Draft program AEJMC Midwinter conference 2011

Friday March 4, 2011

1:00 – 2:00 p.m. Registration

2:00 – 3:15 p.m.

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<td>ICD Panel session 1</td>
<td>Communication TechnologyDivision Paper session 1</td>
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<td>Magazine Division Paper session 1</td>
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<td>• Ralph Izard, Lyle Perkins and Masudul Biswas</td>
<td>• Avery Holton</td>
<td>• Margaretha Geertsema Sligh</td>
<td>• Ivy Shen</td>
<td>• Mia Moody &amp; Jessica Foumena</td>
<td>• Yan Yan &amp; Webb Robertson</td>
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<td>• Trina Creighton</td>
<td>• Ralph Beliveau</td>
<td>• Peter Gade</td>
<td>• A.J. “Alex” Avila</td>
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<td>• Jayne Cubbaga</td>
<td>• Barbara Friedman</td>
<td>• Jami Fullerton</td>
<td>• Jong-hwan Baek, Sookyong Kim, Karen Smreker, Hsin-yi Sandy Tsai</td>
<td>• Bill Hornaday</td>
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<td>• Meghann Olglesby</td>
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<td>• Ji Young Lee, Hongjin Shim, Kyung Han You and Jeong Kyu Lee</td>
<td>• Rebeca Pop</td>
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Room 2520 Minorities & Communication Division Paper session 1: From Hair To the “Ivory Tower” To News: The Representation of Blacks in Today’s Society

**Moderator:** Felicia McGhee-Hilt, University of Tennessee at Chattanooga  
**Discussant:** Serajul Bhuiyan, Auburn University at Montgomery

- *Criteria used by minority students in selecting universities* – Ralph Izard, Lyle Perkins and Masudul Biswas, Louisiana State University
- *The Impact that violence has on the dropout rate of black males: What role does the media play: A case study* – Trina Creighton, University of Nebraska-Lincoln
- *Give the people what they want: A Quantitative analysis of news satisfaction levels among African-Americans* – Jayne Cubbaga, Howard University
- *Afro-textured hair in the media: Black women’s perceptions* – Meghann Olglesby, Arkansas State University

Edith Kinney Gaylord Library: Cultural & Critical Studies Division Paper session 1: Media Saturation, Representation and Framing

**Moderator/Discussant:** Brian Johnson, University of Oklahoma

- **Top paper:** *Television’s Spectacle of Autism: Myths and Metaphors of a Network Television Program* – Avery Holton, University of Texas at Austin
- *The Sound of Critique: Firesign Theater, Ekphrasis and Media Anxiety* – Ralph Beliveau, University of Oklahoma
- *Ownership or Readership? A Comparison of framing of Turkey’s Accession to European Union in the International Herald Tribune and in the New York Times* – Nur Uysal, University of Oklahoma
Room 1140: International Communication Division Paper session 1: Stoking the Research Fire

Moderator: Margaretha Geertsema Sligh, Butler University

Most academics are fired up for research right after graduate school, but the flame starts fading after a few years on the job. Perhaps you’ve received tenure. Perhaps you are over-burdened with service and administration. You may be overworked because of budget cuts. Or you’re just not that into research anymore. The purpose of this panel is to share ways in which we can rekindle the research fire after several years in academia. Panelists will share their strategies for maintaining a meaningful and rewarding research career that spans several years or even decades. Topics could include ways of organizing your research schedule, coming up with new ideas, or persisting in the face of life’s many challenges.

Panelists:
Margaretha Geertsema Sligh, Butler University
Peter Gade, University of Oklahoma
Barbara Friedman, North Carolina at Chapel Hill
Jami Fullerton, Oklahoma State University Tulsa (to be confirmed)

Room 2025: Communication Technology Division Paper session 1: Theoretical Implications of New Media Technology

Moderator/Discussant: Carmen Stavrositu, University of Colorado at Colorado Springs

- *New Media Usage Among College Students: A Study Of How College Students Use The Cell Phone To Make New Friends*, Ivy Shen, University of Oklahoma
- *The Texting Generation: Decision-making, Context and Digital Media Use Beyond Uses and Gratifications*, A.J. “Alex” Avila, University of Texas at Austin
- *“Mobile Internet” vs. computer Internet: Measuring the underlying motivational factors of mobile Internet usage behavior*, Jong-hwan Baek, Sookyong Kim, Karen Smreker, Hsin-yi Sandy Tsai, Michigan State University
- *Microblogging with Smart Phone: An Extended TAM Model Approach*, Ji Young Lee, Hongjin Shim, Kyung Han You and Jeong Kyu Lee, Penn State University
Room 3150: Mass Communication & Society Division Paper session 1: PF&R

