for future research are also discussed in the article.

The Communication Research Matrix: An Alternative Approach to Kuhn's Conception of Paradigms • Zachary Sapienza; Aaron Veenstra, Southern Illinois University Carbondale • Utilizing an implicit general semantics framework, this article explicates Thomas Kuhn's conceptions of paradigms with specific attention paid to their context and application within the field of mass communication. In doing so, this paper will highlight three potential problems with the concept of paradigms ranging from multiple and diverse definitions to Kuhn's insistence that it was not applicable to the social sciences. Building off the work of Rosengren (1983) and Renckstorf & McQuail (1996), this paper will examine the potential of research quadrants as an alternative to paradigms and make a case for their use in the field of mass communication.

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Incivility or Sarcasm? Expanding the Concept of Attacks in Online Social Media • Ashley A. Anderson, Colorado State University; Heidi E. Huntington, Colorado State University; Kim Kandra, Colorado State University • This study expands the definition of incivility, an oft-cited concern of computer-mediated communication. We propose sarcasm – a subtler form of provocation – as a concept related to incivility – which involves more explicit attacks. Using a content analysis of Twitter posts about climate change, we find the two concepts are not used simultaneously in the same posts but are employed in similar patterns. This indicates sarcasm is an important and distinct concept in online discussions.

Antecedents of Internal Political Efficacy. Incidental News Exposure Online and the Role of Political Discussion • Alberto Ardèvol-Abreu, University of Vienna; Trevor Diehl, University of Vienna; Homero Gil de Zúñiga, University of Vienna • Internal political efficacy has become a key concept in political science, since it has long been considered a predictor of a variety of pro-democratic behaviors. However, the effect of incidental news exposure online is underdeveloped in the literature. This study argues that both general news media use and incidental news exposure online lead to political efficacy through discussion. The paper also tests whether discussion with weak versus strong ties yield different results predicting efficacy.

Attitudes toward Illegal Immigration and Exposure to Public Service and Commercial Broadcasting in France, Norway, and the United States • Audun Beyer, Department of media and communication, University of Oslo; Joerg Matthes, U of Vienna • This paper investigates the relationship between news exposure and attitudes toward illegal immigration. Based on comparative survey data from three countries (U.S.; France; Norway), findings suggest that political orientation is the strongest predictor of attitudes toward illegal immigration and that exposure to commercial news is positively related to negative attitudes toward illegal immigration in all countries. Public service broadcasting, in contrast, leads to more positive attitudes toward illegal immigration only in the U.S.

Television vs. YouTube: Political Advertising in the 2012 Presidential Elections • porismita borah, Washington State University; Erika Fowler; travis ridout • We employ a unique data set to compare both online political ads and televised political ads from the 2012 presidential campaign, relying upon data from the Wesleyan Media Project and YouTube. Primary findings show negative ads are mostly sponsored by political groups and not candidates in both TV and online. Online ads are less negative and less policy driven, consistent with the theory that they are designed for a different audience than television.

Online media and the Social Identity Model of Collective Action: Examining the roles of online alternative news and social media news • Michael Chan • This study integrates the literature on the mobilizing potential of online news media to engender protest participation with recent theoretical syntheses from socio-psychological perspectives of collective action. More specifically, it examines the potential for alternative media and social media to stimulate the core antecedents of collective action (identity, efficacy and anger) in the context of a pro-democracy movement. Findings from a representative sample using structural equation modeling supported the social identity model of collective action (SIMCA) framework, such that all three antecedents predicted protest participation and that higher levels of identity were positively relate to anger and efficacy. Moreover, the same antecedents mediated the relationship between online media use and protest participation.

The findings demonstrate the benefits of theoretical integration from related disciplines so as to better understand the dynamics of collective action at the individual level.

The Effect of Self-Expression on Political Opinion • Saifuddin Ahmed, California, Davis; Heejo Keum, Sungkyunkwan University; Yeo Jeong Kim, Sungkyunkwan University; Jaeho Cho, California, Davis • The political impact of social media has drawn considerable attention, however, the scientific understanding of how engaging in expressive behavior via social media influences the way the expresser makes political decisions remains limited, if not unknown. An analysis of 1,209 survey responses revealed consistent results across six issues where the effects of party identification on opinions about political issues became stronger as political expression on social media increased. Implications of the findings are discussed.

Herbert Gans Revisited: Proposing a Network Analytic Approach to Source Use • Bethany Conway, University of Arizona • This study investigates the information resources journalists attained from sources in midterm election coverage. Moving beyond past research, it investigates resource fulfillment while incorporating concepts of source interdependence through the application of social network analysis. Results of a nationwide survey of journalists suggest that source centrality within the network is heavily based on the information resource being provided. At the same time, certain sources are also seen as structurally equivalent, and may even be complementary.

The 2014 Midterm Elections on Local Television: Frames, Sources and Valence • Daniela Dimitrova; Sisi Hu • Local television remains the main information source for the average American, yet studies of local television content are rare. This study investigates the coverage of the 2014 midterm election on two local television stations in Iowa, KCCI-TV and WOI-TV. Using a content analysis approach the study shows that local election news reporting is more likely to focus on the horse race rather than political issues, and tends to be more episodic rather than thematic in nature. The coverage relies primarily on elite sources such as politicians and government officials rather than experts and ordinary citizens. Local election news reporting remains mostly neutral in tone. Human-interest coverage is not uncommon while pieces about the role of media in elections are quite rare.

Income Inequality and the Media: Perceptions, Evaluations, and the Role of the Government • Itay Gabay, Bowling Green State University • The study takes the first step in examining the effect of media use and political talk on perceptions of income inequality and the role of the government to reduce it. Using ANES 2012 Time Series Study we show that while radio listeners tend to support income inequality, individuals who receive their information from the Internet, were more likely to think that income inequality has risen in the last twenty years, and TV viewers support government action to reduce it. Political talk tends to echo political predisposing.

Motivations for Political Discussion: Antecedents and Consequences on Civic Participation • Homero Gil de Zúñiga, University of Vienna; Sebastian Valenzuela; Brian Weeks, University of Vienna, Department of Communication • To date, most scholarship on informal discussion of politics and current events has mainly focused on its cognitive, attitudinal, and behavioral effects. In comparison, few studies have addressed the antecedents of political talk. We seek to fill in this gap by using two-wave U.S. panel survey data (W1=1,816; W2=1,024) to study two sets of motivations people may have for engaging in political conversation: civic-oriented and social-oriented goals. Furthermore, we examine if these motivations matter by analyzing their relationship with civic participation. Using structural equation modeling, our results suggest that both civic and social motivations are strong predictors of frequency of political discussion and, consequently, are indirectly associated with levels of civic engagement. From a theoretical perspective, these findings cast political talk as a more complex phenomenon than what deliberative theory suggests, and point to social motivations as an additional path to civic life.

From Consumer to Producer: Relating Orientations, Internet Use, and Lifestyle and Contentious Political Consumerism • Melissa R. Gotlieb, Texas Tech University; Sadia Cheema, Texas Tech University • This study uses national survey data collected from U.S. adults to explore the relationships among individual and collective orientations to political consumerism, Internet use, and participation in lifestyle and contentious political consumerism among Generation Y. Results demonstrate although both orientations motivate online content consumption, only holding a collective orientation motivates content production. Moreover, although both uses of Internet facilitate socially-conscious consumption practices, only content production mobilizes more active participation in organized boycotts and “buycotts.”

Image, Issues and Advocacy in White House E-mail Newsletters • Joseph Graf, American University • The Obama administration is the first to send an e-mail newsletter, allowing it to control the president’s image and advocate for his agenda. We analyze four years of newsletters (N = 701). The administration portrays the president formally, impersonally, and rarely with the military or business. It projects the administration as the government, with few mentions of the other branches or political opposition; and the administration is increasingly using the newsletter and social media for political advocacy.

Newspaper Coverage of 2012 U.S. Presidential Candidates’ Digital Campaign Communication • Charles Watkins, University of Alabama; Jennifer Greer, University of Alabama • To examine how journalists cover campaign websites, social media, and mobile applications, U.S. newspaper coverage of Obama’s and Romney’s 2012 digital communication was analyzed. Only 1.4% of all campaign articles mentioned digital campaigning, and prominence of these 292 articles was low.

Mentions focused on message content and political strategy. Fact-checking was rare, and half of the mentions had no tone or analysis. Obama's digital communication was covered more frequently and more positively than was Romney's.

Partisan Conflict Framing Effects on Political Polarization • Jiyoung Han, University of Minnesota; Marco Yzer, The University of Minnesota School of Journalism and Mass Communication • Consistent with self-categorization theory, we test whether exposure to partisan conflict- framed news produces group polarization between Democrats and Republicans. A set of analyses of variance showed persistent patterns of increased partisan identity salience, extremization, conformity, and political polarization as a result of news exposure. Using structural equation modeling, we integrated all the hypothesized cognitive paths toward political polarization into a single model and found supporting evidence of the indirect effect of partisan conflict framing.

Partisan Provocation: The Role of Partisan News Use and Emotional Responses in Motivating Information Sharing • Ariel Hasell, University of California Santa Barbara; Brian Weeks, University of Vienna, Department of Communication • Citizens increasingly rely on social media to consume and disseminate news and information about politics. This study focuses on how partisan news use influences information sharing in part because of the negative emotions it arouses in its audience. Using panel survey data, we find that use of partisan news is associated with increased anger and anxiety directed at the opposing party's presidential candidate and indirectly facilitates information sharing about the election on social media.

State legislative candidate evaluation of campaign news quality • James Hertog, University of Kentucky; Matthew Pavelek, University of Kentucky • Political candidates' evaluation of the news coverage their campaigns received was studied using an online survey of candidates who sought state legislative offices during 2012. A sample of 515 former candidates was gathered and asked a series of questions concerning interactions with journalists during their campaigns and their evaluations of the coverage their contests received. Candidates indicated amicable relations with journalists, extensive attempts to gain news coverage and a significant level of outreach efforts and responsiveness to candidate efforts on the part of newsmen. Candidates did express a significant level of critique of overall press performance, though, and we found some indication that those who had a cooler relationship with journalists were also more critical of news coverage of their election campaigns.

Communication and Democracy: Effects of Agreement and Disagreement on Democratic Ideals Through Information Processing Strategies • Myiah Hutchens, Washington State University; Chan Chen, Washington State University; Jay Hmielowski, Washington State University; Michael Beam, Kent State University • Grounded in the ideals of deliberative democracy, this study examines the relationship between exposure to counter-attitudinal and attitude consistent political communication and the belief that discussion leads to better decision-making. Using data collected in the week prior to the US midterm election, we examine both the direct effects, and indirect effects mediated by systematic and heuristic processing. We determined that exposure to disagreement is associated with beliefs that discussion leads to good decisions both directly and indirectly through increased systematic processing and reduced heuristic processing. Exposure to agreement has positive indirect effects via increased systematic processing, and negative effects via increased heuristic processing.

Are Voting Rights Newsworthy? How Sources Depicted Electoral Participation in 1965 and 2013 • Sharon Jarvis, University of Texas at Austin • This study examines how sources in coverage of the 1965 Voting Rights Act and the 2013 Shelby County v. Holder Supreme Court Decision discussed electoral participation in The New York Times and Birmingham News. In 1965, sources in both outlets treated voting as a cherished and contested right. In 2013, voices in the Birmingham News continued to do so whereas those in the New York Times had shifted attention to gay rights and depicted elections as controlled by partisan elites.

Overcoming Hard Times: Televised U.S. and Russian Presidential Rhetoric in Times of Crisis • Tatsiana Karaliova, Missouri School of Journalism • The purpose of this study is to provide a better understanding of how televised presidential rhetoric is used by the leaders of the United States and Russia in times of domestic and foreign affairs crises. The analysis revealed both similarities and differences in presidential crisis rhetoric in the United States and Russia. The presidents showed differences in how they construct their identities, what frames they use to define crises, interpret them, and provide moral evaluation and treatment recommendation. The rhetorical quality of the addresses in terms of tone, structure, and strategies also differed. This study showed that presidential crisis rhetoric combined characteristics of national eulogies and deliberative rhetoric and has different purposes at different stages of a crisis. Timing appeared to be more important for crisis rhetoric than for any other genre of presidential rhetoric, especially in the case of immediate threats and human losses. Presenting a strong argument, applying a strong and decisive frame that is rooted in history and cultural perceptions of the audience, as well as identifying the guilty in a polarized foreign affairs crisis could be particularly effective in the "cold war of frames" as it helps build rhetorical capital for presidents as world leaders.

Gender, stereotypes, and attitudes toward female political leaders: The moderating roles of news media use • Heejo Keum; Jaeho Cho, University of California, Davis; Yeo Jeong Kim; Choi Eunyoung, Sungkyunkwan university • This study examines the complex relationships between gender, stereotypes, media, and attitudes toward female political leaders. Our analyses of 2012 ANES data reveal that women voters and individuals who have lower levels of traditional gender role stereotypes and modern sexism show positive attitudes toward the prospect of a woman becoming president and positive

feelings toward Hillary Clinton. Furthermore, the effects of gender stereotypes and sexism on attitudes toward female political leaders become stronger when individuals' news media use increases.

The Interaction Effect of Political Identity Salience and Culture on the Third-Person Perception of Polling News • Hyunjung Kim, Sungkyunkwan University • This study examines the interaction effect of political identity salience and culture on the third-person perception of election polling news in the U.S. and South Korea. A web-based experiment was conducted prior to the 2012 presidential election in the two countries. Results demonstrate that the differential between in- and out- groups is greater in the identity salience group than in the control group only for South Korean participants.

Media and Party Communication Effects on Intra-Campaign Vote Switching • David Johann; Katharina Kleinen-von Königslöw, University of Zurich; Sylvia Kritzinger; Kathrin Thomas • This paper examines why voters change their vote intention during an electoral campaign. In particular, we explore the impact of media and party communication on voters' likelihood to switch their party preference. During an election campaign, voters are exposed to news media reporting that provides the information necessary for their voting decisions and that raises awareness of salient issues. Voters are also exposed to campaign communication by political parties: politicians and party members approach them in rallies, on the street and at home to persuade them to vote for them at the polls. Following an integrative approach, this paper links data from a media content analysis of six main news outlets (N = 4,265) to public opinion data based on a rolling cross-sectional panel design (n = 2,607) to jointly investigate the relative impact of exposure to media and party communication on vote switching. Using logistic regressions based on a stacked dataset, our study reveals that both individual exposure to positive media reporting about a party as well as interpersonal contact to this party increased the likelihood of vote switching in favour of that party. Impersonal campaign contacts, by contrast, were unable to convince voters to switch.

Persuasive Political Docu-Dramas: Examining Motivation, Elaboration, and Counter-Argumentation in Strategic Political Narrative Processing • Heather LaMarre, Temple University • Recent work within political and policy communication has begun examining the concept of narrative strategy wherein persuasive messages are thought to be intentionally embedded within entertaining narratives as a means of influencing political or policy outcomes (e.g., Jones & McBeth, 2010). As opposed to the unintentional effects often observed in entertainment media, strategic narratives are purposive, aiming to achieve specific attitudinal, opinion, or policy outcomes (Shanahan, et al., 2011; Jones & McBeth, 2010). The present study builds on this growing research area, focusing on the role of cognitive elaboration within strategic political entertainment and policy narratives. Using healthcare policy as a context of study, a random assignment 2 (motivation: high, low) x 2 (media stimuli: healthcare policy docu-drama, satirical healthcare policy docu-drama) post-test only experiment was conducted to examine individual-level cognitive elaboration and subsequent attitudes concerning U.S. healthcare policy. Results suggest that motivation plays a significant role in policy-relevant cognitive elaboration. Additionally, satirical narrative viewers were less able to counter-argue the policy issue than dramatic narrative viewers, which is discussed in terms of the political satire elaboration paradox. Both types of policy narratives led to more narrative-consistent healthcare attitudes.

Social Movement as Political Education: Communication Activities and Understanding of Civil Disobedience in the Umbrella Movement • Francis L. F. Lee, Chinese University of Hong Kong • Occupy Central, which would later evolve into the Umbrella Movement, was conceived as a civil disobedience campaign when it was first proposed in early 2013. Although civil disobedience arguably has a history of decades in Hong Kong, the concept was seldom discussed in the public arena, and the practice was not well established in the society's repertoire of contentious actions. Year 2013 and 2014 thus constituted a critical discourse moment in which the concept of civil disobedience was intensively discussed and debated. This study examines if the Occupy campaign and the Umbrella Movement had an educational function leading to higher levels of public understanding of civil disobedience. Analysis of two surveys conducted in September 2013 and October 2014 respectively shows that public understanding of civil disobedience did increase substantially over the year. After the Umbrella Movement started, attitudinal support for and actual participation in the movement, political use of social media, and discussion with disagreeing others significantly predict understanding of civil disobedience. Theoretical and social implications of the findings are discussed.

Except if He's Black: How Race Conditions The Effect of Religious Cues on Candidate Evaluation • Bryan McLaughlin, Texas Tech University; Bailey Thompson, Texas Tech University • The relationship between religion and politics is contingent upon race, but work examining the effect of religious cues on political outcomes has focused exclusively on White politicians. We employ an experimental design where White and Black participants were introduced to a congressional candidate. We manipulated whether the politician was White or Black and whether or not they used religious cues. Results demonstrate that religious and racial cues interact, but in more nuanced ways than expected.

Catalyzing Events: Exploring the Intersection of Electoral Campaigns and Social Movements • Laura Meadows, Indiana University Bloomington • Through an ethnographic study of North Carolina's LGBT movement, this study proposes the conceptualization of a catalyzing event, defined as a political happening that fundamentally alters the trajectory of a social movement to provide a distinct perspective through which to examine the trajectory of a social movement and the experiences, interactions, and events that alter its course.

Michael Brown as a News Icon: Event-driven news and its impact on protest paradigm • Rachel Mourao, The University of Texas at Austin; Danielle Kilgo; George Sylvie, University of Texas at Austin • The shooting of Michael Brown by a police officer cued an intense reaction from citizens, officials, and activists. Through a content analysis of

newspaper stories and guided by the theory of indexing during event-driven news, this study converges sourcing with adherence to the protest paradigm, a pattern that emphasizes violence and deviant behavior. Findings reveal that while nonofficial sources dominate coverage about Ferguson, they do not provide critical viewpoints that challenge the protest paradigm.

#That'sFunny: Second-Screen Use during Comedy TV News Viewing as a Predictor of Online Political Activism • Rebecca Nee, San Diego State University • Using national survey data (n = 645), this study explores political activism as an outcome of complementary simultaneous media use. Framed by the theoretical concepts of participatory culture and active audiences, this study provides tangible evidence of newer forms of political participation among TV viewers who use digital platforms to interact socially and seek information. Findings show a relationship between online political activism and second-screen use during TV news watching, particularly among comedy news audiences.

