Sunday, August 11, 2024

7:30 to 9 a.m. / Su001

Association of Schools of Journalism and Mass Communication

Business Session

2023-24 Council of Divisions Meeting

Moderating/Presiding

Meredith Clark, Northeastern, 2023-24 chair, Council of Divisions
and Avery Holton, Utah, 2023-24 vice chair, Council of Divisions

9:30 to 11 a.m. / Su002

Advertising Division

Refereed Research Paper Session

Influencer Marketing and Brand Relationships

Moderating/Presiding

Masłowska Ewa Halina, Illinois

Influencer Endorser Response to Negative Publicity: Safeguarding Positive Evaluation Amid Brand Transgressions in Live-streaming e-Commerce**

Shuai Guo
and Mengtian Jiang, Kentucky

The Consumer-Brand-Influencer Relationship: The Symbiotic Triad in Influencer Advertising

Yang Zhou
and Jameson Hayes, Alabama

Exploring Ethnic Identifications’ Impact on Gen-Z Asian Americans’ Perception Of Instagram Influencer Beauty Advertisements

Jessica Arguelles, Xiaohan Hu,
and Nathian Rodriguez, San Diego State

I Know It, So I Book It: Persuasion Strategy and Knowledge Structure on Sustainable Hospitality Influencer Marketing

Cen Wang and Yun Yang, Shandon University

Discussant

Quan Xie, Southern Methodist

* Open Research Third Place

9:30 to 11 a.m. / Su003

Broadcast and Mobile Journalism Division

Refereed Research Paper Session

Media, Politics, and Narratives
Sunday, August 11, 2024

Producing Inclusive Narratives: Strength of Weak Ties Framework to Empower Marginalized Voices in Broadcast News**

Kristina Vera-Phillips, Arizona State

Parsing Perspectives: An Analysis of Guilty and Innocent Language in Trump’s Indictments Across Television Networks

Andrew Daws
and Kaitlyn Johns, Alabama

Narratives from the war zone: Trauma Experiences among Central-Eastern European Correspondents Covering the War in Ukraine

Teodora Tiftonova, Tennessee
and Joy Jenkins, Missouri

Framing Egypt’s 2012 Election: Case Study of “Misr Tantakhib Elraees”

Nihal Alaqabawy, Colorado Boulder

[EA] Decolonizing Political Reporting in Ghana: A Comparative analysis of journalistic norms and practices among English and Indigenous Language Political Broadcasters

Martha Darkwa Seffah
and Karin Assmann, Georgia

Watching A Show Versus Being There: Embodied Gatekeeping and Visual Perspective in Congress

Mary Bock
and Renita Coleman, Texas at Austin

Discussant

[EA] = This submission was accepted as an extended abstract.

9:30 to 11 a.m. / Su004

History and International Communication Divisions

Research Panel Session

The Politics of the Archive: From 1946 to the Trump Administration

Moderating/Presiding

Will Mari, Louisiana State

Panelists

Kate Wright, University of Edinburgh, UK
Mel Bunce, City University, London
Martin Scott, University of East Anglia
Robin Sudarmoorthy, Maryland
Lindsay Palmer, Wisconsin-Madison
Glenda Cooper, City University, London

Given the fraught state of US politics, it is vital that journalism scholars engage mindfully, responsibly, and transparently with the political dimensions of archival research. This is just as important when dealing with distant history as it is when investigating the recent past, as memory plays a crucial role in constructing national
identities, as well as international relationships.

9:30 to 11 a.m. / Su005

Newspaper and Online Division

Refereed Research Paper Session

Artificial Intelligence and the cutting edge of journalism

Moderating/Presiding

Michael Clay Carey, Samford

Testing Generative AI for Source Audits in Student-Produced Local News

Rahul Bhargava, Elisabeth Hadjis,
and Meg Heckman, Northeastern

When Artificial Intelligence Meets Humans: A Comparative Study of News Credibility among AI, Journalists, and AI-Journalists Collaboration

Fanjue Liu, Mo Chen,
and Seungahn Nah, Florida

AI-Generated Opportunities and Challenges: Analyzing Differences between Newspaper Narratives and Public Discourses about Generative AI

Mohammad Yousuf, Sara Velasquez,
Brookynn Gray, Maegan Carberry,
and Whitney Okumu, New Mexico

Discussant

Hans Meyer, Ohio

[EA] = This submission was accepted as an extended abstract.

