Religion and Media 2002 Abstracts

Posted by kysh on January 25, 2012 · Leave a Comment

Religion and Media Interest Group

The President and the Marketing of American Civil Religion • Andrea Allen, Texas at Austin • Since 911, President Bush, like other presidents before him, has used religious rhetoric when publicly addressing the American people. This paper examines Bush's use of civil religion, as described by Robert Bellah, through the frame of the seven devices of propaganda outlined in the 1939 book, The Fine Art of Propaganda. Content analysis of major newspapers two months before and after September 11 supports the increasing prominence of the presidential religious rhetoric.

"Molympics"? Journalistic Discourse of Mormons in Relation to the 2002 Winter Olympic Games • Chinng Hwang Chen, Brigham Young University • During the 2002 Winter Olympics, many made the argument that attention on Salt Lake City provided an opportunity to reshape the Mormon image. Using discourse analysis of newsmagazine and newspaper articles, this paper assesses whether media portrayals of Mormons shifted during the Olympics. It argues that a model mority discourse used by journalists in past decades to describe Mormons persisted in most fundamental respects. Some details changed, but larger stereotypical images were not challenged.

Inventing a Nation: Political Consequences of Quaker Missionary Education, Literacy and Publishing in Colonial Kenya • David N. Dixon, Azusa Pacific University • Among almost every group in Africa, missionaries wrote down the language, then taught people to read and write. To accomplish this they created school and churches in which self-governance was taught, practiced and eventually demanded. These became key sites where national identity was forged. Using the Friends Africa Mission in colonial Kenya as a case study, this paper examines how institutions play a part in Benedict Anderson's model of creating nations by imagining communities.

Portrayal of Religion in Reality TV Programming: Hegemony and the Contemporary American Wedding • Erika Engstrom and Beth Semic, Nevada-Las Vegas • The authors examined the treatment of religion in reality TV programming, namely, The Learning Channel's "A Wedding Story," by conducting a content analysis of 85 recently aired episodes. Results support a hegemonic portrayal regarding religion: most weddings were somewhat religious, Christian, held in a church, involved traditionally worded vows and few religious rituals, and included mention of the word "God." The authors discuss the program's potential to provide viewers with more diverse religious portrayals.

Ramadan Advertising in Egypt: A Content Analysis With Elaboration on Select Items • Kevin L. Keenan and Sultana Yeni, The American University in Cairo • Factors related to the Islamic holy month of Ramadan are discussed. A content analysis of 508 Egyptian television commercials is described. Comparisons of ads run during Ramadan and those run during a non-Ramadan period are made. Findings show fewer ads during Ramadan, more emphasis on charity messages during Ramadan, and more conservatively dressed characters in ads during Ramadan. Results concerning family orientation are mixed. The content analysis is supplemented with details elaborating on individual advertisements.

A Slow Death of the Self: A Trend Reflected by the National Advertising Campaign for "Religion in American Life" During 1949-1970 • Annisa Lee, North Carolina at Chapel Hill • By analyzing 80 ads launched in a national advertising campaign, Religion in American Life, during 1949-1970, this paper explores the effect of the changing landscape in aspects of religion, family, and authorities on the identity or self for individuals and society as a whole. Results show marked disintegrations in all three aspects of life and a threat posed to redefine the self amidst chaos.

Framing Reality: Shaping the News Coverage of the 1996 Tennessee Debate on Teaching Evolution • Cynthia A. McCune, San Jose State University • This study triangulated research methods to analyze how the public debate on a controversial issue was framed, and by whom, as a means of understanding the process and outcome of that debate. Its findings support the idea that public debates are framed by all involved parties, not just the news media. It also considered how the relative power position held by each side in this debate may have affected their interactions with the news media.

Children's Media Coverage Of Critical Events: The Case Of The Aftermath Of The Assassination Of Yitzhak Rabin • Edith Manosevitch, Washington • This study explores the role of children's news media in establishing meanings of critical situations and promoting notions of active citizenship. A content analysis of three Israeli children's magazines coverage of the assassination of Yitzhak Rabin is conducted. Findings suggest differences between religious media and secular media in terms of coverage of values related to democracy. Findings also reveal a variety of ways by which democratic practices of giving voice and notions of empowerment can manifest themselves within children's media.

Uncivil Religion and Uncivil Science: A Case Study in News Framing and the Sociology of Knowledge • Rick Clifton Moore, Boise State University • As part of his overall argument in the book Unsecular Media, Mark Silk claims that acts of "uncivil" religion — when one religious body openly disparages another — are consistently condemned by the media, but in a way that affirms religion. Herein, I investigate whether Silk's perspective is able to theoretically distinguish religious incivility from other forms. I propose that Peter Berger's work in the sociology of knowledge can offer insights

that Silk's more narrow approach cannot. To investigate this possibility, I engage in a case study of two news stories that occurred in at approximately the same time and place.

Using My Religion: An Analysis of Religiosity Manifest in the Profiles of Mormon Singles Seeking Relationships Online • David W. Scott, South Carolina • This study represent a seminal analysis of the convergence of religious culture and technology (Internet culture) from the perspective of religious individuals, adding to Zaleski's (1977) findings by demonstrating how one particular religious community is fostered and sustained on the Internet — not by doctrinal tenets, but rather by a common search for relationships with others.

The Modern Media As Surrogate Shaman • Gregory M. Selber, and Salma I. Ghanem, Texas-Pan American • In times of severe crisis, when societal foundations are shaken along with the confidence of the people, the collective society searches for its bearings, seeking to regain its composure and strength. Traditional socialization devices such as family, school and church were once the institutions which individuals and segmented collectives turned to for explanations, reassurance and hope. In today's secular, fragmented, diverse American society, these formerly vital institutions have become outmoded.

Removing Epistemological Blind Spots: Interdisciplinary Foundations for the Study of Media and Religion • Daniel A. Stout, Brigham Young University and Judith Buddenbaum, Colorado State University • While religion is an established focus of research in the social sciences and the humanities, it is only beginning to emerge in the field of mass communication. The study of media and religion has been hindered by the misconception that there is little or no foundational literature to build upon. This paper removes such epistemological ÔÔblind spots" by identifying fields where religion is conceptually developed as a credible means of studying society. The paper ends with a discussion of opportunities and challenges of interdisciplinary studies.

Newspaper Coverage of Religion in the 2000 Presidential Election • Mike Trice, Louisiana College and Charles Mayo, Southern Mississippi • According to many observers of the 2000 presidential election, religion was prominent during the campaign, from George W. Bush's faith-based "compassionate conservatism" to the outspoken morality of Al Gore's running mate, Joseph Lieberman. This content analysis seeks to examine whether religion, both corporate and personal, found its way onto the pages of four of America's most prominent newspapers; We find that, despite such general impressions, inclusion of religion and religiosity in actual news coverage of the campaign and its candidates was minimal.

Media Framing of Islam and Terrorism: A Method of Analyzing Perceptions of Religious Portrayals in News Reporting • Robert H. Wicks, Jan L. Wicks, Ron Warren and Todd Shields, Arkansas • Religion, like politics and economics, has an enormous impact on the evolution of peoples, societies and nations. News reports, however, often fail to adequately or accurately frame the religious dimensions of information that involves conflict. This report urges mass communication scholars to consider religion as an important explanatory sociological variable that is often neglected or misrepresented in the course of reporting on geo-political conflict.

The Detroit Newspapers' Coverage of the Roman Catholic Archdiocese of Detroit Before and During the Newspaper Strike • Geri Alumit Zeldes, Michigan State University • A content analysis of the Detroit News and the Detroit Free Press showed that coverage of the Roman Catholic Archdiocese of Detroit during the Detroit Newspaper Strike (July 13, 1995 to February 20, 1997) increased, and the tone of the coverage was more favorable during the strike than before the strike. The findings contrast with claims by members of the Catholic Church in Detroit that the newspapers had an institutional bias against the church.

Filed under Uncategorized · Tagged with

Minorities and Communication 2016 Abstracts

Posted by kysh on June 9, 2016 · Leave a Comment

Faculty Research Competition
Mediating the President's American Otherness from 'Birthers' to bin Laden: Television-news representations of Barack Obama, false balance, and power • Angie Chuang, American University School of Communication; Anwulika Ngene • Studies on the racial and religious identity of President Barack Obama, and news media coverage related to the topic, have revealed complex, but consistent, patterns of Othering amid complex news-media messages. While some of these messages, including those from Obama itself, appear to subvert blackness, consistent news-media-fueled attacks on his religion, patriotism, and his citizenship by U.S. birth have driven a dominant culture vs. outsider binary consistent with Stuart Hall's theories of representation. In one extraordinary week in 2011, these cultural codes were tested in the news media as billionaire Donald Trump publicly demanded Obama's original birth certificate, fueling an existing "birther" controversy. Later the same week, Obama announced that Osama bin Laden had been killed in a U.S.-led raid, and in this act of reauthorizing his Americanness, effectively silenced Trump and news-media coverage of "birthers." This study of U.S. television-news coverage during and around that time period finds that journalists contextualized the foreign vs. American aspects of Obama's identity to construct a mediated form of Americanness afforded to Other out-groups in previous studies. Furthermore, television news networks displayed false balance in positioning Trump's claims as more or less equal to Obama's assertion that he was born in the United States.

Priming Black Lives Matter Support: Interaction Effects in the Black and Mainstream Presses • Benjamin LaPoe, Western Kentucky University; Victoria LaPoe, WKU; Jocelyn Porter; Hope Bradford • This study examined three independent variables (online newspaper type, photo demographics, and language) priming support for Black Lives

Matter protests and perceptions of story credibility. The inclusion of language characteristic of black press stories and a photo of black protestors primed support for Black Lives Matter protests. Being a black newspaper did not prime perceived credibility of the story and did not prime an increase or decrease in support for Black Lives Matter.

Latino is the New Black: Racial Disparities in Network Television Coverage of Major League Baseball Games. • James Rada, Ithaca College; K. Tim Wulfemeyer, San Diego State University • This research sought to determine whether racially biased commentary is present in televised coverage of professional baseball. Results showed that racial biases that were directed toward African American players in the past still exist, but are now directed toward Latino players. Given baseball's demographics, which include a significant number of Latino players, this research fills an existing gap in the research while at the same time expanding the discussion beyond the historical Black/White dichotomy.

Using media literacy to counter stereotypical images of Blacks and Latinos • Joseph Erba, University of Kansas; Yvonnes Chen; Hannah Kang, University of Kansas • Critical analysis and deconstruction of media messages have the potential to promote favorable attitudes toward racial minorities. This study tested two types of media literacy interventions (critical and stereotype) aimed at enhancing college students' attitudes towards Blacks and Latinos. Both interventions enhanced participants' attitudes but the stereotype intervention was more effective than the critical one, both for short- and long- term effects. Implications address how to use media literacy to enhance conversation about race relations.

Racial Congruence Effect in Candidate Coverage: How Race Affects News Coverage of In- and Out-group Candidates • Mingxiao Sui; Newly Paul; Paru Shah, University of Wisconsin-Milwaukee, Political Science Department; Johanna Dunaway, Department of Communication, Texas A&M University; Brooksie Chastant, Louisiana State University • This paper examines how the race of a journalist, the race of a legislator, and the race of the audience may intersect to influence news coverage of legislative candidates. Data for analysis are from the 2012 state legislative races, corresponding news coverage data, and 2012 ASNE Newsroom Census data. Our findings suggest two intriguing and important patterns. First, candidate coverage is largely driven by the news media's racial considerations, such that minority reporters cover white and minority candidates in different ways. Second, when the race of reporters, candidates, and audiences intersect, reporters tend to provide more positive coverage of their in-group candidates while creating more negative coverage of the other out-group candidates.

Do Black Lives Matter?: A Content Analysis of New York Times and St. Louis Post Dispatch Coverage of Michael Brown Protests • Mohamad Elmasry, University of North Alabama; Mohammed el-Nawawy, Queens University of Charlotte • This study employed content analysis to examine how the New York Times and St. Louis Post Dispatch framed 'Black Lives Matters' protests in the aftermath of the shooting of unarmed black teenager Michael Brown. The researchers examined all Times and Dispatch articles dealing centrally with the Michel Brown protests during three separate time periods corresponding to heavy protest activity. The coding scheme measured dominant frame direction, article length, sourcing and mention of protester crimes. Contrary to expectations, the papers provided overwhelmingly sympathetic coverage of 'Black Lives Matters' protests. In describing the protests, both newspapers were much more likely to employ a 'positive' frame suggesting peacefulness and order than a 'negative' frame suggesting lawlessness and deviance. Neither newspaper over-emphasized protester-perpetrated crimes, with both papers making relatively infrequent mention of looting, arson, assault, and gunfire, respectively. Importantly, both newspapers directly quoted protesters much more often than they quoted police officers and other government officials.

More than Just a Tweet: Understanding Black Americans' Instrumental Use of Twitter • Roselyn J. Lee-Won, The Ohio State University; Tiffany White, The Ohio State University; Bridget Potocki, The Ohio State University; Sung Gwan Park, Seoul National University • The strong presence of Black Americans on Twitter has attracted scholarly attention. Drawing on the uses and gratifications framework on identity-related needs and goal-directed media use, social identity theory, and the rejection-identification model, we examined how discrimination experience, group identification, and racial agency shape Black Americans' instrumental use of Twitter. An online survey conducted with 323 Black Twitter users living in the United States revealed that the experience of racial discrimination indirectly predicted three types of instrumental use of Twitter (information seeking, opinion expression, and socializing) only through serial mediation of group identification and racial agency. In line with the key postulates of the theoretical frameworks that guided our hypotheses, the results demonstrated that group identification and identity-related needs played a mediating role in the relationship between the socio-structural conditions and the patterns of social media use that are goal-directed and purposeful in nature among Black Twitter users.

Trust and credibility: Race and its effects on audience perceptions of news information from broadcast news and anchors • Sadaf Ali, Eastern Michigan University; Fred Vultee, Wayne State University • This study follows previous research in race and identity that defines "Brown" as a body that is perceived as a threat to the American government and the social values of the country, deemed as being un-American. Conversations post-9/11 have divided "browned" groups as threats or as "model minorities." This research sees "Brown" and "browned bodies" defined as those from the Orient, while "White" is viewed as the Occident. The research will also further the conversation on the amplifying effects of media securitization on prevalent "othered" frames by examining how audiences respond to potential "threats." The experiment asks audiences to determine whether the information they are viewing is trustworthy and authentic based on the racial makeup of the news presenter and the way the threat is presented. It uses framing theory to examine how meaning is made and shared in media accounts.

Finding the impact zone: Testing health news for the Native American audience • Sherice Gearhart, Texas Tech University; Teresa Trumbly-Lamsam, University of Nebraska at Omaha; Casey Riesberg, University of Nebraska at Omaha • News media are key sources of health information for the public. Using a 2x2x2 between-subjects design, participants (N = 209) at a powwow responded to questions assessing knowledge and intent to read stories. Results revealed thematically framed stories encouraged knowledge acquisition among non-Natives. An interaction between diabetes news with thematic framing enhanced knowledge among Natives and the general population. Results suggest message strategies can effectively convey health information to Native Americans and non-Native populations alike.

Ethnic media as communities of practice: The cultural and institutional identities • Sherry Yu • In an increasingly multicultural, multiethnic, and multilingual media environment, ethnic media are an important part of the public sphere, and the process in which ethnic discourse is produced deserves attention. This paper advances Husband's work on ethnic media as communities of practice by exploring ethnic media of young diaspora. Just as ethnic communities are heterogeneous across ethnic groups, depending on immigration history, demographics, and communication infrastructure, among other factors, ethnic media as communities of practice are never homogeneous and lineal practices. The case of Korean media in Vancouver and Los Angeles, one of the most rapidly growing ethnic media sectors in North America, suggests two new identities—cultural identity and institutional identity—in addition to the journalists' subjective identities which Husband discussed. These two identities that are specific to Korean media confirm diversity within communities of practice and suggest the variations to be considered in the broader discussion of ethnic media as communities of practice.

We talk of what we care about: Understanding climate change perceptions and attitudes across Hispanic, African American, and Anglo racial/ethnic groups • Troy Elias, University of Oregon; Nicole Dahmen, University of Oregon; Daniel Morrison, University of Oregon; Deborah Morrison, University of Oregon; David Morris II, University of Oregon • This research uses survey data from 923 individuals with an equal distribution of Hispanic, African-American, and Anglo participants. With the goal of understanding ethnic populations' perceptions of climate change, the study examined five factors: (1) knowledge, (2) perceived behavioral control and self-efficacy, (3) social comparison, (4) ideologies, and (5) risk perception, through the theoretical lens of Maslow's hierarchy of needs. Study findings show differences in knowledge, attitudes, and intentions to adopt ameliorative, pro-environment behaviors.

Student Paper Competition

Obsessing Over the White: The Effects of Fairness Cream Commercials on Pakistani-American Women. • Aqsa Bashir, University of Florida • This study examines the effects of two types of message appeals (emotional Vs. cognitive) in conjunction with two cultures influencing Pakistani-American women's ideal skin color. Asian society holds fair skin equivalent to female beauty and cosmetic companies have benefited the most from this by developing a number of fairness creams. A growth in this industry shows Eastern women still conform to 'white beauty' while Western women are striving for a sun kissed tan skin. Pakistani-American women are likely to be influenced by both the Pakistani and the Western environment they grew up in, thereby causing changes in their ideologies. The current study found that the hegemonic American culture played a significant role in shifting the Pakistani woman's ideal skin color toward a darker spectrum. Also Pakistani-American women did not conform to their Asian preference of fair skinned beauty and indicated a satisfaction with their skin color on the whole.

Comparative newspaper coverage of the twentieth century African American freedom struggle • Christopher Frear, University of South Carolina • This systematic literature review examines comparative studies of newspaper coverage of the twentieth century African American freedom struggle. Media historian Michael Schudson wrote that the language used by the media influences collective memory about those people and events. Whether in digital, microfilm, or print archives, newspapers continue to shape the discourse about historical events. Increasing digital access to historical African American newspapers should be an important goal for media archivists for a robust, multi-perspective memory.

When video becomes salient: how ethnic and mainstream newspapers framed the Sandra Bland controversy • Earlesha Butler, University of Florida • "This study analyzed ethnic and mainstream newspaper coverage to determine how each framed the arrest and death of Sandra Bland after the releasing of public video of Bland's controversial arrest. The study attempted to find if ethic and mainstream newspapers shifted from their traditional news frames. Ethnic newspapers less frequently provided thematic coverage, while mainstream newspapers more frequently framed the story as a conflict. The conflict frame also was more often linked to public video of Bland's arrest. However, both mainstream and ethnic publications used the attribution of responsibility frame equally, suggesting that the video may have led to a shift in news coverage as both ethnic and mainstream newspapers alike provided news and editorial coverage that addressed social factors illustrated in the video footage.

Black Lives Matter 5280: Bridging Love and Disruptions With Community, Meetings and Social Media • Gino Canella, University of Colorado Boulder • This paper complicates the radical pluralistic politics of social movements through an ethnographic case study of Black Lives Matter 5280 in Denver, Colorado. I examine the organization's social media activities and public community meeting practices to show how activists challenge negative representations of social movements portrayed by the news media; educate and inform its members; and build bridges between the movement and community organizers, journalists, elected officials, and the public. These strategies build a cohesive movement based on shared struggles.

Media Politics of Belonging • Miriam Hernandez • The present project explores and compares the reporting trends of the cultural aspect of immigration in the 1982-2012 timeframe in the Los Angeles Times. Drawing from assimilation and framing theories, a content analysis was conducted on cultural frames ("immigrant as other" and "inclusion of immigrants") to examine their background, their evolution in the last decades and the journalistic devices of their reporting. A total of 364 news stories were collected, and 112 had explicit references to cultural arguments. The findings indicate that although progress has been made towards a fairer and more personal representation of the immigrants' lives in the United States; the exclusion arguments have moved away from just the cultural characteristics, into broader and more abstract subjects, such as the discussion of their political importance to political parties and the passing of legislation to regulate their residence in the country.

At the Border: A comparative examination of U.S. newspaper coverage about unaccompanied immigrant minors • Ricardo Valencia, University of Oregon • In 2014, the U.S. media extensively covered the arrival of thousands of unaccompanied children from Central American to the southern borders. This research attempted to examine if newspapers in cities with high concentrations of Central Americans (Los Angeles Times and The New York Times) and newspapers in cities with low concentrations of Central Americans (The Oregonian and The Seattle Times) covered the

issue in a different fashion. The goal was to analyze if the concentration of foreign-born Central Americans could influence the journalistic routines of the newspapers. Using a quantitative analysis of over 150 articles and 900 sources of information, this study examines the pattern of source selection and the articles' relevance. It finds that the patterns of source selection between the two types of newspapers are similar; a tendency that places Latino sources as peripheral actors. However, newspapers in cities with high concentration of Central American give significantly more relevance to the articles related to the flow of immigrant children. The research concludes by suggesting that a concentration of immigrants may play an important role in the presentation of information in English-speaking newspapers.

2016 Abstracts

Filed under Uncategorized · Tagged with 2016 Abstracts

Mass Communication and Society 2016 Abstracts

Posted by kysh on June 9, 2016 · Leave a Comment

Moeller Student Competition
Influencing the Twitterverse: Agenda setting capabilities of religious leaders • Jordan Morehouse, University of Houston/MA Graduate • This study examined the content published by two international religious leaders on the social networking site, Twitter. A content analysis was performed to describe the content published by the two international religious leaders. Agenda setting theory was used to guide this study. The findings suggest that the religious leaders publish content regarding "teachings or suggestions on how to live." The findings contribute to literature regarding agenda setting, religion in the media, and social media.

Social Media for Socialization? The Mediation Role of Social Media on the Relationship between Sex and Traditional Gender Values • Keonyoung Park, University of Minnesota Twin Cities; Hyejin Kim, University of Minnesota – Twin Cities • By employing selective exposure theory, this study examined the mediation role of social media usage on the relationship between college students' biological sex and willingness to accept traditional gender values. Findings showed the mediation effects by motivation to use and topic selection but not by time spent in social media. This study is expected to contribute to literature by providing comprehensive understanding of social media as a media reinforcer of socialization and traditional values.

Open Competition
Am I Depressed, or Is It the Showhole?: Mental Health, Affective Gratifications, and Binge-Watching • Alec Tefertiller, University of Oregon; Lindsey Conlin, The University of Southern Mississippi • Terms like "binge-watching" and the "showhole" suggest a relationship between binge-watching and emotional health. This study sought to understand the relationship between binge-watching and unhealthy emotional traits and regular emotional states such as sadness. The study did not find a conclusive connection between binge-watching and unhealthy emotional traits. However, the study did find emotional states experienced after binge-watching had implications for entertainment gratifications.

Propaganda Pros: The Islamic State in Iraq and Syria's Crusade to a Caliphate • Alex Luchsinger, University of South Carolina; Robert Mckeever, University of South Carolina • ISIS has launched a robust media campaign to establish a caliphate throughout the world. They are recruiting around the world, largely because of the broad reach of the Internet. This research focused on ISIS propaganda used to persuade people to support the group. Survey data were collected (N=406) from the U.S. and the 13 other countries with large Muslim populations. Findings indicate that identification mediates the effect of exposure to propaganda on behavioral intention.

In Twitter We Trust? Testing the Credibility of News Content from Twitter Sources • Anne Oeldorf-Hirsch, University of Connecticut; Michael Schmierbach; Alyssa Appelman, Northern Kentucky University; Michael Boyle, West Chester University • Twitter has grown as a major news source, yet little is known about trust in the site for news content. This study employed an online experiment (N = 311) to test the effects of attributing the origin of a news story and quotations in news stories to Twitter on perceptions of credibility. Results suggest that strong visual cues of tweets used as quotations in stories have a negative effect, but otherwise effects are minimal.

Journalism and Democracy in Kyrgyzstan: Analysis of Victimizations in Kyrgyz Journalism • Bahtiyar Kurambayev • "In-depth qualitative semi-structured interviews with 27 journalists based in capital Bishkek city reveal that Kyrgyz journalists employ avoidance strategy because of potential victimization including lawsuits, physical attacks, arrests, etc. This study also explores what long term effect this victimization produces on journalists themselves and overall freedom of the press in Kyrgyzstan, the country which is viewed as the most democratic in former Soviet Union Central Asian region. The author employed a snowball sampling to locate initial several research participants and seek their suggestions of other journalists. The interviews were held during the period of January 4-January 23, 2016. They were held primarily in Russian language. The practical implications are also discussed."

See, Click, Control: Predicting the Popularity of Civic Technology for Social Control • Brendan Watson • Many local news media no longer fulfill their surveillance and feedback control functions. Thus, cities rely on emerging media to maintain social order. This study found that large, pluralistic cities with higher levels of community stress had higher usage levels of the mobile app, SeeClickFix, which allows residents to snap and send photos of community problems to local governments. Implications for structural pluralism theory and research on social functions of emerging civic technologies are discussed.

"Liking" and being "liked": How personality traits affect people's giving and receiving "likes" on Facebook? • cheng hong, University of Miami; Zifei (Fay) Chen, University of Miami; Cong Li, University of Miami • Using the theoretical framework of gift giving and impression management, this study examined an important social media communication phenomenon

—giving and receiving "likes." Through a survey with 421 Facebook users, four groups of individuals were identified based on their reported frequencies of giving and receiving "likes" on Facebook: "like" enthusiasts, unrequited "likers," "like"-throbs, and "like" abstainers. The study results revealed that these four groups of Facebook users significantly differed in their personality traits and age.

"Dog-Involved Bitings?" Construction of Culpability in News Stories About "Officer-Involved Shootings" • Chris Etheridge, University of North Carolina at Chapel Hill; Rhonda Gibson • The #BlackLivesMatter social movement has drawn renewed attention to a discussion of police use of force throughout the United States. Historically police and media outlets that cover these incidents have tended to individualize situations where police use force on a citizen. This qualitative content analysis attempts to demonstrate that calling these incidents by the controversial term "officer-involved shooting" gives journalists a common reference point for broader discussions about police use of force, race, and accountability.

Media Framing of the Confederate Flag Debate in South Carolina • Christopher Frear, University of South Carolina; Jane O'Boyle, University of South Carolina; Sei-Hill Kim • A quantitative content analysis of news stories in three South Carolina newspapers (N=417) examines the framing of the Confederate flag debate in the wake of the 2015 Charleston massacre. Findings from Charleston, Columbia, and Greenville newspapers reveal distinct regional differences in framing and that stories focused on the legislative process in removing the flag more than the flag's symbolic meaning or the shootings.

Co-viewing as social facilitation of children's cognitive processing of educational television content • Collin Berke, Texas Tech University; Travis Loof, Texas Tech University; Rebecca Densley; Eric Rasmussen, Texas Tech University; Justin Keene, Texas Tech University • Previous research has revealed that the mere presence of a parent watching television with a child can influence the child's cognitive processing of and emotional reactions to that content. This study sought to extend these previous findings by investigating the role of co-viewing on the child's cognitive processing, as evidenced by psychophysiological orienting responses, of three specific types of information commonly found in educational content: explicit plot, explicit educational, and implicit inference. An experiment was conducted that measured the heart rate of children while watching messages either with or without a parent present in the room. Two main predictions were made in this study. First, parent child co-viewing would lead to greater resource allocation to encoding the message—as indicated by cardiac deceleration. Second, information that required internal processing, such as explicit educational or implicit inferential content would lead to greater resources allocated to internal processing—as indicated by cardiac acceleration. The results of a multi-level model indicate that co-viewing does have an effect on the short term, phasic processing of novel information, and that the three types of information have different and dynamic effects on the overtime processing exhibited by the child. Implications for parental mediation strategies and educational television programming are given.

Amplified Gatekeeping: A Theoretical Proposal • Edson Tandoc, Nanyang Technological University • This essay reviews gatekeeping theory and proposes a rethinking of gatekeeping in this age when audiences, not just journalists, take part in the production and distribution of news. This paper argues that rather than pit one channel against the other, a more empirically grounded representation of the news construction process is one where both journalist and audience gatekeeping channels are considered. When bits of information pass through the journalist channel and then through the audience channel, they are able to reach more people. When bits of information pass through the audience channel and then through the journalist channel, they are conferred with more legitimacy. When bits of information pass through both journalist and audience channels before reaching the public, gatekeeping becomes amplified.

A message testing approach to news media literacy PSAs • Emily Vraga, George Mason University; Melissa Tully, University of Iowa • In an evolving news environment, our understanding of "news media literacy" (NML) must also evolve to equip individuals with the skills to critically engage with news. Using an experimental design, this study tests different NML messages to determine if certain messages appeal to some groups over others and if the effectiveness of the messages depends on the media context in which they are consumed. Findings suggest that context and audience characteristics influence NML message effectiveness.

Domestic violence and sports news: How gender affects people's understanding • Erin Willis; Patrick Ferrucci, U of Colorado; Edson Tandoc, Nanyang Technological University; Chad Painter, Eastern New Mexico University • Domestic abuse has frequented recent headlines among professional athletes and ignited much debate about personal conduct off the field. This study examined if and how participants differentiate between male and female victims and perpetrators of violence; specifically, whether participants placed blame differently when presented a health message in a sports context when it involves a male or female athlete as perpetrator. Results and practical implications are discussed.

Online Discourse: Exploring Differences in Responses to Civil and Uncivil Disagreement in News Story Comments • GIna Masullo Chen, The University of Texas at Austin; Pei Cindy Zheng, The University of Texas at Austin • This experiment (N = 499) examined how uncivil and civil disagreement differ in their influence on emotions and intentions to participate politically. Results showed that exposure to uncivil disagreement lead to an increase in negative emotion and a decrease in positive emotions to a greater extent than exposure to civil disagreement or the control. In addition uncivil disagreement – but not civil disagreement – led to an indirect effect on intention to participate politically, operating through emotions.

Nasty Comments Anger You More Than Me, But Nice Ones Make Me As Happy As You • GIna Masullo Chen, The University of Texas at Austin; Yee Man Margaret Ng • Two experiments (N = 301; N = 567) showed people perceived online comments posted on news stories had a greater effect on the negative emotions of others, compared to the self, suggesting support for an emotional third-person perception (TPP). In addition, results showed agreement comments had an equal effect on the positive emotions of the self and others, suggesting an emotional first-person effect (FPE).

Extrovert and engaged? Exploring the connection between personality and involvement of stakeholders and the perceived relationship investment of nonprofit organizations • Giselle A. Auger, Rhode Island College; MoonHee Cho,

University of Tennessee • This study explored the relationship between the big five personality traits – agreeableness, intellect, conscientiousness, emotion, and extroversion – and the involvement, engagement, and perceived relationship investment (PRI) of participants with nonprofit organizations. The role of personality is important because it reflects fundamental qualities that may influence an individual's behavior. Results demonstrated significant correlation between each trait and involvement, passive engagement, and PRI. Four were also positively correlated to active engagement of participants.

The Effect of Pro- and Counter-Attitudinal Exposure on Cognitive Elaboration and Political Participation: Examining The Moderating Role of Emotions in Exposure to Political Satire • Hsuan-Ting Chen, Chinese University of Hong Kong • Results from an online experiment suggest that exposure to political satire can spur or thwart cognitive elaboration and political participation depending on whether the satirical content posits attitude-consistent or counter-attitudinal political views and how viewers respond emotionally to the message itself and the context of the message. Attitude-consistent exposure is more likely than counter-attitudinal exposure to prompt cognitive elaboration, which in turn encourages political participation. Anxiety about the issue can further enhance this relationship. Exposure to counter-attitudinal political satire, however, is a double-edged sword. It can either enhance or impede cognitive elaboration and participation depending on to what extent viewers feel amused by the political satire or are enthusiastic about the issue after exposure to the satire.

Verbal Aggression, Race and Sex on Reality TV: Is This Really the Way It Is? • Jack Glascock; Catherine Preston-Schreck • This study presents the results of a content analysis of verbal aggression in a composite week of popular reality TV programming on cable and broadcast television. Also examined were contextual variables including race and sex. Results show that reality programming contains a significant amount of verbal aggression that is often depicted as justified and without consequences. African Americans were found to be overrepresented and depicted as more verbally aggressive and more likely to be victims than other races/ethnicities. Other minorities, Asian Americans and Hispanics, were practically nonexistent. The results are discussed in terms of the potential effects of exposure to verbal aggression and the accompanying contextual factors found in reality TV programming.

Sharing or Showing Off? Reactions to Mapped Fitness Routines Posted on Social Media • Jared Brickman; Yujung Nam; Shuang Liu; QIAN YU, Washington State University; Zhaomeng Niu • Sharing fitness achievements on social media has become increasingly popular, including maps that show running routes. The purpose of this study was to investigate mass audience reactions to these types of posts. An online experiment with a 2 (map presence) x 2 (running speed) design was completed by 285 undergraduates. Posts with maps were evaluated using ANCOVA, finding people reacted more positively to maps with fast speeds or text-only posts with slow speeds.

How Young Uninsured Americans Respond to News Coverage of Obamacare: An Experimental Test of Emotional and Cognitive Predictors • Jason Martin, DePaul University; Jessica Myrick, Indiana University; Kimberly Walker, University of South Florida • This experiment integrated theory from multiple domains to examine how aspects of news coverage of Obamacare and audience members themselves interact to shape attitudes and intentions. Using a sample of uninsured young adults (N=1,056), we tested a model of the effects of frames, exemplars, political identity, and need for orientation on emotions, attitudes, and intentions. The findings point to the importance of individual differences and message factors in predicting emotions that mediate effects.

Examining the social media mourning model: How celebrities are mourned on Twitter • Jensen Moore, University of Oklahoma; Sara Magee, Loyola University Maryland; Jennifer Kowalewski, Georgia Southern University; Ellada Gamreklidze, Louisiana State University • We utilize the Social Media Mourning (SMM) model to content analyze celebrity death Twitter posts from 2011-2014. We examine which of the three communication types, variables within those types, and issues fans use the most when mourning deceased celebrities via social networking sites (SNS). Results indicate mourners engage primarily in One-Way and Two-Way Communication about celebrity deaths via Twitter. Immortality Communication and consequences of communicating about death via SNS were not abundant on this platform.

Acknowledging the silly alongside the severe: Mediated portrayals of mental illness as trivializing versus stigmatizing • Jessica Myrick, Indiana University; Rachelle Pavelko • Researchers have documented the ways in which media stigmatize mental illness. However, media also portray mental illness trivially, like when a well-organized closet is akin to obsessive-compulsive disorder. An experiment (N=175) asked participants to recall either a media portrayal where mental illness was stigmatized or a portrayal where it was trivialized. Results suggest that audiences can recall certain components of stigmatization and trivialization, but these mediated portrayals are associated with different psychological perspectives.

The effects of media exposure and media attention on sustainability communication • Jinhee Lee; MoonHee Cho, University of Tennessee • The purpose of this study is to investigate the effects of consumers' media exposure and attention on pro-environmental behaviors and the moderating effects of environmental concern and media credibility. Based on an online survey of 503 consumers, the study found positive effects of media exposure and media attention on pro-environmental behaviors. Significant interaction effects between media credibility and environmental concern were displayed. Theoretical and practical implications are addressed.

Adolescents' Third-Person Perception Regarding Media Depictions of Bullying • John Chapin, Penn State • Adolescents consume more than 100 hours of TV per month. Teen shows often address bullying, but the depictions can be simplified and unrealistic. Findings from a survey of 1,593 adolescents indicate 52% of the students believe depictions of bullying on TV are usually realistic, and 35% say victims bring the abuse on themselves. The study uses third-person perception as a theoretical framework, documenting that adolescents believe depictions of bullying on TV affect others more than themselves. Third-person perception was predicted by optimistic bias and Just World Beliefs. Adolescents who exhibit third-person perception are more likely to believe media depictions are realistic and more likely to blame victims of bullying in real life.

