

Draft program AEJMC Midwinter conference 2010

Friday March 5, 2010

1:00 – 2:00 p.m. Registration

2:00 – 3:15 p.m.

Room 1	Room 2	Room 3	Room 4	Room 5	Room 6	Room 7
<i>Minorities & Communication Division Paper session 1</i>	<i>Cultural & Critical Studies Division Paper session 1</i>	<i>Visual Communication Division Panel session 1</i>	<i>Communication Technology Division Paper session 1</i>	<i>Mass Communication & Society Division Paper session 1</i>	<i>Communication Technology Division Paper session 2</i>	<i>Graduate Education Interest Group Paper session 1</i>
<ul style="list-style-type: none"> • Rachel Davis • Shanelle Frazier & Lillie Fears • Yijia Huang • Christal Johnson & Meta Carstarphen 	<ul style="list-style-type: none"> • Gabino Iglesias • Mia Long • Ralph Believeau • Lindsay Smith-Hayes • Rosemary Pennington 	<ul style="list-style-type: none"> • Ken Fischer et al. 	<ul style="list-style-type: none"> • Horace Williams • Nicholas Webb • Rajul Jain • Bethanny Poller, Kristine Davis & Amanda Sturgill 	<ul style="list-style-type: none"> • August Grant & Jack Karlis • Ray Murray & John McGuire • Jennifer Keller 	<ul style="list-style-type: none"> • Itai Himelboim & Stephen McCreery • Jaejin Lee • Andrew Smock • Franklin Yartey 	<ul style="list-style-type: none"> • Robin Blom & Lucinda Davenport • Tara M. Bueher • B. Spencer Elliot

Room 1 Minorities & Communication Division Paper session 1: Investigating Technology Issues Related to Diverse Groups

Moderator/Discussant: Amy Struthers, University of Nebraska-Lincoln

- Rachel Davis, West Virginia University, Radicalizing the public sphere: The effect of homosexual blogs on online democratic discourse
- Shanelle Frazier and Dr. Lillie Fears, Arkansas State University, Students' Perceptions of Technology Resources at Historically Black Colleges and Universities: A qualitative analysis
- Yijia Huang, Texas Tech University, An Examination of Cross-Cultural Adaptation and Online Social Groups Among Chinese International Students in the United States
- Christal Johnson and Meta Carstarphen, University of Oklahoma, Communicating Culture on Weight-Loss Web sites: An Analysis of Weight Watchers and the 50 Million Pound Challenge

Room 2: Cultural & Critical Studies Division Paper session 2: Realities, Identities and Differences: Investigations of Stories, Sagas and Science Fiction

Moderator: Katie Eaves, University of Oklahoma

Discussant: Lisa Foster, University of Oklahoma

- Gabino Iglesias, University of Texas-Austin, Cultivation and Hyperreality: From a Theoretical Linkage to a Working Model
- Mia C. Long, University of Alabama, The Public Trial of Clarence Thomas: A Story of Cultural Trauma and Whiteness
- Ralph Beliveau, University of Oklahoma, Differences In the Darkness: Identity and Cultural Anxiety in Science Fiction and Horror
- Lindsay Smith-Hayes, Irigaray's Sexual Difference in The Twilight Saga
- Rosemary Pennington, Indiana University, "Say I am you;" or Not – Narratives of the "Other" in Children's Illustrated Atlases

Room 3: Visual Communication Division Panel session 1: Bridging Global Divides: Journalism Training in South Asia

Moderator: Ken Fischer, University of Oklahoma

Room 4: Communication Technology Division Paper session 1: Media Diffusion and Popular Discussion

Moderator/Discussant: Kenneth Yang, University of Texas at El Paso

- Horace D. Williams, Arkansas State University, What Happened to The Phone? A Qualitative Analysis of Cellular and Smart Phones
- Nicholas Webb, University of Oklahoma, The Adoption of Digital Video Recorders: A Diffusion Study
- Rajul Jain, University of Florida, *Dialog 3.0*: Revising Web-Based Dialogic Communication Theory using a Systems Theory Typology to Harness Online Dialogue
- Bethany Poller, Kristine Davis and Amanda Sturgill, Baylor University, Trying to become a star: Podcasters' strategies for seeking legitimacy

Room 5: Mass Communication & Society Division Paper session 1: Teaching Issues and Opportunities in Mass Media Courses

Moderator/Discussant: Peter Gade, University of Oklahoma

- August E. Grant and Jack Karlis, South Carolina University, Operationalizing "Current Events"
- Ray Murray and John McGuire, Oklahoma State University, Convergence vs. Traditional Training: How Newspaper Sports Editors View Future Sports Journalists
- Jennifer M. Keller, Western Washington University, PR Curricula and Success in the Workplace: Assessing the Value of Writing for Student Publications