Dispelling the Myth of Ideological Polarization in News Consumption: A Network Analysis of Political News Websites • Jacob Nelson; James Webster • Political polarization is increasing in this country, and its effects are many and far-reaching. Many assume that a primary cause of political polarization is the increasing availability of ideologically tinged political news. Other scholars who have examined political polarization in news consumption have found that news audiences predominantly consume centrist or moderate news and for the most part ignore ideological news sources altogether. Yet the myth of ideologically driven news consumption doggedly persists. This paper finally dispels that myth. Using social network analysis of comScore web analytic data, we argue that audience duplication among the fifty most popular political news sites in the month leading up to the November 2014 election occurs at a rate greater than chance. We find that political news sites share more audiences than many realize, and that this holds true regardless of the political ideologies of either the audience or the outlet. We conclude that a site's popularity, rather than its ideology, is what drives political news consumption.

How Political Talk and Political Efficacy Jointly Mediate the Impact of News Consumption on Political Participation? • Chang Sup Park, Bloomsburg University of Pennsylvania • This study suggests a two-step mediation model, which highlights the role of political talk and political efficacy in political communication. Based on two cross-sectional analyses and one auto-regressive analysis from the dataset of a two-wave panel survey during the 2012 presidential campaign in South Korea, this study finds that political discussion and political efficacy jointly mediate the impact of news consumption on political participation. Through involvement in the discussion with others, individual news consumers make more sense of the information obtained from the media and such sense-making are more likely to result in political participation through political efficacy. The result suggests that political talk and political efficacy jointly play a pivotal role in connecting citizens' information-seeking behaviors to political participation. Additionally, this study finds that news consumption via online media and social media is significantly influential in triggering citizen engagement in political processes.

Offline Talk, Online Talk, and News Reflection in Political Learning • Chang Sup Park, Bloomsburg University of Pennsylvania • This study assesses how different types of political reasoning – offline political talk, online political talk, and news reflection – play a role in political learning. Drawing on online survey data collected during the 2012 presidential election in South Korea, this study finds that online political talk is more closely related to political knowledge than offline political talk and news reflection. News reflection was positively associated with political knowledge, yet the strength of the relationship was weaker than that of political talk. This outcome indicates that interpersonal reasoning (political talk) is more closely related to the essence of deliberation than intrapersonal reasoning (news reflection).

Antecedents of Strategic Game Framing in Political News Coverage • Desiree Schmuck, University of Vienna; Raffael Heiss, University of Vienna; Joerg Matthes, U of Vienna • “The use of strategic game framing is predominant in mainstream news reporting of politics. Nevertheless, systematic research on the specific antecedents of strategic game framing is scarce. In this study, we employ a quantitative content analysis to investigate different media- and content-related antecedents of strategic game framing. Findings reveal that both media- and content-related variables predict higher strategic game framing. However, content-related variables, such as story type or issue exert the strongest impact.”

Using Media to Prepare for Understanding or Persuading: Partisan Selective Exposure and Future Discussion Expectations • Mingxiao Sui; Raymond J. Pingree • Despite widespread concern about partisans selecting attitude consistent media, only a few experiments have used media selection as an outcome. Such experiments are important to isolate the causal factors that lead to partisan selective exposure and may help suggest conditions under which this phenomenon could be reduced. This experiment tested the effects of two factors that seem highly relevant in new media contexts: expectations of future discussion and the presence or absence of entertainment options. Participants were led to expect a discussion oriented toward either persuasion or understanding, and were given a choice of media clips from different sources that either included or did not include an entertainment option. Entertainment options reduced time spent watching both own-party media and other-party media. Among Democrats but not Republicans, entertainment options appeared to be used as a substitute for time spent watching other party media. Republicans responded to expectations of understanding-oriented discussion by watching more own-party media, whereas Democrats responded by watching less own-party media. Implications and future research directions are discussed.

The fictitious ‘Newsroom’: The influence of entertainment media on attitudes of news trust • Jason Turcotte, Cal Poly Pomona • Polls show that people increasingly harbor unfavorable views of the press, as the public grows more

attentive to fictional programs over news. Using HBO's The Newsroom as stimuli, this study tests whether entertainment media can restore public trust in the news. I find that exposure has no effect on general news trust; however, a negative relationship with gatekeeping trust is observed. In short, exposure to the program reduces confidence in news professionals as effective gatekeepers.

Investigating Social Capital in the New Media Environment: SNS, Internal Efficacy, and Civic Engagement • Zachary Vaughn, Indiana University • This paper explores the role that social networking sites have on social capital. Using secondary data from Pew Research Internet Project: Civic Engagement in the Digital Age this paper finds that use of social networking sites and the internet for news and information gathering is positively correlated to civic engagement. This paper also introduces the variable of internal efficacy, and it finds that internal efficacy is positively related to civic engagement.

Social Identities and the Illinois Pension Problem: Constructing a “Just-in-Time” Model of Belief Development • Aaron S. Veenstra, Southern Illinois University Carbondale; Benjamin Lyons, Southern Illinois University Carbondale; Cheeyoun Stephanie Kang, Southern Illinois University Carbondale; Zachary Sapienza, Southern Illinois University Carbondale • For years, Illinois and Chicago have underfunded their employee pension systems, leading to significant recent controversy over the extent of the problem. This study proposes a “just-in-time” social identity influence model to identify salient social identities (union membership, political affiliations, region of residence) and test their influence on pension beliefs. Findings show that despite being strongly related, influences on beliefs about Illinois and Chicago differ based on demographics and media use.

Skip to the Comments: News Engagement, Discussion and Political Participation in Austria • Ramona Vonbun, University of Vienna; Trevor Diehl, University of Vienna • This study explores how engaging with political information online might lead to offline discussion and political participation in Austria. This study extends recent work on the mediating influence of discussion in connecting news engagement and political action, to include reading political comments attached to news and social media websites. Do political postings fuel further discussion offline, and in turn, political action? The analysis draws on data from the Austrian National Election Study.

How Journalists Experience the Hostile Media Effect • Mike Wagner • The hostile media effect, the systematic tendency for people to believe that news coverage is hostile to their views, is a robust finding. In this article I ask, do journalists perceive a hostile media too? A web-based survey experiment of television and print journalists in the top 150 media markets in the United States (N=631) varied whether the story was about an issue owned by the Republicans (tax relief) or the Democrats (health care) and whether the partisan senator of the party that owned the issue engaged in “cheap talk” or “costly talk.” Ideological journalists were more likely to perceive a hostile media when a member of their preferred political party was reported to have engaged in costly talk—especially when costly talk came from a partisan source whose party owned the issue. Despite these attitudes, journalists across the ideological spectrum found each type of story to be equally newsworthy.

Charismatic rhetoric, integrative complexity and the U.S. Presidency: An analysis of the State of the Union Address (SOTU) from George Washington to Barack Obama. • ben wasike • This study adopted Thoemmes and Conway's seminal work on integrative complexity (IC) of U.S. presidents to examine the interaction between IC and charisma in the State of the Union address. The study examined a census of all the SOTU addresses given from George Washington to Barack Obama. The study found positive correlation between IC and charisma, inverse correlation between charisma and reelection and overall, congressional opposition elicited more charisma. Unlike IC, charisma forms an inverted U-shaped curve, conservatives displayed more of it and charisma could be immune to crisis effects.

Issue importance, perceived effects of protest news and political participation • Ran Wei, U. of South Carolina; Ven-hwei Lo, Chinese U of Hong Kong; Hung-Yi Lu, National Chongchung University • How do news coverage of a grass-root protest movement and perceived importance of the movement affect people's participation? And how do people infer the effect of the news on themselves differently than on others? Informed by the third-person effect hypothesis, we examine these questions in the context of the student-led Sunflower movement in Taiwan that rose in opposition to a trade pact with China. In the study, we advanced three propositions. First, that the perceived effects of the protest news on oneself would be a better predictor of political participation than would perceived effects of such news on others. Second, that the perceived effect on oneself, not on others, would enhance the impact of issue importance on participation in the movement. And third, how people processed protest news would be another intermediate mechanism on subsequent participation activities. We found support for these propositions in data collected from a probability sample of 1,137 respondents. The contributions of the findings to the robust third-person effect research are discussed.

Linking Agenda Networks between Media and Voters: An Investigation of Taiwan's 2012 Presidential Election • Denis Wu; Lei Guo, Boston University • This study investigates the Network Agenda-Setting (NAS) model with original data gathered from 2012 presidential election in Taiwan. Networks of media coverage on the most important issues and candidate attributes and affects are compared with the counterparts generated from public opinion data. The overall correlations between media's networks and voters' networks are positive and significant, indicating a confirmation of NAS effect in a non-U.S. country. Partisan media and selective exposure in the media system are also incorporated into the investigation. Results show that partisan selective exposure did not lead to consistent conclusions about accentuated impact of like-minded media consumption.

The dual process of influence: Examining the hydraulic pattern hypothesis of media priming effects • Sung Woo Yoo, SUNY Cortland • This paper examined the hydraulic pattern of media-priming effects, an argument that increase in the importance of an issue is accompanied by decrease in importance of other issues. Granger causality between media coverage and the perceived importance of issues was examined using a content analysis and secondary survey data. In the findings, media coverage caused changes in the issue-weight of other issues. Also, the time-lag of the hydraulic pattern preceded the main priming effects.

The personal is political?: The relationship between passive and active non-political and political social media use • Rebecca Yu, University of Michigan • Previous research indicates that social media use for news or political purposes increases political participation, but little is known about if and how political social media behavior might emerge out of everyday, non-political usage of such sites. Using two separate adult samples of Facebook and Twitter users, this study examines the extent to which and how non-political, passive (NPP, consuming content about entertainment interests and personal life) and non-political, active (NPA, producing content about entertainment interests and personal life) social media use relate to exposure to and expression of political voice on the sites. The overall findings are consistent across the two platforms, such that while both NPP and NPA use are positively associated with political information exposure on the sites, NPA use is positively related to political expression, and this relationship is partially explained by political efficacy. Together, these findings support the possibility that the “political” may be an extended terrain of “the personal,” while drawing attention to the possible differential political outcomes resulting from NPP and NPA social media use.

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Appearance and Explanation: Advancements in the Evaluation of Information Graphics • Spencer Barnes, University of North Carolina at Chapel Hill; Laura Ruel, University of North Carolina at Chapel Hill • The research presented in this paper offers new approaches to evaluate the efficacy of information graphics by examining how appearance and explanation can be quantified and analyzed via three novel measures: aesthetic value, learning efficiency, and performance efficiency. Little research has been conducted to determine the implications of these qualities. Findings suggest that information processing predicates explanation and that explanation makes slightly more of a contribution to one’s interaction with an information graphic than appearance.

Images of Arab Spring Conflict: A Content Analysis of Five pan-Arab TV News Networks • Michael Bruce, University of Alabama • Guided by framing theory a quantitative content analysis was conducted on news programming from five transnational satellite news channels that broadcast to/from the Arab world—Al Jazeera, Al Jazeera English, Al Arabiya, Alhurra, and BBC Arabic—to determine if differences exist between the networks, and between two dimensions of a network taxonomy—western and liberal commercial—in how Arab Spring conflict and violence was visually framed. Results show that the liberal commercial networks utilized more conflict visuals than western networks. Among the individual networks, Al Jazeera aired the most violent Arab Spring images. However, the majority of Arab Spring visuals from all the networks were conflict free, suggesting that Arab media is not as violent as anecdotal evidence suggests.

Place, space, and time: Elite media as visual gatekeepers in the formation of iconic imagery • Nicole Dahmen, University of Oregon; Daniel Morrison, University of Oregon • Media gatekeeping has been a critical component in the formation of iconic imagery. This research examines differences between identification of iconic imagery when comparing a prompt of commonly used elite media images to an unprompted response in effort to ascertain which images are, in fact, considered most iconic by audiences. Findings indicate that the democratization of the news via social media has had the unanticipated effect of rescinding the uniformity of collective visual consciousness and the traditional formation of iconic imagery.

Access Denied: Exploring the relationship between the Obama administration’s access policies and visual journalists’ ability to function as independent watchdogs • Nicole Dahmen, University of Oregon; Erin Coyle, Louisiana State University • The Obama administration has continued to restrict media access, specifically for visual journalists, to presidential events, instead offering White House captured photos, best described as visual news releases, which undermines the ability of the press to gather information and to report news. Through surveys and in-depth interviews with WHNPA members, findings provide evidence that visuals journalists understand their watchdog role and that White House practices interfere with visual journalists’ ability to perform this critical function.

Image, Race, and Rhetoric: The Contention for Visual Space on Twitter • Michael DiBari, Hampton University; Edgar Simpson • This study examines photographs associated with the Twitter hashtag ifiweregunneddown through the lens of visual rhetoric, concluding that social media users engaged in a protest against mainstream media by using images of themselves to reassert their identity. Data was examined through the theory of the public sphere, suggesting that societal

members use information available to them to debate and determine meaning. This study also borrows theory from geography and the concept of contested space.

Finding Photojournalism: The Search for Photojournalism's Birth as a Term and Practice • Timothy Roy Gleason, University of Wisconsin Oshkosh • The history of photojournalism is wealthy in tales of glory but poor in the understanding of how photojournalism emerged as a term and set of practices. This paper tracks the language used to describe pre-photojournalism through the beginnings of photojournalism, roughly marked as during WWII. Pictorial journalism and press photography can be viewed as photojournalism's predecessors. Photojournalism, as a term, appeared as late as 1938, but it wouldn't come into popular usage for decades.

Visually framing press freedom and responsibility of a massacre: Photographic and graphic images in Charlie Hedbo's newspaper front pages around the world • Kristin Gustafson, University of Washington Bothell; Linda Jean Kenix • This research examines 441 front-page images published in 367 newspapers on the day following the shooting in Paris of twelve people at or near the satirical magazine to understand how mainstream media visually frame responsibility for the Charlie Hedbo massacre and how visual framing coalesced to represent collective narratives about press freedom. Through a collaborative visual analysis, this study attempts to understand how the selected visual frames worked to communicate the causes, effects, and responses to the massacre and also to press freedom—an ideological construct that that news media had a vested interest in advancing.

The State of the Scholarship: Exploring the theories and methods used in visual communication journals • Matthew Haught, University of Memphis; David Morris II, University of Memphis • As the field of visual communication continues to grow in academic program, its scholarship also has developed. Once rooted in communication, psychology, anthropology, and sociology, visual communication itself has emerged as an independent academic discipline. Yet, its research tends to draw on theories and methods from its roots. Using a content analysis of two leading visual communication journals, *Visual Communication Quarterly* and *Visual Communication*, this study compares the theoretical perspectives, research topics, methodologies, data collection and visual data used in visual communication research. It concludes that, overwhelmingly, photography and graphic design research dominate the visual communication landscape.

On their Own: Freelance Photojournalists in Conflict Zones • Pinar Istek • The recession increased media organizations' reliance on freelance photojournalists, while affecting the support they receive covering conflict zones. This study investigates freelance and staff photojournalists' perception of support they receive and whether that affects content produced. Grounded theory was used to analyze nine in-depth interviews with freelance and staff photojournalists. The research found that freelance photojournalists receive less than sufficient support. Both believe that support systems improve their coverage in conflict zones.

Visual Expressions of Black Identity: African American & African Museum Web sites • Melissa Johnson, NC State University; Keon Pettway, NC State University • This qualitative and quantitative content analysis examines 46 African American museum Web sites. Described are images, sound, and visual dynamism. Merelman's Cultural Projection theory serves as a foundation to explain how the African- and African American-centric organizations express Black and organizational identities. The findings add to the literature on counter-stereotypes, provide suggestions regarding methodological challenges of digital content analysis, and offer ideas for Web designers and content providers.

What Does Moral Look Like? A Second-Level Agenda-Setting Study Linking Nonverbal Behavior to Character Traits in Politicians • Danielle Kilgo; Trent Boulter; Renita Coleman • The study explores which nonverbal behaviors – specific facial expressions, and gestures – lead viewers to attribute specific character traits to political figures, building on the substantive dimension of second-level agenda setting theory. Findings include direct eye contact, shaking hands, and smiling lead to inferences of caring, and crossed arms make people think the person is uncaring. Shaking hands and raised, open arms led to inferences of competence. Honesty was only linked to raised or open arms.

Child Survivors of Sandy Hook: An Analysis of Front-Page Photographs in U.S Newspapers • Eun Jeong Lee, The University of Texas at Austin • This study examined how U.S. newspapers visually framed images of child survivors on their newspaper front-page. A content analysis of 646 photographs from U.S newspapers suggests that human interest framing dominated the news coverage by emphasizing graphic images of human suffering of tragic incident. The results also showed that U.S. newspapers were more likely to feature negative emotional portrayals of child survivors during the news coverage.

Visual Frames of War Photojournalism, Empathy, and Information Seeking • Jennifer Midberry, Temple University • This between-subjects experiment examines how people respond affectively and behaviorally to images that depict the human cost of war compared to those of militarism. More specifically, this paper investigates whether photos with three types of human-cost-of-war visual frames and with one militarism visual frame evoke differing levels of empathy, distress, and information seeking behavior in participants. The findings help expand our understanding about the way audiences emotionally process and react to conflict photos and they have implications for how photojournalists and photo editors might present audiences with images of war that will engage individuals rather than overwhelm them.

Al-Sabeen Square suicide attack remediated: A visual analysis of propaganda of the deed in Yemeni Press • Natalia Mielczarek • This project engages iconographic tracking and visual rhetorical analysis to analyze the remediation and

recontextualization of terrorist-produced images in Yemeni press to cover one of the deadliest suicide bombings in recent history. The study offers the concept of participatory jihad, which explores the use of terrorist-produced photographs as user-generated content in participatory culture and illuminates the ongoing symbiotic relationship between mainstream media and modern-day terrorists as communicators.

Citizen Framing of Ferguson in 2015: Visual Representations on Twitter and Tumblr • Ceeon Smith, Arizona State University; Mia Moody-Ramirez, Baylor University; Lillie Fears; Randle Brenda • This content analysis of the photos and text in Tumblr posts and tweets following Michael Brown's death in 2014 indicates the most salient themes characterized Ferguson as a war zone, Middle East-like and out of control. Citizens on both Twitter and Tumblr used similar photos and text to frame both Brown and Ferguson in a certain manner. Framing of Michael Brown, on the other hand, was dichotomous in nature, depicting him either as a hero or a villain. The most telling visual frames that emerged were the photos that included protestors engulfed in pillars of smoke, holding signs containing various messages or holding their arms in the air as a symbol of surrender. Comparing these two types of platforms provided the means for characterizing citizen framing of the Michael Brown killing in Ferguson, Mo.

Visual framing of global sporting events in world newspapers: A comparison study • David Morris II, University of Memphis • Newspapers have long covered worldwide sporting events; however, their coverage can reflect multiple viewpoints on the events. Using a content analysis of photography and design elements, this study considers the nationalist and global coverage frames used by newspapers worldwide for the 2014 Winter Olympics and FIFA World Cup. It found that newspapers use different visual tools to cover the sporting events, with photographs being the most prominent. Countries also tended to cover the events through a national perspective. Only Brazilian newspapers in the coverage of the FIFA World Cup provided extensive non-national coverage of the events. This study advances the understanding of newspapers as a means of building national identity, as sports and coverage of sports help to show pride in one's own nation.