The Influence of Demographics and News Media Exposure on Philadelphians' Beliefs About Poverty • Joseph Moore, University of Missouri; Esther Thorson, University of Missouri School of Journalism • This study examined the effect of gender, race, socioeconomic status, political ideology, and media exposure on Philadelphians' beliefs about the causes of, and most effective solutions to poverty. Analysis of survey data revealed significant effects for all categories. Women, racial minorities, and those with lower incomes were more likely to regard poverty as a structural phenomenon. Greater exposure to television news was found to contribute significantly to individualistic thinking about poverty causes and solutions.

Fifteen Years of Framing Research: Is Framing Research Maturing? • Joseph Provencher, Texs Tech University; Benjamin Smith, University of California, Santa Barbara; Cynthia-Lou Coleman, Portland State University • Framing research has grown in recent decades, and critics ask whether research is guided by core elements underpinned by common theories and methodologies: is framing a fractured paradigm? While a handful of scholars argue over paradigms, researchers continue to conduct studies under the heading of framing. We examine features about current research, including theoretical drivers, methodologies employed, whether framing is situated within message or cognitive domains, and whether researchers study framing within a process model.

Traumatic Experiences: Measuring Journalists' Trauma Exposure and Emotional Responses • Kenna Griffin, Oklahoma City University • This study measures work-related trauma exposure and emotional trauma symptoms experienced by journalists. It also considers traits of the individual journalists and their exposure that make them more prone to emotional trauma. The 829 respondents reported trauma exposure and symptoms greater than those experienced in the general population and comparable to emergency workers. Age, job experience, and trauma exposure severity, duration and frequency were found to affect the likelihood that journalists would experience symptoms.

How can I watch what I eat when I eat while I watch? Examining the role of media in children's eating behaviors and food consumption • Kim Bissell, University of Alabama; Sarah Pember, The University of Alabama; Kim Baker, University of Alabama; Xueying (Maria) Zhang, University of Alabama • This study examined the use of an iPad app that measured children's eating behavior and the healthfulness of the foods they consumed throughout the day using the new media device as their source of tracking food consumption. Factors that might predict greater consumption of healthy or unhealthy foods were examined, along with the use of media while eating. Findings suggest the environment in which children are eating food is a strong predictor of the type and amount of food they are eating. Children in the present study who participated in their school's free or reduced breakfast and lunch program had very little control over the foods they had access to for those meals, and therefore, had a greater likelihood of consuming more unhealthy foods. Children across the sample reported using media while eating at home and further reported family members using devices during mealtimes at home. The use of media while eating food was a significant predictor of more unhealthy food consumption. These and other findings are discussed.

Gain-Loss Framing and Emotional Imagery: Testing Valence and Motivational Rules for Matching • Kiwon Seo, Sam Houston State University • An experiment (N = 424) examined how message styles of framing and imagery are matched to affect persuasion. Specifically, they are matched by valence (gain framing + positive images vs. loss framing + negative images) and by motivational direction (framing + approach motivation image vs. framing + avoidance motivation image). The results indicate that (a) visual images attenuated framing effects and (b) valence matching was superior to motivation matching.

Political inequalities start at home: Parents, children and the socialization of civic infrastructure online • Kjerstin Thorson; Yu Xu, University of Southern California; Stephanie Edgerly • We use a two-wave panel survey of parent-child dyads to show that the roots of online democratic divides are found in the unequal socialization of political interest. We test a model connecting parent socioeconomic status to family communication in the home and development of youth political interest. We develop a theoretical concept of online civic infrastructure to foreground how social media use in childhood and adolescence may shape future opportunities for civic and political engagement.

Suicide reporting: Taiwan public's opinions about the copycat effects and WHO's media guidelines • Kuang-Kuo Chang, Shih Hsin University; Eric Freedman • This study examined the opinions of Taiwan's general public about suicide and its news reporting in application of the World Health Organization media guidelines. Key findings suggest (1) that the copycat effect is strongly perceived by the respondents (2) who, however, assigned causal and treatment responsibilities to suicidal individuals and to the governments, respectively, instead of to the media. More important, respondents surprisingly rated avoiding sensational reporting as least significant among the 10 guidelines. The study discusses implications of the findings in policymaking, public health advocacy, and journalistic practices in preventing the copycat effect of suicide as a serious social problem.

"The news you choose": examining if racial identity trumps other factors when news is negative • Lanier Holt, The Ohio State University; Dustin Carnahan, Michigan State University • An abundance of studies show that people prefer to read stories about people who are like themselves. However, what happens when these stories are negative? This analysis tests racial identity and the black sheep effect to see if in these circumstances will people still prefer stories about their own, or will they select stories that denigrate racial out-groups? We find that even given other factors, racial identity still trumps other factors in people's news choices.

Media Literacy Education and Children's Unfavorable Attitudes towards Gender Stereotypes and Violence in Advertising in the United States • Laras Sekarasih, UMass Amherst; Christine Olson; Gamze Onut, University of Massachusetts Amherst; Kylie Lanthorn, University of Massachusetts Amherst; Erica Scharrer, University of Massachusetts Amherst • This study examines the effectiveness of media literacy education (MLE) in cultivating critical attitudes towards gender stereotypes and violence in advertising among 4th and 6th graders. Pretest and posttest comparisons suggest stronger unfavorable attitudes towards the presence of violence in advertising upon the completion of MLE. However, stronger unfavorable attitudes towards the stereotypical portrayals of boys and girls in advertising was only found among girls; no significant change was found among boys.

Grass Mud Horse: Luhmannian Systems Theory and Internet Censorship in China • Lei Zhang, University of Wisconsin-La Crosse; Carlton Clark, University of Wisconsin-La Crosse • This paper argues that the efforts of the Chinese Communist Party to censor the Internet are likely to undermine the CCP's credibility in the eyes of the Chinese people. Systems theory as Niklas Luhmann offers powerful theoretical lens through which to observe contemporary events in China. Luhmann argues that global society is a communication system rather than the aggregate of human beings. The Chinese Communist Party can censor or silence particular people, but it cannot shut down the global information network that is transforming China.

Blurring the Boundaries between Journalism and Activism: A Transparency Agenda-building Case Study from Bulgaria • Lindita Camaj • This paper explores the relationship between journalists and civil society actors in promoting the Freedom of Information (FOI) right in Bulgaria. It emphasizes the importance of civil society as influential actors in the media agenda-building process and presents a new approach to conceptualize the journalist-nongovernmental organization (NGO) relationship from a cooperative, rather than power-distance, perspective. The alliance between NGO and journalists in Bulgaria resulted in (1) increased public awareness of the FOI right, (2) increased FOI law uses by citizens and journalists, (3) improved the governmental transparency, and (4) enhanced quality of journalistic output. Theoretical and practical relevance of these findings is discussed.

Psychological Traits, Addiction Symptoms, and Smartphone Feature Usage as Predictors of Problematic Smartphone Use among University Students in China • Louis Leung, The Chinese University of Hong Kong; Jingwen Liang, The Chinese University of Hong Kong • This study investigates the effects of psychological traits (i.e., procrastination, leisure boredom, and impulsivity) and addiction symptoms on problematic smartphone use. Data were collected from a random sample of 649 university students. The results showed that procrastination, impulsivity, including sensation seeking and (lack of) perseverance, symptoms of addiction (e.g., inability to control craving, withdrawal, and complaints), and frequent usage of smartphone features for instrumental, relational, expressive, and informational purposes were significant predictors of problematic smartphone use.

Be a "Defensive User": A Study of Opinion Leaders on Chinese Weibo • LUWEI ROSE LUQIU, Penn State University; Michael Schmierbach • This study focuses on the effect of several tactics that the Chinese government implemented to crack down on opinion leaders in social media. Through a 2 x 2 experimental study with Weibo users, it tests the effects of both attacks using negative comments as well as differences in the amount of original content posted. Contrary to expectations, negative comments actually spur greater interest, suggesting that users may have formed a unique culture to protect themselves from government manipulation.

Young Latinos' Satisfaction with the Affordable Care Act and Insurance Preferences: The Role of Acculturation, Media Use, Trust in Health Sources, and Ideology • Maria Len-Rios, The University of Georgia; Yen-I Lee, University of Georgia • The purpose of this study is to assess how individual characteristics of Latinos, including acculturation levels, media use, trust in health resources and ideology, predict Latinos' satisfaction with the Affordable Care Act. This study is important because Latinos are among those in the U.S. most likely to lack health insurance coverage, and rate access to health insurance as important. We offer an analysis of a national nonprobability online survey (N=434) of Hispanic Americans representing 35 states. Our findings showed that acculturation and political ideology predict satisfaction with the ACA, as well as trust in service providers and information sources.

Content-Expressive Behavior: Discussion Network Heterogeneity, Content Expression, and Political Polarization • Matthew Barnidge, University of Vienna; Alberto Ardèvol-Abreu, University of Vienna; Homero Gil de Zúñiga, University of Vienna • One thriving area of research on participatory media revolves around political expression and the creation of political content. This study analyzes the connections between these behaviors, heterogeneous information networks, and ideological polarization while accounting for the role of emotional intelligence. Results from a two-wave-panel survey of U.S. adults show that people who engage in content-expressive behavior are embedded in heterogeneous information networks, and that emotional intelligence moderates the relationships between content-expressive behavior and political polarization.

Like Me: How Facebook Users Engage in Self-Presentation • Megan Mallicoat • This study draws on self-presentation theory to examine how participants strategically present themselves through Facebook. Participants (N=168) were asked to rate their day-to-day Facebook interactions according to a 25-point scale measuring behavior motivated by a taxonomy (Jones & Pittman, 1982) of five self-presentation strategies. Results show self-reported self-presentation efforts on Facebook are similar — but not identical — to prior research regarding self-presentation. Results also suggest Facebook use might be a useful predictor of self-presentation strategies.

The Influence of Narrative Messages on Third-Person Perception • Michael Dahlstrom, Iowa State University; Sonny Rosenthal • Narratives can shape perceptions about the world through unique processing pathways, but are audiences aware of this influence? This study explores these questions by bridging the theoretical frameworks of third person perception and narrative persuasion and testing them in an environmental context. Findings suggest that individuals do recognize narratives as having special influence, but only when they perceive the potential effects of a message to be harmful.

Anti-intellectualism among Students in Journalism and Communication: A Developmental Perspective • Michael McDevitt; Jesse Benn; Perry Parks, Michigan State University; Jordan Stalker, University of Wisconsin; Taisik Hwang; Kevin Lerner, Marist College • This study measures anti-intellectualism in journalistic attitudes for the first time, and documents developmental influences on anti-intellectualism among undergraduates at five colleges with comprehensive programs in journalism and mass communication. Journalism major and role conceptions generally fail to inoculate students against professional anti-rationalism and anti-elitism. While reflexivity is typically viewed as an expression of critical thinking, support for transparency in news work appears to condone a populist suspicion of intellectuals and their ideas.

Drinking at Work: The Portrayal of Alcohol in Workplace-related TV Dramas • Mira Mayrhofer, University of Vienna; Jörg Matthes, U of Vienna • We analyzed the most popular work-related TV-dramas regarding the portrayal of alcohol in a televised workplace environment. Of interest were character-beverage interaction, setting, motivations, topic, valence, and portrayed consequences. Half of all beverage scenes were alcohol-related and a character–beverage interaction was more likely for alcoholic than non-alcoholic beverages. Furthermore, over 30% of all consumed beverages at work were alcoholic and only a few consequences of alcohol were presented.

Picturing horror: Visual framing in newspaper coverage of three mass school shootings • Nicole Dahmen, University of Oregon; David Morris II, University of Oregon • Images can and do influence the manner in which audiences understand and remember news. As such, it is critical that scholarship consider visual framing. This study examines visual framing of a timely and disturbing topic: mass shootings. Through content analysis of 4,934 photographs from nine days of newspaper coverage from three mass school shootings, the study found empirical evidence of routinization of coverage and coverage that emphasized the perpetrators at the expense of the victims.

The (in)disputable "power" of images of outrage: Public acknowledgement, emotional reaction, and image recognition • Nicole Dahmen, University of Oregon; Natalia Mielczarek; Daniel Morrison, University of Oregon • A recent news image– that of a drowned 3-year-old Syrian boy washed ashore as a result of refugees fleeing Syria–resonated with audiences and leaders, becoming a seeming catalyst for action. But the effect was short lived. Through survey data, this research explores iconic images and visual collective memory, considering connections between public acknowledgement, emotional reaction, and image recognition. Studying such relationships will help us to further understand the (in)disputable "power" of harrowing images.

The Religious Facebook Experience • Pamela Brubaker, Brigham Young University; Michel Haigh, Penn State • "This study explores why people (N = 428) use Facebook for religious purposes and the needs engaging with religious content on Facebook gratifies. Along with identifying the uses and gratifications received from engaging with faith-based Facebook content, this research explores whether or not religiosity, the frequency of Facebook use, and the intensity of Facebook use for religious purposes predicts motivations for accessing this social networking site for faith-based purposes. An exploratory factor analysis revealed four primary motivations for accessing religious Facebook content: ministering, religious information and entertainment, spiritual and emotional support, and proselytizing. A multiple regression analysis showed religiosity, the frequency of Facebook use, and the intensity of Facebook use for religious purposes predicted motivations for ministering and seeking religious information and entertainment. Intensity of Facebook use was the only predictor of spiritual and emotional support whereas frequency of engagement with religious content was the only predictor proselytizing."

Constructed: Digital journalists, role conception and enactment • Patrick Ferrucci, U of Colorado • This study utilizes social construction theory to examine how digital journalists conceive and enact their roles. Through 37 in-depth interviews with digital-only journalists working across the country for a variety of non-legacy market models, this study found that digital journalists embrace the interpreter role, the advocate role and one new role germane to digital journalism: the mobilizing marketer. The study then examines the routines and norms that have become institutionalized to enact these roles.

"Not Strawberry Shortcake Again!": Exploring Parental Mediation of Pre-School Children's Book Selection and Book Reading in a Library Setting • Regina Ahn, University of Illinois at Urbana-Champaign; Michelle Nelson, UIUC – Advertising Department • Our research investigates parental mediation practices for children's book selection and reading with an ethnographic approach in a library setting. Findings show the prevalence of licensed media character books and commercial influences on children's and parents' book choices (e.g., Strawberry Shortcake). Based on our observations, a typology of parental mediation and social interactions emerged; yet, limits of parental strategies were also explored in the library. Implications and future research directions of the research are discussed.

Celebrity Candidate Voters in Campaign 2016: Media Use, Motivations and Political Learning • Stacey Kanihan, University of Minnesota; Hyejoon Rim, University of Minnesota • Drawing from the "celebrity politics" literature, this national survey (n = 1608) examines the influence of a celebrity candidate on voters' media behaviors during the 2016 U.S. presidential primary. Findings reveal celebrity supporters are mainly driven by entertainment motivations and follow news on television and YouTube, but their predictor of campaign knowledge is news websites. A comparison group of others also learns from Twitter and television. Findings contextualized by the ideal of an informed electorate.

The Ironic Effect of Covering Health: Conflicting News Stories Contribute to Fatalistic Views Toward Nutrition • Temple Northup, University of Houston • In the United States, the number of overweight or obese people has increased considerably. This is a serious issue and it is important to investigate what role the media may play in this problem. This research examines some of the psychological mechanisms that could explain the previously identified link between media and an unhealthy diet by specifically testing the effects of reading news stories that contain contradictory (or consistent) health information. Results suggest conflicting health information caused increased negative affect as well as feelings of fatalism related to eating well, an important and known predictor of unhealthy food consumption.

Use of Violent War-Themed First Person Shooters and Support for Policies of Military Intervention • Toby Hopp; Scott Parrott; Yuan Wang, The University of Alabama • A survey (n=246) explored the relationship between exposure to violent, war-themed First Person Shooter (FPS) video games and citizen attitudes toward interventionist military policy. Results suggested that frequent exposure/use of war-themed FPS games was positively associated with both moral disengagement and attitudes governing the acceptability of military violence. The data further indicated that moral disengagement was a positive predictor of citizen preference for interventionist military policy.

The Changing Media Perceptions and Consumption Habits of College Students: A Media System Dependency Perspective • Todd Holmes, State University of New York at New Paltz; Sylvia Chan-Olmsted, University of Florida • Using media system dependency (MSD) as a theoretical framework and a series of 12 focus groups over four years, this exploratory study examined how college students' perceptions and use of traditional and new media platforms and

devices changed throughout their years as college students. The findings suggest that college students' dependency on new media platforms is a function of the ability of these media to facilitate the attainment of understanding, play, orientation, and expression goals.

Exploring Flaming, Message Valence, and Strength of Organizational Identity • Troy Elias, University of Oregon; Andrew Reid, University of Southern California; Mian Asim, Zayed University • Mobile applications or "apps," represent increasingly ubiquitous small digital programs that facilitate a wide array of tasks, including banking, social networking, or monitoring one's health. This study examines factors that affect consumers' adoption of apps. Specifically, this experimental study explores the impact of negative and positive reviews from ingroup members, in conjunction with flaming comments from outgroup members, on the attitudes and behavioral orientations of those that strongly and weakly identify with an organization. Results of the study reveal that when users are presented with an identity-relevant informational app, those individuals who possess weak levels of organizational identification will have a more favorable attitude toward an organization's app, attitude toward the app's brand, and a greater likelihood of purchasing the app after viewing positive reviews versus negative reviews, as opposed to individuals with strong levels of organizational identification, who appear to be less susceptible to negative WOM.

Too Hard to Shout Over the Loudest Frame: Effects of Competing Frames in the Context of the Crystallized Media Coverage on Offshore Outsourcing • Volha Kananovich; Rachel Young • This study investigates the effects of competing frames in newspaper coverage of offshoring, an issue that is characterized by explicitly negative media coverage and a single dominant frame. The findings of a randomized, controlled experiment (N=152) demonstrate conventional framing effects on attitudinal change, but show that the attitudes of people with greater interest in economic and political news move away from supporting offshoring if they are exposed to a positively valenced frame.

Promoting HPV Vaccination for Male Young Adults: Effects of Descriptive and Injunctive Norms • Wan Chi Leung • This study explores promotions of the HPV vaccination for men, focusing on how social influence plays a role in influencing young male adults' attitudes toward the HPV vaccine. An online survey was conducted on Amazon Mechanical Turk, and responses from 656 males aged 18-26 in the United States were analyzed. Results indicated that exposure to messages were associated with perceived effects of the messages on others, which related to the perceived descriptive norm of vaccine uptake among other males. However, the perceived injunctive norm was more powerful in predicting support for the HPV vaccination for males than the perceived descriptive norm. Findings point to suggestions for future promotions of the HPV vaccination for males.

From immediate community to imagined community: Social identity and the co-viewing of media event • Xi Cui; Jian Rui, Lamar University; Fanbo Su, Guangzhou University • This paper examines how various forms of co-viewing media events, i.e. physical discussion, social media engagement and imagined togetherness, contribute to viewers' emotional reactions to the live broadcast genre which, in turn, strengthen viewers' social identity. It is found that, consistent with theorizations of rituals and media events, viewers experience stronger emotional reaction when they actively engage in social interactions of various forms during watching a media event. Among the various co-viewing situations, social media engagement is found to be the strongest predictor of emotional reaction. The emotional reactions further translate into viewers' social identity that is relevant to the messages conveyed in the media events. The findings provide some answers to the debate regarding the validity of large-scale mediated integrative rituals in contemporary societies. Meanwhile they deepen our understandings of co-viewing behaviors, especially social media engagement, in the consumption of traditional mass-media events.

Examining the Interaction Effects between Media Favorability and Recency of Business News on Corporate Reputation • XIAOQUN ZHANG, University of North Texas • This study showed the significant interaction effect between media favorability and recency of business news on corporate reputation, indicating that the second-level agenda setting effect and recency effect take place simultaneously when people use media messages to form corporate reputation. The composite measure of media favorability and recency was superior to the measure of favorability. This study was based on the content analysis of 2,817 news articles from both elite and local newspapers.

Becoming Collective Action Experts: Parsing Activists' Media and Discourse Strategies in China • Yuqiong Zhou, School of Communication, Shenzhen University; Yunkang Yang • Action strategy, media strategy, and discourse strategy are three key strategies of social contention. Compared to action strategy, our understanding of the other two is very limited. This study attempts to analyze the working mechanisms of media and discourse strategies and the co-working mechanisms between the two by employing new theoretical framework and research methods. Based on literature review, we examine the media strategy from the perspectives of mediated content, connective action and media co-empowerment and circulation; we analyze the discourse strategy from the approaches of framing and gaming; and finally we illustrate the coordinating relationship between media and discourse strategies. The meta-analysis of 40 massive incidents during 2009-2014 demonstrates that "time vs. space" and "us vs. them" are the two coordinates of China's contentious discourse system. The comparative case study of Wukan and Panyu incidents shows that despite the great differences between Wukan villagers and Panyu citizens in demographics, social capital and media literacy, they both demonstrated remarkable wisdom and managed to adjust their media and discourse strategies to fulfilling consensus mobilization, action mobilization, and social mobilization. In particular, Wukan villagers' creative utilizing of new media deserves further discussion.

Student Competition

Who has (not) Set Whose Agenda on Social Media? A Big-Data Analysis of Tweets on Paris Attack • Fan Yang, Pennsylvania State University; Tongxin Sun • Utilizing social network, semantic and sentiment analysis, this study investigates agenda setting of 13,784 Tweets on Paris attack. Findings indicate individual Twitter opinion leaders are as influential as media organizations for agenda setting. The significant negative correlations of issue/attribute salience between the agendas of media and individual opinion leaders suggests that rather than setting agendas for each other, the two complement each other in determining "what" and "how" to think about Paris attack on Twitter.

The New Gatekeepers: Discursive Construction of Risks and Benefits for Journalism, Silicon Valley, and Citizens • Frank Michael Russell, University of Missouri School of Journalism • This study explores interactions between journalism, Silicon Valley, and citizens based on a qualitative textual analysis of interviews between journalists and technologists in the Riptide oral history of the digital disruption of journalism. Guided by the concept of reciprocity, the study examines how interviewers and interviewees discursively constructed risks and potential benefits in this relationship for journalism, Silicon Valley, and citizens. Interactions were discursively constructed most prominently in terms of risks for journalism.

Location-based social networking: Location sharing of the users, by the users, for the users • Kyung-Gook Park, Concentrix; Jihye Kim, University of Florida • The goal of this study is to examine location-based social networking (LBSN) services users' uses and gratifications and the relationship between the intensity of LBSN services use and trust in location content. The findings demonstrate that the intensity of LBSN services is positively associated with each gratification. In addition, discovery is positively related to trust in user-generated content (UGC), whereas communication is negatively related to trust in ready-made content (RMC).

Political self-categorization, geography, and the media: How does news consumption play a role in perceptions of universal human rights? • Lindsey Blumell, Copenhagen Business School/Texas Tech University • Since the end of WWII, the international community via the United Nations has developed a framework of human rights that is meant to be universal to all persons, but political and cultural factors have limited that adoption. This study looks at how overall, transnational, and humanitarian news consumption influences a global audience's perceptions of human rights. Results of a transnational survey indicate news consumption and political self-categorization are the strongest predictors of human rights attitudes.

Media and Anti-Muslim Sentiment in China: A Study of Chinese News Media and Social Media • LUWEI ROSE LUQIU, Penn State University; Fan Yang, Pennsylvania State University • The goal of this study is to determine the relationship between the portrayal of Muslims in Chinese news and social media and anti-Muslim sentiment in China. Analysis of 10 years of news reports about Muslims and Islam on state news media and over 10,000 posts on Weibo, a Chinese microblog equivalent to Twitter, shows an overall negative tone against Muslim, priming a significant stereotype effect. IAT was conducted among non-Muslim Chinese and negative stereotypes about Muslims as a result of media cultivation were detected. A survey of Chinese Muslims showed real-life discrimination to be a consequence of this negative attitude. This study shows that media stereotypes of Muslims are the key factor for anti-Muslim sentiment, because they play an important role in forming public opinion in China. However, although there is a negative attitude toward Muslims on social media, such media have provided an alternative platform for Chinese Muslims to communicate with out-group members and have allowed discussions between Chinese Muslims and non-Chinese Muslims.

Complicity, trust or getting through the day? News media institutional norms at the state house • Meredith Metzler • The relationship between elected representatives and reporters is mutually dependent yet antagonist, stemming from the press' role as a political institution. This qualitative analysis finds that legislative offices understand their institutional role as representation of constituents and the news media's as a neutral information provider. The results suggest professionalism manifested legislator's trust in media. Recurring concern over "information correction" suggests legislators find themselves increasingly as fact arbiters in the changing media landscape.

Negotiation of Sexual Identity in Gay On-Air Talent on West Texas Mainstream Media • Nathian Rodriguez, Texas Tech University • This analytic autoethnography explores identity negotiation in on-air media personalities in West Texas by augmenting the author's personal experience with the lived experiences of five other LGBTQ radio/television on-air personalities. Employing the communication of identity theory, results indicate conflicts between the personal and communal frames, the relational and communal frames, and the enactment frame with all other frames. Strategies used to help navigate these conflicts include employment of hegemonic masculinity norms, self-monitoring and assimilation.

Effects of Mass Surveillance on Journalists and Confidential Sources: A Constant Comparative Study • Stephenson Waters, University of Florida • This qualitative study explores how national security journalists communicate online using digital security technologies to evade potential surveillance by government authorities. This study follows a panopticism framework, which states that those under real or perceived observation will alter their behavior to be more subservient to authority. Through a series of seven in-depth interviews with journalists, using a constant comparative method, journalists who participated in this study reported that the way they work has changed under a real or perceived threat of mass government surveillance, making their work more difficult and potentially damaging their communications with sources. Many potential interview subjects refused to participate on the record because of the sensitivity and potential risks involved in the discussion of the subject matter.

"We can't stop, and we won't stop": Motivated Processing of Sex and Violence in Music Media • Tianjiao (Grace) Wang, Washington State University • This study examines the processing of two types of content commonly found in popular music videos- sex and violence. High sex high violence music videos were the most engaging and memorable messages, potentially creating a flow experience. The motivated cognition perspective proved to be robust in predicting the processing of messages containing motivationally relevant content.

2016 Abstracts

Minorities and Communication 2015 Abstracts

Faculty Research Competition

Predictors Of Faculty Diversification In Journalism And Mass Communication Education • Lee Becker, University of Georgia; Tudor Vlad, University of Georgia; Oana Stefanita, University of Georgia, Grady College
•Based on data gathered between 1999 and 2013, this paper provides up-to-date information on faculty diversity in journalism and mass communication education. It examines the predictive power of four key institutional characteristics in producing diversification: accreditation status, type of control of the institution, type of mission, and region of the country. It shows diversification is increasing, but progress, particularly in terms of racial and ethnic diversity, is slow.

Stereotype, tradition, and Carmen Luna: The Puerto Rican woman in Lifetime TV's Devious Maids • Melissa Camacho, San Francisco State University • This paper argues that Puerto Rican women are portrayed on US mainstream television according to traditional Hollywood stereotypes that group Latinas into a homogeneous category that reinforces the hegemonic values of a collective non-Latino/a community. These portrayals fail to accurately to represent Puerto Rican's unique hybrid culture, which pulls together a national heritage and American cultural values resulting from the island's colonial status. Yet, these representations also reflect values established by traditionally patriarchal island culture. The result is a distorted image of Puerto Rican political and cultural citizenship within the United States. Guided by social criticism, this qualitative deconstruction of the two first seasons of the Lifetime TV series, Devious Maids, demonstrates how the Puerto Rican character Carmen Luna negotiates this complicated position.

Complicating Colorism: Race, Gender and Space in Dark Girls • Nicola Corbin • This study examines the discursive production of colorism in the documentary Dark Girls, using articulation as a theoretical and methodological foundation. Locating colorism within the historically raced and gendered discourses of respectability politics, it concludes that colorism reveals a complex articulation of race with gender and the patriarchal politics of space. It is precisely because of this deep complexity that critical challenges to colorism have been inhibited, and its perpetuation persists.

Cross Cultural Political Persuasion: Assessing The Moderating Role Of Candidate Ethnicity And Strength of Ethnic Identification On Candidate Evaluation • Mian Asim, Zayed university; Troy Elias, University of Oregon; Alyssa Jaisle, University of Florida • Results reveal that neither Hispanics nor Anglos use the ethnicity of political candidates as a major determinant for attitude formation, voting intentions, or similarity perceptions. However, as Hispanic's strength of ethnic identity increases they demonstrate more favorable attitudes, intentions to vote for, and perceptions of similarity towards a candidate that endorses same-sex marriage. Conversely, stronger ethnic identity of Anglos increases their likelihood of voting for, perceiving similarity to and holding more favorable attitudes toward advocates of anti same sex messages.

Roughing the passer: Audience-held and applied stereotypes of NFL quarterbacks • Patrick Ferrucci, University of Colorado-Boulder; Edson Tandoc, Nanyang Technological University • This experiment tested stereotypes and message credibility associated with Black and White quarterbacks. Participants were asked to rate quarterbacks based on stereotypes identified in previous literature and then were asked to rate the credibility of stereotype- consistent or inconsistent messages. The study found that participants stereotyped both races, but Black participants actually stereotyped more strongly. Only messages concerning stereotype-consistent descriptors of White quarterbacks were rated as more credible. These results are interpreted utilizing social identity theory.

How Twitter User's Framed Sebastien De La Cruz's Anthem Singing at the 2013 NBA FInals • Melita Garza, Texas Christian University, Bob Schieffer College of Communication, School of Journalism • This study examines the way new and legacy media curated Twitter reaction to fifth grader Sebastien De La Cruz's performance of the Star-Spangled Banner at the NBA Finals in 2013. Using framing theory, the author identified positive and negative frames, many embedded in stereotypes. The author argues that Twitter is a new medium conveying an old othering message: Mexican Americans are not truly Americans, making them illegitimate interpreters of the nation's authentic tune.

Framing #Ferguson: A comparative analysis of media tweets in the U.S., U.K., Spain, and France • Summer Harlow, Florida State University; Lauren Antista, Florida State University • Events in #Ferguson, Missouri brought race relations under a global spotlight. This computerized content analysis of thousands of Twitter posts from the public, media outlets, and journalists in the United States, United Kingdom, Spain, and France indicated the U.S. was more likely to negatively frame protestors. As protests continued, media outlets' and journalists' use of racism frames and positive protest frames increased, suggesting they might take cues from global Twitter discussions and public discourse.

The Black Press Tweets: How the Social Media Platform Mediates Race Discourse • Ben LaPoe; Katie Lever
•This study analyzed 46,216 Black press tweets and 46,226 mainstream press tweets. The Black press tweeted more about race and history. The mainstream press tweeted about race less than 1% of the time; instead, the mainstream press focused on issues such as education and crime. These findings suggest that news organizations like the Black press are still very much needed and are using social media to interact on a more personal level with their audience.

More Sources, Greater Harm: Source Magnification of Racist Hate Messages on Social Media • Roselyn J. Lee-Won, The Ohio State University; Hyunjin (Jin) Song, The Ohio State University; Ji Young Lee, The Ohio State University; Sung Gwan Park, Seoul National University • This research examined source magnification of racist messages in social media contexts. An online experiment was conducted with a non-college sample of Black participants (N = 115). Relative to those who viewed single-source anti-Black tweets, those who viewed multiple-source anti-Black tweets experienced greater emotional distress, which in turn increased attribution of negative social outcomes to prejudice. Overall, the findings suggest that multiple sources magnify the psychological harm inflicted by racist messages upon target minority members.

Latino youth, digital media and political news • Regina Marchi, Rutgers University • This paper discusses how low-income Latino youth use digital technologies to network with communities of interest, in the process learning about current events and political issues. Contrary to previous assumptions about the digital divide, this study found that these youth were very plugged in to the Internet, getting most of their news information online. Yet, a different digital divide was

evident, in which Internet-savvy youth had access to a timelier variety of news than their parents, many of whom had low levels of formal education and worked in jobs that did not cultivate digital skills. In a reversal of typical parent-child roles, youth in this study were found to be news translators for their parents, explaining US news stories and their implications. In seeking information and creating or posting diverse types of content online, they gained participatory and deliberative skills useful for civic engagement in a democracy.

Celebrity capital of actresses of color: A mixed methods study • Yulia Medvedeva, University of Missouri; Cynthia Frisby, University of Missouri; Joseph Moore, University of Missouri • This mixed-methods study explored the coverage of two Oscar-winning actresses of color, Lupita Nyong'o and Halle Berry, to identify how their celebrity capital was conveyed by entertainment news. Contrary to expectations set by understanding of the concept of colorism, darker-skinned Nyong'o' racial capital was stated in the news less prominently than was racial capital of lighter-skinned Berry. Actresses' celebrity capital and ways of conversion of capital is visualized in Venn diagrams.

Blogging Ferguson in Black and White • Doug Mendenhall, Abilene Christian University • Blog posts and appended comments about the shooting of a black teen in Ferguson, Missouri, are analyzed for differences based on the race of the authors. Using Diction 7.0, a common word-counting program, seven differences are seen, with black-authored posts higher in commonality, cognition, hardship, human-interest, satisfaction, and self-reference, while white-authored posts are higher in use of collectives. From a social identity perspective, tonal differences do not appear to constitute differing levels of incivility.

Who's in Charge Here? Leadership Attributions Between African American Coaches and White Quarterbacks • James Rada, Ithaca College; K. Tim Wulfemeyer, San Diego State University • Previous research has demonstrated that mass-mediated coverage of professional and intercollegiate sports often presents biased coverage of African American athletes vis-à-vis white athletes. This research sought to determine whether Super Bowl media coverage was more likely to ascribe leadership qualities to African American head coaches or white quarterbacks. The content analysis of the coverage of four Super Bowls found that ten news organizations did a satisfactory job of providing equal coverage of both groups.

Immigration News in the U.S. African American Press and the Legacy of the Black Atlantic • Ilia Rodriguez, University of New Mexico • This research focused on coverage of immigration in the U.S. Black press between 2006 and 2014 to examine how news discourse activates positions of identification for members of the African diaspora by invoking the thematic cluster of the Black Atlantic as a cultural formation–as conceptualized by Paul Gilroy (1993). The research questions guiding the analysis were: How does news coverage of immigration in African-American newspapers construct geospatial mappings, identity boundaries, and cultural referents for members of the African Diaspora? How does coverage maintain the legacy of the Black Atlantic? The analysis draws on models of critical discourse analysis of news media (Fairclough, 1995; Richardson, 2000; Reisigl & Wodak, 2001) to discuss thematic clusters in coverage and, within these, rhetorical constructions and referential strategies used to avow and ascribe positions of identification. The discussion is based on a thematic analysis of 2,161 items and close linguistic analysis of 98 articles in English-language newspapers serving U.S. African-Americans as well as Haitian, Jamaican, greater Caribbean, and African immigrant communities in the United States.

Applying Health Behavior Theories to the Promotion of Breast Tissue Donation Among Asian Americans • Kelly Kaufhold, Texas State University; Autumn Shafer, Texas Tech University; Yunjuan Luo, Texas Tech University •Asian-American women are underrepresented in the donor pool of healthy breast tissue samples used by breast cancer researchers, despite communication efforts that have resulted in an increase in Caucasian donors. Based on the health belief model and the theory of planned behavior, a survey of adult women in the U.S. (n = 1,317), oversampling for Asian women, found key differences in beliefs related to breast cancer and breast tissue donation between Asian and Caucasian women.