9:30 to 11 a.m. / Su006

Political Communication Division and Participatory Journalism Interest Group

PFR Panel Session

Can Community Engagement Journalism Counter Conservative Distrust

Moderating/Presiding

Doron Taussig, Ursinus

Panelists

Letrell Crittenden, American Press Institute
Anthony Nadler, Ursinus
Terry Tracy, Broad + Liberty
Andrea Wenzel, Temple

Engagement journalism is a significant movement within the news industry that seeks to intensify feedback loops among journalists and audiences while allowing audiences to play a role in identifying and gathering news. Advocates hope engagement journalism practices will lead to greater audience loyalty, take a step toward democratizing professional news production, and counter the alienation many citizens feel from professional journalism. One of the key factors in reported distrust of journalism is conservative partisanship.
American news consumers who identify themselves as Republicans or conservatives have long reported significantly higher levels of distrust than Democrats, liberals, and (to a lesser degree) independents. In a 2022 Gallup poll, only 14% of Republicans reported either “a great deal” or “fair amount” of trust in mass news media, compared to 70% of Democrats and 27% of independents. This panel will ask whether engagement journalism can help to counter this trend by asking: What are the different understandings of the origins of conservative distrust in journalism? Which of these diagnoses suggest engagement journalism tactics may help build better relationships with these news consumers? What specific tactics – associated with engagement practices or complementary to them -- might mitigate conservative alienation? What empirical evidence and examples shed light on these possibilities?

9:30 to 11 a.m. / Su007

**Commission on Graduate Education** and **Scholastic Journalism Division**

Teaching Panel Session

**Chatting ChatGPT: Ethical Use of AI in Research and Pedagogy**

Moderating/Presiding

**Briana Trifiro**, Boston

Panelists

- **Sejin Paik**, Boston
- **Kate Mays**, Vermont
- **Jared Schroeder**, Missouri
- **Laura K. Smith**, South Carolina
- **Fan Yang**, South Florida

This panel will introduce attendees to a number of emerging AI platforms that can help scholars at all career stages to conduct research more diligently and effectively, from conducting thorough literature reviews to formatting a manuscript to journal specifications, as well as offer solutions for ways in which instructors can integrate technology and AI in the classroom in innovative, productive, and above all – ethical – ways.

9:30 to 11 a.m. / Su008

**Commission on the Status of Women**

Refereed Research Paper Session

**Feminism, Intersectionality, and Representation in the Digital Public Sphere**

Moderating/Presiding

**Cara Hawkins-Jedlicka**, Washington State

“We Have Never Been Pseudo-Feminists!:” Unveiling The Feminist Struggle Of Chinese Beauty Influencers in The Age of Digital Feminism

- **Qingyue Sun**, Drexel
- **Runze Ding**; Beijing Normal University

An Intersectional Approach to Examining TikTok Users’ Framing of Sha’Carri Richardson and Brittney Griner

- **Mia Moody-Ramirez**, Baylor,
- **Dorothy Bland**, North Texas,
Sunday, August 11, 2024

and Hazel Cole, West Georgia
Can You Believe This Was Once A Football School?: Social Media Fan
Discourse Before, During and After Nebraska’s
Record-Setting Volleyball Game

Shannon Scovel, Tennessee
and Kelli Boling, Nebraska-Lincoln

#Tradwives on TikTok: The Promotion of Traditional Gender Roles
and the Radicalization of Online Audiences
Macy Burkett, Kansas

Discussant

name, affiliation

9:30 to 11 a.m. / Su009

Lesbian, Gay, Bisexual, Transgender, Queer Interest Group and Commission on the Status of Minorities

Teaching Panel Session
Teaching with Intersectional Inclusivity in an AI Age

Moderating/Presiding
Kay Colley, Texas Wesleyan

Panelists
Chelsea Reynolds, California State, Fullerton
Mia Moody-Ramirez, Baylor
Shearon Roberts, Xavier-Louisiana
Lyric Mandell, Louisiana State

Stereotypes, implicit bias and microaggressions can negatively impact teaching and learning, but there are
tools instructors can use the classroom to combat these and other inclusivity threats. This panel will explore
these tools and help instructors understand their own implicit biases to help create a more inclusive learning
environment. You will come out of this panel having learned your own implicit biases, and you will discover
ways to combat it.