Hashing out the normal and the deviant: A visual stereotyping study of the stigmatization of marijuana use before and after recreational legalization in Colorado • Tara Marie Mortensen; Aimei Yang, University of Southern California; Anan Wan, University of South Carolina • In a development that Goffman (1963) refers to as normification, marijuana use in the United States is becoming more mainstream. Despite moves toward normification, the lingering stereotype of the marijuana user in the United States for many is that of the lazy, often-minority, lethargic and unkempt unmotivated young person; the pleasure-seeking, rebellious and criminal bum (Haines-Saah, et al., 2014; Lee, 2012; Simmons, 1965). This study was interested in examining visual stereotypes of marijuana users in the news, and whether normification – as measured by legalization in Colorado – had an effect on the presence of stereotypes. A quantitative content analysis of 458 visuals in 10 different media outlets of different political persuasions both six months prior to and six months proceeding legalization in Colorado was undertaken. Results show that while normification had little effect on stereotyping, political disposition of the news outlets was associated with different levels of stereotyping.

How The New York Times Uses Infographics and Data Visualizations Across News Sections and to Foster Engagement • Yee Man (Margaret) Ng, The University of Texas at Austin School of Journalism • This study assessed the differences in the use of infographics and visualizations across news sections and examined what built-in features tend to use to foster audience engagement. Adopting Segel and Heer (2010) narrative visualization categories, a content analysis and two in-depth case studies were conducted to analyze common design components employed on infographics and visualizations across news sections at the New York Times' websites in 2012. It was found that the largest portion of the graphics produced was found in business and the economy sections. Graphs, such as line charts and bar charts, were the most popular design component. Author-driven and random access were the main approaches of narrative across all news sections. Three NYT editors were interviewed to provide a journalistic perspective on how infographics and visualizations could help audience engagement. They revealed that it was harder for editors and reporters to come up with unique features for hard news due to tighter deadlines. In contrast, visualizations for feature news were usually planned ahead of time and allowed sufficient time to experiment with interactive features. The main design principles included clear content, unique presentation and engaging exploration to readers. Also, interactive visualizations that offered readers an opportunity to figure out data related to them personally could improve audience engagement.

Anti-Smoking Ads and College Students • Sung Eun Park • College students account for a considerable number of smokers in the United States, and their consumption of cigarettes remains at high levels. Consequently, testing important ad components (i.e., image and message) is worthwhile. While the prevalence of celebrity spokespersons is salient in commercial product ads, celebrities received relatively little attention in the field of health communication. The study attempts to identify their influence on advertising effects: ad image likeability, ad helpfulness, and ad overall likeability.

Using Infographics in Television News: Effects of TV Graphics on Information Recall about Sexually Transmitted Diseases among Young Americans • Ivanka Pjesivac, University of Georgia; Nicholas Geidner, University of Tennessee; Laura Miller, University of Tennessee • This experimental study (N=113) examined the effects of the visual presentations of data in television news on young Americans' recall of information about sexually transmitted diseases, as well as the roles of individual characteristics in this process. The results show that individuals who saw either a tabular or graphical presentation of information about sexually transmitted diseases better remembered that information than those who only heard the anchor describe the numbers. Our study further found that participants high in quantitative media literacy recalled significantly more information than participants low in quantitative media literacy, but this individual characteristic did not moderate the relationship between style of information presentation and recall. Spatial thinking did not

significantly predict information recall, although the effect went into the right direction. The results support the assumptions of Dual-Coding theory of information processing and Limited Capacity Model of mediated message processing. It also represents the first step in linking individual differences to the processing of information from infographics from television news.

Twitter Images in Middle Eastern Higher Education: A Visual Content Analysis Approach • Husain Ebrahim, University of Kansas; Hyunjin Seo, University of Kansas • We conducted a content analysis of 537 Twitter images posted by Kuwait University, King Saud University of Saudi Arabia, and United Arab Emirates University to examine how public universities in the Middle East use social media to promote their agenda. Specifically, we analyzed prominent topics and democracy frames featured in the Twitter images as well as structural characteristics of those images. In terms of image type, most Twitter images posted by the three universities were still photos. Our analysis shows significant differences between the three universities in terms of the most prominent topic category and democracy frame. A significantly higher proportion of the Twitter images posted by Kuwait University featured educational and political topic categories. In comparison, the social topic category was the most prominent in the Twitter images posted by King Saud University and United Arab Emirates University. Our analysis of democracy frames shows that these public universities often used their social media channels to promote the respective government's political agenda. These and other findings are discussed in the context of the rising social media use in the Gulf Cooperation Council countries and the role of visuals in the society.

Feeling the disaster: An interpretive visual analysis of emotive television reportage following Typhoon Morakot in Taiwan • Chiaoning Su, Temple University • The televisual medium is particularly keyed into the emotional narratives of disaster. Using an interpretive visual analysis to examine the first week of broadcast news coverage of Typhoon Morakot—one of the worst natural disasters in Taiwanese history, this article found a series of television techniques, such as interruption of commercials, live broadcasting, dramatization, and cinematic vignettes, have been used to convey and elicit the feelings of horror, grief, anger, pride, and compassion from the audience. While many media critics reduce such media construction to evidence of weepy journalism and therapy news, which exploits public emotions to boost ratings, this article explores the cultural function of emotive disaster coverage. In fact, such coverage united a traumatized society and allowed journalists to establish their cultural authority through emotional storytelling .

Putting pictures in our heads: Second-level agenda setting of news stories and photos • Carolyn Yaschur, Augustana College • Using an experimental design, this research explores the second-level agenda-setting effects of news stories and photographs independent of each other. The tone of both stories and photos influences public opinion on an affective level. Negative stories and photographs elicited negative opinions and attitudes about the issues presented, while positive responses resulted from both positive stories and photographs. Additionally, need for orientation was not found to be a predictor of second-level agenda-setting effects.

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Open Competition

Framing Oil on the Media Agenda: A Model of Agenda Building • Mariam Alkazemi; Wayne Wanta, University of Florida • A path analysis tested an agenda-building model in which three real-world indicators – price of crude oil, U.S. production and U.S. consumption of oil) would lead to discussions of oil in Congress and media coverage of oil. The model showed the level of U.S. oil production produced the strongest path coefficients. Congress and the media formed a reciprocal relationship. The model worked better when oil was framed as an economic issue than as an environmental issue.

Error message: Creation and validation of a revised codebook for analyses of newspaper corrections • Alyssa Appelman, Northern Kentucky University; Kirstie Hettinga, California Lutheran University • This project seeks to create and validate a corrections codebook that accounts for modern-day content and technology. In Study 1, we qualitatively analyze applications of previous corrections codebooks and identify areas for revision. In Study 2, we apply our revised codebook to a new set of corrections (N = 104) and analyze its effectiveness. Based on these analyses, this study recommends its new typology for future analytical studies of corrections.

Who's Responsible for Our Children's Education? Framing a Controversial Consolidation of School Systems • Morgan Arant, University of Memphis; Jin Yang, University of Memphis • This content analysis found that newspaper coverage of a controversial consolidation of Memphis City Schools into Shelby County Schools was dominated by official government sources while the voices of ordinary citizens, students and teachers were absent in the coverage. Pro-consolidation sources far exceeded anti-consolidation and neutral sources. In terms of news frames used, the responsibility frame was the most prevalent, followed by the conflict frame, the economic consequences frame and the human interest frame.

Personalization without fragmentation: The Role of Web Portal and Social News Recommendations on News

Exposure • Michael Beam, Kent State University; R. Kelly Garrett, The Ohio State University • This study investigates the over-time impact of receiving personalized news recommendations through web portals and social media on online and offline selective exposure. Some scholars have worried that the increased control given to users of online algorithmic and social news recommendation technologies might lead to increased fragmentation of news exposure and political polarization, while others have argued that digital technologies provide people a path to accessible and personally relevant news, which fosters increased news consumption. Nationally representative survey panel data collected over three-waves during the 2012 US Presidential election show that using news recommenders from web portals and social media is related to greater news exposure across the board, including pro-attitudinal & counter-attitudinal partisan news sources, and non-partisan news. Using online news recommenders is positively related to offline news exposure. Furthermore, over-time analysis show that, while pro-attitudinal news exposure drives over-time engagement in news, people are not likely to turn away from news sources that challenge their perspectives. We discuss these findings and their implications for the ongoing debate about the democratic consequences of technological selective exposure.

Following the leader: An exploratory analysis of Twitter adoption and use among newspaper editors • Kris Boyle, Brigham Young University; Carol Zuegner, Creighton University • Some media critics say Twitter use by newsroom leaders sends a strong innovation message to the rest of the newsroom. This exploratory study examined Twitter use among 74 editors at top U.S. newspapers to evaluate their adoption and use of the social media tool. A content analysis of Twitter accounts revealed many of them were not frequent users. Those who do are primarily using it as a tool to promote content from their own publications.

Disrupted Lives, Disrupted Media: The Social Responsibility Role of Newsprint 10 Years after Hurricane Katrina • Jan Lauren Boyles, Iowa State University • This study profiles how The Times-Picayune has operated in the social responsibility tradition of newswork, after the destruction of Hurricane Katrina and the disruptions of the paper's digital shift to less-than-daily print publication. Through in-depth interviewing, fieldwork, content analysis and network mapping, this multi-method approach illustrates the extent to which New Orleans residents depend upon the circulation of civic information necessary to navigate urban life.

The Third-Person Effect of News Story Comments • Gina Masullo Chen, The University of Texas at Austin School of Journalism; Yee Man (Margaret) Ng, The University of Texas at Austin School of Journalism • Results of an experiment (N = 301) showed that people thought civil disagreement comments posted on a news story about abortion were more persuasive than uncivil disagreement comments. In addition, results showed a third-person effect (TPE) of the comments, whereby people felt comments had greater persuasive power over others compared with themselves. Findings also supported the TPE social distance corollary such that subjects perceived comments as having the largest TPE perceptual gap between the self and those who disagreed with them. Results are discussed in relation to TPE and face and politeness theories.

Getting Their Stories Short: News Aggregation and the Evolution of Journalistic Narrative • Mark Coddington, Washington and Lee University • With its emphasis on stripping out key facts and quotes from stories, news aggregation might seem to represent a breakdown of the narrative conventions that have undergirded professional journalism. Using participant observation and interviews with aggregators, this study explores the use of narrative in aggregation, conceptualizing news narrative as a three-tiered phenomenon extending beyond individual texts. It finds that narrative is a crucial part of aggregation, shaping news' trajectory more broadly than in traditional forms.

Who Makes (Front Page) News in Kenya? • Steve Collins • This content analysis of articles (n = 118) in Kenya's three leading English language newspapers explored issues of balance and source diversity. Only slightly more than half of stories were balanced. About two-thirds of stories included a government source but those directly affected by government policies were seldom included. Front page articles were more balanced, more likely to include a government source and less likely to include an average citizen than were stories teased on the front page. Finally, stories from press conferences and other pre-planned events were ubiquitous. The results are considered in the context of Gatekeeping Theory.

How is online news curated? A cross-sectional content analysis • Xi Cui, Dixie State University; Yu Liu, Florida International University • This paper examines journalists' curatorial practices on linked and embedded sources in various types of online news platforms. It aims to understand the curatorial practices in online journalism and explicate the continuity and changes in journalistic principles in the online environment. Differences in the prevalence of the curatorial treatments to linked sources as references, quotations or interpretations are found and can be attributed to the news platforms' institutional history, journalistic orientations, and technological features.

Imaginary Travelers: What do travel journalists think their readers want? • Andrew Duffy, Wee Kim Wee School of Communication and Information • Travel journalists cannot know each traveler who they work for, so they must imagine what a reader wants. Starting from an agenda-setting perspective, this paper uses a modernist/post-modernist framework to identify how they imagine readers' interests. It finds that the reader is more often imagined as modernist and adventurous than post-modernist and concerned with tourist sights. However, the latter were more common in Asia, which suggests that travel writers across the globe imagine readers differently.

Interactivity in Egyptian newspapers • Ahmed El Gody, Örebro University • The utilisation of information and communications technologies (ICTs) in Egypt has irrevocably changed the nature of the traditional Egyptian public sphere. One can see the Egyptian online society as a multiplicity of networks. These networks have developed, transformed and expanded over time, operating across all areas of life. Nonetheless, in essence they are sociopolitical and cultural in origin. This trend changed the way audiences consumed news, with traditional media –especially independent and opposition – started to utilise ICTs to access online information to develop their media content to escape government control. Several media organisations also started to expand their presence online so that, as well as providing news content, they also provided them with a space to interact amongst themselves and with media organisations. Audiences started to provide detailed descriptions of Egyptian street politics, posting multimedia material, generating public interest and reinforcing citizen power hence democratic capacity.

Strangers on a Theoretical Train: Inter-Media Agenda Setting, Community Structure, and Local News Coverage • Marcus Funk, Sam Houston State University; Maxwell McCombs, The University of Texas at Austin • Agenda setting and community structure theories are conceptual inverses of one another that are rarely considered in tandem. This study employs DICTION 6.0 and McCombs and Funk's (2011, 2013) research design to compare news coverage of immigration and abortion over a 10-year period in national, high demographic interest, and low demographic interest newspapers. Although only modest support is found for inter-media agenda-setting, considerable support is found for community structure effects.

Tailoring the Arab Spring to American Values and Interests A Framing Analysis of U.S. Elite Newspapers' Opinion Pieces • Jae Sik Ha, Univ Of Illinois-Springfield • This study investigated the portrayal of the Arab Spring by conducting a qualitative framing analysis of editorials and columns in two U.S. elite newspapers —The New York Times and The Washington Post. It found that the American papers filtered the unfolding events in the Middle East through a lens of national interest. Specifically, the democratic transformation of the Middle East was the most prominent ideological package in the American coverage. Overall, the American papers epitomized the viewpoints of American political elites, ex-officials, newspaper columnists and scholars. By contrast, they marginalized the viewpoints of guest columnists –such as activists and Arab scholars– who may be prone to highlight the faults and wrongdoings of successive U.S. administrations. Overall, the Arab Spring coverage in the American press strongly coincided with the worldviews of U.S. elites and government officials, with little mention of their country's immense economic interests in the region.

Hubs for innovation: Examining the effects of consolidated news design on quality • Matthew Haight, University of Memphis; David Morris II, University of Memphis • In an effort to cut costs, newspaper chains nationwide have consolidated design operations at a few sites. These design hubs have changed the newspaper production process and removed designers from newsrooms; yet, top designers are able to work with their peers in a major city to produce all titles for a chain. This study uses a quantitative analysis of front pages collected from 435 newspapers throughout the United States to examine the quality of newspaper designs at hub and non-hub designed newspapers. It concludes that hub designed newspapers are generally better designed than non-hub newspapers.

Picturing the Scientists: A Content Analysis of the Photographs of Scientists in The Science Times • Hwalbin Kim, University of South Carolina; Sei-Hill Kim; Christopher Frear, University of South Carolina; Sang-Hwa Oh, Appalachian State University • Analyzing photographs of scientists in The Science Times, this study examines how scientists have been portrayed visually in the newspaper. The results showed that the actual gender distribution among U.S. scientists was quite accurately represented in the newspaper. However, a race gap still existed at least in newspaper photographs, with non-white scientists being significantly underrepresented. The analysis of visual framing indicated that The Science Times portrayed scientists as expert professionals.

Exploring the influence of normative social cues in online communication: From the news consumers' perspective • Jiyoun Kim • This quantitative study investigates how the presented normative social cues influence people's cognitive processing. Findings of this research indicate a positive effect of normative social cues on news processing in the online space. The online content with a high numbers of likes and shares (i.e., normative social cues) show significant direct and interactive effects on respondents' news consumption intention, presumed different levels of others' engagement with news content, and perceived importance of the news story.

Social Media as a Catalyst for News Seeking: Implications for Online Political Expression and Political Participation • Yonghwan Kim, University of Alabama; Joon Yea Lee, University of Alabama; Bumsoo Kim, University of Alabama • Employing 2-wave national panel survey data, this article investigates whether and how individuals' general social media use is associated with their further news/information seeking behaviors. It further examines how such information seeking behaviors influence citizens' online political expression and political participation. The results show that the more individuals use social media, the more they tend to seek news and information through social media platforms. The findings also demonstrate that such further information seeking behaviors have a significant implication for political expression and political participation. In other words, general social media use positively influences news/information seeking behaviors via social media, which, in turn, influences online political expression, which consequently increases individuals' participation in politics.

Conceptualizing the Impact of Investigative Journalism: How a Prominent Journalistic Nonprofit Talks About Its Work • Magda Konieczna, Ursinus College; Elia Powers, Towson University • Journalists are typically wary of

discussing the impact of their work, often articulating perspectives that suggest their responsibility for what they do ends at getting the story right. Not only can this be disingenuous, some commentators argue that it could be costing journalists an opportunity to regain respect from the public and to be more deeply involved in democracy. This article focuses on a project by the International Consortium of Investigative Journalists, a collaborative, journalistic nonprofit. We conduct a discourse analysis of the organization's own language around one particularly high-profile project and discover that these journalists embrace discussing the impact of their own work, while stopping short of articulating particular goals. We posit that this could be a result of the consortium's nonprofit funding, as well as its desire to push journalism to perform better. Given that news organizations in 120 countries made use of the reporting in this project, we argue that mainstream journalists are already engaging with impact-oriented work. We suggest that investigative journalists be more forthcoming about their impact orientation.

The Role of Twitter in Speed-driven Journalism: From Journalists' Perspective • Angela Lee, University of Texas at Dallas • This study examines the effectiveness of Twitter as a social media tool connecting news workers and users. Through interviews with 11 journalists, this study revealed different ways in which Twitter is useful in journalists' pursuit for speed. However, most interviewees used Twitter to interact with other journalists while paying little attention to audiences. They also believed Twitter promotes news use but does not contribute to news organizations' bottom line. Theoretical and practical implications are discussed.

To the backburner during crisis reporting: Citizen journalists and their role during the Boston Marathon bombings • Josh Grimm; Jaime Loke, University of Oklahoma • This study examined the role of user-generated content during the coverage of the Boston marathon bombings. In-depth interviews were conducted with the interactive team at the Boston Globe who were in charge of the live blog during the week-long coverage. The study identified the perceptions journalists held of user-generated content during crisis reporting. The findings suggest that user-generated content is still perceived as fluff within the confines of a traditional newsroom.

Death Threats, Workplace Stress and the American Newspaper Journalist • Jenn B. Mackay, Virginia Tech • Workplace stress and journalistic death threats were studied using the Effort-Reward Imbalance Model. The model suggests that an imbalance of the efforts used on the job in comparison to the rewards is associated with poor health. A survey was administered to a random sample of American newspaper journalists (n=185). Women had higher effort-reward imbalances and overcommitment scores than men. Participants who had received a death threat (20.9%) described how the threat affected coverage.