Moderator/Discussant: Meta Carstarphen, University of Oklahoma

- A Critical Studies Analysis of the Meaning of “Independent Woman” In Rap Music – Mia Moody & Jessica Foumena, Baylor University
- ‘But it’s just a joke!: Latino audiences’ primed reactions to Latino comedians and their use of race-based humor – Amanda Martinez, Texas A&M University
- Top paper: Ethical Attitudes of Male and Female Students Concerning School and Journalism – Bill Hornaday, Indiana University
- Ethics of Journalism in Romania – Rebeca Pop, University of Oklahoma
- The Effects of Using “Real Women” in Advertising – Amber Remke, Oklahoma State University

Room 3160: Magazine Division Paper session 1: Archetypes, Changing Views & Social Issue Framing

Moderator: To be finalized
Discussant: Myles Ludwig, Lynn University

- Images of Children in War – Yan Yan & Webb Robertson, University of Alabama
- Sporting Women: Swimming, Shooting and Scoring on the Covers of Early Twentieth Century Magazines – Paula Hunt, Missouri School of Journalism
- Top paper: Miracle Cure or Too Big a Risk?: The Framing of the HPV Vaccine in Teen, Parenting, and Women’s Magazines – Carolyn Ringer Lepre, Marist College
3:30 – 4:45 p.m.

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<td><strong>Religion and Media Interest Group Paper session 1</strong></td>
<td><strong>Panel discussion: Afghan101</strong></td>
<td><strong>Civic and Citizen Journalism Interest Group Paper session 1</strong></td>
<td><strong>Mass Communication &amp; Society Division Paper session 2</strong></td>
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<td>• Ming Dai</td>
<td>• Josh Bentley</td>
<td>• Peter Gade</td>
<td>• Tara Buehner</td>
<td>• Luis Peon-Casanova</td>
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<td>• Lan Ye &amp; Yorgo Pasadeos</td>
<td>• Joel Kendall</td>
<td>• Chris Krug</td>
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<td>• Ye Xu</td>
<td>• Amanda Dawn Emery</td>
<td>• John Schmeltzer</td>
<td>• Julie Jones &amp; Nathan Altadonna</td>
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<td>• Marcus Funk</td>
<td>• Daniel Simon</td>
<td>• Julia Bristow</td>
<td>• Bernard McCoy, Jerry Renaud, Amy Struthers &amp; Adam Wagler</td>
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**Room 1140: International Communication Division Paper session 1: Views on Media Coverage in China**

**Moderator/Discussant:** Derina Holtzhausen, Oklahoma State University

- *Between politics and market: Chinese media’s framing of Taiwan’s presidential elections in 2004 and 2008* – Ming Dai, University of Missouri
- *Redefining China’s Generation X and Their Value Priorities Related to Media Consumption* – Ye Xu, University of Nebraska-Lincoln

**Edith Kinney Gaylord Library: Religion and Media Interest Group Paper session 1: Content and Coverage of Religion and Media**
Moderator: Mia Moody-Ramirez, Baylor University

- Gatekeeping in Contemporary Christian Music Radio – Joshua M. Bentley University of Oklahoma
- State and national media coverage of Oklahoma’s proposed constitutional amendment outlawing the consideration of Sharia law in court decisions – Joel Kendall, Southwestern Oklahoma State University
- A Case Study of Social and Media Influence on Religion – Miranda Dawn Emery, Arkansas State University
- Top paper: An Absence of Religion News on the Front Pages of American Community Newspapers – Marcus Funk, University of Texas at Austin

Room 2025: Panel discussion: Collaborative, Specialized and Different: Afghan101, An Innovative Journalism Project

Moderator: Peter Gade, University of Oklahoma

Panelists:
Chris Krug, University of Oklahoma
John Schmeltzer, University of Oklahoma
Daniel Simon, Graduate Student, University of Oklahoma
Melissa Foy, Undergraduate Student, University of Oklahoma

Room 3150: Civic and Citizen Journalism Interest Group Paper session 1: Citizenry as Journalism in the Digital Age

