Program AEJMC Midwinter conference 2013 WITH GROUPS FEEDBACK

Friday March 1, 2013

12:00 – 2:00 p.m. Registration

12:30 – 2:00 p.m.

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<td><strong>Religion and Media Interest Group Paper Session 1</strong></td>
<td><strong>Commission on the Status of Women Panel Session 1</strong></td>
<td><strong>Critical and Cultural Studies Division Paper Session 1</strong></td>
<td><strong>Communication Technology Division Paper Session 1</strong></td>
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Room 2025 – Religion and Media Interest Group Paper Session 1: Religion and Messages Yesterday and Today

**Moderator/Discussant:** John McGuire, Oklahoma State University

William and Mary Apess: Mixed Race Representation and the Social Construction of Race Through Communication and Religion During the Early 19th Century - Kevin R. Kemper & Nikki Edmond Kemper, University of Arizona & Pima
Community College, Tucson, Arizona

Use of Online Social Networking Channels for Religious Communication: Examining the Distinct Role of Intrinsic, Extrinsic and Quest Religiosity Under Varied Circumstances - Mian Asim, University of Florida

The Effective Use of the New Media in Disseminating the Evangelical Message Among Catholic College Students - Emmanuel Nduka & John McGuire, Oklahoma State University

Death and Taxes: How We Use Religion to Navigate Political Decisions - Gwendelyn S. Nisbett & Lindsey A. Harvell, University of North Texas and Southern Utah University

Edith Kinney Gaylord Library – Commission on the Status of Women, Panel Session 1: The Gender of Social Media

Moderator: Sarah K. Maben, Tarleton University

Panelists:

Jennifer Edwards - Tarleton State University, AVP of student success and multicultural initiatives, assistant professor of communication studies, and founder of TSMRI

Sarah Maben - Tarleton State University, co-director of TSMRI and editor of The Journal of Social Media in Society

Lora Helfie-Mason - Tarleton State University, director of the office of diversity and inclusion and associate professor of communication studies

Anthony C. Edwards - Tarleton State University Southwest Metroplex, instructor and manager of community college outreach.

Janet Johnson, University of Texas at Dallas.

Room 2165 – Critical and Cultural Studies Division Paper Session 1: Constructing Cultural Gender Identities
The 2012 ‘Women’s Olympics’: Striving Toward Equity in Major News and Sports Magazine Coverage - Sara Blankenship & Tracy Everbach, University of North Texas

Warriors and Witches: Cinematic Constructions of Navajos in Windwalkers and Skinwalkers - Megan McSwain, Middle Tennessee State University **Top paper abstract**


Television, Evil: Remote Patriarchal Control, the Devil’s Gateway, and the Angel in the House in Supernatural - Ralph Beliveau & Laura Bolf-Beliveau, University of Oklahoma & University of Central Oklahoma

Room 3160 – Communication Technology Division Paper Session 1: Power, Politics and Protest Through New Media Channels

Moderator: Margaret Fesenmaier, Virginia Tech
Discussant: Temple Northup, University of Houston

Obama Facebook Hate groups - Mia Moody, Kyle Beam & Cate Westenhover, Baylor University

Critiquing the “Playcott”: Computer-Mediated Protest Through Antagonist-Owned Channels - Bryan Carr & S. Justin Poirot, University of Oklahoma

Social Movements in the Age of Social Media: The Case of Microblogging Revolution in China, Yang Liu, University of Oklahoma
Negativity in Twitter: How Politicians are Adapting to Social Media - Mia Moody, Liz Cohen & Claire Fournon, Baylor University

Room Hall of Fame Room - Mass Communication and Society Division Paper Session 1: Changing Times and Changing Media

Moderator: Roxane Coche, University of North Carolina, Chapel Hill
Discussant: Bart Wojdynski – Virginia Tech

Factors That Predict College Students’ Private Information Disclosure On Facebook - Chen-wei Chang & Jun Heo, University of Southern Mississippi

Direct or Watch: Audience Differentiations Between Traditional and Emerging Documentaries - Danielle Brown, Baylor University

Journalism Pedagogy in Seven Years: A Content Analysis of the Published Articles - Khalaf M. Tahat, University of Oklahoma

2:30 – 4:00 p.m.