The Affective Gap: Response to news of humanitarian crisis differs by gender and age • Scott Maier, University of Oregon; Marcus Mayorga, Decision Research; Paul Slovic, Decision Research • Using an online survey with embedded experimental conditions, the study examines gender and generational differences in reader reaction to news reports of mass violence in Africa. Affective response from women was found stronger than for men on 9 of 10 measures of emotion. Women also more strongly supported government intervention and charitable relief. Depending on story framing, older readers tended to express greater affective response than Millennials, and more strongly supported intervention and aid.

Likeable News: Three Experimental Tests of What Audiences Enjoy About Conversational Journalism • Doreen Marchionni, The Seattle Times • This exploratory study tested a new theoretical measurement model for online conversational journalism in terms of newspaper story likeability in a trio of controlled experiments. The conversation feature perceived similarity to a journalist, or coorientation, proved to be a powerful predictor of likeability across the studies. But a reader's sheer interest in the story topic, along with a sense that the journalist is a real person who is open to citizen interaction, also was key.

Small Town, Big Message Strategy: Media Hybridity at the Hyper-local Level • Laura Meadows, Indiana University Bloomington • This ethnographic study transports Chadwick's (2013) analytical approach of the hybrid media system into the study of social movements, viewing the movement activities of North Carolina's LGBT activists through the lens of a system of interactions between older and newer media in order to reveal the complex media strategies deployed by contemporary movement actors at the hyper-local level.

Employing Transparency in Live-blogs • Mirjana Pantic, University of Tennessee; Erin Whiteside; Ivana Cvetkovic • As news outlets strive to adapt to the changing economic landscape, many have engaged in an ongoing process of innovative news reporting and delivery strategies. Among these evolving practices is the live-blog – an ongoing stream of updated information that is a pointed shift from the inverted pyramid format. As a fairly recent journalistic innovation, live-blogs not only provide a logical format for presenting breaking news, but also facilitate a sense of transparency among readers. Transparency may be especially important for the health of news organizations, as it enhances the news outlet's credibility and trust among readers by drawing back the proverbial curtain that has traditionally masked the production of news (Karlsson, 2010). This research uses a content analysis to measure the quality of live-blogs incorporated by The (UK) Guardian, with a focus on examining how live-blog creators utilize various news elements that are available online. The researchers contextualize the findings within the broader concept of transparency, with a focus on the format's utility for producing quality journalism.

Examining Interactivity Between Florida Political Reporters and the Public on Twitter • John Parmelee, University of North Florida; David Deeley, University of North Florida • A content analysis of Florida political reporters' tweets

examines the degree to which local and regional journalists interact with the public on Twitter. Interactivity was measured using a four-level model of cyber-interactivity (McMillan, 2002) that was adapted for this study. Findings indicate little of the most genuine form of interactivity between journalists and citizens but more of another type of engagement with fellow journalists.

Using time series to measure intermedia agenda setting in China • Kun Peng • This study sought to explore the intermedia agenda setting relationship between traditional newspapers and microblogs in China. Specifically, it aimed to examine a) whether intermedia agenda setting takes place between newspapers and Microblogs; b) who has the initiatives of the two media, the nature of the relationships; c) the time span needed to generate linkages between two media agendas. Four Chinese newspapers and two microblogs were content analyzed to test for the intermedia agenda-setting relationships. The MH370 event, a time-sensitive and event-driven news event, was used as a case study. This study worked within the traditional methodology of time series to conduct intermedia agenda-setting analysis. As a result, no significant correlation was found between the newspapers' and microblogs' agendas, however the intermedia agenda-setting effects vary depending on the type of the news stories. Overall, newspapers need more time to granger causes microblogs' agendas.

Radically objective: The role of the alternative media in covering Ferguson, Missouri • Mark Poepsel, Southern Illinois University in Edwardsville; Chad Painter, Eastern New Mexico University • This paper, based on in depth interviews with journalists at alternative and advocacy papers in St. Louis as well as interviews with live streaming protestors, a new breed of citizen journalist, applies six characteristics commonly associated with the alternative press to coverage of the protests and police crackdown in Ferguson, Missouri between August 9, 2014 and March of 2015. Journalists from the alternative newspaper in St. Louis focused on progressive or radical values less than the literature predicted, but by treating radical actions objectively they still presented readers with viewpoints that differed from the onslaught of mainstream media coverage. The African American newspaper in St. Louis found itself influencing the national and global agenda regarding Ferguson and the ongoing oppression of blacks in the city and surrounding municipalities while at the same time helping to hold St. Louis together behind the scenes against the most radical elements. Mobile media savvy protestors broadcast police actions from the front lines of dissent in nearly constant live streams day after day from August to November, altering the scope of counternarrative and providing distilled, detailed dissent. In this study, researchers take on a major news event that in some ways is not yet finished and provide a snapshot of the alternative/advocacy press as it rose to fill in gaps in coverage and to find untold stories in one of the most widely broadcast events of 2014.

Social responsibility a casualty of 21st century newspaper newsroom demands • Scott Reinardy, University of Kansas • For newspaper journalists, social responsibility is protected by the First Amendment, outlined in newsroom mission statements, and enforced by a culture entrusted to produce truthful, comprehensive and fair information. The purpose of this study was to examine the social responsibility mission of newspaper journalists following extensive newsroom downsizing, and the incorporation of new and different work demands. Results from a survey of more than 1,600 news workers and depth interviews with 86 indicate that while newspaper journalists continue to embrace the notions of social responsibility, fulfilling the mission has become far more complex amid internal (burnout, job satisfaction) and external (workload, resources) pressures. Additionally, journalists indicate that despite their efforts, the quality of work suffers, particularly among journalists experiencing burnout.

The Buzz on BuzzFeed: Can readers learn the news from lists? • Tara Burton, University of Alabama; Chris Roberts, University of Alabama • Among the Internet's new forms of news delivery is BuzzFeed.com, which mixes information with humor using text blocks and unrelated images. This storytelling technique raises questions about information retention and credibility compared to traditional news messages and messengers. An experimental study on college-age students, using Elaboration Likelihood Model and credibility theories, compared a BuzzFeed story treatment to a USA Today treatment. Most participants preferred BuzzFeed but retained less information than traditional treatment. Implications are discussed.

Assessing the Health of Local Journalism Ecosystems: Testing new metrics on three New Jersey communities • Sarah Stonbely, New York University; Philip M. Napoli, Rutgers University; Katie McCollough; Bryce Renninger • This research develops a set of scalable, reliable metrics for assessing the health of local journalism ecosystems. We first distinguish different levels of ecosystem analysis, allowing precision regarding the area of analytical focus. We then identify three layers of the journalism ecosystem by which its health may be assessed: infrastructure, output, and performance. We find marked differences in the journalism ecosystems studied here, suggesting further evidence for the digital divide and pathways for future research.

The Effects of Homepage Design on News Browsing and Knowledge Acquisition • Natalie Stroud; Alexander Curry; Cynthia Peacock; Arielle Cardona • Previous research shows that information seeking and knowledge acquisition differ depending on whether people use print or online news. Instead of contrasting online versus print news, we compare two different news homepage designs: a streamlined homepage design that resembles a tablet layout and a traditional homepage design that replicates a common layout for newspaper homepages. Scholarship on clutter and cognitive load suggested that the streamlined site would yield more page views and information recall compared to the traditional site. An experiment (n=874), fielded in February of 2015 using an online panel, found that the streamlined site did result in more page views and greater recall of the details from the articles compared to the traditional site. The results did not vary depending on the respondents' education or history of using different news formats.

A Little Birdie Told Me: Factors that influence the diffusion of Twitter in newsrooms. • Alecia Swasy, University of Illinois • Twitter has become a global, social media platform that is reshaping the way journalists communicate, gather information and disseminate news. This study builds on the relatively young field of research by using diffusion of innovation theory to gauge what factors influence the spread and adoption of Twitter. Case- study and in-depth interview methods were used in collecting data from 50 journalists at four metropolitan newspapers. Results show that the adoption and implementation of Twitter relies on peer pressure and coaching to get reluctant journalists to try Twitter. Adoption is then immediate because journalists see how Twitter is a gateway to new sources of information and story tips. Ultimately, journalists embrace Twitter because it provides instant gratification because it allows them to build a following and share their stories with a broader, global audience.

Variation in the Media Agenda: How newspapers in different states covered the ‘Obamacare’ ruling • Brandon Szuminsky, Waynesburg University; Chad Sherman, Waynesburg University • This 485-newspaper study investigated the substantive differences in the media agenda of the 2012 Supreme Court ruling on the Affordable Care Act (Obamacare), as represented by newspaper front page coverage, with emphasis on differences in coverage between red and blue states. This news event provided a rare opportunity to examine how newspapers from all over the country — representing readerships located in all parts of the red-blue spectrum — would present the media agenda on the topic. Attention was paid to framing decisions expressed through headline word choice and space allocation as examples of how the media agenda was portrayed in areas with differing political tendencies. While many agenda-setting studies treat the media agenda as a monolithic entity, the present study found that there were significant variation in the portrayal of a news event within the media agenda. The data showed statistically significant relationships between the political tendencies of a newspaper’s state and county and its framing of the news event. This suggests that agenda-setting studies that treat the media agenda as a singular entity may be missing important nuance in the amount of variance within the media agenda in various parts of the country.

Credibility of Black and White Journalists and their News Reports on a Race-Coded Issue • Alexis Tan, Washington State University; Francis Dalisay, University of Hawaii at Manoa; Zhang Yunying, Austin Peay University; Lincoln James, Washington State University; Han Eun-Jeong, John Carroll University; Marie Louis Radanielina-Hita, McGill University; Mariyah Merchant • Two experiments examined the effects of a newspaper reporter’s name on his perceived race and credibility. Results show that White readers of a newspaper article are able to identify a reporter’s race based on his name alone. A reporter perceived to be Black and his news story on racial profiling were rated as more biased than a reporter perceived to be White and his news story. The White reporter also was rated as more rational and friendly than the Black reporter. Theoretical and practical implications are discussed.

What’s the big deal with big data? Norms, values, and routines in big data journalism • Edson Tandoc, Nanyang Technological University; Soo-Kwang Oh, William Paterson University • Through a content analysis of data journalism stories from The Guardian (n=260), a pioneer in contemporary big data journalism, we sought to investigate how the practice of big data journalism compare with traditional news values, norms and routines. Findings suggest that big data journalism shows new trends in terms of how sources are used, but still generally adhere to traditional news values and formats such as objectivity and use of visuals.

Objective, opaque, and credible: The impact of objectivity and transparency on news credibility • Edson Tandoc, Nanyang Technological University; Ryan Thomas, University of Missouri-Columbia • This study compared the effects of objectivity, a dominant standard in journalism, and transparency, argued to be replacing objectivity, on perceived news credibility and newsworthiness. An online experiment (n=222) found that objective articles were rated more credible and more newsworthy than opinionated articles. Non-transparent stories were rated more credible than transparent stories. Objective articles were more credible when they appeared on blog sites while opinionated articles were more credible when they appeared on news sites.

Channel Characteristics and Issue Types in the Agenda-Building Process of Election Campaigns • Ramona Vonbun, University of Vienna; Joerg Matthes, U of Vienna • This study investigates the agenda-building process between newswire, television news, newspapers, online news-sites, and political parties during the 2013 Austrian national election campaign. A special focus is on the stability of the agendas, the role of online news-sites as media and policy agenda-setters, the channel characteristics, and types of issues. The findings indicate an important agenda-setting role of newswire and online news-sites challenging the role of newspapers as agenda-setters.

Gatekeeping and unpublishing: Making publishing and unpublishing decisions • Nina Pantic, University of Missouri; Tim Vos, University of Missouri • This paper uses in-depth interviews to study decision-making within newspaper newsrooms regarding the handling of unpublishing requests as well as the influences on editors’ decision-making. The research addresses how editors deal with unpublishing and what factors, including the threat of legal action, influence decisions to publish or unpublish. The paper builds on gatekeeping theory, which catalogues multiple ways that editorial decisions are influenced by external factors.

Writing Ideology: Journalists’ Letters to Editors • Wendy Weinhold, Coastal Carolina University • The word journalist, and the domain of producers and texts that inhabit its boundaries, often lacks a clear and agreed definition. This analysis builds on and extends the depth of definitions afforded the American print journalist offered in literature that dominates journalism studies. This analysis utilizes critical textual analysis to study journalists’ letters to editors of

journalism trade magazines published between 1998 and 2008. Deuze's (2005, 2007) theory of the ideological definitions of journalists provides a framework for the qualitative analysis that identifies the patterned ways journalists define journalists when they write to journalism trade magazines, which perform a special role as watchdogs of the press. Drawing from the corpus of 2,050 letters published in *American Journalism Review*, *Columbia Journalism Review*, and *Editor and Publisher*, critical textual analysis identifies how discourses in the letters reflect or reshape traditional print journalists' self definitions. The result is a catalog of information that shapes an understanding of the letters within the individual ideological framework of the community of people who volunteer their opinions for publication in these journals.

The Influence of Twitter Sources on Credibility in Online News • Taisik Hwang, University of Georgia; Camila Espina, University of Georgia; Bartosz Wojdyski, University of Georgia • This experimental study explores to what extent the use of Twitter as a news source affects the way audiences perceive the credibility of online news information regarding mass emergency events. A 3 (source format: interviewed sources, paraphrased tweets, embedded tweets) × 2 (source type: official, nonofficial) × 2 (number of retweets: few, many) between-subjects design is designed with 244 participants to implement the test. The results include that source type and system-generated cues do not have significant effect on perceived credibility of a news story about a natural disaster. The interaction between source type and number of retweets, however, occurs at the message level. The practical implications of these findings for journalists are discussed.

Framing E-Cigarettes: News Media Coverage of the Popularity and Regulation of Vaping • Lu Wu, University of North Carolina at Chapel Hill; Rhonda Gibson, University of North Carolina at Chapel Hill • This study used content analysis to explore how mainstream media frame e-cigarettes, a popular smoking device that has caused concern among public health advocates and raised questions for policy makers. The result showed that leading daily newspapers identified the most problematic issue with of e-cigarettes was underage smoking and their content is largely supportive of tobacco control policy initiatives on e-cigarettes.

Incivility, Source and Credibility: An Experimental Test of How University Students Process a News Story • Yanfang Wu; Esther Thorson, Missouri School of Journalism • Civility crisis has been a big concern of the Americans and transmitted worldwide since the 1990s. Uncivil attacks in political communication turned into a big threat to political trust. Administering a 3×2 mixed subjects experiment, the study seeks to find out whether source and uncivil commentary in a news story can predict the level of credibility of a news story. An online survey with a 3 (Source: newspaper, blog, student's class writing) × 2 (Incivility: civil and uncivil) mixed subjects design experiment embedded in was conducted in a large Midwestern University. 447 undergraduate students took part in the experiment. Factor analysis shows that news credibility can be divided into two dimensions—message credibility and news organization credibility. The study found that the gauging of news credibility, both message credibility and news organization credibility, is influenced by both source and the perceived incivility of the story. Party ID is not a significant predictor of neither message credibility nor news organization credibility of a news story. A TPE was found on perceived incivility and news organization credibility but not message credibility.

Newspaper Editors' Perceptions of Social Media as News Sources • Masahiro Yamamoto, University of Wisconsin-La crosse; Seungahn Nah; Deborah Chung, University of Kentucky • Social media platforms where billions of interlinked users post and share events and commentaries to the larger public can be a useful newsgathering tool for journalists. Based on data from a nationwide probability sample of newspaper editors in the United States, this study investigates the extent to which newspaper editors consider social media as an influential news source. Results indicate that variations in editors' perceptions of social media as a news source were associated with multiple levels of influence including professional experience as a journalist, organization size, community structural pluralism, and citizen journalism credibility. Implications are discussed for the role of social media in news production.

On Click-Driven Homepages: An analysis of the effect of popularity on the prominence of news • Rodrigo Zamith, University of Massachusetts Amherst • The homepages of 14 news organizations were analyzed every 15 minutes over 61 days to assess the relationship between an item's popularity and its prominence. The results indicated a large divergence between popular and prominent items, and limited effects of popularity on subsequent prominence. The findings give pause to fears of a shift toward a turn toward an agenda of the audience and underscore the importance of journalism's occupational ideology and logic.

Student Papers

Inter-Media Agenda Setting Between Government and News Media: Directions and Issues MacDougall Student Paper Award • Abdullah Alriyami, Michigan State University • Intermedia agenda setting is the main focus of this study. This empirical study aimed at identifying the relationship between news media and institutional media through the method of content analysis. To determine how influential the US government's foreign policy decisions on the reporting of traditional news media, fifty two variables were coded on over 600 items obtained from the White House press briefings, Wall Street Journal, New York Times and USA Today during the first seven months of 2011. Cross lag correlation was used to correlate both types of media over two time periods. Results indicate an influence of institutional media over news media bringing an attention to the need to have specific language by the institutions to maintain and enhance such influence. Theoretically, the study adds to the existing literature on intermedia agenda setting research while at the same time applying Rozelle-Campbell Baseline to establish direction of correlation.

Effect of Negative Online Reader Comments on News Perception: Role of Comment Type, Involvement and Comment Number • Manu Bhandari, University of Missouri; David Wolfgang, University of Missouri • Scholarly research on online reader comments (ORCs), a form of user-generated content on online news sites, is growing but still remains rudimentary. To contribute to this pool of literature, a two-part study was done using the Elaboration Likelihood Model as the main theoretical framework. Study 1 experimentally investigated subjects' perception of online news in the presence of negative ORCs of different types — testimonial or informational — and the moderating effect of involvement with the issue or topic of the news story. Since the first study used three ORCs for each ORC type, to disentangle the role of ORC number from that of ORC type, Study 2 examined the possible moderating influence of ORC number on the effect of testimonial vs. informational ORC type. Although results showed some variation, they generally indicated that informational ORC could be more persuasive than testimonial ORC in an online textual health news context, involvement at high levels could moderate the effects of ORC type, higher ORC number has stronger effects than lower numbers of ORC, and the advantage of negative informational ORC in impacting news credibility appears to be more at low (single) rather than high (three) ORC numbers.

The New Norm: Publicness and Self-Disclosure Among U.S. Journalists on Social Media • Justin Blankenship, University of North Carolina at Chapel Hill • Traditionally, journalists demonstrate their credibility and objectivity by creating a distance between their personal opinions and their professional work. This article examined the potential conflict between the traditional distance norms of journalism and the more author-centric nature of social media communication through a survey (N= 201) of local journalists. Results indicate that age and how integrated social media is in one's daily life lead to more favorable opinions of sharing personal information and reported sharing behavior.