Room 6: Communication Technology Division Paper session 2: Social Networks, Interactivity and Communicating Politics

Moderator/Discussant: Bobbi Kay Lewis, Oklahoma State University

- Itai Himelboim and Stephen McCreery, University of Georgia, Preferential Attachment: Why do network members prefer connecting to the more popular ones? The case of online political forums
- Jaejin Lee, University of Florida, A Typology for the Study of Social Marketing in the Internet Era
- Andrew Smock and Bree Holtz, Michigan State University, E-democracy on YouTube: An Analysis of Presidential Candidate Use and Citizen Comments
- Franklin N.A Yartey, Bowling Green State University, ACT UP: Analysis of Interactive/Network Constructions

Room 7: Graduate Education Interest Group Paper session 1: Understanding journalism and journalism education

Moderator: Erica Salkin, GEIG Research Chair, University of Wisconsin-Madison

Discussants: Vanessa Shelton, University of Iowa, Victoria Bemker, LSU and Marc Seamon, Robert Morris University

- Robin Blom and Lucinda Davenport, Michigan State University, Searching for the core of journalism education: Program directors widely disagree on curriculum priorities
- Tara M. Buehner, University of Oklahoma, A Q-Study of Visual Preference of Display Typefaces
- B. Spencer Elliott, Ohio University, Getting it from the source: An Explication of the Credibility Concept

3:30 – 4:45 p.m.

Room 1	Room 2	Room 3	Room 4	Room 5	Room 6
<i>International Communication Division Paper session 1</i>	<i>Visual Communication Division co-sponsored with Entertainment Studies Interest Group Paper session 1</i>	<i>Communication Technology Division Paper Session 3</i>	<i>Media Management & Economics Division Paper session 1</i>	<i>Co-sponsored panel session (CCJIG, MCS, MAC, CCS)</i>	<i>Mass Communication & Society Division Paper session 2</i>
<ul style="list-style-type: none"> • Maria De Moya & Rajul Jain • Maria De Moya • Summer Harlow • Jami Fullerton 	<ul style="list-style-type: none"> • Jack Zibluk • Carolyn Yaschurm • Dave Ferman 	<ul style="list-style-type: none"> • Robin Blom • Ivy Shen & Charles Self • Fawaz Mohammad Alajmi • Bonnie Bressers 	<ul style="list-style-type: none"> • Kelly Kaufhold • Cindy J. Price & Michael R. Brown • Amy Sindik & Geoffrey Graybeal • Elanie Steyn & Derik Steyn • Caroline Staub Garland & Kenneth C.C. Yang 	<ul style="list-style-type: none"> • Fred Blevens et al 	<ul style="list-style-type: none"> • Aimee Meader • Li Chen • Aimei Yang • Meng Zhang

Room 1: International Communication Division Paper session 1: Communicating across Borders: From Kazakhstan to Mexico

Moderator/Discussant: Jacob Groshek, Iowa State University

- Maria De Moya & Rajul Jain, University of Florida, When tourists are your friends: An exploratory examination of discussions about Mexico and Brazil on Facebook
- Maria De Moya, University of Florida, Framing Dominican-Yorks: How public relations agents communicate with and about the Dominican transnational community

- Summer Harlow, University of Texas-Austin, A Political Boss, Partisanship and the Press: The Impact on Democracy of Two Newspapers in Salvador, Brazil
- Jami Fullerton, Oklahoma State University, Changes in Attitude Toward Advertising in Kazakhstan: A Comparative Study

Room 2: Visual Communication Division co-sponsored with Entertainment Studies Interest Group Paper session 1: The Questions and Concerns of Visual Journalism

Moderator: Kathy Johnson, University of Oklahoma
 Discussant: Sammye Johnson, Trinity University

- Jack Zibluk, Arkansas State University, The “Reporter Test” for Multi-media Photojournalism Ethics
- Carolyn Yaschurm The University of Texas at Austin, Show me a Story: The Synergy of Photo Stories and Words
- Dave Ferman, University of Oklahoma, Newsroom Noir: A Study of Journalists In Four Noir Films

Room 3: Communication Technology Division Paper session 3: Opportunities and Uses for New Communication Technologies

Moderator/Discussant: Amanda Sturgill, Baylor University

- Robin Blom, Michigan State University, Doubling the interest in politics: Motivations and barriers for student bloggers
- Ivy Shen and Charles C. Self, University of Oklahoma, The Function of New Media during Emergency Situations: Understanding the Usage of Cell Phones during Emergency Periods from the Perspective of Social Network Theory
- Fawaz Mohammad Alajmi, Arkansas State University, International Students' Uses and Gratifications for the Online Social Networks
- Bonnie Bressers, Kansas State University, E-Health and the Internet: An Exploratory Analysis of the Digital Divide Within Rural Communities