Citizen Framing of Ferguson in 2015- Visual Representations on Twitter and Facebook • Gabriel Tait, Arkansas State University; Mia Moody-Ramirez, Baylor University; LIllie Fears; Ceeon Smith, Arizona State University; Brenda Randle, Arkansas State University • Using a critical race lens and both framing and medium theories, this study explores the cultural narratives citizens used in their framing of the Ferguson riots in the aftermath of Michael Brown's death in 2014. Findings indicate citizens posted their photographs, texts, and videos after Michael Brown's death in 2014, and how the messages differed across platforms. Furthermore, the research grappled with the fact pictures do not lie, but they can be misinterpreted. At least that is what researchers argue, particularly when it comes to interpreting depictions of African Americans.

Active Video Game Play in African American Children: The Effect of Gender and BMI on Exertion and Enjoyment • Xueying Zhang; Bijie Bie; Dylan McLemore, Univ of Alabama; Lindsey Conlin, The University of Southern Mississippi; Kim Bissell, University of Alabama; Scott Parrott; Perrin Lowrey • Applying the Health Promotion Model (HPM), this study tested the influence of gender, BMI type and past exercise experience on African American children's Wii game-playing experience and heart rate. A field experiment was conducted with a convenience sample of 51 African American children. Overall, the findings supported the proposition of using Wii games as alternative means of physical activity in African American children and suggested choosing games based on children's background information to maximize the effectiveness.

Student Paper
With Liberty and Justice for Some: The Cultural Forum of Black Lives Matter • Laurena Bernabo, University of Iowa • This paper interrogates the dramatization of themes central to the Black Lives Matter movement. Ideological analysis and textual analysis are applied to recent scripted programming, according to the cultural forum model, in order to examine verbal and visual cues. A number of dominant themes are made apparent through this research: programming dealing with current race-related concerns take up issues of (1) the innocence or guilt of Black men; (2) the justifications made by White participants; (3) the nature of incidents as isolated or systemic; (4) prior indication of

White participants' bigotry; (5) aftermath of events, and (6) prognoses for the future. This study conclude that these programs work ideologically and visually to circulate competing and even contradictory discourses, and to disturb racial binaries that prohibit post-race discourses.

Picture a Protest: Analyzing Images Tweeted from Ferguson • Holly Cowart, University of Florida • The shooting of Michael Brown in Ferguson, Missouri created a media storm that coalesced around a series of events. This research examines nine major media outlets' depiction of those events on Twitter using visual framing analysis. Findings suggest that the images of Ferguson were of divided forces working against each other. On one side stood white police. On the other, black protestors were in motion. The two sides rarely existed in the same image.

Unaccompanied Immigrant Children: An Exploration of the Presidential Influence on Media Agenda-Building and Framing • Lourdes Cueva Chacon, University of Texas at Austin • An examination of the media coverage of the influx of unaccompanied immigrant children through the US Southern border between 2012 and 2014, by national and border-state newspapers, suggests that the president of the United States may strongly influence the media agenda-building, moderately influence the process of media framing, and confirms that border-state newspapers are more likely to portray immigrants negatively.

Mirror, Mirror on the wall, are you treating minorities fair at all? An analysis of channel and genre differences in minority representation on television. • Serena Daalmans, Radboud University; Ceciel ter Horst, Radboud University Nijmegen, The Netherlands • This study focused on the representation of minority groups on television, following the idea(l) that television as a mirror of society should convey a well-balanced representation of society. Previous research has shown that television can have an impact on how the public at large perceives the world and influences individuals' self-image and image of others. Results reveal an underrepresentation of women, seniors and sexual minorities and stereotyping in the representation of women and ethnic minorities.

Defend More, Exploit Less: African Americans on Media Trust and News Use After Ferguson • Shane Graber, The University of Texas-Austin • In August 2014, an unarmed African American teenager was fatally gunned down by a white police officer in Ferguson, Mo. Considering the poor history of race reporting in the past, this study seeks to explore the impact that the mainstream news media's Ferguson coverage had on African Americans. Based on in-depth interviews, respondents' perceptions suggest that news trust might not impact consumption habits as acutely as previously thought.

'Wilding' Revisited: How African American and Hispanic Newspapers Covered the Central Park Jogger Story • Robin Hoecker, Northwestern University • Using Critical Race Theory as a lens, this paper examines the Central Park Jogger case, where five black and Latino teenagers were convicted of raping a white woman and later acquitted. I argue that not only did the original media coverage rely on deeply-rooted racial stereotypes, but much of the scholarship about race, crime and news has also privileged white perspectives. This project looks specifically at how black and Spanish-language newspapers covered the case.

Integrating Disability: Increasing and Improving the Portrayal of People with Disabilities with Positive Media Images • Davi Kallman, Washington State University • Disabled individuals comprise the largest minority group in the world, yet they are the most underrepresented minority group. Despite their large numbers, disabled individuals not only encounter individual prejudice, this prejudice is institutionalized in society. In an effort to reduce negative attitudes toward disabled individuals, this study used a video clip showing positive disability exemplars. Implicit and explicit measures of prejudice were compared to find that ablebodied student implicit bias was more entrenched than expected.

The Influence of individuals' racial identification with media characters in crime dramas on moral judgment: the moderating role of emotional reactions • Jisu Kim; Yiran Zhang • This study explored the effects of racial identification among White people with media characters in crime dramas on moral judgment toward criminals from different racial groups. Additionally, two distinct emotions are employed as moderators in the relationship. The result of racial identification was opposed to our expectation, but subsequent analysis showed White people with activated racial identity had more feelings of anger toward the Black criminal, but judged the crime itself less morally wrong.

Self-referencing and ethnic advertising effectiveness: The influence of ad model ethnicity, cultural cues and acculturation level • Xiaoyan Liu • Asian minorities' market attracts more and more attentions from scholars and advertisers today. This study investigated the effect of the race of ad characters, cultural cues in advertising and acculturation level on advertising and brand evaluation among Asian ethnic minorities. Additionally, this study explored the self-referencing as a mediating role of the effectiveness of the model ethnicity and cultural cues portrayed in advertising. A 2 (Asian characters vs. White characters) by 2 (Asian cultural cues vs. American cultural cues) by 2 (low acculturated minorities vs. high acculturated minorities) between-subjects factorial design was employed to test the hypotheses. The results indicated that the congruent advertising activated more self-referencing than the incongruent advertising among Asian minorities. In addition, acculturation level only increases self-referencing under majority cultural cues. Moreover, self-referencing mediates the effect of model ethnicity and cultural cues on the attitude toward the advertising and brand.

How Long, Not Long: The Disappearance of the Selma to Montgomery Marches in Anniversary Coverage • Meagan Manning, University of Minnesota • In spite of its weeks long grip on the nation's conscious, the rare support of rights leaders, the American populace, and federal government officials, as well as its instrumental role in the passage of the 1965 Voting Rights Act, Selma anniversaries are not moments when we collectively reflect on the state of American race relations. We do not revisit the text of speeches by Hosea Williams and Rosa Parks given in March 1965 like we revisit the Dream. Nor do we mourn the deaths of Jimmie Lee Jackson, James Earl Reeb, and Viola Liuzzo collectively as a nation in the way we recollect Malcolm X or Martin Luther King. As scholars, it is important not only to document the recent past, but also to examine which facets of that past fall out of memory as time progresses. The Selma to Montgomery march represents a nationally recognized, yet marginally commemorated lieux de memoire of the civil rights era. As such, it represents an important component for analyzing what facets of the movement we as a

society neglect to commemorate. To that end, this research traces how six dominant press outlets cover Selma's anniversary. Analyzing coverage of a prominent, yet infrequently commemorated civil rights event sheds light on why some historical events are not significant forces in the cannons of public memory and provides insight into what types of contemporary social, political, and cultural circumstances influence that compromised position.

#STEMdiversity: Utilizing Twitter to Increase Awareness about Diversity in Science, Technology, Engineering, and Mathematics • Leticia Williams, Howard University • The purpose of this study is to explore whether communication technologies such as Twitter, can increase knowledge and awareness of science, technology, engineering, and mathematics (STEM) diversity. A textual analysis of 1,520 tweets that contained the hashtags #STEMDiversity and #BlackandSTEM was used to explore the type of content shared on Twitter about STEM diversity, and the standpoint of the individual posting the tweet. This analysis was supported by the theoretical framework of standpoint theory. Findings are consistent with previous research that found information sharing is a primary function of Twitter. Tweets about information and role models were the most discussed topics. Additionally, minorities, specifically African Americans and women, did tweet information about STEM diversity in ways that were influenced by their multiple standpoints of race, gender, and STEM.

2015 Abstracts

Newspaper and Online News 2013 Abstracts

Open Competition

Political or Professional?: The Nineteenth Century National Editorial Association • Stephen Banning • In the nineteenth century the National Editorial Association grew from just over fifty editors to over 4,000 members representing 12,000 newspapers. This was a time when some state press associations were self identified as professionals. This research examines the National Editorial Association's character and motivations to see if members were interested in professionalization as well. The National Editorial Association's questionable connection with the 1992 World's Fair is also examined.

It's the leadership, stupid, not the economy: A framing study of newspaper endorsements of presidential candidates in the 2012 election • Kenneth Campbell, University of South Carolina; Ran Wei, University of South Carolina; Wan Chi Leung, University of South Carolina; Maia Mikashavidze, University of South Carolina • Though framing research has been robust, but no study has examined press endorsements of presidential candidates with a framing perspective. To fill the void, we pursued a framing analysis of presidential endorsements in the 2012 election. Moreover, the present study aims at overcoming some of the limitations in the existing literature with a framing analysis of the candidates and issues used by the newspaper endorsements in the tightly contested presidential contest between incumbent Democratic President Barack Obama and Republican challenger Mitt Romney in 2012. To achieve the objectives, a quantitative content analysis and qualitative framing analysis of 75 newspaper endorsements were conducted. Findings show that newspapers that endorsed Obama framed him as a leader based on his performance on a variety of national issues whereas newspapers that endorsed Romney framed him as their choice based primarily on the economy.

Fuzzy, transparent, and fast: Journalists and public relations practitioners characterize social media interactions • Aaron Chimbel; Tracy Everbach, University of North Texas; Jacqueline Lambiase • This mixed-methods study, based on a survey including open-ended responses from 167 journalists and PR practitioners, examines views on interacting through social media. Grounded in journalism ethics and news production research, the study examines how professionals navigate rapidly changing social media. Results show journalists and PR practitioners see themselves working in the same digital space. Journalists and PR professionals thought it was ethical to become social media "friends" and followers. Still, these relationships are evolving.

Is Google "Stealing" your Content? Examining How the News Industry Framed Google in an Era of News Aggregation • H. Iris Chyi, University of Texas at Austin; Seth Lewis; Nan Zheng, James Madison University • As online news aggregators outperform most traditional media sites, some news executives accuse Google News of stealing their content, even as they rely on Google for exposure. This quantitative content analysis examines how the news industry, during the 2008–2010 financial shock for U.S. newspapers, covered its delicate relationship with Google. While Google was often portrayed as the enemy, most coverage suggested that newspapers should work with Google, indicating the challenge in assessing Google's role in an era of news aggregation.

This Just In: Examining the Presence of Spot News in Print and Online News Organizations • Jennifer Cox, Salisbury University • Newspapers are competing with online-only upstarts to provide spot news coverage that drives local readership prompting questions regarding the ways in which news is defined by both types of organizations. This study examined print and online content in four pairs of daily newspapers and online-only news organizations sharing a common home city. A content analysis of 1,965 news items revealed spot news appeared more frequently online than in print, though there was no significant difference regarding the presence of spot news between newspapers and their online-only competitors. Online-only publications provided spot news most on crime items, while newspapers provide it most in accident/disaster/public safety items. The majority of spot news items contained the timeliness and proximity news values. The results of this study indicate both organization types understand readers' hunger for spot news online, though the types of spot news stories they include in their products tend to vary. An online emphasis on spot news may

be indicative of a shift in news definitions that could impact readers' perceptions of personal safety in their own communities.

Deciphering 'Digital First' During Football Season: A Study of Blogging Routines of Newspaper Sports Reporters • George Daniels, The University of Alabama; Marc Torrence, The University of Alabama • To understand how the newspaper industry's "digital first" philosophy works for local newspaper writers covering football, this study surveyed local newspaper blogs in all 14 Southeastern Conference markets and 10 markets of SEC non-conference opponents. A follow-up content analysis during Week 6 of the 2012 season revealed 80% of posts were not on GameDay and most focused on hard news. For these bloggers, "digital first" mandates speed and a heavy reliance on news conference content.

Newspaper Coverage of the BP Oil Spill: Framing by Distance and Ownership • Ryan Broussard; Robert T. Buckman, Univ. of Louisiana at Lafayette; William R. Davie, Univ. of Louisiana at Lafayette • This study analyzed how twelve newspapers framed the BP oil spill in terms of environmental, government, and industrial factors. The environmental frame eclipsed the industrial and government frames. In addition, the newspaper's status in terms of its corporate ownership and national scope shaped the coverage. This study reinforced and refined the research of Molotch and Lester by showing how news frames are subject to variables of proximity and newspaper ownership in covering such an environmental hazard.

Building an Agenda for Regulatory Change: The New York Times Targets Drug Abuse in Horse Racing • Bryan Denham • This article addresses the manner in which a New York Times investigative series on drug use and catastrophic breakdowns in U.S. horse racing influenced policy initiatives across a six-month period. Beginning with the March 25, 2012 expose' "Mangled Horses, Maimed Jockeys," the article analyzes how the Times helped to define policy conversations at both the state and national levels. The article also addresses how the Interstate Horseracing Improvement Act of 2011, a fledgling piece of legislation, became what Kingdon (2003) described as a "solution in search of a problem" and thus a political lever in policy deliberations. Long recognized for its capacity to influence the content of other news outlets, the article concludes, the New York Times can also play an important role in legislative arenas, informing lawmakers of salient issues as well as opportunities for substantive and symbolic policy actions.

Unnamed Attribution: A Historical Analysis of the Journalism Norms Surrounding the Use of Anonymous Sources • Matt Duffy, Georgia State University • This paper offers a historical examination of the journalistic norms surrounding the practice of citing anonymous sources. The author examines a variety of textbooks, guidebooks, trade press coverage, and codes of ethics over the past century. The analysis reveals that unnamed attribution, once scorned as a journalistic practice, has gained acceptance over time. As journalistic norms have evolved, the acceptance of the practice has spread beyond national government and international reporting to local coverage. Despite the general acceptance of this practice, journalistic norms surrounding when and how to use anonymous sources remain unsettled. This analysis also finds that journalism textbooks more often describe common practices of journalists rather than provide normative directives as to how journalists should act. Importantly, this study reveals that a journalistic tradition of independently verifying information from unnamed sources has dramatically diminished.

Reading the Truth-O-Meter: The influence of partisanship in interpreting the fact-check • David Wise, University of Wisconsin-Madison; Megan Duncan, University of Wisconsin; Thomas Jaime; David Coppini, University of Wisconsin Madison; Young Mie Kim, School of Journalism and Mass Communication • This study experimentally investigates the effects of fact-checking articles and partisanship in evaluating claims made in political attack ads and attitudes toward the targeted politician, the ad's sponsor and the fact-checking organization. In a 2 (political party congruency) X 3 (fact-check rating) experiment, participants were randomly assigned to see one of two videos accusing a fictional politician of a financial scandal. The only difference between the two videos was the political party of the politician. After the video, participants read one of three randomly assigned fact-checks rating the ad either "true," "half-true," or "false." In a post-test, participants answered questions about the ad, the targeted politician, the ad's sponsor and the fact-checking organization. The results indicate that fact-check articles can affect evaluations of a political attack ad's claims, as well as the targeted politician, ad sponsor, and the fact-checking organization's adherence to traditional journalistic norms and standards. We also found that on some measures, partisans engage in motivated reasoning, which amplified party differences when the ad was ruled half-true, and in some cases, true. Our findings suggest that while fact checking can be effective at correcting misinformation, motivated reasoning among partisans plays a role in shaping the effects of fact-check rulings on attitudes toward the ad's target, sponsor and the fact-checking organization.

If it bleeds, it leads: How cognition, motivation, and emotions influence our attention to the news • Margaret Flynn, University of Connecticut • The current study aims to provide a renewed examination of why certain news items are more attractive than others, or why the most "important" news is not always the most popular. Buck's (1985) developmental interactionist theory provides a novel framework for examining this phenomenon of selective exposure. This perspective proposes that an individual's emotions may direct their attention to a particular message, or in this case a news story. By employing an experimental methodology this paper demonstrates that complex combinations of emotions can influence what news information audiences select. Additionally, there is evidence here that suggests news information can alter mood and impact subsequent emotional states.

A 'Sentimental' Election: Emergent Framing and Public Sentiment in Social Media Content during the 2012 US Presidential Campaign • Jacob Groshek; Ahmed al-Rawi • By being embedded in everyday life, social networking sites (SNSs) have altered the way campaign politics are understood and engaged with by politicians and citizens alike. Somewhat paradoxically, though the features and influence of social media are regularly reported, the actual content of social media has remained a vast but somewhat amorphous and understudied entity. The study reported here thus examines public sentiment as it was expressed in just over 1.42 million social media units on Facebook and Twitter to provide broad insights into dominant topics and themes that were prevalent in the 2012 US election campaign online. Key findings include observed similarities and divergences across social networking sites and channels that cultivate a

fuller understanding of what is being communicated in political social media content that is largely citizen and user-generated.

Who reads online news anyway? On and offline behaviors that predict reading of online newspapers. • Michael Horning, Bowling Green State University; SangHee Park, Bowling Green State University; Luyue Ma, Bowling Green State University; Fang Wang, Bowling Green State University • As newsrooms begin to develop content and user experiences designed for the Internet, new questions arise about the types of individuals reading online newspapers and the journalistic practices that might be appealing to online readers. This exploratory research assesses important predictors in online newspaper reading among college-aged students. Findings suggest that levels of civic engagement, public journalism interests, reading news on social media sites, and Internet use context are predictors of online newspaper use.

The "SomeTimes Picayune:" Comparing the online and print offerings of the New Orleans' newspaper before and after the print reduction • Young Kim, Louisiana State University; Andrea Miller, LSU • This study compared the online and print news of New Orleans' Times-Picayune before and after print publication moved from seven days a week to three. A content analysis found each venue offered different content, contradicting existing research touting news homogeneity. Print offered more public affairs and global news while online offered more local and entertainment news. Findings are discussed within the frameworks of social responsibility and local news value.

News Consumption in the Age of Content Aggregation: The Case of Yahoo, Google and Huffington Post • Angela Lee, University of Texas at Austin; H. Iris Chyi, University of Texas at Austin • In the pre-Internet era, the role of news providers in the media market was clearly defined. Media companies produced content as suppliers of news and information and competed with other media firms in their geographic market for audience and/or advertising share in either inter- or intra-competition scenarios. But the Internet has brought about revolutionary changes to this media landscape. One major change is the rise of content aggregators. While traditional news firms are still struggling with the economics of their online ventures, these news aggregators have become a major source of online news for American audiences. This exploratory study, through an online survey of 1,143 respondents, empirically examines the relationship between use of three major news aggregators—Yahoo, Google, and Huffington Post— and 13 major news media outlets operated by print, broadcast, cable and electronic news media. The goal is to offer an extensive overview of competition among key players in contemporary news ecology. Findings of this study suggest a symbiotic relationship between all three news aggregator sites and 13 major news outlets across different news industries. Such findings are at odds with industry sentiment, or hostility toward news aggregators, and news organizations are encouraged to reassess their relationship with news aggregators in the attempt to find better revenue models rather than casting blames that have no empirical basis.

How Journalists Value Positive News: The Influence of Professional Beliefs, Market Considerations, and Political Attitudes • Ka Kuen Leung, School of Journalism and Communication, The Chinese University of Hong Kong; Lap Fung Lee, School of Journalism and Communication, The Chinese University of Hong Kong • While the negativity bias of the news media is generally recognized in many countries around the world, various types of positive news, ranging from touching human interests stories to news about national or community achievement, also feature regularly in the news media. Yet few scholarly analyses have examined whether and how professional journalists value positive news. This article examines Hong Kong journalists' perceptions of the values of five types of positive news. It is hypothesized that professional beliefs about media roles in society, market considerations, and political attitudes would be related to perceived value of positive news. Analysis of data from a journalist survey shows that Hong Kong journalists do regard news stories that tell touching stories and promote social values and norms as important, but they do not see news stories that promote national development and achievement as important. Belief in the cultural role of the press, acknowledgement of market influence on the media, and national and local identification are significant predicts of perceived value of positive news. Implications of the findings are discussed.

The News Re-imagined: The Promise of Local Foundation-Funded Journalism • Suzanne Lysak, Syracuse University; Michael Cremedas, Syracuse University • This research surveyed 207 local newspaper and television news managers to measure reaction to a Federal Communications Commission proposal aimed at improving quality, in-depth reporting at the local level. In its landmark 2011 report, "Information Needs of Communities: The Changing Media Landscape in a Broadband Age, the FCC called for a national program that would place reporters in local newsrooms, with the reporters' salaries partially or fully paid by local community foundations.

Experimental Psychology Applied: Assessing NYT columnist Nicholas Kristof's strategies to overcome psychic numbing • Scott Maier, University of Oregon • People relate to one death as a tragedy but tune out the loss of thousands as a statistic, a phenomenon documented by psychology experiments that suggest "the more who die, the less we care." This sobering finding has influenced New York Times columnist Nicholas Kristof in his reporting on Darfur, human trafficking and other mass suffering. Drawing from behavioral research, Kristof says he now goes out of his way to find just the right person who illuminates the larger story. Reframing his journalistic approach, Kristof also seeks to move his readers by reporting on people who overcome adversity or offer real solutions. Content analysis and Internet metrics are used to assess whether Kristof adheres to these principles, and, more importantly, whether this kind of reporting engenders reader response. The findings offer guidance on how the media can overcome psychic numbing and compassion fatigue.

Online Story Commenting: An Experimental Test of Conversational Journalism and Trust • Doreen Marchionni, Pacific Lutheran University • Online story commenting offers a form of citizen engagement on news sites potentially important to democratic discourse. Yet few issues vex newsrooms more because of abusive rants, often from unnamed sources. This controlled experiment set out to test the "conversationalness" of commenting, using newly identified variables that theoretically measure the concept of journalism as a conversation. The study also tested whether

commenting might help with reader trust. The data show that commenting's best indicators of conversation are perceived friendliness and social presence. But comments do not appear to help with journalism's most important values of perceived credibility and expertise.

Editorials, privilege and shield law Post-Branzburg: Forty years of newspaper narratives • Sandra Mardenfeld, Long Island University • As the prosecution against whistleblower Bradley Manning unfolds, the importance of confidential sources and their value to society once again is scrutinized. This study seeks to discover the discussions four major metro papers have within their commentary pages from 1972, the year of the pivotal Supreme Court case Branzburg v. Hayes, to 2012. What does the media say about issues such as reporter's privilege and shield laws within their editorial section? A discussion of the three major themes uncovered leads to suggestions for future treatment.

Vicariously Rejected: Political-Sex-Scandal News Coverages Primes Negative Attitude Toward Sexual Betrayal • Gina Masullo Chen, The University of Southern Mississippi, School of Mass Communication and Journalism; Hinda Mandell, Rochester Institute of Technology, Department of Communication; John Wolf, New Jersey Institute of Technology, Department of Humanities • An online experiment (N = 231) reveals that reading news stories about political sex scandals prime negative attitudes toward sexual betrayal. Seeing sexual infidelity as humiliating is mediated through relationship satisfaction and attitudes toward sexual behavior. Results are discussed in relation to priming theory.

Breaking news and problems definitions from school shootings, 1996-2012 • Michael McCluskey • Problem definitions in the news provide explanations for tragic events like school shootings. This study examines nine problem definitions in the breaking news coverage (N = 311) of 11 school shootings between 1996 and 2012. Guns, teen life and school security were the most prominent problem definitions. Analysis shows differences by the audience orientation of the newspapers and by contextual factors in the shootings.

"Evil Visited this Community Today": News Media Framing of the Sandy Hook School Shooting • Dylan McLemore, University of Alabama; Kimberly Bissell, University of Alabama • A content analysis of seven newspapers' coverage of the Sandy Hook school shooting in December 2012 assessed how news outlets contextualized the story for readers in the week following the event. The results revealed that the Sandy Hook shooting was most commonly framed in terms of the victims. Gun control became the central frame through which blame was attributed. A mental health frame was also evident, in line with prior shootings but despite a lack of evidence in this particular case. The findings suggest an enduring stigma surrounding mental health, and a continued association of mental illness with violent behavior. Findings are elaborated upon by considering frame valence, sourcing, and the passage of time.

Page One or Six: A proposition for a news type index • Patrick Merle, Florida State University; Clay Craig, Coastal Carolina University • This research proposes an updated instrument to measure news preferences. To date, the literature features two scales designed for a media landscape removed from today's multi-screen environment. Beyond the obsolete nature of their scales, prior authors omitted the dimensions of style and timeliness, prevalent facets in today's interactive context. Exploratory data from a survey (N = 317) reviewed through structural equation modeling start a scale developmental effort to discuss a valid measurement of news types.

Cranks or Community: Describing those who comment on news stories • Hans Meyer, Ohio University; Michael Clay Carey, Ohio University • By offering comments at the end of stories, news organizations are allowing readers to engage in the news. But few journalists say the read or appreciate the comments their stories receive because they say comments are, for the most part, junk. This study used a nationwide survey to describe the people who post comments at the end of new stories and suggests that news professionals may be the largest determinant in the quality of comments they receive. A hierarchical regression model predicting participation suggests that noticing moderation in forums and the importance readers place on moderation is the most important element that leads to participation. Noticing moderation and giving it high importance can also mediate the influence of other participation antecedents, such as the value of anonymity and the importance of civility. It also mediates the influence of most demographic variables besides age.

Nate Silver and the rise of the poll aggregators: How they proved their worth to news media in the 2012 election • Brad Scharlott, Northern Kentucky University; Nikhil Moro, University of North Texas • Prominent poll aggregators such as Nate Silver proved their worth in the 2012 election with forecasts that were far more accurate than the typical pollster's. In future election cycles, cash-strapped newspapers that formerly commissioned pollsters may decide that their resources would be better spent licensing a poll aggregator, as The New York Times did with Silver, thereby also boosting traffic to their websites. They may also hire statisticians to start their own in-house poll-aggregation operations. The public interest in the work of poll aggregators seems certain to rise in coming election cycles as more and more people come to see in them a gold standard of election prognostication. But if there will be fewer pollsters out there generating data to analyze, then poll aggregators' results may not be as robust in the future as they were in the 2012 election cycle.

Prescribing the News: Newsroom size and journalistic experience as key factors in the interaction between health journalists and public health organizations • Gregory Perreault; Shelly Rodgers; Jon Stemmle • A phone survey of 142 Midwestern journalists and editors was conducted to examine awareness and use of and knowledge about health literacy programs and initiatives in the State of Missouri. Journalists' self-efficacy, reader-friendly writing behaviors on the topic of public health, and time spent and experience writing about health and science news were examined. We compared larger versus smaller newsrooms in terms of awareness and use of materials from health-related news services. Results suggest that two factors, newspaper size and experience, proved to be useful in making predictions about awareness and use of health-related news services and use of reader-friendly writing behaviors.

A slow response to Quick Response: Diffusion of QR technology on U.S. newspaper front pages • Chris Roberts, University of Alabama; Keith Saint, University of Alabama • A three-week constructed sample shows that

few newspaper publish Quick Response (QR) codes on front pages, and many codes were beyond newsroom control. Content analysis describes QR use by papers in the context of diffusion of innovation and niche gratification theories, and compares published "deep" links to randomly selected pages. Interviews with newspaper executives reveal institutional isomorphism reasons for QR adoption and the belief that QR has little widespread acceptance by readers or the industry.

Anonymous User Comments and the Influence on Fan Identity and Sports Article Credibility • Sean Sadri, University of Florida • The present study examined how anonymous user comment tone can impact group identity, sports article credibility, and attitudes towards a sports news source. Participants were randomly assigned a sports article, where the article was indicated to have appeared on one of four sports sources with positive, negative, or no comments. Scores on a user identification scale were significantly higher for the positive comments than for negative comments. User comments were not shown to affect credibility.

Scanning and Sharing But Little Engagement: Newspaper Reporters' Use Of Social Media • Arthur Santana, University of Houston • A national survey of newspaper reporters at large and mid-size U.S. newspapers reveals that the frequency with which they use Facebook and Twitter to supplement their reporting is minimal, especially among older, more experienced reporters at large dailies. Findings demonstrate that reporters are infrequently engaging the social networking sites to support some of their reporting duties and are instead more apt to scan the sites and use them as promotional tools.

A Predictive Model of Story Prominence in U.S. Daily Newspapers • Frederick Schiff, University of Houston; David Llanos, University of Houston • This study compares two exhaustive models of news content to predict story prominence. Both models were derived from eight leading theories of news play. Hierarchical Linear Modeling specified story-level, newspaper-level, ownership-level and cross-level variables. A Factor Analysis Model found five "common-sense" story types. Coders analyzed 6,090 stories, using a random stratified sample of 114 newspapers and 59 ownership groups. According to OLS, a combined model (HLM and FAM) yielded an Adjusted R2 of 19.5%.

The Power of the Impulse: The Flow of Content Communities and Online News Consumption • Amy Schmitz Weiss; Valerie Barker, Journalism & Media Studies SDSU; David Dozier; Diane Borden • This study examines how U.S. adults consume news content from various communities online (ranging from YouTube to news websites) and how they access this information from digital devices (e.g. laptops, desktops, smartphones, tablets). Based on a national telephone survey conducted of U.S. adults, this study identifies that people are consuming different kinds of news content online and doing so in a state of Flow via their digital devices. Using the theory of flow (Csikszentmihalyi, 1975), this study aims to see how an online user can engage in an impulse form of news consumption (through various content communities) via digital devices (e.g. laptops, smartphones, tablets and desktop computers). Implications of the findings are addressed and future research directions for examining online news consumption through this lens are discussed.

Generating "New" News or Recycling Old News?: News Diversity and the World Wide Web • Charlene Simmons, U of Tennessee at Chattanooga • The Web has been heralded as an alternative to traditional media, providing users with diverse information and perspectives not previously available. Web usage studies have demonstrated that users do not spend time on alternative sites, but rather they spend the majority of their time on just a handful of popular Web sites. This study explores whether popular news sites act as new sources of diverse information or whether they repurpose content available from other sources.

Journalism's thin line: A case study of suburban news and the news divide • Edgar Simpson, Central Michigan University • This exploratory study examined the news environment in a county where a daily newspaper had closed. Using the theories of the public sphere and geographic-based public affairs journalism as a key structural element in invigorating the sphere, the study mapped out the public affairs news in an Ohio suburban county where a daily newspaper closed. Overall, this study, offered as a case to explore vexing national issues, found that regional and metro daily newspapers have largely retreated to their cores, despite having significant circulation in the county, and that commercial television rarely ventured into the area, even though the county is part of their Designated Market Areas. The study found weekly print operations provided the majority of public affairs journalism. Further, this study found Web-only start-ups were not a factor in public affairs news and that the weekly operations provided a higher quality of coverage, in terms of sourcing and depth, than all other media.

Making Change: Diffusion of Technological, Relational, and Cultural Innovation in the Newsroom • Jane B. Singer, University of Iowa; Melissa Tully, University of Iowa; Shawn Harmsen, University of Iowa; Brian Ekdale, University of Iowa • Diffusion of innovations theory typically has been applied to the spread of a particular technology or practice. This paper seeks to obtain a deeper understanding of the multi-faceted nature of upheaval in the news industry by considering the diffusion of three distinct but related changes: technological, relational, and cultural. It does so through a case study, based on quantitative and qualitative data, of a Midwestern news company undergoing successive waves of significant change.

Microblogging the News: Covering a Crisis When Twitter is the Only Option • Amanda Sturgill, Elon University; Rajat Agarwal, Elon University • As news media are evolving strategies for incorporating new technologies for gathering and disseminating the news, social media have become a part of the mix. Because the ability to tell stories over social media is not restricted to experts, scholars have suggested that social media are more useful for engaging users and for creating a sense of community around issues in a particular area. One aspect of news in the emerging social news environment that has not been as well studied is the coverage of breaking news. This paper examines the coverage of a shooting during a unique event in which a college newspaper was locked down and only able to communicate via Twitter. Content analysis of the newspaper's tweet stream suggests that the coverage fits largely into patterns found in coverage of other breaking news, although a significant number of tweets were used to push users to the newspaper's regular web presence, once it again became available.

Frames of Mental Illness in an Indian Daily Newspaper • Roma Subramanian, University of Missouri, School of Journalism • Through a framing analysis of news stories about mental illness in The Times of India, an elite daily newspaper in India, this study aimed to understand how the Indian news media influence the public's perception of mental illness. The following themes were identified: crime, suicide, prevention/treatment/recovery, simplistic/inadequate explanations, stigma, and mental health care system issues. Overall, while some stories perpetuate mental illness stigma, there is an attempt to raise the public's awareness about mental illness.

The "militant" Chicago Defender: A study of editorials and letters to the editor in 1968 • Brian Thornton, University of North Florida • The "radical" Chicago Defender: A study of the newspapers editorials and letters to the editor in 1968. There is almost a mythological narrative surrounding the Chicago Defender, one of the most influential black newspapers in the U.S. In its heyday the paper, hailed by Langston Hughes as "the journalistic voice of a largely voiceless people," was a "must read" for many African-Americans, not just in the Midwest, but also throughout the country, especially in the Deep South. The Defender is credited with playing a major role in influencing the Great Migration of African-Americans from the rural South to the urban North from 1915 to 1925. The paper was militant, if not radical, in its early days in demands for racial justice and social change. But what kind of editorial stance did the paper take in the late 1960s, at the height of the Black Power/Black Panther social phenomenon? Did the paper call for massive social change, or defend the status quo? It might surprise some readers to discover that the Defender called for the death penalty for black teens who committed murder in 1968. This research examined all the editorials and letters to the editor published in the Chicago Defender from Jan. 1, through Dec. 31 1968, with a view towards understanding what stances the paper and its readers took in discussions of such important topics as race, social change, Black pride, equal employment opportunities and black culture. A total of 395 editorials were published in the paper that year and all were closely read and analyzed along with 35 letters to the editor.

When Critical Voices Should Speak Up: Patterns in News Coverage of Unofficial Sources During the BP Oil Spill • Brendan Watson, University of Minnesota-Twin Cities • Media routines suggest that journalists' BP oil spill coverage would rely heavily on official sources. Yet, unofficial sources are most likely to offer critical perspectives that could help avoid similar accidents from occurring. Some deride the media's initial crisis coverage as speculative and inaccurate. This study, however, found support for a positive effect of the disaster: it momentarily dislodged media routines, and prior to the emergence of an official narrative, news coverage was more inclusive of critical voices.

Examining the Behavioral Consequences of the First-person Effect of Newspaper Endorsements in the 2012 Presidential Election • Ran Wei, University of South Carolina; Ven-Hwei Lo; Chingching Chang • Research examining the perceptions of media influences of political messages on the self relative to others (Davison, 1983) has documented both third-person (e.g., a greater perceived effect on others than self) and first-person perceptions (e.g., a greater perceived effect on self than others). As a new direction of research, increasing scholarly attention (Golan & Day, 2008) is being paid to investigating the antecedents of the first-person effect and its consequences on behavior. However, empirical research of the first-person effect is still limited; no study has examined the behavioral consequences of first-person perceptions on voter behavior. To fill the void, the present study examines the perceived influences of newspaper endorsements of presidential candidate in the 2012 election. Data collected from a random sample of 520 respondents supported third-person perception regarding the influence of newspaper endorsements of presidential candidate. However, findings also show that the more credible the newspaper endorsements, the greater the perceived influence on self. Furthermore, first-person perception was found as a positive predictor of the intention to boycott newspapers that endorsed the opposing candidate and the likelihood of voting for the candidate who received more newspaper endorsements.