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<tr>
<td>Visual Communication Division Paper Session 1</td>
<td>International Communication Division Paper Session 1</td>
<td>Minorities and Communication Division Paper Session 1</td>
<td>Mass Communication and Society Division Paper Session 2</td>
<td>Entertainment Studies Interest Group Paper Session 1</td>
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<td>Adriane Jewett</td>
<td>Charles Self &amp; Khalaf Tahat Yunjuan Luo &amp; Hongzhong Zhang Lou Chen</td>
<td>Lillie Mae Fears &amp; Sandra Combs Tongjia Ma Carla J. Kimbrough Kevin R. Kemper &amp;</td>
<td>Mighan Johnson &amp; Jun Heo Elyssa Lassiter Yaniun Zhao</td>
<td>Mia Moody-Ramirez &amp; Savanah Landerholm Steve Smethers &amp; Danny Shipka Robin Haislett</td>
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Room 2025 – Visual Communication Division Paper Session 1: Uniformity and Change in Visual Communication

Moderator: Seth Gitner, Syracuse University
Discussant: Tara Buehner, University of South Carolina

What’s Black and Blue and Read Online: An Analysis of Newspaper Website Aesthetics and the Influence of Circulation Size - Adriane Jewett, University of Florida

Aesthetics of Recession Behind 3D Window: From Negative Parallax to Positive Parallax - Yong Liu, Fudan University & University of Auckland

Use of Video Techniques in Calibration of Administrators in Teacher Evaluation Methods - Joel Kendall, Southwestern Oklahoma State University

Edith Kinney Gaylord Library – International Communication Division Paper Session 1: Journalism, Professionalism and Credibility in the International Context

Moderator/Discussant: Olga Zatepilina-Monacell, Appalachian State University

The Evolution of Journalism Education in the Middle East - Charles Self & Khalaf Tahat, University of Oklahoma

Web Credibility in China: Is the Internet More Credible than Traditional News Sources? - Yunjuan Luo & Hongzhong Zhang, Texas Tech University & Beijing Normal University **Top paper abstract**

Professionalism, Market, & Cultural Models: How Do Media Consider Audience When They Create Their News Reports? - Khalaf Tahat, University of Oklahoma

Room 2165: Minorities and Communication Division Paper Session 1: Portraying Race in the Media

**Moderator:** Jaime Loke, University of Oklahoma  
**Discussant:** Josh Grimm, Louisiana State University

The Meaning of “Angry Black Woman” in Broadcast News and Commentary about Michelle Obama - Lillie Mae Fears & Sandra Combs, Arkansas State University

Hybrid Images of African Americans in Advertising - Tongjia Ma, Eastern New Mexico University

NBA Super Star or NBA Model Minority? How the *New York Times* Framed Jeremy Lin - Carla J. Kimbrough, University of Nebraska-Lincoln


Room 3160: Mass Communication and Society Division Paper Session 2: Advertising Research

**Moderator:** Margaret A. Fesenmaier, Virginia Tech  
**Discussant:** Doyle Yoon, University of Oklahoma

Sexually Suggestive Advertisements vs. Non-Sexually Suggestive Advertisements: A Survey Analysis of Gender Implications on Consumer’s Cognitive Responses - Mighan Johnson & Jun Heo, The University of Southern Mississippi

Emotional and Fear Appeals in Pet Adoption and Donation Commercials - Elyssa Lassiter, The University of Southern
Mississippi

For Whom the Fantasy Sell?: Third-person Effects in Alcohol Advertisements - Yanjun Zhao, Cameron University

**Room Hall of Fame Room - Entertainment Studies Interest Group Paper Session 1: Screen Time – TV, Video Games & New Media**

**Moderator:** Cynthia Nichols, Oklahoma State University  
**Discussant:** Bryan Carr, University of Oklahoma

- An Exploratory Study of the Use of Apple TV - Mia Moody-Ramirez & Savanah Landerholm, Baylor University
- Pinterest: Radio Homemakers for the New Millennium? - Steve Smethers & Danny Shipka, Kansas State University, Oklahoma State University
- Common Ground with Stones to Throw: Insight into Video Game Players’ Motivations and Treatment in Gamer Culture - Robin Haislett, Texas Tech University
- Video Games as Deviance - Justin Poirot, University of Oklahoma
- Military Personnel and Violent Video Games: How War Veterans Respond to the Desensitization Effect - Scott DuChene & Stephen Song, Syracuse University

**6:30 – 10:00 p.m. – Opening Reception, Gaylord College of Journalism and Mass Communication, Inasmuch Commons**

**Saturday March 2, 2013**

8:00 – 9:00 a.m. – Registration
9:00 – 10:30 a.m.