Room 4: Media Management & Economics Division Paper session 1: Managing Media Resources

Moderator/Discussant: George Daniels, University of Alabama

- Kelly Kaufhold, University of Texas at Austin, Not for Profit or Not for Long – Is Nonprofit Journalism Sustainable?
- Cindy J Price and Michael R. Brown, University of Wyoming, Are All Media Losing Money? A Case Study of Small Market, Privately Owned Media
- Amy Sindik and Geoffrey Graybeal, University of Georgia, Newspaper Micropayments and Millennial Generation Acceptance: A Brand Loyalty Perspective
- Elanie Steyn and TFJ (Derik) Steyn, University of Oklahoma and Cameron University, Matching organizational resources with market opportunities: Planning and administration as a managerial competency in a changing South African media environment
- Caroline Staub Garland and Kenneth C.C. Yang, University of Texas at El Paso, Predicting Attitudes toward Email and Postal Direct Advertising by Consumers' Innovativeness

Room 5: Co-sponsored panel session (CCJIG, MCS, MAC, CCS): Practicing Safe News: A Model for Citizen News Literacy

Moderator: Fred Blevens, Florida International University,

Room 6: Mass Communication & Society Division Paper session 2: Approaches to Examining New Media Behavior

Moderator and Discussant: Carson Wagner, Ohio University

- Aimee Meader, University of Texas at Austin, A Survey of Broadcast Journalism Viewers: Comparing Levels of Satisfaction between Comedy News and Traditional Network News
- Li Chen, Syracuse University, A Reconsideration of the Concept of Alternative Media
- Aimei Yang, University of Oklahoma, Mapping Chinese NGOs' Hyperlink Network Structure: An Exploratory Study

- Meng Zhang, Fangfang Gao and Sean Sadri, University of Florida, Newspaper and Blog Coverage of 2009 Swine Flu in the U.S.: A Comparison Study

Friday night (time to be finalized and communicated to presenters) – Opening Reception Sam Noble Oklahoma Museum of Natural History (University of Oklahoma campus, 2401 Chautauqua Avenue, Norman, OK 73072)

Saturday March 6, 2010

8:00 – 9:00 a.m. – Registration

9:00 – 10:15 a.m.

Room 1	Room 2	Room 3	Room 4	Room 5	Room 6
<i>Minorities & Communication Division Paper session 2</i>	<i>Cultural & Critical Studies Division Paper session 2</i>	<i>Mass Communication & Society Division Panel session 1</i>	<i>International Communication Division Paper session 2</i>	<i>Communication Technology Division Paper session 4</i>	<i>Graduate Education Interest Group Paper session 2</i>
<ul style="list-style-type: none"> • Rachel Grant • Janie Henderson • Mia Long • Arthur Santana 	<ul style="list-style-type: none"> • Christina Lefevre-Gonzalez • Ed Simpson • Rajul Jain & Maria De Moya • Erica Salkin 	<ul style="list-style-type: none"> • Charles Rowling • Jason Gilmore • Penelope Sheets • Tim Jones 	<ul style="list-style-type: none"> • Jin Yang • Jacob Groshek • Aimei Yang • J. Ian Tennant 	<ul style="list-style-type: none"> • James Schiffman • Victoria Bemker • Masudul Biswas • Heather Burchfield 	<ul style="list-style-type: none"> • Jaejin Lee • Jinsoo Kim, Matthew Ragas, Hyusang Son, Yoo Jin Chung, Kyung-Gook Park & Young Eun Park • Erich Sommerfeldt • Robin Blom

Room 1: Minorities & Communication Division Paper session 2: Analyzing News Content about Diverse Groups

Moderator/Discussant: Christal Johnson, University of Oklahoma

- Rachel Grant, University of Arkansas at Little Rock, 'We Are Not Either': A Historical Textual Analysis of the Black Press versus Mainstream
- Janie Henderson, Ohio University, Michelle Obama Huffington Post Coverage: Nov. 4, 2008-Nov. 4, 2009
- Mia C. Long, University of Alabama, A Tale of Two Magazines: Coverage of the Vietnam War in *Ebony* and *Sepia*, 1959-1975
- Arthur Santana, University of Oregon, Speaking for *La Raza*: A Reconceptualized Historiography of the U.S. Spanish-Language Press: 1808 – 1958

Room 2: Cultural & Critical Studies Division Paper session 2: News Debating, News Framing, News Changing: Comparisons and Contrasts