An issue divided: How business and national news differ in Affordable Care Act coverage • Lauren Furey, University of Florida; Andrea Hall, University of Florida • This study seeks to understand how business news covers the Patient Protection and Affordable Care Act in comparison to national newspapers. Using second-level agenda setting and framing as a theoretical base, content analysis results revealed that business news coverage was highly critical of the ACA, as these publications often highlighted issues and frames related to the financial consequences of the law, while depicting ACA-opposing sources and a negative tone in a majority of their coverage.

The Adoption of Technology and Innovation Among Colombian Online News Entrepreneurs • Victor Garcia, University of Texas at Austin • Media researchers have been interested in investigating how digital technology has shaped journalistic practices and content in online newsrooms. The purpose of this study is to contribute to that discussion by analyzing how native online newsrooms in Colombia are implementing technologies and innovation in their workspaces. This article uses the constructivist approach of the Actor Network Theory and Journalism Practices to investigate four relevant cases of study. In-depth interviews were used as a method. Results show online news entrepreneurs are flexible and creative in the adoption of technologies. They value the quality of content and their journalistic standards more than tools. The integration of users into their editorial process is still limited. The implications of these findings are discussed.

Determinants of issue salience • Catherine Huh, UC Davis • The current study attempted to explore the agenda-setting effects using data mining of publicly available search query data and its determinants. Consistent with the previous studies, transfer of salience between the media and search agendas was confirmed for the prominence of a foreign country in the news. Economic factors were the key determinants of both news coverage and online issue salience.

Taking it from the team: Assessments of bias and credibility in team-operated sports media • Michael Mirer, University of Wisconsin; Megan Duncan, University of Wisconsin-Madison • Team- and league-operated media play a growing role in the sports media system. Few have looked at how audiences perceive the credibility of in-house content, which often mimics traditional sports journalism. Using experimental methods this paper finds that even among fans, independent media content still is rated more credible than that produced in-house. Fans view stories accusing their team of wrongdoing as biased even as they find them credible.

Is the Internet portal an alternative news channel or another gatekeeper? • KYUNG-GOOK PARK, University of Pittsburgh; Eunju Kang, University of Florida • This study explored visual framing effects of online newspapers on readers and how candidates in the 2012 Korean presidential election were covered by the Internet portal as a news aggregator and provider. Three major portal websites (Naver, Daum, and Nate) were utilized as they are currently the primary online news channels. Furthermore, each online newspaper was categorized as conservative, neutral, or liberal/progressive. The data sample (N = 1024) focused on the visual coverage of Park Geun-hye, the candidate for the conservative ruling Saenuri Party, and the opposition Moon Jae-in, the candidate for the liberal Democratic United Party. The findings demonstrated that the news media aimed to generate a balance in their visual coverage of the presidential candidates in the 2012 campaign, whereas some bias also existed among each portal and online newspaper. More specifically, Naver as well as conservative and liberal/progressive online newspapers was not trying to balance the visual images used. These findings provide evidence that the Internet portal and online newspapers might in fact play a significant role in media agenda setting and visual framing.

Real Significance of Breaking News: Examining the Perception of Online Breaking News • Joseph Yoo, The University of Texas at Austin • With a plethora of online breaking news, there is a concern that the increase in the amount of breaking news could impoverish the quality of journalism. This study ascertained the perception of online breaking news by conducting a 2 (news with/without breaking label) x 2 (high and low news value) experiment. Neither breaking labels nor

newsworthiness altered the credibility rating scales. Journalists should keep in mind that calling something breaking news neither helps nor hurts.

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Open Competition

Building Social Capital. The Role of News and Political Discussion Tie Strength in Fostering Reciprocity • Alberto Ardèvol-Abreu, University of Vienna; Trevor Diehl, University of Vienna; Homero Gil de Zúñiga, University of Vienna • This study explores the role of news and discussion network tie strength in developing the social and civic norm of reciprocity. It argues that interactions of mutual benefit and exchange are an outcome of media use and political discussion, which in turn, directly leads to an increase in community connectedness and social capital. Informational uses of media directly predicted attitudes of reciprocity and social capital, though only conversation with weak ties led to reciprocity.

News Media Literacy and Political Engagement: What's the Connection? • Seth Ashley, Boise State University; Adam Maksl, Indiana University Southeast; Stephanie Craft, University of Illinois • Scholars and educators have long hoped and assumed that media education is positively related to pro-social goals such as political and civic engagement. Others worry about the possibility of alienation and disengagement. With a focus on news, this study surveyed 537 college students and found positive relationships between news media literacy and current events knowledge, political activity and internal political efficacy. News media education should be deployed widely to mitigate a news media literacy gap that limits democratic citizenship.

Reducing stigmatization associated with alpha-1 antitrypsin deficiency • Michelle Baker, Juniata College • 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.

Beyond Empathy: The Role of Positive Character Appraisal in Narrative Messages Designed to Reduce Stigmatization • Michelle Baker, Juniata College • The psychological processes guiding the effect that protagonists in narrative health messages have on genetic stigmatization reduction has not been fully explored. This study (N = 170) empirically tests these processes in relation to positive, transitional, and transformational protagonists in messages designed to reduce stigmatization associated with alpha-1 antitrypsin deficiency. Findings reveal that positive character appraisal rather than empathy with the protagonist led to greater self-efficacy, transportation, and decreased desire for social distance.

Let Go of My iPad: Testing the Effectiveness of New Media Technologies to Measure Children's Food Intake and Health Behaviors • Kim Bissell, University of Alabama; Lindsey Conlin, The University of Southern Mississippi; Bijie Bie; Xueying Zhang; Scott Parrott • This field experiment with just under 100 children at a school in the Southeast examined children's use of an iPad app as a means of improving the measurement of their food consumption. Secondly, external factors related to children's food preferences and food consumption were also examined to determine how the iPad app could be further developed to help them become more aware of the foods they ate and also how they could become more proactive in their health and well-being. Results indicate that the app has enabled children to have more precision in recording the foods they ate, and children, across the board, expressed great appeal for the app. The foods reported in the app were compared to attitudes toward eating and nutritional knowledge; in both cases, more positive attitudes toward eating and stronger nutritional knowledge meant that a child was more likely to report eating healthy foods. Findings from this exploratory study contribute to knowledge in several areas because the findings represent the first of its kind in the discipline. No study, to our knowledge, has examined the usefulness of iPad app in recording children's food intake, and no study, to our knowledge, has compared the recording of food consumption using traditional measures and the newer measures found on the app. Additionally, we learned a good bit about external factors that could be related to low-income children's consumption of healthy or unhealthy foods.

Looking for the Truth in the Noise: Epistemic Political Efficacy, Cynicism and Support for Super PACs • Justin Blankenship, University of North Carolina at Chapel Hill; Daniel Riffe; Martin Kifer, High Point University • Using a statewide cell and landline telephone survey (N=594) this study examines relationships among political efficacy, epistemic political efficacy (EPE), cynicism and North Carolina voter attitudes toward super PACs that have emerged as key players in political campaigns since the Citizens United decision. While older, higher-income, conservative voters support allowing super PACs to play a role in political campaigning, results also indicate that cynicism and EPE are related to support for super PACs.

Sensation Seeking, Motives, and Media Multitasking Behaviors • Yuhmiin Chang • This study examines the motives behind media multitasking, along with the relationships among sensation seeking, motives, onset timing behaviors, and frequency of media multitasking. An online survey recruited a total of 938 valid respondents across three regions and four universities. The results showed that the motives for media multitasking are different from other types of multitasking. The motives either perfectly or partially mediate the effect of sensation seeking on two types of media multitasking behaviors.

The effects of race cue and emotional content on processing news • Heesook Choi; Sungyoung Lee, University of Missouri; Frank Michael Russell, University of Missouri School of Journalism • This experimental study with 2 (race cue) x 2 (emotional content) mixed design examined the effects of race and emotional content in news stories on discrete emotions, transportation, intention to share the story, and policy support. The results showed that stories with race cues elicited greater anger compared to those with no cues, and presence of emotional content led to greater anger and fear, and greater intention to share than those with no emotional content.

Underestimated Effect on Self but Overestimated Effect on Other: The Actual and Perceived Effects of Election Poll Coverage on Candidate Evaluations • Sungeun Chung, Sungkyunkwan University; Yu-Jin Heo, Sungkyunkwan University; Jung-Hyun Moon, Sungkyunkwan University • The present study investigated biases in the perceived effect of election polls by comparing it with the actual effect of election polls for those who experienced a bandwagon effect and those who experienced an underdog effect respectively. An online survey with a manipulated poll result (N = 308) showed that voters tended to underestimate the level of change in their evaluation and voters tended to overestimate the level of change in others' evaluation.

The Effects of News Exposure, Amount of Knowledge, and Perceived Power of Large Corporations on Citizens' Self-Censorship in SNS • Sangho Byeon, Dankook University; Sungeun Chung, Sungkyunkwan University • The present study investigated whether self-censorship regarding large corporations in SNS is affected by media exposure, the amount of knowledge, and perceived power of large corporations. A nationwide survey was conducted in South Korea (N = 455). As exposure to the news about large corporations increased, self-censorship regarding large corporations increased. The effect of media exposure was mediated by the amount of knowledge about large corporations and perceived power about large corporations.

There Goes the Weekend: Binge-Watching, Fear of Missing Out, Transportation, and Enjoyment of Television Content • Lindsey Conlin, The University of Southern Mississippi; Andrew Billings, University of Alabama • Binge-watching—the act of consuming multiple episodes of a TV show in a single sitting—has become increasingly popular among TV audiences. The current study sought to define and investigate binge-watching in terms of transportation theory and the outcomes associated with entertainment consumption (transportation and enjoyment). Additionally, the personality traits of transportability and fear-of-missing-out (FoMO) were analyzed. Results indicated that personality traits were strong predictors of the pace at which a person would choose to watch a TV show, while transportability and FoMO both predicted that a person would choose to binge-watch existing episodes of a TV show in order to catch up to live episodes. Theoretical and practical implications are discussed.

Romance and Sex on TV: A Content Analysis of Sexual and Romantic Cues on Television • Elise Stevens, University of North Carolina at Chapel Hill; Lu Wu, University of North Carolina at Chapel Hill; NATALEE SEELY, University of North Carolina at Chapel Hill; Francesca Dillman Dillman Carpentier, University of North Carolina at Chapel Hill • Content analyses of sexualized content have been done with television shows, movies, and music videos. However, little research has analyzed content in ways that specifically differentiate between sex and romance. Therefore, using a content analysis with popular television programs, we examine sexual and romantic depictions, as well as whether or how sexual risk and responsibility depictions appear alongside other depictions of sex and romance. Twelve programs were analyzed by a total of three coders. The most prevalent sexual or romantic talk dealt with harming/ending a romantic relationships and liking/loving a person romantically. The most prevalent sexual or romantic behavior was light romantic kissing or touching. The dominant category in risk and responsibility was a show of an unwanted pregnancy; mentions of STIs or contraceptives were notably absent. Interesting, most scenes depicting risk and responsibility involved sexual talk or behavior, whereas risk/responsibility was hardly mentioned within the context of romance.

Seeking out & avoiding the news media: Young adults' strategies for finding current events information • Stephanie Edgerly • This study uses in-depth interview data from 21 young adults to identify their strategies for locating current events information in the high-choice media age. During the interviews, participants responded to six hypothetical vignettes by articulating the steps they would take to find current events information. The data revealed two strategy patterns—one set of strategies that directly involved the news media, and another set that avoided the news media in favor of functional information alternatives.

NGOs, hybrid connective action, and the People's Climate March • Suzannah Evans; Daniel Riffe; Joe Bob Hester • Studies of civic engagement through social media have often focused on horizontal, leaderless, and spontaneous demonstrations. Formal NGOs, however, have also moved into this space and combined their knowledge of classic collective action with the affordances of digital media to create a hybrid approach to civic engagement. Using Twitter data from the 2014 People's Climate March, this study examines how successful NGOs were in penetrating the digital public sphere with their chosen messages.

Are You Connected? Evaluating Information Cascades in Online Discussion about the #RaceTogether Campaign • Yang Feng, The University of Virginia's College at Wise • In the context of online discussion about the recent Starbucks' Race Together cup campaign, this study aims to explore the central users in the online discussion network on Twitter and the factors contributing to a user's central status in the network. A social network analysis of 18,000 unique tweets comprising 26,539 edges and 14,343 Twitter users indicated five types of central users: conversation starter, influencer, active engager, network builder, and information bridge. Moreover, path analysis revealed that the number of people a Twitter user follows, the number of followers a user has, and the number of tweets a user generates within a time period helped a user increase his/her in-degree connections in the network, which, together with one's out-degree connections in the network, propelled a user to become a central figure in the network.

Expanding the RISP Model to Politics: Skepticism, Information Sufficiency, and News Use • Jay Hmielowski, Washington State University; Michael Beam, Kent State University; Myiah Hutchens, Washington State University • This study extends the research on skepticism and information insufficiency in several ways. First, this study tests the assumption that skepticism correlates with needing additional information about an issue. Second, it examines the relationship between insufficiency and news use by looking at the relationships between insufficiency and use of four media variables. Third, it examines whether the relationship between information sufficiency and use of these four outlets varies by political ideology. Lastly, this study puts these variables into a mediated-moderated model to understand whether there is an indirect effect of skepticism through information sufficiency, and whether this indirect effect varies by political ideology. We test these models using survey data from a quota sample collected during the 2014 US midterm elections.

Ambivalence and Information Processing: Potential Ambivalence, Felt Ambivalence, and Information Sufficiency • Jay Hmielowski, Washington State University; Myiah Hutchens, Washington State University; Michael Beam, Kent State University • Using cross-sectional data from the 2014-midterm elections in the US, this paper proposes a serial mediation model looking at the relationship between ambivalence and information processing. Results show that ambivalence is associated with higher levels of systematic processing of information and lower levels of heuristic processing of information. However, the benefits of ambivalence only occur when people feel the psychological discomfort associated with ambivalence (i.e., felt ambivalence) and people perceiving that they do not have enough information to competently participate in the election. In essence, there is a positive relationship between potential ambivalence and systematic processing of information through felt ambivalence and information sufficiency. We found a negative relationship for potential ambivalence on heuristic processing through the same two intervening variables.

The Effect of Partisanship on Changes in Newspaper Consumption: A Longitudinal Study (2008 – 2012) • Toby Hopp; Chris Vargo, University of Alabama • This study used three waves of General Social Survey panel data and a latent change score modeling approach to explore the relationship between partisanship and newspaper consumption across time. The results suggested that prior levels of partisanship were negatively and significantly related to newspaper consumption. Further analyses failed to identify a relationship between changes in partisanship and changes in newspaper consumption.

Narratives and Exemplars: A Comparison of Their Effects in Health Promotions • Zhiyao Ye; Fuyuan Shen; Yan Huang, The Pennsylvania State University • The study aims to compare the effects of narrative and exemplars in health promotions. A between-subjects online experiment (N = 253) showed that although narratives were perceived as more convincing than exemplars, both message types had significant effects on issue attitude and behavioral intentions. However, the mechanisms underlying their persuasive effects were distinct. While identification and transportation mediated narrative effects, they did not mediate the influence of the exemplar message.

Diverting media attention at a time of national crisis: Examining the zero-sum issue competition in the emerging media environment • S. Mo Jang, University of South Carolina; Yong Jin Park, Howard University • Although scholars theorized that news topics compete against one another and are subject to the zero-sum dynamics in the traditional media, little research tested this with social media content. Analyzing datasets of Twitter, blogs, and online news, we found that media attention to the government related negatively to attention to another target for blame. This zero-sum principle prevailed in mainstream and social media. Time-series analyses hinted at the intermedia influence from mainstream to social media.

Erasing the scarlet letter: How media messages about sex can lead to better sexual health • Erika Johnson, University of Missouri; Heather Shoenberger, University of Oregon School of Journalism and Communication • This study explores how positive media messages about sex could lead to better sexual health in young adults. Participants were students at a large university (N = 228). The research found that young women have higher stigma, lower sensation seeking, and higher condom embarrassment than young men and media exposure could lessen negative sexual behavior. The conclusion is that positive mediated messages could lead to better sexual health for young women in particular.

Life Satisfaction and Political Participation • Chang Won Jung; Hernando Rojas • This study examines people's happiness and satisfaction both as an individual assessment of one's own life and relates them to communication antecedents and political outcomes. Relying on a national representative sample of Colombia (N= 1031), our results suggest life satisfaction and quality of life are positively related to civic participation, but not to protest activities. Furthermore, only quality of life predicts voting and material satisfaction is negatively related to civic engagement.

Sexualizing Pop Music Videos, Self-Objectification, and Selective Exposure: A Moderated Mediation Model • Kathrin Karsay, University of Vienna, Department of Communication; Joerg Matthes, U of Vienna • This article presents an experimental study in which young women were either exposed to pop music videos high in sexualization or to pop music videos low in sexualization. Women's self-objectification and their subsequent media selection behavior was measured. The results indicate that exposure to sexually objectifying media content increased self-objectification, which in turn increased the preference for sexually objectifying media content. Self-esteem, the internalization of appearance ideals, and BMI did not influence these relationships.

The State of Sustainability Communication Research: Analysis of Published Studies in the Mass Communication Disciplines • Eyun-Jung Ki, The University of Alabama; Sumin Shin, University of Alabama; Jeyoung Oh • This study examined the state of organization sustainability communication research in the mass communication disciplines between 1975 and 2014. Several main findings evolve from this analysis: (1) exponential growth of sustainability studies in recent years (2) contributions of a wide range of scholars and institutions (3) prevalence of environmental issues as a topic of research (4) under-development of definitions, conceptualization, and theoretical foundations (5) the growth of the methodological and statistical rigors.

A Reliable and Valid Measure of Strategic Decision • Eyun-Jung Ki, The University of Alabama; Hanna Park; Jwa Kim, Middle Tennessee State University • The goal of this investigation was to construct a comprehensive instrument for measuring strategic decision. Based on a literature review, eight dimensions—decision quality, decision routines, procedural rationality, understanding, decision commitment, procedural justice, affective conflict, and cognitive conflict—were developed to measure strategic decision by applying the development of multiple-item measurement procedures suggested by Churchill (1979) and Spector (1992) as a guideline and philosophy. Confirmatory factor analysis (CFA) validated the constructed measures.

Predicting Time Spent With News Via Legacy and Digital Media • Esther Thorson, Missouri School of Journalism; Eunjin (Anna) Kim, University of Missouri; Roger Fidler, University of Missouri • A model of is proposed to help explain how much time people will spend with legacy and digital media for news, and mobile media for non-news use. The model is tested with a national U.S. telephone sample of more than 1000 adults. News Affinity predicts news use across the media. Incumbent Media Habit Strength, instead of influencing digital media negatively, increases it. The more digital devices people own, the more they use smartphones and tablets for news, but not Web news. A new variable, Professional Journalist Importance is correlated with news use, but when demographics are controlled, its effect disappears.