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<td><strong>International Communication Division &amp; Media Management and Economics Division Joint Paper Session 2</strong></td>
<td>Communication Technology Division Paper Session 2</td>
<td>Cultural and Critical Studies Paper Session 2</td>
<td>Mass Communication &amp; Society Division and Communication Technology Division Joint Panel session 1</td>
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Room 2025 – International Communication Division & Media Management and Economics Division Joint Paper Session 2 – International Advertising, Public Relations & Perceptions

**Moderator/Discussant:** Yunjuan Luo, Texas Tech University

International Reaction to a US Tourism Campaign: A Test of the Bleed-Over Effect of Advertising - Jami A. Fullerton & Alice Kendrick, Oklahoma State University & Southern Methodist University

Playing Around With Universality: Video Games as a Source of Commonality in Intercultural Communication - Bryan Carr, University of Oklahoma

Public Relations Students’ Ethics: An Examination of Attitude and Intended Behaviors - Lori Melton McKinnon & Jami A. Fullerton, Oklahoma State University

Edith Kinney Gaylord Library – Communication Technology Division Paper Session 2: How to Win Arguments and Influence People: The Many Facets of Online Persuasion

**Moderator:** Stephen Salvitti, Syracuse University  
**Discussant:** Julie Jones, University of Oklahoma

The Persuasion Effects of Interactive Commentary on Readers’ Opinion in the Context of Online News - Gyoung Kim, Qianxing Lu & Frank Biocca, Syracuse University

Online Visual Media Content: Privacy and Trust Among Young People - David Zemmels, Loyola University New Orleans

Online Image Repair Tactics of Lance Armstrong - Kyle Beam, Baylor University

Room 3160 – Cultural and Critical Studies Division Paper Session 2: Media, Power and Shifting Dynamics

**Moderator:** Amanda Kehrberg, University of Oklahoma  
**Discussant:** Dan Emery, University of Oklahoma

Corporate Expenditures and Political Campaigns: U.S. and South Korean Law - Kim Yeo Jin, University of Alabama
Teaming Up: Independent Game Festivals and Spaces for Corporate Collaboration - Robin Haislett, Jennifer Green & Trace Thomas, Texas Tech University

Manufacturing Captain America: A Framing Analysis of the Pat Tillman Epic - Koji Fuse, University of North Texas **Top paper abstract

Room 2165 – Mass Communication & Society Division and Communication Technology Division Joint Panel session 1: From Landing a Job to Getting Tenure: Building an Academic Career

Moderator: Bart Wojdynski – Virginia Tech

Panelists:

Temple Northup – University of Houston
David Remund – Drake University
Carson Wagner – Ohio University

Room 3150 - Commission on the Status of Women Panel Session 2: He Said, She Didn’t: Does the Internet Provide Spaces for Women to Even the Gender Gap in Contributions to Opinions, Editorials and Political Topics?

Moderator: Candi Carter Olson, University of Pittsburgh

Panelists:

Tracy Everbach, University of North Texas
Meta G. Carstarphen, University of Oklahoma
Kristin Dagmar Eckert, University of Maryland
Candi Carter Olson, University of Pittsburgh

10:45 a.m. – 12:15 p.m.
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**Room 2025 – Mass Communication and Society Division Paper Session 3: Using the Media for Political Information**

**Moderator:** Jinyoung Kim, University of Wisconsin, Milwaukee  
**Discussant:** Owen Kulemeka, University of Oklahoma

Learning From “Fake News”: “The Daily Show” and Political Knowledge Gain - Yeojin Kim, Brooke Carbo & Jennifer D. Greer, University of Alabama

Liar, Liar Pants on Fire: Examining the Effects of Facebook Addiction on Political Knowledge and Rumor Gullibility - Anna Geary, Cynthia Nichols & Lori McKinnon, Oklahoma State University
Social Media Usage Among State Legislators: A Case Study - Michael Cheney, University of Illinois, Springfield

Room 3150 – Minorities and Communication Division Paper Session 2 – The Intersection of Race and Media Use

Moderator: Josh Grimm, Louisiana State University
Discussant: Jaime Loke, University of Oklahoma

Impact of Linguistic Fluency on Online Media Use - Chul Min Park & Olusola John Ogundola, Syracuse University