Moderator: Dave Ferman, University of Oklahoma

Discussant: Julie Jones, University of Oklahoma

- Christina Lefevre-Gonzalez, University of Colorado, Boulder, Political Cynicism in Action: Watching the 2008 Presidential Debates with Internet News Users
- Ed Simpson, Ohio University, Expanding the Public Sphere? A Comparison of Print and Website Commentary at the Washington Post
- Rajul Jain and Maria De Moya, University of Florida, The Rise and Fall of Sonia Gandhi during the 2004 General Elections: Newspaper Framing of Male and Female Political Candidates in India
- Erica R. Salkin, University of Wisconsin-Madison, Why the Web: A Contrast of Narratives Used by Professional and College Newspapers to Announce Their Moves Online

Room 3: Mass Communication & Society Division Panel session 1: Social Identity, Political Communication and the News

Moderator/Discussant: Charles Self, University of Oklahoma

Charles Rowling, Jason Gilmore, Penelope Sheets, Tim Jones, Washington

Rowling: The My Lai Massacre: National Identity and a Patriotic Press

Gilmore: Why do (we think) they hate us? Media priming, national identity and attributions of blame for anti-American sentiment abroad

Sheets: Identity salience and policy interpretation: A social identity-based examination of message effects

Jones: Reaffirming the Nation: Abu Ghraib, the Bush Administration and an Echoing Press

Room 4: International Communication Division Paper session 2: The Role of the Media in Democratic Societies: Case Studies from Different Countries

Moderator/Discussant: Mitch Land, University of North Texas

- Jin Yang, University of Memphis, Framing Justice: Analysis of the Saddam Hussein Trial in the U.S. Media
- Jacob Groshek, Iowa State University, Media Diffusion and Democratic Change: Examining the Granger-Causal Relationships of 122 Countries from 1946 to 2003
- Aimei Yang, University of Oklahoma, Assessing Global Inequality of Media Transparency: A Cross-National Study
- J. Ian Tennant, Oklahoma State University, Friends and enemies: Coverage by *The Globe and Mail* and *The New York Times* of three Canadian ministerial visits to Cuba

Room 5: Communication Technology Division Paper session 4: Social Media Spaces, Celebrities and Race

Moderator/Discussant: John Wirtz, Texas Tech University

- James Schiffman, Georgia State University, Covering the death of a celebrity icon: What difference does technology make?
- Victoria Bemker, Matt Schafer and Nicole Henry, Louisiana State University, The Changing Media and Attitudes toward Race: Revisiting Cultivation Analysis and News Consumption on Air and Online
- Masudul Biswas, Louisiana State University, Pandemic Situation and Health Organizations' Use of Social Media Tools: A H1N1 Flu Context
- Heather D. Burchfield, Middle Tennessee State University, Remediating Communication through Social Media and Forming a Collective Intelligence for Companies and Nonprofits

Room 6: Graduate Education Interest Group Paper session 2: Media Effects and Agenda Setting

Moderator/Discussant: Carson Wagner, Ohio University

- Jaejin Lee, University of Florida, Gainesville, The Perceived Influence of Public Service Advertising (PSA): The Third-Person Effect and Anti-Texting Safety Video
- Jinsoo Kim, Matthew Ragas, Hyunsang Son, Yoo Jin Chung, Kyung-Gook Park, and Young Eun Park, University of Florida, Gainesville, Influence During the H1N1 Outbreak: An Exploration of First- and Second-Level Agenda-Building and Agenda-Setting Effects
- Erich Sommerfeldt, University of Oklahoma, Legitimation in Issues Management: Activist Congressional Testimony on Issues of AIDS Policy
- Robin Blom, Michigan State University, Publishing two newspapers at once: Direct intermedia effects of the *Los Angeles Times*, *New York Times*, and *Washington Post*

10:30 – 11:45 a.m.

Room 1	Room 2	Room 3	Room 4	Room 5	Room 6
<i>Cultural & Critical Studies Division Paper session 3</i>	<i>Communication Technology Division Paper session 5</i>	<i>Media Management & Economics Division Paper session 2</i>	<i>Entertainment Studies Interest Group Paper session 1</i>	<i>Mass Communication & Society Division Paper session 3</i>	<i>Minorities & Communication Division Paper session 3</i>
<ul style="list-style-type: none"> • Melissa Thompson • Meng Zhang • James Carviou • Olga Randolph & Jami Fullerton • Nicole Cox 	<ul style="list-style-type: none"> • Vanessa Bravo • Brittany Duff, Susmita Das, Sangdo Oh & Sydney Chinchanchokhai • Andrew Smock & Bree Holtz • Bobbi Kay Lewis • Doori Song & Joonghwa Lee 	<ul style="list-style-type: none"> • Alan B. Albarran, Caitlin Dyer, Brian Hutton & Aimee Valentine • George Daniels • Li Pu • Jared C. Schroeder • Sangho Seo 	<ul style="list-style-type: none"> • Stacie Jankowski • Marcus Funk • Lindsay Hayes • Mitch McKenney 	<ul style="list-style-type: none"> • Lawrence N. Strout • Kenna Griffin, Peter Gade & Jacqueline Eckstein • William Kaufhold • Mel Sundin • Patrick File 	<ul style="list-style-type: none"> • Kuyung Han You • Crystal Jackson & Dana Tumblin • Catherine Coleman • Amanda Damiano • Amy Struthers