The Impact of Political Identity Salience on the Third-Person Perception and Political Participation Intention • Hyunjung Kim, Sungkyunkwan University • This study investigates the influence of political identity salience on the third-person perception of polling reports and political participation intention. Results of two studies demonstrate that partisans in the political identity salience condition show greater third-person perception differentials between the in- and out-groups than those in the control group. Findings also show that political identity salience is indirectly linked to voting intention through the third-person perception particularly for the supporters of a losing candidate.

Factors and Consequences of Perceived Impacts of Polling News • Hyunjung Kim, Sungkyunkwan University • This study investigates how third-person perception of polling news is linked to behavioral intention change directly and indirectly through emotions by employing a survey experiment. Findings demonstrate that the third-person perception of polling news is associated with behavioral intention in two opposite directions depending on participants' predisposition, and the association may be partially mediated by pride particularly for those who support the majority opinion. Implications of the findings are discussed.

Investigating Individuals' Perceptions of Anti-Binge Drinking Message Effects on Self versus on Others: The Theoretical Implications for the Third-Person Perceptions • Nam Young Kim, Sam Houston State University (SHSU); Masudul Biswas, Loyola University Maryland; Kiwon Seo, SHSU • What makes people undervalue the impact of health campaign messages that promote positive behavioral changes? In the context of anti-binge drinking Public Service Announcement (PSAs), this study explores what happens if people's prior alcohol consumption control beliefs and message attributes interactively cause dissonance, which make them feel uncomfortable and cognitively disagree with the PSAs. A 2 (Fear Appeal: High vs. Low) X 2 (Controlled-Drinking Belief: High vs. Low) experiment revealed that participants who experienced dissonance tended to estimate a greater PSA effect on others than on themselves (i.e., third-person effects) because of psychological defensiveness. The findings have partial and theoretical implications for future studies on third-person perceptions and persuasion.

Beauty or Business Queen— How Young Women Select Media to Reinforce Possible Future Selves • Silvia Knobloch-Westerwick, The Ohio State University; Melissa Kaminski, Ohio State University; Laura E. Willis; Kate T. Luong, The Ohio State University • Young women (N = 181, 18-25 years) completed a baseline session, four sessions with selective magazine browsing (beauty, parenting, business, and current affairs magazines), and three days later a follow-up online. Their possible future selves as romantic partner, parent, and professional at baseline affected the extent to which beauty, parenting, and business pages were viewed. In turn, possible future selves as romantic partner and professional were reinforced through selective exposure to beauty and business magazines.

Memory Mobilization and Communication Effects on Collective Memory About Tiananmen in Hong Kong • Francis L. F. Lee, Chinese University of Hong Kong; Joseph Chan • People in a society share collective memories about numerous historical events simultaneously, but not every historical event is equally salient in the minds of individuals, and social processes may influence the salience of specific historical events over time. This study examines the implications of memory mobilization, defined as the organized efforts to bring the collective memory about the past or specific past events to the fore for the purposes of social mobilization, on recall of historical events. Memory mobilization is treated as a process involving communication activities via a wide range of platforms, creating an atmosphere of remembering for the historical event. Focusing on the case of Hong Kong people's memory of the 1989 Tiananmen incident in Beijing, this study finds that more people indeed recall Tiananmen as an important historical event during the period of memory mobilization. Recall of Tiananmen is related to age cohorts and political attitudes. But during memory mobilization, communication activities, especially those involving interpersonal interactions, also significantly lead to recall of the event.

Predicting Tablet Use: A Study of Gratifications-sought, Leisure Boredom and Multitasking • Louis Leung, The Chinese University of Hong Kong; Renwen Zhang, The Chinese University of Hong Kong • Using a probability sample of 348 tablet users, this study found that relaxation, information seeking, fashion/status, and work management were instrumental reasons for tablet use, while social connection anytime/anywhere, large screen, and ease-of-use were intrinsic motives. Contrary to what was hypothesized, leisure boredom was not significantly linked to tablet use. Relaxation was the strongest motivation to predict multitasking with the tablet; however, people tend not to engage in cognitively unproductive multitasking.

What's in a Name? A Reexamination of Personalized Communication Effects • Cong Li, Univ. of Miami; Jiangmeng Liu, Univ. of Miami • Personalized information has become ubiquitous on the Internet. However, the conclusion on whether such information is more effective than standardized information looks somewhat confusing in the literature. Some prior studies showed that a personalized message could generate more favorable outcomes than a standardized one, but others did not (sometimes with an almost identical study design). To provide a possible explanation why there existed such conflicting findings and conclusions in the personalized communication literature, the current study tested the moderating effect of involvement on personalization in an advertising context. Through a $2 \times 2 \times 2$ between-subjects experiment, it was found that the superiority of a personalized message over a standardized message was much more salient when the message recipient was highly involved with the focal subject of the message than lowly involved.

The Link Between Affect and Behavioral Intention: How Emotions Elicited by Social Marketing Messages of Anti-drunk Driving on Social media Influence Cognition and Conation • Chen Lou, Michigan State University; Saleem Alhabash, Michigan State University • This study used a 3 (emotional tone: positive vs. negative vs. coercive) \times 3 (message repetition) within-subject experimental design to investigate how affect elicited from persuasive messages may influence cognitive processing and behavioral intention. This study explicated the mechanism underneath the affect-attitude-behavioral intention relationship, and identified the process of how and in what circumstance emotional responses to persuasive messages could affect behavioral intentions via its effect on people's attitude. Specifically, this study showed that people's emotional responses elicited by negative emotional anti-drunk driving social marketing messages was effective in persuading them to refrain from driving while tipsy or drunk via affecting their attitude toward drunk driving.

The information exchangers: Social media motivations and news • Timothy Macafee • Individuals visit social media for a variety of reasons, and one motivation involves information exchange. The current study explores the relationship between individuals' demographics, their information exchange motivations on social media and the extent to which they attend to different news media. Using a United States representative survey sample, the results suggest a strong, positive relationship between information exchange motivations and attention to news.

Media and Policy Agenda Building in Investigative Reporting • Gerry Lanosga, Indiana University Media School; Jason Martin, DePaul University • This examination of American investigative journalism from 1979 to 2012 analyzes a random sample (N=757) of 22,163 questionnaires completed by journalists for annual investigative reporting contest entries. This novel data source uncovers aspects of journalistic process rather than static product, resulting in methodological and empirical advances that better explain journalist/source relationships, policy outcomes, and agenda-building interdependence. A model for predicting policy agenda-building results based on attributes of investigative reporting is proposed and tested.

News framing and moral panics: Blaming media for school shootings • Michael McCluskey, University of Tennessee-Chattanooga; Hayden Seay • School shootings have triggered moral panics responses that blame popular media for real-world violence. Analysis of news coverage following 11 school shootings identified five frames, of which four reflect a moral panics perspective identifying popular media as a threat to society. Frames of media affect society, media help us understand the shooter, media are full of odd material and media behaved irresponsibly fit a moral panics approach, while media behaved responsibly provided an alternative perspective.

Closing of the Journalism Mind: Anti-Intellectualism in the Professional Development of College Students • Michael McDevitt; Jesse Benn • This paper represents the first attempt to measure anti-intellectualism in journalistic attitudes, and the first to document developmental influences on student anti-intellectualism. We propose reflexivity as a conceptual foundation to anticipate how students evaluate intellect and intellectuals in relation to an imagined public. While

transparency in public reflexivity appears to sanction anti-intellectualism, craft reflexivity offers a resistant orientation conducive to critical thinking.

Identifying with a Stereotype: The Divergent Effects of Exposure to Homosexual Television Characters • Bryan McLaughlin, Texas Tech University; Nathian Rodriguez, Texas Tech University • Scholars examining homosexual television characters have typically come to one of two conclusions, either exposure to homosexual characters leads to increased acceptance, or homosexual characters serve to reaffirm negative stereotypes. We resolve these differences by introducing the concept of stereotyped identification – the idea that cognitively identifying with fictional characters can increase acceptance of minorities, while reinforcing stereotypes about how they look, act, and talk. Results from our national survey provide support for this hypothesis.

Processing Entertainment vs. Hard News: Cognitive and Emotional Responses to Different News Formats • Sara Magee, Loyola University-Maryland; Jensen Moore, Manship School of Mass Communication, LSU • How millennials process news is crucial to determining the growth of future news audiences. This 2 (message content: entertainment news/hard news) X 12 (message replication) experimental study found millennials not only encode and store entertainment news better, it is also more arousing, credible, and positive than hard news. Results are interpreted using Lang's Limited Capacity Model of Mediated Motivated Message Processing. Our results suggest new ways of thinking about the Hardwired for News Hypothesis.

Effects of Embedding Social Causes in Programming • Pamela Nevar, Central Washington University; Jacqueline Hitchon, University of Illinois-Urbana Champaign • Cause placement is a recent extension of the advertising strategy, product placement. This research examined the roles of cause involvement and message sidedness on the persuasiveness of cause placement in primetime entertainment programming. Two experiments found that high cause involvement (vs. low) tended to produce more favorable attitudinal responses and behavioral intentions. When cause involvement was high, one-sided messages triumphed over multi-sided messages; when cause involvement was low, multi-sided messages tended to be more persuasive.

The They in Cyberbullying: Examining Empathy and Third Person Effects in Cyberbullying of Young Adults • Cynthia Nichols, Oklahoma State University; Bobbi Kay Lewis, Oklahoma State University • The 21st century has seen rapid technological advances. Although these advances bring a multitude of benefits, there are also drawbacks from the technology that has become an integral part of daily life—such as cyberbullying. Although online bullying has become as common as in-person bullying, cyberbullying is not understood nearly as much as its counterpart. Due to its characteristics, it can be hard to recognize, prevent, or stop online bullying. Certain characteristics have emerged in cyberbullying research as indicators of bullies—lack of empathy toward cyberbullying, lack of parental mediation, high social media use, and third person effects toward the impact of media. The following paper looks to explore the relationships between these variables. Data (N=436) indicated that young adults believe other people are more susceptible to bullying than themselves, empathy influences attitudes toward cyberbullying, and athletes are more empathetic toward others being cyberbullied.

Commercialization of Medicine: An Analysis of Cosmetic Surgeons' Websites • Sung-Yeon Park, School of Media and Communication, Bowling Green State University; SangHee Park, Bowling Green State University • This study examined the homepages of 250 cosmetic surgeons' websites. Common elements on the webpages were pre-identified as indicators of medicalization or commercialization and their presence and salience were examined by focusing on the service provider, service recipients, and the practice. Overall, the providers were highly medicalized and moderately commercialized. The recipients were moderately medicalized and commercialized. The practice was moderately medicalized and highly commercialized. Implications for doctors, regulators, and consumer advocates were discussed.

Women with disability: Sex object and Supercrip stereotyping on reality television's Push Girls • Krystan Lenhard; Donnalyn Pompper, Temple University • We respond to critical neglect of disability representation across mass media by evaluating characterizations of women who use wheelchairs on the U.S.-based reality show, Push Girls. Content analysis and a hermeneutic phenomenological theme analysis revealed findings which suggest that Sex object and Supercrip stereotypes enable producers to create programming for audiences otherwise repelled by images of women using wheelchairs. Implications of stereotype use for audiences and the disabilities community are offered.

Disclosure or Deception?: Social Media Literacy, Use, and Identification of Native Advertising • Lance Porter; Kasey Windels, Louisiana State University; Jun Heo, Louisiana State University; Rui Wang, Louisiana State University; YONGICK JEONG, Louisiana State University; A-Reum Jung • The rise of native advertising presents a number of ethical issues for today's audiences. Do social media audiences recognize native advertising as paid messaging? Does media literacy make a difference in this ability to distinguish editorial and user generated from paid advertisements? An eye-tracking experiment found that while most can identify native advertising, certain types of native advertising are more difficult than others to identify and that Facebook is not fully disclosing paid content.

Impact of Daniel Tiger's Neighborhood and active mediation on preschoolers' social and emotional development • Eric Rasmussen, Texas Tech University; Autumn Shafer, Texas Tech University; Malinda Colwell, Texas Tech University; Narissra Punyanunt-Carter, Texas Tech University; Shawna White, Texas Tech University; Rebecca Densley, Texas Tech University; Holly Wright, Texas Tech University • 127 children ages 2-6 either watched or did not watch 10 episodes of Daniel Tiger's Neighborhood over a two-week period. Those in the viewing condition exhibited higher

levels of empathy, self-efficacy, and emotion recognition, under certain conditions. Without exception, children benefitted from watching the show only when their viewing experiences were frequently accompanied by active mediation. Preschoolers' age, income, and home media environment also influenced children's reactions to exposure to the show.

Probing the role of exemplars in third-person perceptions: Further evidence of a novel hypothesis • Mike Schmierbach, Pennsylvania State University; Michael Boyle • Despite strong evidence of its existence, the third-person perception remains incompletely understood. This paper expands previous research that added an important variable to models explaining perceived influence: availability of exemplars. Employing a 2 x 2 experiment and a diverse U.S. sample (N = 523), the study confirms that this variable is a robust predictor regardless of thought-listing procedures or primes shown to reduce the heuristic reliance on media examples.

Portable Social Networks: Interactive Mobile Facebook Use Explaining Perceived Social Support and Loneliness Using Crawled and Self-Reported Data • mihye seo; Jinhee Kim, Pohang University of Science and Technology; Hyeseung Yang • The present study examines if Facebooking using mobile devices could generate gratifying social relationships and contribute psychological well-being. Matching crawling data with self-reported data from mobile Facebook users, this study found that more social interactions mobile Facebook users had with their friends and faster friends' reactions to users' postings increased mobile Facebook users' perceived social support and ultimately alleviate their loneliness. Implications of living in always on and connected mobile society are discussed.

Keeping up with the audiences: Journalistic role expectations in Singapore • Edson Tandoc, Nanyang Technological University; Andrew Duffy, Nanyang Technological University • Scholarly work on journalistic role conceptions is growing, but the assumption that what journalists conceive of as their roles depend in part on what they believe audiences expect from them remains underexplored. Through a nationally representative survey (N=1,200), this study sought to understand journalistic role expectations in Singapore. The study found that Singaporeans, in general, expect their journalists to serve the public, the nation, and the government—and in that order.

What did you expect? What roles audiences expect from their journalists in Singapore • Edson Tandoc, Nanyang Technological University; Zse Yin How • This study seeks to understand the role expectations Singaporeans have for their journalists. Ten categories of role expectations emerged from the analysis of open-ended responses from a nationally representative survey of Singaporeans (N= 1,200). Some role expectations, such as the disseminator and interpreter, were conceptually similar to earlier typologies of journalists' own role conceptions. But two new roles emerged: protector of the people, and being a good citizen. The role of cultural context is discussed.

And they lived happily ever after: Associations between watching Disney movies and Romantic beliefs of children • Merel van Ommen; Madelon Willems; Nikki Duijkers; Serena Daalmans, Radboud University; Rebecca de leeuw • Disney movies are popular among children and depict a world that is very romantic. The question is what role popular Disney movies play, as a cultivating resource. This survey study (N=315) aimed to explore if Disney's depictions of romance are related to children's romantic beliefs, as assessed by the Romantic Beliefs Scale. Findings from regression analyses are the first to show that the more children watched Disney movies the stronger they endorsed the ideology of romanticism.

Issue publics, need for orientation, and obtrusiveness: A model on contingent conditions in agenda-setting • Ramona Vonbun, University of Vienna; Katharina Kleinen-von Königslöw, University of Zurich; Hajo Boomgaarden, University of Vienna • This study investigates the role of contingent conditions in the agenda-setting process introducing issue public membership as a mediating factor in opinion formation. The model is tested on five issues, based on a content analysis of 28 media outlets and a panel study in the context of a national election. The findings hint to a stable public agenda, NFO as an important antecedent in the agenda-setting process, and a mediating role of issue public membership.

Turned off by Media Violence: The Effect of Sanitized Violence Portrayals on Selective Exposure to Violent Media • T. Franklin Waddell, Penn State University; Erica Bailey; James D. Ivory, Virginia Tech University; Morgan Tear; Kevin Lee; Winston Wu; Sarah Franis; Bradi Heaberlin • The current study examined whether prior exposure to non-sanitized media violence affects viewers' subsequent preference for violent media. Exposure to traditional, sanitized media violence increased the likelihood of selecting a clip that featured the prevention of violence and decreased the likelihood of selecting a clip that featured retributive violence. Our study thus offers the novel finding that exposure to some forms of media violence can actually inhibit, rather than foster, additional exposure to violent media.

Minnie Mouse, Modern Women: Anthropomorphism and Gender in Children's Animated Television • Stephen Warren, Syracuse University; YUXI ZHOU, YUXI ZHOU; Dan Brown; Casby Bias, Syracuse University • This study examines the extent to which anthropomorphism influences gender representation of characters in children's television programs. Results revealed that anthropomorphic characters were presented more physically gender-neutral than humans, and observed female characters were underrepresented. No significant differences were found between anthropomorphic and human characters in terms of personalities and behavior. The researchers propose that because physical appearance is more ambiguous, anthropomorphic characters' personalities and behaviors may be overcompensated to make their gender clearer.

Social Media, Social Integration and Subjective Well-being among Urban Migrants in China • Lu Wei; Fangfang Gao, Zhejiang University • As Chinese urban migrants are increasingly dependent on new media, particularly social media for news, entertainment, and social interaction, it is important to know how social media use contributes to their social

integration and subjective well-being. Based on an online survey, this study revealed that social media use can indeed contribute to urban migrants' social integration, particularly their perceived social identity and weak social ties, but helps little with strong social support and real-world social participation. While social media use can indeed influence urban migrants' subjective well-being, different types of use may have different effects. Finally, urban migrants' social integration, particularly their level of social identity, is significantly associated with their subjective well-being.

Blogging the brand: Meaning transfer and the case of Weight Watchers • Erin Willis, University of Memphis; Ye Wang, University of Missouri – Kansas City • Brand communities are becoming increasingly more popular online. The current study examined the Weight Watchers online brand community to understand the role consumer engagement plays in shaping brand meaning and how brand meaning is transferred through consumer-generated content. Social and cultural meanings are discussed. Practical implications for online brand strategy are included and also how to engage consumers with content delivered through brand communities.

Exemplification in Online Slideshows: The Role of Visual Attention on Availability Effects • Bartosz Wojdyski, University of Georgia; Camila Espina, University of Georgia; Temple Northup, University of Houston; Hyejin Bang, University of Georgia; YEN-I LEE, University of Georgia; Nandita Sridhar, University of Georgia • Although research has shown that human examples in news stories wield a high level of influence on the way users perceive story content, the role of attention in these effects has not been tested. Furthermore, it is not clear if exemplification effects identified in traditional linear story forms extend to newer news formats that are more list-based. An eye-tracking experiment (N=87) examined the effects of content type (human exemplar/ no exemplar) and exemplar distribution (early / late / evenly distributed) in online health news slideshow stories on visual attention, exemplar availability, issue perceptions, and behavioral intent. Results showed that the presence of exemplars early in a slideshow significantly increased visual attention throughout the slideshow. Furthermore, availability of slide topic was highly significantly correlated with perceived persuasiveness of slide topic. Implications of the findings for the extension of exemplification theory and the production of list-based informational content are discussed.