MacDougall Student Paper Competition

The Social Mediation of News and Political Rumors • Soo Young Bae, University of Michigan, Ann Arbor • This study investigates the dynamics between news media use and political rumors in the current information environment on the Internet, with a particular focus on the implications of the newly emerged social networking sites. By examining survey data of online social media users, this study highlights the contrasting implications of the traditional news media and social media as news sources in shaping the users' perceptions about political rumors, and reveals the significant consequences of the homogeneity of the users' online social networks.

Three Days a Week: Has A New Production Cycle Altered The Times-Picayune's News Coverage? • David Bockino, University of North Carolina – Chapel Hill • This study explores the difference in print and online news coverage by the New Orleans-based newspaper The Times-Picayune before and after the implementation of a new production cycle. While print coverage has remained relatively static in terms of both topic and type category, there are differences between both the paper's print and online coverage as well as its online coverage on days with a print edition and days without a print edition.

Generating Visits through Facebook: The Ambivalent Role of Engagement • Jan Boehmer, Michigan State University • In the present study, I investigate the effects of engagement with news content posted on Facebook. More specifically, I look at how different levels of engagement affect the number of individuals who click on the posted link, as well as the visits that are created on the website it refers to. I also look at the number of pages seen during visits, and the duration of the visits. I find that while the number of individuals who click on a link on Facebook does not increase due to higher levels of engagement, an increase in visits is evident. However, contradictory to common believe, higher levels of engagement affected the number of pages visited, and the time spent on the website, negatively. Finally, I discuss potential reasons for why the engagement created on Facebook can not be easily transferred to a website.

Capitalism, Crisis & Custom Content • Kyle Brown • This paper will offer a theoretical framework of the symbiotic relationship between newspapers and advertisers within a market journalism structure, and seek to identify and define

standard journalistic ethics. It will then place custom content, a recent and emerging advertising endeavor that further blurs the lines between ad and editorial, within that theoretical discussion and offer discussion on the ethical dilemmas of the production of such disguised content, at both the institutional and individual levels.

Trust Me, I Am Your News: Media Credibility across News Platforms in U.S. & South Korea • Yunmi Choi, University of Florida; Daniel Axelrod, University of Florida; Jihyun Kim • International surveys measured American and Korean college students' respective media usage habits, preferences and their views on the credibility of news offered by various media platforms. Specifically, this study examined the students' habits with, and preferences for, news from the TV, radio, newspapers, the Internet, and mobile devices. Though Korean and American college students prefer either online or mobile news, Korean students assigned traditional media outlets much higher credibility ratings than those from U.S. students.

Human Trafficking in the Elite Press: A Content Analysis of Newspapers in the West • Irma Fisher, University of Oregon; Tobias Hopp, University of Oregon • This study analyzed the human trafficking coverage found in six elite newspapers in the U.S. UK, and Canada. Using a sample of 327 articles, we content analyzed the presentation of human trafficking as a domestic/national or international issue. The results indicated significant differences in the handling of the issue on the basis of article type, article focus, and press nationality. Furthermore, between-newspaper differences were identified.

Lifecycle of Obesity Coverage: Comparing Attributions of Child and Adult Obesity • Se Na Lim, University of Alabama; Virginia Johnson, The University of Alabama; Adam Sharples, The University of Alabama; Richard Rush, The University of Alabama; Rosanne Rumstay, The University of Alabama • This study examined how the media report on obesity and compared and contrasted frames of responsibility used in the reporting of child and non-child obesity. Using framing theory and looking specifically at individual health and public health frames, this study researched how newspapers represent the prevalence, causes, consequences, and solutions of child and non-child obesity. Two research questions were posed: First, what type of content (among prevalence, consequence, cause, and solution) most frequently appears in news articles and what frames are used for describing those contents? Second, what differences exist among child obesity, adult obesity, and obesity in general in regard to content types and frame level? A content analysis was conducted of six national newspapers reporting on obesity in the year 2011. A total of 382 mentions of obesity in 80 articles were coded and analyzed. Results indicated that prevalence and solution/prevention of obesity are mentioned most frequently. These two content types are also most frequently described in a public health frame, while consequence and cause are most frequently described in an individual health frame. Among mentions of childhood obesity, solution/prevention were the most frequent content types, while prevalence and content were most frequently mentioned for adult obesity. Mentions of child obesity were framed in public frames and individual health frames in the same proportion, but obesity in general was more frequently described using a public health frame. Limitations of this study and directions for future research in this area are discussed.

Technological and sociological motivations: Predictors of online content curation platform acceptance among journalists • Angela Lee, University of Texas at Austin; Vittoria Sacco; Marco Giardina • While the nature of social media encourages and facilitates real-time news distribution, information overload on social media sites is challenging journalists' gatekeeping role in filtering out relevant news information for the public in an increasingly speed-driven online news cycle. Online media content curation platforms — based on principles of museum curation that knit technological and human skills for selecting, classifying, preserving, contextualizing and crafting content from various online sources in curated narratives — have been identified by mainstream news organizations such as Al Jazeera and freelance journalists as a solution to this problem. Applying an adapted version of the technology acceptance model (TAM) through survey research, this exploratory study examines Swiss journalists' acceptance of media content curation platforms. The results suggest: (1) positive associations between motivations variables and attitudes; (2) positive associations between attitudes and intention to use media content curation and, contrasting previous findings, (3) no effect of perceived attractiveness on attitudes. This study's findings suggest new ways to encourage acceptance and use of media content curation platforms among journalists. Professional and theoretical implications are also discussed.

Stay Tuned for More News from Your Friends • Seok Ho Lee, University of Texas at Austin • This study employs an attribute of social network, the strength of closeness, as a predictor for news consumption on Facebook. The evidence suggests that strength of closeness on Facebook contributes to positive attitude and behavioral change on news consumption on Facebook. And, individuals are found to rely on their social relations as news sources as the closeness of friendship grows. Meanwhile, the strength of closeness on Facebook has negative association with heterogeneous news consumption.

Journalism Endures: Has Twitter Changed the News Product? • Shin Haeng Lee • This study examines the effect of social media use by news agencies on their journalistic norms and practices: public service orientation, objectivity, and transparency or accountability. The data are 1,141 stories posted by six mainstream media organizations on Twitter over one constructed week in 2012. Findings show a tendency toward professional, hierarchical journalism; even blog posts have not led to innovative adoption of the horizontal communication patterns of social media. Traditional newsrooms rather co-opt the new technology to connect with digital media users. This study concludes that journalism as an institution normalizes rather than adjusts to the changing media landscape.

The Challenge of Interactive News for a Public Caught in an Online Identity Crisis • Megan Mallicoat, University of Florida • This study examines the effect of publicness on how people interact with online news. In this exploratory experimental study, participants in three conditions were asked to read 10 articles from a news website and write comments on five articles of their choosing. The findings show participants' personal interests could significantly predict news selection. They also show attempts at self-presentation in comments most frequently utilized the strategies of ingratiation and competence, but intimidation was present also.

The Effect of Heuristic Processing of Online News Columns on Source Credibility and Message Believability Ratings • Amna Al-Abri; Alexandra Merceron, University of Connecticut • This paper draws on established theories of stereotyping to explore how heuristic processing of online news columns influences ratings of source credibility, likability, and dynamism as well as message believability through the activation of stereotypical perceptions.

What journalists retweet: Opinion, humor and brand development on Twitter • Logan Molyneux, University of Texas • Previous studies on Twitter have been quantitative and have found a loosening of traditional journalistic norms on social media. This qualitative study of journalists' activity on Twitter takes an inductive approach to learn what new behaviors are present there. Findings include a prevalence of opinion and humor, contrary to the journalistic norm of objectivity, but also something new: personal brand development. The concept of brand development on social media is explicated and its implications explored.

Reshaping the journalists-audience relationship. National survey of journalists and their use of Twitter • Magdalena Saldaña, The University of Texas at Austin • Through a national on-line survey of journalists with Twitter accounts, this paper study how journalists use Twitter as a reporting tool, how likely they are to gather information from it, and how they see their followers. From the hierarchical model of influences' perspective, results show journalists see Twitter as a valid source of ideas and news sources, and their audiences are becoming central to the way they report the news and produce news media content.

Whose public sphere? An analysis of the final comments on a community newspaper's online forum • Shannon Sindorf, University of Colorado; Anthony Collebrusco, University of Colorado • This paper used content analysis and textual analysis to examine posts made to the online comments forum of a community newspaper after the board was shut down due to editors' claims that its contents were too uncivil. Comments were analyzed for the amount of substance and civility present. The findings indicate that the majority of posts on the forum were both civil and substantive in nature. Only a handful of users posted most of the comments, indicating that the viewpoints expressed were limited to a very small group. Textual analysis found that discussion of local issues was conducted differently than that surrounding broader, national topics. Local discussion was more measured in tone and generated more civil discourse than did debates over national issues.

Whom do you trust? Comparing the credibility of citizen and traditional journalists • Alecia Swasy; Manu Bhandari, University of Missouri; Edson Tandoc, University of Missouri-Columbia; rachel davis, University of Missouri • Anybody with a video camera and Internet access can become a citizen journalist. But do readers trust untrained citizens to deliver credible news? Using the framework of the MAIN model, this study explored the effects of traditional journalism cues on how young news consumers evaluate online news. Participants rated traditional journalists to be more credible than citizen journalists. Participants also rated straight news articles to be more credible than opinion pieces.

Framing the Egyptian Revolution: An Analysis of the U.K. and U.S. Elite Press • Rodrigo Zamith, University of Minnesota; Stephen Bennett, University of Minnesota; Xiaofei He, University of Minnesota • This study seeks to analyze and compare the coverage of the Egyptian revolution by the elite press in the United Kingdom and the United States. Drawing from framing theory, the authors employ a manual holistic approach to content analysis to assess the salience of frames, the depiction of actors, and selection of sources. The findings reveal an appreciable level of congruence in the coverage, both in terms of the frames they used and the sources they turned to in shaping the coverage. However, significant differences were found for the depictions of the key actors in the revolution and the domestication of the issue.

<u>**American Copy Editors Society (ACES) Competition**</u>

Are Online Newspapers Inferior Goods or Public Goods? • **Louisa Ha, Bowling Green State University; XIAOQUN ZHANG** • This study of general population and college students in 2012 in a local newspaper market examines the use of online and print newspapers to determine the relationship between online and print newspaper readership and whether online newspapers are inferior goods or public goods. The data did not support the inferior good hypothesis in both samples, contradicting the findings of earlier research. Newspaper executives are recommended to set different expectations for their print products and online products.

Filed under <u>Uncategorized</u> · Tagged with

Communication Theory and Methodology 2001 Abstracts

Posted by <u>kysh</u> on January 25, 2012 · <u>Leave a Comment</u>

Communication Theory and Methodology Division

Message Credibility and Congruence in First- and Third-Person Estimations • Julie Andsager, Washington State University and H. Allen White, Murray State University • This experiment explores how message characteristics such as perceived credibility and congruence with the reader's attitude influence third-person and first-person perceptions. One of two versions of a persuasive message on abortion rights was presented to 158 subjects, who estimated the effect on their attitudes, most people's and pro-choice and pro-life others. Message congruence did not directly affect attitudes, but related to credibility, which had a positive first-person effect. Social distance did not relate to estimations.

A Comparison of Target Publics' and Expert Coders' Perceptions of Alcoholic Beverage Advertising: A Receiver-Oriented Content Analysis • Erica Weintrub Austin, Petra Guerra, Stacey Hust, Amber Caral-Reaume Miller, and Bruce Pinkleton, Washington State University • Media scholars often warn against inferring effects by examining media content, because meaning exists within the receiver rather than in the message itself. Only to the extent receivers and experts perceive messages similarly can exposure-based studies assert that effects are attributable to particular content analyzed separately by experts. Accordingly, this study examined the extent to which traditional content analysis performed by trained experts concurred with the meaning in messages as reported by typical recipients of those messages. Results from a traditional content analysis of 73 print alcohol ads using two sets of expert coders were compared with results from a receiver-oriented content analysis, which used members of the target public as coders. College students (n =520) comprised the target public for the analysis of a random sample of 40 ads. Z scores indicated that receivers and coders largely agreed on manifest content but disagreed frequently – often dramatically – on latent content. More sensitive t -tests indicated significant differences existed on every content characteristic evaluated.

Media Literacy: A Review and Critical Assessment of its Diverse Literature • Stefne Lenzmeier Broz, Ohio State University • This paper attempts to unify the varied research in media literacy in order to make sense of this growing yet fragmentary movement and to organize the widely varied literature by the focus, objectives, and depth of the initiative. A critical assessment of the literature, theoretical links, and application to health messages are provided and will point to opportunities and challenges that can be met through healthy skepticism and a healthy dose of theory.

Counteracting the Biasing Effect of Unrepresentative Exemplification on News Readers' Issue Perception • Hao-Chieh Chang, Chinese University of Hong Kong • Use of unrepresentative exemplification has been shown to mislead news recipients' perceptions of majority/minority position featured in the base-rate information. This study examined the effects of vivid presentation and causal information in counteracting the biasing influence of unrepresentative exemplification. Results showed that 1) the vivid presentation of base-rate information increased recall of such information., 2) the presence of causal information increased the utilization of base rate information, 3) the observed effects sustained both in the issue of high relevance and low relevance to news readers.

Applying the Health Belief Model to Promote Healthy Lifestyles via Television in Poland • Fiona Chew, Syracuse University, Sushma Palmer, Center for Communications, Health and the Environment, Zofia Slonska, National Institute of Cardiology and Kalyani Subbiah, Syracuse • This study applied the framework of the health belief model (HBM) to examine the impact of a preventive health TV program series on health knowledge and behavior. Using data from a post-test control field experiment with 151 viewers and 146 nonviewers in Poland, hierarchical regression analysis showed stronger support for the HBM factors of efficacy, susceptibility, seriousness and salience in their contribution towards health behavior among TV viewers compared to nonviewers. Cues to action variables (including TV viewing) and health knowledge boosted efficacy among viewers. Without the advantage of receiving health information from the TV series, nonviewers relied on their basic disease fears on one hand, and interest in good health on the other to take steps towards becoming healthier. A preventive health TV series can increase health knowledge and enhance health beliefs which in turn contribute to healthy lifestyles.

A Communication "Mr. Fit?" Living with No Significant Difference • Fiona Chew, Syracuse University, Sushma Palmer, Center for Communications, Health and the Environment, and Kalyani Subbiah, Syracuse • This methodological report addresses internal validity problems including contamination and randomization. It profiles an empirical study and examines the methodological soundness of decisions made. Focusing on the science of research is as important as focusing on the theoretical constructs guiding research.

Racial Cues and Political Ideology: An Examination of Associative Priming • David Domke, University of Washington • This research theorizes that the presence or absence in political conversation of racial cues – that is, references by elites and news media to images commonly understood as tied to particular racial or ethnic groups – may substantially influence whether citizens' racial cognitions contribute to their political judgments. In particular, such symbolic cues in discourse may activate an important linkage between an individual's racial perceptions and political ideology, which some scholars suggest have become closely intertwined in the U.S. political environment. With this in mind, an experiment was conducted in which the news discourse about crime was systematically altered – as including racial cues or not – within controlled political information environments to examine how individuals process, interpret, and use issue information in forming political judgments. The findings suggest that racial cues not only "trigger" the association between racial perceptions and political ideology, but in turn may prompt individuals to become more ideologically distinct in their political evaluations.

The primes of our times?: An examination of the "power" of visual images • David Domke, David Perlmutter and Meg Spratt, University of Washington • Claims by political and news elites about the influence of visual images are far more common than actual evidence of such effects. This research attempts to gain insight into the "power" of visual images, specifically those that accompany lexical-verbal messages in the press. We argue that the widely held notion that vivid images often drive public opinion is overly simplistic; in contrast, we posit that images most often interact with individuals' existing understandings of the world to shape information processing and judgments. With this in mind, we conducted an experiment in which news coverage was systematically altered – as including a famous photograph widely attributed great influence, or not – within otherwise constant information environments. Findings suggest that visual news images (a) influence people's information processing in ways that can be understood only by taking into account individuals' predispositions and values, and (b) at the same appear to have a particular ability to "trigger" considerations that spread through one's mental framework to other evaluations.

Back To The Qualitative Drawing Board: Uses and Gratifications, Rap Music, and African American Teenagers • Tim Edwards, University of Arkansas • This study examined the uses and gratifications of rap music among African American teenagers using qualitative data. Results suggest that some African American teenagers listen to rap music for the beat as well as the lyrics. Teenagers involved in this study feel that rap artists speak directly to them, providing morality tales which can be useful in their (teenagers) own lives.

Ventriloquist or Dummy? A Model of How Sources Set the Investigative Agenda • Mark Feldstein, University of North Carolina • This conceptual paper proposes a new model of how sources set the investigative agenda. While the relationship between sources and beat reporters has been studied before, little work has been done about investigative reporters, who are ostensibly independent agenda-setters. However, the author's "Dummy Model" posits that muckrakers are in fact often captives of their sources, deliberately concealing their hidden agendas from the public. This model suggests that investigative reporters may not really be an independent check on societal wrongdoing.

Emotional Television Viewing and Minority Perceptions of Television News: How Mexican Americans Process and Evaluate Television News about Mexican Americans • Yuki Fujioka, Georgia State University • This experiment examined the effects of emotional TV viewing on minority viewers processing and evaluation of TV news stories. Fifty-one Mexican American subjects viewed 12 emotional television news stories featuring Mexican Americans. They completed a cued recall test and evaluated recalled news stories. The study found a main effect of arousal, but not of valence, on viewers' attention and memory. Negative messages were evaluated more negatively when they were arousing than when they were non-arousing.

INVOLVEMENT AND SELECTIVE ATTENTION TO POLITICAL NEWS • Joseph Graf and Sean Aday, George Washington University • Selective attention is a key concept in communication research despite equivocal supporting evidence. This paper advances selective attention research by (1) introducing unobtrusive measures of attention to on-line content, (2) finding consistent support for the selective attention hypothesis using these measures, and (3) finding support for the hypothesized interaction between involvement and selective attention. This hypothesis proposes that selective attention will increase as a subject's involvement in an issue increases.

GLOBAL TRIADIZATION: A theoretical framework for global communication research • Shelton A. Gunaratne, Minnesota State University • A macro theory that recognizes the world's three competing center-clusters and their respective hinterlands offers a realistic framework for global communication research. This study has used recent data on world trade, computers, Internet hosts and high-tech exports to map the triadization of the world in the Information Age. The original dependency theory and world-system theory perspectives emphasized the hierarchical linking of national societies to the capitalist world-economy in a center-periphery structure. The proposed global-triadization formulation looks at the center-periphery structure in terms of a capitalist world-economy dominated by three competing center economic clusters, each of which has a dependent hinterland comprising peripheral economic clusters. These clusters may not necessarily be geographically contiguous. Strong-weak relationships may exist within each center-cluster, as well as within each periphery-cluster, with one center-cluster occupying a hegemonic role. The rudimentary Information-Society Power Index, constructed for this study, can guide the researcher to test an abundance of hypotheses on the pattern of global communication and information flow with particular attention to source, message, channel, and receiver.

Presidential Agenda Setting: The Weekly Radio Addresses and Foreign Policy • Beverly Horvit, Winthrop University • This paper examines how presidents influence the media agenda with weekly radio addresses and if their ability is enhanced when discussing foreign policy or when the nation faces a military crisis. The radio addresses by Presidents Reagan and Clinton, as well as coverage in the New York Times, were examined for 1983 and 1993. Reagan was more successful than Clinton at attracting news coverage, and neither used the radio addresses to discuss a military crisis.

Cyber House Rules: A Path Model Examining How Convenience and Reliance on the Web Predict Online Credibility • Thomas Johnson, University of Southern Illinois, and Barbara Kaye, Valdosta State University • This study surveyed politically interested Web users online during the 2000 campaign to examine whether they view Internet sources as credible and whether reliance on the Web, reliance on traditional sources, Web, convenience, political and demographic variables predict credibility of online media. A greater percentage of respondents judged online media credible in 2000 than in the 1996 presidential campaign. Reliance on traditional media proved the best predictor of online credibility followed by political trust and convenience.

Interpersonal Discussion as a Moderator of News Framing Effects on Political Issue Interpretation • Heejo Keum, University of Wisconsin-Madison • Although numerous studies have examined the effects of news frames on the individuals' interpretation of political issues, there has been no work looking at the role of interpersonal discussion in framing effects. Using an experimental manipulation, this study analyzes the interpersonal discussion as a moderator of news framing effects. The findings indicate that framing effects on issue interpretation are stronger among individuals having low level of interpersonal discussion than among people with high level of discussion.

THINK ABOUT IT THIS WAY: The attribute agenda-setting function of the press and the public's evaluation of a local issue • Sei-Hill Kim, Dietram Scheufele, and James Shanahan, Cornell University • This study tested attribute agenda-setting function of the media, an extended version of agenda-setting hypothesis, which hypothesizes correspondence between the prominent issue attributes in the media and the agenda of attributes among audience members. Our opinion survey on a local issue, combined with content analysis of a local newspaper, revealed that mass media, by covering certain aspects of an issue prominently, can influence how salient these aspects are among audience members. We also found an important outcome of attribute agenda-setting, attribute priming effects. Our data analyses indicated that the issue attributes salient in the media were functioning significant dimensions of issue evaluation among audience members. We conclude that the media, by emphasizing certain attributes of an issue, tell us "how to think about" the issue as well as "what to think about." We also discuss several conceptual and operational considerations for the attribute agenda-setting hypothesis.

Use of Online News Sites: Development of Habit and Automatic Procedural Processing • Maria Len-Rios and Clyde Bentley, University of Missouri • The "newspaper habit" is a U.S. cultural symbol, yet researchers of online media use are not sure how habits will develop and function online. This paper presents a theoretical perspective to examine habit and offers data from two surveys. Findings suggest that habit for online news may be more difficult to foster because habit appears less time-bound online, thus lessening the context stability for habit development.

The Learned Helplessness Effect of In effective Recommendation in Threat Messages • Yulian Li, University of Minnesota • no abstract

Political Advertising and The "Transaction Process" Model of Campaign Agenda Setting in The 2000 New York Senatorial Election • Joon-Soo Lim, University of Florida • no abstract

Online Use Activity and User Gratification-Expectations • Carolyn Lin, Cleveland State University • As a hybrid communication medium, the Internet optimizes communication channel functions in addition to serving as a rudimentary interactive encyclopedia of information content. The present study explores the relations between online access patterns for the most widely utilized online search categories and their use gratification-expectations. Data from a probability sample of Internet users suggests that entertainment, surveillance and habituality are the three most expected gratifications for online use. Few differences in usage patterns between novice and more experienced users were found.

Building a Health Promotion Agenda in Local Newspapers: Community Structural Pluralism and News about Breast Cancer • Beverly Martinson and Douglas Blanks Hindman, North Dakota State University • This study is an analysis of a four year, National Cancer Institute-funded study devoted to promoting mammography screening in a Northern Great Plains state. This study describes the agenda building techniques used by local volunteer health organizations that were part of the campaign. Findings show that community volunteers were more effective in obtaining coverage in smaller, less structurally pluralistic communities and in communities with weekly newspapers.

Mental Maps of Fear and Connectedness to the Communication Infrastructure: The Case of Son Los Angeles • Sorin Matei, Sandra Ball-Rokeach, and Jack Linchuan Qui, University of Southern California • Using Geographic information systems techniques fear of urban space is studied as an effect of people's connections to their residential area "communication infrastructure." Spatial-statistical analyses reveal that fear perceptions of Los Angeles urban space are associated with presence of non-White and non-Asian minorities. Respondents more strongly connected both to television and interpersonal communication channels are relatively more fearful of minorities than those who are less strongly connected to them.

Reflecting and connecting: Testing a Communication Mediation Model of Civic Participation • Jack M. McLeod, Jessica Zubric, Heejo Keum, Sameer Deshpande, Jaeho Cho, Susan E Stein, and Mark Heather, University of Wisconsin-Madison • This study tests a Communication Mediation model of civic participation that specifies the influence of three communication variables: informational use (newspapers, television news, Internet search), discussion of local issues, and the reflective integration (reflecting) as an information processing strategy. Evidence is from a probability sample telephone survey of 357 adults in a local community. All three communication processes mediate the effects of demographic and social-psychological variables on three forms of civic participation. Media effects on civic participation are mainly indirect through their influence on factual knowledge, cognitive complexity (connecting), and beliefs that average citizens can and should make a difference in acting on the local urban growth issue.

Latency to Respond to an Internet Survey as a Predictor of Bias Toward Socially Desirable Outcomes in Political Attitude and Behavior, and Media Use Questions • John Newhagen, University of Maryland • This study compares outcomes of survey questions with socially desirable outcomes to latency to respond data. The efficacy of the latency measure is examined by categorizing respondents' answers to the question "Did you vote in the last presidential election?" Three categories were created, based on the idea that it takes more cognitive ~ and therefore more time, to lie than it does to tell the truth. They are "real voters," "liars," and those who said they did not vote. Results show that "real voters" had the highest political self efficacy, followed by "liars," and those who said they did not vote. "Liars" reported using about the same amount of news media than "real voters" or those who said they did not vote, but took longer to do so. This suggests they may be over reporting media use. Latency, used as a measure of mental effort, also is compared to questions used in social desirability scales intended to lead respondents to answers that "fake good" outcomes. Those data show those misreporting their behavior on the voting question may also took longer to answer the social desirability questions, even though they might not have been lured into the "fake good" response. Overall the latency data bring self report to a full range of political attitude and behavior, and other questions with pro-social outcomes into question. Results are discussed in terms of their implications for political polling, where sample stratification to identify "likely voters" based on demographic information may only tangentially address the issue of respondent veracity. It further looks at the implications of the possibility that -a significant number of respondents may systematically over report certain kinds of media use and political participation.

MEYROWITZ, MCLUHAN, MEDIUM THEORY AND ME: Why medium theory needs to be taught alongside techniques for new communication technologies • Ronda Oosterhoff, Calvin College • At the 2000 ICA convention, a panel discussed nominees for a communications canon. Fully one-third of these were examples of medium theory, yet the only living author of the three medium theorists listed argues that this branch of thought is misunderstood and under-addressed (1996). This paper includes a brief overview of medium theory and its key theorists and an analysis of a month-long focus on medium theory in a communications class at a midwestern college. The paper concludes incorporates survey results into recommendations for teaching medium theory in the college classroom.

Effects of Negative Political Decision-Making • Bruce Pinkleton, Nam-Hyun Um, and Erica Weintraub Austin • A total of 236 students participated in an experiment testing the effects of positive, negative and negative-comparative political advertising on key variables in the political decision-making process. Results showed that the more negative the advertising stimuli, the less useful participants found the ads. In addition, the more negative the stimuli, the more negativity participants reported toward political campaigns and the less efficacy they reported toward political participation. Comparative advertising stimuli, however, produced lower levels of cynicism, particularly when compared to negative advertising, which produced higher levels of cynicism. No effects on apathy were found. In terms of candidate evaluations and voting intention, the targeted candidate's evaluations and voting intentions fell in response to the sponsor's use of negative advertising. In the most negative advertising condition, the sponsor's evaluations and voting intentions also fell, revealing a backlash effect. The findings suggest that negative advertising influences citizens'

candidate evaluations and voting intentions. While such advertising is perceived as negative and contributes to citizens' disgust with campaigns, however, this strategy does not automatically increase citizens' cynicism or apathy.

Educational, Entertaining, Integral or Irrelevant? Toward a Deeper Understanding of Mediated Environmental Communication • Wendy Worrall Redal and Joseph G. Champ, University of Colorado-Boulder • no abstract

FAITH-BASED INITIATIVE? Religion, Mass Media, and Political Participation in America • Dietam Scheufele, Matthew Nisbet, Eunjung Lee, Dominique Broossard, and Mark Chong, Cornell University • Recently, there has been a renewed focus on religious institutions and networks as important catalysts for political participation. All of these approaches share the assumption that religious networks promote among their members the essential components of political participation: motivation, recruitment, and ability. Using survey data from the 2000 National Election Survey, we examine the processes that link religious and secular networks, mass and interpersonal communication, and various indicators of democratic citizenship, including political participation. Our results show that the role of religious networks is limited, compared to more secular networks, which provide an ideal setting for citizens to gain and exchange information, increase feelings of efficacy, and most importantly engage in various forms of participation.

The Interplay of News Frames and Elite Cues: Conditional Influences on the Activation of Mental Models • Dhavan Shah, Jessica Zubric, Heejo Keum, Cory Armstrong, Michael Boyle, and Lauren Guggenheim, University of Wisconsin-Madison • Although numerous studies have examined the attitudinal and behavioral effects of news frames (i.e., organizing devices used to construct press accounts), little research has considered the possible interplay of such frames with elite cues (i.e., labels and terms used to identify issue domains and policy debates). Further, relatively few studies have examined framing and cueing effects on cognitive network variables such as common-sense mental models or lay theories regarding social phenomena. Using a 2X2 experimental manipulation concerning urban growth embedded within a broader survey, this study tested the interactive effects of news frames and elite cues on the activation of mental models concerning this issue. To do so, the experiment framed the problem of urban growth at the individual and the societal level and alternately embedded the cues of "urban sprawl" and "suburban development" in the news stories, all the while keeping other substantive features of a radio report constant. The findings indicate that frames and cues do interact to activate more or less complex cognitive models, with combination of individual frame/sprawl cue and societal frame/development cue generating the most complex lay theories about urban growth. Possible implications on learning and political behavior are given, as well as directions for future research.

Interactivity and Media Power: Will Online Delivery Erode the Gatekeeping and Agenda Setting Functions? • Dan Shaver, Michigan State University • Online news delivery differs from traditional delivery Systems in several significant ways, including the degree of audience/producer interactivity. This paper proposes a taxonomy for quantifying audience involvement within an individual medium. It then examines the impact of online delivery and interactivity on medium content compared to traditional newspaper products. It concludes that online audience influence appears likely to reduce the information worker's degree of independent control over content, eroding the basis for social control.

U.S. and South Korean Television News Coverage of North Korea: Before and After the 2000 Korean Summit Meeting • Ju Yong Ha and Byong Ryul Shin, University of Southern Illinois • no abstract

The Role of Advertising in the Formation of Ideal Drinking Scenarios Among Underage Youth • Leslie B. Snyder and Mark A. Hamilton, University of Connecticut • no abstract

HOW INDIVIDUALS EXPLAIN SOCIAL PROBLEMS: THE INFLUENCES OF MEDIA USE • Mira Sotirovic, University of Illinois at Urbana-Champaign • This study examines the role of media use in individuals' explanations of crime and welfare. Attribution theory and the information processing approach to media effects provide a theoretical framework for this research. Media effects on explanations of social problems are enhanced by individuals' patterns of information processing. The study also shows that individualistic explanations of crime and welfare are related to support for the death penalty and to opposition toward welfare programs.

Titillation, Frustration, or just plain Orientation? Teasing out the "Tease Effect" of Slow Downloading • Shyam Sundar, Sriram Kalyanaraman, Penn State University, and Carson Wagner, University of Colorado • Prior research has shown that the slow-downloading version of a sexual image is more physiological arousing than the fast-loading version of the same image. It is not clear however whether this is due to titillation, frustration, or orienting response. This paper explores these three theoretical mechanisms for explaining the so-called "Tease effect" with two experimental studies. Results suggest that content arousability is critically important in inferring effects of download speed upon arousal and excitation transfer.

Innovativeness and Perceptions of Faculty innovation Champions on the Diffusion of World Wide Web Course Features • Patrick J. Sutherland, Bethany College and Ohio University • This study examined perceptions of faculty and administrators involved in courses with Web features diffusing at journalism and mass communication programs. This research considered the role of the innovation, champion and whether they found interpersonal communication to be most effective in explaining features to others. Innovativeness characteristics of administrators and faculty were measured. Two national surveys were conducted. Innovation champions scored higher on innovativeness and intrapersonal communication was most effective in explaining Web course features.

IMPLICIT ATTITUDES AND ANTI-DRUG PSAs: AUTOMATIC PROCESSES AND UNREASONED ACTION • Carson B Wagner, University of Colorado-Boulder • Historically, anti-drug PSA research has focused on explicit drug-related attitudes, but dual process models suggest that automatically-activated implicit attitudes may be more important for predicting behavior. Two within-participants experiments were run to test the relative ability of PSAs to change explicit (N = 13) and implicit (N = 26) attitudes. Results suggest anti-drug ads are better at changing explicit attitudes and implicit attitudes are harder to change than theory suggests. Theoretical, methodological, and practical implications are discussed.

How does political commentary shape perceptions of political candidates? A quasi-experimental investigation of the 2000 Vice-Presidential Debate • Fang Wan and Patrick Meirick, University of Minnesota • no abstract

Going Negative on the Internet: How Presidential Candidates Used the World Wide Web During The 2000 Presidential Campaign • Robert Wicks, Souley Buobacar, and Kayla Johnson, University of Arkansas • This study examines the issues and topics that dominated the 2000 presidential campaign on Internet homepages of George W. Bush and Al Gore. It also investigated the extent to which the two major party candidates used negativity as strategy to strengthen their position and to weaken support for the opposing candidate. The content analysis of the presidential web sites performed reveals that much like contemporary political television advertising, web sites were rife with attacks on one's opponent. Nearly three quarters of the information posted was negative in nature. About one quarter of the messages posed focused on education and social security.

"You're No Jack Kennedy!" The Influence of Post-Debate Commentary on Candidate Evaluations • Jennifer Williams and Christina Fiebich, University of Minnesota • This paper presents the results of a natural experiment conducted during a vice-presidential debate that occurred during the 2000 Election Campaign. It examines the effect of post-debate commentary on the criteria that subjects use when evaluating candidates. Subjects were assigned to one of four conditions, "debate only," "debate-plus CBS commentary," "debate-plus ABC commentary" and "debate-plus NBC commentary." After watching the debate, subjects completed a questionnaire which contained both close-ended and open-ended responses. This particular paper presents the results of an analysis conducted on the open-ended responses. The findings demonstrate that while post-debate commentaries influenced the criteria subjects used in their evaluations of the candidates at the categorical level (e.g., issue, trait or performance), they did not influence the specific issue, trait and performance dimensions (e.g., abortion, charisma, articulate). Additionally, although the findings regarding framing effects were only partially supported, the results provide important insight into the weight that subjects assigned to each category when comparing the two vice-presidential nominees.

Acculturation, Cultivation, and Daytime TV Talk Shows • Hyung-Jin Woo and Joseph R. Dominick, University of Georgia • This study is to explore how acculturation and cultivation effects of daytime TV talk shows affect international students' attitudes and perceptions toward human relationships among primary groups in the U.S. Because daytime TV talk shows overrepresent vulgar, somewhat bizarre, and deviant behaviors about everyday life, heavy exposure to these shows may affect international students in distorted way. Furthermore, depending on different acculturation level with host society of international students, negative stereotypes toward American and American society of international students may be pronounced. The results of this study indicate that lack of information (language & experience) with host country should result in media orientations different from those who are more acculturated into the host society and should, in turn, affect cultivation in a unique manner.

Reassessing the Impact of Recession News: A Time-Series Analysis of Economic Communication in Japan, 1988-1999 • H. Denis Wu, Louisiana State University, Michael McCraken, University of Missouri, and Shinichi Saito, Tokyo Women's Christian University • This study investigated three critical variables in economic communication the state of the economy, recession coverage, and consumer confidence. These time-series were found to be cointegrated with one another during the time period. The economic condition that affected how the three variables interacted in the last U.S. recession did not generate a similar effect on the Japanese counterpart. The newspapers' coverage of recession in Japan followed the economy and the public's sentiment at different lags. The Japanese's confidence level was influenced by the economic indicator but not by the recession coverage regardless of the economic condition. The study also discovered no substantial media effect and discussed several factors that might have contributed to the phenomenon.