Moderator: Phil Todd, University of Oklahoma
Discussant: Charles Self, University of Oklahoma

- Top paper co-recipient: A Study of the Motivations of Citizen Photojournalists – Tara Buehner, University of Oklahoma
- Top paper co-recipient: Case of the #UTShooter: Twitter Voices and Ambient Journalism During an Acute Crisis – Avery Holton, University of Texas – Austin
• *We Don’t Need No Stinkin’ Badges: The Social Role of Badge Owners on the Huffington Post* – Julie Jones and Nathan Altadonna, University of Oklahoma

• *Online Defamation and the Internet Host Site* – Julia Bristow, Arkansas State University

**Room 3160: Mass Communication & Society Division Paper session 2: Working with Students**

**Moderator:** Brett Chambers, N.C. Central University  
**Discussant:** Joe S. Foote, University of Oklahoma

• *Assessing comprehension in visual communication in the classroom* – Luis Peon-Casanova, University of Nebraska

• *A study of the Perceptions of Undergraduate Students about Violence in Online Video Games* – Xin Wang, Arkansas State University


• *Student Perceptions of Public Relations and Journalism: A Pilot Study of Attitude Shifts through Curriculum Innovation* – Bernard McCoy, Jerry Renaud, Amy Struthers & Adam Wagler, University of Nebraska

6:30-10:00 p.m. – Opening Reception, National Weather Center

**Saturday March 5, 2011**

8:00 – 9:00 a.m. – Registration

9:00 – 10:15 a.m.
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<td>Mass Communication and Society Panel session 1</td>
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| • Summer Harlow  
• Taehyun Kim  
• Liz Lebrón  
• Cory Weaver | • Brian Hough  
• Inkyu Kang  
• Charles File | • Jami Fullerton & Derina Holtzhausen  
• Zheng Xiang  
• Jiafei Yin | • Adam J. Saffer  
• Nur Uysal  
• Michael Hanley  
• Jennifer Seefeld, Meghan Collins & Sarah Armstrong  
• Kristi Gilmore & Emily Dolan | • Barbara Friedman  
• Linda Steiner  
• Shauntae Brown-White |

Room 1140: Minorities & Communication Division Paper session 2: Racial Discourse in Domestic and Foreign Journalism

**Moderator:** Dr. Felicia McGhee-Hilt  
**Discussant:** Christal Johnson, University of Oklahoma

- **Top paper:** *Story-Chatters stirring up hate: Racist discourse in reader comments on U.S. newspaper websites* – Summer Harlow, University of Texas at Austin
- *Korean ethnic radio station’s role as the community guard dog: Frame analysis of Radio Korea’s wall-to-wall emergency broadcasting during the 1992 Los Angeles riot* – Taehyun Kim, California State University, Northridge
- *La Mordaza: Use of the Smith Act to Persecute the Puerto Rican Nationalist Party* – Liz Lebrón, Southern Illinois University Edwardsville
- *Headline Hawai’i: Racial Aloha in Kama’aina News* – Cory Weaver, Syracuse University

Edith Kinney Gaylord Library: Cultural & Critical Studies Division Paper session 2: Technology and the Evolution of Identity
Moderator/Discussant: Daniel Emery, University of Oklahoma

- Peripheral Voice: User-Generated Content and Place Representation – Brian Hough, Ohio University
- The Internet as Ideology: Discourses of Technology and Their Impacts On the Evolution of the Internet in Korea – Inkyu Kang, Penn State University
- Trust and Failure: Security at the Community Level – Charles File, Rutgers University School of Communication and Information

Room 2025: International Communication Division Paper session 2: Sport and Media Freedom in South Africa and Asia

Moderator/Discussant: Mitch Land, University of North Texas

- Top paper: Place Branding: South Africa and the 2010 FIFA World Cup – Jami Fullerton & Derina Holtzhausen, Oklahoma State University
- China’s Soft Power in Media: A Cross-country Analysis of the News Coverage Leading up to the 2008 Beijing Olympic Games – Zheng Xiang, University of Florida
- The fight for a free press from the least developed regions of the world – South Africa & India – Jiafei Yin, Central Michigan University

Room 3150: Communication Technology Division Paper session 2: New Media in Organizational Settings