Room 1: Cultural & Critical Studies Division Paper session 3: Images Matter: Discourses, Paradigms, Attitudes and Histories

Moderator: Tara Buehner, University of Oklahoma

Discussant: Meta Carstarphen, University of Oklahoma

- Melissa Thompson, University of Minnesota, *But What If There Are No Bootstraps?: A Comparison of the Discourses about Food Production and Race*
- Meng Zhang, University of Florida: *How U.S. Television Subtly Promotes Women’s Body Image Dissatisfaction: A Critical Study*
- James Carviou & Kyle Moody, University of Iowa, *“You Said We Did This For the Show”:* The What-a-Story and Paradigm Repair of Newspapers Through “Balloon Boy” Coverage

- Olga Randolph and Jami Fullerton, Oklahoma State University and Alice Kendrick, Southern Methodist University, International Attitudes Toward America Relationship Status: It's Complicated
- Nicole Cox, Florida State University, Taking the FCC to Church: The History of the United Church of Christ's Activism in Broadcast Regulation

Room 2: Communication Technology Division Paper session 5: Online and Offline Engagement and Activities

Moderator/Discussant: Gina Chen, Syracuse University

- Vanessa Bravo, University of Florida, Persuasive Elements in Blogs: The Case of Public Relations Agencies Web sites
- Brittany Duff, Susmita Das, Sangdo Oh and Sydney Chinchanchokchai, University of Illinois at Urbana-Champaign, Media Multitasking: Implications for Media Design, Search and Advertising
- Andrew Smock and Bree Holtz, Michigan State University, Communication Technology and Exercise Motivation: Is the Nike+ an Effective Motivational Tool?
- Bobbi Kay Lewis, Oklahoma State University, Social Media and Strategic Communications: Attitudes and Perceptions Among College Students
- Doori Song and Joonghwa Lee, University of Florida, Effectiveness of Corporate Blogs in Light of Consumer Motivations for Their Use: From a Perspective of Uses and Gratifications

Room 3: Media Management & Economics Division Paper session 2: Managing Traditional and Emerging Media

Moderator/Discussant: Cindy Price, University of Wyoming

- Alan B. Albarran, Caitlin Dyer, Brian Hutton, Aimee Valentine, University of North Texas, Social Media and Young Latinos: A Cross-Cultural Examination
- George Daniels, University of Alabama, Assessing 'the *Essence* Effect': Linking Ownership Convergence to CNN's Coverage of African Americans

- Li Pu, Slippery Rock University, The Western Media Players in China
- Jared C. Schroeder, College of the Ozarks, Front-Page Gatekeeping and Content Trends in 15 Large-Circulation Newspapers
- Sangho Seo, Konkuk University (Korea), Economic Factors and the Adoption of Video-on-Demand Service in the Cable Industry

Room 4: Entertainment Studies Interest Group Paper session 1: Exploring Issues of Entertainment: Uses and Effects

Moderator/Discussant: Dr. Beverly G. Merrick

- Stacie Jankowski, Indiana University, Amy Juergens has a bun in the oven: Sex and Consequences in "The Secret Life of the American Teenager"
- Marcus Funk, University of Texas at Austin, Pass the Funny Pages: A Qualitative and Genre-Based Assessment of Humor Columnists at Regional American Newspapers
- Lindsay Hayes, I'll be here as long as you need me?: Twilight & Interpersonal Needs
- Mitch McKenney, Kent State University – Stark Campus, Everyone's a critic: As newspapers drop orchestra reviewers, will social media fill the void?