Teens as the Vulnerable Surfers: The Third-Person Perception and Commercial Web Sites Censorship • Seounmi Youn, North Dakota, Fan Wang and Ron Faber, University of Minnesota • The third-person perception states that when confronted with negatively perceived message, people tend to overestimate the message's effect on others compared to one's-self. It is also suggested that this perceptual bias motivate people to take action against such message. To explore this possible relationship, this study examined the perceived effects on self and others •other adults and teenagers • for commercial web sites. The results found the perceptual disparity between the estimated impacts on self and others for commercial web sites and further demonstrated that this third-person perception explains pro-censorship attitudes toward these web sites, even after controlling for potential confounding variables.

Filed under Uncategorized · Tagged with

Mass Communication and Society 2004 Abstracts

Posted by kysh on January 24, 2012 · Leave a Comment

Mass Communication and Society Division

Duck and cover vs. duct tape: Comparing U.S. government's domestic propaganda tactics • Whitney Anspach and Patricia Moy, University of Washington •Researchers suggest that propaganda tactics used since WWII have evolved in response to growing levels of propaganda awareness among individuals. This study seeks to test this assumption through a comparative analysis of two U.S. Government domestic propaganda campaigns, the 1950s Duck and Cover campaign and the 2003 Ready.gov/Duct Tape campaign. Using a typology of propaganda tactics (Johnson-Cartee & Copeland, 2004), this study confirms that commonalities do exist between the tactics used in each campaign. However, the results are inconclusive regarding whether these commonalities refute prior assumptions about the evolution of propaganda tactics.

"Another person's perspective": A qualitative case study of adolescent media producers and their conceptions of audience • Timothy Bajkiewicz, University of South Florida • Adolescents are tomorrow's media consumers and producers. Media and science literacy are recent educational and philosophical movements interested in creating a critical thinking public. Audience is an ill-understood concept that is vital to both these movements. This qualitative case study of focus groups with 35 adolescent science students discusses their perceptions of audience. Relevant literature and implications are discussed.

Gender difference in the media use of middle school students • Joseph Bernt, Phyllis Bernt, and Sandra Turner, Ohio University • A survey, conducted at three diverse middle schools during 2002 and 2003, was completed by 588 students (52% female, 48% male). Girls and boys reported similar frequency of television, movie, video, and Web use and reported and similar preferences for online over print media. Girls reported using print media more and accessing different content from all media. Boys focused on sports and games; girls on people and relationships. Respondents reported similar access to computers and Internet.

Public meetings in the news: A baseline content analysis • John Besley and Katherine McComas, Cornell University • This manuscript examines the content newspaper stories about public meetings. Quantitative content analysis is used to show that frames consistent with a "rational choice" approach to political participation appeared more often in stories about meetings on environmental or health risks than for meetings about other topics. Little content was found containing content related to the idea of "procedural justice." The discussion suggests how these results can inform comparative analyses of public participation across communities.

Skinny like you: Visual literacy, digital manipulation and young women's drive to be thin • Kimberly Bissell, University of Alabama • Numerous studies have established a relationship between thin ideal media content and disordered eating patterns in women. Many of the images viewed in the media that endorse the "thin ideal" are digitally manipulated or computer-created. This experiment compared college women's knowledge of digital manipulation in fashion and entertainment images to their desire to be thin, their desire to look like the model shown and four disordered eating subscales. Knowledge of digital manipulation did not reduce participants' desire to look like the model seen. Entertainment media was a significant predictor of greater body image distortion, but sports media exposure was a negative predictor of the same four subscales.

Parental guidance of children's internet use in Hong Kong • Kara Chan, Fei Shen and Jeffrey S. Wilkinson, Hong Kong Baptist University • This study examined the relationship between parental attitudes toward the Internet, use of restrictive or non-restrictive guidance approaches, and family communication patterns. A total of 354 Chinese parents in Hong Kong were surveyed. Structural equation modeling (SEM) determined that parents' demographic factors and family communication patterns exert the greatest influence on attitudes and guiding behaviors. Parental computer and Internet literacy also held a pivotal mediating role.

What sexual messages do teenagers see in movies? A content analysis of top-grossing teen movies • Amy H. Chu, University of Alabama • Movies have never lost their appeal to various groups of audiences, especially teenage audiences, even though there are constant competitions from other popular media forms. The Motion Picture Association reported in 2002 that the 12-24 and 30-39 age groups have continuously shared approximately 50%, the largest percentage, of the movie theater attendance (MPAA Research Development, 2002). Thus, the fact that movies is one of adolescents' favorite media choices inevitably raises a series of questions: which subject matter attracts young adolescents to go to movie theaters or video rental stores; what types of movie content and messages are presented to young audiences, and what influences may be imposed by the content.

How network TV news affectivity framed the 2000 election: A second-level agenda-setting conceptualization of TV's visual elements and the candidates' nonverbal communication • Renita Coleman and Stephen Banning, Louisiana State University • This study suggests an expanded concept of second-level agenda setting to include the affective attributes of candidates conveyed through the nonverbal channels. It examines the affective attributes that the 2000 presidential candidates are responsible for, i.e.: their appearance and nonverbal behavior, and the affective information conveyed by TV in structural features such as camera placement. Results show TV news accentuates the positive attributes of the candidates and shows little bias. There is more evidence of differential affective framing in the nonverbal communication of the candidates themselves.

Conversational conventions and public opinion survey interviews • Richard Craig, San Jose State University •Though producing poll results centers on eliciting responses, little research exists on the effects of social interaction and conversational aspects of polltaking. This paper examines the connections between public opinion research and Paul Grice's theories of conversational logic and conventions. The paper compares and contrasts existing communication research on survey administration and gathering of poll data with Grice's points about people's inherent need to understand the "ground rules" for social situations in which they converse.

Antiwar framing devices and US media coverage of Iraq war protesters: A content analysis of the New York Times, Washington Post and USA Today • Frank Dardis, Pennsylvania State University •This content analysis analyzes media framing and coverage of protesters of the Iraq War in the New York Times, Washington Post, and USA Today over the period from 9/11/02-9/11/03. By utilizing an original, eclectic schema to analyze protest coverage – a typology of antiwar framing devices – the researcher demonstrated that elements of the "protest paradigm" were invoked frequently over this span. More importantly, however, the current study elucidates that not all devices were implemented in a biased manner, and that not all devices were associated with negative overall coverage of the protesters.

Exploring cognitive mechanisms behind agenda setting, priming, and framing • Janie Diels and James E. Shanahan, Cornell University • The study tests a model of construct activation over time that predicts that cognitive accessibility is the mechanism behind agenda setting effects while applicability is the mechanism behind framing effects. Accessibility models, such as agenda setting, assume that more prominent coverage of an issue increases the perception of the

importance of that issue. Applicability models, such as framing, assume that interpretation of issues depends on how applicable this issue is to various pre-existing interpretive schema in people's minds.

A salience scale to enhance interpretation of public opinion • Dixie Shipp Evatt, Syracuse University; and Salma Ghanem, University of Texas at Pan American •The M.I.P., or "most important problem" question, has been widely applied by scholars for decades to operationalize the salience of the public agenda. Yet, for all of the power of the M.I.P. as a stand-alone measure it leaves researchers with the difficult task of subjective interpretation. Scholars have yet to devise a consistent and reliable tool to identify the motivations and influences that prompt subjects to name one problem over another when they answer the question. This article suggests an approach to fill this void by proposing a scale that is thought to best capture the three dimensions of salience: social salience, personal salience and situational salience or arousal.

How we performed: Embedded journalists' attitudes & perceptions towards covering the Iraqi war • Shahira Fahmy, and Thomas J Johnson, Southern Illinois University • Results of a web-based survey of embedded journalists suggest an overall positive perception of embedded reporting. While most embeds agreed their reports provided a narrow slice of the conflict, they still had a positive view of their work. Respondents also noted their stories differed from the stories of non-embedded journalists and perceived both types of reporting as invaluable. Further, embeds' attitudes towards the war, age, professional experience and online reporting predicted statements on perceived performance.

Going beyond exposure to local news media: An information-processing examination of public perceptions of food safety • Kenneth Fleming, Esther Thorson and Yuyan Zhang, University of Missouri at Columbia •The relationship between local news media and public perceptions of food safety was examined in a statewide telephone survey (n = 524). The results show information-processing strategies substantially mediated the relationship, with elaborative processing being more influential than active reflection in people's learning from the media regarding food safety. Attention to local television had an independent effect, after demographic and control variables including perceived safety of food supply were controlled. Also reviewed were social and psychological factors that affect perceptions of food safety.

Surf onto this Web site and tune in tomorrow! • Cynthia Flores, Georgetown University • Interactive features built into a website for television programs are becoming more widespread. The simplistic design and point-and-click technology allows even Internet neophytes to learn everything they want to know about a certain program; the challenge lies in luring the non-traditional Internet user. Though network executives are eager to integrate interactive technologies on a website, access to the features is not enough to attract viewers to participate in or make use of the online technologies.

Testing self-knowledge in third-person perception: Media violence and the case of Kobe Bryant • Juliet Gill, Jesus Arroyave, Michael Salwen, Bruce Garrison, Tina Carroll, Lynn Gregory, Matt Grindy and Li-Wen Shih, University of Miami • This study examines relationships between people's reported self-knowledge of a general topic and a specific current event, and the extent to which third-person effects are demonstrated. Results indicated knowledge was a predictor for the third-person effect regarding media violence effects, but not for coverage of the Kobe Bryant court case. Third-person perception of media violence effects was correlated to support for restrictions of media violence, providing support for the behavioral component of the third-person effect.

The impact of viewer's perceptions of the behavior of reality program cast members: the gratifications of foolishness, failure, and fakery • Alice Hall, University of Missouri at St. Louis • This study investigated whether the gratifications that viewers' receive from reality programs are affected by their perceptions of the cast members' behavior. The results of a survey of reality program fans found that receiving information gratifications from the program was associated with ratings of the prevalence of both cast members achieving their goals and of the revelation of cast members' pretenses. Among men, enjoyment was associated with seeing cast members both fail and succeed at achieving their goals. These findings are discussed by reference to social comparison theory and compared to the results of a parallel analysis of fiction programs.

Sourcing, social structure, & counter-hegemony in news articles about pesticide use: A case study of California newspapers • Joseph Harry and Elizabeth Burch, Slippery Rock University • Articles from four California newspapers writing about pesticide use were content analyzed to track news sources, and to determine quotation frequencies for pro, anti, and neutral-source views. As a case study, findings were analyzed within structural-pluralism and hegemony theories, and via historical, socioeconomic and demographic data. Results indicate that in all four newspapers, counter-hegemonic (anti-pesticide) sources were most-often quoted. In line with structural-pluralism theory, the larger, metropolitan papers provided somewhat more critical coverage of pesticide-related issues than did smaller, urban-rural papers, where agriculture is more common.

The intersection of race and gender in election coverage: What happens when the candidates don't fit the stereotypes • Lesa Hatley-Major and Renita Coleman, Louisiana State University • The findings of this study indicate that journalists have made some progress in reducing stereotypes in their coverage; however the media are still covering candidates in significant stereotypical ways. While the media are focusing less on appearance of candidates, the female candidate in this study received more coverage about her gender, and the minority candidate received more coverage of his race. Despite previous experience, the woman candidate was still aligned with traditional female issues and the man with traditional male issues.

Exploring news dissemination on the internet • Abhiyan Humane, University of Wisconsin at Madison • The study investigates the type of articles presented on the front-page and articles disseminated by online users on a popular news website. The research shows that the interactive and structural attributes of the Internet have important implications on the kind of news stories online users disseminate. Results indicate that online users disseminate news articles that are different in revealing ways from the news articles presented on the front-page of the website by editors/journalist.

The television as nanny or nuisance: The relationship between attitudes toward television's effects on children and parental efficacy • Stacey Hust, University of North Carolina at Chapel Hill •Increasingly, children are more submersed in

television. This trend has sparked scholarly investigation concerned with how television fits into the world of the family. This study extends previous research through an examination of the media's relationship with parental efficacy. Results indicate the more positive people believe television is for children, the more positive they feel about parental efficacy. Also, perceptions of media's effect on children are positively influenced by respondents' confidence in television personnel.

Always in touch: A preliminary study of instant messaging • Ha Sung Hwang, Temple University • The purpose of the study was to examine the Instant Messaging (IM) phenomenon within the college sector in terms of what gratifications they seek, how they experience a sense of social presence (the feeling of being together), and how IM use affects their other media uses. Open-ended survey questionnaires were administrated to 78 college students. The preliminary data indicated that social interaction was the most salient gratification sought from IM, followed by medium appeal, entertainment, interpersonal utility, and information-seeking. The data also indicated that IM evokes social presence: a majority of college students agreed that they felt "as if they were together" or "in the same room" with another when they use IM.

Media salience, media use, and attitude strength: Agenda-setting effects on attitudes toward political figures during the 2000 presidential election • Kideuk Hyun and Nakwon Jung, University of Texas at Austin • This study examines the relationships between media salience, media use and attitude strength toward political figures, through a comparison of NES poll and news coverage. The amount of media coverage significantly related to one dimension of attitude strength: attitude dispersion. The relationship between media use and attitude strength varied with the type of news media (newspaper or network TV news) and political figures (obtrusive or unobtrusive). Our study shows that attitude strength toward unobtrusive figures had no or weak relationships with media use, as we expected.

Moving from theorizing to application: Predicting audience use of new TV formats • Leo Jeffres and Kimberly Neuendorf, Cleveland State University • Mass communication scholars have been slow to translate theories and research into practical applications. One area fruitful for such application is audience analysis, in particular, predicting audience media behaviors. Viewing media behaviors as largely optional uses of free time that fulfill particular uses and gratifications, we explore model building predicting audience enjoyment of the relatively new television format, "reality TV." Results showed that enjoyment of the reality TV format was positively related to more uses and gratifications dimensions than any of the more established formats, but it is the addition of the more focused, parasocial uses and gratifications that allows us to more accurately gauge our target, enjoyment of reality TV programming.

The blogs of war: Reliance on weblogs for information about the Iraqi war • Thomas Johnson, Southern Illinois University; and Barbara K. Kaye, University of Tennessee •This study employed an online survey of Weblog users to find out how much they relied on Blogs for information about the Iraqi War and how demographic and political variables predicted Weblog reliance. Findings suggests that more than three-quarters of Weblog users relied heavily on Blogs as a source of war information, significantly more than any other source. Political variables, particularly knowledge and interest in the Iraqi War and trust in government, predicted Blog reliance.

Structural pluralism, ethnic diversity, and crime news in local newspapers: A community structure approach • Jae-Hong Kim and Douglas M. McLeod, University of Wisconsin at Madison • This study examines the relationship between newspaper crime reports and social reality (as depicted in FBI Uniform Crime Reports) in terms of the community structure model, which is derived from the research of Tichenor, Donohue, and Olien. A total of 32 metropolitan statistical areas and primary metropolitan statistical areas, which were classified into four different categories of community according to the structural characteristics of structural pluralism and ethnic diversity, were randomly selected. Crime news reports from the major newspaper of each selected community were analyzed based on the types of crimes (violent crime vs. property crime). These data were compared to the FBI crime statistics (UCR). In terms, ethnic diversity was found to be a more important factor than structural pluralism in explaining the high proportion of violent crime coverage and the lesser amount of reportage of property crimes, as well as the discrepancies between the newspaper crime reports and the FBI crime statistics.

An application of the newsworthiness model to online international news coverage • Jong Hyuk Lee, Syracuse University • This study examined if the newsworthiness model can apply to online news media as well as traditional news media. The basic hypothesis of the newsworthiness media is that the more deviant and the more socially significant an event is, the more prominently the event is covered by news media. The correlation and multiple hierarchical regression analyses found that the deviance had significant influence on prominence whereas the social significance did not have any impact on prominence. For online users' evaluation, the deviance and social significance were not significant indicators, either. The natures of online news media such as secondary news sources and soft news oriented media may account for these results.

Reality TV and third-person perception • Ron Leone, Stonehill College and Kimberly L. Bissell, University of Alabama • Students from two universities estimated the effects of three reality TV programs on themselves and others. Respondents estimated others were more affected than themselves, a relationship influenced by their view of the programs as realistic, but not by actual exposure, enjoyment of, and identification with the programs had no effect on perceptual gaps. Social distance and perceived exposure level were examined as explanations for perceived effects on others, with social distance outweighing exposure level.

Press coverage of anti-war and pro-war demonstrations before and during the 2003 U.S.-Iraq War • Catherine Luther and M. Mark Miller, University of Tennessee •This study examines press coverage of pro- and anti-war demonstrations before and during the U.S.-led Iraq war. Computer analysis revealed the existence of partisan frames in texts by pro- and anti-war organizations, and legitimizing or delegitimizing words in news articles. Anti-war frames predominated in both pro- and anti-war press coverage. Articles about each group reflected its frame more, and words of delegitimization were used more in anti-war articles.

Unwillingness-to-communicate, perceptions of the internet and self-disclosure in ICQ • Miranda Lai-Yee Ma and Louis Leung, Chinese University of Hong Kong •This research examined the ICQ usage pattern among a group of 591 Internet users, as well as their self-disclosing behaviors in ICQ conversations. Results show that people who are more willing to participate in real life communication tend to disclose more intimately, positively, and in great amount about themselves in ICQ; whereas, people who find real life communication un-rewarding would tend to be more dishonest, negative, less desirable, and less open in disclosing their opinions.

The public's need to know: Public service advertising and the effects of using the actor portrayal label • Jensen Moore, University of Missouri at Columbia • This study examines a new facet of advertising credibility: identification or lack of identification of an actor in a public service advertisement. The question under examination is: Do individuals feel that public service announcements are less credible and/or effective if they use actors instead of everyday people? Using a between-subjects experiment, this research examines audience responses regarding credibility, emotionality, organization credibility, and attitude toward a public service advertisement which used an actor instead of an everyday person. Results suggest that use of the "actor portrayal" label reduces the effectiveness of the advertisement.

Rethinking capital punishment: Changes in news media framing of the death penalty debate • Leigh Moscowitz, Indiana University • The last decade has seen a dramatic decline in public support for the death penalty in the U.S., as well as efforts by the Supreme Court and some states to limit the practice. The content analysis reported here investigates possible changes in how the issue was framed from 1990-2000 in Time and Newsweek. Findings suggest the magazines engaged in more negative anti-death penalty framing toward the later years of the study, coinciding with the decline in public support.

Citizen competence and public opinion about science controversy: Exploring the functions and effects of the mass media • Matthew Nisbet, Ohio State University; and Robert K. Goidel, Louisiana State University •This paper presents a framework for understanding the origins of public opinion on matters of complex policy controversy, using the contemporary debate over embryonic stem cell research and therapeutic cloning as a case study. Analyzing national survey data collected in the Fall of 2003, we find that different forms of informational and diversionary media—including attention to newspaper coverage, Christian television use, science fiction television use, and science documentary television use — guide opinion formation directly but also indirectly by shaping the schema by which citizens interpret stem cell research and cloning as political issues.

Framing SARS in Toronto: A comparative analysis of the World Journal and the Toronto Star • David Oh and Wanfeng Zhou, Syracuse University • Our framing analysis compared the frames used in the World Journal and the Toronto Star. We used four of the five frames identified by Semetko and Valkenburg (2000): conflict, responsibility, economic consequences, and human-interest. We also studied the use of risk frames. The Toronto Star used the conflict, responsibility, economic consequences, and human-interest frames more than the World Journal; whereas, the World Journal used the risk frame more than the Toronto Star.

Intervention of eating disorder symptomatology using educational mass communication messages • Sung-Yeon Park, Bowling Green State University; Jacqueline Bush Hitchon, University of Wisconsin at Madison; and Gi woong Yun, Bowling Green State University •This research has demonstrated that information campaigns using mass media can improve young women's perceptions about their bodies. Exposure to a PSA or an alignment ad increased body satisfaction among subjects with a relatively positive predisposition toward their body. In addition, the alignment ad had positive effects on self-consciousness and norm of ideal thinness among the same population. The differences between a PSA and an alignment ad in terms of their educational effects were discussed in the context of general mass media campaigns and their evaluations.

The psychological impact of "Foxified" news on news processing and public mood • Zengjun Peng and Esther Thorson, Missouri School of Journalism • This study examines the psychological impact of foxified news on news processing and public mood. A 3 (public mood: negatively induced, positively induced and control)x2 (foxified and regular news story)x2(positive or negative stories) design was employed to test main effects and interactions. Results show that foxified news did show significant difference in psychological impact compared to regular news, particularly in the condition of negative news. Also, public mood did influence people's evaluation of news stories, with people in the negatively induced mood rated foxified news as more convincing and balanced.

Developing a model of adolescent friendship formation on the Internet • Jochen Peter, Patti M. Valkenburg, and Alexander P. Schouten, University of Amsterdam • Drawing on a sample of 493 adolescents, this study tested a path model of adolescent friendship formation including as predictors introversion/extraversion, online self-disclosure, motive for social compensation, and frequency of online communication. Extraverted adolescents self-disclosed and communicated online more frequently, which, in turn, facilitated the formation of online friendships. Introverted adolescents, by contrast, were more strongly motivated to communicate online to compensate for lacking social skills. This increased their chances of making friends online.

Citizens' perceptions of media performance and political disaffection • Bruce Pinkleton, Washington State University • Political observers, scholars and other commonly blame the media for contributing to increased voter cynicism and apathy. A telephone survey of randomly selected registered voters in Washington state tested relationships among political involvement, efficacy, perceived media performance, and political disaffection. Survey results indicate that cynicism was associated to participants' perceptions of both newspaper and television news performance, while efficacy was positively associated to evaluations of these media. Neither cynicism nor efficacy associated to perceptions of radio news performance. In addition, negativism toward political campaigns associated only to perceptions of radio news performance, while apathy associated only to perceptions of newspaper performance.

Campus binge drinking: Is the "0-to-4" social norm believable? • Lindsey D. Polonec, Centers for Disease Control and Prevention, Atlanta, GA; and Ann Marie Major, Pennsylvania State University • This paper reports the findings of a survey evaluating a social norms campaign to reduce binge drinking on a university campus. From a social comparisons

perspective, the study explores correlates of accuracy and bias of the respondents' perceptions of the binge-drinking problem on campus and their beliefs in the social norms campaign message that the majority of students on campus drink "0-to-4 drinks when they party." Accuracy and bias were related to perceived risk and communication.

Changes in the professional values of Canadian journalists: A panel study, 1996-2003 • David Prichard, University of Wisconsin at Milwaukee; Paul R. Brewer, University of Wisconsin at Milwaukee; and Florian Sauvageau, Laval University in Quebec City • This paper presents findings of a panel study of Canadian journalists, focusing on changes in their professional values between 1996 and 2003. The results of the project reveal major changes in the values of Canadian journalists over the seven-year period. In particular, support for core values of Canadian journalism such as accuracy eroded significantly. This effect was more pronounced among English-language journalists than among French-language journalists.

All the students that are fit to teach: A survey of enrollment management in communication programs • Brad Rawlins, Brigham Young University • Undergraduate interest in journalism and mass communications programs continues to grow. But resources to accommodate growing enrollments often lags behind. This has forced some programs to incorporate limited enrollment strategies. A survey of communication programs indicates that programs are limiting enrollment to match resources to student demand and to enhance the quality of students in the program. Overall, accredited JMC programs with large enrollments are the most likely to have an admissions policy.

Framing health care reform: Elite sources, pluralism and conflict • Jennifer Schwartz, University of Oregon • A textual and content analysis of six daily newspapers shows that differences in the elite source structure of a pluralistic social environment influences news frames of controversial issues, inclusion of viewpoints, and source selection. Negative frames of a political issue, the inclusion of negative viewpoints, and reliance on elite sources are more common in communities where a subsystem of the power structure is both dominant and directly threatened by an issue than in communities where the power structure is insulated from the issue.

Queer guys for straight eyes?: Gay men respond to Queer Eye for the Straight Guy • Joseph Schwartz, Syracuse University • Minority groups have long faced obstacles to accurate representation in the media. This paper examines the breakout hit of summer, 2003, Bravo's Queer Eye for the Straight Guy and its potential for social and political implications beyond the small screen. The study used 16 in-depth interviews with gay men to understand their unique perspective on the program's gay leading men and the validity of the program's portrayals.

The framing of Iraq war reporting by embedded and unilateral newspaper journalists • Susan C. Sivek, University of Texas at Austin • This study analyzes the framing of stories by embedded and unilateral newspaper reporters during the 2003 Iraq war. The frames used by embedded journalists differed from the frames chosen by independent unilateral reporters, regardless of other characteristics of their newspapers. Embedded reporters tended to adopt a military-promoted "Liberation" frame in their stories, while unilateral reporters were more likely to select an "Invasion" or "Mixed" story frame. The normative value of the embedding program is discussed.

Does a news anchor's gender influence audience evaluations of the anchor • Thomas Smee, Pennsylvania State University • This study investigated the relationship between a news anchor's gender and audience evaluations of the anchor and news. The experiment allowed for an evaluation of the relationship between news anchor gender and the audience's perceptions of the anchor and the news while examining the roles of several additional variables such as gender bias and story type. Addressed in the conclusion to this paper are the outcomes and implications of the study.

The relationship between television viewing, expectancies, and intentions to drink alcohol among a group of Norwegian adolescents • Steven R. Thomsen, Brigham Young University; and Dag Rekve, Norwegian Ministry of Social Affairs • The aim of this study was to examine the influence of television viewing, having friends who drink, and family rules about alcohol use on the development of normative beliefs, expectancies, and intentions to drink alcohol in the next 12 months among a group of Norwegian adolescents who reported that they had not previously consumed alcohol. Because Norway prohibits alcohol advertising, we were able to limit our focus to the potential effects of incidental portrayals of alcohol consumption in entertainment programming. Our findings indicate that television viewing for this group has a weak predictive association with normative beliefs (directly) and expectancies and intentions (indirectly). Having friends who drink was the strongest predictor of normative beliefs and was associated with expectancies and intentions both directly and indirectly (via normative beliefs).

Patriotic images, the Super Bowl, and advertising content in post 9-11 America • Bob Trumpbour, Pennsylvania State Altoona; and Nicholas Darr, Southern Illinois University • The Super Bowl advertising is examined after the 9-11 tragedy to determine how advertisers use patriotic images. Use of patriotic symbolism was generally downplayed, but in the 2002 Super Bowl, three advertisements tapped into the 9-11 tragedy without heavy use of symbols. More commercials contained patriotic imagery in the Super Bowl (2002) immediately following 9-11, but the duration of patriotic symbol display was less profound than in the 2003 and 2004 Super Bowls. Cultural implications are explored.

Exploring possible correlates of journalists' perceptions of audience trust • Yariv Tsfati, University of Haifa • A sample of Israeli journalists (n=209) were asked whether they feel Israeli audiences trust the Israeli media in general, and whether their audience trusts the work of their news media outlet in particular. The correlates of these survey items are examined. Results show that perceived audience trust was correlated with journalists' own trust in the Israeli media and with journalist's evaluation of the audience. Perceived trust was also positively correlated with journalists' identification with professional standards such as neutrality, verification and factualness. In contrast, perceived audience trust was not correlated with most demographic and professional status variables. Implications and limitations of these findings are discussed.

Internet use as a contingent condition in the agenda-setting process • Wayne Wanta and Sooyoung Cho, University of Missouri • A phone survey (N=345) compared Internet users and non-users. Frequency and duration of Internet use were negatively related to agenda-setting effects: The more individuals used the Internet, the less likely they were to be

concerned with general issues or sub-issues of terrorism that were covered in the media. Use of the Internet for news and political information were positively related to agenda-setting effects. Regression analyses show that exposure to traditional media was the most powerful predictor of agenda-setting effects and Internet use motivations were weakly related.

Scene of the crime: The study and practice of local television crime coverage from the mid-1990s to the present • Debra Wenger and Jeff South, Virginia Commonwealth University • This study examines the quantity and quality of crime coverage on television and its perceived impact on public policy. It discusses various stations' attempts to address the concern that there is "too much crime on local TV newscasts." The paper explores three techniques that can make such coverage more relevant to viewers: adoption of crime coverage guidelines, use of interactive crime Web sites and, most notably, the coverage of crime from a public health perspective.

Media conglomeration and soap opera storytelling: The evolution of network television news • James Wittebols, Niagara University • This paper presents longitudinal data (1970-2000) examining changes in the way stories are told in nightly network news. After a brief historical overview of network news, data from ABC and CBS nightly news programs are analyzed for how they use soap opera storytelling techniques. The data show the move from a public service orientation to an entertainment orientation has resulted in a soap opera storytelling orientation to presenting the news.

President's agenda-selling effect in direct communications—A time-series Quasi-experiment on President Bush's 2003 state of the union speech • Xu Wu, University of Florida • Previous agenda-setting research has examined the relationship between the president's policy agenda and the mass media's issue coverage agenda. However, few studies paid attention to the president's power of selling his policy agenda to the public through direct communications. In this study, the researcher conducted a time-series quasi-experiment to test the influence of President Bush's State of the Union speech on audience's issue importance judgment. Strong "agenda-selling" effects were supported by the research results.

Communication Technology 2006 Abstracts

Posted by kysh on January 17, 2012 · Leave a Comment

Communication Technology Division (CTEC)

Municipal Broadband Services: Government Supply as Panacea to Market Failure in the Provision of High Speed Internet service to Underserved and Unserved Communities • Abubakar Alhassan, Florida • Broadband's higher speed and greater bandwidth distinguishes it from the hitherto slow, limited bandwidth dial-up service. Although the US is the cradle of the Internet, but OECD reports show that it now lacks behind other nations in broadband deployment, a development blamed on market failure characterized by the commercial ISPs' refusal to deploy broadband to certain communities. This paper examines the provision of broadband by municipalities as the policy panacea for the market failure.

Utility vs. Commodity: Framing the Provision of Broadband • John Anderson, Illinois at Urbana-Champaign • The importance of broadband connectivity is growing, and while universal service is a national priority incumbent telecommunications service providers are not moving in this direction. This leads to public and non-profit entities working to correct this market failure. Incumbents have responded with a political offensive swiped largely from the playbook of the electric power industry some 100 years ago. Ultimately, the question of broadband provision may be settled at the national level.

Revisiting the Issue of Blog Credibility: A National Survey • Stephen Banning, Bradley and Kaye Trammell, Louisiana State • This study investigated the relationship between credibility, third-person effect, and blog use. Through a national phone survey (N = 575), researchers found support for all hypotheses. While credibility was neutral overall, blog authors assessed blogs as being more credible than non-bloggers, and credibility correlated with likelihood to act (behavior). Third-person effect was found in reference to blogs and it correlated with blog credibility and likelihood to act. Findings and future research are discussed.

Value and Digital Rights Management: A Social Economics Approach • Benjamin Bates, Tennessee-Knoxville • Current copyright overemphasizes financial return compared to alternative sources of value (both social and private) deriving from information use. I use an approach designed to emphasize those other aspects of value and consider the implications of current and proposed Digital Rights Management (DRM) approaches for the creation of social value. I conclude that while most DRM approaches actually exacerbate conditions, DRM also offers the potential for an irights system that more fully incorporates social value.

Generation iPod: An Exploratory Study of Podcasting's 'Innovators' • David Brown, Texas at Austin • Podcasting has become one of the most heavily hyped media concepts in recent years, billed as the latest digital-age threat to "old-media". Yet almost nothing is known about listeners, their habits, or podcast demand. This exploratory study offers one of the first snapshots of real-world podcast use among its earliest adopters. The results suggest surprising gender and other distinctions between listeners and non-listeners, barriers to experimentation, and fading interest after initial podcast use.

Pioneers in the Blogosphere: Profiling the Early Adopters of Weblogs • Byeng-Hee Chang and Trent Seltzer, Florida • Weblogs, or "blogs," are increasing in their use, visibility, and impact. Using the Innovation Diffusion Theory literature as

a theoretical framework, a secondary analysis of data gathered by the Pew Internet and American Life Project indicated that there are significant differences between adopters and non-adopters of weblogs in terms of demographic profile, innovativeness, use of other new communication technologies, and Internet use.

A Multinational Study on Online Privacy: Global Concerns and Local Responses • Hichang Cho, Rivera Milagros and Sun Sun Lim, National University of Singapore • Using a survey on 1261 Internet users from five international cities— Bangalore, Seoul, Singapore, Sydney, and New York, we examined international Internet users' perception and behavioral responses concerning online privacy. We found that online privacy was a "global human rights issue" affecting almost all Internet users worldwide, but the way individuals perceived and coped with it varied across a host of micro-macro level factors such as demographics, Internet expertise, nationality, and cultural values.

Extending Technology Acceptance Model With Social And Organizational Variables • Siyoung Chung, National University of Singapore • The purpose of this study is to empirically examine the differential influences of a comprehensive set of technology acceptance attributes on both adoption and usage behavior. A mail survey was conducted with the employees (n = 108) who were the active sales of a large corporation in the U.S, which recently introduced a web-based sales system. The findings demonstrated that attitudinal, social, and organizational variables selectively influenced technology adoption and usage behavior.

News as a Process: A New Approach to the Political Economy of Communication • Lori Cooke-Scott, Ryerson • This paper proposes a unified theory of the political economy of news communication, encompassing changing realities in technology, market capitalism and everyday life. A central feature is its treatment of news as a process of exchange rather than a product to be exchanged. A processive approach is needed to understand the structural transformation of the news industry, the shift in power relations among producers and consumers, and the revolution in audience agency and community formation.

Is Seeing–or Hearing–Believing?: Reactions to Listening to the 2004 Presidential Debates With and Without Video • Mike Dorsher, Wisconsin-Eau Claire • In a quasi-experimental study inspired by the Kennedy-Nixon "Great Debate," 175 participants from a mid-size Midwestern university either watched the 2004 presidential debates on TV or listened to them without the video. The data yielded few significant differences between debate viewers and listeners. Candidate debate performances rated high on "presidential" qualities and eloquence best predicted the debate winner.

Can Billie-Jo sell wine? The Effects of Social Category Cues and Rich Media in E-commerce Websites • Edward Downs, Sampada Marathe, Bimal Balakrishnan and Suellen Hopfer, Penn State • Do social category cues and richness of media affect website perceptions and memory in E-commerce? If so, how do these variables relate to product price sensitivity? An eight-condition mixed-model experiment was designed to test these questions. A significant three-way interaction effect was detected, driven by a rich media by product interaction effect when holding source constant. Theoretical and practical implications are discussed as well as limitations and directions for future research.

Sociology of News and New Media: How the Blogosphere Transforms Journalism and Changes News • Ivan Dylko and Gerald Kosicki, Ohio State • Political blogs have recently demonstrated an ability to affect public discourse, especially during the 2004 presidential election. In this paper we examined implications of the blogosphere for the sociology of news. A case study of the CBS' 60 Minutes segment about George W. Bush was used to demonstrate that journalists used information from blogosphere and that blogs could break stories faster than traditional media and successfully push them onto media's agenda.

Is the Internet an Agent of Empowerment in News Making? A Case Study of Chinese Journalists • Li Fu, Chinese University of Hong Kong • This study adopts the mediationist perspective to explore the impact of the Internet on Chinese journalists. It finds that, the Internet has made an impact on news making, however, its power is limited, affected by constraining and facilitating factors at the individual, organization, and institutional levels; the Internet therefore empowers journalists in a situational way, characterized as time-specific, genre-specific, media status-specific, and location-specific. Such situational empowerment is mainly driven by commercialization and propaganda reforms.

