

Draft program AEJMC Midwinter conference 2012

Friday March 2, 2012

12:00 – 2:00 p.m. Registration

12:30 – 2:00 p.m.

Room 2025	Edith Kinney Gaylord Library	Room 3150	Room 1120	Room 3160
<i>Religion and Media Interest Group Panel Session 1</i>	<i>Civic and Citizen Journalism Interest Group Panel Session 1</i>	<i>Mass Communication & Society Division Paper session 1</i>	<i>Flash Workshop 1-5 p.m.</i>	<i>Communication Technology Division Paper Session 1</i>
Kyle Huckins Judith Buddenbaum Cecile Holmes Lyle Olson Dan Stout	Desiree Hill Alan Herzberger Larry Blunt Todd Spessard Joe Foote	Ken Kim Jennifer Green & Patrick Merle Sidharth Muralidharan, Meg Jones, & Jun Heo Seungae Suzy Lee, David Tisdale, & Jun Heo Gunwoo Yoon Minchul Kim		Natalie Brown Sim Butler & Will Nevin Betsy Emmons Shannon Knepp, Alex Kresovich, Emily Parker & Sara Ray

Room 2025 – Religion and Media Interest Group Panel Session 1: Teaching Religion and Media

Moderating/presiding: Kyle Huckins, Indiana Wesleyan

Panelists:

Judith Buddenbaum, Colorado State (emeritus)
Cecile Holmes, South Carolina
Lyle Olson, South Dakota State
Dan Stout, UNLV

Edith Kinney Gaylord Library – Civic and Citizen Journalism Interest Group Panel Session 1: Is Social Media Reshaping Journalism?

Moderator: Desiree Hill, University of Central Oklahoma

Panelists:

Larry Blunt, News Anchor, WLOS-TV Via Skype
Todd Spessard, News Director KWTV, Oklahoma City
Alan Herzberger, Digital Managing Editor, OPUBCO Communications Group
Dr. Joe Foote, Dean, Gaylord College of Journalism and Mass Communication, OU

Room 3150 – Mass Communication & Society Division Paper Session 1: Cultivation, Death and Emotional Appeals – Examining Media Effects

Moderator/Discussant: Ken Kim, Oklahoma State University

If you scare them, they will join: Effects of mortality salience and self-construals on civic engagement - Jennifer Green & Patrick Merle, Texas Tech University

Examining the Causal Relationships among the Environmental Antecedents and Their Impacts on Ecologically Conscious Consumer Behavior - Sidharth Muralidharan, Meg Jones, & Jun Heo, University of Southern Mississippi

Happy to Help?: An Examination of Negative and Positive Emotional Appeals in Disaster Relief Advertising - Seungae Suzy Lee, David Tisdale, & Jun Heo, University of Southern Mississippi

Seeing The Big Picture: An Integrated Approach Toward Future Directions For Media Effects Research - Gunwoo Yoon, University of Illinois

Cultivating a Dream of Happily Ever After: A Moderated-Mediation Model of Genre-specific Television Viewing, Perceived Relevance, Identification, and Female Adolescents' Beliefs about Romantic Relationships - Minchul Kim, University of Wisconsin – Milwaukee

Room 3160 – Communication Technology Division Paper Session 1: Uses and Users of Twitter

Moderator: Jared Schroeder, University of Oklahoma

Discussant: Julie Jones, University of Oklahoma

Tweeting Every Touchdown: Analyzing the Social Media Use of Sports Fans through the Uses and Gratifications Theory - Natalie Brown, University of Alabama

All A Twitter: How Micro-Blogging Winnows Out Presidential Candidates - Sim Butler & Will Nevin, University of Alabama

Homophily, Mobile Devices and the “Second Screen”: Twitter as Virtual Sporting Event Co-Viewing - Betsy Emmons, University of Alabama

We May Never Meet, but We Tweet: Examining the Effect of Twitter on Parasocial Relationships - Shannon Knepp, Alex Kresovich, Emily Parker & Sara Ray, University of Georgia

2:15 – 3:45 p.m.

