Draft program AEJMC Midwinter conference 2010

Friday March 5, 2010

1:00 – 2:00 p.m. Registration

2:00 – 3:15 p.m.

<table>
<thead>
<tr>
<th>Room 2165</th>
<th>Edith Kinney Gaylord Library</th>
<th>Room 1140</th>
<th>Room 2025</th>
<th>Room 3150</th>
<th>Room 3160</th>
<th>Room 1040</th>
</tr>
</thead>
<tbody>
<tr>
<td>Minorities &amp; Communication Division Paper session 1</td>
<td>Cultural &amp; Critical Studies Division Paper session 1</td>
<td>Visual Communication Division Panel session 1</td>
<td>Communication Technology Division Paper session 1</td>
<td>Mass Communication &amp; Society Division Paper session 1</td>
<td>Communication Technology Division Paper session 2</td>
<td>Graduate Education Interest Group Paper session 1</td>
</tr>
</tbody>
</table>
| • Rachel Davis  
• Shanelle Frazier & Lillie Fears  
• Yijia Huang  
• Christal Johnson & Meta Carstarphen | • Gabino Iglesias  
• Mia Long  
• Ralph Beliveau  
• Lindsay Smith-Hayes  
• Rosemary Pennington | • Joe S. Foote  
• Ken Fischer  
• Mike Boettcher  
• Bob Dickey  
• Scott Hodgson  
• Alex Page | • Horace Williams  
• Nicholas Webb  
• Rajul Jain  
• Bethanny Poller, Kristine Davis & Amanda Sturgill | • August Grant & Jack Karlis  
• Ray Murray & John McGuire  
• Jennifer Keller | • Itai Himelboim & Stephen McCreery  
• Andrew Smock  
• Franklin Yartey | • Robin Blom & Lucinda Davenport  
• Tara M. Bueher  
• B. Spencer Elliott |
Room 2165 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 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

Edith Kinney Gaylord Library: 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 1140: Visual Communication Division Panel session 1: Bridging Global Divides: Journalism Training in South Asia
Moderator: Ken Fischer, University of Oklahoma
Panelists: Joe S. Foote, Mike Boettcher, Bob Dickey, Scott Hodgson, Alex Page – University of Oklahoma

Room 2025: 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 3150: 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 3160: 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
• 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 1040: 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.

<table>
<thead>
<tr>
<th>Room 2165</th>
<th>Edith Kinney Gaylord Library</th>
<th>Room 1140</th>
<th>Room 2025</th>
<th>Room 3150</th>
<th>Room 3160</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>International Communication Division Paper session 1</strong></td>
<td><strong>Visual Communication Division co-sponsored with Entertainment Studies Interest Group Paper session 1</strong></td>
<td><strong>Communication Technology Division Paper Session 3</strong></td>
<td><strong>Media Management &amp; Economics Division Paper session 1</strong></td>
<td><strong>Co-sponsored panel session (CCJIG, MCS, MAC, CCS)</strong></td>
<td><strong>Mass Communication &amp; Society Division Paper session 2</strong></td>
</tr>
<tr>
<td>Maria De Moya &amp; Rajul Jain</td>
<td>Jack Zibluk</td>
<td>Robin Blom</td>
<td>Kelly Kaufhold</td>
<td>Fred Blevens</td>
<td>Aimee Meader</td>
</tr>
<tr>
<td>Maria De Moya</td>
<td>Carolyn Yaschur</td>
<td>Ivy Shen &amp; Charles Self</td>
<td>Jared C. Schroeder</td>
<td>Tony Luis</td>
<td>Li Chen</td>
</tr>
<tr>
<td>Summer Harlow</td>
<td>Dave Ferman</td>
<td>Fawaz Mohammad Alajmi</td>
<td>Amy Sindik &amp; Geoffrey Graybeal</td>
<td>Robert Tassy</td>
<td>Aimei Yang</td>
</tr>
<tr>
<td>Jami Fullerton</td>
<td></td>
<td>Bonnie Bressers</td>
<td>Caroline Staub Garland &amp; Kenneth C.C. Yang</td>
<td>Sara Marzougui</td>
<td>Meng Zhang</td>
</tr>
</tbody>
</table>

**Room 2165: 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

**Edith Kinney Gaylord Library: Visual Communication Division co-sponsored with Entertainment Studies Interest Group Paper session 1: The Questions and Concerns of Visual Journallism**

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 Yaschur, 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 1140: 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 2025: 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?
- Jared C. Schroeder, College of the Ozarks, Front-page Gatekeeping and Content Trends in 15 Large-Circulation Newspapers
- 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 3150: Co-sponsored panel session (CCJIG, MCS, MAC, CCS): Practicing Safe News: A Model for Citizen News Literacy

Moderator: Fred Blevens, Florida International University

Panelists: Tony Luis, Robert Tassy, Sara Marzougwi, Leah Rose Altman, Florida International University

Room 3160: 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

6:30-11:00 p.m. – 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.