A Ten-Year Profile of the Democratic Agency of the Internet in 152 Countries • Jacob Groshek, Indiana • Since its inception, the internet has been lauded as a potent democratizing agent. Using macro-level data from 1994 to 2003, this study examined the extent to which the internet has fulfilled this promise. In the 152 countries included in this study, increased internet diffusion was not shown to be a meaningful predictor of more democratic regimes or diminished government control of the press. It did, however, show strong, positive relationships with economic growth.

Unraveling Uses And Effects Of An Interactive Cancer Communication System • Jeong-Yeob Han, Robert Hawkins, Bret Shaw, Suzanne Pingree, Fiona McTavish and David Gustafson, Wisconsin • As part of an effort to understand uses and effects of an Interactive Cancer Communication System (ICCS), the purpose of current study is to explore the relationships between different use patterns and subsequent changes in patients' health outcomes. By examining different use patterns, this study revealed effective styles of use that are associated with benefits. Both theoretical and practical implications for eHealth research and evaluation are discussed.

Blogs in the Media Conversation: The Knowledge Factor in the Diffusion Process • Nanette Hogg, Carol Lomicky, Ruth Brown and Syed Hossain, Nebraska-Kearney • A content analysis of 1,168 stories in seven media outlets found blogs first mentioned in 2000. The number of stories mentioning blogs tripled every year until 2004 when the rate of increase slowed. Researchers concluded media provided knowledge about blogs as an innovation, consistent with the first step identified by Rogers in the innovation-decision process. Qualitative analysis revealed media generally discussed blogging in positive terms.

Exploring E-gov Online Structures for Citizen Participation • Min Jiang, Purdue • Acknowledging that Internet architecture, far from being value free, are results of deliberate choices, the paper utilizes website content analysis to examine the online structures for citizen participation on 30 Chinese provincial government websites. Their potentials and limits for democratic practices in the neo-authoritarian state are evaluated through a revised UN e-participation

framework. Although not implemented to promote democracy, some features of the websites online structures grant cautious optimism for more open and responsible governance.

Creating a Web of Trust and Change: Testing the Gamson Hypothesis on Politically Interested Internet Users • Tom Johnson, Southern Illinois and Barbara Kaye, Tennessee-Knoxville and Daekyung Kim, Southern Illinois • Creating a Web of Trust and Change This study used an online survey of politically interested Internet users to examine the Gamson hypothesis that those who are low in political trust and high in political self-efficacy can be most easily mobilized into political action. Internet users in general were almost equally divided between being an Assured (high in trust and efficacy) and a Dissident (low in trust and efficacy).

Posting and Reading Personal Messages: The Motivation of Personal Blog Use and The Effects of Personal Blog Use on Users' Loneliness, Belonging and Well-Being in Real Life • Younbo Jung, Hayeon Song and Peter Vorderer, Southern California • The purpose of the current paper is to develop a theoretical model that explains the motivation of personal Blog use (Impression Management, Voyeuristic Surveillance, and Social Comparison) and the effects of personal Blog use on offline life (loneliness, belonging, and psychological well-being). The proposed model for Study 1 (N=73) and Study 2 (N=531) were tested via an online survey of Blog users in Cyworld. Implications based on the findings are discussed.

Influences of Online Chat Use on Social Support and Psychosocial Well-Being • Seok Kang, Arkansas Tech • This study explores the role of disembodiment—telepresence in cyberspace—in online chat use and its effects on social psychosocial well-being. Results suggest that disembodiment in online interaction is a compelling contributor to increased loneliness and depression and decreased social support.

Abandoning Traditional News Media?: Factors Influencing the Time Displacement Effects of Online News • Daekyung Kim and Tom Johnson, Southern Illinois • This study surveys 266 college students to examine which factors, such as reliance, interactive use, motivations, and credibility of online news, predict perceived displacement effects of mainstream, portal news sites, and blogs on traditional news media. The study shows mixed findings and suggests that displacement effects vary by reliance, motivations, and credibility of each online news sites. Discussions about the relationship between online news sites and traditional media are followed.

When the Public Has the Press: An Analysis of Bloggers and Their Blogging Activities in the 2004 U.S • Eunseong Kim, Indiana • This study examines bloggers and their blogging activities during the 2004 U.S. presidential campaign. The analysis of an online survey of 270 bloggers provides valuable information about bloggers' weblog activities, their motivations for blogging, political orientation, and the pattern of media use. The findings indicate that bloggers played active roles as information providers (or communicators in the participatory media) and as contributors of civic discourse.

Effects of Cognitive Busyness and Computer Modality on Gender Stereotyping of Computers • Eun-Ju Lee, California-Davis • Two experiments tested the mindlessness explanation for the Computers Are Social Actors paradigm. In Experiment 1, participants played a trivia game with a computer, which they thought generated random answers. They attributed greater competence and conformed more to the male than the female computers, but only when cognitively busy with a secondary task. However, when the computer produced its output in synthesized speech, as opposed to written text, such advantages of the male computer dissipated.

Philosophy and Network Structure: A Case Study of Japan's i-Mode and Wi-Fi in the U.S. • Hoon Lee and Yong Jin Park, Michigan • This study examines how philosophical outlooks of societies influence the development of network systems. A comparison between i-Mode and Wi-Fi demonstrates that culture, which conspired to either hamper or accelerate the Internet diffusion, influences the configuration of wireless networks in each country. Hierarchical Japanese culture transformed the architecture of the Internet. In the US, the legacy of hacker reanimated grassroots movements toward free Wi-Fi network. Policy implications of technological designs are discussed.

Blog agenda: What did they blog about in the 2004 U.S. Presidential Election? • Jae Kook Lee, Texas at Austin • This study investigates the way that political blogs prioritize a variety of public issues in comparison with mainstream media. With an analysis of news coverage of blogs and mainstream media in the 2004 U.S. Presidential Election, the study found that the priority, or the agenda, of blogs are similar to that of mainstream media. Furthermore, the study found that political blogs cover the election with virtually the same agenda, regardless of their political leaning.

Viewer Privacy over Cable, Satellite, the Internet, and other MVPDs: The Need for Uniform Regulator • Laurie Lee, Nebraska-Lincoln • Television viewers can now watch shows over a variety of distribution formats, including telephone, broadband Internet, and cellular phone, from many multichannel video program distributors (MVPDs). Unfortunately, subscribers also risk their privacy to MVPDs capable of collecting vast amounts of viewing data. Federal laws protect cable and satellite subscribers, but do not necessarily extend to all MVPDs. This paper examines these laws and proposes uniform federal legislation protecting all video consumers regardless of transmission medium.

The Effects of 3G License Fees on the Mobile Markets in OECD Countries • Sangwon Lee, Florida • Over the last several years, a large number of licenses for 3G services have been awarded through various approaches. This article presents an empirical analysis of the potential effects of 3G license fees on mobile markets in OECD countries. The findings herein reveal that 3G license fees have affected mobile prices in OECD countries, which may imply that large initial down-payments have an adverse effect on the growth of 3G services.

The Development of Mobile Television: Examining the Convergence of Mobile and Broadcasting Services • Sangwon Lee and Sylvia Chan-Olmsted, Florida • The convergence of mobile and broadcasting services may deliver a driver for dramatic growth in the telecommunications sector. It is said that Korean DMB system is the most commercially successful mobile television services worldwide today. We explore the factors that influence the development of the Korean DMB market and their implications. It was found that the combination of broadcasting and mobile telephone in the context of mobile television presents a classic case of "complementary convergence."

Mobile Phone Diffusion in Developed and Developing Countries: Digital Divide, Factor, and Difference • Yang-Hwan Lee, South Carolina • This study identified the exist of digital divide between 23 developed and 54 developing countries in mobile phone diffusion during 1996-2002. In addition, factors that known to the influential affecting ICT diffusion were tested. According to the empirical test, the digital divide in mobile phone diffusion still existed and had been widen. Based on the panel regression, it was found that economy, technology, and regulation factors affected mobile diffusion. Time effect existed, but was minimal.

Predictors of Cell Phone Use as a News Device • Xigen Li, Southern Illinois • Building on the theoretical framework drawn from diffusion of innovation, technology acceptance model and expectancy-value model, this study proposed and tested a model of cell phone use as a news device. Technology functionality, information accessibility and user technology initiative were found to be significant predictors of cell phone use as a news device. Perceived value of information, news reliance and news consumption were not significant predictors of cell phone use as a news device.

College Students' Use of iPods: Connecting iConsumption to iPiracy • Lisa Marshall, Bowling Green State • The purpose of this paper is to analyze the iPod as a tool of communication for college students and explore connections it has to the Diffusion of Innovations Theory. This paper provides an iPod overview, shows connections to piracy and the theory, and presents findings to a survey completed by 100 college students. Seventy-three percent of students reported they never pay music used on the iPod, seeking ways other than purchase to obtain iPod media.

The Source Cycle: Intermedia Agenda-Setting Between the Traditional Media and Weblogs • Marcus Messner and Marcia Watson, Miami • This study examined the intermedia agenda-setting effects between the traditional media and weblogs based on the use of one as a source by the other. A content analysis of 2,059 newspaper articles was combined with a separate content analysis of 120 weblogs. It was found that the newspapers increasingly use weblogs as sources and that weblogs heavily rely on the traditional media as sources. Thereby, traditional media and weblogs engage in a source cycle.

Online Journalism and the War in Cyberspace: A Comparison between U.S. and International Newspapers • Matt Neznanski and Daniela Dimitrova, Iowa State • The 2003 Iraq War was the first military conflict in which online media played a significant role. This study explores how the Internet was used to disseminate war news and information by comparing a number of international newspaper Web sites (N=791). Through a content analysis, the study shows some differences in the use of Web-specific features such as hyperlinks, animations, multimedia content, and interactive elements. Differences between U.S. and international Web sites are also discussed.

Uses of the Internet by College Students: Implications for Political Involvement • Kristine Nowak, David Atkin, Christian Rauh and Mark Hamilton, Cleveland State • In this emerging online environment, an intriguing avenue for research involves the relationship between Internet use and political involvement. In an effort to fill that void, the present study explores the extent to which college students rely on the Internet as a channel for political information and the influence that such uses have on their levels of political involvement.

Ruling the Cyber-Cities: When the West and the East Walk Together • Yong Jin Park, Michigan • This study examines the moderating role of culture in promoting or curtailing the convergence of online marketplaces. Drawing upon international regime theory, this study challenges the viability of 'industry self-regulation' regime that neglects cultural differences in privacy. A survey compared regulatory perceptions of the US and Korean participants. The aim is to explore the nature of a consensus among policymakers and to measure the effectiveness of the policy in its operation.

The Political Shaping of Municipal Wi-Fi Networks: A Case Study of Hermosa Beach • Namkee Park, Southern California • This study examines the role of local government and its impacts on the municipal Wi-Fi networks' deployment and operation from the perspectives of social/political shaping of technology and path dependency. By employing a case study method, the study investigates the ways in which the network in Hermosa Beach, CA, has been implemented. It uncovers that the role played by local government still matters even in the era of deregulation and privatization in communication technologies.

Information Technology and Information Literacy in Journalism-Mass Communication Libraries: • Patrick Reakes, Barbara Semonche and Fred Thomsen, Florida • The last decade has been a time of sweeping change in journalism education as well as in the research facilities that support it. The management and use of information technology are critical factors in the promotion and development of information literacy within the journalism-mass communication curriculum. This research was undertaken in an effort to investigate information technology use and information literacy programs in Journalism/Mass Communications libraries and to establish a "baseline" for future research.

The Internet Immersion Divide: A Barrier to Inclusive Online Communities • Louis Rutigliano, Texas at Austin • The concept of Internet immersion looks at the relationship between online access and online activities. It considers Internet immersion as a continuum from passivity to interactivity. This paper finds that people who go online more frequently are more likely to use the Internet for interaction and after comparing offline factors such as income to this continuum, this paper presents a new form of digital divide.

Is it More Fun to Kill Other People? Exploring Video Game Enjoyment in a Variety of Game Modes • Mike Schmierbach and Thomas Butler, College of Charleston • Video games exist to provide players with enjoyment, yet little research has explored what makes a game enjoyable. In this study, we consider how college students (N = 102) respond to one of three play modes in a first-person shooter. Enjoyment is fostered by greater excitement and attachment to avatar and lower frustration, all of which points to the importance of engagement or flow. Gaming experience shapes some responses, but game mode has minimal effects.

Online Citizens and Consequences of Internet Use for Political Participation • Daniel Schneider, Stanford • The Internet offers new opportunities for political dialogue and communication with possible implications for political participation. Using data from General Social Survey of 2000, 2002 and 2004 characteristics of Internet users with and without interest in political online content are investigated and the consequences of Internet use for political participation are examined.

Results suggest a selection process for use of the Internet and political online content and that Internet use can increase political participation.

Frame-up: An Analysis of Arguments Both For and Against Municipal Wi-Fi Initiatives • Gwen Shaffer, Temple • Dozens of cities plan to build wireless broadband networks. This textual analysis compares documents used to bolster and break down the case for municipal Wi-Fi. It examines how Wireless Philadelphia uses "public good" principles to frame its argument for a potentially massive taxpayer investment, while the telecommunications industry frames city-run wireless networks as "risky" and unnecessary. Contradictions and inconsistencies in these documents highlight how information is manipulated to influence the debate over Wi-Fi policy.

Dear Radio Broadcaster: Fan Mail as a Form of Perceived Interactivity • Charlene Simmons, Tennessee-Chattanooga • In an attempt to learn more about perceived interactivity this study explores the perceptions of broadcast radio listeners. Early broadcast radio provides an interesting example for exploring interactivity because although the medium lacked interactive features millions of listeners perceived that the opportunity to 'interact' with radio personalities existed through fan mail. This study examines listener fan mail as well as radio programs to determine whether radio encouraged a level of perceived interactivity.

Political Web sites: An Equalizer for Candidate Gender and Race Disparities? • Melissa Smith, Mississippi State and Barry Smith, Alabama • This study examines the roles candidate race and gender may play in the evaluation of candidates presented via campaign Web sites. Apparent race and gender of a candidate were manipulated while issue information was held constant on a campaign Web site. The candidate's gender was shown to affect evaluations of the candidate (positively for female candidates). The candidate's race did not affect evaluations of the candidate.

Blogging for Better Health: Putting the "Public" Back in Public Health • S. Shyam Sundar, Heidi Hatfield Edwards, Yifeng Hu and Carmen Stavrositu, Penn State • Weblogs are a relatively new and unique online communication tool. This paper examines blogs that focus on mental health issues to better understand the function and content of these particular types of blogs. The researchers discuss theoretical issues surrounding technological and psychological aspects of health blogs and employ quantitative content analysis as well as qualitative textual analysis to determine who mental health bloggers are, why they blog, and the nature of mental health blogs.

Framing of Tsunami Bloggers: A Study of Print Newspapers from Four Countries • Renuka Suryanarayan, Ohio • The purpose was to see if blogs had become important journalistic sources in newspaper reporting of the tsunami, 2004. The coverage by the New York Times, the Daily Mail, London, the Times of India, and the Daily News, Sri Lanka, was content analyzed. Two findings were 1) that technology does not change journalists' routine in Eastern and in Western countries; and 2) that the number of tsunami deaths in a country had no correlation to media salience.

An Experiment Testing the Agenda-Setting Effect of Blogs • Kaye Trammell, Louisiana State • This study explored the agenda-setting effect of communication style and interactivity on blogs among young people. As a multi-cell experiment on undergraduate students, this study exposed participants to blog posts that discuss an issue in 1). an anecdotal manner told from a first-person perspective or 2). report-like manner discussing facts and statistics about an issue. Results confirm the agenda-setting power of blogs, but find mixed results regarding the hypothesized impact of communication style and interactivity.

Credibility and the Uses of Blogs Among Professionals in the Communication Industry • Kaye Trammell, Lance Porter, Deborah Chung and Eunseong Kim, Louisiana State • Communication professionals are beginning to take note of blogs as more turn to them for information and deem blogs "credible." Using an online survey of professionals in journalism and public relations, this study investigated the use of blogs within the communication industry. Factor analysis revealed simplistic blog use categorizations as being either passive or active. Results also indicate that those who are labeled "high users" in both factors assign more credibility to the medium.

From Yahoo! to AAARGH: Developments in the French Approach Towards Blocking Hate Speech • Bastiaan Vanacker, Minnesota • This paper discusses a recent case in which a French court ordered local ISPs to block certain American Web sites because they violate French hate speech law. It discusses how French courts have dealt with similar issues in the past and compares these approaches with the recent one. It also discusses the technological issues relating to destination ISP blocking brought up by such blocking orders.

Ethical and Strategic Messages: Frames and Learning in a Mixed Media Context • Aaron Veenstra, Ben Sayre, Dhavan Shah and Doug McLeod, Wisconsin • Many people consider strategic framing harmful to democracy because it erodes citizen interest in the democratic process. Our results demonstrate that this is not always the case. Testing the effects of textual strategic frames and video processing in a digital environment, we show that strategic frames may also provide a context that is more conducive to learning in mixed media news environments than that provided by ethical or value frames.

The Diffusion of GIS in Journalism • Ben Wasike, Texas at Brownsville • This study looked at the likelihood of journalists to adopt GIS and the future of the technology's diffusion in journalism. In-depth interviews and a Web survey were used. Sixty-three percent of reporters were aware of GIS but only 11% use GIS. OLS regression showed that gender, age, and the use of other technologies affect the likelihood to adopt GIS. The availability of map data, competition, and use of secondary GIS products will affect diffusion.

Internet Gratifications, Media Use and Technology Cluster as Predictors of Wi-Fi Adoption • Ran Wei, South Carolina • The Internet becomes portable thanks to Wi-Fi and Wi-Max. However, existing research shows use of wireless Internet was low. This study explores factors predicting adoption of Wi-Fi powered WLAN. Findings show that low level of Wi-Fi awareness is a hurdle to adoption. Results of multivariate analyses indicate that newspaper reading is a predictor of Wi-Fi awareness. The motivations of information learning and social escapism are the strongest predictors of Wi-Fi interest and adoption likelihood.

The Adoption and Use of Mobile Phone in Rural China: Behavioral and Psychological Factors • Lu Wei, Washington State and Mingxin Zhang, Hubei University • Based on a theoretical model adapted from perceived need theory and original diffusion theory, this study demonstrated that both behavioral and psychological factors may significantly predict Chinese rural resident's adoption and use of mobile phone. The effect of psychological factors, however, is very limited in the prediction of adoption and use of new media technologies, especially in the context of rural society. The relationships among demographic, behavioral, and psychological factors were discussed.

The Big Three's Prime Time Decline: The Technological and Social Context • Kenneth Wiegand and Douglas Hindman, Washington State • This paper is an analysis of factors associated with the 25 year decline in the prime time shares of the top three television networks. Time series analysis revealed that share decline was associated with multiple video programming distribution (MVPD) penetration. MVPD penetration and network profits were associated with social differentiation, indicating organizational adjustment to the social environment. Findings were discussed in terms of the principle of relative constancy and open systems models of organizational change.

Perception Gaps of Cyber Public Sphere • Xu Wu, Arizona State • The focus of this research is to explore and compare people's perception of online sphere as opposed to print media sphere and broadcasting media sphere. Nine attributes were summarized from Jürgen Habermas's original discussions. A comparative survey study was conducted among some 150 undergraduate journalism students in China and in the United States, respectively. Findings exposed significant perception gaps on cyber sphere's capacity and performance as a genuine public sphere.

Weblogs as Agents of Political Participation: Mobilizing Information in Weblogs and Print Newspapers • Masahiro Yamamoto, Washington State • Considering the growing popularity of Weblogs for journalistic use, the present study investigated the possibility that Weblogs could become a catalyst for political participation. Examining Weblogs and print newspapers, this content analysis study found more tactical mobilizing information in Weblogs than in print newspapers. This result suggests that Weblogs can potentially function as an alternative information source that encourages citizens to engage in political activities.

Perceived Anonymity and Online Public Disclosure • Haejin Yun and Robert LaRose, Michigan State • This study redefined anonymity as perceived anonymity based on a critique of previous, pertinent empirical studies. The redefined construct of perceived anonymity adopted the Social Information Processing (SIP) model's approach to computer-mediated communication (CMC). Two competing models of perceived anonymity affecting online public disclosure – a deindividuation model and a SIP-based model – were built and tested with real online social support community data. The SIP-based model was supported with perceived anonymity negatively affecting public disclosure.

Filed under Uncategorized · Tagged with

Mass Communication and Society 2011 Abstracts

Posted by kysh on June 28, 2011 · Leave a Comment

Media of the People, by the People, for the People: Redefining Public Service Broadcasting in Emerging Democracies • Md. Abu Naser, Southern Illinois University Carbondale; Debashis Aikat • Public service broadcasting has faced many challenges during a decline in the last 20 years. Although the crisis of public service broadcasting is global in nature, the problems the PSB institutions face in developing countries and in emerging democracies differ fundamentally from the challenges that the PSB outlets encounter in the Western world. Public service broadcasting in many developing countries remains a government monopoly where the public has no role in the process. In authoritarian political systems, public broadcasting becomes state propaganda that corrupts the whole broadcasting system. Because of the varied nature of the problems facing PSB institutions in developing countries, there is an emerging need for a variety of solutions. In this context, a plan to make public service television in Bangladesh more effective is proposed. This model may be applied to many other emerging democracies in Asia, Africa, East Europe, and Latin America since PSBs of those countries face similar problems.

Is Family Guy E/I Programming? An Analysis of Adult Primetime Animations for Educational Messages. • Mary Katherine Alsip, University of Alabama; Wyley Shreves • Many studies have found that E/I programming may be falling short of the FCC guidelines prompted by the Children's Television Act of 1990. Adult primetime animations have gained popularity in recent years, especially with adolescent and teen viewers. An analysis of the availability and educational quality of adult animation is made and compared to previous data on E/I programming. Recommendations for the adjustment of FCC guidelines based on this analysis are made.

Digital media, citizenship orientation, and youth political consumerism • German Alvarez, University of Wisconsin-Madison; Matthew Barnidge, University of Wisconsin – Madison; ByungGu Lee, University of Wisconsin-Madison • This study aims to explore how youth online usage patterns and notions of citizenship foster certain forms of political participation – namely political consumerism. Using cross-sectional survey data from a national representative sample of youth, this study offers a unique attempt to uncover the social-psychological predispositions that make up and define citizenship orientation. Specifically, this paper argues that a typology of trust in political institutions and political efficacy are important factors that contribute to citizenship orientation. Placing these social-psychological predispositions within the analytical framework of the communication mediation model, this paper also examines the mediating role of citizenship orientation between online communication and political participation. This study presents evidence that citizenship is evolving, and that new forms are emerging that place emphasis not on institutional politics, but rather on personally meaningful behaviors such as political consumerism. The results generally support the conclusion that citizenship orientation, as defined by the typology of trust and efficacy, is a significant factor

mediating the effects of online media on political participation. The findings also highlight the role of online media in the development of citizenship orientation, indicating differential paths of communicative development that lead to different orientations toward citizenship.

Why your grandparents are on Facebook: A survey of uses and gratifications of Facebook by older adults • monica ancu, Univ. of South Florida St. Petersburg • This is a uses and gratifications study looking at why older adults, people aged 45 and older, use Facebook. A survey of 225 respondents reveals that older adults are drawn to Facebook by two primary factors, Mood Management (entertainment and emotional connectivity) and Social Action (express opinions and news, and establish relationships). The most popular activity among our sample was playing games and using other entertainment Facebook apps, followed by browsing friends profiles and photos. Content creation and communication through status updates, wall comments, messages and other types of expression were less popular among this age group, with only a third (roughly 30% of respondents) engaged in such activities. The study discusses additional findings and their implications, and it is one of the very few studies looking at the social networking uses and gratifications of older adults.

The new communication environment and its influence on media credibility • Ashley Anderson, University of Wisconsin-Madison; Peter Ladwig; Dominique BROSSARD, LSC, University of Wisconsin-Madison; Dietram Scheufele; Michael Xenos • How exposure to uncivil discussion in online comments alongside two controversial issues —nuclear energy and nanotechnology—influences media credibility is the focus of this study. Using an experimental design with a representative sample of the American population, we find exposure to uncivil discussion increases perceptions of blog post bias and trust in news media for information on science. Exposure to incivility in blog comments increases trust in online sources for the issue of nuclear energy.

Overweight and unworthy? The role of priming in attractiveness, gender, and credibility • Julie Andsager, University of Iowa; Erin O'Gara; Robert Gutsche Jr, The University of Iowa; James Carviou; Nicholas Yanes, University of Iowa • Obesity is a prevalent health concern in the U.S. Guided by attribution theory and priming, an experiment was conducted to assess attitudes toward attribution of responsibility, attractiveness, and credibility in thin versus overweight individuals. Subjects considered thin individuals more attractive than their overweight counterparts, and reader gender was significantly related to evaluations of attractiveness, particularly when weight was primed with an opinion column. Weight and gender of columnists interacted in perceived credibility. Implications are discussed.

The Effects of Gain and Loss Frames on Perceptions of Racial Inequality • Erin Ash, Penn State University; Mike Schmierbach, Penn State University • Previous content analytic research has examined the extent to which the media frame racial disadvantage in terms of black losses and gains and white losses and gains, finding that news reports are by far most likely to frame disadvantage in terms of what blacks are more likely (than whites) to lose. This study is an empirical test of the effects of racial gain and loss framing. Results reveal loss frames amplified perceptions that the issue was important and due to systematic, institutional causes. No main effects of race were found, but race did interact with the frame manipulation to influence perceived importance and symbolic racism. Further, regression models showed the influence of perceptions of importance, causal attributions, and symbolic racism in predicting support for two proposed remedies to alleviate the inequality.

Exploring News Media Literacy: Developing New Measures of Literacy and Knowledge • Seth Ashley, University of Missouri; Adam Maksl, University of Missouri; Stephanie Craft, University of Missouri • Using a framework previously applied to other areas of media literacy, we developed an attitudinal scale focused specifically on news media literacy and compared that to a knowledge-based index including items about the structure of the U.S. news media system. Among our college student sample, the knowledge-based index was a significant predictor of knowledge about topics in the news, while the attitudinal scale was not. Implications for future work in assessing news literacy are discussed.

Social Media Consumption, Interpersonal Relationship and Issue Awareness • Sungsoo Bang, University of Texas, Austin • This study examines the relationship between social media consumption and issue awareness using South Korea's 2007 national survey dataset. This study finds that there is a significant and positive relationship between consuming social media, such as Internet community sites, and issue awareness. The findings indicate that frequency of using social media significantly and positively increases issue awareness such as public policy. The finding also indicates using social media for sociability is positively related to issue awareness, which is essential for democracy in terms of political knowledge. Furthermore, the finding shows social media uses mediate the relationship between issue awareness and interpersonal relationship such as political discussion, which demonstrates consuming social media decrease the information gap caused by interpersonal relationship.

The Third-Person Effect Among Mormon College Students: An Examination of Social Distance and Behavioral Outcomes • Stephen Banning, Bradley University; Guy J. Golan, Syracuse University; Sherry Baker, Brigham Young University • This study examines perceived media influence amongst a highly religious sample of Mormon college students and investigates the potential behavioral consequences of these perceptions. While Golan (2002) tested the relationship between religiosity and the third-person effect, no study to date has examined third person perceptions and their behavioral consequences amongst religious adherents. Consistent with previous research, our study found robust support for the perceptual hypothesis of the third-person effect and support for third-person perceptions as key predictors of censorship and government regulation of the mainstream news media.

The Impact of the BP Oil Spill on Views about Nuclear Energy: A Natural Experiment • John Besley, University of South Carolina; Sang Hwa Oh, University of South Carolina • A natural experiment involving a survey about nuclear energy conducted just before the BP oil spill and followed-up after the oil spill showed that self-reported attention to the oil spill interacted with environmental attitudes to produce higher perceived risks and less overall support for nuclear risk management policies. An experimental manipulation that involved asking half of the respondents about the oil spill, prior

to asking about nuclear energy, resulted in more negative views about nuclear energy. The research speaks to climate-change-related debate about the value of arguing in favor of one energy technology through the critique of another.

What Viewers Want: Assessing the impact of host bias on perceptions of credibility in political talk shows • Leticia Bode; Emily Vraga, University of Wisconsin-Madison; Magda Konieczna; Michael Mirer; German Alvarez, University of Wisconsin-Madison; Courtney Johnson • The new media environment, and particularly cable news, has recently embraced a partisan style of journalism. It is unclear how subtle changes in the way this style is adopted affect how viewers perceive and evaluate the journalists and programs in question. To consider this question, we employ a 3×3 experimental design. Using professional actors and experienced producers and editors, we imitated a pundit-based political talk show, altering whether the host was neutral, conservative, or liberal, and whether he gave equal time to both sides of the argument, or unevenly distributed time either in favor of the liberal or the conservative guest. We expected that both overt bias and the more subtle bias of allowing one side more time would both factor into evaluations of the host and the program's credibility, and this expectation is supported by the data. Moreover, their effects are contingent upon the partisan identity of the viewer, and there is an important interaction between the two types of bias. Our findings have significant implications for models of journalism in the cable news era.

Factors Affecting Journalistic Adherence to the Protest Paradigm: The Influence of Protest Goals and Tactics • Michael Boyle, West Chester University; Cory Armstrong, University of Florida; Doug McLeod • A recent spate of protest activity across the globe has reinforced the important role that news media play in covering protesters. Research under the protest paradigm has shown that not all protest groups are treated equally and has consistently found that more deviant protest groups receive more critical coverage. However, our understanding of what factors predict when the protest paradigm will be enacted and when it will not needs further exploration and clarification. This study considers this issue using a geographically diverse set of newspapers to consider the distinct role of a protest group goals and their tactics as well as the location and issue being protested. The findings indicate that the tactics employed by protest groups have a significant bearing on how they are treated trumping the influence of goals. Further, it is clear that location and issue indirectly influence coverage by influencing group tactics.

Mirror, Mirror on the Screen…The Facebook-Narcissism Connection • Jennifer Braddock, University of Florida •Narcissism is an issue of increasing concern among current generations in the United States. Young individuals are also more connected than ever, particularly via the social networking site Facebook. This study uncovers several relationships between narcissism as determined by responses to the NPI-16 and Facebook use based on Uses and Gratifications Theory. The data suggest that narcissistic individuals look to Facebook to support their self-promoting tendencies.

Everything is Not What It Seems: An Examination of Sitcom Sibling Interactions • Nancy Bressler • Real-life sibling interactions may not be as simplistic as the portrayals on television sitcoms. Yet, real-life siblings may still identify with these characters. This study examined popular family sitcoms during the 2009-2010 television season using a quantitative content analysis. The valence of interactions, types of interactions, sources of conflict, and overall outcomes were all investigated. These results were further correlated with each sitcom to determine if there was a pattern of sibling interactions.

The pregnancy of ""Skinny Moms"" for Sale!: Representations of Celebrity Moms' Pregnancies in Korean Online Media"   Jiyoung Chae • This paper explores the representations of celebrity mothers' pregnancies in Korean online media. An analysis of articles dealing with ten Korean female celebrities' pregnancies revealed that the celebrities' thinness during and just after pregnancy are highly emphasized by the media and those celebrities are called ""skinny moms." In skinny mom discourses, celebrity moms are portrayed as a woman who has both ideal beauty and motherhood. These representations imply that women should be thin and beautiful even during their pregnancies. Also, what the celebrities consume to maintain the skinny body is the center of attention. As a result, the celebrities' bodies are commodified and objectified by the media representations, which is for women who aspire to have a thin and beautiful pregnancy as they do.

Third-person perception and health beliefs • John Chapin, Penn State • Purpose: To study third-person perception (TPP) within the context of a public health issue (intimate partner violence) and to explore theoretical linkage between TPP and the health belief model. Methods: Survey of 316 medical professionals Results: Medical professionals exhibit TPP, believing they are less influenced than patients by media depictions of IPV. In terms of the Health Belief Model, one element, perceived susceptibility, emerged as a predictor of TPP. Conclusions: There is a rich area of health-related messages yet to be explored in future research.

Adolescents' Varying Responses to Pro-Health Messages After Media Literacy Training • Yi-Chun Chen • With an increasing attention to entertainment-education (EE) as an integral part of health campaigns, children cultivated in more than two decades of media literacy (ML) movements might view EE differently. This paper thus asks: Will different approaches to media literacy impede the effectiveness of entertainment-education? A total of 105 adolescents participated in a 2 (sex: female and male) X 3 (ML approaches: negative mediation, positive mediation and control) posttest only with a control group quasi-experimental design. Results showed that a positive evaluative not only had positive influences on key decision-making process concerning alcohol use but also heightened the effectiveness of pro-health entertainment. Significant sex effects also indicated that female adolescents may be more receptive to the educational aspect of health-focused entertainment-education than their counterparts. Findings suggest that media literacy could enhance pro-health entertainment and has the potential to be employed simultaneously in health campaigns to improve adolescents' health.

Examining the Conjoint Influence of Parental Mediation and Media Literacy in Substance Use • Yi-Chun Chen; Erica Austin • Prior research has established significant factors that impact individuals' substance use behavior, including parental communication strategies and their level of media literacy. This study bridges the gap between parental mediation and media literacy in relation to substance use. Two separate cross-sectional Internet studies with

each survey focusing on either alcohol (n=347) or tobacco use behavior (n=291) were conducted at a large mid-Atlantic university (N=638). Mediation and coviewing had distinctive relationships with media literacy, such that coviewing predicted less advertising skepticism but more critical thinking, negative mediation consistently associated with higher levels of media literacy, rulemaking associated with lower levels of critical thinking, and positive mediation associated with lower levels of advertising skepticism but was unrelated to critical thinking. The results show that parental communication influences can be traced into early adulthood and that strategies which cultivate independent, analytical message processing have indirect protective effects but passive strategies can increase risk.

The Indirect Effect of Media on Political Participation: How Media Promote Political Participation • Doo-Hun Choi, University of Wisconsin – Madison • Analyzing data from the 2008 ANES, the study explored the role of media use in influencing political participation. Particularly, the research examined (a) the relationship between media use and interpersonal trust and (b) the connection between interpersonal trust and political participation. The findings support the thesis that interpersonal trust was positively related to political participation. Moreover, Internet use promoted interpersonal trust, whereas national television viewing was negatively associated with interpersonal trust. Taken together, the findings suggest that the Internet may enhance political participation at least indirectly, an effect mediated by interpersonal trust. Results and implications are discussed in greater detail.

The effect of geographical distance and intensity of online news on user emotion, personal relevance, and perceived intensity • EunRyung Chong, University of Maryland; Ronald Yaros, University of Maryland; John Newhagen • More than two decades of online news environment invited reconsideration of the traditional journalistic definition of ""proximity." Emotional or virtual proximity of users was examined by 2 (geographical distance) X 2(news story intensity) within subject factorial design online survey experiment. Perceived news intensity and perceived personal relevance to the online news were measured. Findings indicate that emotional proximity is independent from geographical proximity. Virtual proximity, however, illustrates strong association with the geographical proximity. In ""near"" story, users appeared more strongly to be involved in low intensive story than high intensive story, while in ""far"" story, high intensive story more affected users than low intensive story. The implication of findings for editorial direction of online news is suggested.

Packaging Inspiration: Al Qaeda's Digital Magazine Strategy and Popular Culture Resonance • Susan Currie Sivek, Mass Communication, Linfield College • This study examines the function and content of Inspire magazine, an English-language digital publication created by Al Qaeda of the Arabian Peninsula with the goal of recruiting Western Muslims to participate in jihad. The selection of the digital magazine medium, as well as the resonance of the content with Western popular culture narratives and tropes, are considered in light of existing research on magazines, social movements, and Islamic terrorism.