Room 2025	Edith Kinney Gaylord Library	Room 3150	Room 1120
<i>Visual Communication</i>	<i>International</i>	<i>Cultural and Critical</i>	<i>Flash Workshop</i>

<i>Division Paper Session 1</i>	<i>Communication Division Paper Session 1</i>	<i>Studies Paper Session 1</i>	<i>1-5 p.m.</i>
Pam McAllister Johnson Luis Peon-Casanova Adriane Jewett Philip Loubere Betsy Emmons Ray Murray Allison Truman-Mejia	Pamela Morris Diana Sokolova & Carol B Schwalbe Xueying Zhang Patrick Merle & Jessica El-Khoury Margaretha Geertsema-Sligh Jami Fullerton & Derina Holtzhausen	Elizabeth Atwood Bryan Carr Robert D. Byrd Jr. Daniel Sipocz	

Room 2025 – Visual Communication Division Paper Session 1: Creation or Use of Visuals by News Media, Athletes, Paparazzi, Advertisers and Designers

Moderator: Pam McAllister Johnson, Western Kentucky University

Discussant: Luis Peon-Casanova, University of Nebraska-Lincoln

Branding the Great Divide: Examining the Consistency of Newspaper Visual Brands Across Print, Online and Mobile Platforms - Adriane Jewett, University of Florida

News Websites vs Newspapers: Which Does a Better Job Presenting Nation/World News? - Philip Loubere, Middle Tennessee State University

Professional Athletes, Branding and Self-Promotion: A Visual Content Analysis of Male and Female Professional Athlete Facebook and Twitter Profile Photos - Betsy Emmons, University of Alabama

A Peek At How Paparazzi Get Their Photographs – Ray Murray, Oklahoma State University

Relationship Between Gender Brand Personality and Design Elements: Study Of Graphic Logos - Allison Truman-

Mejia, Oklahoma State University

Edith Kinney Gaylord Library – International Communication Division Paper Session 1: From the World Cup to News Around the World: Research Innovation on News and Sports Consumers in Varying Geographical Contexts

Moderator/Discussant: Pamela Morris, Loyola University Chicago

A Comparison of Russian and U.S. Newspaper Coverage of Iran's Nuclear Program During the George W. Bush Presidency - Diana Sokolova & Carol B. Schwalbe, University of Arizona

Are Chinese News Media Fulfilling Their Social Responsibility? A Comparative Analysis of Xinhuanet.cn's News Coverage And Online Bulletin Board Discussions Of the Chinese "7.23" Bullet Train Crash - Xueying Zhang, Oklahoma State University

@Revolution 2.0: A cross-national analysis of social media's salience during the Egypt unrests - Patrick Merle & Jessica El-Khoury, Texas Tech University

Building Global Bridges: Women's eNews Reaches out to Arab World - Margaretha Geertsema-Sligh, Butler University (TOP PAPER ABSTRACT)

Sports Media Behavior as a Moderating Variable of Country Reputation: The Case of the 2010 FIFA World Cup - Jami Fullerton & Derina Holtzhausen, Oklahoma State University

Room 3150 – Cultural and Critical Studies Division Paper Session 1: Framing Race and Sexuality

Moderator: Katie Eaves, University of Oklahoma

Discussant: Julia Ehrhardt, Honors College, University of Oklahoma

Editor amid the fury: James J. Kilpatrick's Shifting Views on Civil Rights between 1963 and 1966 - Elizabeth Atwood, Hood College

“What If Michael Vick Were White?”: Analyzing Framing, Narrative, and Race in Media Coverage of Michael Vick - Bryan Carr, University of Oklahoma

Queer as a Football Bat: Hegemonic Gayness and Homophobic Narrative in *OUT* Magazine’s ‘Sports Issue’ - Robert D. Byrd Jr., University of Southern Mississippi

King’ James Rises: Examining Advertising, Race, Hegemony and the NBA - Daniel Sipocz, University of Southern Mississippi

4:00 – 5:30 p.m.