Moderator/Discussant: Julie Jones, University of Oklahoma

- Top paper: The Effects of Twitter on Perceptions of Organization-Public Relationship Building: An Exploratory Study, Adam J. Saffer, University of Colorado at Colorado Springs
- An Exploration of Sense of Community on Organizational Intranets: The Case of SWALife at Southwest Airlines, Nur Uysal, University of Oklahoma
Room 3160: Mass Communication and Society Panel session 1: Getting out there: Publishing, presenting, and finding creative ways to get your work noticed

**Moderator:** Lisa Paulin, North Carolina Central University

**Panelists:**
Barbara Friedman, University of North Carolina at Chapel Hill, Editor of American Journalism
Linda Steiner, University of Maryland, Editor of Critical Studies in Media Communication
Shauntae Brown-White, North Carolina Central University

10:30 – 11:45 a.m.

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<td>Entertainment Studies Interest Group Paper session 1</td>
<td>Mass Communication &amp; Society Division Paper session 3</td>
<td>Commission on the Status of Women Paper session 1</td>
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<td>• Joy Jenkins</td>
<td>• Joe S. Foote, Jody Bales &amp; Nur Uysal</td>
<td>• Bryan Carr</td>
<td>• Jinhyon Kwon &amp; Jiyoung Kim</td>
<td>• Lawrence Strout</td>
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<td>• Maurianne Dunn</td>
<td>• Gretchen B.</td>
<td>• Cynthia Nichols</td>
<td>• Jared C. Schroeder</td>
<td>• Elanie Steyn &amp; Kathryn Jenson White</td>
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<td>• David E. Sumner</td>
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<td>• Severin Justin Poirot</td>
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### Room 1140: Magazine Division Paper session 2: Old Media/New Media: Co-Existence, Growth & Change

**Moderator:** Beverly G. Merrick, University of Nebraska Kearney  
**Discussant:** To be finalized

- **Characteristics of Online Editors at City and Regional Magazines** – Joy Jenkins, Oklahoma State University
- **This is my magazine: Reader responses to the Relief Society Magazine 40 years later** – Maurianne Dunn, Brigham Young University
- **Radio, Motion Pictures, Magazines, Television and the ‘Expanding Interests’ Media Theory** – David E. Sumner, Ball State University

### Edith Kinney Gaylord Library: Communication Technology Division Paper session 3: Technology in Education

**Moderator/Discussant:** Stephanie Blake, University of Colorado at Colorado Springs

- **Technology or Self-Efficacy? Structural Predictors for High-School Journalism Educators’ Job Satisfaction and Burnout**, Gretchen B. Sparling and Koji Fuse, University of North Texas
- **Learning at your fingertips: The impact of the Apple iPad and technology on student learning**, Bobbi Kay Lewis, Oklahoma State University
- The emerging network paradigm in computer-mediated communication: A structure analysis of scholarly collaboration network, Aimei Yang, University of Oklahoma

Room 2025: Entertainment Studies Interest Group Paper session 1: Exploring the Terrain of Entertainment: Dissecting Role Representations, Content Features, Users, and Effects

Moderator/Discussant: Danny Shipka, Louisiana State University

- Top Paper: Ryan Choi is Dead: Ideological Representations of Asians and Asian Americans in North American Superhero Comics – Bryan Carr, University of Oklahoma
- “Fatties Get a Room!” An examination of humor, imagery, and stereotyping in Mike & Molly – Cynthia Nichols, Oklahoma State University
- The Self-Perception of the College-Aged Video Game User – Severin Justin Poirot, University of Oklahoma

Room 3150: Mass Communication & Society Division Paper session 3: Advertising and News Media

Moderator/Discussant: Peter Gade, University of Oklahoma

- Ad Message Involvement and Perceived Credibility on Online Reviews: the Effect on Attitude toward the Ad and Brand Attitude – Jinhyon Kwon & Jiyoung Kim, University of Florida
- Defragmenting the Media: Isolating the Characteristics of Stories that Overcome the Niche-Dominated Online News Environment – Jared C. Schroeder, University of Oklahoma
- The Sports Department vs. The News Department: Examining Editorial Disputes in Television Newsrooms – John McGuire, Ray Murray and Stan Ketterer, Oklahoma State University
- Witnessing Executions: How Journalists Prepare for and Respond to Planned Trauma Exposure – Kenna Griffin, University of Oklahoma
Room 3160: Commission on the Status of Women Paper session 1: Negotiations of Identity, Power and Potential

