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Emerging Approaches to
Commucation:
Multi-Method Study of Issues
in Health

20th Annual Sooner Communication Conference

University of Oklahoma

March 13-14, 2009



Michael Pfau

Chair, Department of Communication

On behalf of the faculty, staff and graduate students of the Department of Communication at the University of Oklahoma I want to extend a warm welcome to each of you.

For those visiting OU for the first time, I hope that you have an opportunity to walk the campus and to visit Burton Hall, which houses the Department of Communication. The OU campus is attractive and includes many special facilities: the Fred Jones Junior Museum of Art, the Sam Noble Oklahoma Museum of Natural History, the National Oceanic Atmospheric Administration (houses the National Weather Center), and others. Those of us who work here find this to be a very special place.

The Sooner Communication Conference is an important event. It joins faculty and students from schools throughout the region, indeed, the nation.

It is an opportunity for students and faculty to discuss developments in theory and research across this discipline and for students to fine-tune research papers. Gatherings like the Sooner Communication Conference constitute the heart and soul of what we are about as academics. Students who have been involved in past Sooner Conferences have found the experience to be invaluable and the relationships that were formed to be lasting.

Sincerely,

Michael Pfau

Chair, Department of Communication



“Seed Sower”
University of Oklahoma

I am so happy that you chose to join us this year for the 20th annual Sooner Communication Conference at the University of Oklahoma! This year’s theme, *Emerging Approaches to Communication: Multi-Method Study of Issues in Health*, is significant given the prominence concerns over health had in the recent election.

This year’s conference saw the addition of a Graduate School Fair due to interest from several Universities that regularly attend the conference. We hope this addition will be just one more way we can continue to serve the needs of students of communication.

Many people are responsible for the planning and success of this year’s conference. Without students with new and interesting ideas submitting their research, faculty and mentors who expertly encourage and critique this research, and the many helping hands that participate in planning this event, this weekend

would not be possible. So thank you all for participating in and supporting one of the few student-organized and student-centered communication research forums. This year is a success because of you!

Best,

Josh Averbek Program Chair



Keynote Address



Dr. Mohan Dutta
Professor of Communication,
Purdue University

Dr. Mohan Dutta is currently an associate professor of health communication, public relations, and mass media at Purdue University. He received his Ph.D. from the University of Minnesota. Dutta is also an affiliate faculty member of Asian Studies, the Center for Education and Research in Information Assurance and Security (CERIAS), Discovery Learning Center (DLC), Burton D. Morgan Center for Entrepreneurship and the Regenstreif Center for Healthcare Engineering at Purdue University.

His research focuses on strategic communication campaigns, grassroots organizations on health care politics, and structural inequalities in health care.

He has published works in the areas of health orientation, communication technologies and health disparities, and a culture-centered approach to health care. His research has appeared in such journals as *Qualitative Health Research*, *Health Communication*, and *Journal of Computer-Mediated Communication* as well as several books.



Schedule of Events

Friday, March 13th, 2009

6:00 – 8:00 p.m. Welcome Reception Burton Hall Lounge

Saturday, March 14th, 2009

9:00 – 10:15 a.m. Panels Oklahoma Memorial Union

10:15 – 10:30 a.m. Morning Refreshments Traditions Room, OMU

10:30 – 11:45 a.m. Panels Oklahoma Memorial Union

12:00 – 1:15 p.m. Luncheon Banquet Scholars Room, OMU

1:30 – 2:30 p.m. Keynote Address Regents Room, OMU

2:30 – 2:45 p.m. Afternoon Refreshments Traditions Room, OMU

2:45 – 4:00 p.m. Panels Oklahoma Memorial Union

5:00 – 7:00 p.m. Closing Reception Boomer Room, Sooner Legends



9:00 - 10:15 Panels

A Focus on Culture in Message Interpretation

Governors Room, OMU

Chair: Gina Eosco, University of Oklahoma

Respondent: Jill Edy, University of Oklahoma

Developing Cross-Cultural Understanding: A Public Dialog Approach to New-Employee
Intercultural Communication Training in the Workplace

Lauren N. Wilson, Missouri State University

The Effect of Cultural Exposure on Attitudinal Dissimilarity Tolerance: A Cross-Cultural Study
Chong (Sean) Xing Fort Hays State University

Cultural Differences in the Impact of Emoticons on Message Interpretation

Soo Jung Hong, University of Oklahoma



9:00 - 10:15 Panels

Framing and the Media

Regents Room, OMU

Chair: Jessica Bogard, University of Oklahoma

Respondent: Pat Meirick, University of Oklahoma

Framing Medical Tourism: An Examination of Appeal, Risk, Convalescence and Accreditation in Medical Tourism Websites

Alicia M. Mason, Jessica Bogard, University of Oklahoma

NTSB Communication Failures: Crisis communication strategies and the affect of framing

Taylor Newcomb, University of Oklahoma

Deliberation, Politics, and Health

Lindsey A. Harvell, Hyunjung Kim, Sandy Moore-Furneaux, Kylie J. Robertson, University of Oklahoma