Room 2025	Edith Kinney Gaylord Library	Room 3150	Room 1120
<i>Mass Communication and Society Division Paper Session 2</i>	<i>Communication Technology Division Paper Session 2</i>	<i>Entertainment Studies Interest Group Paper Session 1</i>	<i>Flash Workshop</i> <i>1-5 p.m.</i>
Cheol Gi Bae Yanjun Zhao June Yung Kim Lin Lin Stan Ketterer, John McGuire & Ray Murray	Amanda Sturgill Josh Bentley Clay Craig & Patrick Merle Adam Saffer Elmie Nekmat	William Nevin Cynthia Nichols & Bobbi Kay Lewis Bryan Carr Eric M. Nishimoto & Koji Fuse	

Room 2025 – Mass Communication and Society Division Paper Session 2: The Impact of Evolving Technology on Our World

Moderator/Discussant: Julie Jones, University of Oklahoma

Smartphone as a Desire Machine and SNS as a Molecular Revolution- A possibility of social change by smart participation in Korea - Cheol Gi Bae, University of Illinois

Lost Social Capital in the Virtue World: The Relationship Between Internet Using and Social Capital - Yanjun Zhao, Cameron University

Effects of Anonymity on Online Group Opinion Polarization - June Yung Kim, University of Florida

Internet "Spin Doctor" in China —A study of "50 cent party" on shaping public opinions - Lin Lin, Arkansas State University

Contrasting Desired Sports Journalism Skills in a Convergent Media Environment - Stan Ketterer, John McGuire, & Ray Murray, Oklahoma State University

Edith Kinney Gaylord Library – Communication Technology Division Paper Session 2: Theoretical and Methodological Investigations in New Media

Moderator/Discussant: Amanda Sturgill, Elon University

Factors Influencing College Students' Intention to Adopt Tablet Computers: A Structural Equation Model Based on the Theory of Planned Behavior - Josh Bentley, University of Oklahoma

The slider effect: An experimental look at differences between several modes of scale presentations in Internet surveys - Clay Craig & Patrick Merle, Texas Tech University

An Exploratory Study of Online Trust Communication - Adam Saffer, University of Oklahoma

Drowning of minority opinions in website-based forums: A Spiral of Silence perspective - Elmie Nekmat, University of Alabama at Tuscaloosa

Room 3150 – Entertainment Studies Interest Group Paper Session 1: From Molly and Mike, to Pepper Potts, and Into the Realm of Reality TV: Media Portrayals and the Cultivating Impact on Viewer Perceptions

Moderator/Discussant: William Nevin, University of Alabama

Is Fat the New Black? The Impact of *Mike & Molly* Body Image Portrayals on College Students - Cynthia Nichols and Bobbi Kay Lewis, Oklahoma State University

“Superwoman,” Meet Iron Woman: Marvel Comics’ Pepper Potts and the Superwoman Myth - Bryan Carr, University of Oklahoma

A Flawed Mirror: Reality TV Gratifications as Predictors of Viewer Worldviews - Eric M. Nishimoto and Koji Fuse, University of North Texas

6:30 – 10:00 p.m. – Opening Reception, Fred Jones Jr. Museum of Art

Saturday March 3, 2012

8:00 – 9:00 a.m. – Registration

9:00 – 10:30 a.m.

Room 2025	Edith Kinney Gaylord Library	Room 3150	Room 3160	Room 2030
<i>Mass Communication and Society Division Paper Session 3</i>	<i>Communication Technology Division Paper Session 3</i>	<i>Visual Communication Division Panel Session 1</i>	<i>Commission on the Status of Women Paper Session 1</i>	<i>Civic and Citizen Journalism Interest Group Paper Session 1</i>
Kenna Griffin Kevin Musgrave &	Ashley Iszkun Bobbi Kay Lewis	Ron Peck Byung Lee	Alice Kendrick Margaretha	Thalyta Swanepoel Timothy Francisco &