The effect of narrative messages on young adults' response to a health message about Hepatitis C • Michelle Dangiuro-Baker, Penn State University; Fuyuan Shen, Ad Division • Designing health messages for young adults can be challenging, both in getting the attention of young adults and persuading them to adopt safe health behaviors. This study, guided by narrative transportation theory, explored the role that story formats play in immersing young adults into a health message and persuading them to adopt a specific health behavior. An experiment (N=125) was conducted featuring public service announcements (PSAs) regarding the dangers of the Hepatitis C Virus that utilized a 2 (message format: factual vs. narrative) X 2 (message valence: positive vs. negative) factorial design. Results indicated an interaction between valence and message format, with negatively valenced narratives leading to greater persuasion and transportation than positively valenced messages and factual messages when controlling for perceived susceptibility to Hepatitis C. Transportation was shown to fully mediate the relationship between the negative-narrative message and persuasion. However, neither message format nor valence significantly impacted behavior intention, a possible effect of participants' low perceived susceptibility to contracting the Hepatitis C Virus.

Adding Depth to the Relationship Between Reading Skills and Television Viewing • Steven Dick, Picard Center for Child Development and Lifelong Learning; William Davie; Betsy Bryan Miguez • It has been long accepted that there is a negative correlation between excessive television and academic performance, however, with so many children watching at least some television each day, it is worth considering the effects of more limited viewing. This project performs a secondary analysis on a nationally representative (NAEP) dataset of more than 26,000 students to evaluate the relationship between television viewing and academic achievement. Findings include support for the positive effect of moderate viewing among certain young demographic groups (males, students in poverty, Hispanics, and English language learners), which in this study contrasts with the diminishing return of the viewing benefit as students matured.

Partisan Balance and Bias in TV Network Coverage of the 2000, 2004 and 2008 Presidential Elections • Arvind Diddi, State University of New York at Oswego; Frederick Fico; Geri Alumit Zeldes, Michigan State University •This study did a content analysis of television broadcast network news in the 2008 presidential election to examine the partisan balance and bias and compared it with the 2000 and 2004 presidential elections. The study replicated the partisan balance and bias measures used in similar studies in 2000 and 2004 elections. The study findings were comparable to the general conclusions of the earlier research. However, the 2008 data indicated that though the broadcast news networks were largely balanced in their coverage they showed a slight Republican tilt in their coverage.

Money Mothers and Mediators: A Thematic Analysis of Say Yes to the Dress • Katherine Eaves, University of Oklahoma • The explosive growth of the now multi-billion dollar a year wedding industry has been fueled in part by a dramatic increase in the number of wedding-focused television programs. These programs, much like other forms of bridal-focused media, present women with images, ideas and fantasies about what their weddings should be like, look like and feel like. Using a thematic analysis method and social constructionist theoretical perspective, this study identifies three primary thematic elements in the wedding-focused program Say Yes to the Dress; the role of the mother, financial considerations (or lack thereof), and the positioning of the bridal consultant as a mediator.

Understanding News Preferences in a "Post-Broadcast Democracy": A Content-by-Style Typology for the Contemporary News Environment • Stephanie Edgerly, University of Wisconsin-Madison; Kjerstin Thorson, University of Southern California; Emily Vraga, University of Wisconsin-Madison; Dhavan Shah • This study develops a 2×2 news typology accounting for an individual's orientation toward content (news vs. entertainment) and style (factual reports vs. pundit opinions). Findings from cross-sectional and panel data reveal that our typology predicts distinct patterns of news consumption during the 2008 election. Specifically, we predict selection of cable news outlets, soft news programs, and late-night talk shows. Our results also shed light on knowledge change during the 2008 election season.

In Deepwater: A comparative analysis of The New York Times and The Guardian's coverage of the BP oil spill • Patrick Ferrucci, U of Missouri • This paper offers a comparative analysis of news coverage by The New York Times and The Guardian during the ten days following the BP oil spill of April 20, 2010. Ethnographic content analysis examines the coverage, and institutional analysis examines the outlets in broader cultural and economic contexts. The paper concludes that despite what existing literature would suggest, The New York Times better embodied the spirit of journalism through a diversity of sources and ideas.

The green editorial debate: A comparison of the framing of environmental issues in the Columbia Daily Tribune and St. Louis Post-Dispatch • Maria Garcia, University of Missouri-Columbia; Guy J. Golan, Syracuse University; Jeffrey Joe Pe-Aguirre, University of Central Arkansas • The current study compares how environmental issues were framed in the editorial section of a small community newspaper, Columbia Daily Tribune, and metropolitan newspaper, St. Louis Post-Dispatch. The results of a content analysis point to significant differences in the framing strategies, news values and overall valence in coverage between the two newspapers. The central function of community journalism in relationship to the formation of civic participation and public opinion are discussed.

Expressing opinions on GLBT tolerance using Facebook: A modern application of the spiral of silence • Sherice Gearhart, Texas Tech University; Weiwu Zhang, Texas Tech University • The present study examined the role of the spiral of silence, in the online environment of the social network site (SNS) Facebook as it is used to express opinions on tolerance for gays and lesbians. Using an experimental manipulation, respondents were presented with either a friendly or hostile hypothetical scenario concerning gay-bullying, a social issue has recently garnered increased media attention and impacts the lives of people across the country. Issue importance and willingness to self-censor indicated the presence of the spiral of silence, so did other individual level variables such as age, gender, media and level of social tolerance. However, perceived climates of opinion and attitude certainty were not found to have any significant impact. Findings suggest that the spiral of silence does, in fact, exist in the online context of Facebook, an SNS based upon relationships anchored to offline others. Theoretical and practical implications of this study are discussed.

Prevalence and Context of Verbal Aggression in Children's Television Programming • jack glascock, Illinois State University • This study examines the prevalence and context of verbal aggression in children's television programming. In all 256 episodes of children's programming from cable and broadcast television were examined. About 18 acts of verbal aggression were found, most of which were insults (49.2%) and name calling (24%). A majority of the acts were depicted as externally motivated, justified and followed by either positive or neutral reinforcement. Proportionately, male and female characters were equally verbally aggressive however female characters were more likely than expected to be victims. Social learning implications are discussed.

Perceived H1N1 flu vaccine efficacy and likelihood of vaccine uptake: Assessing the influences of mass media and risk perception • Gang (Kevin) Han, Iowa State University; Kejun Chu; Guolin Shen • This study examines the influences on college students' perceived efficacy of H1N1 flu vaccine that are exerted by mass media and risk perception, along with personal experience, interpersonal communication and self-efficacy. Respondents' perceived likelihood of receiving flu shot is also assessed at personal, group, societal and global levels. An online survey was conducted and 1321 completed questionnaires were analyzed. Findings suggest that mass media and risk perception significantly affect respondents' perceptions of H1N1 flu shot effectiveness, where exposure to both traditional and new media also moderates the influence of risk judgment. In addition, findings reveal an ""mounting pattern"" of perceived likelihood of flu vaccine reception across these levels, wherein respondents perceive that taking H1N1 flu vaccine is more likely for mass collectives than for themselves or family.

Knowledge Gaps, Belief Gaps, and Public Opinion about Health Care Reform • Doug Hindman, Washington State University • Partisanship and political polarization has become the norm in national, and increasingly, local politics. The passage of the health care overhaul legislation, the Patient Protection and Affordable Care Act, signed into law in March 2010, was no exception to the trend towards greater levels of partisanship; the legislation passed without a single Republican vote. This study raises an additional issue thought to be associated with polarization and partisanship: the distribution among the public of beliefs regarding heavily covered political controversies. Specifically, this study tests hypotheses regarding the distribution of beliefs and knowledge about health care reform. Hypotheses are formulated that seek to extend the knowledge gap to account for the partisan environment. The belief gap hypothesis suggests that in an era of political polarization, self identification along ideological or political party dimensions would be the better predictor of knowledge and beliefs about politically contested issues than would one's educational level. Findings showed that gaps in beliefs and knowledge regarding health care reform between Republicans and Democrats grew, and traditional knowledge gaps, based on educational level, disappeared. Attention to cable TV news narrowed gaps in knowledge among party identifiers. Findings are discussed in terms of improving news coverage of partisan debates.

Clash of coverage: An analysis of the cultural framing components of U.S. newspaper reporting on the 2011 protests in Bahrain • Jennifer Hoewe, The Pennsylvania State University; Brian J. Bowe, Michigan State University • Samuel Huntington's clash of civilizations paradigm was established after the Cold War to explain an emerging new world order and was utilized in the cultural framing hypothesis' explanation of U.S. news coverage of conflicts. Through content analysis of three major U.S. newspapers' coverage of the 2011 protests in Bahrain, this study

uses the cultural framing hypothesis to determine if a clash of civilizations shaped news stories. The results largely support the hypothesis and Huntington's paradigm.

Information Surplus, Information Overload, and Multiplatform News Consumption: Updating Considerations of Influential Factors • Avery Holton, University of Texas-Austin; H. Iris Chyi, University of Texas at Austin •Information surplus tends to trigger psychological effects on news and information consumers, causing information overload. This study explored novel areas of information overload, specifically with regards to news and information, and empirically examined factors associated with the degree of information overload as well as how people perceive the amount of time required to consume information across a broad spectrum of news and information platforms. The findings revealed that the majority of news and information consumers today feel overloaded with the amount of news they are confronted with. Gender, news interest, and the use of specific news platforms and outlets predict the degree of information overload. Additionally, consumers distinguish multiple news platforms by the perceived time required to consume news items on those platforms – older platforms are perceived as more time-consuming than newer platforms. Implications for media psychology, news consumption, and evolving production models are discussed.

Great Planes: National Media's Understanding of America's ""Flyover Country"" • Brian Hough, Ohio University • This content analysis investigates topical and spatial understandings of the American Great Plains by national media— specifically USA Today, The Wall Street Journal, and The New York Times. The study finds (1) the Plains are sparsely mentioned in these media,; (2) stories involving economics and politics are the most common topics; (3) North Dakota and South Dakota are the most frequently mentioned states; (4) a high occurrence of depopulation articles in The New York Times.

The Rise of Specialists, the Fall of Generalists • S. Mo Jang • The present study revisits the question as to whether U.S. citizens are information specialists or information generalists. Although the literature has presented mixed views, the study provides evidence that the changing information environment facilitates the growth of specialists. Using a national survey (n=1208), the study found that individuals seek issue-specific knowledge driven by their perceived issue importance rather than by general education, and that this trend was saliently observed among those who relied on the Internet.

Framing National and International Disasters: An Analysis of Media and Actor Frames of Hurricane Katrina and Haiti Earthquake • Sun Ho Jeong, University of Texas at Austin • Using frames as organizing principles to construct meanings of an abstract concept of disaster, media and actor frames of Hurricane Katrina and Haiti Earthquake were examined in three stages upon development of the post-disaster relief: (a) Call for humanitarian assistance; (b) New Orleans under anarchy and hopelessness versus Haiti under scrutiny and hope; and (c) Katrina effects. Considering frames as cultural structures involving different social actors, newspapers, press releases and statements were analyzed.

Conflict Frames, Media Bias, and Power Distribution: Title IX as a Longitudinal Social-Movement Case • Kent Kaiser, Northwestern College • Through examination of Title IX as a social-movement case, this paper identified frames advocating for and against Title IX and used content analyses to discover the faithfulness with which conflict frames were transferred from the legal and legislative debate into newspapers. The study finds that the newspapers were generally faithful to the legal and legislative debate but demonstrated some bias in favor of social reform, thereby challenging hegemonic ideas and empowering the women's rights movement.

Does Online News Reading and Sharing Shape Perceptions of Online Deliberation?: Exploring the Structural Relationships among Motives and Behaviors of Online News Consumption and Online Deliberation Perceptions • Hyunjin Kang, The Pennsylvania State University; Jeong Kyu Lee, ClearWay Minnesota; Kyung Han You, The Pennsylvania State University; Seoyeon Lee • With the rapid development of interactive communication technology, the Internet is a major source of news and also plays an important role in connecting individual members of society. However, Internet users may have different perspectives on whether or not the Internet positively functions as a medium for civic deliberation. Because being exposed to information on public affairs is a crucial step for one's civic engagement, this study focuses on the effects of online news consumption motives and behaviors on one's perceptions of online deliberation. The study (N = 998) explores structural relationships between online news consumption motives, behaviors —elaborative reading and sharing—and perceptions of online deliberation. The study finds significant relationships between online news consumption motives and elaborative news reading and sharing behaviors, but only elaborative reading behavior had a significant effect on one's perceptions of online deliberation. The implications of these findings are discussed.

The Digital Age, Future of News and Implications for the MDM • Andrew Kennis • This paper is an attempt to make sense out of the many questions surrounding news media performance and its inadequacies. It does this by first synthesizing two critical models of news analysis and applying their respective strengths toward the other's weaknesses. The synthesis is based on the propaganda (Herman and Chomsky 1988, 2002, 2008) and indexing models (Bennett 1990; Bennett, Livingston and Lawrence 2007). The new digital era of journalism, conventional wisdom on the topic asserts, has significantly usurped prior tendencies in terms of the domination of news themes and sources by government and corporate officials. Scholarly inquiries and findings into the matter, however, have showed that this is simply not the case (Livingston and Bennett 2003; Livingston and Van Belle 2005) and that an era of hyper-commercialism is mostly to blame for a lack of news media independence (McChesney 2000, 2004, 2008). While it cannot be denied that new media and online-based news outlets are increasingly producing exceptional content, the fact remains that the reach of this content is widely dispersed and its subsequent influence is also dispersed, disparate and lacking in comparison to the traditional outlets. Most importantly, it is widely acknowledged that the leading agenda-setting and U.S.-based print sources – the New York Times and Washington Post – are by-and-large responsible for an overwhelming amount of news content, which are in turn re-sourced by alternative news sources in broadcast and online-based media.

How Scholars Have Responded to Social Media Phenomena in Advertising, Communication, Marketing and Public Relations Research From 1997-2010 • Hyoungkoo Khang, University of Alabama; Eyun-Jung Ki, The University of Alabama; Lan Ye, The University of Alabama • Drawing upon the social media phenomena in both practical and academic arenas, this study explored patterns and trends of social media research over the past 14 years across the four disciplines of advertising, communication, marketing, and public relations. As a whole, these findings exhibit a definite increasing trend in terms of the number of social media-related studies published in the four disciplines. This indicates that social media has gained incremental attention among scholars, and in turn, they have been responding and keeping pace well with the increased usage and impact of this new medium. In addition, we suggest that future scholarly endeavors emphasize the prospective aspects of social media, foreseeing applications and technological progress, and elaborating theories.

Attention, Explicated: A Psychological Approach to Mass Communication"   Gyoung Kim • In academia, the term ""attention"" has been defined, explicated, and studied intensively in cognitive psychology and neuroscience. However, this term is also an important factor to analyze and explain mass communication effects. This study explains and explores the mass communication theories, mass media effects, and types of a media audience in terms of media audience's psychological cognitive process of attention and suggests a new definition of attention for studying mass communication effects.

Does Disagreement Mitigate Polarization? How Partisan Media Use and Disagreement Affect Political Polarization • Yonghwan Kim; Hsuan-Ting Chen • This study examines how partisan selective exposure and interpersonal political disagreement influence political polarization. Using data from the 2008 National Annenberg Election Study, this study first investigates the association between individuals' selective partisan media use and attitude polarization. This study also examines whether disagreement in political discussion networks moderate the association between partisan selective exposure and polarization. As expected, individuals' partisan selective media use leads to political polarization. Results further show that exposure to disagreement attenuates the association between partisan media use and polarization.

How Self-Other Perceptions and Media Affordances Are Related to News Use by College Students • Esther Thorson, University of Missouri; Eunjin (Anna) Kim, University of Missouri; Margaret Duffy, University of Missouri School of Journalism • This study examines how the Self-Other variables and preferences for certain kinds of Media Affordances affect college students' news use and importance. Guided by the Media Choice Model (Thorson & Duffy, 2005) we suspected that three Self-Other variables fundamental to how people process information about themselves, others, and the relationship between the two would prove to be individual differences important to media choice. We also expected that four Media Affordances that we found college students value would predict their news use and importance. Finally, we suspected that the media features would mediate the effects of the self-other variables on news use and importance. This study discovered that the sSelf-Other variables and Media Affordances significantly predicted news use and News Importance. Also, it is revealed that Media AffordanceS successfully mediated the effect of the Self-Other variables on news use and News Importance.

Local 2.0: New Media, Advertising and the Emerging Local Web • Kathleen Kuehn • This paper offers an exploration of the local 2.0 technologies which are leading to the popularity of a ""local web"" in which place-based communities are being harnessed by start-ups and advertisers alike in order to capitalize on the untapped markets of local communities. However, new media research needs to consider this shift, as well as the implications resulting from it in regards to how it will impact social, cultural and political economic relationships. While there is much potential for the local web, there is equally many potential problems. Future media research must account for both.

Investigative Reporting and Local Power • Gerry Lanosga • This analysis of Pulitzer Prize nominations reveals a complex and varied relationship between investigative reporters and contingent groups of elites in which both sides have substantive roles to play as catalysts for societal change. Investigative journalism, though entangled with power in strikingly intimate ways, plays a role as referee among competing power groups, periodically challenging components of the social system, if only in the interest of keeping the system operating by its own rules.

Female Journalists Contribute to Greater Transparency and Accountability on Twitter • Dominic Lasorsa
•Female and male journalists were found to differ little in their use of the microblog medium Twitter, including their general presence on Twitter and the topics about which they tweeted. Furthermore, female and male j-tweeters were no different in the extent to which they engaged in two characteristic microblogging activities that contest major journalistic norms, expressing opinions and admitting nonprofessionals to participate in the news production process. However, regarding a third journalistic norm—transparency—female journalists provided significantly more openness and accountability in their tweets than did male journalists. Supporting a socialization perspective, it was found that female journalists working for larger, national, prestigious news media were less likely than those working for other less ""elite"" news media to express opinions in their tweets, to allow nonprofessional participation in the news they produce on Twitter, and to provide evidence of transparency and accountability in their tweeting. The implications of these findings are considered.

Persuasive Appeals in Television Food Advertising for Children: A Comparative Analysis of Low-Nutrition vs. General-Nutrition Food Advertisements in the U.S • Hyuk Soo Kim, The University of Alabama; Doohwang Lee, University of Alabama; Yangsun Hong • Television food advertisements targeted to children were content analyzed. Using Elaboration likelihood model (ELM) of persuasion, the study identified the various advertising appeals and conceptualized as central and peripheral cues. Further, it investigated how advertising appeals of central and peripheral cues were differently associated with low-nutrition food and general-nutrition food commercials. Overall, the findings suggest that general-nutrition food commercials employed persuasive appeals of central cues more frequently than low-nutrition food commercials. Theoretical, practical and regulatory implications are discussed in the discussion section.

The Impact of Contradicting Media Messages on Political Perceptions: The Case of a Partisan Dispute in Korea over Lifting Ban on U.S. Beef Imports • ByungGu Lee, University of Wisconsin-Madison • Since mass media is the primary channel through which average citizens are informed of political issues, the way a political affair is described by the media plays an important role in shaping people's political attitudes. Although its impact has largely been supported by many experimental results, not many studies have tapped into real world issues and very few have tried to answer the question of whether a frame can survive in a competitive environment. By utilizing a natural experiment setting where news frames from different types of media outlets contradicted each other, this study examined whether the impact of countervailing frames can persist in competitive environments to affect citizens' political evaluations. Along with the impact of news media frames, the influence of perceived responsibility on political judgments (Iyengar, 1989, 1990; Iyengar & Kinder, 1987) was taken into account as well. The results show that media messages with conflicting frames failed to influence citizens' political evaluations, cancelling out each other's effect. Instead, the evidence suggests that political perceptions were largely shaped by such factors as the locus of causal responsibility and policy evaluations, which, in turn, were affected by one's political ideology. Implications for framing research and suggestions for future research were discussed.

Portrayals of Eating and Drinking in Popular American TV Programs: Comparison between Non-scripted Shows • Moon Lee, University of Florida; Lauren Gispanski • The purpose of this study was to investigate the portrayals of eating behaviors in popular American TV programs as they pertain to popular scripted television programs as well as non-scripted or ""reality"" television shows. Through a content analysis of 95 episodes, we also measured the prevalence and nature of alcohol consumption that accompanied depictions of eating behaviors in 461 scenes. Regarding the type of food, various foods were portrayed in popular American TV programs of which only 6% of foods portrayed were healthy (e.g. low in calories and fat content such as fruits, vegetables, protein bars, etc.). In addition to food consumption, approximately half of eating scenes were either accompanied by alcohol or solely contained alcoholic beverages, suggesting that popular American TV programs portray alcohol and drinking as a predominant feature of society. Implications as well as limitations of the study are also discussed in the paper.

The Effect of Editorials on Perceptions of Adolescent Marijuana Use as a Societal Problem • Stacey Hust, Washington State University; Ming Lei • News reports have influenced adolescents' perceptions of the risks of marijuana use, so media advocacy could be a useful strategy to bring awareness to this public health issue. The current study informs our understanding of the media advocacy strategy by experimentally testing the effectiveness of editorials aimed at framing adolescent marijuana use as a societal problem. The results indicate the effects of editorials with a societal frame differed based on participants' decision to use marijuana.

The Influence of News Media on Optimism about Retrospective and Prospective Economic Issues as Sources of Social Capital: Tracing the Effects by A Path Model • Yung-I Liu • This study helps understand media's conditional effects by investigating the role of mediating attitudinal factors in explaining the relationships between media, and civic attitudes and behaviors. This study attempts to understand the mechanism by which media could influence how much optimism people have in perceiving economic issues, which accordingly could influence people's possession of social capital. Analyzing the 2004 ANES data by using the structural equation modeling approach, this study finds a path model that links news media to various dimensions of social capital through people's optimism about economic issues. The findings suggest that news media could influence people's possession of social capital indirectly through influencing people's optimism about issues that are highly important and relevant to their lives.

What motivates online disagreement expression?: Examining the influence of verbal persuasion, vicarious experience, mastery experience and self-efficacy • xudong liu, Southern Illinois University Carbondale; Aaron Veenstra, Southern Illinois University Carbondale • A 2_2 experimental design explored factors influencing self-efficacy and the willingness to express disagreement online. The study found that self-efficacy is a salient factor in predicting whether people will choose to present different opinions on the online forum where the majority discussants opposes to their opinions. Mastery experience and verbal persuasion positively predict self-efficacy, while vicarious experience has no effects on self-efficacy concerning online disagreement expression. Overall, this study responded to the call to explore the reference group's influence on online discussion and partially confirmed online peer discussants' motivation role in discussion involvement.

When Undesirable Media Message Looms: Possibility of Event Occurrence, General Self-efficacy, and Third Person Perception • xudong liu, Southern Illinois University Carbondale • This paper examines the influence of perceived possibility of event occurrence, self-efficacy, and general self-efficacy on third person perception concerning exposure to media coverage of H1N1 swine flu pandemic. Social cognitive theory and construal level theory guided the rationale. Results from a survey showed that people's concern of disease spreading likelihood in the local community positively predicts perceived media effects on self and on others, but its impact on self-evaluation of media effect is more salient, and thus negatively influence third person perception. People confident in pretending oneself tend to be less affected by media coverage of the pandemic and demonstrate more third person perception. General self-efficacy also positively influences third person perception.

Who in the World? People, Content, and Systemic Bias on Wikipedia • Randall Livingstone, University of Oregon • This research investigates systemic bias on the English-language Wikipedia by focusing in on the representation of persons and people. The work of a particular group of editors devoted to combating bias, WikiProject:Countering System Bias, over a bounded number of edits (n = 2,204) is considered and compared to a sample (n = 2,588) drawn from the general population of editors. Statistical analysis and geographic mapping reveal successes and shortcomings of this group's work.

So, Who's an American Now? A Discourse Analysis of CNN.com's Readers' Comments on the Fort Hood Shooting and ""Jihad Jane"" Indictment • Jaime Loke, University of Oklahoma; Tania Cantrell Rosas-Moreno, Loyola University • This study discursively analyzes 2,782 readers' comments from CNN.com's stories of the Food Hood shooting and the indictment of ""Jihad Jane." The analysis illuminates society's perceptions of what it means to be

American. It also helps make sense of how criminals sharing similar religious background but different race and gender are discussed. Additional research on the complex relationship among religion, race and gender within the private-public space of online news readers' comments is called for.

The ecology of news: Tracking emerging media forms • Wilson Lowrey • Low barriers to entry, failed business models, and a cultural decentering of mainstream journalism have sparked unprecedented variation in news forms and practices, and yet relatively little attention has been paid to the ongoing processes by which such innovations emerge, develop, persist, change and fade. These complex dynamics need more systematic study. This paper proposes a model that offers explanation for the evolution of news forms. The model is informed by sociological scholarship on organization ecology and by concepts from media sociology and media economics. The paper reports findings on an empirical test of aspects of the model, examining the case of ""health blogs"" – blogs that focus on health, medicine and fitness. Support for aspects of the model was found: overall, the health blog population is becoming more institutionalized and formalized, more specialized, and the growth rate more slow and stable.

Why Politics?: Young People's Motivations for Facebook Political Engagement • Timothy Macafee; Karyn Riddle, University of Wisconsin – Madison • This study uses a convenience sample of undergraduate students to explore the motivations for engaging in three Facebook political activities and probes the extent to which political predispositions predict the motivations for engaging in these political activities. Results reveal that motivations for Facebook political activity vary by activity; the extent to which political predispositions influence motivations to participate politically reveal few patterns, suggesting young people's political tendencies influence motivations for Facebook political engagement differently.

Less Objectivity Please: Teen preferences for news information • Regina Marchi, Rutgers University • This paper contributes to the ongoing discussion about news consumption among young people, examining news behaviors and attitudes of teenagers. Based on one-on-one interviews and focus group discussions with 61 racially diverse high school students, this paper examines how adolescents become informed about current events and why they prefer certain news media formats to others. The results reveal not only changing ways that news information is being accessed and new attitudes regarding what it means to be informed, but also a preference among youth for opinionated rather than objective news.

Understanding the Internet's Impact on International Knowledge and Engagement: News Attention, Social Media Use, and the 2010 Haitian Earthquake • Jason A. Martin, Indiana University School of Journalism • Relatively little is known about how Internet media use and other motivational factors are associated with outcomes such as knowledge of international news and involvement. Recent research suggests that attention and interaction with foreign affairs news is one path to closing the knowledge gap in this context. The acquisition of foreign affairs knowledge also has implications for individuals' abilities to have a broader worldview, to hold accurate public opinions about foreign nations, to facilitate a greater since of global belonging, and to get involved with international events. This paper examines the relationship of media use, foreign affairs political knowledge, and international involvement. A nationally representative survey conducted shortly after the 2010 Haitian earthquake produced measures of demographics, news media use, social media use, international engagement, general political knowledge, and foreign affairs knowledge. Statistical analysis found that news exposure, news attention and various types of social media use produced significant independent positive associations with international news knowledge and international involvement after demographic controls. Hierarchical regression also found that domestic political knowledge, cable TV exposure, Internet news exposure, and radio exposure were the most important predictors of international knowledge. Another regression found that news attention, e-mail use, social media use, and texting about the Haitian earthquake were the three strongest predictors of international involvement. These findings support related research that has found a positive association among Internet news use, international knowledge, and international engagement while also making new contributions regarding the importance of mediated interpersonal discussion for predicting international involvement.

Media Multitasking and Narrative Engagement: Multitasking as a Moderator of Transportation • Rachel Ross; Michael McCluskey, Ohio State University • This study investigates the role of multitasking as a moderator of narrative engagement. A sample of 201 undergraduates was exposed to either a film-only condition or a film coupled with a task to be completed on a computer, and responded to items measuring empathy, transportation, perceived realism and enjoyment. Media multitasking was found to moderate transportation, negatively impacting absorption. Evidence also showed that transportation led to perceived realism and enjoyment. Implications and potential avenues for future research are discussed.

Wikipedia vs. Encyclopedia Britannica: A Longitudinal Analysis to Identify the Impact of Social Media on the Standards of Knowledge • Marcus Messner, Virginia Commonwealth University; Marcia DiStaso, Pennsylvania State University • The collaboratively edited online encyclopedia Wikipedia is among the most popular Web sites in the world. Subsequently, it poses a great challenge to traditional encyclopedias, which for centuries have set the standards of society's knowledge. It is, therefore, important to study the impact of social media on the standards of our knowledge. This longitudinal panel study analyzed the framing of content in entries of Fortune 500 companies in Wikipedia and Encyclopedia Britannica between 2006 and 2010. Content analyses of the length, tonality and topics of 3,985 sentences showed that Wikipedia entries are significantly longer, more positively and negatively framed, and focus more on corporate social responsibilities and legal and ethical issues than in Britannica, which is predominantly neutral. The findings stress that the knowledge-generation processes in society appear to be shifting because of social media. These changes significantly impact which information becomes available to society and how it is framed.

Conceptualizing Beauty and Culture: A Quantitative Analysis of U.S. and French Women's Fashion Magazine Advertisements • Pamela Morris, Loyola University Chicago; Katharine Nichols • This study investigates differences in the concept of beauty between France and the United States based on magazine advertisements found in each country. As beauty is implicated in culture, culture is also explored. Beauty is not only a mammoth idea; but looking beautiful is a major industry. The difficulty with researching beauty is that it is elusive and varies with society. Over 570 ads from ten

women's fashion magazines are reviewed. Among the major findings is that American publications consist of more ads as a percentage of total pages. American magazines also include more ad copy. French advertisements employ more English words as opposed to the number of French words found in American publications. In addition, ads for hair care products and makeup are more prevalent in the U.S. than in France. In contrast, French magazines include more ads for lotions and perfumes. Differences illustrate cultural priorities. In terms of tone, people in American publications show more smiles, while people in France are more bizarre and sexy. American advertisements present more women, non-working women, and women as decoration than their French counterparts. This may indicate that the United States is more traditional. French publications show more men with family, which may imply more contemporary gender roles. People in French publications also demonstrate more endorsements. Even though Americans and French have many similarities, subtle differences in advertising reveal cultural variations in beauty between the two nations. This paper provides a framework for further study on advertising, culture, and beauty.

Paging Dora: Examining the impact of recognition of children's television characters through the capacity model • Cynthia Nichols, Oklahoma State University • The purpose of this study was to examine how liking and recognition influence the processing of educational and narrative content through the constructs of the capacity model. The quasi-experimental portion of this study used 3- to 5-year-old children (N = 135) in a 3 (pace) x 2 (distance) factorial, within-subject design to measure the acquisition of educational content and narrative content. Pace, distance, and children's cognitive maturity played a significant role in the acquisition of information, as well as liking and recognition. However, the sensitivity of these variables varied. Additionally, the results revealed that the degree of semantic distance and children's cognitive maturity played a significant role in their ability to acquire information from educational and narrative content.

The Influence of Knowledge Gap on Personal and Attributed HIV/AIDS Stigma in Korea • Byoungkwan Lee; Hyun Jung Oh; Seyeon Keum; Younjae Lee, Hanyang University • This study tests a comprehensive model that explicates the influence of AIDS knowledge gap on personal and attributed stigma. Fear of contagion serves as a mediator between AIDS knowledge gap and AIDS stigma. An analysis of the survey data collected to evaluate the impact of 2008 AIDS campaign in Korea reveals that AIDS knowledge was significantly associated with personal stigma both directly and indirectly but only indirectly associated with attributed stigma through fear of contagion.

Cultural Influence in Differential Normative Mechanisms: A Cross-National Study of Antismoking PSA Effectiveness • Hye-Jin Paek, Michigan State University; Hyegyu Lee; Thomas Hove, Michigan State University •This study explores the detailed mechanisms of norm message effectiveness and cross-national differences in normative mechanisms. Online experiment data from 464 U.S. and Korean participants reveal three findings: (1) collectivism played a significant role in audience receptivity to norm messages, but the role varied by norm type and by country; (2) descriptive and injunctive norm perceptions affected behavioral intention through different mechanisms; (3) the normative mechanism was more rigorous and consistent among Koreans than Americans.

Does Prior Message Work to Promote Motivation for Serious Game Playing? • Eun Hae Park; An Soontae • This study aims to test effects of external aid that can enhance motivation and performance of serious game playing to maximize learning effects. Based on self-determination theory, two types of rationales were examined. Also, individual's level of issue involvement was tested as a moderating variable. Overall, providing intrinsic goal was effective to increase both motivation and performance but there was no main effects and interaction effect in terms of issue involvement.

Reality TV Subgenres and Cultural Orientations: Individualistic vs. Collectivistic Values among a Multiethnic Sample of Viewers • David Park; Maria Elana Villar • This study tested uniformity of cultural orientations and reality TV subgenre preferences through gender and across a variety of ethnic groups. The results established correlations between collectivism and two reality TV subgenres, crime/police and informational reality programming, among an ethnically diverse group of participants. There were no significant correlations between individualism and any of the reality TV subgenres. Gender and ethnic differences existed in frequency of reality TV subgenre viewing, but not in orientations.

The rumors of our death have been greatly exaggerated: What the data say about the future of television • Jack Powers, Ithaca College • There has been a great deal of controversy and speculation about the impact of the Internet and related digital media on traditional media, particularly television. Some have predicted—and sometimes purport to have discovered—a sharp decline in use of traditional media in general and television viewing in particular. Obviously, confirmation of the future awaits the passage of time. However, data of excellent quality and undeniable pertinence exist that identify the likely future pattern. Three representative national surveys of 8-18 year olds– each about five years apart– report on comprehensive media use in the United States. At the time of the first (1999), Internet use was well underway. By the time of the second (2004), Internet use had reached a high state of development, and by the time of the third (2009), wireless broadband was widely available for use in handheld devices, tablet computers, and portable laptops. Between 1999 and 2009, time spent on the Internet more than tripled (3.6x) and new uses, not significant at the time of the first survey, appeared by the second and third surveys. However, traditional media—screen, audio, print—did not see the drastic decreases many had expected. Instead, total time devoted to television content increased considerably, but real differences in how that content is being accessed have emerged.

Breaking the News: Advertising Embedded in Local Television Broadcasts & Journalist Alienation • Andrea Prewitt, Portland State University • Advertisements have become an increasingly dominant part of daily life and television news is no exception. Market-driven journalism has impacted the way outlets choose stories as well as how they get covered. However, there is still work to be done on the overlooked issue of advertising embedded in news content and the effect it has on both viewer and newsroom values. This study aims to reveal how one station features promotional pieces about businesses and organizations that also pay to have commercials run on that channel. These stories are not clearly labeled as advertisements or sponsored spots and instead blend in with pieces on other topics and events. The practice is an abuse of the public airwaves and forces journalists to struggle with their own professional identity. However, these effects are part of a larger movement that will also be addressed: the implication of market-

driven journalism. This study includes a textual analysis of stories the station aired during one program over four months in 2008 to understand the scope of embedded advertising. Additionally, the paper analyzes qualitative interviews with station employees through Karl Marx's concept of alienation. Journalists come to realize that their work is slowly severed from its definition as a personal contribution to society and any sense of self that is tied to professional identity fails to coincide with roles assumed on the job.

Seeing what you get: A comparison of newspapers' visual brand personalities and consumer perceptions • Adriane Jewett, University of Kansas; Scott Reinardy, University of Kansas • A visual brand analysis identifies distinctive characteristics and current branding trends in the eight largest newspapers in the U.S., including USA Today, the Los Angeles Times, the New York Daily News, the New York Post, the Chicago Tribune, The Wall Street Journal, The New York Times and The Washington Post. Additionally, A survey of college students (n = 608) utilizes J. Aaker's (1997) Brand Personality Scale to examine the visual brand personality of top-circulating U.S. newspapers. The theory of semiotics classifies newspaper brands as symbols, allowing the researcher to study their signified meanings and associations. Unaided versus aided personality rankings indicate that students with no visual brand aids rank newspapers as more personality filled than those face-to-face with the visual brand. An analysis of current branding strategies concludes that most of the sample newspapers (7) portray an exciting or competent brand personality and suggests that newspapers are failing to realize the full potential of their visual brands.