Millennial Advertising Students’ Attitudes Toward Multicultural Marketing - Alice Kendrick & Jami Fullerton, Southern Methodist University & Oklahoma State University **Top paper abstract

Media Usage Habits of Hispanics in Jonesboro, Arkansas - Ernest Rice Jr., Arkansas State University

(How We Make Ourselves) Strangers to the World We Have Made: Epistemologies of Ignorance and Media Literacies - Ralph Beliveau, University of Oklahoma

Room 3160 – Communication Technology Division Paper Session 3: Social Media Practices in the Business World

Moderator: Yang Liu, University of Oklahoma
Discussant: Bartosz Wojdynski, Virginia Tech


Fuzzy, Transparent and Fast: Journalists and Public Relations Practitioners Characterize Their Connections and Transactions in Social Media - Aaron Chimbel, Tracy Everbach & Jacqueline Lambiase, Texas Christian University, University of North Texas & Texas Christian University
Inspiration and Brand Engagement in Social Media: An Examination of Consumer Uses for Social Media and the Relationship with Brand Engagement - Laura Bright, Susan Kleiser & Stacy Landreth Grau, Texas Christian University

Fortune 500 Companies’ Best Practices for Using Pinterest - Mia Moody, Savanah Landerholm & Michelle Rava, Baylor University

Room 2165 – Entertainment Studies Interest Group Paper Session 2: Political and Civic Engagement

Moderator/Discussant: Kyle Coward, University of North-Carolina, Chapel Hill

Part of the Program or Real Journalism? Examining Objectivity in Coverage of College Athletics by Local Newspapers - Edward (Ted) M. Kian, Stan Ketterer, Joey Senat & James Poling, Oklahoma State University

When Entertainment Becomes Political: Understanding the Influence of Celebrity Surrogates - Gwendelyn S. Nisbett & Stephanie G. Schartel, University of North Texas & University of Oklahoma **Top paper abstract**

Volunteerism: Participation and Civic Engagement at the Media Festival - Jessica R. El-Khoury, Ashley Liles & Alexandra Sprinkles, Texas Tech University

More than Laughter: Humor in Political Persuasion in “Mitt Romney Style” - Yanjun Zhao, Cameron University


Moderator: Elyssa Lassiter, The University of Southern Mississippi
Discussant: David Remund, Drake University

The Importance of Relationships in Public Radio Fundraising - Josh Bentley, University of Oklahoma
Nonprofits and New Media: How do NPOs and Their Employees use New Media to Influence Their Community? - Lauren Bacon Brengarth & Elizabeth Behm-Morawitz, University of Colorado, Colorado Springs, University of Missouri, Columbia

Communication Interventions to Promote Caregiver Self-Efficacy in Chronic Disease Management: the Health Provider’s Perspective - Yulia A. Strekalova, University of Florida

Hall of Fame Room - Mass Communication and Society Division Paper Session 5: From Olympic Athletes to Snooki: Representations in the Media

Moderator: Danielle Brown, Baylor University
Discussant: Cary Greenwood, Middle Tennessee State University

The Amount of Women’s Sports Coverage on International Sports News Websites’ Homepages: Content Analysis of the Top Two Sites from Canada, France, Great-Britain and the U.S. - Roxane Coche, University of North Carolina, Chapel Hill

Gays in the Modern Family: Diverse Representations of Homosexual TV Characters and Stereotype Reduction - Xiyuan Liu & Carson B. Wagner, Ohio University **Top paper abstract

Am I Pretty? YouTube Answers - Azeta Hatef & Steven Kendrat, Syracuse University

12:15 – 1:30 p.m. Lunch – Inasmuch Commons

1:30 – 2:45 p.m.

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**Room 2025 – Commission on the Status of Women Paper Session 1: Identity, Culture and Communication**

**Moderator:** Candi Carter Olson, University of Pittsburgh  
**Discussant:** Tracy Everbach, University of North Texas

A Healthy Community is a Happy Community: Recognizing Racial Publics in Health Communication Campaigns - Christal Johnson, University of Oklahoma


The Fact is, I'm Gay": Coming Out as a Public Figure - Molly Kalan, Azeta Hatef & Christopher Fers, Syracuse University  

**Top paper abstract**

The Representation of Chinese Women in Hollywood Films: An Analysis From The Perspective of Psychoanalysis and Cultural Imperialism - Chen-wei Chang, University of Southern Mississippi