Bryan Carr Herman Chueng Jill A. Edy, Jerry E. Overton & Ryan S. Bisel Andre Nicholson Elizabeth Skewes	Marcus Messner, Marcia W. DiStaso, Yan Jin, Scott Sherman, Shana Meganck, Sally K. Norton YoonMo Sang	Mark Popovich Ulf Oesterle Diane Montgomery Melinda Lyon	Geertsema-Sligh Jami A. Fullerton & Alice Kendrick Candace R. Nelson Meta G. Carstarphen Carmen Brookins House Elanie Steyn & Kathryn Jenson White	Alyssa Lenhoff Desiree Newhart Hill Elmie Nekmat Alicia Wright Mohammad Yousuf
---	--	---	---	--

Room 2025 – Mass Communication and Society Division Paper Session 3: Media and Politics

Moderator/Discussant: Kenna Griffin, Oklahoma City University

Which Way is Right? A Rhetorical Analysis of Newsmagazine Coverage of The Republican Party as a Social Movement - Kevin Musgrave & Bryan Carr, University of Oklahoma

Media-Political Complex: A Dilemma of the New Type Civil Journalism in the Course of Development——Taking WikiLeaks for Example - Herman Chueng, Tsinghua University

Hail to the Chief: The Use of Honorifics When Referring to the President in Cable News - Jill A. Edy, Jerry E. Overton & Ryan S. Bisel, University of Oklahoma

Are Your Reasons the Same as Mine? A Qualitative Thematic Analysis of Young Adults' Use of Social Media during the 2008 Presidential Election - Andre Nicholson, Howard University

Candidate or Comedian? News Coverage of Stephen Colbert's (Very Brief) Presidential Campaign - Elizabeth Skewes, University of Colorado

Edith Kinney Gaylord Library – Communication Technology Division Paper Session 3: Persuasive Communication and Emerging Media

Moderator: Nur Uysal, University of Oklahoma

Discussant: Josh Bentley, University of Oklahoma

The new way for two-way conversation: A content analysis of celebrity Twitter use - Ashley Iszkun, Texas Christian University

Building brands through digital networks: Ackerman McQueen's full-service agency approach to content distribution and brand engagement - Bobbi Kay Lewis, Oklahoma State University

Influencing public opinion from corn syrup to obesity: A longitudinal analysis of the references for nutritional entries on Wikipedia - Marcus Messner, Virginia Commonwealth University, Marcia W. DiStaso, Pennsylvania State University, Yan Jin, Scott Sherman, Shana Meganck, Virginia Commonwealth University & Sally K. Norton, MPH Independent Research Consultant

People's Changing News Consumption Habit and Its Influence on the Relationship between Online Newsrooms and News Aggregators - YoonMo Sang, University of Texas

Room 3150 – Visual Communication Division Panel Session 1: Analysis of visuals using Q methodology (quantitative analysis of qualitative data)

Discussant: Ron Peck, Independent Marketing Researcher, Adjunct Professor, Tomsk State University of Control Systems and Radioelectronics

Panelists:

Byung Lee, Elon University - How to Collect Visual Data and Analyze Them

Mark Popovich, Ball State University - Q for Analysis of Ads

Ulf Oesterle, Syracuse University - A Visual Q Study of Album Artwork Used As the Packaging of Music on iTunes

Diane Montgomery, Oklahoma State University - "How are you Smart?" Using Gardner's Multiple Intelligences: A

Teaching Strategy to Demonstrate Issues with Images

Melinda Lyon, Oklahoma State University - Women's Place Attachment and Preference for Interior Design Elements and Principles Using Photographs

Room 3160 – Commission on the Status of Women Paper Session 1: Women: In the Media Work Environment and in Media Content

Moderator: Alice Kendrick, Southern Methodist University

Discussant: Margaretha Geertsema-Sligh, Butler University

Perceptions of Work/Life Balance Among Advertising Students in America: A study of Gender Differences - Jami A. Fullerton, Oklahoma State University & Alice Kendrick, Southern Methodist University

Portrayal of Newly Hired Female Editors in News Articles - Candace R. Nelson, West Virginia University

Mom in Drag: Madea and the Mediated Motherhood of African American Women in Film - Meta G. Carstarphen, University of Oklahoma

Network News and the Missing White Woman Syndrome: A Textual Analysis - Carmen Brookins House, Howard University