9:30 to 11 a.m. / Su010

Small Programs Interest Group and Mass Communication and Society Division

Teaching Panel Session
My Textbook Costs How Much?: How OER Can Solve the Increasing Textbook Cost Crisis

Moderating/Presiding
Kay Colley, Texas Wesleyan

Panelists
Sarah Maben, Tarleton
Jenny Dean, Texas Wesleyan
Rosemary Martinelli, Pennsylvania State
Julie Walter, Southwest Minnesota State
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This panel introduces the resources for OER that are available for mass communication faculty and includes faculty members who have adopted such resources and used them in their classes. Panelists will discuss options for continued use and growth in OER resources in mass communication and provide audience members with ideas on how to create their own OER textbooks.

9:30 to 11:30 a.m. / Su011

Association for Education in Journalism and Mass Communication

Business Session
Incoming AEJMC Board of Directors Meeting

Moderating/Presiding
Teresa L. Mastin, Michigan State, President-Elect, 2023-24

By invitation only.

11:30 a.m. to 1:00 p.m. / Su012

Communication Theory and Methodology Division

Refereed Research Paper Session

Title

Moderating/Presiding
name, affiliation

Discussant
name, affiliation

[EA] = This submission was accepted as an extended abstract.

11:30 a.m. to 1:00 p.m. / Su013

Cultural and Critical Studies Division and Entertainment Studies Interest Group

Research Panel Session

A Perfect Fit: Fashion Media and American Mass Communication Scholarship

Moderating/Presiding
Joy Jenkins, Missouri

Panelists
Myles Ethan Lascity, Southern Methodist
Lisa D. Lenoir, Indiana-Bloomington
Kimberly Wilmot Vos, Central Florida
Katie Baker Jones, West Virginia

This panel will focus on what fashion media could — even should — look like in American academic circles. More importantly, this panel will hold that American journalism and mass communication scholarship should
see fashion as a legitimate discipline of inquiry, and one that cuts across AEJMC’s various divisions. Further, due to fashion media’s multifaceted nature, it provides a window to discuss a host of issues from hegemonic representations of race, gender, class, and sexuality to news judgment, values and boundary work, native advertising, and media literacy.

11:30 a.m. to 1:00 p.m. / Su014

Law and Policy Division

Refereed Research Paper Session
   Government Power, Speech, and Actions

Moderating/Presiding
   Peggy Watt, Western Washington

   Jose Israel Balderas, Elon

Preferred or Prioritized: Section 706(a) of the Communications Act of 1934 and Presidential Power*
   Matthew Conaty, Pennsylvania

Newspaper Coverage of the Supreme Court’s decisions in Masterpiece Cakeshop and 303 Creative
   Erica Salkin, and Emma Maple, Whitworth

Discussant
   Kristen Patrow, Butler

* Third-Place Student Paper Award

[EA] = This submission was accepted as an extended abstract.

11:30 a.m. to 1:00 p.m. / Su015

Magazine Media and Media Management, Economics and Entrepreneurship Divisions

Research Panel Session
   The New Normal: Affiliate Links in Journalism

Moderating/Presiding
   name, affiliation

Panelists
   Patrick Ferrucci, Colorado-Boulder
   Susanna Lee, Temple
   Caitlin Petre, Rutgers
   Lydia Cheng, Sydney

This panel discusses the implications of the business model for larger media issues of trust, credibility, authenticity, and objectivity. Other topics to be discussed include journalism boundaries and the influence of
clicks-based journalism and digital metrics on the current media landscape.

11:30 a.m. to 1:00 p.m. / Su016

Media Ethics and Communicating Science, Health, Environment and Risk Divisions

Research Panel Session

Too Hot to Handle: The Ethics of Reporting Climate Change

Moderating/Presiding

Grace Provenzano, Arizona State

Panelists

Hollie Smith, Oregon
Bruno Takahashi, Michigan State
Roberta Baskin, Climate Democracy Initiative Board Member
Sharon Bramlett-Solomon, Arizona State

This panel discusses the ethical dilemma facing journalists when it comes to covering climate change issues. Extreme weather is being reported but the “how” and “why” is largely unexplained which is a missed opportunity to educate news consumers to climate change and a warming planet. Panelists address the state of this existential issue around the globe, the diversity problems that arise from the crisis and what is being done to communicate this important information to news consumers on a local and international level.