<table>
<thead>
<tr>
<th>Room 2165</th>
<th>Edith Kinney Gaylord Library</th>
</tr>
</thead>
<tbody>
<tr>
<td>Minorities &amp; Communication Division Paper session 2</td>
<td>Cultural &amp; Critical Studies Division Paper session 2</td>
</tr>
<tr>
<td>Room 1140</td>
<td>Room 2025</td>
</tr>
<tr>
<td>Mass Communication &amp; Society Division Panel session 1</td>
<td>International Communication Division Paper session 2</td>
</tr>
<tr>
<td>Room 3150</td>
<td>Room 3160</td>
</tr>
<tr>
<td>Communication Technology Division Paper session 4</td>
<td>Graduate Education Interest Group Paper session 2</td>
</tr>
</tbody>
</table>

- Rachel Grant
- Mia Long
- Arthur Santana
- Christina Lefevre-Gonzalez
- Ed Simpson
- Rajul Jain & Maria De Moya
- Erica Salkin
- Charles Rowling
- Jason Gilmore
- Penelope Sheets
- Tim Jones
- Jin Yang
- Jacob Groshek
- Aimei Yang
- J. Ian Tennant
- James Schiffman
- Victoria Bemker, Matt Schafer & Nicole Henry
- Masudul Biswas
- Heather Burchfield
- Jaejin Lee
- Jinsoo Kim, Matthew Ragas, Hyusang Son, Yoo Jin Chung, Kyung-Gook Park & Young Eun Park
- Erich Sommerfeldt
- Robin Blom
Room 2165: 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


Moderator: Dave Ferman, University of Oklahoma
Discussant: Julie Jones, University of Oklahoma

- Christina Lefeve-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 1140: 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

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 2025: 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, University of Texas at Austin, Friends and enemies: Coverage by The Globe and Mail and The New York Times of three Canadian ministerial visits to Cuba
Room 3150: 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 3160: 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, Legitmation in Issues Management: Activist Congressional Testimony on Issues of AIDS Policy
### Room 2165: 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
- 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

<table>
<thead>
<tr>
<th>Room 2165</th>
<th>Edith Kinney Gaylord Library</th>
<th>Room 1140</th>
<th>Room 2025</th>
<th>Room 3150</th>
<th>Room 3160</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cultural &amp; Critical Studies Division Paper session 3</td>
<td>Communication Technology Division Paper session 5</td>
<td>Media Management &amp; Economics Division Paper session 2</td>
<td>Entertainment Studies Interest Group Paper session 1</td>
<td>Mass Communication &amp; Society Division Paper session 3</td>
<td>Minorities &amp; Communication Division Paper session 3</td>
</tr>
</tbody>
</table>
| • Melissa Thompson  
• Meng Zhang  
• James Carviou & Kyle Moody  
• Olga Randolph, Jami Fullerton & Alice Kendrick  
• Nicole Cox | • Vanessa Bravo  
• Brittany Duff, Susmita Das, Sangdo Oh & Sydney Chinchananachokhai  
• Andrew Smock & Bree Holtz  
• Bobbi Kay Lewis  
• Doori Song & Joonghwa Lee | • Alan B. Albarran, Caitlin Dyer, Brian Hutton & Aimee Valentine  
• George Daniels  
• Li Pu  
• Cindy J. Price & Michael R. Brown  
• Sangho Seo | • Stacie Jankowski  
• Marcus Funk  
• Lindsay Hayes  
• Mitch McKenzie | • Lawrence N. Strout  
• Kenna Griffin, Peter Gade & Jacqueline Eckstein  
• William Kaufhold  
• Mel Sundin | • Kuyung Han You  
• Crystal Jackson & Dana Tumblin  
• Catherine Coleman  
• Amy Struthers |
• 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

Edith Kinney Gaylord Library: 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 Chinchanachokchai, 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 1140: 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
• Cindy J Price and Michael R. Brown, University of Wyoming, Are All Media Losing Money? A Case Study of Small Market, Privately Owned Media
• Sangho Seo, Konkuk University (Korea), Economic Factors and the Adoption of Video-on-Demand Service in the Cable Industry

Room 2025: Entertainment Studies Interest Group Paper session 1: Exploring Issues of Entertainment: Uses and Effects
Moderator/Discussant: Beverly G. Merrick, Editor: Magazine Matter, Association for Education in Journalism and Mass Communication (AEJMC) Magazine Division
• 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?

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

Room 3160: 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 students
• 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
• Amy Struthers, University of Nebraska-Lincoln, Assessing Effectiveness of Mass Media Public Health Campaigns With Diverse Youth Populations
Room 2165: 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

Edith Kinney Gaylord Library: 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
• 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 1140: 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 2025: Civic & Citizen Journalism Interest Group Paper session 1: Participatory journalism and the search for useful structures
Moderator/Discussant: Thalyta Swanepoel, Olivet Nazarene University
• 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 3150: 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
• Kathleen A. Hansen, Nora Paul, Ruth De Foster, Jennifer E. Moore & Xue Bai, University of Minnesota (Twin Cities), 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 3160: 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 – 2:15 p.m. Lunch – Inasmuch Foundation Commons Area
## Room 2165: 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
Edith Kinney Gaylord Library: Mass Communication & Society Division Paper session 5: Theoretical Perspectives on Media Behavior

Moderator/Discussant: Meta Carstarphen, University of Oklahoma

- Lindsey A. Harvell, Kylie J. Robertson & Gwendelyn S. Nisbett, University of Oklahoma, The game frame pandemic: The spread of game-frames throughout the three branches of government
- 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 1140: Religion and Media Interest Group Paper session 1: Issues in religion and media

Moderator/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 2025: 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 leeds: A study of the impact of text messaging on basic news writing skills

Room 3150: 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 3160: Commission on the Status of Women Paper session 2: Representations of Women in Mass Media

Moderator/Discusant: Tracy Everbach, University of North Texas

- 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