A Section of Their Own: Business Media's Integration and Segregation of Women as Managers, Leaders and Entrepreneurs - Elanie Steyn & Kathryn Jenson White, University of Oklahoma

Room 2030 – Civic and Citizen Journalism Interest Group Paper Session 1: Participatory Journalism in the Digital Age

Moderator/Discussant: Thalyta Swanepoel, Olivet Nazarene University

True Stories: Journalism Education, Experiential Learning and Civic Engagement - Timothy Francisco & Alyssa Lenhoff, Youngstown State University

Twitter: Journalism Chases the Greased Pig - Desiree Newhart Hill, University of Central Oklahoma

Bi-Directional Effects of Message Consumption and Expression in Online Social Communication - Elmie Nekmat, University of Alabama - Tuscaloosa

Social Media and the Digital Divide: Increased but Differential Civic Participation - Alicia Wright, Syracuse University

Defining the Duties of Citizen Journalists: An Ethical Approach - Mohammad Yousuf, University of Oklahoma

10:45 a.m. – 12:15 p.m.

Room 2025	Edith Kinney Gaylord Library	Room 3150	Room 3160	Room 2030
<i>Mass Communication and Society Division/Magazine Division Paper Session 4</i>	<i>Communication Technology Division Paper Session 4</i>	<i>International Communication Division Paper Session 2</i>	<i>Cultural and Critical Studies Division Paper Session 2</i>	<i>Minorities and Communication/Magazine Division Paper Session 1</i>
Lisa Paulin Michael Devlin & Natalie Brown Bin Shen & Karla Gower Yanjun Zhao Juliette Highland, Newly Paul, Stephanie Rousell & Shannon Snell	Linda Daley & Young Kim Greg Munno & Stephen Song Jeffrey Kyle Riley Rachel E. Somerstein, Alicia V. Wright & Molly M. Kalan Yoonmo Sang	Margaretha Geertsema-Sligh R. Bruce Mitchell, C. Scott Winter & Nancy Mitchell William Scott Hinson Harsh Taneja Qiong Xu	Garino Iglesias Pietro Calautti Robin Haislett Jungmin Kwon	Kevin Kemper Kathleen McElroy Carla J. Kimbrough Ernest Rice Sim Butler Carla Kimbrough

Kuo-Ting Huang Marshel D. Rossow				
-------------------------------------	--	--	--	--

Room 2025 – Mass Communication and Society Division/Magazine Division Paper Session 4: Children, Teens and Our Health

Moderator/Discussant: Lisa Paulin, North Carolina Central University

In the Mood for Learning: How Mood, Pacing, and Semantic Difference Influence Learning of Children’s Education Content - Michael Devlin & Natalie Brown, University of Alabama

The Effects of Spokes-characters and Mood on Children’s Attitudes toward Advertising and Purchase Intention - Bin Shen & Karla Gower, University of Alabama

To Drink or Not to Drink: College Students’ Decision-Making Process with Alcohol and Counter-Alcohol Advertisements - Yanjun Zhao, Cameron University

Health Communication in Men and Women’s Health and Lifestyle Magazines: A Content Analysis - Juliette Highland, Newly Paul, Stephanie Roussell, & Shannon Snell, Louisiana State University

The First Amendment, Cyber Offense, and Speech Rights of Public School Students - Kuo-Ting Huang, Florida State University

Advertising firearms to children in early 20th century periodicals: An examination of motivational techniques - Marshel D. Rossow, Minnesota State University

Edith Kinney Gaylord Library – Communication Technology Division Paper Session 4: New Media and Online Relationships

Moderator/Discussant: Bobbi Kay Lewis, Oklahoma State University

Trusting Digitally: Using Social Media to Increase Sense of Belongingness - Linda Daley & Young Kim, Syracuse University

Effects of Initial Comments on Online News Articles on Subsequent Comments - Greg Munno & Stephen Song, Syracuse University

Old Dogs and New Media: Examining Age and Teaching Focus in the Debate Between the Importance of Technology and Tradition in the Journalism Classroom - Jeffrey Kyle Riley, University of Florida