11:30 a.m. to 1:00 p.m. / Su017

Minorities and Communication Division

Refereed Research Paper Session

Title

Moderating/Presiding

name, affiliation

Topic I – Racial/Ethnic Identity Information, Misinformation and Framing
The Coverage of The Anti-Critical Race Theory (CRT) Bills
In The Opinions of The Media

Delaware Arif, affiliation
and Pavica Sheldon, affiliation

[EA] Disinformation Intervention Preferences in Communities of Color

Shelvia Dancy, North Carolina at Chapel Hill
and Greg Munno, Syracuse

Unique Practices of the Overrepresented: Exploring Self-Identified, Repertoire and Topical News Avoidance Among Black Adults

Miya Williams Fayne, Wisconsin – Madison
and Stephanie Edgerly, Northwestern

WhatsApp Usage and Misinformation Belief: Surveying Cuban, Indian, and Mexican Diaspora Communities

Joao Ozawa, Texas at Austin,
Martin Riedl, Tennessee, Knoxville,
Inga Kristina Trauthig.
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and Samuel Christopher Woolley, Texas at Austin
and Kiran Garimella, Rutgers

Discussant
name, affiliation

Topic II - Health and Wellness
[EA] Health Information Seeking Behavior Among American Indian
and Alaska Native Peoples
Kathryn Robinson-Tay,
Ying-Chia Louise Hsu,
and Amanda Boyd, Washington State
[EA] Topics in Hispanic Health Organizations and User Engagement
on Social Media. A Structural Topic Modeling Approach
Seon-Woo Kim, Northern Arizona,
Yangzhi Jiang, affiliation
and Myoung-Gi Chon, Auburn

African American Newspapers’ Coverage of COVID-19 Vaccines:
An Analysis of News Frames
Masudul Biswas, Loyola-Maryland
and Lori Brost, Central Michigan

Discussant
name, affiliation

[EA] = This submission was accepted as an extended abstract.

11:30 a.m. to 1:00 p.m. / Su018

Public Relations and Communication Technology Divisions

Research Panel Session
I Am Not Able to Assist with That.”: AI Assistance in Risk and Crisis Communications (Research)

Moderating/Presiding
Erika Schneider, Syracuse

Panelists
Yan Jin, Georgia
Taylor Jing Wen, South Carolina
Hao Xu, University of Melbourne
Joon Soo Lim, Syracuse

This panel will share scenarios that explore how AI has been integrated into risk and crisis communications
within PR research and practices. The use of AI in this context presents a unique set of benefits and limitations,
and our panelists will draw from their experiences and expertise to explore these nuances. The discussion will
also serve as a platform to encourage forward-thinking attendees to engage with panelists to explore avenues
for future research.

11:30 a.m. to 1:00 p.m. / Su019
Sunday, August 11, 2024

Visual Communication Division

Refereed Research Paper Session

The Influence of Emotion in Social Media Visuals

Moderating/Presiding
name, affiliation

[EA] Reflection in the Feed: Analyzing Body Image Dissatisfaction in Male Fitness Influencers Profiles on Instagram
Ayesha Riaz
and Mark Ribott, Kentucky

When “90s Kids” Have Kids: Nostalgia, Pop Culture, and Support on Nick Jr’s Instagram Account
Rachel Patterson, Pennsylvania State

#Route66: Traveler Posts, Themes, and Their Relationship to Engagement
Nate Fisher
and Doyle Yoon, Oklahoma

The Salience of Faces in Mobile News
Michael Vosburg, Benedict

[EA] Understanding the Factors Shaping Music Reaction Videos: A Comparative Study of Bilibili and YouTube
Pan Hou, Northwest University Xi’an

Discussant
name, affiliation

[EA] = This submission was accepted as an extended abstract.

11:30 a.m. to 1:00 p.m. / Su020

Religion and Media Interest Group

Refereed Research Paper Session

Faith in the Digital Age: Religion, the Internet, and Technology

Moderating/Presiding
Omar Hammad, Hunter College

A Values-Principle Model for Examining Religious Faith and Media Technologies
Jim Trammell, High Point

[EA] For the Bible Scholar Tells Me So: Analyzing Attempts at Debunking Religious Misinformation Online
Joseph Stepnewski, Texas at Austin

The Moderating Role of Intrinsic, Extrinsic and Quest Religiosity in Religious and Political Communication on Social Networking Sites
Mian Asim
and Fokiya Akhtar, Zayed

[EA] Unraveling the Popularity of Online Divination Among
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Bilibili’s Youth: Characteristics, Perceptions, and Motivations
Zhifang Wei, The Chinese University of Hong Kong

Discussant
Yoel Cohen, Ariel University

[EA] = This submission was accepted as an extended abstract.