Seven slow days per week: Ethnography of a small town newspaper staff

Keith Penn, West Texas A&M University

10:15 - 10:30 Morning Refreshments

Traditions Room, OMU



10:30 - 11:45 Panels

Multi-Faceted Approaches to Health Communication

Regents Room, OMU

Chair: Kylie Robertson, University of Oklahoma

Respondent: Elaine Hsieh, University of Oklahoma

Merck's Gardasil Vaccination Campaign: A Content Analysis Grounded in the Extended Parallel Processing Model

Prisca S. Ngondo*, University of Oklahoma

How Identity Changes in Older Adults Upon Entering a Care Facility

Laura Glasbrenner, Missouri State University

A Visual Analysis Assessing Physician and Patient Imagery in Medical Tourism Websites

Alicia M. Mason, Jessica Bogard, University of Oklahoma

* Denotes Top Graduate Paper Award

** Denotes Top Undergraduate Paper Award



10:30 - 11:45 Panels

Corporate and Personal Responsibility and the Media

Governors Room, OMU

Chair: Bradley Adame, University of Oklahoma

Respondent: John Banas, University of Oklahoma

Traditional Media and the Blogosphere

Dawne Leiker, Fort Hays State University

Investor Relations, Social Responsibility, and Communication in the Corporate America University of Oklahoma

Dan C. Hardwick, University of Oklahoma

Covering Drama Politics: Analysis of Agenda Setting and Framing in Congressional Hearings

Lindsey A. Harvell, Gwendelyn S. Nisbett, University of Oklahoma

In the Ghetto: The Realities of Sex Discrimination for Women in Public Relations

Amanda Kuda, Missouri State University

New Media and Computer-Mediated Communication

Associates Room, OMU

Chair: Erich Hayes, University of Oklahoma

Respondent: Ryan Bisel, University of Oklahoma

Organizational Web Presence: A Comparative Analysis of Nonprofit and Profit-Making Web Sites

Kathy Kelley, Randy Roper, University of Oklahoma

Affinity-Seeking and Self-Disclosure on Facebook

Russell Andrews**, Matthew Davis, Chelsea Ferrell, Haley Kyles, Elizabeth Shuffield, Melodee Sova, University of North Texas

Overcoming the Digital Divide: Public Relations in Faith Based Community Health Centers

Natalie Hinds, Missouri State University

Exploring New Media and Third-Person Effects

Alicia M. Mason, Gwendelyn S. Nisbett, Jessica Bogard, Silas DeBoer, University of Oklahoma



12:00 - 1:15 Banquet

Scholars Room, OMU
Welcome by Josh Averbeck, University of Oklahoma
Presentation of Top Paper Awards

Graduate Awards:

*Prisca Ngondo, University of Oklahoma
Jill Cornelius Underhill, University of Maryland*

Undergraduate Awards:

Russell Andrews, Matthew Davis, Chelsea Ferrell, Haley Kyles, Elizabeth Shuffield, Melodee Sova, University of North Texas

1:30 - 2:30 Keynote Address

Regents Room, OMU 3rd Floor

**Communicating health to address global inequalities: A culture-centered agenda
for theory and praxis**

Dr. Mohan Dutta, Purdue University

2:30 - 2:45 Afternoon Refreshments

Traditions Room, OMU



1:00 - 4:00 Graduate Fair

Beaird Lounge, OMU

2:45 - 4:00 Panels

Nonverbal & Tech Use 2:45-4:00

Technology Use and Nonverbal Communication

Associates Room, OMU

Chair: Katherine Kelley, University of Oklahoma

Respondent: Kevin Wright, University of Oklahoma

Nonverbal Predictors of Credibility in the 2008 Presidential Debates

Lindsey A. Harvell, Gwen S. Nisbett, University of Oklahoma

What Does the Way Television Advertisements Portray Women Communicate

Nonverbally?: A Review of Literature Reveals Stereotypes

Sally Kay Buck, University of Nebraska at Omaha

“Touching” On the Role of Haptics in the Workplace: Exploring the Effects of Reported Levels of Touch Avoidance

Nicole A. Ploeger, Bradley Adame (presenter), University of Oklahoma

“IDK What U R Saying”?: Examining the Effects of New Technology on Parent and College Student Relationships

Stephanie Potts, Sara Shaunfield, Jenna Shimkowski, Lauren Woolery, University of North Texas



2:45 - 4:00 Panels

Interpersonal Message Processing

Regents Room, OMU

Chair: Dariela Rodriguez, University of Oklahoma

Respondent: Norman Wong, University of Oklahoma

Toys and Tots Part Duex: A Survey Approach to Understanding Parental Mediation Techniques Among Mothers with Varying Economic Statuses

Sally Kay Buck, University of Nebraska at Omaha

A Study of the Relationship Between Communication Satisfaction and Relationship Satisfaction in Romantic Relationships

Amanda Jo Fairbanks, Fort Hays State University

Dialectics 2.0

Margaret M. Orlando, Missouri State University

Motivating Emergency Preparedness: The Effects of Guilt Appeals and Guilty Feelings

Monique Mitchell Turner, Jill Cornelius Underhill*, University of Maryland



5:00 - 7:00 Closing Reception

Boomer Room, Sooner Legends Hotel