The Digital Divide on the Move: How demographics influence instrumental, advanced, communication, and information-seeking behaviors among mobile phone users - Rachel E. Somerstein, Alicia V. Wright & Molly M. Kalan, Syracuse University

A comparison of U.S. and EU privacy policy: Focusing on the “right to be forgotten” - Yoonmo Sang, University of Texas

Room 3150 – International Communication Division Paper Session 2: The Search for Cultural Competency: Global Audiences and Cross-Cultural Proximity

Moderator/Discussant: Margaretha Geertsema-Sligh, Butler University

How and Where in the World Do Our Students Achieve Global Competency?: A Case Study - R. Bruce Mitchell, C. Scott Winter and Nancy Mitchell, University of Nebraska-Lincoln

Comparative Analysis of Intercultural Competence Levels: Evidence from American and International Students - William Scott Hinson, Arkansas State University

Cultural Proximity and Global Online Audience Flow: A Network Analytic Approach - Harsh Taneja, Northwestern University

A Cross-Cultural Comparison of Social Media Usage - Qiong Xu, University of Alabama

Room 3160 – Cultural and Critical Studies Paper Session 2: (Re)Constructing Time, Space, and Body

Moderator: Adam Saffer, University of Oklahoma

Discussant: Katrina Boyd, Film and Media Studies, University of Oklahoma

Bizarro fiction and third space: Writing beyond the grid (or an atemporal postmodern renaissance) - Gabino Iglesias, University of Texas, Austin

My Gun Dirty, My Brick Clean: Postmodern Representations of New York City in Late-Night Cinemax Series - Pietro Calautti, Middle Tennessee State University

Third Wave Feminism in Squaresoft's Video Game *Final Fantasy VII* - Robin Haislett, Texas Tech University

Ain't 3-D Women Hot?: The Female Body in the Three-Dimensional Film, Avatar - Jungmin Kwon, University of Illinois at Urbana-Champaign

Room 2030 – Minorities and Communication Division/Magazine Division Paper Session 1: Covering Civil Rights and Children

Moderator/Discussant: Kevin R. Kemper, The University of Arizona

How Obituaries Remember the Civil Rights Movement—Kathleen McElroy, University of Texas-Austin

Coverage of the 25th Anniversary of the King Holiday in capital city newspapers—Carla J. Kimbrough, University of Nebraska-Lincoln

A Qualitative Analysis of News Coverage of Missing Children in the Media—Ernest Rice, Arkansas State University

Diploma in (Slight of) Hand: Enhancing Minority Graduation Rates With Cultural Modeling—Sim Butler, The University of Alabama

How *Essence*, a black women’s magazine, has fared under behemoth Time Inc. - Carla J. Kimbrough - University of Nebraska-Lincoln

12:15 – 1:15 p.m. – Lunch

1:15 – 2:45 p.m.

Room 2025	Edith Kinney Gaylord Library	Room 3150	Room 3160
<i>Mass Communication and Society Division Paper Session 5</i>	<i>International Communication Division Panel Session 1</i>	<i>Entertainment Studies Interest Group Paper Session 2</i>	<i>Media Management and Economics Division Paper Session 1</i>
Jeff Riley George Daniels & Natalie Brown Alice Tunaru & Yorgo Pasadeos Sim Butler & Betsy Emmons Gina Luttrell	Festus Eribo Cornelius B. Pratt Charles Okigbo Chris Ogbondah William Jong-Ebot Folu Ogundimu	Cynthia Nichols Anthony M. Cox, Yeo-Jin Kim, Murray Lee, William C. Nevin & Qiong Xu Laura Crosswell Ashley Carnifax Brad Epperley	Sungwon Hahm & Sangho Seo Jessica Perrilliat & Gabe Otteson Thalyta Swanepoel, Gerrit van der Waldt & Elanie Steyn Rebeca A. Pop & Elanie Steyn

Room 2025 – Mass Communication and Society Division Paper Session 5: Examining the State of the “New” Media