**Room 3150 – Communication Technology Division Paper Session 4: The Social (Networking) Construction of Reality: Uses and Effects on Attitudes**

**Moderator/Discussant:** Laura Bright, Texas Christian University
The Paradox of Privacy: The impact of Facebook Use on Privacy Attitudes and Behaviors - Sangeetha Shanmugham & Stephen Salvitti, Syracuse University

Social Media and Strategic Communication: A Three-Year Study of Attitudes and Perceptions About Social Media Among College Students - Cynthia Nichols & Bobbi Kay Lewis, Oklahoma State University **Top paper abstract**

Socially Networked Politics: Effects of Facebook Use on Political Attitudes of Young Female Adults - Azmat Rasul, Florida State University

**Room 3160 – Mass Communication and Society Division Paper Session 6: Advertising and Branding**

**Moderator:** Allison M. Hunter, Ohio University  
**Discussant:** Lauren Brengarth, University of Colorado, Colorado Springs

Exploring the Effects of Online Advertisements on Perception of Online News Stories - Jinyoung Kim, University of Wisconsin-Milwaukee


Unwilling Sources and Unwilling Consumers: Uncovering the Mental Labor in Associating Sport Heroics and Sponsorships - Carson B. Wagner & Jerrod Clark, Ohio University

**Edith Kinney Gaylord Library – Mass Communication and Society Division Paper Session 7: Exploring Media Effects**

**Moderator:** Roxane Coche, The University of North Carolina, Chapel Hill  
**Discussant:** Temple Northup, University of Houston
Taking the Die out of Diet: Media and Interpersonal Communication’s Impact on Healthy Eating Habits - Min-Woo Kwon, Woohyun Yoo & Michael Aguilar, University of Wisconsin at Madison

An Experimental Investigation of the Effects of Social Validation on Reports of Television Show Fandom - Jennifer D. Green, Texas Tech University

Has Snooki Been Messing Up Your Worldview? Cultivation Effects as a Function of Reality TV Viewing, Gratifications, and Third-Person Effect - Eric M. Nishimoto & Koji Fuse, University of North Texas

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<td>Margaret A. Fesenmaier</td>
<td>Jan Whitt</td>
<td>Cary A. Greenwood</td>
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<td>Allison M. Hunter</td>
<td>Carson B. Wagner &amp; Jerrod Clark</td>
<td>Elizabeth Langton</td>
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<td>Patrick Merle &amp; Clay Craig</td>
<td>Kyle Coward</td>
<td>Azmat Rasul &amp; Arthur A. Raney</td>
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Room 2025 – Mass Communication and Society Division Paper Session 8: Analyzing News Content

**Moderator:** Khalaf Tahat, University of Oklahoma  
**Discussant:** Michael Cheney, University of Illinois, Springfield


Santa's Secret Workshop: A Content Analysis of ABC Network’s Nightly News - Allison M Hunter, Ohio University
Page One or Six: A Proposition for a News Type Index - Patrick Merle & Clay Craig, Texas Tech University

Room 2165 - Entertainment Studies Interest Group Paper Session 4: Entertaining Characters

Moderator/Discussant: Danny Shipka, Oklahoma State University

'I Did Them Things So You Wouldn’t Have To': Secret Window and the Characters Who Won’t Stay Dead - Jan Whitt, University of Colorado

Exploring Brand Diegesis Responses to Contrary Forms and Structures: Anthromorphisizing Safety and Threat in Insurance Storytelling - Carson B Wagner & Jerrod Clark, Ohio University

“Nigger”: Interpretations of the Word’s Prevalence on the Chappelle’s Show, Throughout Entertainment, and in Everyday Life - Kyle Coward, Council for Adult & Experiential Learning

Room 3150 – Mass Communication and Society Division Paper Session 9: News and Journalists

Moderator: Jennifer Green, Texas Tech University
Discussant: David Craig, University of Oklahoma

Whistleblowing in Government: What Whistleblowers and Reporters Say about It - Cary A. Greenwood, Middle Tennessee State University

Nonprofit Journalism Organizations: News Innovators or Members of the Media Pack? - Elizabeth Langton, University of North Texas

Crunching the Numbers: Network Newscasts and the Reporting of Polling Data During the 2012 Presidential Election - Chad Nye & John McGuire, Keene State College & Oklahoma State University