Perceived Threat, Immigration Policy Support, and Media Coverage: Hostile Media and Presumed Effects in North Carolina • Brendan Watson, University of North Carolina at Chapel Hill, School of Journalism & Mass Communication; Daniel Riffe, University of North Carolina, Chapel Hill • This study, using survey data (N=529), examined perceived ""threat,"" subjective knowledge about immigration, support for punitive and assimilative policies, and opinions about media coverage effects. Perceived threat was related to support for punitive policies, and ""hostile media perception"" was confirmed. However, perceived threat was not related to presumed influence of coverage. Internet use, age, race, and education predicted threat perception; perceived threat, perceived favorableness of coverage, and daily newspaper reading predicted presumed influence of coverage.

Stereotypical Beauty Norms in Advertisements in Fashion Magazines • Sara Roedl, Southern Illinois University •This study examined models in advertisements in fashion magazines to determine whether portrayals conforming to the stereotypical beauty ideal decreased during a 5 year period. Fifteen codes were used to examine women in ads in Cosmopolitan and Glamour. While some characteristics were shown with equal frequency, significant changes occurred in ethnicity, skin tone, hair length, and age, indicating an increase in the portrayal of multi-ethnic women and women over the age of 30.

What Makes Young Adults Care to Read Online Health Messages? Efficacy and Exemplar Impacts on Message Perceptions and Selective Exposure • Silvia Knobloch-Westerwick; Melanie Sarge, The Ohio State University •Avoidance of health information presents a paramount challenge to health communication campaigns. Drawing on social-cognitive theory and exemplification theory, two studies examined how efficacy and exemplification as message characteristics influence young adults' selective exposure and perceptions of health messages. Participants (n = 258) browsed an online magazine, with news leads varying by efficacy and exemplification, while selective exposure was unobtrusively logged. Participants generally preferred exemplar information. Men favored 'low efficacy, exemplar' messages; women avoided 'high efficacy, base-rate' messages. A second experiment (n = 111) examined how efficacy and exemplification affected message perceptions and found neither influenced relevance perceptions but both affected perceived message intent. Results suggest a trade-off of using persuasive elements in health campaigns, as they may reduce exposure.

The Ku Klux Klan's right-wing appeal: An examination of today's more mainstream KKK • Andrew Selepak, The University of Florida; john SUTHERLAND, uf dept of adv • The purpose of this study was to explore the relationships among political orientation and fundamental Christian beliefs and agreement with Ku Klux Klan ideology. Results suggest political orientation and Christian fundamental beliefs are significantly related, but not as strong as expected, to agreement with Klan values. These findings support the notion the Klan is taking steps to rebrand its image into a more mainstream organization with an ideology similar to white, religious and political conservatives.

Examining Persuasion Appeals and Substance Featured in Antismoking and Antidrug Advertisements in Social Marketing Campaigns • Drew Shade, Penn State University; Robert Magee, Virginia Tech; Erin Cooper, The Johns Hopkins Institutions; Sarah Long, O'Keeffe & Company • Due to continuing debate regarding the best ways to use mass media to discourage youth marijuana and tobacco use, social marketing campaigns must examine which persuasion appeals will be most effective in changing young adults' attitudes and behavior. Although the effects of fear appeals have been well documented, much less is known about the impact of humor and shock appeals. The effectiveness of these appeals was tested in a factorial experiment (N = 209) with persuasion appeal (fear vs. shock vs. humor) and substance featured (tobacco vs. marijuana) as factors. Findings revealed that the appeals had differing effects and that the success of any given appeal also depended on the substance with which the appeal was used.

The Use of Blogging as Online Grassroots Activism: Analysis of Blogs in the Scott Sisters Case • Thomas Broadus, University of Southern Mississippi; Melody Fisher, University of Southern Mississippi; Riva Teague, University of Southern Mississippi; Jae-Hwa Shin, University of Southern Mississippi • This study uses content analysis to examine the presence, involvement and mobilization of blogs in the case of Gladys and Jamie Scott, two sisters from Mississippi who received double life sentences for an armed robbery they say they did not commit. This study is significant because it examines how activists used blogs to publicize the Scott sisters‟ case to push for their early release from prison, which the governor granted after nearly 17 years. Blog posts and comments are analyzed and compared in terms of theme, frame, emotion, language and message. Results show that about half the blogs were administered by African Americans. Blog posts primarily provided case background and were predominantly oriented in the direction of personal and political content. The dominant theme was fact-based for blog posts and value-based for comments. The blog posts and comments both employed an episodic dominant frame, diagnostic language

and neutral emotions. The findings support similar research that shows most bloggers tend to provide information rather than push their readers to take action.

Teaching Millennials to Engage THE Environment instead of THEIR Environment: A Pedagogical Analysis • Rick Stevens, University of Colorado Boulder; Deserai Crow, University of Colorado Boulder • This paper examines the difficulty in teaching contemporary students of journalism (those in the much-discussed Millennial Generation) to cover complex topics like science and environmental reporting. After examining contemporary literature, the authors subjected 120 undergraduate students to a strategy that combined visual representations of abstract concepts, media texts and experiential peer interactions with positive outcomes on comprehension and demonstrations of critical analysis.

Evolutionary Psychology, Social Emotions and Social Networking Sites — An Integrative Model • Sandra Suran; Gary Pettey; Cheryl Bracken; Robert Whitbred • This exploratory research employed an Evolutionary Psychology (EP) perspective whereby the human mind is viewed through the lens of the physiological and psychological mechanisms that created the developmental programs we use today (Cosmides & Tooby, 1992). This theoretical framework was used to study the relationship between human behavior, the state of alienation, and Social Networking Sites (SNS). Based on survey data from college students, there seemed to be a relationship between alienation and SNS. Alienation dimensions were highest among those who had the lowest amount of contacts on SNS. The findings from this study will add to the body of knowledge on Computer Mediated Communication (CMC) as well as afford an opportunity for further research in understanding human behavior engaged in SNS through the viewpoint of Evolutionary Psychology.

The Concept Of Online Image Of A Brand And Its Application To Nation Brands • Giorgi Topouria, University of Missouri-Columbia School of Journalism • Unlike traditional media, Internet, which is a dynamic global information system, is no longer just communication channel, but environment into which human communication and interactions are moving, and where these interactions leave tangible trace, forever changing the environment itself and parties involved. Under these circumstances, the concept of brand acquires new momentum and special importance, especially for nations. With globalization and IT revolution, countries have become increasingly aware of their image internally and internationally. The concept of brand has strong connection to reputation and image of a country which is becoming increasingly important in world where everything is interconnected. Many countries adopted approach that looks at nations as brands and started managing their country's image based on branding methods and practices developed within advertising, marketing and PR fields. This approach has become known as nation branding. Based on Chaffee's blueprint, the paper provides detailed explication of concept of online brand image conceptualized as dynamic sum of all available online information related to brand. Explication includes: justification, empirical description, primitive terms, underlying assumptions, variables, unit definition, operationalization and measurement. Further, the concept is applied to nation-brands, integrated into framework of conceptual model of nation image formation and is used as foundation for expansion of conceptual model of key perspectives in nation image. Paper suggests an expanded model of image of nation-brand and defines directions of future study of how online brand image of nation affects countries'/nations' reputation and global competitiveness.

Twitter As Public Salience: An Agenda-Setting Analysis • Christopher Vargo, Fall 2011: The University of North Carolina at Chapel Hill • Twitter provides an opportunity as a source of public opinion. Therefore, this paper argued Twitter as an indirect measurement of public salience. The issues of BP Oil and The Mortgage and Housing Crisis were given a time series analysis. First and second-level agenda setting variables were coded for television newscasts and newspapers and interpreted as measurements of media salience. Tweets were labeled public salience. A mild relationship between media salience and public salience was shown.

Are you for real? Communication Professionals, Virtual Identity Deception, and Consumer Backlash • Anastasia Pronin; Carson Wagner, Ohio University • Promoters have recognized electronic word-of-mouth can boost message effectiveness. Using anonymous identities, they've acted as ""everyday people"" to gain credibility but risk exposure, begging the question whether it causes more harm than good. A two- condition experiment (N= 59) examines source deception exposure effects on credibility and attitudes. In one condition, participants read eWOM by a professional who self- disclosed. In another, participants read the same message — by a product ""enthusiast." Results show deception exposure backlash effects.

Re-Enlightenment: How Contemporary Dissenters in Pop Culture are Cultivating a New Age of Reason • Sheliea Walker • This essay seeks to explore the similarities between 18th century literature during The Enlightenment and 21st century discourse in the media. I propose that our society is entering a new age of enlightenment based on contemporary expression of dissent in popular culture. Just as in the age of The Enlightenment, dissenting opinions push our society toward increased progress, equality, and tolerance.

Are We Signing In or Logging Off?: The Effect of Information and Entertainment-seeking Internet use on Civic Engagement and the Role of Psychological Well Being and Political Talk • JungHwan Yang, University of Wisconsin-Madison; Nathan Hebert, University of Wisconsin-Madison; Chia-chen Yang, University of Wisconsin-Madison; MinWoo Kwon, University of Wisconsin at Madison; Stephanie Hartwig, University of Wisconsin-Madison • This article examines how two distinctive patterns of Internet use are associated with civic engagement, how four age cohorts might moderate these relationships, and how psychological well-being and political talk might mediate them. The data, drawn from the 2006 DDB Life Style Survey, indicate a positive effect for information-seeking use of the Internet on civic engagement, and a negative effect for entertainment-seeking use. For both types of use, the effects of the Internet on engagement were largest for the youngest cohort and grew weaker, sometimes to insignificance, as age increased. A mediating role for political talk was not found. A mediating role for psychological well-being was found, but only for the youngest age cohort, ""Net Generation"". For Net Generation, both types of Internet use were negatively associated with well-being, and lower well-being scores were associated with higher civic engagement. Though no mediation effect of well-being was found for the two oldest age cohorts, for them higher well-being was associated with higher civic engagement. Our findings suggest that Internet effects on civic engagement are

changing and may be growing more influential on the young. The results underscore the need to continually track these relationships in rapidly changing democratic information societies.

Exploring Political Polarization: Polarized Attitudes or Polarized Perceptions? • JungHwan Yang, University of Wisconsin-Madison; Hernando Rojas, University of Wisconsin – Madison • This study first examined multiple dimensions of political polarization by differentiating between the affective and cognitive components of attitude polarization and by introducing new concept of issue perception polarization. Then we identified factors that predict each aspect of polarization. In doing this, we constructed several measures that capture polarization at the group and individual level. Based on national survey data that conducted in Colombia in 2010, we found that the affective and cognitive attitude polarization and issue perception polarization showed different patterns: issue perception and cognitive attitude are highly polarized, whereas affective attitude polarization is not that severe. Also the predictors of each dimension of the polarization were different: the impact of media use was found only for affective attitude polarization; the extreme political ideology affects affective attitude polarization; and the extreme issue perception affects cognitive attitude polarization and issue perception polarization. The findings suggest that political polarization is consisted of multiple distinctive dimensions, which are differently influenced by diverse predictors. Further implications in polarization research were discussed.

Conflict Thesis or the Reverse?: Testing the Relationships among Religiosity, Attitude toward Science and Technology, Media Use, and Subjective Health Status among 56 Societies • Qingjiang (Q. J.) Yao, Fort Hays State University • Does religiosity harms supports to science and technology advancements? Does news media use mediate the relationship? With data drawn from the recent wave of world value survey that covers 56 societies, this study finds that religiosity neither increases nor decreases supports toward science and technology but enhances self-rated health status. Religiosity reduces news media use, but consuming news media does not improve health status and it lowers supports toward science and technology advancements.

<< 2011 Abstracts

Filed under Uncategorized · Tagged with

Law and Policy 2011 Abstracts

Posted by kysh on June 24, 2011 · Leave a Comment

Opting-in to Privacy: A Comparison of Proposed Online Privacy Protections • Courtney Barclay, Syracuse University • In 2010, The Wall Street Journal launched an investigative series on "one of the fastest-growing businesses on the Internet — spying on consumers." The use of online tracking methods, particularly for commercial purposes, has raised significant privacy concerns for consumers. Advertisers using behavioral targeting technologies are able to analyze a person's web viewing habits "to predict user preferences or interests — based on the preferences or interests inferred from such Web viewing behaviors." The industry has promoted self-regulatory principles and implementation tools to respond to these concerns. However, in December 2010, the Federal Trade Commission reported that these efforts "have been too slow and up to now have failed to provide adequate and meaningful protection." The Obama administration has supported broader legislation that would offer more comprehensive protection of individuals' private data. The leading model for data privacy protection is the 1980 Organization for Economic Cooperation and Development (OECD) Guidelines on the Protection of Privacy and Transborder Flows of Personal Data, to which the United States is a signatory. This article examines two leading privacy law proposals — the Privacy Bill of Rights draft proposal and the BEST PRACTICES Act — in the context of the OECD principles. This examination concludes that the legislative proposals fill significant gaps in the protection offered by self-regulatory schemes and current privacy laws.

Libel Capital No More? Reforming British Defamation Law • Stephen Bates, University of Nevada, Las Vegas • London has repeatedly been called the libel capital of the world, but after years of criticism, it appears that change may finally be under way. In August 2010, President Obama signed into law the SPEECH Act, which addresses the problem of libel tourism as it affects Americans. Further, a January 2011 ruling of the European Court of Human Rights in Strasbourg is likely to reduce the costs facing unsuccessful defendants in some British defamation cases. In addition, and most significantly, the British government released proposals for far-reaching reform of defamation law in March 2011. This article analyzes the potential reforms of British defamation law. First, it summarizes provisions of the current law, the major criticisms and defenses of them, and the government's proposals for change. Second, it examines issues related to the costs of litigating defamation cases in Britain, which are not addressed in the government's proposed bill. Third, the article summarizes and evaluates the American SPEECH Act. Fourth, the article considers the extent to which the completed and the proposed reforms may ameliorate the perceived shortcomings of British defamation law, and discusses problems that are likely to endure. The conclusion notes that major reform of long-criticized defamation law in Britain may finally be at hand, though much remains to be done.

Revisiting the Right to Offend Forty Years After *Cohen v. California* • Clay Calvert, University of Florida • This paper examines the lasting legacy of the United States Supreme Court's ruling in *Cohen v. California* upon its fortieth anniversary. After providing a primer on the case that draws from briefs filed by both Melville Nimmer (for Robert Paul Cohen) and Michael T. Sauer (for California), as well as newspaper articles from the era about the case, the paper examines how subsequent rulings by the nation's high court have been influenced by the logic and reasoning of Justice Harlan's majority opinion in *Cohen*. The legacy, the paper illustrates, is about far more than just protecting offensive expression. The paper then illustrates how lower courts, at the state and federal levels, have used *Cohen* to articulate a laundry list of principles regarding First Amendment jurisprudence. The paper concludes by considering how new technologies and the digital age may affect *Cohen*'s future influence, as well as how President Barack Obama's call in January 2011 for a more civil public discourse about political issues stands counterposed to the First Amendment rights

provided by *Cohen*. Finally, the U.S. Supreme Court's eight-justice majority opinion in March 2011 in *Snyder v. Phelps* demonstrates that, at least for today, the right-to-offend principle is alive and well.

The Texting and E-mailing of Fighting Words • Clay Calvert, University of Florida • This paper examines the viability of the aging fighting words doctrine in the digital era. In particular, the paper explores whether the doctrine, which was designed to address face-to-face confrontations and responsive violence, can be narrowly modified and adapted to apply to new modes of real-time, electronic communication, including texts, instant messages and e-mails. This issue is timely and ripe for review because the doctrine, if modified, might serve as one legal vehicle for censoring and/or punishing so-called cyber bullies who use these forms of digital communication to convey personally abusive expression in targeted, one-on-one fashion. In the process of analyzing this issue, the paper addresses the U.S. Supreme Court's apparent unwillingness in its 2010 opinion in *United States v. Stevens* for creating new categories of unprotected expression and queries whether this would translate to an equal unwillingness to modify extant categories of unprotected expression. Significantly, the paper examines the transcript of the October 2010 oral argument in *Snyder v. Phelps* to search for indications of how current members of the high court interpret the meaning of the fighting words doctrine.

SLAPPing e-Publius: Protecting Anonymous Expression and Reputation in a Digital Age • Brian Carroll, Berry College • This paper examines the difficulty in balancing an individual's right to reputation against another's right to anonymous expression online, and in so doing it argues against a takedown notice for online defamation similar to that legislated as part of the Digital Millennium Copyright Act and against any effort to criminalize online defamation as antithetical to the First Amendment. In fighting off these problematic responses to the admittedly growing problem of anonymous defamation online, this paper examines imbalances created by, among other things, ISP immunity granted by the Communications Decency Act, public figure-private citizen distinctions, and the lack of uniformity among state-level anti-SLAPP statutes.

***Donaldson v. Beckett* and the Common Law of Literary Property: A Century of American Scholarly Perceptions and Misperceptions • Edward Carter, Brigham Young University; Jessica Danowski; Jena Green, Brigham Young University; Karina Shamaileh-Marcella, Brigham Young University •** This article attempts to address more than a century of American misperceptions about the 1774 House of Lords copyright case *Donaldson v. Beckett* by, first, undertaking a detailed examination of the case itself using not just the five reported versions of the House of Lords opinion but also contemporary newspaper accounts. Although other scholars have referred to a small number of the news accounts, this article undertakes a lengthy and comprehensive review of the news reports, in conjunction with the official versions of the case. The newspaper accounts reveal significant previously unrecognized, or at least underappreciated, facts about the case. Next, the article documents the extent of American legal scholars' misperceptions of and confusion about *Donaldson*. Finally, the article discusses the import of these misperceptions.

New Technology, Old Obstacles: FOI Advocates Share Their Struggles for Access in the Digital Age • Sandra Chance, University of Florida; Christina Locke, University of Florida • While closed-door meetings, secret files and surreptitious telephone calls were once the primary means that government officials circumvented public scrutiny, new technology poses new challenges. Modern technology provides government employees and elected officials with a whole new arsenal of ways to avoid transparency, if they choose to do so. This paper explores the ways state freedom of information (FOI) advocates are coping with the challenges presented by technology. A survey distributed to FOI advocates nationwide revealed that while technology is influencing the amount of access (for better or worse), most concerns still revolve around the government employees and elected officials upon whom the public depends upon to carry out the function of government and be the guardian of public resources and information. Most respondents also felt new laws would help ensure access in the digital age. Nationwide collaboration among FOI advocates may be the best way to achieve effective changes in the law.

"Blurring" and "Tarnishment": How Federal Courts Have Applied the 2006 Trademark Dilution Revision Act Standards. • Roxane Coche, University of North Carolina at Chapel Hill • A trademark is a word or a symbol used by the owner to brand a product or service, and communicate to consumers the source of that product or service. The unauthorized use of a trademark, or something similar, to brand product or service can lead to consumer confusion and allow the trademark owner to sue the offending party for trademark infringement under federal law. However, federal law offers another cause of action for trademark owners when the circumstances of an unauthorized commercial use do not create consumer confusion but instead lessen the trademark's uniqueness to brand a product or service — the dilution claim. To protect famous trademarks from dilution, Congress enacted, in 1995, the first comprehensive federal law, the Federal Trademark Dilution Act (FTDA). After a case — *Moseley v. V. Secret Catalogue, Inc*. — made its way to the Supreme Court, Congress amended the FTDA in the Trademark Dilution Revision Act (TDRA) in 2006. Included in the modifications brought by the TDRA, a new definition of dilution introduced the concepts of "blurring" and "tarnishment." This study examines the extent to which federal courts have allowed dilution claims under the "blurring" and the "tarnishing" standards set out in the TDRA. It demonstrates that although both constitute dilution, the factors and evidence that come into play, in each of them, are far from being similar.

An Extinction of Transparency: The Opaque Endangered Species List • Benjamin W. Cramer, Pennsylvania State University • This paper reconstructs the Endangered Species Act as a government information statute. That Act makes use of an official list of threatened plants and animals, which is used for agency action and the enforcement of regulations. However, this paper argues that the official list of threatened species is not sufficiently accurate or transparent to citizens, making the list a violation of not just environmental law but also government transparency policy.

Unknown Knowns: Judicial Review and Mosaic Theory in the years of the George W. Bush Administration • Kelly Davis, University of North Carolina at Chapel Hill • The purpose of this paper is to look for trends in post-9/11 judicial deference to mosaic theory claims concerning national security, including both FOIA national security exemption claims, law enforcement exemption claims involving terrorism investigations, and the state secrets privilege. Findings indicate that the level of deference given to executive claims of national security is moderate overall, but precedence of

judicial review has been set to strong and weak standards by appellate courts composed of democratic and republican appointees, respectively.

Corporate Underwriting on PBS and the Funding of Children's Educational Television • Joelle Gilmore, University of Pennsylvania • The Public Broadcasting Act of 1967 prohibits PBS from airing advertisements, but changes to underwriting polices in 2008 allow child-friendly production techniques common to commercial networks. Using samples from 2006/2010, we analyze underwriting spots during children's programming before and after the changes. Spots from 2006 included fewer child-friendly techniques and were more likely to represent adult-focused industries. A new business model is needed if PBS is to remain a provider of high-quality, non-commercial children's programming.

***Snyder v. Phelps* and the Death of Intentional Infliction of Emotional Distress as a Speech-based Tort • Wat Hopkins, Virginia Tech •** The U.S. Supreme Court ruled in March that the Westboro Baptist Church was not liable for damages in Albert Snyder's lawsuit for intentional infliction of emotional distress because the church's protests at the funeral of Snyder's son involved matters of public concern. The Court's focus on a subject-matter based protection for Westboro's speech makes it virtually impossible for private persons who are brutalized by verbal attacks to achieve recourse through the courts.

Tweeting the Police Scanner: The Rediscovered Liabilities • Bill Hornaday, Indiana University • This article examines First Amendment issues that might arise when professional or citizen journalists use Twitter to spread information obtained from "police scanner" transmissions. It addresses confusion concerning the practice's legality and illustrates potential risks. It concludes by arguing that "scanner tweeting" should be done sparingly and under guidelines that minimize the spread of flawed information, reduce the risk of a potential defamation lawsuit, and promote the safety of emergency personnel, the public, and media.

Poker and Prostitution: Craig v. Henry and the Dilemma of Hypothetical Online Prostitution • Jack Karlis, University of South Carolina • Craigslist is a free online forum for users to exchange goods, information and services. Under its "services" heading, content once listed an "erotic" heading, containing user generated ads for "legal escort services, massage workers, exotic dancers, erotic phone lines and other services for ads that often contain adult content" to deter the aforementioned adult-themed content out of other postings on the site. South Carolina Attorney General Henry McMaster and the South Carolina law enforcement officials involved in *craigslist, Inc. v. Henry D. McMaster, et al*. aimed to stop the illegal activity of prostitution in their own state's confines, but the actions taken by both parties in the cases have raised greater concerns in the realm of commercial speech in the United States. The U.S. District Court's ruling and logic for dismissing craigslist's appeal in its entirety raises more questions than it answers. Why was craigslist not considered a third-party provider in regards to its content? Why was craigslist singled out when various other online outlets offered the same type of content in some way, shape or form? Weren't craiglist's numerous restrictions and revisions to the content considered enough? Were McMaster and his party's threats of criminal prosecution "credible" enough? Was prior restraint involved when craigslist decided to completely eliminate its adult/erotic section? Was the decision of this case incorrectly resolved using current commercial speech guidelines in place? This paper will aim to answer these questions and examine the possible restrictive effect this case may have on future online commercial speech.

What the Numbers Tell Us: FOIA Implementation under the Obama Administration • Minjeong Kim, Colorado State University • The Obama administration's FOIA policy clearly contrasts with that of the Bush administration. To examine if the Obama administration's policy change has resulted in differences in the actual processing of FOIA requests, this study compares FOIA implementation between the two administrations. The study analyzes quantitative data collected from twenty-five federal agencies' annual FOIA reports. The study findings suggest that overall the twenty-five agencies have granted more access under the Obama administration than the Bush administration.

State Action, Public Forum and the NCAA: First Amendment Rights of the Credentialed Media • Michael Martinez, University of Tennessee Knoxville • In 2007, the NCAA revoked the press credentials of a newspaper reporter for blogging during a tournament baseball game. The association was concerned that it would infringe on broadcast rights granted to ESPN and violate their copyright. This paper will make the case that the revocation was an infringement on the newspaper's First Amendment right of a free press to disseminate the news and will examine it through copyright law, state action and forum analysis.

A Textual Analysis of the Influence of *McIntyre v. Ohio Elections Commission* in Cases Involving Anonymous Online Commenters • Jasmine McNealy, Syracuse University • In *McIntyre v. Ohio Elections Commission*, the U.S. Supreme Court struck down an Ohio law that prohibited the distribution of anonymous campaign material. According to the court, speakers may want to remain anonymous for fear of physical, social, and economic reprisal, "Anonymity is a shield from the tyranny of the majority." But the *McIntyre* decision concerned offline communications. A question remains as to whether the courts have or are willing to apply *McIntyre* to anonymous Internet communications, and if so, is that application limited only to political speech. This study examines these questions in an attempt understand what impact *McIntyre* has had on the protection of online anonymity by presenting an textual analysis of cases in which subpoenas have been issued to identify anonymous online commenters.

Might This "Legal Attack Dog" Have Much Bite? Righthaven, Fair Use and the Unauthorized Reproduction of News Content Online • Scott Parrott, University of North Carolina at Chapel Hill • While the Internet allows newspapers and other news producers a chance to reach larger audiences than ever before and to generate revenue through online advertising and subscriptions, the World Wide Web also creates challenges regarding the unauthorized duplication of original news content. Computers and the Internet allow users an easy, quick, and inexpensive method for disseminating exact copies of articles, video footage, photographs and other news content to wide audiences without asking for the copyright owner's permission. A host of recent copyright infringement lawsuits against bloggers and other Web site operators for republishing news content without permission highlights the growing prominence of a clash

between original news content producers and secondary publishers online. The present paper examines federal court decisions since 1985 to determine how courts have treated fair use in copyright infringement cases in which news content was the material in controversy. The analysis found that federal courts have more often than not denied the fair use defense in copyright infringement lawsuits involving news content. While its factual nature favors fair use, news content still enjoys copyright protection especially when a secondary use is for commercial purposes and hinders the market for the original work.

A SLAPP in the Facebook: Assessing the Impact of Strategic Lawsuits against Public Participation on Social Networks • Robert Richards, Pennsylvania State University • In fall 2010, Sony Pictures released The Social Network, a movie about the birth and rapid growth of Facebook. In the first five weeks of its release, the film grossed $79.7 million as well as critical acclaim. The film also explores the legal wrangling among the site's innovators in the technology's early stages. Today, larger legal concerns are looming from outside the social networks' inner circle — specifically, third parties who are suing users directly in an effort to shut them up, close them down or teach them a costly lesson. The weapon — Strategic Lawsuit Against Public Participation (SLAPP) — has been a tactic for decades, but the proliferation of online targets, such as Facebook pages, blogs and consumer gripe sites have breathed new life into this nefarious litigation practice. Additionally, SLAPPs aimed at online discussion pose a particularized threat not only to the technology-driven marketplace of ideas but also the centuries-old notion of anonymous speech. For various motives, online users often post anonymously or under pseudonyms. SLAPP filers in search of targets are issuing subpoenas designed to unmask the identities of these posters. Anti-SLAPP statutes provide some protection to online speakers, but they are of varying availability and utility. This paper explores the legal issues and challenges faced by social network users, bloggers and consumers who gripe online. It argues that a national, rather than state-by-state, solution to the problem of online SLAPPs is needed and explores whether legislation pending in Congress addresses the pressing issues.

Tobacco Advertising Regulations, Counter-marketing Campaigns and the Compelling Interest in Protecting Children's Health • Derigan Silver, University of Denver; Kelly Fenson-Hood, University of Denver • The U.S. Supreme Court's decision in *Lorillard Tobacco Co. v. Reilly* that even a compelling interest in protecting children's health would not allow the government to overly burden the flow of communication to adults about tobacco products has left public health officials with little room to craft tobacco advertising restrictions that are both demonstrably effective and constitutional. Focusing on social scientific research in the field of health communication and the legal doctrines of counterspeech and government speech, this paper posits that a national counter-marketing tobacco prevention campaign targeting youth and paid for with compulsory fees or a tax paid by tobacco companies would advance the government's interest in preventing youth smoking, better uphold First Amendment ideals and allow adults to continue to receive information about legal products. However, the paper also concludes that not all counter-marketing campaigns are created equal and campaigns should focus on using techniques proven to be effective.

Two Dominant Industries, One Regulatory Agency: Lobbying Strategies to Attain Regulatory Capture • Amy Sindik, University of Georgia • What happens when two dominant industries are regulated by the same agency? The majority of strategic regulatory research operates under the assumption that the agency is captured by a single, dominant industry. Having two dominant industries regulated by the same agency impacts the lobbying strategies of organizations in both industries. This article uses lobbying contributions from the broadcast and telecommunications industries, two dominant industries competing for regulatory capture by the FCC, to examine if competing for capture alters isomorphic lobbying strategies. The findings suggests that isomorphic lobbying strategies still occur frequently between the telecommunications and broadcast industries, but some efforts are made to begin distinguishing lobbying efforts in the areas of policy focus and the amount of internal versus external lobbying conducted by the organizations.

Journalist Privilege in 1929: The Quest for a Federal Shield Law Begins • Dean Smith, University of North Carolina at Chapel Hill • "The difficulty with much constitutional scholarship, " Professor Michael Gerhardt has said, "is that it fails to account for, much less examine, the interplay between judicial and non-judicial precedents." Gerhardt's theory of "non-judicial precedents" asserts that rules made outside courts — norms, regulations, statutes — shape constitutional issues long before courts intervene. The question of whether the First Amendment should provide a testimonial privilege to journalists is a case in point: No federal court addressed that issue until 1958, but journalists had framed it as a constitutional issue for decades — even as they lobbied for statutory shield laws. The primary goal of this paper is to apply Gerhardt's theory to an early turning point in journalist-privilege history: the first attempts, in 1929, to persuade Congress to adopt a federal shield law. On Gerhardt's view, it represented a valuable opportunity for non-judicial actors to lead a national dialogue about constitutional meaning and help define freedom of the press, largely undefined by courts at the time. A second goal is to use original historical research to correct the record about these events and illuminate their significance. This history will emphasize the role non-judicial actors — including William Randolph Hearst and Fiorello La Guardia — played in leading a national debate about journalism, and, as Gerhardt's theory would predict, the meaning of the First Amendment. It also will tie these events to a raft of shield laws adopted in the 1930s and 1940s, a link that never has been shown.

Vox Hawkeye: A Study in the Intellectual Call for Open Government (and How One State Heeded It) • Steve Stepanek, Georgia Southern University • Open government is the linchpin of a representative republic, for it powerfully promotes citizens' claims for access to the seats of institutional power whereby they are able to both keep themselves informed and make their collective voices heard. This paper provides a background of the historical/scholarly lineage of the open government movement and offers insight (based upon the legislative and journalistic records extant during the period in question) into the political and philosophical forces that developed as one state sought to implement its regime of "sunshine" laws.

Can I Use This Photo I Found on Facebook? Fair Use and Social Media Images • Daxton Stewart, Texas Christian University • When news breaks about unknown people, news media turn to social networking sites such as Facebook to find photographs of the subject. However, these uses may be infringing on copyrights of photographers.

Applying the fair use analysis to photographs found online and republished for news reporting purposes, the authors conclude that courts are unlikely to approve of this defense except in situations when photographs are independently newsworthy and news publishers act in good faith.

Flying Dragon Seeking Freedom of Information: A Critique of Chinese OGI Regulations • Yong Tang, Pennsylvania State University; Halstuk Martin, Pennsylvania State University • In 2008, four decades after U.S. Congress passed the Freedom of Information Act, People's Republic of China embraced its own concept of freedom of information. This paper examined Chinese freedom of information law known as the Open Government Information Regulations (OGI Regulations) and found that the Chinese law is embracing international standards in many areas but also have something unique. The paper examined the major flaws of the law and also examined many court cases to see how the law has been implemented.

Space to Breathe Falsely: Reexamining the Balance between Commercial Speech and Defamation 20 Years after *U.S. Healthcare v. Blue Cross* • Matthew Telleen, University of South Carolina • This paper examines the case of *U.S. Healthcare, Inc. v. Blue Cross of Greater Philadelphia* 20 years after it was decided. The case involved a choice between applying the commercial speech doctrine or traditional defamation analysis. The court focused on the commercial nature of the speech and denied the heightened protection of actual malice. A better approach would have been to engage in a tradition defamation analysis, as explained in this paper.

Good Intentions, Bad Results: Learning from Failed Media Policies to Avoid Future Mistakes • Tom Vizcarrondo, Louisiana State University • Policymakers often approach potential new regulations with good intentions that the rules will positively address a particular problem, only to observe bad results once the new policy has been implemented. This paper studies two different media policies that produced bad results, ultimately leading to their repeal. The paper identifies factors contributing to the failure of these policies, and paper presents recommendations for future policymaking efforts that could alleviate the problem of "good intentions, bad results."

Retransmission Consent: An Exploration of its Past, Present and Future • Gillian Wheat, University of North Carolina at Chapel Hill • High-profile disputes over retransmission consent, an ongoing issue in the telecommunications industry, have resulted in several television blackouts. Thus, the Federal Communications Commission recently issued a notice of proposed rulemaking seeking comments on potential changes to the guidelines governing retransmission consent negotiations. This paper examines the legislative and administrative history of retransmission consent, the current regulatory framework under which it is negotiated and the manner in which the Federal Communications Commission has responded to complaints.

Transparency as Talisman: The Shifting Rationales for Campaign Finance Regulation • Justin Wolfgang, University of Missouri-Columbia • This article will argue that recent developments in the Supreme Court's view of the First Amendment as applied to corporations and the possible threat of corruption have led to an expedited dismantling of decades of precedent since the seminal campaign finance reform case of *Buckley v. Valeo* in 1976, which said preventing corruption or the appearance of corruption was a valid interest for regulating campaign financing. This article will further argue that the Court has ignored legislative intent and ultimately stripped campaign finance reform down to a simplified system of using mere disclosure as a method of detecting and preventing possible corruption. The Court's recent decision in *Doe v. Reed* upholds the *Buckley* Court's approval of disclosure requirements as a valid method of protecting against corruption or the appearance of corruption, because the government interest in informing the public was substantially related to the means of compelled disclosure. Finally, this article will argue that the Court's dichotomous treatment of compelled disclosure in *Reed* as compared to their treatment of corporate contributions in *Citizens United v. Federal Election Commission*, contradicts its earlier decisions upholding the protection against corruption or the appearance of corruption in campaign finance reform. Whether transparency alone can serve to eliminate potential corruption is an untested assumption, and one that represents a signal change in campaign finance philosophy.

The Ellsberg Act of 2011: Proposing a Better Policy on the Free Flow of Information in the Era of WikiLeaks, Whistleblowers and War • Jason Zenor, SUNY Oswego • In response to the WikiLeaks issue, this article proposes a new policy on the free flow of information — the Ellsberg Act. This new policy will advance transparency by promoting whistleblowing, while also promoting government efficiency by encouraging proper channels of dissemination. It will also enhance the privileges that the traditional media has already earned. Finally, this policy seeks to distinguish between beneficial "journalism" and harmful "sabotage."

Filed under [Uncategorized](#) · Tagged with