Moderator/Discussant: Jaime Loke, University of Oklahoma

Paradigm +1: Examining Google Plus and the Media's Potential Ability to Enforce Product Market Hegemony - Jeff Riley, University of Florida

Using the Two-Step Flow to Value Voices in Twitter Talk - George Daniels & Natalie Brown, University of Alabama

The Internet as a Tool for Accessing Sex Related Information: How do Young Adults Use it? - Alice Tunaru & Yorgo Pasadeos, University of Alabama

#HAILSTATE: A narrative of branding - Sim Butler & Betsy Emmons, University of Alabama

Social Networking Sites in the Public Relations Classroom: A Mixed Methods Analysis of Undergraduate Learning Outcomes Using Wordpress, Facebook and Twitter - Gina Luttrell, Eastern Michigan University

Edith Kinney Gaylord Library – International Communication Division Panel Session 1: Arab Spring: The Dynamics of Communication and Social Media

Moderator & Chair: Festus Eribo, East Carolina University

Respondent: Cornelius B. Pratt, Temple University

Panelists:

Why Tropical Africa Remains Untouched by the Arab Spring - Charles Okigbo, Visiting Professor, University of Nigeria, Nsukka, and North Dakota State University

Is This a True Spring Time for the Arab Media? - Chris Ogbondah, University of Northern Iowa, Cedar Falls

The Arab Spring and Social Media Tactics: Different Strokes for Different Regimes - William Jong-Ebot, Florida Memorial University

The Digital Communications: Demographics Quotient of Pending Revolutions in Sub-Saharan Africa - Folu Ogundimu, Michigan State University

Room 3150 – Entertainment Studies Interest Group Paper Session 2: How events and media content influence

audiences

Moderator/Discussant: Cynthia Nichols, Oklahoma State University

Law & Order and 9-11: Did the Show Change After the Towers Fell? - Anthony M. Cox, Yeo-Jin Kim, Murray Lee, William C. Nevin & Qiong Xu, University of Alabama

A Snapshot of Today's "Modern Family": Investigating Parasocial Ties to Identity Formation, Product Promotion, and Social Progression - Laura Crosswell, Louisiana State University

The Colbert Bump? An Analysis of Comedy Central's Influence on Book Sales - Ashley Carnifax, University of Florida

Lurkers and Posters on Collegiate Sports Message Boards: A Uses and Gratifications Study - Brad Epperley, Oklahoma State University

Room 3160 – Media Management and Economics Division Paper Session 1: Global Issues in Media Management

Moderator/Discussant: TBD

A Study on Global Advertising Agencies' Corporate Failure Level: Focused on the Period after the Opening of Korean Advertising Market - Sungwon Hahm & Sangho Seo, Konkuk University

El Estado de los Medios en Español: Spanish Language Media in the United States Today - Jessica Perrilliat & Gabe Otteson, University of North Texas

Approaching quality management in South African community newspapers: a holistic, process-based perspective - Thalyta Swanepoel, Olivet Nazarene University, Gerrit van der Walddt, North-West University & Elanie Steyn, University of Oklahoma

Emotional Intelligence as an Integral Part of Leadership in Times of Crisis - Rebeca A. Pop & Elanie Steyn, University of Oklahoma

3:00 – 4:30 p.m.

Room 2025	Edith Kinney Gaylord Library	Room 3150	Room 3160	Room 2030
<i>Mass Communication and Society Division Paper Session 6</i>	<i>Commission on the Status of Women Panel Session 1</i>	<i>Cultural and Critical Studies Division/Religion and Media Interest Group Paper Session 3</i>	<i>Minorities and Communication Division Paper Session 2</i>	<i>Media Management and Economics Division Paper Session 2</i>
Bu Zhong & Norman Lewis Zeynep Altinay Ellada Gamreklidze, Jonathan Ferrante & Kristi Barnett Williams Kenna Griffin Ken Kim & John McGuire	Lupe Davidson	Nur Uysal & Adam Saffer Ralph Beliveau Sean Leavey Michael Gray Kevin Qualls	George Daniels Thomas J. Hrach Kevin R. Kemper Maja Bajac-Carter, Norma Jones & Garret Castleberry Meredith Denney	Jami Fullerton Jami Fullerton, Alice Kendrick & Lori McKinnor Harsh Taneja & Heather Young Sabine Baumann & Oliver Eulenstein Sabine Baumann Rebekah Law & Elanie Steyn