Room 5: Mass Communication & Society Division Paper session 3: News Media and Their News: Some New Issues

Moderator/Discussant: August E. Grant, South Carolina University

- Lawrence N. Strout, Mississippi State University, The Frontier Press in the 21st Century? One Newspaper's Role in the Rebuilding of the Mississippi Gulf Coast
- Kenna R. Griffin, Peter J. Gade and Jacqueline M. Eckstein, University of Oklahoma, 2008 First-time Eligible Presidential Voters' Perceptions of Politics, Patriotism, Religion and News Media
- William "Kelly" Kaufhold, University of Texas at Austin, Partisan Politics and the Economic Stimulus Plan: Banking on an Endless Campaign

- Mel Sundin, Penn State University, Erie, Putting a Face on Television News: Parasocial Interaction in a Convergent World
- Patrick C. File, University of Minnesota, When Speaking Up Might Not Be Enough: Empowered Participation in Democracy and the Social Movement for Media Reform

Room 6: Minorities & Communication Division Paper session 3: Exploring Media Images and Minorities

Moderator/Discussant: Frances Ward-Johnson, Elon University

- Kyung Han You, The Penn State University, Negotiation between identities: Global or dual identity? A case study of Korean international student
- Crystal Jackson and Dana Tumblin, Louisiana State University, The Media Like it Mixed: A Comparison of Media Portrayals of Mixed Race and Full-Blooded Women of African-American Descent and Their Potential Consequences on Racial Perception in College Students
- Catherine A. Coleman, Texas Christian University, America's Sports Authority: Interrogating Consumption, Power and Responsibility
- Amanda Damiano, Syracuse University, Black, White and Orange: Race Representations in Media Coverage of the Syracuse University Men's Basketball Team
- Amy Struthers, University of Nebraska-Lincoln, Assessing Effectiveness of Mass Media Public Health Campaigns With Diverse Youth Populations

12:00 – 1:15 p.m.

Room 1	Room 2	Room 3	Room 4	Room 5	Room 6
<i>Communication Technology Division Paper session 6</i>	<i>Graduate Education Interest Group Paper session 3</i>	<i>Commission on the Status of Women Paper session 1</i>	<i>Civic & Citizen Journalism Interest Group Paper session 1</i>	<i>Mass Communication & Society Division Paper session 4</i>	<i>Minorities & Communication Division Paper session 4</i>
<ul style="list-style-type: none"> • Kenneth Yang • Yonghwan Kim, Hsuan-Ting Chen & Homero Gil de Zuniga • X. Dou, J. Walden, S. Lee & JY Lee • Sung Woo Yoo 	<ul style="list-style-type: none"> • Yoonmo Sang • Melita Garza • Ed Simpson • Radia Amari 	<ul style="list-style-type: none"> • Elanie Steyn & Kathryn Jenson White • Miglena Sternadori • Marcus Fink 	<ul style="list-style-type: none"> • Katharine Allen • Dennis Davis • Rachel Davis • Muzammil Hussain • Mitch McKenney 	<ul style="list-style-type: none"> • Jennifer Pratt & Carson Wagner • Jennifer Moore • Anastasia Pronin & Carson Wagner • Yun-Ke Chang, Miguel Morales-Arroyo, Chun-Fai Lee & Bee-Ling Lim • Koji Fuse & Jacqueline Lambiase 	<ul style="list-style-type: none"> • Ralph Beliveau & Meta Carstarphen • George Daniels & Michelle Walton • Jessica McMorris • Michael Andrews

Room 1: Communication Technology Paper session 6: New Media Effects in Different Spheres

Moderator/Discussant: Fawaz M. Alajmi, Arkansas State University

- Kenneth C. C. Yang, The University of Texas at El Paso, Government Surveillance Technologies, Online Civil Society and Disobedience, Resistance Rhetoric and Movements: A Case Study of the Aborted Green Dam-Youth Escort Software Project in China
- Yonghwan Kim, Hsuan-Ting Chen and Homero Gil de Zúñiga, University of Texas at Austin, Testing Fragmentation of Public Opinion: Does Internet lead to fragmentation of the public’s perceived common agenda?

- X. Dou, J. Walden, S. Lee, and J.Y. Lee, Penn State University, Perceptions of online source characteristics and influences on product judgments
- Sung Woo Yoo, University of Texas at Austin, Google and Yahoo as the Next Gatekeeper: Examining Agenda Setting and Objectivity of News Aggregators

Room 2: Graduate Education Interest Group Paper session 3: Issues in law and online representation

Moderator: Erica Salkin, GEIG Research Chair, University of Wisconsin-Madison

Discussants: Steve Siff, Miami University, Victoria Bemker, LSU, Marc Seamon, Robert Morris University

- Yoonmo Sang, University of Wisconsin-Milwaukee, Deep Linking and News Copyright Infringement Problems
- Melita M. Garza, University of North Carolina-Chapel Hill, "Hot News:" A Tort on the Brink
- Ed Simpson, Ohio University, Does market matter?: Proximity, placement, graphics, and topic in News Recommendation Engines on newspaper Websites
- Radia Amari, University of Colorado at Boulder, "i am Muslim:" exploring the individual in Islam

Room 3: Commission on the Status of Women Paper session 1: Women Navigating Male-Dominated Media