**Moderator:** Barbara Friedman, University of North Carolina at Chapel Hill  
**Discussant:** Margaretha Geertsema Sligh, Butler University

- **Norma Fields:** *Mississippi Pioneer Journalist* – Lawrence Strout, Mississippi State University
- **Top paper:** *From the Fall of the Iron Curtain to the Rise of Invisible Nets: An Exploratory Study into the Challenges and Opportunities Facing Female Media Professionals in Post-Soviet Bulgaria* – Elanie Steyn and Kathryn Jenson White, University of Oklahoma
- **The Male Gaze and Online Sports Punditry: A Case Study of the Ines Sainz Controversy** – Kenneth Merrill, Aidan Bryant, Emily Dolan, and Siying Chang, Syracuse University
- **Family Violence in Gulf Drama and its Impact on Emirati Females’ Relationship with their Families** – Hebatalla El-Semary and May Al-Khaja, United Arab Emirates University

11:45 a.m. – 1:15 p.m. – Lunch

1:15 p.m. – 2:30 p.m.

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<td><strong>Media Management and Economics Paper session 1</strong></td>
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| Andre Nicholson  
Vanatta Ford  
Adria Goldman  
Alexa Harris  
Natasha Howard | Jim Trammell  
Trent Boulter & Kevin Nielsen  
Dave Ferman  
Myna German | Summer Harlow & Lei Guo  
Kanni Huang  
Lynne Edwards & April | Alan B. Albarran, Aimee Valentine & Jennifer Yepez  
Nur Uysal & Elanie Steyn | Lisa Paulin  
Felicia McGhee-Hilt  
Barbara Friedman |
Room 1140: Minorities & Communication Panel session 1: Thirty-five Years Later and the Issues Still Resonate: A Rhetorical Analysis of the Film, For Colored Girls

Panelists:
Andre Nicholson, Howard University
Vanatta Ford, Howard University, Doctoral Student
Adria Goldman, Howard University, Doctoral Student
Alexa Harris, Howard University, Doctoral Student
Natasha Howard, Howard University, Doctoral Student

Edith Kinney Gaylord Library: Religion and Media Interest Group Paper session 2: Globalization and special audiences

Moderator: Jim Y. Trammell, High Point University

• People Watch Conference Like This: Male and Female Viewing Styles During The Church of Jesus Christ of Latter-day Saints’ General Conference – Trent Boulter and Kevin Nielsen, Brigham Young University

• Placeholder title, Jim Trammell, High Point University

• Secular and Religious Framing of the Uganda Anti-Homosexuality Bill – Dave Ferman, University of Oklahoma

• Migration, Religion and Mass Media Technology – Myna German, Delaware State University

• Taking a stand: Black and Mainstream Press’s Editorial Coverage of the Rev. Jeremiah Wright story – Mia Moody-Ramirez, Baylor University and Amanda Sturgill, Elon University
Room 2025: Communication Technology Division Paper session 4: Social Media & Social Change

Moderator/Discussant: Bobbi Kay Lewis, Oklahoma State University

- Will the Revolution be Twittered or Facebooked? A Study of Incorporating New Digital Tools into Immigrant Activism, Summer Harlow and Lei Guo, University of Texas at Austin
- The Role of Social Media in Promoting Pro-environmental Behavior Change, Kanni Huang, Michigan State University
- ChatCoder 2.0: Toward Labelling and Categorizing Online Sexual Offenders, Lynne Edwards and April Kontostathis, Ursinus College
- Getting to Know MySpace: The effects of self-esteem and self-presentation on MySpace profiles of older users, Kris Boyle – Creighton University, Thomas J. Johnson – University of Texas at Austin and Catherine Team – Texas Tech University
- How Does Virtual Reality Increase Communication Self-efficacy? Explicating User Perceptions of Virtual Reality, Jihyon Kwon, University of Florida

Room 3150: Media Management and Economics Paper session 1: Media Beyond the Mainstream

Moderator/Discussant: Aimee Valentine, University of North Texas

- The State of Spanish Language Media in the United States – Alan B. Albarran, Aimee Valentine & Jennifer Yepez, University of North Texas
- Harnessing Employee Blogging in the Media Industry: An Exploratory Study of Employee Blogs to Reinforce a Sense of Community Among Employees – Nur Uysal & Elanie Steyn, University of Oklahoma
- Channel Diversity in Cable Industry: Examining Factors Affecting the Diversity of Channel Genres of U.S. Basic-tier Cable Services – Sangho Seo, Konkuk University
Room 3160: Mass Communication and Society Panel session 2: Gearing up for the job hunt: the ins & outs, ups & downs of different types of institutions