Room 2025 – Mass Communication and Society Division Paper Session 6: The Challenges and Effects of Journalists and Journalism

Moderator/Discussant: Joe Foote, University of Oklahoma

Ideas, Journalism’s Ultimate Heist - Bu Zhong & Norman Lewis, University of Florida

Responses to Environmental Issues: The Effects of Framing on Public Attitudes about Climate Change - Zeynep Altinay, Louisiana State University

Use of Occupy Wall Street Grievances by MSNBC and Fox News - Ellada Gamreklidze, Jonathan Ferrante & Kristi Barnett Williams, Louisiana State University

Witnessing Executions: How Journalists Cope with Planned Trauma Exposure - Kenna Griffin, Oklahoma City University

News Frames of the National Basketball Association Labor Dispute: A Content Analysis of U.S. Newspaper Articles - Ken Kim & John McGuire, Oklahoma State University

Edith Kinney Gaylord Library – Commission on the Status of Women Panel Session 1: Black Women in the Ivory Tower

Moderator: Lupe Davidson, University of Oklahoma

Panelists: To be Finalized

Room 3150 Cultural and Critical Studies Division/Religion and Media Interest Group Paper Session 3: Citizenship, Action, and the Future of Communication

Moderator: Sarah Cavanah, University of Oklahoma

Discussant: Ben Keppel, History, University of Oklahoma

The Dialogic Model of Public Relations and Communicative Action - Nur Uysal and Adam Saffer, University of Oklahoma

Media-To-Come: Media Literacy, Aesthetics, and Hope - Ralph Beliveau, University of Oklahoma

Mutiny on the Bay: Investigating Online Coverage of the Scott Olsen Police Assault in the San Francisco Bay Area Local News - Sean Leavey, Rutgers University

Self-Identified Flirting Styles (SIFS): Thematic Analysis of SIFS Narratives and the Case for Inner-Active Theory - Michael Gray, Arkansas State University

Signals to the Silent Majority: Christian Communication on Campaign Websites - Kevin Qualls, Murray State University

Room 3160 – Minorities and Communication Division Paper Session 2: Presenting Racial Minority Groups

Moderator/Discussant: George L. Daniels, The University of Alabama

Illegal or Undocumented? Alien or Immigrant? An Examination of Terms Used by the News Media, 2000-2010—Thomas J. Hrach, University of Memphis

Freedom of Expression for Choctaws and Cherokees: How ethnic paternalism and communalism co-exist with individual liberties and a pluralistic society—Kevin R. Kemper, University of Arizona

Princes, Princesses, Villains and Talking Animals: Disney Characters and Minority Stereotypes—Maja Bajac-Carter, Texas Woman's University, Norma Jones, Kent State University & Garret Castleberry, University of Oklahoma

Why Can't We Be Friends? Exploring Race Relations through the Buddy Movie—Meredith Denney, University of Oklahoma

Room 2030 – Media Management and Economics Division Paper Session 2: The Advertising and Media Marketplace

Moderator/Discussant: Jami Fullerton

Advertising Ethics: Student Attitudes and Behavioral Intent, Jami A. Fullerton, Oklahoma State University, Alice Kendrick, Southern Methodist University & Lori McKinnor, Oklahoma State University

Adoption of the Internet by the Television Industry: Diffusion of an Inefficient Innovation - Harsh Taneja & Heather Young, Northwestern University

Navigation in stormy times: Analysing finance networks of media companies with innovative graph-based methods - Sabine Baumann, Jade University & Oliver Eulenstein, Iowa State University

Organising for the Network Society: Challenges and Opportunities for Media Companies - Sabine Baumann, Jade University

Lessons From the Unlikely Manager: What Media Managers Can Learn from the Entrepreneurs Behind Successful Online Startup Companies - Rebekah Law & Elanie Steyn, University of Oklahoma