Credibility Judgments of Health Social Q&A: Effects of Reputation, External Source, and Social Rating • Qian Xu, Elon university • Social Q&A websites have gained increasing popularity for health information seeking and sharing. This study employs a 2×2×2 between-participants experiment to explore the effects of three interface cues in health social Q&A – reputation, external source, and social rating – on credibility judgments of the answerer and the answer. The study discovered that different cues contributed to different dimensions of perceived answerer credibility. The three cues also complemented each other in influencing perceived answerer credibility.

A Multilevel Analysis of Individual- and Community-Level Sources of Local Newspaper Credibility in the United States • Masahiro Yamamoto, University of Wisconsin-La crosse; Seungahn Nah • Existing research has identified salient individual- and community-level factors that systematically account for variations in audience credibility of news media, including an audience's political orientation, media use, social and political trust, community structural pluralism, and political heterogeneity. The purpose of this study is to test whether audiences' perceptions of local newspaper credibility are explained by these theoretical variables, using a multilevel framework. Data from a community survey in the United States show that structural pluralism is negatively related to local newspaper credibility. Data also reveal that conservative ideology, social trust, and political trust significantly predict local newspaper credibility. Implications are discussed for the production of news content.

The Need for Surveillance: A Scale to Assess Individual Differences in Attention to the Information Environment • Chance York, Kent State University • Individuals vary with regard to their need to psychologically attend to the information environment, including the information provided by immediate surroundings, interpersonal relationships, and news media. After I outline theoretical explanations—both biological and cultural—for individual differences in environmental attention, I develop a unidimensional scale called Need for Surveillance (NSF) to measure this construct. I show that NSF predicts news use and adhering to the correct news agenda. Implications for media effects are discussed.

Student Competition

Social Pressure for Social Good? Motivations for Completing the ALS Ice Bucket Challenge • Jared Brickman, Washington State University • The incredibly successful ALS Ice Bucket Challenge dominated social media in summer 2014. This study, guided by the ideas of diffusion, peer pressure, and concertive control systems, explores the motivations for participating in the challenge using interviews and a survey of more than 300 undergraduates. Logistic regression revealed that peer pressure, charitable intent, and a lack of perceptions of negativity surrounding the event were all significant predictors of participation.

A New Look at Agenda-Setting Effects: Exploring the Second- and Third-level Agenda Setting in Contemporary China • Yang Cheng, University of Missouri • Through two separate studies in a Chinese context, this research tests and compares the second- and third-level agenda setting effects, examines the differences between the explicit and implicit public agendas. A total of 1,667 news media coverage and 680 effective public surveys are collected and analyzed. Evidence from both studies shows strong attribute agenda setting effects at the second- and third-level, no matter the focus of issue is obtrusive or unobtrusive. Results also demonstrates that the media agenda is positively associated at a higher level with the implicit public agenda than the explicit one.

The silencing of the watchdogs: newspaper decline in state politics • Juanita Clogston • This paper analyzes the pattern in newspaper closures in state capitals to help assess the impact on democracy from the declining watchdog role of the media over state politics. Findings reveal papers in state capitals are at 1.7 times greater risk of failure than papers not in state capitals from 1955 to 2010. Based on analysis of 46 failed papers, risk factors included PM circulation and being one of two papers in the capital.

Sourcing health care reform: Exploring network partisanship in coverage of Obamacare • Bethany Conway, University of Arizona; Jennifer Ervin • Social network analysis was used to examine source use in coverage of the health care reform by CNN, Fox News, and MSNBC. While 72% of sources were unique to a particular news organization, findings indicate that in the three months prior to the bill's passage similarities existed across networks. Further, MSNBC was much more varied in their source use. Correlations amongst sources and networks change in magnitude and significance over time.

Above the Scroll: Visual Hierarchy in Online News • Holly Cowart, University of Florida • This study considered the usefulness of hierarchical presentation of news content. It compared the news content presented as the top story on five major news website homepages three times a day for one month. Results indicate some level of agreement on what to present as the top story as well the use of conventional visual cues to identify those stories.

Outpouring of success: How the ALS Ice Bucket Challenge engaged Millennials' narcissism toward digital activism • Andrea Hall, University of Florida; Lauren Furey, University of Florida • Jumping off the popularity of the ALS Ice Bucket Challenge, a survey of 500 Millennials explores how social media use could lead to narcissistically induced activism. Results revealed a strong correlation between social media use and narcissism, and motives for participating were supported by social comparison theory. Results also revealed that participating in the ALS campaign was perceived as activism, which suggests it behaved as a bridge between traditional and digital activism.

Visual gender stereotyping and political image perception • Tatsiana Karaliova, Missouri School of Journalism; Valerie Guglielmi; Sangeeta Shastry; Jennifer Travers; Nathan Hurst • This online experiment aimed to explore the impact of visual stereotypical and non-stereotypical representations of political candidates on young voters' political image perception and voting intention. It confirmed the existence of predispositions about male and female political candidates in the evaluation of their practical and emotional traits. Gender had a significant effect on how the candidates were evaluated for practical traits and type of representation had a significant effect on how they were evaluated for emotional traits.

Selfies: True self or Better Self?: A qualitative exploration of selfie uses on social media • Joon Kyoung Kim, Syracuse University • Despite of increased popularity of selfies on social media, little is known about media users' uses of selfies. Understanding social media users' uses of selfies in terms of self-presentation is fundamental because use of individuals' own pictures on social media can be an important mode of self-expression. Use of selfies on social media can be useful for examining individuals' self-presentation because an individual's picture on his or her profile is most frequently exposed to other users on social media, it can be used to examine how individual users express themselves. The purpose of this research is to explore how social media users use selfies and perceive them. In-depth interviews were conducted to collect data from social media users in a university in the Northeastern United States. A snowball sampling strategy was used to recruit eleven participants because this study aimed to research certain users who post or share their selfies on social media. In addition, because most social media users who frequently use selfies belong to younger generation such as teenagers, this study focused on young college students who aged 19 to 22 from different majors. Four themes emerged from analysis of in-depth interview data. Selective exposure, frequency, extraversion/introversion, and feedback management emerged under the major theme of impression management. These themes explain how social media users use their selfies to give favorable impression to others and to avoid conveying unfavorable impression to others.

Cultivating gender stereotypes: Pinterest and the user-generated housewife? • Nicole Lee, Texas Tech University; Shawna White, Texas Tech University • Through a survey of 315 women, this study explored the relationship between Pinterest use, gender stereotypes and self-perceptions. Results indicate a link between Pinterest use and stereotyped views of gender roles in a relational context. The same link was not found between Pinterest use and self-esteem or body image. Open-ended questions explored cognitive and emotional effects of Pinterest use. A mix of motivation, inspiration, guilt and jealousy were reported. Directions for further research are discussed.

HPV Vaccination in US Media: Gender and regional differences • Wan Chi Leung, University of South Carolina • This study examines newspaper articles and television news transcripts about the HPV vaccine in the U.S. from 2006 to 2014. Findings reveals that media presented HPV vaccine as more beneficial to women's health instead of men. In the South of the U.S. where the vaccination rate was the lowest among all regions, newspapers tended to talk less about HPV vaccination, and presented less benefits of vaccination, and fewer positive direct quotes.

Putnam's Clarion Call: An Examination of Civic Engagement and the Internet • Lindsay McCluskey, Louisiana State University; Young Kim, Louisiana State University • The purpose of this research is to develop and test models of civic engagement. We examined various dimensions of civic engagement for antecedents and determinant factors related to the Internet, controlling for effects of a wide range of other variables. Using 2010 national survey data, this study found that significant and different factors (e.g., trust, satisfaction, the location of Internet use, and perceived Internet impact) for dimensions of civic engagement in full multivariate logit models.

The Audience Brand: The Clash Between Public Dialogue and Brand Preservation in News Comment Sections • Meredith Metzler • The tensions between news organizations operating in the public interest and as a business operation have not changed online, and, in fact have become more complicated. In this paper, I examine how comment sections architecture is modified to encourage a particular type of dialogue from the now visible audience. The findings in this paper indicate that the news organizations shape conversational environments occurring within the boundaries of its site.

Let's Keep This Quiet: Media Framing of Campus Sexual Assault, Its Causes, and Proposed Solutions • Jane O'Boyle, University of South Carolina; Jo-Yun Queenie Li • This study analyzes ten American newspapers across the country (N = 500) to examine how they present stories about sexual assault on college campuses. We explore attributions for causes and which entities are framed most responsible for creating solutions to the problem: individuals, universities, fraternities, sports teams, or society. Findings indicate media attribute causes to individuals such as victims and perpetrators, but solutions to universities. Liberal newspapers framed the victim as most responsible for causes, and were overall favorable toward universities.

The Discourse of Sacrifice in Natural Disaster: The Case Study of Thailand's 2011 Floods • Penchan Phoborisut, University of Utah • This paper investigates how the discourse of a natural disaster such as a flood is formed and featured in the Thai media. The paper adopts a textual analysis of news about the floods in 2011, reported in two major Thai mainstream newspapers during the three-month long floods. The emerging theme is sacrifice and repeated coverage on being good citizens. Meanwhile, the issues of environment and social justice were absent. I argue that the articulation of sacrifice can perpetuate social injustice imposed on the vulnerable population.

#JeSuisCharlie: Examining the Power of Hashtags to Frame Civic Discourse in the Twittersverse • Miles Sari, Washington State University; Chan Chen, Washington State University • Using the Charlie Hebdo shooting as a case study for exploratory analysis, this paper bridges the link between framing theory and the power of hashtags to frame civic discourse in the Twittersverse. Through an inductive qualitative content analysis and a critical discourse analysis, we argue that the hashtag Je Suis Charlie constructed a dichotomy of opposition that symbolically placed the massacre in the context of a rhetorical war between free expression and global terrorism.

The Third-Person Perception and Priming: The Case of Ideal Female Body Image • Jiyoun Suk • This paper explores how priming affects the third-person perception in the case of ideal female body image. Through a posttest-only control group experiment, this study reveals that after reading an article about media's effect on shaping women's view about their body, the third-person perception was weakened among women. This is because the perceived media effect on self has increased after the priming. It implies how the third-person effect can be easily manipulated through priming.

Is Social Viewing the New Laugh Track? Examining the Effect of Traditional and Digital Forms of Audience Response on Comedy Enjoyment • T. Franklin Waddell, Penn State University • Participants watched a comedy program that randomly varied the presence of social media comments (positive vs. negative vs. no comment control) and the sound of a laugh track (present vs. absent) during programming. Results find that negative social media comments lead to lower levels of program enjoyment through the mediating pathways of lower bandwagon perceptions and lower humor. Surprisingly, canned laughter also had an inhibitory effect on enjoyment via the mechanism of lower narrative involvement.

Heaven, Hell, and Physical Viral Media: An Analysis of the Work of Jack T. Chick • Philip Williams, Regent University • This paper advances the concept of physical viral media: that virality is not limited to digital media, and that examples of media virality predate the digital era. The work under analysis is that of Jack T. Chick, the controversial tract publisher. The paper uses media characteristics and behavior analysis to establish the viral nature of Chick's work and demonstrate the possibility of virality with the physical form.

The Effects of Media Consumption and Interpersonal Contacts on stereotypes towards Hong Kong people in China • Chuanli XIA, City University of Hong Kong • This study examines the effects of both media consumption and interpersonal contacts on Chinese mainlanders' stereotypes towards Hong Kong people. The framework was tested with a survey data of 314 mainlanders. Results reveal that media consumption is negatively associated with mainlanders' positive stereotypes about Hong Kong people, while interpersonal contacts with Hong Kong people result in positive stereotypes about Hong Kong people. Theoretical and practical implications are discussed.

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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-handedly 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, idiocentrics exhibited a higher intention of illegal downloading than allocentrics. For South Korean students, allocentrics showed a higher intention than idiocentrics.

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 classified 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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Desiring Biracial Whites: Daniel Henney and Cosmopolitan Whiteness in Contemporary Korean Media • Ji-Hyun Ahn, University of Washington Tacoma • Contextualizing the rise of white mixed-race celebrities and foreign entertainers from the perspective of the globalization of Korean popular culture, this article aims to look at how Korean media appropriates whiteness as a marker of global Koreanness. Specifically, the article utilizes Daniel Henney, a white mixed-race actor and celebrity who was born to a Korean adoptee mother and an Irish-American father, as an anchoring text. Analyzing how Henney's image as upper-class, intelligent, and cosmopolitan constructs what whiteness means to Koreans, the study asserts that Henney's (cosmopolitan) whiteness is not a mere marker of race, but a neoliberal articulation of a particular mode of Koreanness. This study not only participates in a dialogue with the current scholarship of mixed-race studies in media/communication but also links the recent racial politics in contemporary Korean media to the much larger historical and ideological implications of racial globalization.

Academic Revanchism at Century's End: Communication Studies at the Ohio State University, 1990 – 1996 • Vicente Berdayes, Barry University; Linda Berdayes, Barry University • This paper describes the dissolution of Ohio State University's Department of Communication in the mid-1990s, which ended an ambitious attempt to define a distinctive presence for critical communication research at the end of the 20th century. This episode is analyzed in terms of the confluence of changes forced upon communication studies in light of the neoliberal reorganization of higher education and the episteme of empiricist social science, which redefined inquiry across the College of Social and Behavioral Sciences.

The Role of the Producer in Unboxing Videos • Christopher Bingham, University of Oklahoma • On YouTube exist thousands of unboxing videos (UBVs), in which a producer opens a product for the first time and critiques the package's contents. Due to their prevalence, UBVs require more scholarly attention. This paper presents a multimodal content analysis of UBVs in order to define the role of the UBV producer. Data suggest that producers seek to emulate sensory experiences, provide helpful expertise, establish community with audience members, and share a sense of exploration.

Filmic Narrative and Authority in the Cop Watching Movement • Mary Angela Bock, University of Texas at Austin • Police accountability groups in the U.S are proliferating thanks to smartphone penetration and online social networks. This qualitative project theoretically situates cop-watching and its videos. Using the basic foundation of Foucault's ideas about the negotiation of truth, it examines the discursive struggles over the evidentiary value of police accountability activism and its challenges to conventional narratives about police work. This exploration finds that police accountability activists employ the technical but not discursive routines of journalism.

Good Gay, Bad Queer: Heteronormative Shaming and Homonormative Love in Network Television Situational Comedies • Robert Byrd, University of Memphis • This analysis of primetime situational comedies that feature LGBTQ characters argues that through heteronormative and homonormative constructions of sexuality many LGBTQ people are rendered invisible in the mainstream. Through discourse analysis, the study examines how these television programs work to normalize gay and lesbian identity, which then resembles the dominant heterosexuality, by shaming queer sexual practices and excluding all alternatives to the prescribed homonormative construct of love. This research is important in understanding the Americans' most recent shifts in public opinion on issues of marriage equality and moral acceptance, but also in understanding what groups of LGBTQ people may be further marginalized from the mainstream. Further, it is important to examine the underlying ideology of these programs to extract meanings that have the potential to further subvert queer notions of sex and sexual politics, which only work to advance the marginalization of those who do not fit the dominant mold.

#IfTheyGunnedMeDown: Postmodern Media Criticism in a "Post-Racial" World • Christopher P. Campbell, The University of Southern Mississippi, School of Mass Communication and Journalism • Abstract: This paper examines social media postings that surfaced in the wake of the 2014 fatal shooting of Michael Brown, an African American, by a white Ferguson, Missouri police officer. It argues that the postings reflect keen insight into the notion of media representation; that is, the young African Americans who posted the photos perceptively and concisely identified the problems with journalistic representations of black people as pathological criminals, representations that have been identified as enormously problematic by cultural studies scholars. The paper asks if the social media postings and other elements of contemporary media could significantly advance the discussion about race in America.

Telling Us What We Already Know: Decoding the Absence of Poverty News in Appalachian Community Media • Michael Clay Carey, Samford University • This study examines the ways audiences in rural Appalachian communities can interpret a lack of local news coverage about local poverty and related issues. Community media in the communities under study provided little coverage of local poverty. Using Stuart Hall's encoding/decoding model as a theoretical framework, this study examines readers' notions about the motives for that lack of coverage, and how those ideas influenced their views of local news outlets as voices for the community.

Framing English: The reproduction of linguistic power in Korea's locally-based English language press • John C Carpenter; Frank Durham • This study analyzes the framing process generated by Korea's English language press about the implementation of an English-only instruction policy at the elite Korean science university, KAIST, in 2007. It focuses on Korean language ideology to conceptualize the adoption of English in Korea. In its textual analysis of related news coverage, the study shows that the English-language press employed frames of "necessitation", "externalization", and "self-deprecation" to variously position English as hegemonic in Korea.

"It's Biology, Bitch!": Hit Girl, the Kick-Ass Franchise, and the Hollywood Superheroine • Phil Chidester, Illinois State University • The general critical response to Kick-Ass (2010), the widely popular comic-book send-up, has been a condemnation of the film for its abusive representations of its core female protagonist, 11-year-old Hit Girl. Yet as I argue in this essay, the film and its sequel, 2013's Kick-Ass 2, are better understood as a broader treatise on gender and difference in a contemporary America. Through their depictions of Hit Girl's struggle to choose between an essential femininity and an essential heroism, the texts embody Americans' blunt refusal to embrace what is perhaps the most radical and threatening of all depictions of the feminine: that of woman as true superhero. In doing so, the films also serve as touchstone moments in the culture's ongoing politics of gender.

Televisuality, Movement, and the Market on CNBC's The Closing Bell • Diane Cormany, University of Minnesota • The Closing Bell communicates affect through cable news' endemic graphic style and television's characteristic motion and

liveness. Real-time graphic updates show the second by second change in stock prices, usually accompanied by line graphs that are designed to indicate movement over time. Likewise a digital clock displayed in the lower right of the screen counts down the seconds until the market close and calls viewers to action. Movement is both literal, through the changing second count, and figurative by communicating that action is required. This article demonstrates how *The Closing Bell* goes beyond representation to actually embody market movement through the affective impact of its aesthetics. The ups and downs of the securities market are actually tied to perceptions of its movement, which are communicated through financial news media. *The Closing Bell* therefore participates in market movement by mobilizing affect through its use of televisuality—the graphics and movement-intensive style that characterizes cable news.

The New Columbia Heights: How Gentrification Has Transformed a Local Washington, D.C. Community • Christian Dotson-Pierson; Ashley Lewis • “In 2012, the Fordham Institute cited Columbia Heights, a historic neighborhood in Ward 1 of Washington, D.C., as 14 out of 25 of the fastest gentrifying neighborhoods in the United States. Gentrification or “revitalization” is a phenomenon in urban planning which often displaces poorer residents while also transforming neighborhoods demographically and socially. This study includes interviews from 15 Columbia Heights residents about their preferred news sources for obtaining information about gentrification in their neighborhood.”