Panelists:
Lisa Paulin, North Carolina Central University
Felicia McGhee-Hilt, University of Tennessee Chattanooga
Barbara Friedman, The University of North Carolina at Chapel Hill
Margaretha Geertsema Sligh, Butler University
Joe S. Foote, University of Oklahoma

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<td>Visual Communication Division/Entertainment Studies Interest Group Paper session 1</td>
<td>International Communication Division Paper session 3</td>
<td>Ethics panel: The Promise and Realities of Social Media in Journalism and Strategic Communication</td>
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- Kenneth Kim & Jin Seong Park
- Kioko Ireri
- Kyun Soo Kim
- Brian Bowe, Wen-Chi Chao, Tsuyoshi Oshita & Carol Terracina-
- Jerry Komia Domatob
- Meta Carstarphen
- Felicia McGhee-Hilt
- Bala Musa
- Chris Ogbondah
- Myles Ludwig
- Gail Ritchie Henson
- Laura Osur & Jeffrey Parrotte
- Aimei Yang
- Anne Golden Worsham
- Patrick F. Merle
- David Craig
- Julie Jones
- Aran Coleman
- Michael L. Kent
- Maureen Taylor
- Erich J. Sommerfeldt
Room 1140: Mass Communication and Society Division Paper session 4: Political Communication

Moderator/Discussant: Lisa Paulin, North Carolina Central University

- The Effectiveness of Message Framing in Negative Political Advertising – Kenneth Kim, Oklahoma State University & Jin Seong Park, University of Tennessee
- Race, Party Affiliation, & Unemployment in Obama’s Approval – Kioko Ireri, Indiana University
- Why Partisans Perceive News Media as Biased? The Role of Motivation and Political Discussion – Kyun Soo Kim, Grambling State University
- Framing of climate change in newspaper coverage of the East Anglia e-mail scandal – Brian Bowe, Grand Valley State University and Wen-Chi Chao, Tsuyoshi Oshita & Carol Terracina-Hartman, Michigan State University


Panelists:
Dr. Jerry Komia Domatob, Alcorn State University
Dr. Meta Carstarphen, University of Oklahoma
Dr. Felicia McGhee-Hilt, University of Tennessee at Chattanooga
Dr. Bala Musa, Azuza Pacific
Dr. Chris Ogbondah, University of Northern Iowa

Room 2025: Visual Communication Division/Entertainment Studies Interest Group Paper session 1: On light and death, magazine design and television comedy
Moderator/Discussant: Bruce Thorson, University of Nebraska-Lincoln

- Top paper: Reading Signs: How Culture Shapes Magazine Design – Myles Ludwig, Lynn University
- Light at the end of the tunnel: Images of light at the end of life – Gail Ritchie Henson, Bellarmine University
- Ben LaPoe, Louisiana State University
- The Face of the Joke: Identification and Enjoyment in Popular Television Comedies – Laura Osur and Jeffrey Parrotte, Syracuse University


Moderator/Discussant: Thimios Zaharopoulos, Park University

- Reconceptualizing the relationship between global civil society and states: Toward a communication based world system model – Aimei Yang, University of Oklahoma
- Diverse Representations of International News for Teenagers: An Analysis of Three Corporate News Broadcasts Shown in the Public Schools – Anne Golden Worsham, Brigham Young University
- Moderator/Discussant: Jami Fullerton, Oklahoma State University

Room 3160: Ethics panel: The Promise and Realities of Social Media in Journalism and Strategic Communication

Moderator: David Craig, University of Oklahoma

Panelists:
David Craig, University of Oklahoma, Excellence and Challenges in Journalistic Use of Social Media: An Ethical Perspective
Julie Jones, University of Oklahoma, Social Media and Virtual Communities
Aran Coleman, University of Oklahoma undergraduate student, Social Media and Airline Strategic Communication
Michael L. Kent, Maureen Taylor & Erich J. Sommerfeldt, University of Oklahoma graduate student, What Do We Really Know about Building Relationships through the Web and Social Media?