Moderator: Tracy Everbach, University of North Texas

Discussant: Camille Kraeplin, Southern Methodist University

- Elanie Steyn and Kathryn Jenson White, University of Oklahoma, Finding a Way Through "Invisible Nets": Challenges and Opportunities Facing South Asian Women in Traditionally Male-Dominated Newsrooms
- Miglena M. Sternadori, University of South Dakota, Gendered News Routines: A Case Study of A Male-Managed, Female-Dominated Newsroom
- Marcus Funk, University of Texas at Austin, The Reviews Are In: A Qualitative and Genre-Based Analysis of Gender Portrayals in Mainstream Film Criticism

Room 4: Civic & Citizen Journalism Interest Group Paper session 1: Participatory journalism and the search for useful structures

- Katharine Allen, Penn State University, Freedom of speech in Cuba: From colonialism to generation Y, a new voice for Cuba
- Dennis Davis, Penn State University; and Kurt Kent, University of Florida, Framing journalism: Toward the development of a framing theory-based approach to journalism education and practice
- Rachel Davis, West Virginia University, The effects of normalizing forces on the development of an online radicalized public sphere
- Muzammil Hussain, University of Washington, Audience engagement in the construction of news: A hierarchy of audience-influence in journalism practices
- Mitch McKenney, Kent State University, Hungry for news: Celiac sufferers learn from media, each other

Room 5: Mass Communication & Society Division Paper session 4: The Commercial Side: Applications of Media

Moderator/Discussant: Janet A. Bridges, Sam Houston State University

- Jennifer Pratt and Carson B. Wagner, Ohio University, Nurse or Nurturer? The Stereotypical Representations of Women in Advertisements
- Jennifer E. Moore, University of Minnesota, Embracing 21st Century Media: A New Model for Retraining Ad Sales and Editorial Personnel to Negotiate the New Economic, Social and Technological Reality of the Newspaper Business
- Anastasia A. Pronin, Financial Dynamics; Carson B Wagner, Ohio University, Are you for real? Communication Professionals, Virtual Identity Deception and Consumer Backlash
- Yun-Ke Chang, Miguel A. Morales-Arroyo, Chun-Fai Lee; Bee-Ling Lim, Nanyang Technological University, Media and Information Needs of Organic Food Retailers in Singapore
- Koji Fuse, University of North Texas, and Jacqueline J. Lambiase, Texas Christian University, Apologies and Cultures: U.S.-

Japanese Comparison of Newspaper Coverage of Toyota's 2009 Recall

Room 6: Minorities & Communication Division Paper session 4: Understanding Television and Film Images of People of Color

Moderator/Discussant: Catherine Coleman, Texas Christian University

- Ralph Beliveau and Meta Carstarphen, University of Oklahoma, His-story: Counter-narratives in the documentary biographies of John Henrik Clarke, Ralph Ellison, Melvin Van Peebles, and Richard Wright
- George L. Daniels and Michelle Walton, University of Alabama, Unmarried & Unmatched: Portraying the Struggle of Black Couples in Media Specials
- Jessica N. McMorris, Arkansas State University, The Perceptions of African American Stereotypes in Reality Television
- Michael D. Andrews, Arkansas State University, Media Commentator's use of Racial Belligerence directed at Barack Obama: An Exploratory Study

1:15 – 2:00 p.m. Lunch

2:00 – 3:15 p.m.

Room 1	Room 2	Room 3	Room 4	Room 5	Room 6
<i>Communication Technology Division Paper session 7</i>	<i>Mass Communication & Society Division Paper session 5</i>	<i>Religion and Media Interest Group Paper session 1</i>	<i>Communication Technology Division Paper session 8</i>	<i>International Communication Division Paper session 3</i>	<i>Commission on the Status of Women Paper session 2</i>
<ul style="list-style-type: none"> • Amy Mertensmeyer, Steve Giannino & Timothy E. Rodrigue • Svetlana Rybalki & Trent Seltzer • Jessica Smith, Stephanie Miles & Jillian Mulieri • Gina Chen & Ki Arnould 	<ul style="list-style-type: none"> • Lindsey Harvell • Thomas Boyle • Victoria Bemker • Cherise Brown Varela • Elizabeth Woolery & Brian Moritz 	<ul style="list-style-type: none"> • Susan Kray • Stacie Meihaus • Josh Bentley • Billy Collins, Zhenge Zhang & Amanda Sturgill 	<ul style="list-style-type: none"> • Gabino Iglesias • Anastasia Pronin & Carson Wagner • John Wirtz & Austin Sims • Myleea Hill 	<ul style="list-style-type: none"> • Khalaf Tahat • Jinbong Choi • Kenneth Yang • Eun Hwa Jung • Alejandro de la Sen & Osabuohien P Amienyi 	<ul style="list-style-type: none"> • Amanda Damiano & Elizabeth Kad • Jessica Flitts & Cassie Norman • Boya Xu • Bill Schulte