The “Public” and the Press: Lippmann, the Interchurch World Movement, and the 1919-20 Steel Strike • Frank Durham • This historically situated rhetorical analysis examines Walter Lippmann’s understanding of the Interchurch World Movement (hereafter, “Interchurch”), which was a short-lived, but prominent, Progressive ecumenical organization that investigated the Great Steel Strike from 1919-1920. The Interchurch’s Progressive, social science-based study of anti-labor coverage by the Pittsburgh press informed Lippmann’s concept of such organizations, because he felt they could monitor journalistic practices from their positions outside of the field.

Citizens of the Margin: Youth and resistance in a Moroccan YouTube web-series • Mohamed El Marzouki, Indiana University • This paper examines a user-generated YouTube web-series, *Tales of Bouzebal*, as a performance of marginality and a social critique of state hegemonic institutions in the post-Arab Spring Morocco. Using a combined method of textual and discourse analyses, the paper argues that the new media practices of producing and consuming user-generated content among North African youth are best understood as practices of cultural citizenship that facilitate change through the production counter-discursive political subjectivities among youth in MENA.

Print vs. digital: How medium matters on House of Cards • Patrick Ferrucci, University of Colorado-Boulder; Chad Painter, Eastern New Mexico University • This study utilizes textual analysis to analyze how journalists are depicted on the Netflix drama *House of Cards*. Through the lens of orientalism and cultivation, researchers examine how depictions of print and digital journalism would lead viewers to see digital journalists as less ethical and driven by self gain, while also viewing technology as an impediment to quality journalism. These findings are then discussed as a means for understanding how these depictions could affect society.

Pornography, Feminist Questions, and New Conceptualizations of “Serious Value” in Sexual Media • Brooks Fuller, UNC-Chapel Hill • During the 1980s, anti-pornography advocates waged a litigious, regulatory war against perceived social ills caused by pornography. A cultural dialogue persisted, questioning the social value of pornography. Proposed criminal regulations of pornography ultimately stalled in *American Booksellers v. Hudnut* (1985). This paper analyzes post-Hudnut cases under legal and qualitative methodological frameworks and finds that although courts generally assume pornography’s direct media effects, several recent cases reflect pro-pornography feminist conceptualizations of social value.

Image Control: The Visual Rhetoric of President Obama • Timothy Roy Gleason, University of Wisconsin Oshkosh; Sara Hansen, University of Wisconsin Oshkosh • President Barack Obama was elected upon a wave of change he described as “hope.” Journalists have found the Obama administration offers little hope in providing greater access to information than that offered by the previous administration, exemplified by the exclusion of photojournalists from a number of events. Using Althusser’s Ideological State Apparatus and branding, this critical analysis examines the process of image control and interprets the resulting photographs to argue against current White House practices.

Digital Exclusion in an Information Society: How ISP Competition Affects the American (information) Consumer • Jenna Grzeslo, Penn State University • Using political economy, this paper explores competition amongst the largest Internet Service Providers (ISPs) in the United States. Specifically, this analysis asks how do the conditions created by ISP competition affect digital exclusion? The goal of this paper is to illustrate the state of digital exclusion in the United States providing evidence of a racial, cultural, and class divide between those who have home Internet access and those who do not.

Behold the Monster: Mythical explanations of deviance and evil in news of the Amish school shooting • Erica Salkin, Whitworth University; Robert Gutsche, Jr, Florida International University • In October 2006, Charles Carl Roberts IV walked into an Amish schoolhouse in Pennsylvania and killed five female students. Through an analysis of 215 news articles published in 10 local, regional, and national newspapers in 2006 and 2007, this paper examines news characterizations of Roberts that cast him as a ‘Monster,’ an archetype missing in studies on ‘news myth.’ This paper expands how to examine the nature of evil in loss in news myth scholarship.

How the American News Media Address the n-Word • Frank Harris, Southern Connecticut State University • This study surveyed American newspapers, television and radio stations on how they address the word “nigger” or “nigga” in

today's news stories. It found the overwhelming majority have encountered the words in some part of the news process. While most do not have a formal policy for addressing the words, they nearly all apply euphemistic words, phrases and editorial approaches to keep the explicit words from being seen, read or heard by the public.

Digital Mobilities as Dispersed Agencies: An Analysis of Google Glass, Microsoft Kinect and Siri • Matthew Corn; Kristen Heflin, Kennesaw State University • This study proposes a conception of digital mobility as a contemporary assemblage of forms and practices that pose contradictions for ideas about agency. By doing so, the focus of scholarly inquiry moves from individuals, particular devices or institutions, to the assemblages through which they are constituted and practiced. This study presents analyses of digital mobility exerted across three discernible assemblages enabled by Google Glass, Microsoft Kinect and Siri as part of various Apple products.

Speaking Out: Networked Authoritarianism and the Virtual Testimonios of Chinese Cyberpetitioners • Vincent Guangsheng Huang • In this study, the online narratives created by Chinese cyberpetitioners were identified as “virtual testimonios.” Critical narrative analysis was used to explore the ways in which virtual testimonios both challenge and are shaped by networked authoritarianism. The cyberpetitioners were found to construct “local testimonios” to expose the institutional root causes of social injustice and mobilize the public against injustice. To evade censorship, they structured their plots and characters according to a central-local binary opposition that allowed them to criticize local government authority without compromising their expression of loyalty to the central government. The cyberpetitioners were also shown to use the narrative strategy of “central intertextuality” to construct and occupy the collective subject positions of “citizens” and “the people,” thereby justifying their cyberpetitioning activities.

The Gendered Frames of the Sexy Revolutionary: U.S. Media Coverage of Camila Vallejo • Bimbisar Irom, Edward R. Murrow College of Communication • The paper analyzes news stories pertaining to Camila Vallejo, the Chilean student leader famously dubbed as “the world’s most glamorous revolutionary”, to examine the kind of frames used to represent female activists. What role does cultural distance play in media frames? How are female activists outside of the electoral process framed differently than female politicians who practice a more ‘legitimate’ form of politics? What media frames for representing female radicals persist over historical time?

The 90s, the Most Stunning Days of Our Lives: Cultural Politics of Retro Music in Contemporary Neoliberal Korea • Gooyong Kim, Temple University • This paper critically interrogates socio-cultural implications of the recent resurgence of 90s popular music in Korea, which was epitomized by the unprecedented success of MBC’s Infinite Challenge: “Saturday, Saturday is Singers.” The program staged special reunion performances of the decade’s most iconic popular musicians. Focusing on how the program re-constitutes a cultural memory of the decade, this paper examines the cultural politics of retro music in contemporary neoliberal Korea.

Dialectics of book burning: Technological reproducibility, aura and rebirth in Fahrenheit 451. • Shannon Mish; Jin Kim • Ray Bradbury’s novel Fahrenheit 451 provides productive debating points in media studies, such as memory, information and technological reproduction. This paper aims to examine such repetitive motifs as library, book and phoenix from Bradbury’s book through Benjamin’s theoretical lenses of aura, technological reproducibility and collection. We found dialectics of media in the Bradbury’s book: technologies threaten but embrace aura, which is unique but historical, and phoenix symbolizes death as well as birth of knowledge.

Authorship, Performance and Narrative: A Framework for Studying Cultural Production on YouTube • Mark Lashley, La Salle University • This paper presents a framework for textual analysis of YouTube videos. First, it conceptualizes the collective output of video bloggers (“vloggers”) as forms of cultural production. Second, it breaks these cultural productions/cultural practices into three component parts that can be used for analysis: the role of authorship in the YouTube space, the nature of the performances that can be read as textual analysis, and the narrative that is presented through an individual’s YouTube creations.

Friday Night Disability: The Portrayal of Parent-Child Interactions on Television’s Friday Night Lights • Ewa McGrail, Georgia State University; J. Patrick McGrail, Jacksonville State University; Alicja Rieger, Valdosta State University; Amy Fraser, Georgia State University • Studies of television portrayals of parent/child relationships where the child has a disability are rare. Using the social relational theory perspective, this study examines interactions between parents and a young man with a disability as portrayed in the acclaimed contemporary television series, Friday Night Lights. We found a nuanced relationship between the portrayed teen and his parents and a powerful influence of the community on the parent-child relations and family life.

Journosplaining: A case of “Linsanity” • Carolyn Nielsen, Western Washington University • This study explores the idea of “journosplaining” using the case of news coverage about pro-basketball star Jeremy Lin’s meteoric rise to fame. Journosplaining is the way in which journalists use their privilege as mass communicators to report the issues of the day by relying on stereotypes as shorthand explanations, thus perpetuating them. News coverage of Lin focused on his Asian-Americaness as primary to his identity as an athlete. “Linsanity” coverage drew on Asian-related puns and “jokes” about Asian Americans, conveying that this type of humor was acceptable. This essay connects Asian American studies scholarship with mass media scholarship to show how journosplaining perpetuates racialized stereotypes.

Transnational and domestic networks and institutional change: A study investigating the collective action response to violence against journalists in Mexico • Jeannine Relly, The University of Arizona; Celeste Gonzalez de Bustamante,

The University of Arizona • As the number of journalists killed and disappeared in Mexico has climbed past 125 lives lost and the culture of impunity has persisted in a period anticipated as the country's democratic transition, a host of organizations have worked together to press the Mexican government toward institutional change. Utilizing the framework of collective action in its broadest sense, we applied Risse and Sikkink's spiral model of institutional change in this exploratory qualitative study. Our interviews with 33 organization representatives examined the activity related to organizational mobilization, funding, transnational and domestic engagement, normative appeals, information dissemination, coordination, lobbying, and institutional change in governmental response to violence against journalists in Mexico.

David Foster Wallace: Testing the Commencement Speech Genre • Nathan Rodriguez, University of Kansas • David Foster Wallace delivered the commencement address at Kenyon College in 2005, in what would be his only public speech. The writer's 23-minute speech, which went through nine distinct drafts, eschewed the standard offering of vague platitudes. Rather, Wallace discusses the "boredom, routine, and petty frustration" that await the graduates, and in doing so, tests and reaffirms both the value of a liberal arts education and the commencement speech genre itself.

"The Best Minute and a Half of Audio": Boundary Disputes and the Palin Family Brawl • David Schwartz, University of Iowa; Dan Berkowitz, University of Iowa • In an introduction to an audio recording of Bristol Palin describing her family's involvement in an Alaska house-party brawl, CNN anchor Carol Costello commented: "This is quite possibly the best minute and a half of audio we've ever come across." Through textual analysis of news items and blogs, this situation illustrates the challenge of conducting media boundary work—and the role strain that results—when the subject occupies space within both entertainment and news.

Buyer Beware: Stigma and the online murderabilia market • Karen Sichler • When eBay issues value-laden judgment on what may or may not be sold on the site, it sends a very definite and definitive message as to what is and what is not a culturally acceptable product for the site. Using Erving Goffman's theory of stigma, this work traces the virtual migration of murderabilia, collectables which have their value due to their connection with violent criminals, from eBay to stand alone, specialized virtual storefronts

Public Relations and Sense-Making; the Standard Oiler and the Affirmation of Self-Government, 1950-52 • Burton St. John, Old Dominion University • Corporations may attempt to co-create meaning by pursuing what Heath (2006, p. 87) calls a "courtship of identification." However, exploring the Standard Oiler through the lens of the concept of self-government, this work offers that public relations sense-making may strike a more nuanced mode by offering a courtship of affirmation—an approach that attempts to leverage apparent existing areas of consonance between a public relations client and particular audiences.

Knowledge Workers, Identities, and Communication Practices: Understanding Code Farmers in China • Ping Sun, School of Journalism and Communication, Chinese University of Hong Kong; Michelangelo Magasic, Curtin University • Extending the concept of "knowledge workers", this paper studies the identity dynamics of IT programmers in China. Through the discursive analysis of programmer's personal memoirs (collected via personal interview and online ethnography), four themes of identity dynamics emerge: IT programmers demonstrate identification to professionalism and technology; they naturalize the high mobility and internal precarity of their work via discourses of self, and social, improvement; the term "manong" ("coding monkeys" or "code farmers" in English) is used to support a sense of selfhood amidst high pressure schedules and "panopticon control"; the disparaging term "diaosi" ("loser" in English) is appropriated in order to activate a sense of self expression and collective resistance regarding the programmers' working and living conditions. These four themes are integrated into: 1) hegemonic discourses of economic development and technical innovation in modern China; and 2) the processes of individualization among IT programmers on a global scale. Our findings suggest that being a knowledge worker means not only providing professional expertise like communication, creativity and knowledge, it also interrogates questions of survival, struggle, and solidarity.

A Critical Legal Study of Minors' Sex and Violence Media Access Rights Five Decades After Ginsberg v. New York • Margot Susca, American University • In the United States, it would be illegal for a merchant to sell "girlie" magazines to a minor, according to the landmark 1968 Supreme Court *Ginsberg v. New York* case that ruled laws limiting minors' access to sexual media do nothing to impact adult access to the same material. Although California lawmakers in 2005 applied that legal philosophy—known as "variable obscenity" as a framework for controlling minors' access to violent video game content, the law never took effect. The Supreme Court in the 2011 *Brown v. Entertainment Merchants Association* ruled that California law unconstitutional, stating the government overstepped its authority in trying to control minors' access to violent games. This paper hopes to add to the literature on violent video game law through a critical legal studies analysis of the *Ginsberg* and *Brown* cases. Conclusions address the continued power of industry over parents in media decision making and access, and societal concerns about sex outweighing those about violence despite medical warnings.

The Misinterpreted Grin: The Development of Discursive Knowledge About Race Through Public Memory of Louis Armstrong • Carrie Teresa • This project explores how expressions of public memory that engage with Louis Armstrong reflect the "tensions and contestations" (Zelizer, 1995, p. 217) in the study of memory generally and consideration of his legacy specifically. Expressions of public memory as they relate to Armstrong reflect a lack of understanding of the black community's struggle for freedom. Armstrong has been posited as a "racial figure" and as such race itself has been diluted to understanding only binary conceptions of "Tomming" and militant activism. Where public memory has missed the mark in

properly commemorating Armstrong's legacy has been its reticence to engage with the dynamic nature of Armstrong's life as reflective of the plurality of the black community itself over the course of the 20th century.

Pleasantly Deceptive: The Myth of Main Street and Reverse Mortgage Lending • Willie Tubbs, University of Southern Mississippi • Reverse mortgage commercials appear throughout local and cable television programming. Multiple companies use various commercial appeals in an attempt to convince citizens aged 62 and older who own their homes to accept a loan based on the equity in their homes. Among the more common appeals, both verbal and visual, is a connection between accepting this type of often-costly debt and the sanctity of small-town or suburban living. Yet, the Main Street of the American psyche exists primarily in myth, making this advertising tactic particularly troubling. In this paper, an American Advisors Group (AAG) commercial is unpacked and examined via a critical cultural lens of lifespan studies. Using Hall's three levels of reading, the author suggests multiple interpretations of this commercial, which is titled "Too Good to Be True." This commercial, indeed many of the shows during which it has been broadcast, bolsters the myth of Main Street and suggests unrealistic and potentially damaging misrepresentations of reality.

Media Representations in Travel Programming: Satire, Self, and Other in An Idiot Abroad • Zachary Vaughn, Indiana University • This paper focuses on two episodes from the first season of An Idiot Abroad to explore media representations of the self and the other. The principal focus of An Idiot Abroad is between the host's conceptions and interactions of other cultures and people with his own British cultural framework. Deploying humor, Ricky Gervais, Stephen Merchant, and Karl Pilkington satirize traditional English and Western concepts of often exoticized cultures in order to critique dominant Western ideology.

The Discursive Construction of Journalistic Transparency • Tim Vos, University of Missouri; Stephanie Craft, University of Illinois • This study culls references to journalistic transparency from a broad range of journalism trade publications from more than a decade in order to examine the discursive construction of transparency within the journalistic field, paying. Drawing on Bourdieu's field theory, the study explores how journalistic doxa and cultural capital come to be discursively formed. The analysis focuses on how transparency is defined by members of the journalistic field and how transparency is or is not legitimized.

Neo-Nazi Celebration and Fascist Critique in the Mainstream Music of the Former Yugoslavia • Christian Vukasovich, Oregon Tech • Following the Balkan civil wars ethno-nationalism continues to impact identity both in the former Yugoslav republics and abroad among the diaspora. In this paper the author examines how two popular rock groups (Thompson and Laibach) rearticulate fascist symbolism through their polarizing concert events. More specifically, the author conducts a rhetorical analysis of both groups' music, images, pageantry and lyrics in order to interrogate the celebrations of fascism in their performances. The author examines the tensions reproduction and representation, as well as how the concerts discursively construct history, culture, nationhood, religion and belonging in two radically divergent ways – on the one hand endorsing and reproducing a violence-endorsing neo Nazi fascist identity, and on the other hand undermining contemporary ideologies of fascism through extreme performance and deconstruction.

Sabotage in Palestine, terrorists busy: Historical roots of securitization framing in the press • Fred Vultee, Wayne State University • The role of mass media in securitization – broadly, the public construction of a state of existential threat to a cherished political or cultural institution, requiring the imposition of extraordinary measures for an indefinite time – has drawn increasing attention in security studies from both normative and empirical perspectives. Little attention has yet been paid, though, to security discourse earlier in the era of mass media. This paper tries to close that gap by looking at press accounts of the anti-British revolt in the late days of the Palestine mandate. In the light of the heavily securitized political response to the rise of the Islamic State organization in 2014, this paper addresses how and whether anti-British political violence was cast as an existential threat or as a political challenge to be addressed by existing political and security institutions.

The Naked Truth: Post-Feminism in Media Discourse in Response to the Kardashians' Nude Magazine Images • Joy Jenkins, University of Missouri; David Wolfgang, University of Missouri • In November 2014, Kim Kardashian appeared nude on the cover of Paper magazine. The next month, a pregnant Kourtney Kardashian posed for a partially nude photo shoot in online magazine DuJour. Media outlets quickly responded to both, publishing articles critiquing the photos and Kim and Kourtney's motivations. This study assessed the presence of typical media gender representations in these articles as well as facets of post-feminism, including more nuanced representations of power and feminist solutions.

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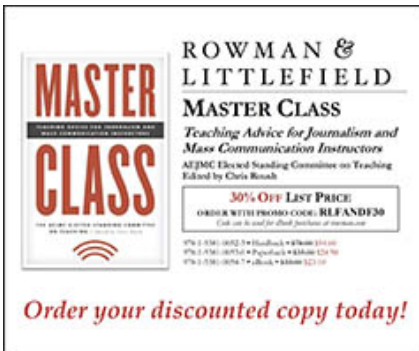
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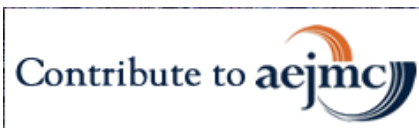
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