Room 1: Communication Technology Division Paper session 7: Twitter and Tweeting in the News

Moderator/Discussant: Itai Himelboim, University of Georgia

- Amy M. Mertensmeyer, Steve S. Giannino and Timothy E. Rodrigue, Louisiana State University, Not with a Bang but with a Twitter: Uses and Gratifications of Twitter Users
- Svetlana Rybalko and Trent Seltzer, Texas Tech University, TWITTER AND DIALOGUE
- Jessica Smith, Stephanie Miles and Jillian Mulieri, Texas Tech University, Tweeting the News: Broadcast Stations’ Use of Twitter
- Gina M. Chen and Ki Arnould, Syracuse University, Tweet This: How Active Users Feel Connected on Twitter

Room 2: Mass Communication & Society Division Paper session 5: Theoretical Perspectives on Media Behavior

Moderator/Discussant: Meta Carstarphen, University of Oklahoma

- Lindsey A. Harvell, University of Oklahoma, The game frame pandemic: The spread of game-frames throughout the three branches of government
- Thomas P. Boyle, Millersville University, Professional and Personal Framing in the 2003 and 2006 California Gubernatorial Campaigns
- Victoria Bemker, Louisiana State University, Balloon Boy Bust: The Framing of a Breaking Hoax
- Cherise I Brown Varela, Syracuse University, Media and the Holboxeño: A Case Study of How Media Exposure is Changing Culture
- Elizabeth A. Woolery and Brian P. Moritz, Syracuse University, It'll Cost You: Exploring the Credibility of High- and Low-Cost News Sources

Room 3: Religion and Media Interest Group Paper session 1: Issues in religion and media

Moderator and discussant: Amanda Sturgill, Baylor University

- Susan Kray, Indiana State University, Witness Protection
- Stacie Meihaus Jankowski, Indiana University, Jesus the Healer Radio Files: Faith, Healing and Internet Evangelism
- Josh Bentley, Oklahoma State University, Contemporary Christian Radio Web Sites: A Uses and Gratifications Study
- Billy Collins, Zhenge Zhang and Amanda Sturgill, Baylor University, Interactions between media use, religiosity and attitudes about scientific controversy

Room 4: Communication Technology Division Paper session 8: Benefits and Drawbacks of New Media Applications

Moderator/Discussant: Ben LaPoe, Louisiana State University

- Gabino Iglesias, University of Texas at Austin, Facebook and Netiquette: Behaving when the world is watching
- Anastasia A. Pronin and Carson B Wagner, Financial Dynamics and Ohio University, Virtual Fake IDs Aren't Always a "Bad" Thing: The Role of Two-Sided Messages in Ameliorating the Ill-Effects of Internet Identity Deception Exposure
- John G. Wirtz and Austin Sims, Texas Tech University, Factors influencing message credibility and persuasiveness of online comments posted in response to a Web-based news story
- Myleea D. Hill, Arkansas State University, How 2 rite Gr8 leads: A study of the impact of text messaging on basic news writing skills

Room 5: International Communication Division Paper session 3: Framing the Image: The Role of the Media in Establishing Images in the Minds of International Audiences

Moderator/Discussant: Jami Fullerton, Oklahoma State University

- Khalaf Tahat, Arkansas State University, Al Jazeera's Role in Promoting Extreme and Violent Trends among Arab People
- Jinbong Choi, Texas State University, San Marcos, National Image of North Korea in South Korean Newspapers
- Kenneth C. C. Yang, University of Texas at El Paso, Country-of-Origin Perceptions and Diffusion of *American Idol* Show Genre in Taiwan
- Eun Hwa Jung, University of Florida, Gainesville, Factors Influencing Risk Perception through Accident News on Television
- Alejandro de la Sen and Osabuohien P. Amienyi, University of Arkansas, My picture of America: East Asian students' perceptions of the United States

Room 6: Commission on the Status of Women Paper session 2: Representations of Women in Mass Media

Moderator: Tracy Everbach, University of North Texas

Discussant: Meta Carstarphen, University of Oklahoma

- Amanda Damiano and Elizabeth Kad, S.I. Newhouse School of Public Communications, Syracuse University, Women Athletes in Sports: Why is the Coverage So Skewed?
- Jessica Fitts and Cassie Norman, Washington State University, Attention to women's magazines and tanning behaviors among college females
- Boya Xu, West Virginia University, The Indestructible Stereotype: A Content Analysis of the Portrayal of Mothers in Family-oriented Magazines
- Bill Schulte, Ohio University, A Renaissance Woman and Flower Power: The Life of Flair Magazine creator Fleur Cowles